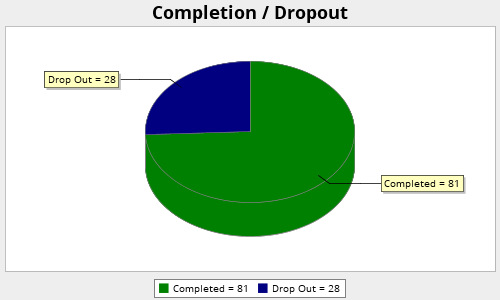
**Green products, not too green to clean**

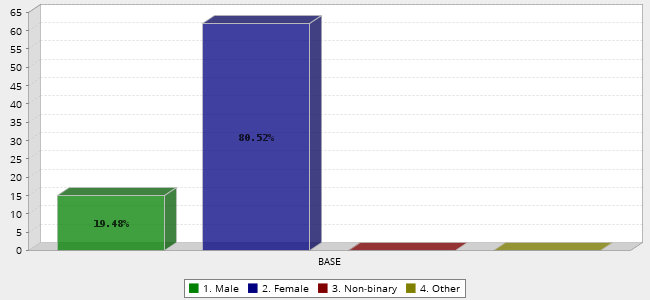
**My Dashboard**

**Survey Overview**



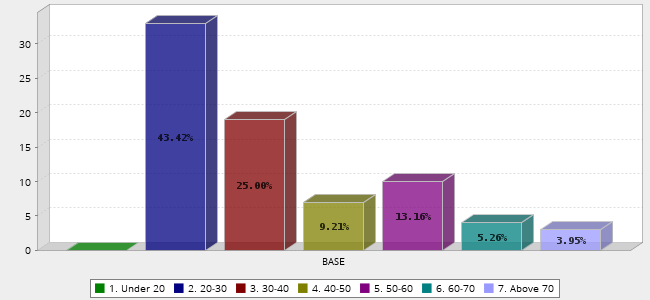
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Viewed  **309** | Started  **109** | Completed  **81** | Completion Rate  **74.31%** | Drop Outs (After Starting)  **28** | Average Time to Complete Survey  **5 minutes** | |

**Q1. Gender**



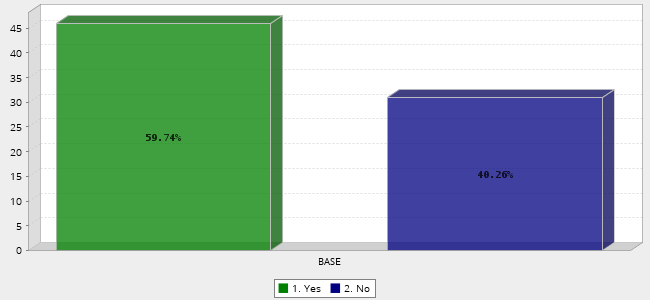
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Male | | | | 15 | 19.48% | |
| 2. | | Female | | | | 62 | 80.52% | |
| 3. | | Non-binary | | | | 0 | 0.00% | |
| 4. | | Other | | | | 0 | 0.00% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.805** | | Confidence Interval @ 95% **:   [1.716 - 1.894]** | Standard Deviation **:   0.399** | Standard Error **:  0.045** | | |

**Q2. Age**



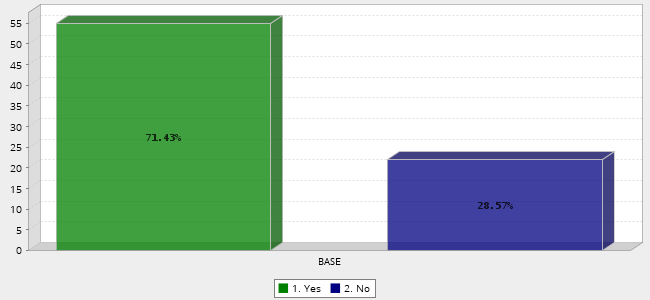
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Under 20 | | | | 0 | 0.00% | |
| 2. | | 20-30 | | | | 33 | 43.42% | |
| 3. | | 30-40 | | | | 19 | 25.00% | |
| 4. | | 40-50 | | | | 7 | 9.21% | |
| 5. | | 50-60 | | | | 10 | 13.16% | |
| 6. | | 60-70 | | | | 4 | 5.26% | |
| 7. | | Above 70 | | | | 3 | 3.95% | |
|  | | Total | | | | 76 | 100% | |
| Mean **:  3.237** | | Confidence Interval @ 95% **:   [2.909 - 3.565]** | Standard Deviation **:   1.459** | Standard Error **:  0.167** | | |

**Q3. Do you consider your effect on the environment as a consumer before purchasing general day to day products?**



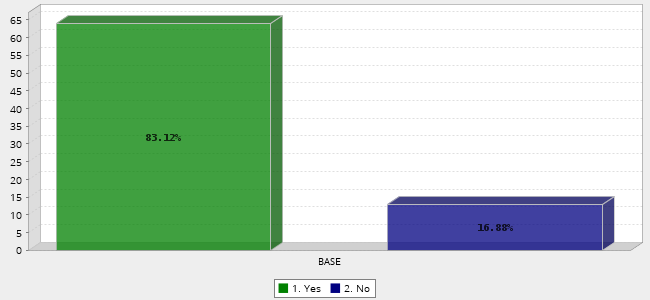
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Yes | | | | 46 | 59.74% | |
| 2. | | No | | | | 31 | 40.26% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.403** | | Confidence Interval @ 95% **:   [1.292 - 1.513]** | Standard Deviation **:   0.494** | Standard Error **:  0.056** | | |

**Q4. Do you regularly recycle product packaging?**



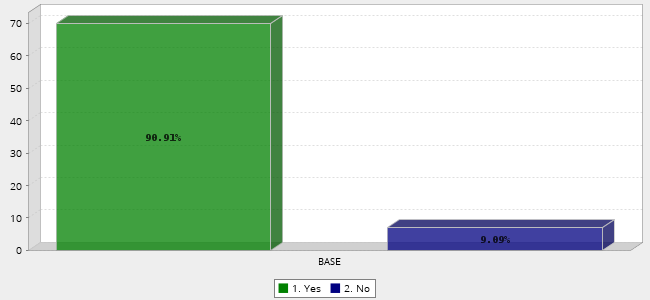
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Yes | | | | 55 | 71.43% | |
| 2. | | No | | | | 22 | 28.57% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.286** | | Confidence Interval @ 95% **:   [1.184 - 1.387]** | Standard Deviation **:   0.455** | Standard Error **:  0.052** | | |

**Q5. Are you aware of any products which are designed with environmental issues in mind?**



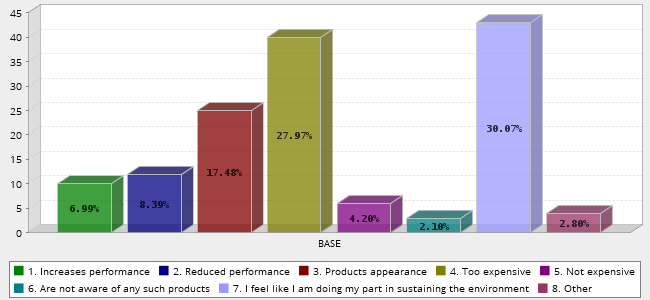
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Yes | | | | 64 | 83.12% | |
| 2. | | No | | | | 13 | 16.88% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.169** | | Confidence Interval @ 95% **:   [1.085 - 1.253]** | Standard Deviation **:   0.377** | Standard Error **:  0.043** | | |

**Q6. Have you ever bought or considered buying products which are designed with environmental issues in mind?**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Yes | | | | 70 | 90.91% | |
| 2. | | No | | | | 7 | 9.09% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.091** | | Confidence Interval @ 95% **:   [1.026 - 1.156]** | Standard Deviation **:   0.289** | Standard Error **:  0.033** | | |

**Q7. What has been your experience using green products? Select one or more from the list.**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Increases performance | | | | 10 | 6.99% | |
| 2. | | Reduced performance | | | | 12 | 8.39% | |
| 3. | | Products appearance | | | | 25 | 17.48% | |
| 4. | | Too expensive | | | | 40 | 27.97% | |
| 5. | | Not expensive | | | | 6 | 4.20% | |
| 6. | | Are not aware of any such products | | | | 3 | 2.10% | |
| 7. | | I feel like I am doing my part in sustaining the environment | | | | 43 | 30.07% | |
| 8. | | Other | | | | 4 | 2.80% | |
|  | | Total | | | | 143 | 100% | |
| Mean **:  4.545** | | Confidence Interval @ 95% **:   [4.212 - 4.879]** | Standard Deviation **:   2.037** | Standard Error **:  0.170** | | |

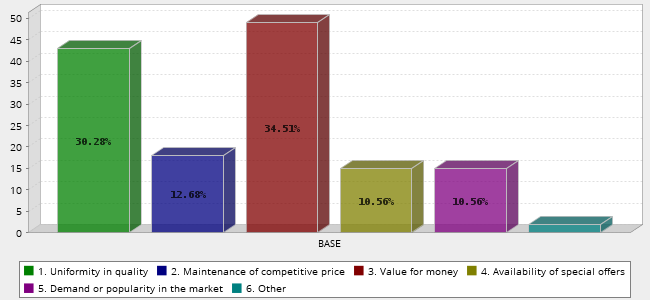
**Q17. If your answer above was other, please specify bellow**

|  |  |
| --- | --- |
| 43860193 | . |
| 43846497 | None |
| 43844180 | None |
| 43843909 | I cant elaborate on my experience because I've had little to no experience with any or many products |
| 43843423 | Tends to be more time consuming |
| 43279560 | N/A |
| 43247327 | N/A |
| 43247117 | Na |
| 43164766 | Na |
| 43161292 | Smells are generally less artificial. Also, products can generally be used for multiple purposes which is a plus. |
| 43143760 | NA |
| 43105416 | NA |
| 43098802 | N/a |
| 43088997 | Not always readily available, not even at bigger retailers |
| 43049616 | - |
| 43049380 | I found the green cleaning products I have purchased are generally quite expensive as a once off payment even though they stretch over a 2/3 month period. It's difficult to have the funds readily available when the products run out. Especially when having children and pets there are always unforseen expenses. Also I have found some products work well and others not do much. Bare in mind I generally buy my products from private suppliers and not grocery stores. |
| 42986587 | none |
| 42974436 | N/A |

**Q8. What makes you trust something?**

|  |  |
| --- | --- |
| 43879070 | If I feel it works well |
| 43878010 | If it works |
| 43875376 | My knowledge of the material that it is made of. |
| 43874635 | Performance, good prices, reputable company |
| 43873977 | If it is scientifically tested |
| 43860193 | If friends recommend it |
| 43858592 | Nothing |
| 43856011 | I think reviews on products usually assist consumers. |
| 43849328 | Performance |
| 43846522 | The brand. |
| 43846497 | Goof performance and great reviews |
| 43844565 | Good experiences |
| 43844180 | Professional packaging. Track record |
| 43843909 | The brand. Quality. Durability. Effectiveness. |
| 43843423 | Transparency from the company, reading up on the company |
| 43843089 | Look and effective |
| 43842876 | Conformation from other sources that a particular product is as it claims to be |
| 43279560 | Experience/ research |
| 43250135 | Brand familiarity |
| 43248227 | If I know that the brand, is known to be environment friendly and cares about its consumer's wellbeing and experience. |
| 43247664 | Reliability |
| 43247327 | Accurate and truthful information |
| 43247237 | The package needs to look interesting and the price needs to be affordable. |
| 43247117 | If it has a green eco logo on the packaging |
| 43246796 | Clear and easy information. Transparency of product creation |
| 43246714 | Quality over quantity |
| 43164766 | Function |
| 43161292 | Appearance of the product (if never used before) Labeling (aka, what it promotes) Past experience |
| 43155785 | Usually a trustworthy website |
| 43153848 | Packaging and the brand appearance on social media and media overall |
| 43150832 | Brand Name |
| 43150435 | i think mainly advertising/labelling e.g. not tested on animals |
| 43145481 | Successful results |
| 43143760 | If I know it works well or that there are reviews on it that are good. |
| 43143738 | The functionality and the ethical background |
| 43143714 | If the quality is good and trustworthy ill use it |
| 43143541 | Where I buy a product (e.g Woolworths) otherwise, previous reviews when purchasing from anywhere else. |
| 43112874 | If I have used it before and it actually works or if the brand is aware of their packaging and make their packaging recyclable |
| 43108318 | Quality |
| 43105786 | If it's well known or backed by people I trust. |
| 43105416 | The wording on the product, the facts. |
| 43101926 | When it does what it says it should |
| 43098802 | The look and feel to it. |
| 43095511 | a good packaging - although it might not be a representation of what is inside, i tend to pick those above the others. also for example woolies packaging, it's very plain, much less printing needed than elaborate packaging in other stores and woolies packaging looks better, i trust woolies more |
| 43093470 | Consumer support and product reviews. |
| 43088997 | Experience and recommendations |
| 43078770 | Information about the product, how it is manufactured and from which recycled products, how does the local community benifit from this product |
| 43076614 | Personal experience |
| 43075789 | I trust a product that gives me what I paid for. If the product says it does xyz and gives me xyz I will trust it going forward. |
| 43068846 | Recommendations, good reviews, locally made |
| 43056913 | Reliability from previous usage |
| 43051527 | If I read reviews and use it for the first time myself before giving my own opinion on it and if I trust it or not |
| 43050719 | I look at what is in the product and if it is a non animal trial product |
| 43050174 | Reputation of the brand |
| 43050172 | Product ratings and reviews, attractive packaging, reasonable price point (not super cheap as it might indicate lower quality, but not overpriced either), ingredients/materials list, recommendations. |
| 43050008 | Quality |
| 43049795 | -Quality of product -Appearance |
| 43049616 | Previous experience. Word of mouth. |
| 43049407 | The businesses ethics |
| 43049381 | Reputation of the company |
| 43049380 | When I can see real proof of how something works. |
| 43048541 | Being a Proudly South African Product |
| 42986587 | Popularity of a brand or trial and error |
| 42985985 | A well designed brand. |
| 42974436 | Being able to clearly read each and every ingredient. Also if the packaging itself is very bad for the environment, then it makes me question the authenticity of the contents. Also if it has been approved by eco reputable groups. |

**Q9. What is the factor that makes you trust on the brand that you use?**

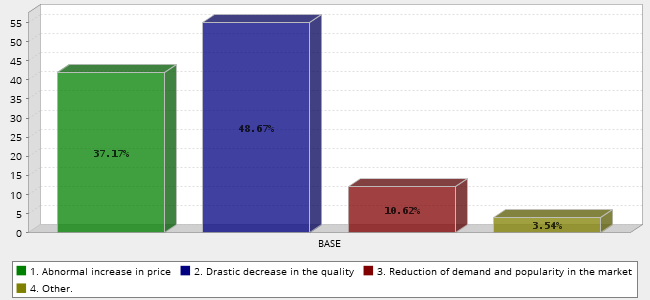


|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Uniformity in quality | | | | 43 | 30.28% | |
| 2. | | Maintenance of competitive price | | | | 18 | 12.68% | |
| 3. | | Value for money | | | | 49 | 34.51% | |
| 4. | | Availability of special offers | | | | 15 | 10.56% | |
| 5. | | Demand or popularity in the market | | | | 15 | 10.56% | |
| 6. | | Other | | | | 2 | 1.41% | |
|  | | Total | | | | 142 | 100% | |
| Mean **:  2.627** | | Confidence Interval @ 95% **:   [2.402 - 2.851]** | Standard Deviation **:   1.366** | Standard Error **:  0.115** | | |

**Q18. If your answer above was other, please specify bellow**

|  |  |
| --- | --- |
| 44015192 | Quality and value for.money |
| 43860193 | . |
| 43846497 | Not applicable |
| 43844180 | None |
| 43279560 | N/A |
| 43247327 | N/A |
| 43247117 | Na |
| 43164766 | Na |
| 43145481 | If the brand is actually making an impact with results and proof that it does help with the environment, sure. But take straws for instance, or woolies taking the initiative to change their bags. But they don’t change what they put in the stores that people buy? And that paper straw that you drink out of at steers is in a plastic cup? So what happens to that cup? All fairness, a product packaging can make a change but if you look at the bigger picture we shouldn’t even have packaging to begin with, only reusable containers that can be refilled. |
| 43143760 | NA |
| 43105416 | NA |
| 43098802 | N/a |
| 43049616 | - |
| 42986587 | none |
| 42974436 | N/A |

**Q10. What is the possible factor that can affect your trust in the brand?**

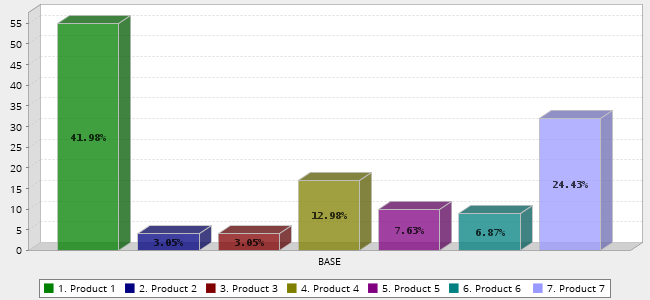


|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Abnormal increase in price | | | | 42 | 37.17% | |
| 2. | | Drastic decrease in the quality | | | | 55 | 48.67% | |
| 3. | | Reduction of demand and popularity in the market | | | | 12 | 10.62% | |
| 4. | | Other. | | | | 4 | 3.54% | |
|  | | Total | | | | 113 | 100% | |
| Mean **:  1.805** | | Confidence Interval @ 95% **:   [1.664 - 1.947]** | Standard Deviation **:   0.766** | Standard Error **:  0.072** | | |

**Q19. If your answer above was other, please specify bellow**

|  |  |
| --- | --- |
| 43860193 | . |
| 43846497 | Not applicable |
| 43844180 | None |
| 43279560 | N/A |
| 43247664 | Brands social presents. |
| 43247327 | N/A |
| 43247117 | Na |
| 43173990 | Unnecessary changes in specification eg. New improved, change of smell etc. |
| 43164766 | NA |
| 43145481 | Again end results |
| 43143760 | NA |
| 43143738 | Change in attitude |
| 43105416 | NA |
| 43098802 | N/a |
| 43049616 | - |
| 42986587 | none |
| 42974436 | N/A |

**Q11. How familiar are you with these brands in these eco-friendly cleaning ranges? Click on the brands you are familiar with.**



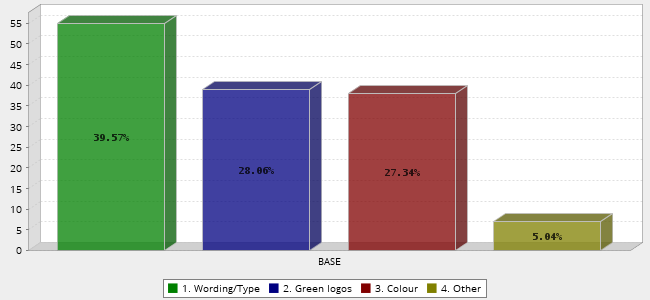
|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Product 1 | | | | 55 | 41.98% | |
| 2. | | Product 2 | | | | 4 | 3.05% | |
| 3. | | Product 3 | | | | 4 | 3.05% | |
| 4. | | Product 4 | | | | 17 | 12.98% | |
| 5. | | Product 5 | | | | 10 | 7.63% | |
| 6. | | Product 6 | | | | 9 | 6.87% | |
| 7. | | Product 7 | | | | 32 | 24.43% | |
|  | | Total | | | | 131 | 100% | |
| Mean **:  3.595** | | Confidence Interval @ 95% **:   [3.163 - 4.027]** | Standard Deviation **:   2.523** | Standard Error **:  0.220** | | |

**Q12. Click on the adverts that you feel provides you with trust that the product/s been advertised are green, sustainable, or eco-friendly**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Option 1 | | | | 38 | 30.16% | |
| 2. | | Option 2 | | | | 32 | 25.40% | |
| 3. | | Option 3 | | | | 56 | 44.44% | |
|  | | Total | | | | 126 | 100% | |
| Mean **:  2.143** | | Confidence Interval @ 95% **:   [1.994 - 2.292]** | Standard Deviation **:   0.855** | Standard Error **:  0.076** | | |

**Q13. From the above adverts, is it the wording, logos or colour that gives you the understanding that these products are eco-friendly**

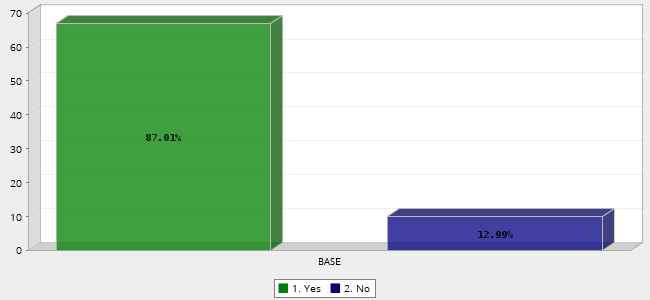


|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Wording/Type | | | | 55 | 39.57% | |
| 2. | | Green logos | | | | 39 | 28.06% | |
| 3. | | Colour | | | | 38 | 27.34% | |
| 4. | | Other | | | | 7 | 5.04% | |
|  | | Total | | | | 139 | 100% | |
| Mean **:  1.978** | | Confidence Interval @ 95% **:   [1.823 - 2.134]** | Standard Deviation **:   0.936** | Standard Error **:  0.079** | | |

**Q20. If your answer above was other, please specify bellow**

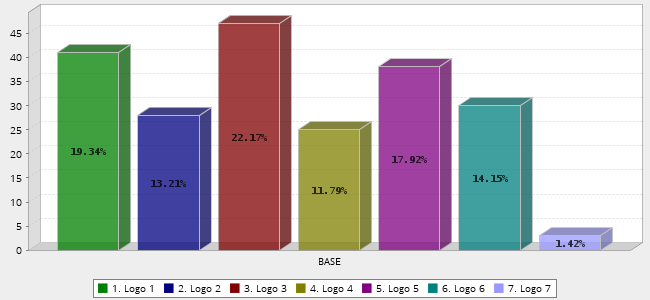
|  |  |
| --- | --- |
| 43860193 | . |
| 43846497 | Not applicable |
| 43844180 | None |
| 43843909 | Woolworths is a brand that i associate with quality and sustainability |
| 43279560 | N/A |
| 43247664 | Checked boxes - First thing I look for. |
| 43247327 | N/A |
| 43247117 | Na |
| 43173990 | Dont know any of the above products. |
| 43164766 | Na |
| 43161292 | Introduction of natural elements (e.g. fruit/herb imagery within the simple truth as) |
| 43145481 | To be honest, none of these look eco friendly because of the packaging associated with plastic. I just like the style and vibrancy of the overall advert but none of them show eco friendly to me. |
| 43143760 | NA |
| 43105416 | NA |
| 43098802 | N/a |
| 43078770 | The track record of the supplier for example woolworths. |
| 43051527 | You see current words. Or images that shows you the eco-friendly of the product |
| 43049616 | - |
| 42986587 | none |
| 42974436 | N/A |

**Q14. Read the following headings of green brands: A. New eco-conscious Live Green cleaning range is made from biodegradable plant-based materials that are cruelty – and guilty-free. B. Living healthy, eco-friendly cleaning products. C. Eco Range. D. Eco-conscious cleaning range. E. Range of affordable cleaning products which are eco-friendly, cruelty free and made with biodegradable materials. F. Biodegradable and non-toxic G. Earth friendly – made with biodegradable cleaning ingredients. Would this information change your choice to purchase a green product verse a non-green product?**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Yes | | | | 67 | 87.01% | |
| 2. | | No | | | | 10 | 12.99% | |
|  | | Total | | | | 77 | 100% | |
| Mean **:  1.130** | | Confidence Interval @ 95% **:   [1.054 - 1.205]** | Standard Deviation **:   0.338** | Standard Error **:  0.039** | | |

**Q15. Assess the following logos of green cleaning brands: Click on the logos that you fell add trustworthiness to your discission making of these brands?**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Answer** | | | | **Count** | **Percent** | |
| 1. | | Logo 1 | | | | 41 | 19.34% | |
| 2. | | Logo 2 | | | | 28 | 13.21% | |
| 3. | | Logo 3 | | | | 47 | 22.17% | |
| 4. | | Logo 4 | | | | 25 | 11.79% | |
| 5. | | Logo 5 | | | | 38 | 17.92% | |
| 6. | | Logo 6 | | | | 30 | 14.15% | |
| 7. | | Logo 7 | | | | 3 | 1.42% | |
|  | | Total | | | | 212 | 100% | |
| Mean **:  3.439** | | Confidence Interval @ 95% **:   [3.203 - 3.674]** | Standard Deviation **:   1.750** | Standard Error **:  0.120** | | |