

Impact of Green Advertisement and Environmental Knowledge on Intention of Consumers to Buy Green Products

Objective: To analyze the impact of green advertisement on consumer intentions to buy green products.

Consent Form

You are invited for participation in a research study regarding analysis of relationship between green advertisement and consumer's intentions to buy green products. You are requested to go through the information below and show your consent before beginning of the survey.

Information about the Study

This survey will take 20 minutes approximately.

- ☐ It is a voluntary participation.
- ☐ Minimum 18 years' age is mandatory to participate in the survey.
- ☐ This survey has the purpose to extend the knowledge about sports education, culture and environment.
- ☐ There is no risk to participate in the study.
- ☐ The basic demographic information is required in the survey.
- ☐ You may participate in the survey at your own will and may refuse to provide information at any stage.
- ☐ The findings of the study may be published in research journal, electronic or/and print media.

After understanding the above information, please mark one of the following options;

- a) I consent for participation in the survey
- b) I do not consent for participation in the survey

If you are willing to participate in the survey, then complete the questionnaire.

General Information

Your name:

Age:

Gender:

Education:

Income:

Contact:

Questionnaire

S.No.		Strongly Disagree	Disagree	Don't know	Agree	Strongly Agree
1	I tend to pay attention to products with environment saving label through green advertising.					
2	I tend to focus on advertising information that talk about the environment.					
3	I think green advertising expresses the true nature of the product.					
4	I think I can get a more effective message from this green ad than from a traditional ads					
5	I have a relatively strong interest in knowing about that green ad compared to traditional ads					
6	I think the format of the green ad is relatively new compared to traditional ads					
7	Green products are better for the environment as compared with general products.					
8	Green products have value against paid money.					
9	I expect that green products increase environmental performance.					
10	I am willing to recommend eco-friendly products to others.					
11	Using eco-friendly products relieves the guilt of environmental destruction.					
12	I plan to purchase eco-labeled products in the future.					
13	I am willing to purchase more eco-labeled products while shopping.					
14	From now on, I plan to purchase eco-labeled products.					
15	I intend to pay more for eco-labeled products.					
16	If an eco-label product is not available I postpone my purchase.					
17	For those brands that use green messages in their advertisements, I think they are good.					
18	I take attention to eco-labeled products through green advertising.					
19	Green advertising is valuable in my opinion.					
20	Green brands use renewable sources of energy.					
21	Green brands help us saving the environment.					

22	I tend to pursue new trends more than others.					
23	I often go to the store to see if a new product is out.					
24	I tend to buy the latest trendy products.					
25	I tend to watch with interest how other people use new products.					
26	Choosing between two products, I always buy the one which has the minimum impact on people and the environment.					
27	I think that green products provide higher quality than regular ones with the exact same characteristics.					
28	I have more knowledge about recycling than an average person.					
29	I know where I can find products that create less wastage.					
30	I have knowledge about the sustainability symbols used on product packages.					
31	I am very knowledgeable about environmental and social issues.					