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**Green Marketing & Youth- Knowledge, Attitude & Practice in the NCT of
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Abstract

To save our planet Earth, Go Green is a must. "Green" denotes purity. Green marketing is concerned with the protection of ecological environment. The purpose of this article is to examine the extent of awareness, attitude and contribution, among the youth of NCT, Delhi towards green marketing. A sample size of 210 respondents belonging to NCT, Delhi was taken to analyze their responses and conclude the hypothesis. Statistical tools used in the study were frequency, mean, standard deviation, t-test, ANOVA etc. The study concludes that youth belonging to NCT, Delhi are aware of green marketing. They are concerned about the environment and want to make Delhi a pollution free zone. They are supportive of the various measures needed to be adopted for protecting the environment. Though they are aware of green products, income plays a significant role in its purchase. Green products need to be well advertised to make green products more popular. In future, more stress should be laid on reduce, recycle and reuse of products to help save the environment.

Key words Green marketing, Green products, Ecological environment, Youth, Planet Earth

Introduction

There is a widespread awareness on "Protecting the environment, "Global warming", and to save our "Planet Earth". Green marketing, its awareness and continuous use of "Green products" to a large extent can help protect our environment as the primary focus of Green products is on recycling of waste and also the use of energy saving devices. The concept of green

marketing first emerged in the late 1980's; it gradually gained momentum in the 1990's. The developed countries such as the US, UK, France and Canada initially advocated this concept and the developing countries such as Sri Lanka, India, China, Brazil followed suit later on. Peattie (1995) has defined Green marketing management as "the holistic management process responsible for identifying, anticipating and satisfying the

requirements of customers and society, in a profitable and sustainable way”.

There has been a growing concern for the environment all over the world. In recent times, various groups such as multinational organizations, governments, NGO's etc. have worked relentlessly to save the environment and safeguard the interests of our future generations. Laws from time to time have been reframed to protect not only the environment but also scarce resources. The firms have a social responsibility and an obligation to fulfill the needs of the society by offering them green products produced through new and innovative methods that help protect the environment.

The youth forms a significant percentage of the entire population of our country therefore it has a major role in promoting marketing of green products. The youth from the school stage should be encouraged to use and further promote green products so that at later stage not only are they well aware of such products but become conscious buyers as well. The present study is a step in this direction where an analysis of the youth's knowledge, attitude & practice towards green products is conducted.

Literature Review

Green Marketing

The late 1980's witnessed the first stage of “Green marketing”, when the concept was newly introduced and discussed in industry (Peattie and Crane, 2005). In the 1990's, it entered its second stage, however, it was a setback for marketers as they experienced a backlash (Wong, et. al 1994). The concept of green marketing came forth from the concept of social marketing (Kotler, 1999). Green marketing distinguishes the product by calling it eco-friendly or environment friendly from the other products. It states marketing as process which not only satisfies the needs of the consumers but also takes the society and environment into account. Harrison (1993), had explained the concept of “Green marketing” very well in the study. Green marketing focuses on the various strategies including the awareness of the benefits from Green products to various consumers in such a way that their buying decisions are largely influenced. Peattie (1995) has defined Green marketing management as “the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way. Priebe (2010) stated that the gamut of green marketing ranges from developing a green product to the advertising of a green activity. Polonsky (1994) pointed out that with manifold needs

and desires of consumers, the products that fulfill the satisfaction of consumers with minimal effect on the green environment is what is defined as green marketing. Soonthonsmai (2007) defined Green marketing as a set of processes adopted by firms to produce eco-friendly products or services to satisfy consumer needs and wants. Leonidou et. Al. (2013) in the study stated that green marketing had a significant role in reducing the negative impact on environment. Identifying the consumer's needs and thereon making efforts to satisfy them has been described as a management tool of Green marketing by Welford(2000) and Peattie(1995).

Need for Green Marketing

The concern for environment is growing globally. There are continuous debates and discussions at all levels- government, firms, consumers, academicians and marketers on how to devise strategies and ways to produce eco-friendly products, that will satisfy consumers and also not deflate their profits. In the research study by Ottman et al (2006) and Stafford (2003) it has been stated that Green marketing has gained popularity due to the continuous globally rising concerns over environment. There is a growing awareness among firms not to harm the environment through their production processes. The firms

also realize that pollution can be reduced and profits not compromised at the same time. (Hart,1997). Tjarnenno (2001) stated that Multinational companies have realized that they possess the resources to combat ecological problems by providing viable solutions. As said by Coddington (1993) a business which supports the notion of environment friendly products and thinks about the concern of its consumers towards the environment is the business which has adopted the concept of green marketing.

According to Martin & Simintiras, (1995) Green Market is that portion of a market which is recognized by the consumers who are willing to adopt the notion of green marketing. Zsolnai (2002) stated they a green business is the business which has modified itself to follow the concept of environmentalism and keeps it in mind in while doing the usual procedures of the business. The green business was determined as the business which involves the usage of environmentally safe practices (Friend, 2009).

A moral responsibility is established on the part of organizations. They are bound to serve and provide the society with products that are less harmful to the environment.[(Shearer, 1990), (Davis, 1992), (Freeman & Liedtka, 1991), (Keller, 1987)]. Prendergast and Thompson (1997) stated that environmental

concerns raised by consumers have motivated the firms to produce green products by using eco-friendly processes.

Organizations and marketers are now trying to enter the market with green products or the products which are environment friendly as many consumers who are concerned about the environment are willing to purchase such products. Marketers are encouraging the idea of green products and are making the consumers aware about how these products can reduce the impact on the environment.

One has to understand the concept of who a green consumer is, in order to understand the concept of green marketing. Elkington(1994) states that a green consumer is a person who eludes the usage of products which put the environment at risk because of their manufacturing methods and the way they are being disposed, or products that are being acquired by threatening animals.

Peattie, (2001) talked about the fact that many research papers on green marketing comprise of the factors which influence the purchase of green products such as consumer's willingness to spend on green products, different segmentation of consumers and consumer profiling. Khare et al (2013) stated in the study that one of the most contributing factors for a consumer to purchase a green product is the knowledge he possess about the

environment friendly products. Belz and Peattie (2008) conducted a research which showed that many consumers preferred the green products over the normal products even if the prices are high. The concept of green marketing has transformed gradually since its origin in 1970s. Wisser and Pickle, (1997) in their study established that usually the focus of consumers is on certain factors such as price, ease of buying and quality but with increasing awareness and availability of green products, a change in the buying trend may be witnessed leading to some concern towards the environment. The buying behavior of green consumers depends on a number of factors. Price and quality have an imperative role to play (D'Souza et al., 2007). Other factors such as green labels (Gulbrandsen, 2006) and environmental performance of the firm (Collins et al., 2007) also make an important bearing on the behavior of the consumer.

Consumer's buying behavior

The demand for Green products seems to be moving upwards. (Han et al. 2010). Organizations and marketers see this as an opportunity to produce and sell more green products as more and more consumers are willing to buy green products or the products which are environmentally safe.

Goswami (2008) stated an increase in India's growth due to the change in the buying patterns of the consumers. India is a house to many textile industries which is one of the worst environment polluting industry. It was shown that due to the increase in the buying behavior of clothes by the Indian consumers, India will soon become one of the leading polluters of the environment. In order to keep the environment safe, the researcher had drawn attention to the production of eco-labeled clothes or the clothes which are environment friendly as they will reduce the damage of the environment. It is also shown that many portions of the Indian market are willing to adopt the idea of green products and are ready to buy eco-labeled clothes to keep the environment safe.

The upward trend could be due to the fact that consumers have understood the significance of their buying behavior on the environment. Use of biodegradable goods, recycling of waste, LED bulbs, organic food items (Gilg al, 2010) have been stated as various Green products.

Singh and Pandey (2010), in the study had established that consumers need to be informed about the various aspects regarding the products they intend to buy such as price, quality, durability and the positive effect on environment. According to the study, if the consumers are well updated on the above

mentioned factors, there will be a sharp rise in the sale of Green products.

The shift of the buying pattern of the consumers from conventional products to green products shows that many consumers are aware of the idea of green marketing and are concerned towards the environment. This can help the organizations in boosting up their sales by producing more of green products and promoting them amongst the consumers (Ottman J. 1998)

The literature review gives a clear indication that green marketing has gained momentum globally in recent times. This encourages us to analyze it further and therefore following objectives have been framed:

1. To ascertain the extent of awareness of green marketing among the youth of NCT, Delhi.
2. To determine whether gender has any influence on attitude towards green marketing.
3. To assess whether income has any impact on the purchase of green products by the youth of NCT, Delhi.
4. To determine the attitude of youth towards measures taken to protect the environment.

Hypothesis

1. H1: The youth of NCT Delhi is generally aware about the concept of green marketing.

2. H2: The gender does not significantly differ in their attitude towards green marketing.
3. H3: The income of the youth of NCT Delhi does not significantly affect their attitude towards green marketing.
4. H4: The youth of NCT, Delhi is likely to support the measures towards green marketing.

Research Methodology

Study design: Research design acts as a blueprint for the collection, measurement and analysis of data.

Factors put into consideration:

- Gender- Male and Female
- Age- 15-19years, 20-25years, 26-29years
- Income- 0-10,000, 10,000-25,000, 25,000-50,000, 50,000-1,00,000

Setting: The study has been conducted in NCT, Delhi.

Study subjects: The subjects were selected as per the following exclusion criteria:

- Individuals less than 15 years of age.
- Individuals were not residents of Delhi.
- Individuals above 29years of age.

Inclusion: All the individuals with none of the above criteria.

Operational definitions:

- Youth: Youth are defined as those aged 15 to 29 in the National **Youth** Policy.

- Green Marketing: According to Philip Kotler, "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment.

- Green consumer: Green consumer is an individual who is mindful of environment related issues and obligations, and is supportive of environmental causes to the extent of switching allegiance from one product or supplier to another even if it entails higher cost.

- Green product: : "A green product is a product whose design and/or attributes (and/or production and/or strategy) uses recycling (renewable/toxic-free/biodegradable) resources and which improves environmental impact or reduces environmental toxic damage throughout its entire life cycle".

Sampling procedure: Delhi is divided into nine zones- north, south, east, west, north-west, north-east, central, New Delhi and south-west. Efforts were made to collect data from all nine zones in order to maintain accuracy and get bias-free results. As the entire population could not be taken into consideration, a convenience sample of 230 respondents was taken up.

Only 210 responses were appropriate giving us a response rate of 91%.

Questionnaire design:

For the purpose of the study, both primary & secondary data were used. A self-structured multiple choice questionnaire was developed to find out the knowledge, attitude & practice of the youth towards green marketing. The questionnaire was divided into four parts. The first part included demographic information, second part dealt with information regarding awareness of green marketing, third part focused on attitude of the youth towards green marketing products and the fourth part aimed at focusing on the measures taken by them to promote green marketing.

Statistical tools applied:

Statistical tools such as frequency, mean, standard deviation were used to analyze the awareness of green marketing among the youth of NCT Delhi. The likert scale has been defined as under: 1= strongly disagree, 2 = disagree, 3=neutral, 4=agree, 5=strongly agree. 3 has been taken as the midpoint implication of which is lesser the mean value, lesser is the awareness of green marketing & vice-versa if the value is higher than 3. For questions including likert scale, hypothesis will be accepted if the mean value is greater than 3. For other hypothesis, T-test and

Anova was used. 5% significance level was taken up for testing the hypothesis. Cronbach's alpha was used to test the reliability of the questionnaire. A value higher than 0.7 indicates that the questionnaire is reliable. The value in our survey is 0.736 which is above the defined limit and thus shows the reliability of the questionnaire. Each variable included in the questionnaire was coded to assess the knowledge, attitude & practice of the youth towards green marketing. The raw data was then exported to SPSS for further analysis.

Analysis & Findings

Table 2(a) indicates that majority of the respondents (61%) are aware of green marketing. The results are supportive of the hypothesis as the mean value in all the cases is greater than 3(table 2(b). As far as the health benefits from green products are concerned, the youth shows strong inclination which is a positive sign towards the promotion of green products in future. A significant number of people have gained awareness about green marketing through internet (34.7%) followed by friends/relatives (22.5%) and newspapers & magazines (12%). When asked about the different green products that the respondents purchased, the results stated that they preferred organic foods (51%) over other green products. It is

evident from the survey that consumers preferred retail malls (28.6%) followed by local shops (27.6%) to buy their green products. One of the major reasons of less consumption of green products was non-availability of in full range. This was followed by the fact that green products were more expensive than the non-green products.

Hypothesis 2 states that the gender does not significantly differ in their attitude towards green marketing ($\alpha \leq 0.05$). The analysis of the hypothesis was done using mean values, standard deviation and T-values to study the possible differences between the attitudes of males and females in relation to green marketing, as shown in table. The results indicate that the gender of respondents does not significantly affect their attitude towards green marketing, as the t-value was 0.47. The table indicates the level of significance was $\alpha = 0.64$ which is higher than the level of $\alpha \leq 0.05$ which means that gender does not play a major role in their attitude towards green marketing. Therefore, we can accept H2.

Hypothesis 3 states that the income of the youth of NCT Delhi does not significantly affect their attitude towards green marketing ($\alpha \leq 0.005$). The analysis of the hypothesis was done using means scores, standard deviations and F-values to study the possible differences in the attitude of the respondents

due to income. Table 5. shows that there is no significant difference in the attitude of the respondents due to income, as the F-value was 0.510. As shown in the table, the level of significance was $\alpha = 0.676$, which is higher than the significance level of $\alpha = 0.005$. Therefore, we can accept H3.

H4: The youth of NCT, Delhi is likely to support the measures towards green marketing.

We accept the null hypothesis based on the supportive results whose mean value in all the cases is above 3. The results regarding carrying their own eco-friendly bags to the supermarket are very encouraging as the mean value is 4.0476. The youth considers social media (36.7%) as a significant measure to promote green marketing followed by word of mouth (34.8%). The youth encourages pollution free ride by commuting through metro/bus (41%) followed by car pool (16.7%) & walking (13.8%). When asked about the frequency of purchase, a majority of the respondents purchased green products as and when needed. The youth has shown a step towards the usage of green products. A majority of respondents showed inclination towards the use of green products occasionally whereas others preferred using them more frequently.

Conclusion

The study concludes that consumers belonging to NCT, Delhi are aware of the concept of “green marketing”. They are concerned about the environment and want to make Delhi a pollution free zone. Their concern towards protecting the environment seems very genuine as they support various measures to protect the environment. A strong majority has preferred eco-friendly bags as one of the measures to help save environment.

They are also aware of green products; however, income plays an important role in the purchase of green products. Apart from income, green products need to be well advertised showing green labels and pointing out the various benefits from them. This will further encourage the consumers towards the purchase of green products. Firms should offer discounts to promote green products making it at par with non-green products. Easy access along with regular supply of green products must be ensured.

The present study is futuristic and can help the researchers, academicians, students, marketers and policy makers in devising innovative methods of creating awareness, among the consumers, of all ages of the benefits of green products. “Save the environment”, “Save our planet earth” has gained momentum in recent times all over the

world. A lot can be contributed by the stakeholders in creating more and more green consumers which would serve the purpose of our study.

Recommendations

Various efforts need to be undertaken at different levels such as government, firms, NGO’s, educational institutions to promote green marketing. Awareness about green marketing needs to be spread so that more and more people are encouraged to buy them. Various health benefits arising from green products need to be publicized. Street plays, competitions, distribution of leaflets, advertisements, to start courses on environment related issues in schools and colleges. Canteens must offer organic foods. Reduce; recycle and reuse of products should be encouraged.

In the end, it can be stated that an extra mile needs to be covered by different agencies in order to promote green products.

To save our planet Earth, “Go Green” is a must. Regular purchase of green products will encourage firms to produce more and more items, which in turn will help our environment and safeguard our future.

Limitations of the study

The study has been conducted on the youth of Delhi whereas in future a similar study could be conducted on different age groups.

Secondly, NCT, Delhi, only was chosen for conducting the research study. In future, the study could include other parts of the country/ India. Thus with a restricted age group and geographical region, the study

suffered from limitations. Future studies can focus on these aspects to have a better and wider understanding of the concept of green marketing.

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Table 1: Gender of respondents

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Female | 141 | 67.1 |
| Male | 69 | 32.9 |
| Total | 210 | 100 |

Table 2(a): Awareness about the concept of green marketing

| | Frequency | Percentage |
|-------|-----------|------------|
| Yes | 128 | 61 |
| No | 35 | 16.7 |
| Maybe | 47 | 22.4 |
| Total | 210 | 100 |

Table 2(b): Dimension Awareness

| Awareness among youth | Mean | Std. Deviation |
|--|--------|----------------|
| I am aware about various brands offering green products | 3.2381 | .824 |
| I am aware about the symbols/certifications which declare the products as green. | 3.1714 | .911 |
| I am aware about the health benefits of green products | 3.90 | 1.43 |

N=210

H1: The youth of NCT Delhi is generally aware about the concept of green marketing.

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Table 3: Descriptive statistics and T-test for respondent's attitude towards green marketing based on gender

| Gender | Count | Mean score | Standard deviation | t-value | Sign. Level |
|--------|-------|------------|--------------------|---------|-------------|
| Female | 141 | 28.17 | 3.78 | .467 | .641 |
| Male | 69 | 27.91 | 3.68 | | |

Table 4: Dimension Attitude

| Attitude towards green marketing | Mean | Std Deviation |
|--|--------|---------------|
| Green products are eco-friendly and help in saving the environment | 4.0476 | .885 |
| I prefer green products over non green products | 3.5619 | .805 |
| Green products provide me with a sense of satisfaction | 3.6714 | .746 |
| I would pay an extra price for environment friendly products to | 3.4905 | .854 |
| I read the label before buying to see if contents are environment | 3.6143 | .948 |
| Availability of green products is an important criteria for me | 3.5048 | .831 |
| I use green products because my friends and relatives use the same | 2.5905 | .872 |
| I consider the response of people who use green products | 3.6048 | .789 |
| I make repeat purchases of green products | 3.1238 | .832 |

H3: The income of the youth of NCT Delhi does not significantly affect their attitude towards green marketing.

Table 5: Attitude of youth with respect of income

| Income Bracket | Count | Mean Score | Std Deviation | F-Value | Sign Level |
|----------------|-------|------------|---------------|---------|------------|
| 0-10000 | 185 | 28.05 | 3.83 | .510 | .676 |
| 10000-25000 | 13 | 28.15 | 1.99 | | |

| | | | | | |
|--------------|-----|-------|------|--|--|
| 25000-50000 | 5 | 27.00 | 3.08 | | |
| 50000-100000 | 7 | 29.57 | 4.54 | | |
| Total | 210 | 28.08 | 3.74 | | |

Table 6: Measures taken towards green marketing

| Measures taken towards green marketing | Mean | Std Deviation |
|---|--------|---------------|
| Green products must be subsidized so that more companies can enter into manufacturing of green products | 3.5571 | 1.08 |
| I will encourage the use of products made or packaged in recycled materials | 3.9619 | .725 |
| I encourage carrying my own eco-friendly bag to supermarket | 4.0476 | .823 |