

Eco-Conciseness and Green Awareness among the College Students with Special Reference to Coonoor

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Abstract: Green marketing is concerned with selling eco - products or products that are produced and packaged in an environmentally friendly way. While today's corporate and business are much focused on Social responsibility and taking green initiatives, The other end the consumers are not very much aware about the Green and eco products. This research paper aims to study the eco-conciseness and green awareness among the college students in Coimbatore district using a structured questionnaire. This paper will also study student's understanding about green products and their attitude towards such products .It studies the preference level of students towards such products. For any company to succeed in the green marketing concept, it should first ensure that the target customers are aware of this concept and almost all companies major targets are students .The outcome of this research will be to understand the green product awareness and purchase behavior of students and also understand the level of environmental commitment and responsibility that students possess..

Keywords: Green Marketing, Green products, Awareness, Purchase behavior

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I. Introduction

Although green marketing has emerged as an upcoming trend, there is not much awareness among the students about it. Consumer environmentalism is the extent of environmental concern and responsibility that he or she considers while purchasing a product. Adapting green marketing and green consumerism is the only way to reduce further such issues. The manufacturers are alarmed at the growing environmental issues and are producing environmental friendly products. This has become a part of their Social Corporate responsibility. The consumers have to be cautious while buying the products keeping green and environmental factors as a part of their buying decision. This paper aims at studying the awareness of green products among students and to what extent they consider they the green factors before making decisions. Unlike the past years consumers have started adopting green products such as Organic foods, re-cycled paper etc and have started to save electricity and power. But it is very important and essential for students to realize this and adopt it their buying. Students have to be introduced to the concept of green marketing and the opportunities in green marketing. That will help the society grow and also promote environmental integrity.

Objectives of the paper:

- 1) To study the awareness on environmental issues and its impact on purchase decision of selected green products among college students.
- 2) To study the opinion of college students on green products when compared to other products.

Literature Review:

In the paper on the impact of green product lines on the environment :does what they know and how they feel byBridget Martin and Antonis. C Simintira (1995) Promotion of green product influence green consumer behavior and stimulate green product purchase. Environment is now considered much more than a passing fade. Many surveys and polls show that environmental issues are given much more importance. In an attempt to create awareness the companies try to bring in the environmental attributes with a hope to bring purchase.

Robert Michael Grant(2000)in his article Green Consumerism explains that the Green marketing looks at every aspect of the production process, how the products are made, the pollution and wastes generated from making the product and how the product is presented to the public. Green marketing creates environmental awareness and enable consumer to become more environmentally responsible. Generation X came into existence when large economic problems occurred. They faced the depletion of ozone layer and its effects. Generation X is shifting towards environmentally responsible consumption. Generation X is being educated on green consumerism and many shifted products because of environmental concerns in America.

Cultivating the Green consumer by Sheila Bonini & Jeremy Oppenheim (2008) Every consumer says that they want to buy eco friendly products but when it comes to reality no consumer is ready to purchase it. Consumers want to act green but they want business to lead the way. Even though the green products have entered the market, their market share is very tiny. The consumers buy more organic foods, it is for their health and not because it is environment friendly. Corporations as well as consumers can reap multiple benefits by going green. They can reduce energy, meet competition and have better resources for the future. Business alone cannot lead the consumer intention into action. Green products are a niche market today, but are poised to growth and have great benefits to consumers and in protecting the environment.

Profile of the respondents

Table 1 : Profile of respondents

Age	Percentage
18-20	23.3333
21-23	53.3333
24-26	18.3333
26-27	1.66667
Above 27	3.33333
Qualification	Percentage
UG	48.33333
PG	46.66667
Research Scholar	5
Seriousness of Environmental Problem	
very serious	23.33333
Serious	56.66667
no idea	18.33333
not bothered	1.66667
Care for the environment	
Always	45
Sometimes	51.66667
Don't care	3.33333

Students were the target respondents. A sample of 60 students was taken. The students are undergoing their under graduation, post graduation or research scholars. Majority of respondents (53.3 percent) fall under the age of 21- 23. The respondents undergoing under graduation account to 48.33 percent. Post graduation account to 46.66 percent and Research scholars account to 5 percent. Out of all the respondents 45 percent expressed their view that they care for the environment. And 56 percent of respondents feel that the environmental issues are very serious and needs immediate attention

Survey Instrument

The purpose of the second of this survey instrument was to measure a broad range of respondents environmental (green) purchase behaviors with respect to selected green product category included for the study. A list of 6 to 7 items were included, which includes the green purchase behaviors with relevant to organic food stuffs, green electronics and green apparel etc.

Sample Design

Convenience sampling was used to conduct the study. 60 respondents were taken to conduct the study. All the respondents were students.

Table 2 : Table showing what green marketing means to students

Student Perception	Percentage
No idea	8.33333
Environmental friendly	61.66667
Preservation of nature	13.33333
Built with recycled material	13.33333
Energy efficient	3.33333
Total	100

A Majority of 61.66 percent students think that green marketing means environmental friendly products, while the other students perceive green marketing as preservation of nature and products made with recycled materials and a shocking revelation that 8.33 percent students have no idea of what green marketing is.

Table 3: Table showing how the respondents first came to know about green marketing

First source	Percentage
a)Television	10
b)Magazines	26.66667
c)Newspaper	26.66667
d)Website	13.33333
e)Friend/Family	18.33333
f)others	5
Total	100

With a lot of advertisements and discussions up in the media a majority of respondents first came to know about green marketing through magazines and newspapers. And 5 percent respondents came to know through other sources.

Table 4: Table showing how the familiarity and usage of green products

Familiarity	Percentage
a)Just Aware	35
b)Regular use	18.33333
c)Sometime	40
d)Never	6.66667
Total	100

Majority of 40 percent respondents use green products sometimes and 35 percent are just aware and shockingly only 18 percent respondents use on regular basis and 6 percent never use such products.

Table 5: Table showing to what extent "green" was a part of decision in purchasing durables and non-durables

Decision	Percentage
a)very much	16.66667
b)some what	60
c)a little	21.66667
d)not at all	1.66667
Total	100

With spreading awareness and discussions a majority of 60 percent sometimes consider green as a part of their decision while purchasing durables and non- durables.

Frequency of reading	Percentage
a)Always	13.33333
b) Some times	53.33333
c)Rarely	23.33333
d)Never	10
Total	100

Table 6 : Table showing whether respondents read the labels to check if there is anything that is environmental damaging

Studying the buying pattern it is understood that only a majority of 53.33 percent respondents sometimes read the label to check if there is anything environmental damaging. 10 percent respondents never check the labels.

Table 7: Table showing respondents preference green products that are environmentally-friendly, over green products even when their product qualities are similar

Preference	Percentage N=60
a)Most situations	23.33333
b)Some Situation	63.33333
c)Not Sure	13.33333
Total	100

Majority of 63.33 percent respondents will prefer green products in some situations even if the non environmentally- friendly product qualities are similar.

Table 8: Table showing respondents willingness to take up the responsibility to protect the environment in Coonoor

Willingness	Percentage
a)Definitely	38.33333
b)Probably	45
c)Not sure	13.33333
d)Probably not	1.666667
e)Definitely no	1.666667
Total	100

In the present changing scenario a majority of 38.33 percent respondents are definitely sure of taking up the responsibility to protect Coonoor.

Table 9: Table showing respondents buying preference towards green products even if they are more expensive than non-green products.

Buying preference	Percentage
a)Definitely	15
b)Probably	28.33333
c)Not sure	46.66667
d)Probably not	6.666667
e)Definitely not	3.333333
Total	100

Majority of 46.66 percent respondents are not sure if they buy green products even if they are more expensive than non-green products.

Table 10: Table showing the most commonly used green products

Green products	Percentage
a)CFL	33.33333
b)organic	31.66667
c) Green apparel	5
d)Reusable	18.33333
e)energy efficient electronic equipment	5
f)100% paper towel	1.666667
g)others	5
Total	100

Majority of 33.33 respondents use CFL bulbs and 31.66 respondents use Organic foods, % percent use green apparel, 18.33 percent use reusable shopping bags, 5 percent use energy efficient electronic equipment, 1.667 percent use 100%paper towel and 5 percent use other green products. This table shows each green product is different from the other in terms of usage as well as appearance.

Table 11 : Table showing the rating given by respondents to the green products when compared with non-green products

Ratings	Percentage
a)More efficient	48.33333
b) Somewhat more	36.66667
c)About the same	11.66667
d)Somewhat less efficient	0
e)don't know	3.333333
Total	100

A Majority of 48.33 percent respondents rate the green products more efficient than non-green products. 3.33 percent respondents are not sure of the rating.

II. Discussion:

In this study it is clear that the students are still not exposed to the concepts of green marketing. It is evident that green marketing is a growing area and has a lot of scope and career opportunities. Green marketing can be bought a part of the curriculum for the management studies and also green production techniques for engineering. It is understood from the study that most students don't give importance green products and don't consider green aspects while making purchase decisions. Preferring green products over non-green products should come as a choice and not under compulsion. Students should be made to realize that every purchase that they do contributes to the environment and they should be aware of it before making decisions.

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