
‘Dream of a green tomorrow, act today’: an exploratory study on environmental involvement and practices among Indian consumers

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Abstract: The aim of the present study is to investigate the environmental involvement and practices of Indian consumers. The survey method was used with the help of a structured online questionnaire. The data was collected from the stakeholders following the convenience sampling approach. The results of the overall EIP among Indian consumers indicate a need for immediate intervention from the environmental protection authorities to enhance the EIP. The study also identified a list of improvements required in the areas of EIP. The present study offers information for the government, policymakers, and policy implementers to understand the scenario and formulate strategies to take corrective action. The study also contributes to the theory in terms of a unique instrument to capture the EIP from the stakeholders and literature to the emerging area of, ‘environment’.

Keywords: environment; involvement; practices; Indian consumers; government; policymakers; policy implementers; exploratory study.

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1 Introduction

As per the report published by [bbc.com](https://www.bbc.com) (2021), the worst air pollution can be witnessed in India, which is home to twenty-two of the world's thirty most polluted cities. The report also indicated that more than one million people die every year due to toxic air. According to [Worldbank.org](https://www.worldbank.org) (2021), public exposure to PM 2.5 causes a variety of serious diseases such as lung cancer, stroke, and heart disease. Besides general air pollution, ambient and indoor air pollution also resulted in 1.7 million premature deaths during the year 2019. Not limited to health and death, pollution also costs the economy. Due to the above scenario, the word 'environment' is a buzzword across the globe today. Everyone gets excited talking about the environment they live in, but how many people are concerned/taking action towards protecting and enhancing the environment is the big question that needs to be explored. In spite of the rich biodiversity and high population, India is still a developing country. This is an aspect of concern when we talk about our 'environment'.

There are several eminent scientists and highly qualified people in India, but there is no solution to protect the environment. Every day, we are contributing to more pollution, thereby leading to the destruction of not only humankind but also plants, water, soil, air, and animals. People are talking about the depletion of the environment on various platforms. The most important question is whether it is sufficient to merely speak and discuss ways to control environmental pollution. The honest answer will be that people should walk the talk. It is important that, apart from having environmental discussions, they also engage in environmentally friendly practices. The government has several policies and initiatives to protect the environment from industries and common stakeholders. If the environment could be protected with only policies and initiatives on paper, by this time, India should be the leader in environmental protection and preservation. But the reality is different. Hence, the involvement of the stakeholders is highly important to follow environmentally friendly practices and ensure the protection and enhancement of the environment. Uddin and Khan (2016) reported five factors such

as green purchasing behaviour, environmental involvement, environmental attitude, environmental consciousness, and perceived effectiveness of environmental behaviour that affected the green purchasing behaviour of young urban consumers in India. Contrasting to this finding, Barve and Muduli (2013) highlighted factors such as lack of environmental factors, poor legalisation and inadequate pressure from society as the key barriers that imposed challenges on green supply chain management in the Indian mining industry. The above study was not focused on common stakeholders; hence, the present study focuses on understanding the environmental involvement and practices among Indian consumers.

2 Review of literature

The literature related to environmental involvement and practices was critically reviewed and reported for the present study. Overall, literature related to the environment was from the purchase context, organisation context, apparel industry context, tourism industry context, student segment, facility industry context, and general context.

In the purchase context, Thieme et al. (2015) found that 'environmental involvement and willingness to pay more for green products' mediated the relationship between environmental concern and sustainable behaviours. The author highlighted that, out of the three dimensions of environmental concern, concern for energy was statistically significant. A similar study by Al-Swidi and Saleh (2021) found that green purchase behaviour was influenced by green attitudes, green social influence, and green perceived behavioural control. Perceived consumer effectiveness, green product knowledge, and government green initiatives indirectly influenced green purchase behaviour. The list of variables which had limited influence on the GPB were green values, environmental outcomes, awareness ascription responsibility, perceived consumer effectiveness, green product knowledge, and government green initiatives. Vlosky et al. (1999) found positive correlations between willingness to pay and environmental consciousness, certification involvement, and perceived importance of certification. Knibb and Taylor (2017) explained the phenomenon of green motherhood for a particular consumer segment. The factors that influenced green motherhood are the importance of family health and safety, the preference to reduce the risk and acquire control over their words. Green motherhood was not due to a concern for the environment at large. Minbashrazgah et al. (2017) study results found that trust level, organic food beliefs, and perceived environmental responsibility had a positive impact on green purchase intention. Price transparency had moderated the consumer's actual behaviour.

Muralidharan and Xue (2016) in the comparative study between India and China found that peer communication influenced green purchase behaviour among the millennials from India, whereas the family communication influenced the Chinese millennials. Factors such as environmental concern and attitudinal outcome directly influenced purchase behaviour, and it also mediated the relationship with factors such as buying behaviour and socialisation agents. Pudaruth et al. (2015) analysed the factors which influenced the purchasing pattern for eco-friendly cosmetics and beauty care products. The factors are women's lifestyles, ethical consumerism, self-image, health and economic considerations, the pharmacological essence of green cosmetics and beauty care products, visual appeal and physical cues in cosmetic stores, belief in ethical claims in green messages, price-conscious decisions and effective promotion, brand image and

usage experience, and finally sales representatives and social influences. The study also found that the behavioural intention and referral of female customers were predicted by factors titled 'women's lifestyles, self-image, health and economic conditions.' Sukhu and Scharff (2018) reported that the intention to be green influenced the customer's loyalty to green hotel enterprises along with variables such as attitude, subjective norms, and consumer trust in hotels. A moderating effect was observed between the levels of education and the intention to be loyal to green hotels. Göçer and Sevil Oflaç (2017) highlighted that perceived environmental knowledge has an impact on eco-labeled product purchase tendencies. The study found that environmental concerns had a significant mediating effect. Jin Gam (2011) reported that the major factors that influence consumers' purchase intention towards eco-friendly clothing are: one fashion orientation factor, two shopping orientation factors, and three environmental concern and eco-friendly behaviour factors. Paparoidamis and Tran (2019) highlighted the perceived trade-offs between eco-friendly benefits and product effectiveness that strengthened the positive effect of eco-friendly consumer innovativeness and weakened the impact of perceived product eco-friendliness on adoption intentions. González-Rodríguez et al. (2020) highlighted that the customers' environmental concerns had a great explanatory value on their willingness to pay a price premium when compared to their perception of the hotels. The same phenomenon was observed in the mediating effect of the hotel's eco-friendly image and environmental practices.

Nguyen et al. (2017) reported that consumers with high adherence to collectivism and LTO had engaged in green purchase behaviour. This was due to their positive environmental attitudes, high subjective norms, and tolerance of inconvenience associated with eco-friendly product purchases. The demographic factor, 'gender' moderated the relationship between the determinant and purchase intention. Khare (2015) found that green self-identity, peer influence, and past green purchase behaviour influenced the decision to purchase green products. The study highlighted that consumers' self-identification with environmentally friendly traits was the predominant predictor of green buying behaviour. Jansson et al. (2010) reported that values, beliefs, norms, and habit strength determined the willingness to curtail eco-innovation adoption. Personal norms had a positive influence and habits had a negative influence on willingness.

In the organisational context, Nejati et al. (2014) reported that environmental responsibility resulted in financial improvements and enhanced relationships with employees and customers. The study found that customers and employees influenced environmental responsibility practices in micro, small-medium enterprises among the primary stakeholders. Kim et al. (2015) highlighted that General Manager's environmental commitment had an impact on the company's involvement in environmental practices. This phenomenon was observed directly and indirectly. The authors reported important hotel environmental management capabilities. This included training for the employees, environmental initiative communication to the guests, skills and knowledge towards implementation of environmental practices, finance to invest in environmental management and, finally, the most important aspect was support from the employees. Yang et al. (2020) recommended that strategic environmental orientation not only drive the firm's design of environmental products, but it also moderate the relationship between environmental design practices and operational performance. The authors mentioned that the firm's environmental design practices played a vital role in improving environmental performance and operational performance.

In the apparel sector, Khare et al. (2021) reported that green clothing involvement and purchase behaviour were influenced by online communities, celebrities, and green attitudes. In another study, Khare (2014) reported that ecologically conscious consumer purchase behaviour and green product attitudes were the two factors emerging from the factor analysis related to the ECCB scale. In addition, the study found that normative influence was an important predictor of green attitudes out of the informative influence of CSII (consumer susceptibility to interpersonal influence) and income factors.

In the case of the student segment, Dasgupta and Pawar (2021) highlighted a significant difference in the pro-sustainability orientation between female and male genders for the equity dimension, and a similar difference was observed for the pro-environmental deliberations among the first – and second-year MBA students. Another study related to the student context (D'Arco and Marino, 2022) reported a significant and positive relationship between consequence awareness, ascription of responsibility, personal norms, and environmental citizenship behaviour in the public and private spheres. Surprisingly, the student reported that using sustainability apps had a moderating effect on environmental citizenship behaviours. Sia Su (2008) identified gender and environmental attitudes as factors affecting environmental concern. According to the findings of the study, the majority of students hold strong environmental beliefs and opinions.

In the tourism setting, Gulati (2021) highlighted that social media promotion activities resulted in creating awareness among the people in terms of sustainability, and these efforts also result in connecting green tourists together. But connecting potential green tourists was not necessarily creating demand for tourism.

In the FM context, Temeljotov Salaj et al. (2020) reported that communication between the FM and other people should be interactive and iterative, which should result in defining problems/needs and co-creating the required solutions.

In the general citizen context, Huang et al. (2021) highlighted that perceived behavioural control had the highest positive influence on the intention of the citizens as well as their behaviour in the Urban Green Space governance. Other factors, such as expected personal gratification, had a positive effect on the intention. The study recommended that local governments could increase citizen participation in urban green space governance by optimising the process of citizen participation in UGS governance in order to reduce the threshold of participation and by enhancing the city's infrastructure, cultural and entertainment activities that favour the citizens' environmental responsibility. Royne et al. (2018) highlighted that social motivations positively influenced environmental involvement and environmental concern. Energy-concern motivations were positively associated with selected behaviours. Interestingly, the study found that financial motivations were not associated with any behaviours. Yusoff et al. (2006) found high levels of information on environmental disclosures related to current environmental engagements and future environmental plans and strategies. The environmental information had messages that indicated corporate motives related to environmental engagements. The factors for motivation were stakeholder concern, self-environmental concern, and operational improvements.

In the family context, Ritch and Brownlie (2016) reported that family consumption behaviour was mediated by relations towards environmental concerns and taste positions by both parents and children. Chung et al. (2020) indicated that living an environmentally friendly lifestyle was an important goal for the young adults, and they had agreed and accepted it. The young adults had acquired environmental information from social media.

But the involvement of the young adults in sharing or interacting with that environmental information on social media was limited. Roynes et al. (2016) recommended that demographic factors such as gender, ethnicity, age, and other attitudes such as concern for waste, health, and environmental technology have influenced five different categories of sustainable behaviour.

Inconsistencies in environmental behaviour are reported by Barve and Muduli (2013). Factors such as lack of environmental factors, poor legalisation and inadequate pressure from society were the key barriers that imposed challenges on green supply chain management in the Indian mining industry. Also, Sreen et al. (2021) found that moral norms, injunctive, and descriptive factors had varied influences on consumers. In summary, environment related studies were focused on (Nguyen et al., 2017; Sia Su, 2008; Roynes et al., 2016) demography, (Thieme et al., 2015; Uddin and Khan, 2016; Roynes et al., 2018; Roynes et al., 2018) environmental involvement, (Thieme et al., 2015; González-Rodríguez et al., 2020; Vlosky et al., 1999; Khare, 2015) willingness to pay and purchase, (Al-Swidi and Saleh, 2021; Göçer and Sevil Oflaç, 2017; Thieme et al., 2015; Uddin and Khan, 2016; Knibb and Taylor, 2017; Jin Gam, 2011) environmental knowledge (Al-Swidi and Saleh, 2021; Göçer and Sevil Oflaç, 2017) environmental commitment (Uddin and Khan, 2016; Minbashrazgah et al., 2017; Muralidharan and Xue, 2016; Jin Gam, 2011; Kim et al., 2015; González-Rodríguez et al., 2020; Nejati et al., 2014; D'Arco and Marino, 2022; Thieme et al., 2015; Vlosky et al., 1999; Ritch and Brownlie, 2016) green attitude (Sukhu and Scharff, 2018; Huang et al., 2021) and social media and its impact on environmental behaviours (Gulati, 2021; Chung et al., 2020). From the above literature, it is very clear that there are very few studies which investigate the Indian consumer's EIP. Hence, the present study is focused on this particular area.

3 Study objective

To understand the environmental involvement and practices among Indian consumers.

4 Methodology

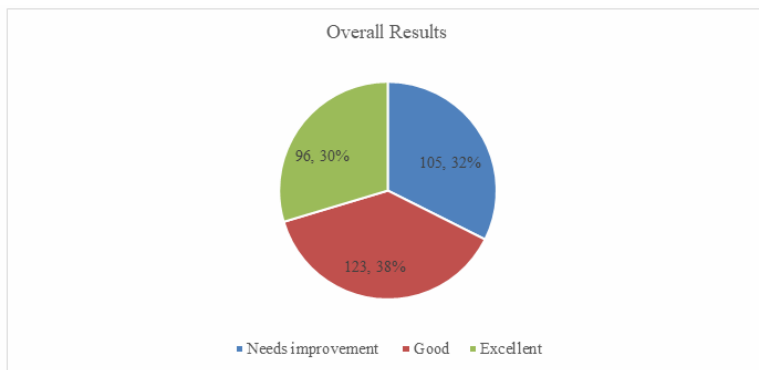
An online survey using a structured questionnaire capturing environmental involvement and practices was used for the study. The questionnaire was developed based on focus group discussion with the experts. In total, 50 questions related to environmental involvement and practices were given as part of the online questionnaire, along with basic demographic factors. A pilot study was conducted to check the validity of the content. Based on the recommendations received from the pilot study, the questionnaire was refined, and final data collection was completed using the convenience sampling method. In total, 324 respondents participated in the survey. The completeness of the data was checked before the analysis. All the 324 responses were free of any missing responses. All the 324 responses were taken for descriptive statistics and percentage analysis. Every correct environmental involvement and practice earns 1 point, while a lack of involvement and practice earns 0 points. The results interpretation matrix was based on scores, and scores 45 and above were considered 'excellent'. Scores 44–40 were considered 'good', while scores 39 and below were considered in 'need of improvement'. The results of the study are detailed in the section below.

5 Analysis and results

5.1 Overall environmental involvement and practices

The overall EIP indicates that 32% of the respondents' EIP needs improvement, 38% were good, and only 30% were excellent. The results indicate the need for greater environmental involvement and practices among Indian consumers. This phenomenon may be due to a lack of awareness, environmental knowledge, lack of environmentally friendly behaviours, a lack of environmental rules and regulations, or their implementation

Figure 1 Overall environmental involvement and practices (see online version for colours)



5.2 Results of the demographic profile of the respondents

The gender profile of the respondents indicated that female respondents were higher (57.3%) when compared to male respondents (42.7%). With regards to the educational qualifications, the respondents with an undergrad (71.7%), followed by a postgraduate (18%) had higher scores when compared to other higher educational qualifications. The majority of the respondents represented the nuclear family (68.8%). Due to the advancement of technology, rising disposable income, and lifestyle changes, the trend of the nuclear family is on the rise in India. Finally, with regard to occupation, the majority of the respondents represented the student category (88.5%), and it was followed by the employee category (9.6%) in the organisation. The number of respondents from other occupation categories was limited

6 Discussion

Unlike Uddin and Khan (2016) and Thieme et al. (2015) studies which found that environmental involvement and its influence on green behaviour, the present study results indicate low environmental involvement. This scenario prompts enhancing the environmental knowledge of the stakeholders, which will in turn enhance environmentally friendly behaviours (Göçer and Sevil Oflaç, 2017). In the Indian context, Muralidharan and Xue (2016) found that environmental concern and attitudinal

outcome directly influenced purchase behaviour. This was proved in a study by González-Rodríguez, et al. (2020). The main factors which influence green behaviour, as per Uddin and Khan (2016) are environmental involvement, environmental attitude, environmental consciousness, and perceived effectiveness of environmental behaviour. As recommended by Gulati (2021), social media can be used to enhance awareness about the environment and to bring stakeholders together. The results of environmentally friendly practices in the current study and their effects are briefly discussed below. The study identified the following negative environmental practices: not segregating bio-degradable and non-bio-degradable waste in the home (20.7%), not following the colour code or having a separate dust bin to segregate waste in the home (24.4%), not having water flow restrictors in the water tap (28.1%), not using herbal soaps (29.3%), using synthetic soaps (36.1%), using plastic containers for storage (50.9%), and not supporting local foods (not avoiding junk foods 28%). Heating the utensils in the flame and then preparing the vegetables for cooking (52.5%), opening the water tap and letting it run until the hand washing is complete (20.4%), not having rainwater harvesting in the home (55.9%), using synthetic soap (36.1%), not questioning people who violate the environmental code of conduct (23.5%), washing the face/bath towel daily (69.1%), and a lack of willingness to donate for environmental protection projects. Each of the practices will affect the environment directly or indirectly.

Not segregating the bio-degradable and non-bio-degradable waste in the home will lead to mixing of both bio-degradable and non-biodegradable waste in the home, which thereby affects the decomposition nature and time of the waste, leading to environmental pollution. With regards to not following the colour code or using a separate dust bin to segregate waste in the home, there is a possibility of waste getting mixed between the biodegradable and non-biodegradable dust bins. A family usually consists of adults and children. The children may not have the maturity to open the bins to check the type of waste and then throw it in the dust bin. Apart from that, there are times when people are in a hurry and if the colour-coded dust bin is not there in the home, it may lead to mixing the waste disposal at home. Not having water flow restrictors in the water tap is a serious concern. Considering the fact that the ground water level across India is dipping and the existing water bodies are getting polluted, if the water flow restrictors are not there in the water tap, it will lead to waste of water as well as excessive use of water. Heating the utensils over a flame and then preparing the vegetables for cooking is also not a pro-environmental behaviour. The production of cooking gas involves the use of various resources, such as time and energy. Heating the utensils when it is not required will simply lead to the loss of cooking gas, which leads to the negative impact on resources, time, money, and energy. Opening the water tap and letting it run until the hand washing is complete is also another negative environmental practice leading to wastage of water. Not having rainwater harvesting in the home is a legal violation as well. The government of India has mandated all houses to install rainwater harvesting systems. If the RHS is not present in the home, during the monsoon season, all the water will get mixed with sewage water or get absorbed by the soil without providing any scope for recharging the ground water level. With regards to not using herbal soap and using synthetic soap, it is a threat to the environment due to the harmful chemicals present in synthetic soap that affect the soil and water. Not supporting local foods and eating junk food will harm the environment due to the carbon emissions contribution from transporting food from one location to another, and will have a direct impact on a person's normal health. The present study is that participants did not question the people violating environmental

codes of conduct. Until and unless otherwise, people develop the courage and involvement to question people involved in violating environmental codes of conduct, it will be very difficult to find a solution to environmental violations. The government alone cannot protect the environment. Proactive citizenship by the citizens of the country is essential for environmental protection. Washing the face/bath towel every day means wastage of water and the generation of more chemicals that will affect the environment. Finally, not willing to donate for the environmental protection projects indicates the lack of involvement of the citizens towards environmental protection. The funds of the government may not be sufficient to fix the pollution already created or that is being created by the people.

7 Practical implications

The current study has important implications for environmental policymakers from both private and public institutions, as well as stakeholders. The policymakers must focus on the lack of environmental involvement and the practices reported in the present study to develop strategies to enhance the involvement and correct the practices. Environmental policymakers and implementers must conduct awareness programmes with the stakeholders and bring in strict laws that ensure best environmental practices for the protection of the environment and the nation. Because the stakeholders' environmental concerns can have an impact on their environmentally friendly behaviours, González-Rodríguez et al. (2020). In addition, as recommended by Muralidharan and Xue (2016), peer communication can be explored to enhance green behaviours of the Indians. The stakeholders must be provided with the required resources and opportunities to practise environmentally friendly behaviours. Huang et al. (2021) found that perceived behavioural control had the greatest positive influence on the intention of the citizens as well as their behaviour in urban green space governance. Aside from raising awareness and providing the necessary resources, environmental protection laws and regulations must be effectively implemented to avoid any lapses. A study by D'Arco and Marino (2022) reported that consequence awareness had a significant and positive relationship with citizen behaviour in public and private spheres. Given the advancement of information technology and social media across the length and breadth of the country, social media must be extensively used to create awareness about the environment and sustainability. This was found in the Gulati (2021) study where the social media promotion activities resulted in creating awareness among the people in terms of sustainability and the participation of celebrities (Khare et al., 2021).

7.1 Initiatives to raise awareness of environmental practices in schools

The government of India has introduced environmental awareness and practice curriculum from elementary education to higher education. In addition, various field-related projects focusing on the students' contributions towards environmental protection and development are provided to them. In addition, students have the opportunity to join the National Service Scheme and extend their service towards environmental protection and creating environmental awareness.

7.2 Initiatives to raise awareness of environmental practices in communities

The Government of India launched the Clean India Mission, also known as the Swatchh Bharat Mission, across India in 2014. The main objectives of the policy were to eliminate open defecation and enhance solid waste management. The mission also aims to address the sanitation and waste management problems in India by promoting good hygiene across the country. As part of this mission, the government of India has conducted various awareness programmes, workshops, conferences, street plays, and created infrastructure for the people, mainly in rural India.

7.3 Initiatives to raise awareness about environmental practices via Media

Awareness of the environmental practices of Indian citizens was done by using online and offline media. Online media includes TV channels, a wide range of social networking sites such as Facebook, Instagram, Twitter, and online magazines and newspapers, which were used to deliver information about the environment and environmental protection to the country's stakeholders. Offline media includes print newspapers, magazines, print hoardings, and various displays and signage in public places.

Recommendations for enhancing environmental involvement and engaging in environmental practices.

The following are the strategies that can be employed to enhance environmental involvement

- 1 Conducting various awareness programmes such as seminars, hands-on workshops, and demonstrations to the general public
- 2 Curating a short-term environmental awareness course for the children, adults, and working professionals and offering the course
- 3 Introduction of the environmental audits to enhance the environmental involvement
- 4 Providing incentives and awards to stakeholders who demonstrate exceptional environmental behaviours and have a high level of environmental awareness
- 5 Introducing strict laws which will enforce the implementation of environmentally friendly behaviours in personal as well a professional environment
- 6 Conducting environmental theme-based skill development programmes
- 7 Curating and running marketing campaign relating to environmental protection.

8 Theoretical implications

Unlike previous studies, which have typically focused on replicating an existing research instrument, the current study has contributed to the development of a new measurement. The present study significantly contributes to the existing literature from the stakeholder's perspective. Previous studies were mainly focused on a particular sector or purchase behaviour, whereas the present study is focused on day-to-day environmentally friendly practices by the stakeholders.

9 Limitation

The present study has satisfactorily achieved the proposed objectives, however; the study is not free from limitations. The study used a convenience sampling method. The results of the study must be acted upon cautiously. Although the sample size of the current exploratory study is sufficient, more samples will help to generalise the study findings to a wider population. The study measurement includes all the questions that arrived from the focus group discussion. Since the field of the environment is vast, there is a possibility of important questions not being included in the present study. The present study used descriptive statistics with percentage analysis. The statistical significance of the present study results is limited. The limitations reported in the present study provide scope for further research.

10 Future research directions

The present study framework can be replicated in other geographical locations within and outside the country with a larger sample size. Advanced statistical analysis and probability sampling methods are also recommended for future studies. In addition, demographic information and its relationship with environmental involvement and practices can be explored in future studies.

11 Conclusions

A report titled 'India: Country Strategy Paper' (2007) indicates that air and water pollution, lack of management of waste, increasing water scarcity, dropping groundwater levels, quality and preservation of forests, declining bio-diversity, and land and soil quality degradation are the main environmental lapses observed in India. As per the news published by Economic Times (2019), the article highlighted the need for high commitment and investment from the government and businesses with regards to sustainability issues such as enhancing air quality, protecting bio-diversity and decreasing greenhouse gas emissions. It is practically not feasible for the government and companies to create a difference in environmental protection and enhancement. The role of the stakeholders is highly important. It is because India has 193 million households (HH). According to Census India.gov.in, 132 million HH account for 70.8% of the rural segment and 55 million HH account for 29.20% of the urban segment. The stakeholders' contribution towards environmental pollution is expected to be higher. Hence, stakeholders' environmental involvement and positive environmental practices will be essential to protect the environment and create a safe and healthy atmosphere for current and future generations. In this regard, the present study on investigating EIP will help the government, companies, and stakeholders understand the reality and take actions towards creating positivity in protection and enhancement of the environment.

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Appendix

Consolidated response to environmental involvement and practice questionnaire

<i>S. no</i>	<i>Environmental involvement and practices (EIP) assessment</i>	<i>Results</i>	
		<i>Yes in %</i>	<i>No in %</i>
1.	Do you spit on the road?	97.5	2.5
2	Do you throw waste wherever and however you want?	3.1	96.9
3	Do you segregate bio-degradable and non-bio-degradable waste in your home?	79.3	20.7
4	Do you follow colour code or separate dust bin to segregate waste in your home?	75.6	24.4
5	Do you have plants/ sapling in your home?	92.3	7.7
6	Do you have water flow restrictors in your water tap?	71.9	28.1
7	Do you purchase more than it is required? For example, food materials, apparels, household equipment, etc.	15.7	84.3
8	Do you have leftover food in your home most of the time?	11.1	88.9
9	Do you switch off lights and fan the moment you go from one room to another room?	94.8	5.2
10	Do you heat the utensils in flame and then start preparing the vegetables for cooking?	52.5	47.5
11	Do you open the water tap and let it run completely till you finish taking bath?	5.2	94.8
12	Do you open the water tap and let it run until you complete the hand washing?	20.4	79.6
13	Do you carry cloth bags while purchasing materials from retail stores?	91.7	8.3
14	Do you ask for plastic cover /paper cover every time you go for purchase?	14.2	85.8
15	Do you store unwanted materials in your home?	14.8	85.2
16	Do you use water used for washing vegetables /rice to water plants?	75.6	24.4
17	Do you have rainwater harvesting in your home?	44.1	55.9

*Consolidated response to environmental involvement and practice questionnaire
(continued)*

<i>S. no</i>	<i>Environmental involvement and practices (EIP) assessment</i>	<i>Results</i>	
		<i>Yes in %</i>	<i>No in %</i>
18	Do you use herbal soaps?	70.7	29.3
19	Do you use synthetic soaps?	36.1	63.9
20	Do you use plastic containers for storage?	50	50
21	Do you use clay pots for cooking?	39.5	60.5
22	Do you use stainless utensil for storage?	82.1	17.9
23	Do you use natural lighting whenever it is possible?	90.4	9.6
24	Do you use AC even during winter time?	4.6	95.4
25	Do you prefer organic products?	92.3	7.7
26	Do you purchase Eco-friendly products?	92.3	7.7
27	Do you support conservation of environment?	98.8	1.2
28	Are you really concerned about the environment?	95.5	1.5
29	Do you practice Eco-friendly methods in your home?	91.4	8.6
30	Do you read news about environment?	90.4	9.6
31	Do you feed stray dogs on the road?	79.3	20.7
32	Do you minimise any form of wastages at home?	88.9	11.1
33	Do you switch off the Audio-visual equipment's when it is not watched/ heard by anyone at your home?	94.8	5.2
34	Do you support environmental campaign?	97.5	2.5
35	Do you educate your family members about protection and conservation of environment?	96.3	3.7
36	Do you support local foods?	71.6	28.4
37	Do you consume seasonal/locally available foods?	88.3	11.7
38	Do you avoid junk foods?	72.8	27.2
39	Do you follow healthy cooking methods?	97.8	2.2
40	Do you question people violating environmental code of conduct?	76.5	23.5
41	Do you support pollution free India?	95.4	4.6
42	Do you support the local municipality corporation regarding waste collection and segregation?	93.5	6.5
43	Do you use normal water instead of hot water during summer season?	85.2	14.8
44	Do you wash your face towel/bath towel every day?	69.1	30.9
45	Do you follow water conservation methods in your home?	90.1	9.9
46	Do you support Swachh Bharat Abhiyan?	97.5	2.5
47	Do you intend to purchase garments made with natural fabric?	86.7	13.3
48	Do you educate the society members about environment?	85.5	14.5
49	Do you donate for environmental protection projects?	67.9	32.1
50	Do you consider yourself as a responsible citizen in terms of protection of environment?	96	4