



# **Green Product Awareness Effect On Purchase Decision Of College Students In Kolar Gold Fields.**

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## **Introduction:**

Climate change problems, increased global warming issues, increase in the consumption level of natural resources and the release of toxic manufacturing wastes is becoming increasingly an alarming situation across the world. This has led to responsible society which is concerned with the protection of the nature, giving rise to business establishments which are modifying their production practices so as to contribute and work towards issues concerning the environment harm. The consumers too, especially the millennial are becoming aware of such issues and are therefore shifting their consumption pattern in the form of green products consumption. The unsustainable pattern of consumption in the world today have led to severe environmental problems and this difficulties have led to process of adopting green practices and perhaps this situation created a desire and attention for green products awareness and consumption.

## **Objectives:**

The research paper identifies the following objective: To identify whether awareness, price, availability and products value influence college students in kolar gold fields to buy green products.

Therefore the following research questions will look forward to be answered:

RQ 1: does the awareness level, afford to pay higher price, easy availability and worth of green product will influence college students to decide on purchasing green products.

RQ 2: how do awareness level, affordability to pay premium price easy availability and worth of green product can predict college students to decide on purchasing green products.

## **Significance of the study**

This study is significant because,

1. This is the first study undertaken on green product awareness in such developing urban city in terms of employment and industrial growth.
2. Through this study, policies could be formulated by green marketers which could help in increase in green consumption level.
3. The study's findings will serve as an evidence for green marketers about the availability of potential green consumers among college students in kolar gold fields.
4. The awareness on such green products among college students will definitely allow students to support environment sustainability.
5. This can result in improvised usage of green products either for decorative purpose, consumption of organic food or beauty products which enhances the physical appearance of self.

## **Literature review:**

### **Green product:**

Green product commodities which are having less harm or no harm on environment. They bear characteristics such as energy efficient, low carbon emission, recyclable, health conscious product etc (1)

Green products manufactured through natural friendly process in a toxic free manner and are more durable than other normal conventional products. (2, 3).

The millennial generation is more health and wealth conscious and is therefore aware of existence of green products before making any such purchase. Thus, we understand that information on green products has influence on the consumer's purchase decision. But , still the awareness level on identifying green products has to be made with proper labeling, green packaging, and advertisement which is more popularly used by college students to know about the products.(4)

People who are aware and have used green products agree to the fact that these products help the environment.

### **Green consumerism.**

The idea of green consumer has become the key position around which the marketing strategies relating to green products have been concentrated by marketing professionals and scholars. (5)

Green consumers are those who make the intense effort to avoid purchasing potentially hazardous products. (6).

Green consumers are considered as those who are conscious and loyal to the environment. (10).

Green product awareness

Green product has positive impact on the environment and human activities have effect on the environment.

Green products consciously decrease waste and financial burdens (4).

As the consumers become increasingly get to know about green products they again become aware of the existence of such products.

Thus green product awareness can have a positive relationship with purchase decisions.

### **Green premium price**

Even though the desire to purchase product is strong, but the pricing factor plays a pivotal role, as a barrier to purchase green products, as the prices of green products of a particular brand is very high comparative to an alternate product. Therefore green consumers must be ready and realize that product attributes, designs and other features are beneficial to them and people with them.

But according to Awuni et al, says premium prices of green products do not act as a barrier or scare green consumers as they are already prepared for buying green products at such higher prices. To sum up, premium price is one of the major qualifying factors for green product purchase. (4).

### **Green product availability:**

It is understood that awareness must be created on the availability of green product. A study has confirmed that the rate of awareness of green product is higher than availability of the green product (9). Green product availability is the motivating factor for green consumers to purchase such products.

### **Green product worth**

GPW refers to a products overall features, benefits, and how it suits consumers demand. It is nothing but customer's evaluation of the entire benefit that the customer feels or experiences, or gain from using green products.

### **Research methods:**

The sample of 300 respondents was collected randomly among college students of Sri Bhagawan Mahaveer Jain Degree College KGF. Students were selected from 3 departments comprising from commerce, science and computers. The respondents belong to the age group ranging from 18-21 years. The method used for result analysis is data tabulation and charts which is a simple aid in interpretation of data. The questionnaire was circulated among the college students via email through Google forms and response was collected.

A well designed questionnaire consisting of information on personal profile and about general aspects related to green products was circulated.

### **Data analysis and findings:**

The sample of 300 respondents were collected among the college students comprising of three departments commerce science and information technology whose age group ranges from 18 to 21 years the method used for result analysis data tabulation and charts which is a simple a in interpretation of data the question and was circulated among the college students via email through Google forms and response was collected.

A descent questionnaire consisting of:

#### **PART-A**

Name :

Age : 18 – 21 Years

Gender : Male: 35%, Female: 55% Prefer Not to Say: 10%.

#### **PART-B**

1) Awareness about green products

RESPONSE	PERCENTAGE
Yes	60
No	40

2) Are people around you aware of the Green concept?

RESPONSE	PERCENTAGE
Yes	40
Some what	25
Not completely	25
No	10

3) If your answer is YES for the above question, select the below options given.

RESPONSE	PERCENTAGE
Cosmetics	30
Electric Vehicles	20
Food	40
House Utensils	08
Others	02

4) What makes you to buy green products?

RESPONSE	PERCENTAGE
Features	10
Packaging	10
Environmental Issues	60
Promotional Strategies	15
Others	05

5) The source of information you used to know about the green product.

RESPONSE	PERCENTAGE
Newspaper	10
TV advertisement	25
Company blog or website	20
Social media	25
Government Initiatives	15
Others	05

6) Do you believe green products are overpriced?

RESPONSE	PERCENTAGE
Strongly Agree	25
Agree	20
Neutral	20
Disagree	25
Strongly Disagree	10

7) Do you believe green product save environmental resources?

RESPONSE	PERCENTAGE
Yes	70
No	30

8) Are you willing to pay more on the green products?

RESPONSE	PERCENTAGE
Yes	50
No	50

9) The factors which make you to pay more on green products.

RESPONSE	PERCENTAGE
Product	25
Brand	20
Health	20
Social Status	05
Environmental Conscious	25
Others	05

### Findings:

From the above interpretation of information collected, the inference is summarized as below:

It is observed that the response was only from 265 participants, out of whom 35% are male, 55% are female and 10% did not reveal their gender. Only 40% are aware of green products which is not a good market for green products. And those who are aware are more interested in cosmetics which clear indication that female population are more interested in beauty brands. We can also observe that 20% of the respondents prefer electric vehicle. Since the present young generation is familiar with concepts like climatic change, global warming, their participation in schools and colleges in observing world environment day, earth day, competitions on green awareness programs, all this has made them to prefer green product which is evident from their response in table number 4.

It is evident from various studies that social media plays a dominant role as a motivating factor towards awareness on any activity, it is proved in this study also that the main source of information about green product is through social media channels, Television advertisements, and government initiatives such as green skill development programme, eco-friendly power sources, Air India's eco initiatives, budget 2023 ensured India is primed for Green Growth etc. all this has triggered and ignited youngsters to adopt green practices and use green products.

The study also finds that green products are over priced as 25% strongly agree to the point that when compared to conventional products green products for example ELECTRIC VEHICLE cost more than scooty two wheeler which is considered as light vehicle that can be used by female. Similarly cosmetic brands like lakme and nyka also are cheaper than green cosmetic brands like Earth Rhythm, Vilvah, Treewear, etc. but still the young generation wishes to pay more for the green products.

Green products are used by people as they believe that it saves environment resources which brings a sense of responsibility among young generation and this can be strengthened through various green programs included in the curriculum. It is understood that product value, and environment concern, health reasons are main motivating factor for adopting green products in their daily chores. The young consumers are able to influence and share knowledge of the product through referring such products on social media platforms.

### Conclusion:

The study discovers that green product awareness level among college students in Kolar Gold Fields is average. The reason being that there is less availability of such products. Many prefer other conventional brands over green products. The premium price is also a factor for not many choosing green product over conventional alternative products. But, in case if the prices of green products are similar and available in all the stores as like other products, this will definitely lead to more awareness and also contribute towards creating desire to purchase such green products among college students.

Also, it is inferred that many female respondents choose green beauty brands when compared to male because of product characteristics and the value (worth) benefit they derive from usage of such products.

It is suggested that green marketers and government can together make an effort to produce, promote and make such products easily available.

### Limitations and future research:

This study was conducted in a single college of Kolar Gold Fields and therefore results cannot be generalized to all college students. The study was not confined to particular kind of green product, so in future research could cover specific kind of green products.

Finally, for the purpose of study, all college students of particular college was chosen as a sample, so in future research can focus on assessing purchase intention of those who prefer green products.

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