

Appendix

Questionnaire

Part 1: General information

1. What is your gender?
 - Male
 - Female
 - Nondisclosed
2. What is your current occupation?
 - Student
 - Office workers
 - Own business
 - Self-employed
 - Other..
3. What is your highest educational level?
 - High school
 - College
 - University
 - Higher education
4. What age group are you in?
 - Under 18
 - 18-25
 - 26-30
 - 31-40
 - 41-50
 - 51+
5. Have you ever used environmentally friendly products?
 - Yes
 - No
6. How often do you use environmentally friendly products in a month?
 - Regularly
 - Rarely
 - Almost never

7. In which situation do you usually use environmentally friendly products?

Passive (stores used them => you purchase and it comes along)

Active (you choose to use environmentally friendly products)

8. What is your monthly income? (1000 vnd ~ 1,01 Czk)

Under 5 million VND (~ 5000 CZK)

5 million VND – 10 million (~ 5000 CZK – 10,000 CZK)

11 million – 20 million (~11,000 CZK – 20,000 CZK)

More than 20 milion (~ More than 20,000 CZK)

9. Do you feel that you can afford to use environmentally friendly products regularly?

Yes

No

Part 2: Factors affecting Vietnamese consumers decisions toward use environmentally friendly products.

1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree

10. When you buy an environmentally friendly product which factor is desirable in your opinion? (Tick box)

Prices 1 2 3 4 5

Packaging 1 2 3 4 5

Material 1 2 3 4 5

The impact on the environment 1 2 3 4 5

Brand of product 1 2 3 4 5

11. Internal motivation when you buy the environmentally friendly products?

To have experience of environmentally friendly products 1 2 3 4 5

Wanting to protect the environment 1 2 3 4 5

To raise awareness of using environmentally friendly products 1 2 3 4 5

12. External motivation when you buy the environmentally friendly products?

Appealing packages 1 2 3 4 5

Promotions 1 2 3 4 5

No other alternatives 1 2 3 4 5

From family or friends 1 2 3 4 5

13. On the scale of 1 to 5 (1 as the worst and 5 as the best) how much would you rate the environmentally friendly products you have used?

1 2 3 4 5

Hypotheses

Hypothesis 1: There is no dependency between gender and frequency of using EFPs in a month

Hypothesis 2: There is no dependency between age and frequency of using EFPs in a month

Hypothesis 3: There is no dependency between occupation and frequency of using EFPs in a month

Hypothesis 4: There is no dependency between education level and frequency of using EFPs in a month

Hypothesis 5: There is no dependency between monthly income and frequency of using EFPs in a month.