**University Of KwaZulu-Natal**

**School of Management, IT and Governance**

Dear Respondent,

**M Com Research Project**

**Researcher**: Treneya Reddy (Tel No. 076 751 9424)

**Supervisor**: Professor Debbie Vigar-Ellis (Tel No. 033 260 5899)

**Research Office**: Mariette Snyman (Tel No. 031 260 8350)

I, Treneya Camilla Reddy am a Masters student in the School of Management, IT and Governance, at the University of KwaZulu-Natal. You are invited to participate in a research project entitled *Egoistic, Altruistic and Biospheric Concerns and Environmental Behaviour of Young Adults.*

The aim of this study is to: Determine the environmental concerns and environmental behavior of young adults.

Through your participation I hope to understand the relationships that exist between one’s environmental concerns and their environmental behavior. The results of this survey is intended to contribute to the field of environmental marketing.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. Every student who participates in this research stands a chance to win a gift voucher. Confidentiality and anonymity of records identifying you as a participant will be maintained by the School of Management, IT and Governance, UKZN. My ethical clearance number is HSS/0639/015M and I have obtained gatekeepers approval to conduct this research.

If you have any questions or concerns about participating in this study, please contact me or my supervisor at the numbers listed above.

It should take you about 2 minutes to complete the questionnaire. I hope you will take the time to complete the questionnaire.

Sincerely

Investigator’s signature : Treneya Reddy Date : 28/07/2015

*This page is to be retained by participant*

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**CONSENT**

I (full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project. I understand that I am at liberty to withdraw from the project at any time, should I so desire.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Participant Date

*This page is to be returned by researcher*

**Environmental Concern and Behaviour Questionnaire**

1. **Please rate the following items by simply inserting an X in the appropriate box from 1 (No Importance) to 7 (Supreme Importance) in response to the question:**

***I am concerned about environmental problems because of the consequences for:***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **My Health** |  |  |  |  |  |  |  |
| **Marine Life** |  |  |  |  |  |  |  |
| **Children** |  |  |  |  |  |  |  |
| **My Future**  |  |  |  |  |  |  |  |
| **Humanity**  |  |  |  |  |  |  |  |
| **Plants**  |  |  |  |  |  |  |  |
| **People in the community** |  |  |  |  |  |  |  |
| **My Lifestyle** |  |  |  |  |  |  |  |
| **Animals** |  |  |  |  |  |  |  |
| **Future Generations** |  |  |  |  |  |  |  |
| **My Prosperity** |  |  |  |  |  |  |  |
| **Trees**  |  |  |  |  |  |  |  |
| **Me** |  |  |  |  |  |  |  |
| **My Children**  |  |  |  |  |  |  |  |
| **Birds** |  |  |  |  |  |  |  |

1. **Please indicate how often you perform the following environmental behaviours (Always, Often, Sometimes or Never) by inserting an X in the appropriate box:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Always** | **Often** | **Sometimes** | **Never** |
| **Recycle glass, paper etc.** |  |  |  |  |
| **Reuse empty bottles or containers** |  |  |  |  |
| **Use your own shopping bag instead of buying plastic shopping bags** |  |  |  |  |
| **Close the tap while washing dishes or brushing teeth** |  |  |  |  |
| **Have a shower rather than a bath** |  |  |  |  |
| **Switch off unnecessary lights at home** |  |  |  |  |
| **Switch off electrical appliances that are not being used**  |  |  |  |  |
| **Support the ‘Save the Rhino’ environmental campaign** |  |  |  |  |
| **Purchase organic products** |  |  |  |  |
| **Purchase green products e.g. energy saving light bulbs** |  |  |  |  |
| **Purchase locally produced products**  |  |  |  |  |

1. **Please indicate your level of agreement with the following statements by inserting an X into the appropriate box:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| **When humans interfere with nature it often produces disastrous consequences.** |  |  |  |  |  |
| **The balance of nature is strong enough to cope with the impacts of modern industrial nations.** |  |  |  |  |  |
| **Plants and animals have as much right as humans to exist.** |  |  |  |  |  |
| **The so-called “ecological crisis” facing humankind has been greatly exaggerated.** |  |  |  |  |  |
| **The balance of nature is very delicate and easily upset.** |  |  |  |  |  |
| **Humans have the right to modify the natural environment to suit their needs.** |  |  |  |  |  |
| **If things continue on their present course, we will soon experience a major ecological catastrophe.** |  |  |  |  |  |
| **Humans were meant to rule over the rest of nature.** |  |  |  |  |  |
| **Degradation of the environment has negative consequences for humanity** |  |  |  |  |  |
| **It is important to be seen to be caring for the environment.** |  |  |  |  |  |
| **Caring for the environment is a private responsibility** |  |  |  |  |  |
| **Being active with regards to environmental protection gains you social status.** |  |  |  |  |  |

1. **Please complete the following demographic information by inserting an X in the appropriate box:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Age:** | **18** | **19** | **20** | **21** | **22** | **Other (Please specify)** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Race:** | **Black** | **White** | **Indian** | **Coloured** | **Other(Please specify)** |

|  |  |  |
| --- | --- | --- |
| **Gender** | **Male** | **Female** |

|  |  |
| --- | --- |
| **Degree being studied (please specify)** |  |

**Thank you!**