

Appendices

INTERVIEW SCHEDULE - CONSUMERS

DEMOGRAPHIC PROFILE

- 1) Name :
- 2) Age :
 - (a) Below 20 years (b) 21 years – 30 years (c) 31 years – 40 years (d) Above 40 years
- 3) Gender :
 - (a) Male (b) Female
- 4) Marital status :
 - (a) Married (b) Unmarried
- 5) Educational qualification:
 - (a) Up to school level (b) Diploma (c) Graduation (d) Post Graduation (e) Professionally qualified (f) Others-----
- 6) Occupational Status :
 - (a) Employee (b) Business (c) Professional (d) Agriculturist (e) Unemployed (f) Student (g) housewife
- 7) Nature of the Family :
 - (a) Joint (b) Nuclear
- 8) Size of the family:
 - (a) 1 - 2 Members (b) 3 - 4 Members (c) More than 4 Members
- 9) Monthly Income of the family:
 - (a) Below Rs. 20,000 (b) Rs.20,001 – Rs. 40,000 (c) Rs. 40,001 – Rs. 60,000 (d) Above Rs. 60,000

CONSUMER AWARENESS AND USAGE OF ECO FRIENDLY PRODUCTS

10) Of the following features which ones are predominantly used to signify as 'green' for the products? (Assigning 1st rank to the most significant factor, 2nd rank to next significant and so on...)

S. No	Concepts	Rank
1	Environmentally conscious	
2	Reducing pollution	
3	Recycling/reducing waste	
4	Promoting conservation	
5	Energy saving	

11) State your level of awareness on the following type of green products

HA – Highly Aware

A – Aware

N – Neutral

NA – Not Aware

HNA – Highly Not Aware

S. No	Type of green products	HA	A	N	NA	HNA
1	Solar Products (Solar Water heater, Solar emergency light, Solar fan, Solar home power, Solar charger)					
2	Durables (Refrigerator, Washing machine, Air conditioner, Computer, Microwave oven)					
3	Non – durables (Health/Beauty/Personal care products – Soap, Shampoo, Paste, Cosmetics)					
4	Organic (Food products)					
5	Stationery (Paper cups/bowls, tissue papers, garbage bag, kitchen roll, toilet roll, note books)					

12) Which of the following products have you purchased?

S. No	Eco-friendly products	Tick
1	Solar Products	
2	Durables	
3	Non-durables	
4	Organic	
5	Stationery	

13) State the source of information about the Green products? (Please tick)

S. No	Sources of information	Solar	Durables	Non-Durables	Organic	Stationery
1	Friends/Relatives					
2	Colleagues					
3	Neighbours					
4	Dealers					
5	Newspapers/Magazines					
6	Internet					
7	Radio/Television					
8	Schools/Universities/Institutions					
9	Government					

14) State your level of agreeability on the basis of the selection of eco-friendly product for the first time? (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Factors	SA	A	N	DA	SDA
1	Based on information mentioned in package					
2	Based on explanation given by shopkeeper in stores					
3	Based on word-of-mouth by friends and relatives					
4	Based on informations in journals/magazines					
5	Based on Advertisements in media/ Internet					
6	Based on influence of environmental Groups					
7	Based on Display in shop					

15) How long have you been using the eco-friendly products?

(a) Less than 1year (b) 1-2years (c) 2-3 years (d) More than 3 years

16) Where do you buy Green products?

(a) Regular Supermarkets (b) Exclusive shops (c) Self Help Groups (d) Electronic shops (e) Others specify -----

REASONS FOR BUYING GREEN PRODUCTS

17) State your level of agreeability on the reasons for purchasing Green products? (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Reasons	SA	A	N	DA	SDA
1	Health & Safety					
2	Good in Quality & Reliability					
3	Prestige					
4	Satisfaction					
5	Brand loyalty					
6	Energy saving					
7	Sustainability					
8	Soil & Water management					
9	Current trend & Fashionable					
10	Recommendations by friends/family					
11	Try anything new in the market					

18) What aspects do you consider before buying Green products?(Please tick)

S. No	Aspects	Tick
1	Green products certifications (100% Natural, Organic, Bio, Eco, Natural product, Birds friendly, Animal friendly)	
2	Labels/Logos (Green stickers, Eco-labels, Energy star symbol)	
3	Green seal (Eco Mark)	
4	Written instructions in the pack(in the name Eco)	
5	Special section for Green products	
6	Reputation/brand	

19) To what extent the following environmental issues have made you to move to green products (Please tick)

S. No	Environmental issues	High Extent	Moderate Extent	Low Extent	Least Extent
1	Global warming				
2	Loss of bio-diversity				
3	Pollution (Air/water/land/soil)				
4	Gas emissions				
5	Deforestation				
6	Genetic pollution				

20) Who can bring positive changes in protecting environment? (Assign 1st rank to most important factor, 2nd rank to next important factor and so on)

S. No	Factors	Tick
1	Educational Institutions	
2	Media	
3	Government	
4	Social Organizations / NGO's	
5	Business and Industry	
6	Individuals	
7	Politicians	
8	Nature Clubs / Youth Clubs / Environmental Groups	

WILLINGNESS TO PAY MORE FOR GREEN PRODUCTS

21) Are you willing to pay more for the green features of the product?

(a) Yes (b) No

21 (a) If yes, state the reasons that make you to pay more for the ‘Green products’?
(Please tick)

S. No	Reasons	Tick
1	Health and safety conscious	
2	Environment protection	
3	Energy efficient	
4	Sustainability	
5	Quality & Reliability	

21(b) If no, state the reasons that make you not willing to pay more for the eco-friendly products? (Please tick)

S. No	Reasons	Tick
1	Cannot enjoy the benefits of features of eco-friendly products	
2	Price is too high, cannot afford to buy them	
3	Environmental issues is a tactics to attract the consumers	
4	Similar products are available at low price	

22) State whether you stick on to green buying regarding the following categories of goods (Please tick)

Categories of Green Products	Always buy Green	Mostly buy Green	Sometimes buy Green	Very rarely buy Green	Do not care
Solar Products					
Durables					
Non-durables					
Organic					
Stationery					

PERCEPTION AND SATISFACTION TOWARDS ECO FRIENDLY PRODUCTS

23) State your perception towards eco-friendly products (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Factors	SA	A	N	DA	SDA
1	I care about the environment					
2	I want to preserve the earth from pollution					
3	I buy energy efficient household appliances and recycled products					
4	I understand the information given on eco-friendly products					
5	I pay attention to eco-friendly advertising					
6	Eco-friendly products are easily identifiable					
7	I have spread awareness among family and friends about environmental degradation					
8	I don't purchase products that are hazardous to health and environment					
9	I am willing to pay higher price for green products					
10	I am willing to support Government initiatives on environmental problems					
11	I try to buy products with Eco-Labeled packages					
12	I consume water/electricity economically and also buy products from reusable resources					
13	I purchase only organic food products to reduce the health issues					

24) According to you what production strategy a company should follow while manufacturing products? (Assign 1st rank to most expected factor, 2nd rank to next expected factor, and so on...)

S. No	Strategy	Rank
1	Products should be harmless and of good quality	
2	Price of the products should be affordable	
3	More varieties should be made available	
4	Product package should contain green label to easily identify	
5	Products should be degradable / reusable and lead to minimum pollution	
6	Advertisements of the product logos and slogans should educate the people to conserve natural resources	

25) Do you think enough information about green features is given by the seller at the time of purchase?

(a) Always (b) Sometimes (c) Never

26) State your satisfaction level towards Green products (Please tick)

HS – Highly Satisfied

S – Satisfied

N – Neutral

DS – Dissatisfied

HDS – Highly dissatisfied

S. No	Factors	HS	S	N	DS	HDS
1	Quality					
2	Price					
3	Design					
4	Packing					
5	Safety					
6	Variety					
7	Availability					
8	Good for health					
9	Preserve nature					
10	Energy saving					

PROBLEMS FACED BY THE CONSUMERS

27) State the general problems faced by you in while purchasing eco-friendly products

(Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Problems	SA	A	N	DA	SDA
1	Not easily available in all shops					
2	Not reliable					
3	Less number of varieties					
4	Very expensive					
5	Lack of awareness					
6	Less advertisement					
7	Not convenient to use					
8	Benefits are not seen					
9	Obsolete Technology/ Not trendy or Fashionable					

28) Give your suggestions -----

INTERVIEW SCHEDULE - RETAILERS

PROFILE OF THE RETAILERS

1. Name :
2. Age :
 - (a) 20 years – 30 years (b) 31years – 40 years (c) 41years – 50 years (d) Above 50 years
3. Type of retail shop
 - (a) Simple retail shop (b) Departmental stores (c) Specialty shop (d)Others specify -----
4. Nature of products sold
 - (a) Only green products (b) Both green and other products
5. For how long you have been trading green products?
 - (a) Less than 1 year (b) 1- 3 years (c) 4 - 5 years (d) More than 5 years
6. Monthly turnover of the shop in dealing with green products
 - (a) Less than Rs.50,000 (b) Rs.50,001 – Rs.1,00,000
 - (b) Rs.1,00,001 – Rs.1,50,000 (d) Above Rs.1,50,000

BUSINESS DETAILS

7. Mention the type of Green products you sell in your shop

S. No	Eco- friendly products	Tick
1	Solar Products (Solar Water heater, Solar light, Solar fan, Solar electricity, Solar charger)	
2	Durables (Refrigerator, Washing machine, Air conditioner, Computer, Microwave oven)	
3	Non – durables (Health/Beauty/Personal care products – Soap, Shampoo, Paste, Cosmetics)	
4	Organic (Food products)	
5	Stationery (Paper cups / bowls, tissues, garbage bag, kitchen / toilet roll, note books)	

8. What is the source of information about Green products?

S. No	Sources	Tick
1	Existing distributors/ dealers	
2	Shopping website	
3	Advertisement	
4	By attending meetings	
5	Manufacturers	

9. State your level of agreeability on the factors which influenced you to include green products for sale as your business(Please tick your option)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Factors	SA	A	N	DA	SDA
1	Induced by own interest					
2	To earn more profit					
3	To provide varieties					
4	Protect the environment					
5	To overcome competition					
6	Reduce health issues and safety					
7	Retain/satisfy the customers					
8	Better business opportunity					
9	High demand					
10	Good product quality					

10. State the sources from where you purchase the Green products for your shop

S. No	Sources	Tick
1	Manufacturers	
2	Whole sellers	
3	Farmers(Organic Products)	
4	Self-help groups	
5	Others specify -----	

RETAILERS' OPINION ABOUT CUSTOMERS' BUYING PATTERN

11. Whether your customers identify the Green products?

(a) Yes (b) No

12. (a) If Yes, what factors help them to identify?

S. No	Factors	Tick
1	Green products certifications (100% Natural, Organic, Bio, Eco, Natural product, Birds friendly, Animal friendly)	
2	Labels/Logos (Green stickers, Eco-labels, Energy star symbol)	
3	Green seal(Eco Mark)	
4	Written instructions in the pack(in the name Eco)	
5	Special section for Green products	
6	Reputation/brand	
7	Others specify -----	

13. State your level of agreeability of the consumers' basis of the selection of eco-friendly product for the first time? (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Factors	SA	A	N	DA	SDA
1	Based on information mentioned in package					
2	Based on explanation given by shopkeeper in stores					
3	Based on word-of-mouth by friends and relatives					
4	Based on information in journals / magazines					
5	Based on Advertisements in media/ Internet					
6	Based on influence of environmental Groups					
7	Based on Display in shop					

14. Do your customers compare the Green products with other products at the time of purchase?

(a) Yes (b) No

14 a) if yes, mention what aspects they compare?

S. No	Aspects	Tick
1	Price	
2	Design	
3	Quality	
4	Health concern	

15. State your level of agreeability on the reasons for purchasing eco-friendly products by your buyers? (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Reasons	SA	A	N	DA	SDA
1	Health & Safety					
2	Good in Quality and Reliability					
3	Prestige					
4	Satisfaction					
5	Energy saving					
6	Brand loyalty					
7	Sustainability					
8	Soil & Water management					
9	Current trend & Fashionable					
10	Recommendations by friends/family					
11	Try anything new in the market					

16. Are the customers willing to pay more for the eco-friendly products?

(a) Yes (b) No

16. (a) If yes, what factors make them pay more for eco friendly products?

S. No	Factors	Tick
1	Health and safety conscious	
2	Environment protection	
3	Energy efficient	
4	Sustainability	
5	Quality & Reliability	

16. (b) If No, state the reasons that make the consumers not willing to pay more for the 'Green products'? (Please tick)

S. No	Reasons	Tick
1	Cannot see the benefits of features of eco-friendly products	
2	Price is too high, cannot afford to buy them	
3	Environmental issues is a tactics to attract the consumers	
4	Similar products are available at low price	

PROMOTIONAL STRATEGIES

17. What Promotional strategies are followed by you to sell the green products? (Please tick)

S. No	Strategy	Tick
1	Advertisements	
2	Personal contact	
3	Posters /banners/wall painting	
4	Information brochures	
5	Demonstration	
6	Separate section for green products	

18. What type of customer care facilities are provided by you to your customer?

S. No	Facilities	Tick
1	Information about green products / Offer sale regarding messages	
2	Punctual fulfillment of promises	
3	After sale service	
4	Customer orientation services	
5	Provision of technical service support and spare parts	
6	Credit facilities / EMI options for durables and solar products	
7	Replacement facility	
8	Free door delivery	

PERCEPTION TOWARDS ECO FRIENDLY PRODUCTS

19. Of the following features which ones are predominantly used to signify as 'green' for the products? (Assigning 1st rank to the most significant factor, 2nd rank to next significant and so on...)

S. No	Features	Rank
1	Waste reduction	
2	Reusable nature	
3	Energy efficient	
4	Water conservation	
5	Bio – degradability	
6	Non-toxic feature	
7	Organic nature	
8	Less gas emissions	

20. According to you what production strategy company should follow while manufacturing products? (Assign 1st rank to most important factor, 2nd rank to next important factor, and so on...)

S. No	Strategy	Rank
1	Products should be harmless and of good quality	
2	Price of the products should be affordable	
3	More varieties should be made available	
4	Product package should contain green label to easily identify	
5	Products should be degradable / reusable and lead to minimum pollution	
6	Advertisements of the product logos and slogans should educate the people to conserve natural resources	

25. Does the company/dealer give proper response to your queries?

(a) Yes (b) No

26. Give your agreeability towards green products sold in your shop (Please tick)

SA – Strongly Agree

A – Agree

N – Neutral

DA – Disagree

SDA – Strongly Disagree

S. No	Opinion	SA	A	N	DA	SDA
1	Quality of green products are good					
2	Green products are superior compared to similar products					
3	New green products are often introduced					
4	Customers have wide options in green products					
5	Customers are satisfied with green products					

27. How do you evaluate the impact of selling green products in your shop?(Assign 1st rank to most important factor, 2nd rank to next important factor and so on...)

S. No	Factors	Rank
1	Increase in Sales turnover	
2	Increase in Shop Image	
3	Increase in customers satisfaction and repeat purchase	
4	Increase in premium pricing strategy	
5	Attracting more customers	

28. What do retailers expect from the company (Assigning 1st rank to the most expected factor, 2nd to the next expected factor and so on...)

S. No	Expectations	Rank
1	Regular contact	
2	Improve promotional activity	
3	Improve credit facilities	
4	Increase in percentage of trade commission	
5	Timely availability of products	

29. Please rank the problems faced by you while selling the Green products. (Assigning 1st rank to most important problem in selling green products, 2nd rank to next problem and so on...)

S. No	Problems	Rank
1	Lack of awareness among consumers	
2	Requires high promotional cost / high capital investment & no government subsidy for all products	
3	Tough Competition	
4	High product cost	
5	Less varieties	
6	Not easily available/less suppliers	