



Cultivating Sustainability: Bridging the Behavioural Attitude Gap between Gen Z and Millennials in Consumer Choices

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ABSTRACT: People frequently come across terms like eco-fashion, recycling, and upcycling (Schrotenboer, 2013). Although many consumers hold a favourable view of sustainable products, they often refrain from actually buying them. Despite embracing the principles of eco-friendly shopping, consumers often don't follow through at the cash register (Belk, Devinney, & Eckhardt, 2005; Carrington, Neville, & Whitwell, 2014). The gap between intention and actual buying behaviour, termed the 'ethical purchasing gap,' is not well-understood (Carrington et al., 2014) and requires serious attention (Gupta & Ogden, 2009). Researchers emphasize the need for studies on this discrepancy (Nicholls & Lee, 2006). Understanding green consumption and bridging this gap could benefit the sustainability of both economies and environments. Surprisingly, there is no research explicitly exploring the gap between millennials and Gen Z concerning general sustainable products. The UN defines sustainable production and consumption as: "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of the future generation." Value-belief-norm (VBN) theory explains how environmental values lead to specific beliefs about the consequences of actions, which, in turn, shape personal norms influencing pro-environmental behaviour. It links values, beliefs, and norms in understanding individuals' environmental actions. The VBN theory suggests that individuals with strong environmental values are more likely to hold specific beliefs about the consequences of their actions, and these beliefs contribute to the development of personal norms guiding pro-environmental behaviour. The theory has been applied in various studies to understand and predict environmental attitudes and behaviours. Nudges have been known for subtle interventions or

changes in the way choices are presented to individuals, designed to influence their behaviour in predictable ways without restricting options or imposing significant economic incentives.

This research explores the impact of behavioural interventions on promoting pro-environmental choices within a demographically similar sample sharing common values, beliefs, and environmental attitudes. The study focuses on the urban and educated population of Millennials and Gen Z of Jaipur. The research methodology involves a two-part survey, comprising a market simulation to observe consumer behaviour and a questionnaire assessing participants' attitudes toward environmental issues and sustainable consumption.

The sample is divided into an experimental group exposed to behavioural interventions during the market simulation and a control group without such interventions. The study concludes that the tested interventions while effectively encouraging participants in both the treatment group to opt for more sustainable products compared to the control group, these interventions are more effective in the case of the Gen Z population. This study, by comparing millennials and Gen Z, aims to assist managers in comprehending the factors that impact consumption decisions and to build behavioural policies that could be implemented to bridge the attitude-behaviour gap in the context of sustainable consumption. It also seeks to aid in designing appealing green products, motivating shoppers to take action, and categorizing consumers based on their awareness of consumer and product thereby contributing to India's pursuit of sustainability goals.

KEYWORDS: Generation Z, millennials, sustainable decision-making, sustainable consumption.

I. INTRODUCTION

Every acquisition of a product or service carries environmental consequences and ramifications. Sustainable consumption is the



practice designed to minimize adverse effects on the environment, ensuring that current consumption doesn't compromise the ability of future generations to consume. Each purchasing choice contributes to either a more or less sustainable consumption pattern. In the process of deciding what to buy, individuals navigate a multifaceted decision-making journey influenced by numerous factors.

A substantial body of knowledge has pinpointed motivators for consumption, particularly those aligned with sustainability. The Theory of Planned Behaviour (TPB), Norm-Activation Theory (NAT), and VBN (Value-Belief-Norm) stand out as the key theories applied in research on environmental behaviour. Originally articulated by Stern et al., the VBN framework delineates how human values shape behaviour in matters related to the environment. Stern (2008, p. 366) affirmed that behaviour is triggered "when an individual comes to believe that a personal value is threatened and that he or she can alleviate that threat by appropriate action."

Numerous studies have empirically confirmed the variables within the VBN framework. While researchers have utilized this framework to predict pro-environmental behaviours, a limited number have proposed that social norms, compelling individuals to act in specific ways, exert minimal influence on such behaviours. In the Indian context, Kala & Sharma (2010) discovered that social and cultural norms significantly impact the adoption of a pro-environmental attitude. In this study, we have focused on two distinct population groups, namely Generation Z (Gen Z- born between 1995 and 2010) and Millennials (Millennials, encompasses individuals born between 1980 and 2000). Our objective is to explore the effectiveness of behavioural interventions in promoting pro-environmental choices among these two cohorts who share common values, beliefs, and environmental attitudes.

The behavioural interventions under examination include positive product positioning, labelling strategies, leveraging the bandwagon effect, and providing informative content to the participants. By implementing these interventions, we aim to gauge their impact on shaping environmentally conscious decisions within the Gen Z and Millennial populations.

Furthermore, the research delves into the intricate relationship between attitudes and actual consumer behaviour. We seek to identify instances where the environmental attitude of individuals belonging to the millennial and Gen Z population may not seamlessly translate into tangible

environmentally friendly actions. To broaden the scope of our investigation, we also incorporate the consideration of social norms as an extension of the Value-Belief-Norm (VBN) framework. Understanding the interplay between attitudes, social norms, and behavioural interventions between different demographic groups will contribute valuable insights to the field of environmental psychology and consumer behaviour.

The paper is organized as follows: Section 2 offers an overview of existing literature on sustainable consumption and behavioural interventions. Section 3 outlines the research methodology, detailing the study population, materials, and analysis procedures. Section 4 provides an in-depth discussion of the results and observations, and finally, Section 5 concludes the study. The paper concludes with references, followed by the Appendix section.

II. LITERATURE REVIEW

2.1 Value belief norm

In India, Francis and Sarangi (2022) applied the Value Belief Norm framework, revealing a positive correlation between awareness of current environmental issues and higher literacy rates. Interestingly, millennials residing in major cities exhibited lower engagement in sustainable consumption and a reduced willingness to make sacrifices compared to their counterparts in smaller cities. Wang et al. (2021) highlighted in their research that individuals may not necessarily make sustainable consumption decisions solely based on their attitudes. Various factors, including high prices, product inaccessibility, limited experience with green consumption, and a lack of trust in product quality, also influence intentions toward sustainable consumption.

Considerable research has been conducted using a decision-based approach to analyse environmental behaviour. Rokka and Uusitalo (2008) employed this framework and determined that, in the consumer's decision-making process, price, packaging feasibility, and brand were significant product attributes, listed in that order. Antonetti and Maklan (2014) investigated the impact of pride and guilt on consumers' choices when purchasing sustainable products, delving into the reasons behind these influences. Their findings revealed that emotions such as guilt and pride, triggered by a single consumption episode, can regulate sustainable consumption by shaping consumers' overall perceptions of effectiveness. Following experiences of guilt or pride, consumers perceive themselves as catalysts for relevant



sustainability outcomes. Contrarily, Grebitus et al. (2020) found that environmental concerns did not prominently influence consumers' decision-making; instead, cost and convenience played a more substantial role. The introduction of a nudge, providing pro-environmental decision guidance, did result in a modest improvement in consumers' choices toward environmentally friendly options.

2.2 Nudges

Nudges and various behavioural interventions have been utilized in numerous studies to promote environmentally conscious consumption. Vigours (2018) categorized nudges into four types: self-nudges, choice architecture, social norms, and precommitments. While these nudges can assist consumers in aligning their decisions with their intentions, it's crucial to note their potential for manipulation. Bolos et al. (2019) applied the Lancaster Utility Model, Nudging Interventions, and goal-based theory, emphasizing the necessity of cognitive and behavioural nudges in food waste reduction campaigns. Their research advocates for encouraging consumers to choose imperfect yet edible food to combat food waste. Berger et al. (2020) investigated the effectiveness of digital nudges in online food shopping, specifically in promoting ecologically sustainable food choices. They discovered that solely highlighting sustainable product options unrelated to sustainability topics had adverse effects on shopping behaviour. Theotokis and Manganari (2014) delved into the impact of modifying default options within the choice architecture model.

The research indicated that the opt-out default approach proves more efficacious than the opt-in strategy due to heightened anticipated guilt, with a particularly pronounced impact on environmentally less conscious consumers. Furthermore, the study revealed that a forced-choice policy surpasses an opt-in policy in effectiveness, although it did not demonstrate a significant difference from an opt-out policy. Addressing responsible behaviour may encounter obstacles, as highlighted by Choi and Ng's (2011) investigation into the micro-purchase decision process for consumer technology products among environmentally conscious individuals. Their findings revealed that "green consumers" cited insufficient information about green products and a lack of time as significant barriers to making environmentally responsible purchases.

III. METHOD

3.1 PARTICIPANTS

A hybrid approach employing snowball and convenience sampling methods was utilized to form a sample population comprising two distinct groups—Generation Z (Gen Z) and Millennials—for research participation. The sample was then randomly divided into control and treatment groups to mitigate individual taste and preference influences on purchase decisions. The simulation incorporated real prices and product details to closely emulate authentic purchasing scenarios. Both Gen Z and Millennial groups actively participated in the simulation, with the treatment group being exposed to four distinct behavioural interventions across various product markets. These interventions included positive positioning of sustainable products, environmental impact labelling, leveraging the bandwagon effect, and information provision. Participants in both groups were tasked with selecting products based on their simulated income.

The second part of the survey employed the Value-Belief-Norm (VBN) model to predict pro-environmental behaviour. A Likert-type scale, ranging from "Strongly Disagree" to "Strongly Agree" and "Not Important" to "Very Important," assigned values (1 to 5) to reflect respondents' agreement with beliefs and norms. This questionnaire segment remained consistent across both the Gen Z and Millennial treatment and control groups.

Data analysis was conducted using the statistical tool STATA, with differentiation between the Gen Z and Millennial groups. Participants, who voluntarily registered through a Google form, were provided information about the research purpose, submitted demographic details, and were assured of the confidentiality of their information. The study focused on educated individuals belonging to the middle and upper-middle classes from Jaipur. Out of 400 voluntary registrations, 200 respondents completed the control group questionnaire, and another 200 completed the treatment group questionnaire. The majority (96%) were not the breadwinners of the family.

3.2 RESEARCH INSTRUMENT

To analyse consumer behaviour, the initial section of the survey questionnaires commenced with a simulated market featuring four common products: toothbrushes, t-shirts, oatmeal biscuits, and stationery pouches. Emphasis was placed on ensuring the standardization of the displayed products.



3.3 ANALYSIS

The Likert scale responses were transformed into numeric values using MS Excel. In the market simulation segment, a score of 1 represented a sustainable purchase, while 0 indicated a non-sustainable one. Participants could achieve a maximum score of 4 by making one sustainable purchase in each product category. For the sections on values, beliefs, and norms, scales ranging from "Strongly Disagree" to "Strongly Agree" and "Not Important" to "Very Important" were converted to numbers from 1 to 5. All statements were positively phrased, so a higher number on this scale reflected a more environmentally conscious attitude. The total number of sustainable purchases and the cumulative scores in the values, beliefs, and norms sections were calculated as percentages of their respective maximums.

Both the treatment and control groups underwent the same procedure. We employed the student's t-test in Stata to assess whether there was a significant difference between the mean scores of sustainable purchases in the treatment and control groups.

IV. RESULTS

4.1 FINDINGS

Table 1, Table 2, Table 3, Table 4, and graphs present the findings of a survey where participants were tasked with making product purchase decisions and ranking their values, beliefs, and norms in response to statements related to sustainable consumption and environmental issues. The results reflect participant behaviour, with Table 1 indicating scores for the treatment group in the case of millennials (nudged) and Table 2 for the control group in the case of millennials (not nudged). Similarly, Table 3 is for the treatment group of the Gen Z population, and Table 4 represents the control group of the Gen Z population. The survey instrument (Google Form) can be found in the Appendix. Notably, in the case of millennials, 27% of purchases in the treatment group were sustainable products, compared to 17% in the control group. In the case of Gen Z, 49.5% of purchases in the treatment group were sustainable products, compared to 26% in the control group.

In our analysis, both groups demonstrated comparable scores in the values, beliefs, and norms section of the survey. Using a student's t-test in STATA, we examined whether the mean sustainable purchases score differed significantly between the

treatment and control groups. Our findings indicate a statistically significant difference in averages at a 5% significance level. With 95% confidence, we assert that our interventions have effectively encouraged participants in the treatment group to opt for more sustainable products compared to those in the control group and that it gives better results for Gen Z. In the second section, the VBN questionnaire, a perfect score of 100% signifies the highest pro-sustainable consumption attitude. Both treatment and control groups scored similarly at 76.61% and 76.76%, respectively for millennials and 87.09% and 86.72%, respectively for Gen Z, in the attitude section, encompassing values, beliefs, and norms. As this framework predicts pro-environmental behaviour, the scores suggest that participants in both groups of a particular demography are equally inclined to exhibit sustainable consumption behaviour. However, when contrasting these attitudes with actual purchases, noticeable attitude-behaviour gaps emerge.

Based on the findings depicted in the graphs, it seems that the sample exhibited homogeneity in pro-environmentalist attitudes. While the groups differed in sustainable product purchases, their alignment in values, beliefs, and norms suggests shared perspectives. The variation in buying patterns can be attributed to behavioural interventions in the treatment group. The observed attitude-behaviour gap, measured by the disparity between the Total Attitude Score and the percentage of sustainable purchases, is approximately 49.61% in the treatment group and 60.76% in the control group for millennials. For Gen Z the observed attitude-behaviour gap is 37.59% in the treatment group and 60.72% in the control group.

Figures illustrate the divergence in sustainable product purchases between the two groups for both demographic populations. The light blue bars represent the treatment group's percentage of sustainable purchases, while the dark blue bars depict the same for the control group. Noteworthy gaps exist in their sustainable consumption choices. Consequently, the most impactful nudges appear to be product labelling (as sustainable) and herd mentality for millennials. Information provision alone seems to have a minimal impact on motivating millennials to choose sustainable products. In contrast, for Generation Z, all behavioural interventions demonstrated nearly equal levels of effectiveness.



Table 1: Treatment group score in the sustainable consumption, value, belief, norm and total attitude (Millennials)

Scores	Sustainable purchases	Value Score	Belief Score	Norm Score	Total Attitude Score (VBN)
Actual Score	108	3112	1885	3048	8045
Maximum Score	400	4000	2500	4000	10500
Percentage (Actual out of maximum)	27	77.8	75.4	76.2	76.61

Table 2: Control group score in the sustainable consumption, value, belief, norm and total attitude (Millennials)

Scores	Sustainable purchases	Value Score	Belief Score	Norm Score	Total Attitude Score (VBN)
Actual Score	64	3060	1872	3128	8060
Maximum Score	400	4000	2500	4000	10500
Percentage (Actual out of maximum)	16	76.5	74.9	78.2	76.76

Table 3: Treatment group score in the sustainable consumption, value, belief, norm and total attitude (Gen Z)

Scores	Sustainable purchases	Value Score	Belief Score	Norm Score	Total Attitude Score (VBN)
Actual Score	198	3472	2212.5	3460	9144.5
Maximum Score	400	4000	2500	4000	10500
Percentage (Actual out of maximum)	49.5	86.8	88.3	86.5	87.09

Table 4: Control group score in the sustainable consumption, value, belief, norm and total attitude (Gen Z)

Scores	Sustainable purchases	Value Score	Belief Score	Norm Score	Total Attitude Score (VBN)
Actual Score	104	3427	2195	3484	9106
Maximum Score	400	4000	2500	4000	10500
Percentage (Actual out of maximum)	26	85.6	87.8	87.1	86.72



Figure 1

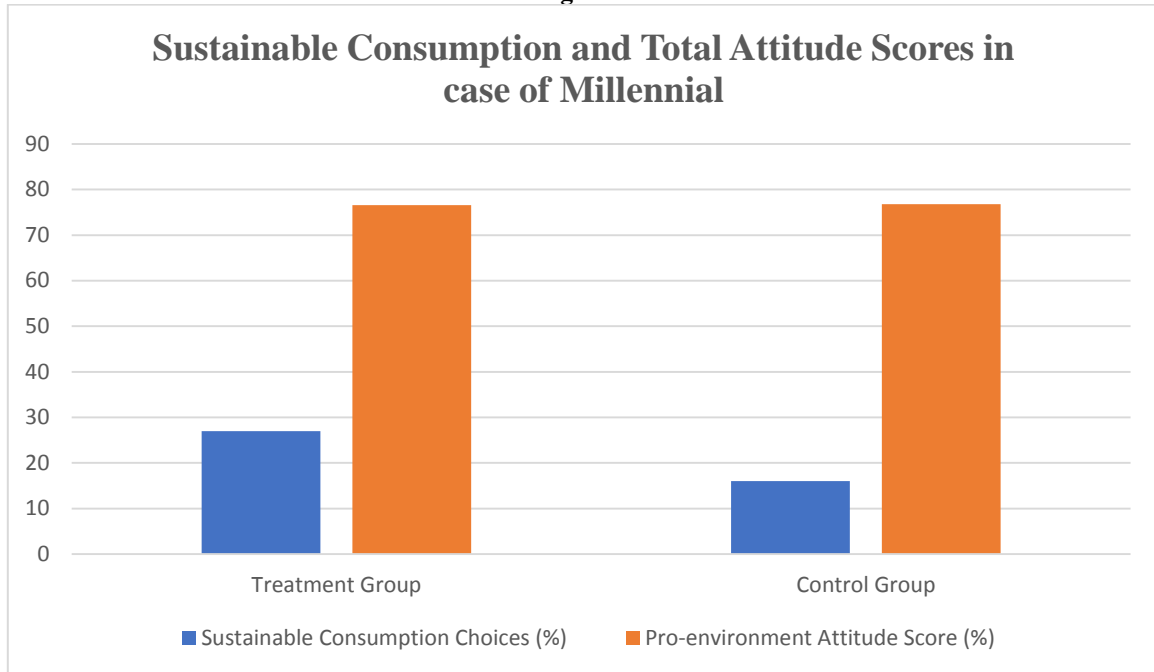


Figure 2

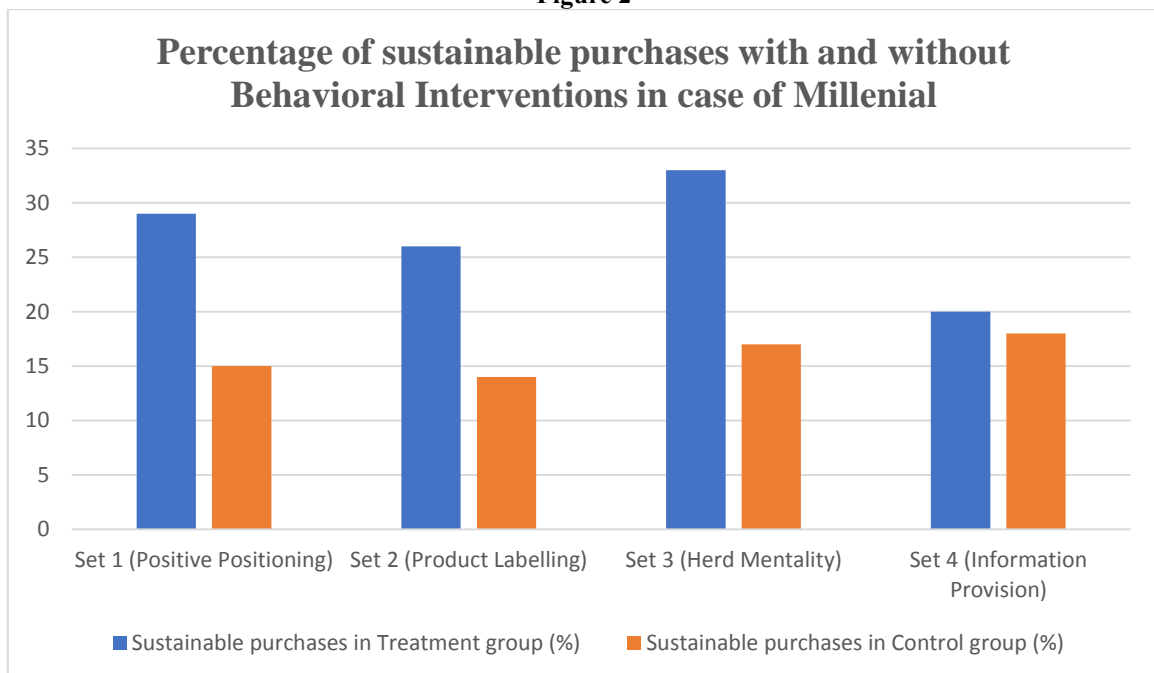




Figure 3

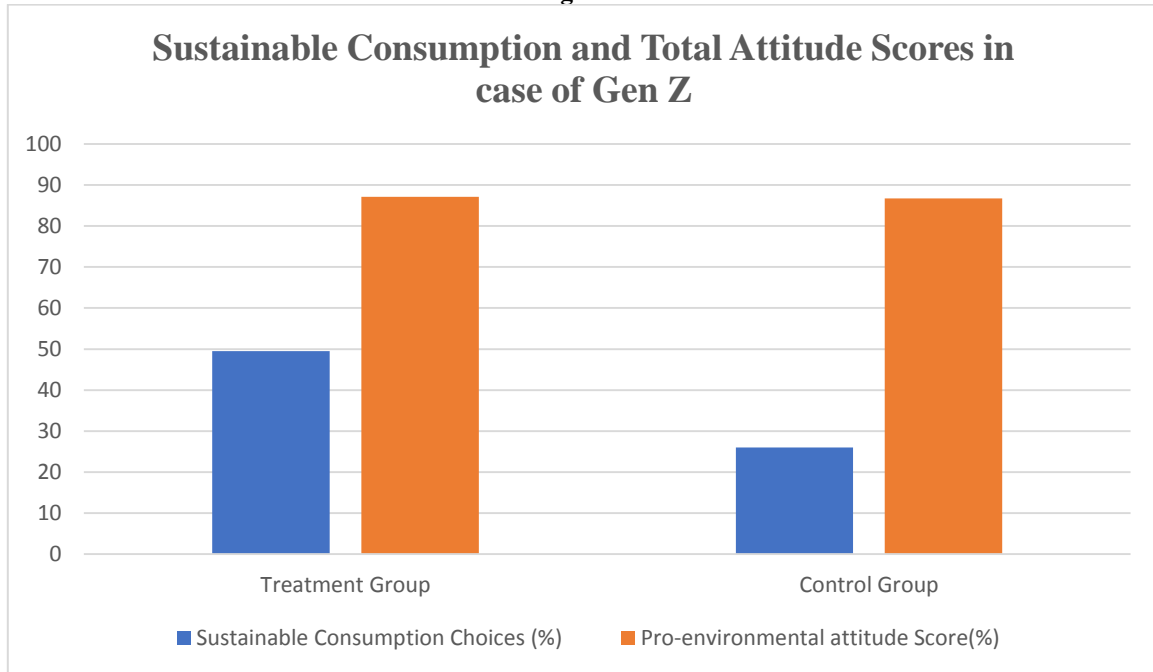
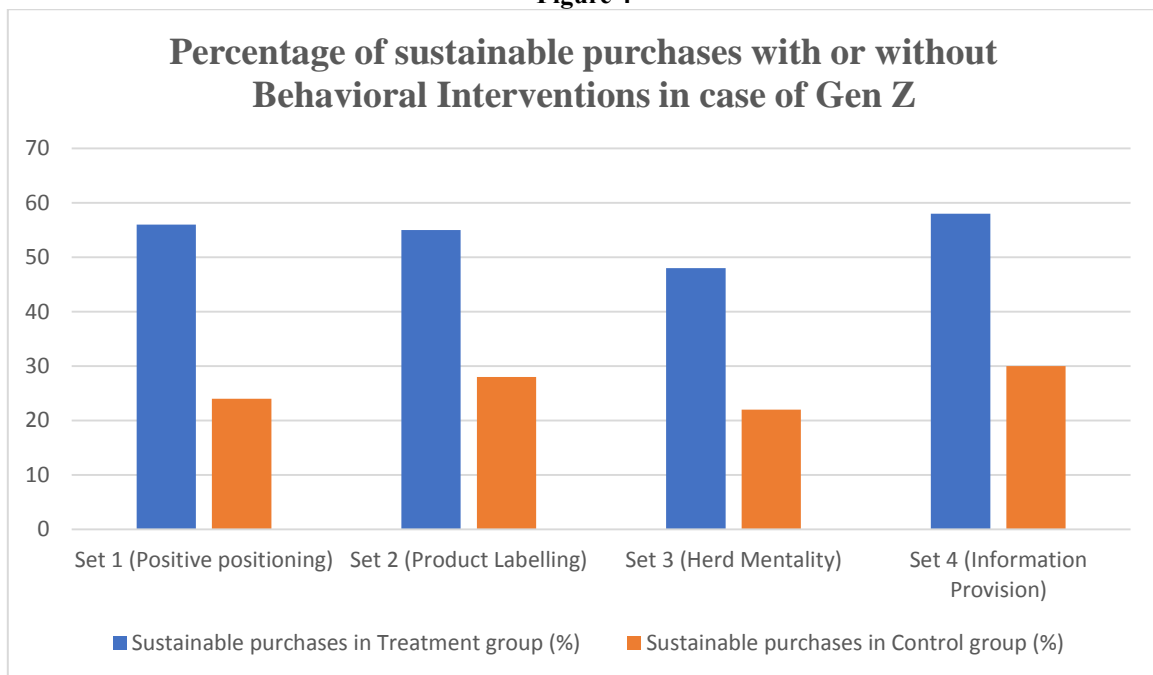


Figure 4



4.2 LIMITATIONS

We identified a noteworthy disparity in the mean sustainable purchase score values between the treatment and control groups, at a 95% confidence level. This disparity was more pronounced for Gen Z. To enhance the statistical

significance of our results, we are considering adjustments to our nudges. It's conceivable that participants might have been more mindful of their survey choices due to the awareness of being observed, particularly in the context of pro-environmental decisions—a phenomenon known as



the Hawthorne effect. To address this, we initially gathered responses for market simulation experiments to study behavior and then collected attitude data through the VBN framework, aiming to elicit more genuine responses by minimizing awareness. Acknowledging the potential for participants to provide less-than-truthful answers, we sought to mitigate this by actively encouraging honest responses.

V. CONCLUSION

The VBN framework elucidates the connection between an individual's values, beliefs, and norms and their position on environmental issues, specifically regarding the adoption of sustainable products. Our analysis, conducted with 95% confidence, reveals a discernible disparity in sustainable consumption attitudes and behaviours between the control and treatment groups. Despite both groups displaying similar attitudes, the divergence in purchasing decisions indicates that individuals with comparable attitudes may make discrepant choices based solely on their group assignment (control or treatment) and exposure to behavioural interventions. Notably, the treatment group exhibited a higher inclination towards environmentally friendly choices, underscoring the efficacy of behavioural interventions in fostering sustainable consumption. Our findings highlight that product labelling, positive positioning, and herd mentality are particularly influential for both demographic groups, whereas the information provision proved to be less impactful for millennials. Future research could delve into refining these behavioural interventions for better outcomes, considering the identified limitations, and exploring the influence of other demographic factors on the effectiveness of such interventions.

Generally, Millennials maintain a positive attitude towards sustainability. However, there exists a noticeable contradiction between their views on sustainability and their actual practices in sustainable consumption. Consumers from this generation often attribute the current sustainability issues to external institutions such as businesses, education, and society, sometimes refusing to acknowledge their own contribution to the problem. Addressing these challenges requires significant efforts in areas like innovation, recycling, and conservation to foster a more globally sustainable way of life. Born between 1995 and 2010, Generation Z (Francis & Hoefel, 2018) is the largest living generation globally, making up around 32 percent of the population (Miller & Lu, 2018). With significant purchasing

power (Verma, Tripathi, & Singh, 2021) and a general emphasis on "truth" (Francis & Hoefel, 2018), businesses should prioritize transparency in their operations, given the potential influence this cohort can have on the market. As the first generation to grow up with internet and social media access from birth, Gen Z is truly digital-native. Their constant exposure to social networks, mobile systems, and the internet has created a highly interconnected generation (Francis & Hoefel, 2018). Gen Z is characterized by a more responsible and sustainable approach to consumption (Djafarova & Fouts, 2022). They view consumption as a means of expressing individual identity and expect brands to align with the values associated with their products (Francis & Hoefel, 2018).

Additional research should explore the impact of education on green and sustainable consumption. It should also suggest consumer education programs designed to motivate consumers to alter their behaviour by reducing consumption and waste production. The aim is to encourage individuals to embrace more sustainable practices in their daily lives. This ongoing work strives to inspire future research by consolidating existing studies and presenting a thorough set of compelling questions that warrant further investigation. Moreover, Companies are recommended to communicate their sustainability initiatives through various channels such as posts, blogs, and press releases. It's crucial to align these messages with consumer psychology. Additionally, labelling products with sustainability information can be effective in encouraging consumers to choose environmentally friendly options.

Our research suggests that Gen Z is more responsive to nudges, influencing their buying decisions towards sustainability and a preference for eco-friendly and socially responsible products. While this study offers valuable insights for researchers, educators, policymakers, marketers, and consumers, it's important to note that the study's sample might limit its generalizability. To enhance the study's applicability, future research should consider collecting data from various sources to triangulate findings and explore the motivations of different consumer groups.

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Market Simulation

Market Simulation

Which product would you choose based on your current income? Please provide your honest preferences in this survey.

* Indicates required question

1. Age *

2. Are you currently the primary financial provider or breadwinner for your family?

Mark only one oval.

Yes

No



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Market Simulation

3. Set 1 - Buying a toothbrush.
Select one item which you want to purchase.

Oral B
Toothbrush - Anti-Bacterial Pro-Health, Adult, Manual, Multicolor 1 Piece Pack
Adult
★★★★☆ - 20
₹89
Get it Thursday, 28 December - Monday, 1 January

AUSEK Electric Toothbrush for Men & Women - 5 Modes, 60-Day Battery Life, Waterproof, USB Rechargeable...
Sponsored
Adult
₹749 (₹749/count) M.R.P. ₹1,499 (63% off)
prime Get it by Wednesday, 27 December

DENARA Bamboo Toothbrush with Charcoal Activated Soft Bristles antibacterial & biodegradable Adult...
★★★★★ - 18
₹69 (₹69/count) M.R.P. ₹499 (88% off)
Get it by Friday, 29 December

Sensodyne
Sensitivity & Gum Toothbrush With Soft Bristles & Duoflex Neck For Better Cleaning, 40 G, Manual, Adult...
Adult
★★★★☆ - 34
₹110 (₹110/count)
prime Get it by Tomorrow, 25 December
FREE Delivery over ₹499. Fulfilled by Amazon
More Buying Choices
₹78 (4 new offers)

Colgate
Toothbrush - Slim Soft Charcoal Soft Bristles - 1 Piece
Adult
★★★★☆ - 226
100+ bought in past month
₹85 (₹85/count)
₹80.75 with Subscribe & Save discount
prime Get it by Tomorrow, 25 December
FREE Delivery over ₹499. Fulfilled by Amazon
More Buying Choices
₹73 (4 new offers)

A B C D E

Tick all that apply.

- Option A
- Option 2
- Option 3
- Option 4
- Option 5



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Market Simulation

4. Set 2: Buying a T-Shirt
Select one item which you want to purchase.

The screenshot displays five T-shirt products from Amazon:

- A:** Geko Classic Tee, \$149.99, 4.5 stars, 10,000+ reviews.
- B:** Allen Solly Regular Fit Polo, \$707, 4.7 stars, 4,701 reviews, 200+ bought in past month.
- C:** FILA Men Organic Cotton T-shirt, Rs. 629, 4.5 stars, 1049 reviews, 40% off.
- D:** The Souled Store Men Oversized T-shirts, \$734, 4.5 stars, 44 reviews, 51% off.
- E:** UNITED COLORS OF BENETTON Slim Polo Shirt, \$776, 4.5 stars, 240 reviews, 57% off.

Each product listing includes a color selection bar and a Prime logo with 'FREE Delivery by Amazon'.

Mark only one oval.






- Option 1
- Option 2
- Option 3
- Option 4
- Option 5



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Market Simulation

5. Set 3: Buying snacks.
Select one item which you want to purchase.

				
<p>Britannia NutriChoice Oats Orange Almond Cookies, 75g ★★★★☆ ~ 600 2K+ bought in past month ₹22 (₹29.33/100 g) M.R.P: ₹25 (12% off) Save 5% with coupon details fresh Slotted delivery on orders above ₹499</p>	<p>McVities Mcvities Oat Cookies With Goodness Of Oats & Honey, 120G, Oatmeal Honey ★★★★☆ ~ 254 ₹45 (₹37.50/100 g) M.R.P: ₹49 (10% off) fresh Slotted delivery on orders above ₹499</p>	<p>UNIBIC FOODS Cashew Badam Cookies, 500 g Cashew, Badam ★★★★☆ ~ 12,385 6K+ bought in past month ₹75 (₹15/100 g) M.R.P: ₹150 (50% off) prime Get it by Tomorrow, 25 December FREE Delivery over ₹499. Fulfilled by Amazon</p>	<p>Sunfeast Farmite Oats and Raisins, 75 Grams, Oatmeal Oats, Raisins ★★★★☆ ~ 129 ₹65 (₹86.67/100 g) Buy 2 items(s), get 2% off promo code.... Get it Thursday, 9 January - Saturday, 13 January ₹80 shipping</p>	<p>NutriChoice Britannia Digestive High Fibre biscuits with zero maida & zero added sugar, 100g oat meal oat meal ★★★★☆ ~ 1,174 ₹32 (₹32/100 g) M.R.P: ₹35 (9% off) fresh Slotted delivery on orders above ₹499</p>
A	B	C	D	E

Mark only one oval.

- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Other: _____








12/31/23, 6:20 PM

Market Simulation

6. Set 4: Buying stationary.
Select one item which you want to purchase.

① **100 million** marine animals die each year from plastic waste alone. There is an estimated **75 to 199 million tons** of plastic waste currently in our oceans, with a further **33 billion pounds of plastic** entering the marine environment every single year.

Sources: [PlasticOceans](#), [National Geographic](#), [UNESCO](#), [EarthDay](#), [SAS](#)

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A	B	C	D	E

Mark only one oval.

- Option 1
 Option 2
 Option 3
 Option 4
 Option 5
 Other: _____

7. Mark only one oval.

1 2 3 4 5
○ ○ ○ ○ ○



12/31/23, 6:20 PM

Values How important are these values to you?

8. Influence (Having an impact on people and event)

Mark only one oval.

1 2 3 4 5

Not Very important

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12/31/23, 6:21 PM

Beliefs To what extent do you agree with the following beliefs?

Beliefs

To what extent do you agree with the following beliefs?

1. Climate change is real.

Mark only one oval.

1 2 3 4 5
Stro Strongly agree

2. I have a role to play to save the environment.

Mark only one oval.

1 2 3 4 5
Stro Strongly agree

3. Consumption of sustainable product will save the planet.

Mark only one oval.

1 2 3 4 5
Stro Strongly agree



12/31/23, 6:21 PM

Beliefs To what extent do you agree with the following beliefs?

4. Not only the government and industries, but I too am also responsible for environmental deterioration.

Mark only one oval.

1 2 3 4 5

Stro Strongly agree

5. I feel jointly responsible for learning about climate change.

Mark only one oval.

1 2 3 4 5

Stro Strongly agree

- 6.

Mark only one oval.

1 2 3 4 5

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Norms Do you agree with the following.

8. I feel obliged to pay attention to the environmental impact of the products I purchase.

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Norms Do you agree with the following.

Norms

Do you agree with the following.

1. I feel guilty when I buy products with multiple layers of plastic packaging

Mark only one oval.

1 2 3 4 5

2. I feel obliged to learn about the environmental issues.

Mark only one oval.

1 2 3 4 5

3. I must do something to help future generations.

Mark only one oval.

1 2 3 4 5



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Norms Do you agree with the following.

4. I feel that it is my responsibility to protect the environment.

Mark only one oval.

1 2 3 4 5

5. My friends want me to act environmentally conscious.

Mark only one oval.

1 2 3 4 5

6. My family want me to act environmentally conscious.

Mark only one oval.

1 2 3 4 5

7. Most people in my social circle think it is important to buy green products.

Mark only one oval.

1 2 3 4 5
