

# **Impact of Green Advertisement and Green Brand Awareness on Green Satisfaction with Mediating Effect of Buying Behavior**

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## **Abstract**

*This study proposes the consumer related positive impacts of Green Advertisement and Green Brand Awareness on Green Satisfaction and how such satisfaction can be achieved with mediating role of Buying Behavior towards green products. The research objective of study is to analyze as how customers are satisfied by pre purchase and post purchase behavior regarding purchase of green products with effects of green advertisements and green brand awareness. To fulfill the purpose of this study a quantitative research approach (Non probability sampling technique) has been used. A questionnaire consisting of 207 respondents was distributed manually among environmental concerned consumers in order to study the relationship between above stated variables. The results show an overall positive relationship and influence among green advertisement, green brand awareness and green satisfaction. Companies tend to adopt green advertisement strategies should avoid false environmental claims in their ads in order to create positive green brand awareness that will result in prompting buying behavior and green Satisfaction. Advertisers should use environmental claims in their advertisements according to context and culture of a specific region and pricing the green products according to purchasing capacity of the people. Moreover if sincere actions are taken regarding green advertisements in daily use green products then it can result in increasing the environmental benefits and market shares of companies.*

**Keywords:** Green advertisement, Green brand awareness, Buying behavior, Green satisfaction

## **Introduction**

Green marketing is a broad concept and involves the promotion and advertising activities of products and companies with environmental concerns. Some of the most common expressions which consumers associate with the green products are bacteria-free, recyclable, refillable, ozone friendly, zero carbon, renewable and eco-friendly, etc. Green marketing also includes a wide range of activities like modification in products, changes in the production process, packaging changes,

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remodeling and stylizing as well as modifying advertising activities and campaigns. (Kilbourne & Beckmann, 2010)

Environment friendly consumers are receptive to green ads irrespective of the use of environmental claims on the basis of past actions and these ads create positive credibility and attitudes. In order to make a change in environment the consumer's perceived effectiveness is helpful in understanding customer's attitude and behavior towards green advertisements and it leads to environmental protection. Also the customers who possess a high level of involvement in green advertisements they perceive the ads as believable and truthful and advocates of environmental protection on one's beliefs that he or she can make a difference with his or her individual behavior. (Tucker et al, 2013)

Each individual's green purchase process is influenced by situational factors like moving house and retail setup that has green product range according to travelling distance. The stated purchase process also depends upon the elements of green values and choosing the green criteria. Green consumer's purchases are different each time and their purchase experience and knowledge gained from each purchase leads to create the green values and knowledge that resulted into make next purchase. When the customers have knowledge of green purchasing process then they make the purchases of green products based on the factors of strong green values, green purchase experience, available time for product research and decision making, knowledge of environmental issues, availability and affordability to purchase green products. (Young, et al, 2010)

Green marketing strategies allows the companies to get more competitive advantages and to explore new markets in order to enhance their market shares. Companies should adopt the branding strategies of green products in their relation to green marketing efforts. Among the green brands, green brand equity can be created by its three drivers green brand image, green brand trust and green satisfaction. Green brand image is helpful in creating green brand equity with mediating role of green trust and green satisfaction. Moreover companies should implement long term environmental strategies in order to create green brand equity and its antecedents. (Chen, 2010)

From recent researches a positive trend has been seen as how green advertisement impacts significantly on buying behavior towards green products with its different factors like credibility, consumer's trust, viewer's attitudes, brand image, consumer believability towards media, green education, reference group influence and perceived effectiveness of environmental behavior. In current study there is a need to identify that how green advertisement together with factor of green brand awareness impacts on consumer buying behavior and how it leads to

green satisfaction by offering energy efficient products on the basis of pre purchase and post purchase behavior together with associated claims used in green advertisements by advertisers. (Khandelwal & Bajpai, 2011)

The research objective of this study is to investigate the impact that green satisfaction is created among environmental conscious customers with impact of green advertisements and green brand awareness when customers pass through pre purchase and post purchase buying behavior process of green products. Furthermore, this study will also examine as how companies properly use the green marketing and advertising strategies and campaigns when offering green products.

## Review of Literature

### *Green Advertisement*

Green advertising is defined as “Any ad that meets one or more of the following criteria: (1) explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, (2) promotes a green lifestyle with or without highlighting a product/service, and (3) presents a corporate image of environmental responsibility”. (Banerjee, Gulas, & Iyer, 1995) In many countries organizations have a responsibility to maintain trust, protect the rights, maximizing the wealth and to keep happy different stake holders. Owners are to be considered the fundamental stakeholders and other stakeholder’s interest is associated with owners’ preferences. In respect of owner’s interest there are a number of circumstances including green consumer segment’s emergence, greening impact of all stake holder groups and a growth in business development which influence the owners to adopt the green advertising and green marketing strategies to produce eco-friendly products. (Zinkhan & Carlson, 1995)

Hypothesis 1 (H1): Green Advertisement is positively associated with Buying Behavior towards green products

### *Green Advertisement and Consumer Buying Behavior*

#### Consumer Buying Behavior

Environmental consumerism also known as green buying is one type of environmentally conscious behavior. This behavior refers to the buying and purchasing of such products which are eco-friendly. These products include household items produced with postconsumer plastics and papers, energy saving light bulbs, nonpolluting detergents, perfumes and dyes. Companies should produce such kind of products in order to achieve long term organizational and environmental protection goals and objectives. (Mainieri et al, 1997).

Firms should adopt well planned advertising campaigns in order to establish a strong organizational image of 'being green' for achieving high level sales of green products. If there is efficient credibility of green claims in green advertisements then it has positive influence on prospect and existing customers to purchase green products. Moreover the customer's attitude towards green ads positively influence the purchase intention, more the attitude the customers will have towards green ads stronger will be buying behavior and firms can do this by showing actions in ads which will allow customers to differentiate as 'green' or 'non-green' (Zhu, 2013). If firms use positive and credible environmental claims in their green advertisements then it will have positive impact on green consumer buying behavior towards green products that will result in achieving high level sales of green offerings. Hypothesis 2 (H2): Green Brand Awareness is positively associated with Buying Behavior towards green products

#### Green Brand Awareness

This study proposes the green brand awareness and it can be defined as 'the ability for a buyer to recognize and to recall that a brand is environmental friendly' (Aaker, 1992). Customers who have some environmental concerns their purchasing decision is positively influenced by green product, price awareness and brand image awareness. It is the role of marketers to provide information regarding green products, eco-labeling with use of green message contents in order to get familiar the customers with green brands. In order to encourage purchasing of green products these must be at affordable prices, energy efficient and of high quality. If Governmental and Non-Governmental bodies take initiative to create environmental awareness among customers then definitely it will result in increasing of sale of energy efficient and green products. (Suki). If there is higher level of brand equity then customer will buy a brand to which higher brand awareness is attached and with the strong association of brand awareness there is a positive influence on consumer's buying behavior towards green products (Keller K. L., 1993). If firms create brand awareness among environmental conscious customers through brand equity and green advertising campaigns then customers will get familiar with these brands and it will influence on their purchasing decision.

Hypothesis 3 (H3): Buying Behavior towards green products is positively associated with Green Satisfaction

#### *Consumer Buying Behavior and Green Satisfaction*

##### Green Satisfaction

Green satisfaction can be defined as 'green satisfaction is a pleasurable level of consumption-related fulfillment to satisfy a customer's

environmental desires, sustainable expectations, and green needs' (Chen, 2010).

Upon controlling different factors like gender, age and income level the customers who purchase green products and possess pro-social behavior tend to have a higher level of life satisfaction. In order to promote sustainable consumption patterns and to measure positively impacted social changes in the society the policy makers and educators must make a comprehensive package of social, economic and environmental indicators. When customers purchase expensive and green products they sacrifice their personal interest on environmental protection in order to gain long term and collective benefits which ultimate results in getting life and green satisfaction. (Xiao & Li, 2011) If environmental conscious customers purchase green products and they perceive the features and benefits of such products are associated with claims positioned by the marketers and policy makers then it will result in higher green satisfaction.

Hypothesis 4 (H4): Green Satisfaction is positively influenced by Green Advertisement

#### *Green Advertisement and Green Satisfaction*

Customer satisfaction is a two dimensional concept either an outcome or a process. Studies have shown that satisfaction is achieved with pre purchase and post purchase experience. Customers have environmental concern due to environmental knowledge and consciousness and they are willing to pay premium for purchasing green products. Companies are manufacturing products in order to gain a competitive edge and to satisfy the green needs of such environmental conscious customers. As a consequence those companies which show green image of their products in advertisements and packaging have the more satisfied customers. (Yazdanifard & Mercy, 2011). If companies show the green labeling and green image in their advertisements and TVC's these may be able to satisfy the green customer needs with pre purchase behavior and process.

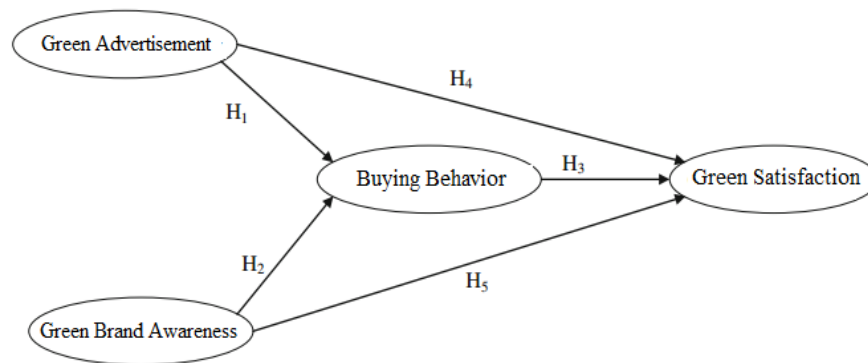
Hypothesis 5 (H5): Green Brand Awareness has positive influence on Green Satisfaction towards environment friendly products

#### *Green Brand Awareness and Green Satisfaction*

On the basis of study conducted by Hoyer and Brown and a controlled experiment there is a strong association of brand awareness on consumer buying behavior that leads to post purchase behavior and ultimate customer satisfaction. Brand awareness is considered as a dominant factor and tactic and customers show a higher level response towards an aware brand irrespective of the quality and price differentials. For a repeat purchase consumer product context, awareness differentials have a

powerful influence on a consumer choice decision that resulted in defining degree of satisfaction level. (Macdonald & Sharp, 2000) If companies use proper brand awareness campaigns among environmental conscious customers then customers will be ready to purchase well aware brands without any consideration on basis of pre purchase and post purchase behavior that will result in getting higher customer satisfaction.

### Theoretical Framework



### Research Methodology

#### *Population and Sample for study*

Consumer level is the unit of analysis of this study. A questionnaire survey has been used in this study to verify and analyze the hypotheses and research model. 220 questionnaires were distributed to a conveniently generated sample among different segments of general population including university students, university teachers and other professionals. Total 213 total questionnaires were returned and among them only 207 questionnaires were found usable with a response rate of 94.09%. From the selected sample 36.7% of the respondents were females and 63.3% were males with mean age of 1.37 years and S.D=0.78. On the basis of marital status 83.6% were Single, 14.5% were married and 1.5% were divorced respondents with S.D=0.435. Level of education ranging from getting a high school degree to a university degree of which 48.8% respondents had university postgraduate degrees and remaining 51.2% students hold degrees including matriculation, intermediate and bachelor with S.D=0.824 with mean of 3.29. Average work status of the respondents is 2.78 (SD=1.11) worked in different Government and private sectors including students with or without job. Mean income level earned by different respondents 2.63 (SD=1.64) from

which most of the respondents have income level <20,000 with percentage of 33.8%.

Non probability sampling technique (Convenient Sampling) has been used in this research study and pertinent information has been collected from primary sources. In order to assure strict anonymity and voluntary participation of respondents a cover letter was attached to questionnaire together with full explanation regarding research topic and variables which are part of this study.

### *Measurements*

In questionnaire a 5-Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) has been used for four variables including green advertisement, green brand awareness, consumer buying behavior towards green products and green satisfaction in order to study the impact of green advertising and marketing strategies on consumer's buying behavior. The studied variables along with the reliability analysis are as follows:

#### **Green Advertisement**

To measure green advertisement 33 items were taken on 5-Point Likert scale developed by (Haytko & Matulich). The Cronbach's Alpha for this scale was reported  $\alpha=0.763$ . A sample question regarding this variable is *"I believe the claims in green advertising are truthful"*.

#### **Green Brand Awareness**

On 5-point Likert Scale green brand awareness was measured with five items and it was developed by (Keller & Lane, 1993) and (Yoo & Donthu, 2001) having reliability of  $\alpha=0.711$  on the basis of Cronbach Alpha. Sample question for this variable is *"You can quickly recall the green image of green brands"*.

#### **Consumer Buying Behavior**

10 items were used to measure consumer buying behavior towards green products on 5-Point Likert Scale developed by (Schuhwer & -Hagius, 1995) and (Straughan & Roberts, 1999) with Cronbach Alpha of  $\alpha=0.725$  as a reliability of data. A sample question regarding this variable is *"I have switched products/brands for environmental reasons"*.

#### **Green Satisfaction**

This variable includes four questions measured on 5-Point Likert Scale having  $\alpha=0.728$  and it was taken from the article written by (Chen Y. S., 2010). A sample question included in this variable is *"Overall, you are glad to buy such brands because these are environmental friendly"*.

Table 1: Descriptive Statistics &amp; Correlation

Variable	Mean	S.D	1	2	3	4	5	6	7	8	9	10
Gender	1.37	0.483	1									
Marital Status	1.18	0.435	.093	1								
Level of Education	3.29	0.824	-.215**	.070	1							
Work Status	2.78	1.109	.071	-.317**	-.021	1						
Age	1.37	0.776	.061	.701**	.099	-.286**	1					
Income Level	2.63	1.637	.253**	.144*	-.101	-.166*	.258**	1				
Green Advertisement	3.51	0.346	-.007	-.065	.011	.045	-.070	.057	1 (0.763)			
Green Brand Awareness	3.78	0.6579	-.099	.016	.070	.047	.005	.061	.468**	1 (0.711)		
Consumer Buying Behavior	3.76	0.5667	-.119	-.032	.041	.091	-.098	.029	.405**	.586**	1 (0.725)	
Green Satisfaction	3.87	0.710	-.116	-.023	.136	-.016	.002	.005	.438**	.516**	.422**	1 (0.728)

\*\* . Correlation is significant at the 0.01 level (2-tailed)

\* . Correlation is significant at the 0.05 level (2-tailed)

Alpha reliability of each variable is shown in parenthesis ( )

Total Sample Size, n=207

### Correlation Analysis

From table-1 it can be seen that independent variables GAd and GBA has strong relationship with mediator CBB i.e. ( $r=0.405$  and  $r=0.586$  respectively). A strong positive relationship can also be seen between mediator CBB and dependent variable GSat i.e ( $r=0.422$ ). Similarly Gad and GBA has strong positive relationship with dependent variable GSat i.e ( $r=0.438$ ) and ( $r=0.516$ ) respectively. Hence upon the significant and positive relationship between all the constructs indicate that our research model is fit for this study.

Table 2: Results for Main Effects and Mediating Regression Analyses

Predictors	CBB			G-Sat		
	B	R <sup>2</sup>	$\Delta R^2$	$\beta$	R <sup>2</sup>	$\Delta R^2$
Main Effect: Gad & GBA						
Step I:						
Gad	0.274**	0.366	0.366**	0.516***	0.315	0.315***
Step II:						
GBA	0.438***	0.366	0.366***	0.430***	0.315	0.315***
Mediation : CBB						
Step 1:						
CBB				0.529***	0.178	0.178***
Step 2:						
Gad				0.469***	0.178	0.178***
GBA				0.355***	0.322	0.149***

\*  $p \leq 0.10$ , \*\*  $p \leq 0.05$ , \*\*\*  $p \leq 0.001$

GAd: Green Advertisement, GBA: Green Brand Awareness, CBB: Consumer Buying Behavior

GSat: Green Satisfaction



### Regression and Hypothesis Analysis

Hypothesis 1 (*H1*): Green Advertisement is positively associated with Buying Behavior towards green products.

Through regression analysis we find that GAd has significant relationship with CBB with ( $\beta = 0.274$  at ( $p=0.009$ ), and we regress that hypothesis has been accepted. There was no control variable which can effect on this relationship.

Hypothesis 2 (*H2*): Green Brand Awareness is positively associated with Buying Behavior towards green products

From above calculated data of regression analysis it can be observed that GBA has significant positive relationship with CBB toward green products with ( $\beta = 0.438$ ) at ( $p=0.000$ ) and it shows that hypothesis has been accepted. No control variable exists here which can control the relationship between GBA and CBB.

Hypothesis 3 (*H3*): Buying Behavior towards green products is positively associated with Green Satisfaction

Regression analysis shows that CBB towards green products has a significant positive relationship with GSat having ( $\beta = 0.529$ ) with ( $p=0.000$ ) and on its basis our hypothesis has been accepted. Also here was no control variable that can influence on our relationship.

Hypothesis 4 (*H4*): Green Satisfaction is positively influenced by Green Advertisement

On the basis of regression analysis it can be noticed that satisfaction can be pre purchase experience when companies advertise using green claims and green visuals and it shows a positive relationship between green advertisement and green satisfaction having ( $\beta = 0.469$  and  $p=0.001$ ) with partial effect of mediating buying behavior having ( $\beta = 0.529$  and  $p=0.05$ ).

Hypothesis 5 (*H5*): Green Brand Awareness has positive influence on Green Satisfaction towards environment friendly products

From the above regression analysis of study it can be observed that there is a significant relationship between green brand awareness and green satisfaction ( $\beta = 0.355$  and  $p=0.000$ ) with partial mediating role of green buying behavior having ( $\beta = 0.529$  and  $p=0.005$ ) and it represents the logic that customer can be get aware of different green brands with or without using them.

### Discussion

In current study we have measured the direct impact of green advertisement and green brand awareness on green satisfaction with mediating role of consumer buying behavior towards green products in environmental conscious customers. We used a questionnaire as a research instrument and data was collected from 207 environmental

conscious customers. 33 items were measured of green advertisement with reliability of  $\alpha=0.763$  (Cronbach's Alpha), green brand awareness was consisted on 5 items having  $\alpha=0.711$ , consumer buying behavior with 10 items having reliability of  $\alpha=0.725$  and green satisfaction' reliability was reported as  $\alpha=0.728$  having 4 items. All values of Cronbach's Alpha show that our data was reliable to conduct this study. After calculating the means and standard deviations of all variables we conducted the co relation and regression analysis.

Study findings show that there is a strong positive relationship between green advertisement and green brand awareness. The reason behind this relationship is that if companies use true environmental friendly and green claims in their advertisements and devise their marketing and advertising strategies in environmental concern then it will persuade the existing and potential customers to purchase the environmental friendly products (Zhu, 2013). Findings and previous research studies show the acceptance of our hypothesis. . Similarly second independent variable green brand awareness has also positive impact on purchasing green products. If companies create brand awareness regarding their green brands, products and corporate image through brand equity then it will create knowledge for customers to get aware about the company offering which will result in final purchase. These two findings show that our settled research hypotheses have been accepted and it relates to previous studies conducted on this variable (Suki).

On the basis of current discussion and previous studies it can be seen that if companies and customers have environmental and sustainable consumption concerns then customers will purchase energy efficient products. According to results there is a strong positive relationship between consumer buying behavior and green satisfaction which shows the acceptance of hypothesis. (Xiao & Li, 2011)

Research findings also show that if companies adopt green marketing and advertising strategies then environmental conscious customers are willing to pay more to purchase green products in order to satisfy their needs. According to study it can be concluded that customers can be satisfied with pre or post purchasing behavior towards green products after viewing green advertisements. Since there is a significant positive relationship between green advertisement and green satisfaction with partial mediation effect of green buying this shows the acceptance of our hypothesis. (Yazdanifard & Mercy, 2011)

If customers have knowledge about green products and firms as a result of brand awareness campaigns conducted by companies using brand equity and brand trust strategies then it can be seen that there is a significant relationship between green brand awareness and green satisfaction. And it shows the acceptance of our settled hypothesis. As a

partial mediating role of buying behavior it can be concluded that customers can get aware of green brands after or before purchasing the green products in response to green marketing and advertising campaigns of companies.

### **Limitations and Future Researches**

All possible steps have been taken in order to provide the research findings in a holistic way. Like other researches this research study has also some limitations as a natural phenomenon. Some of the limitations and proposed future researches of this study are as follows

- Major limitation based on sampling is that this research was conducted on a limited size of population
- Due to time constraints we could not take response of respondents from all cities and in future it could be studied in more cities to evaluate the consumption patterns towards green products
- This study was conducted for all in general green products and industries and in future for better findings it can be studied on specific products and industries
- There is too much insufficient literature available on pre purchase behavior that leads to customer satisfaction and for future researches it should be studied on different patterns.

### **Implications for managers, organizations and Government**

- Marketers and advertisers should use true and fair environmental claims in their advertisements in order to increase sale and profits
- Organizations should create awareness regarding environmental protection and sustainability among existing and potential customers and must manufacture the green products at lower price and high quality to satisfy green needs of customers
- Marketers must design strong brand development and brand awareness strategies in order to create and maintain the image of “being green” in target customers
- Government should devise plans and campaigns regarding environmental protection and sustainability in public in order to keep safe the boundaries of country from global warming
- In current scenario of energy breakdown and load shedding there is need to take immediate action by Govt. , policy makers and environmental conscious organizations to manufacture energy efficient products and appliances that can be helpful in controlling environmental pollution.

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## Appendix

Riphah International University, Islamabad  
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Dear Sir/Madam,

I am a student of MS Management Sciences (Marketing) and working on a research paper to fulfill the academic requirement of the degree. The purpose of this study is to investigate the impact of Green Advertisement on Buying Behavior of environmental conscious customers. Green marketing refers to marketing that encourages environmentally friendly behavior towards products and services.

Please take a few minutes to assist me and complete the attached questionnaire. It should not take you longer than 10 minutes to complete. All responses are confidential and will merely be outlined in the form of statistical data in the analysis. All data will only be used for research purposes.

Thank you for your important contribution to this study.

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Scale of the questionnaire is as follows:

1= Strongly Disagree   2= Disagree   3= Neither Agree/Nor Disagree   4= Agree   5= Strongly Agree
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For each item of the statements below, please indicate the extent of your agreement and disagreement by ticking (✓) the appropriate number concerning the following questions.

SECTION 1						
Green Advertisement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Green Advertising is valuable to society	1	2	3	4	5
2	Green Advertising promotes the desire for Possessions	1	2	3	4	5
3	Green Advertising leads people to be more socially Responsible	1	2	3	4	5
4	Green Advertising shows the consumers that the firm is addressing consumers Environmental Concerns	1	2	3	4	5
5	Green Advertising strengthens company image	1	2	3	4	5
6	I think green advertising is effective	1	2	3	4	5
7	Most green advertising insults peoples intelligence	1	2	3	4	5
8	Green Advertising claims are insincere (i.e. false/inaccurate/unreal)	1	2	3	4	5
9	Green Advertising is a good business practice	1	2	3	4	5
10	Green Advertising is a weak form of advertising	1	2	3	4	5
11	Green Advertising is unprofessional	1	2	3	4	5
12	A company that uses green advertising is trustworthy	1	2	3	4	5
13	Products and services that are advertised as green are safer to use	1	2	3	4	5
14	Green advertising is effective at addressing environmental problems	1	2	3	4	5
15	Green advertising is a good source of information about products/services	1	2	3	4	5
16	Green advertising is believable	1	2	3	4	5
17	Green advertising results in better products	1	2	3	4	5
18	Products/services that are advertised as green are less expensive to society in the long run	1	2	3	4	5
19	Green advertising helps to solve environmental Problems	1	2	3	4	5
20	Green advertising is interesting to see	1	2	3	4	5
21	Green advertising presents a true picture of the product being advertised	1	2	3	4	5
22	Sponsors of green advertising have sincere intentions	1	2	3	4	5
23	I have more confidence in advertised green products than in unadvertised green ones	1	2	3	4	5
24	I believe the claims in green advertising are truthful	1	2	3	4	5
25	I tend to be more loyal to products from companies that practice green advertising	1	2	3	4	5
26	I plan to switch to products and services that were advertised as being green	1	2	3	4	5
27	I would pay more for products or services that were advertised as being green	1	2	3	4	5
28	I prefer products with eco-labelled packages	1	2	3	4	5
29	Green advertising exploits environmental issues instead of addressing them	1	2	3	4	5
30	Green advertising is deceptive	1	2	3	4	5
31	Green advertising preys upon consumers environmental concerns	1	2	3	4	5
32	Green advertising results in higher prices for products	1	2	3	4	5
33	Advertisements that focus on environmental concerns persuade people to buy products they do not really need	1	2	3	4	5

SECTION 2						
Green Brand Awareness		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You can recognize green brands among other competing brands because of their environmental commitments	1	2	3	4	5
2	You are aware of green brands because of their environmental reputation	1	2	3	4	5
3	Some environmental characteristics of green brands come to the top of mind in your consideration set quickly	1	2	3	4	5
4	You can quickly recall the green image of green brands	1	2	3	4	5
5	You can easily figure out Green Brand because of their environmental concern	1	2	3	4	5

SECTION 3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Consumers Buying Behavior					
1	I try to buy energy-efficient products and appliances	1	2	3	4	5
2	I avoid buying products that have excessive packaging	1	2	3	4	5
3	When there is a choice, I choose the product that causes the least pollution	1	2	3	4	5
4	I have switched products/brands for environmental reasons	1	2	3	4	5
5	I make every effort to buy paper products made from recycled paper	1	2	3	4	5
6	I use environmentally friendly soaps and detergents	1	2	3	4	5
7	I have convinced members of my family or friends not to buy some products that are harmful to the environment	1	2	3	4	5
8	Whenever possible, I buy products packaged in reusable containers	1	2	3	4	5
9	I try to buy products that can be recycled	1	2	3	4	5
10	I buy high-efficiency light bulbs to save energy	1	2	3	4	5

## Demographics

- Q1. Gender  
☐ Male ☐ Female
- Q2. Marital Status  
☐ Single ☐ Married ☐ Divorced
- Q3. Please indicate your level of education  
☐ Matriculation ☐ Intermediate ☐ Graduation ☐ Post Graduation
- Q4. Please indicate your work situation  
☐ Employed ☐ Unemployed ☐ Retired  
☐ Student (with or without a job)
- Q5. Please indicate your age-group  
☐ 18-25 ☐ 26-35 ☐ 36-45  
☐ 46-55 ☐ 56-65 ☐ Above 65
- Q6. Please indicate your level of Income  
☐ Less than 20,000 ☐ 20,000-30,000 ☐ 30,000-40,000  
☐ 40,000-50,000 ☐ 50,000-60,000 ☐ Above 60,000