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An Empirical Study on Green Consumerism among Students in Noida

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ABSTRACT: This empirical study aims to explore the attitudes and behaviors of students in Noida towards green consumerism. The study employed a survey-based research design to collect data from a sample of students in Noida, the survey instrument included questions on the awareness of green consumerism, the perceived importance of environmental issues, and the actual consumption of environmentally friendly products. The findings indicate that while a significant proportion of students hold positive attitudes towards green consumerism, their actual behavior does not always align with these attitudes. Factors such as lack of awareness, affordability, and convenience play a significant role in shaping their consumption patterns. Additionally, the study found that certain demographic characteristics, such as gender and income, influence students' attitudes and behaviors towards green consumerism. The study concludes by highlighting the need for targeted interventions to promote sustainable consumption among students in Noida.

KEYWORDS: Green products, sustainable consumption, awareness, convenience, eco-friendly

I.INTRODUCTION

The use of environmentally friendly products among people is one of the focuses of environmental Problems that are studied by many parties. This is due to the deterioration of the environment in recent years. Many people have not fully implemented and maintained the environment. For the students' understanding of green consumerism, it was felt that it was not maximized, this came from the suspicion that there were still many students who carried out actions that were not environmentally friendly as previously told. Green consumerism is always talking about consuming a product, so it's a challenge for producers to make green products and be liked by students. Green Consumerism itself covers several aspects in general such as energy conservation, recycling, and buying green products. All green consumerism activities, in the end, are as a form of one's business to consume green products. Among people, consumption of green products is something that is not commonly done because the needs of students for goods that are environmentally friendly are not too much of their priority. Prices of green products that are more expensive than ordinary goods are also of particular concern because they make it difficult for people to meet their needs, this is because people tend to buy items that are more economical. This is a challenge for the makers of green products so that they can make environmentally friendly products, but economically and favored by population.

II.STATEMENT OF PROBLEM

There is still a lack of knowledge regarding the extent of green consumerism among students, despite the growing awareness of its significance. There have been some studies on sustainable consumption in India, but few of them have the student population as their primary subject.

By examining students' attitudes and behaviors toward sustainable consumption in Noida, this study seeks to close this gap. The study will specifically investigate how much green consumerism students are aware of and have adopted, what influences them to buy eco-friendly products, and how education and awareness play a part in promoting sustainable consumption.

III.OBJECTIVES

1. To understand the level of awareness of green consumerism among students in Noida.
2. To examine the factors that influence students' purchasing decisions related to environmentally sustainable products.
3. Investigating the extent to which students prioritize environmental sustainability when making purchasing decisions.
4. To identify the barriers and challenges that students face when trying to adopt green consumerism practices.



IV.COLLECTION OF DATA

A Study on Green Consumerism among students was conducted in the area of Noida. To know about the student's preference towards green consumerism the study was analyzed with the help of both primary data and secondary data. The primary data was collected through a questionnaire and secondary data was collected from books, journals, websites and other periodicals.

SAMPLING DESIGN

In research studies on green consumerism among students, researchers often use different sampling techniques to select participants for their studies. In this research I performed Random sampling where I randomly selected the people and questioned directly pertaining to the research objective.

SAMPLE SIZE

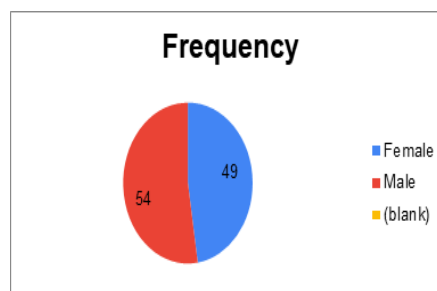
In this study responses from 104 individuals residing in different parts of Noida are collected. The whole research and interpretation done is based on their responses only.

DATA ANALYSIS AND INTERPRETATION

This chapter is about analysing and interpreting data that has been collected. The analysis of data is crucial for the project's completion. The information gathered is summarized for simple comprehension and presentation. Tables and diagrams assist the researchers in analysing and interpreting the data.

GENDER WISE CLASSIFICATION

Particular	Frequency	Percentage
Female	49	47%
Male	55	53%
Grand Total	104	100 %



Among the respondents it is interpreted that 47% of respondents are female and 53% of respondents are male.

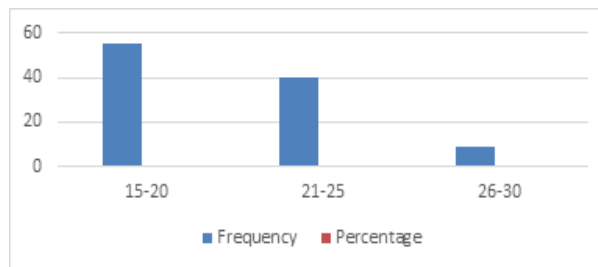
DISTRIBUTION OF AGE GROUP

Particular	Frequency	Percentage
15-20	55	54%
21-25	40	38%
26-30	9	8%
Grand Total	104	100 %



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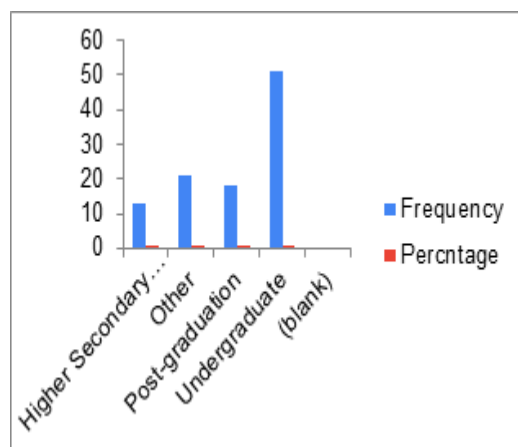
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It is interpreted that 54% of respondents are from the age group 15-20 38 % of the respondents are from the age group 21-25, 8% from 26-30.

EDUCATION

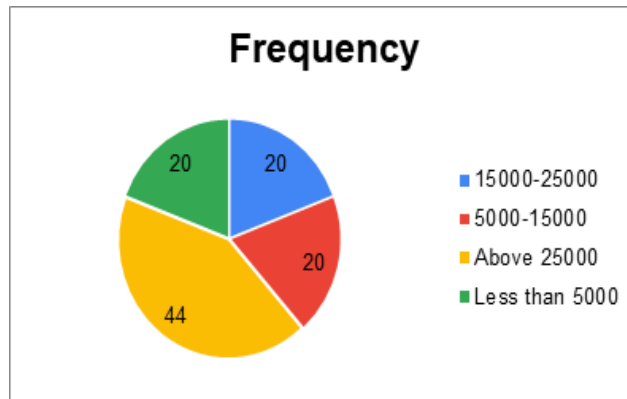
Particular	Frequency	Percentage
Higher Secondary and Below	13	13%
Other	21	20%
Post-graduation	18	17%
Undergraduate	52	50%
Grand Total	104	100%



It is interpreted that 13% of the respondents are from higher/secondary and below, 20% are from other education level, 17% are from post-graduation, 50% are from undergraduate.

INCOME

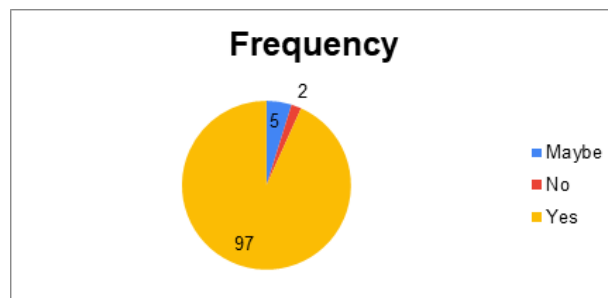
Particular	Frequency	Percentage
15000-25000	20	19%
5000-15000	20	19%
Above 25000	44	42%
Less than 5000	20	19%
Grand Total	104	100%



It can be interpreted by analyzing the demographic profile of the respondents that 19% of the respondents are having income 15000-25000, 19% of respondents have income between 5000-15000, 42% of respondents have income above 25000 and 19% of respondents have income less than 5000.

AWARENESS ABOUT GREEN PRODUCTS

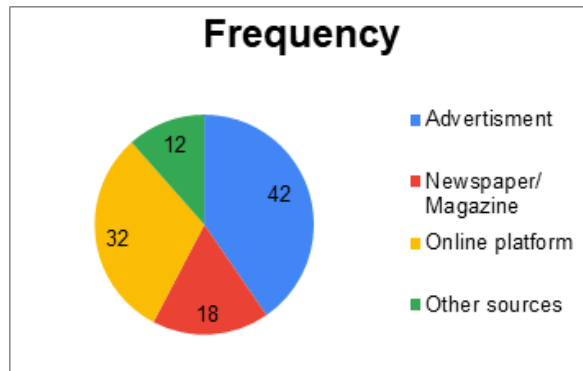
Particular	Frequency	Percentage
Maybe	5	5%
No	2	2%
Yes	97	93%
Grand Total	104	100%



It can be interpreted that 93% of the respondents are extremely aware about green products, 5% of people are moderately aware about Ayurveda products, 2% are not at all aware.

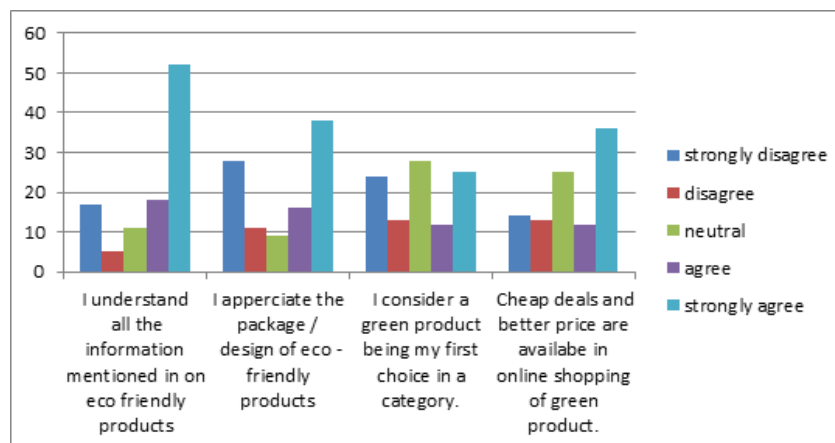
PLATFORM FROM WHERE RESPONDENT CAME TO KNOW ABOUT GREEN PRODUCTS

Particular	Frequency	Percentage
Advertisement	42	40%
Newspaper/ Magazine	18	17%
Online platform	32	31%
Other sources	12	12%
Grand Total	104	100%



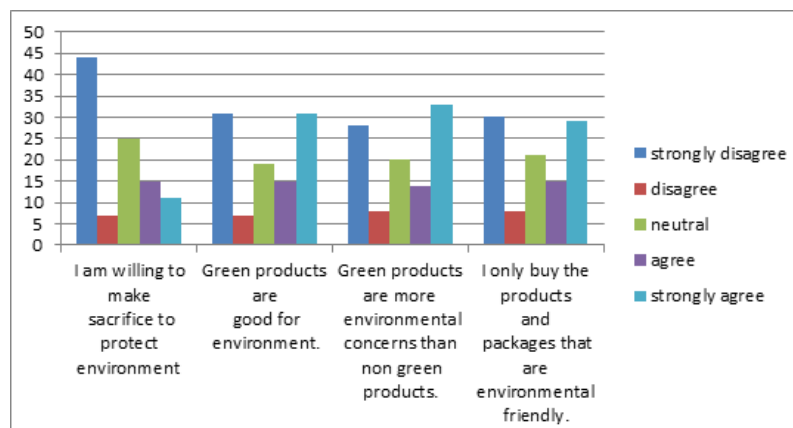
It can be interpreted that 40% of the respondents are extremely aware about green products from aware Advertisement, 17% of people are moderately aware about green products from newspaper/magazine, 31% of respondents are somewhat aware from online platform, 12% are slightly aware from other sources.

AWARENESS FACTORS



According to the above figure it can be analyzed that for awareness about the green product many questioned were asked. The people who don't agree with any of the situation about awareness were very less than the people aware about the green products were more. This shows that people are aware about green products.

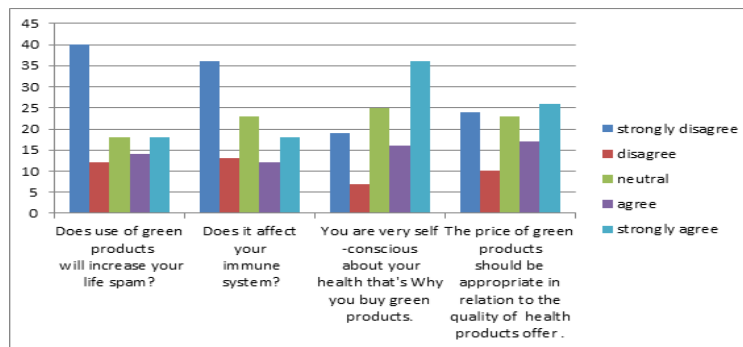
ENVIRONMENTAL FACTORS





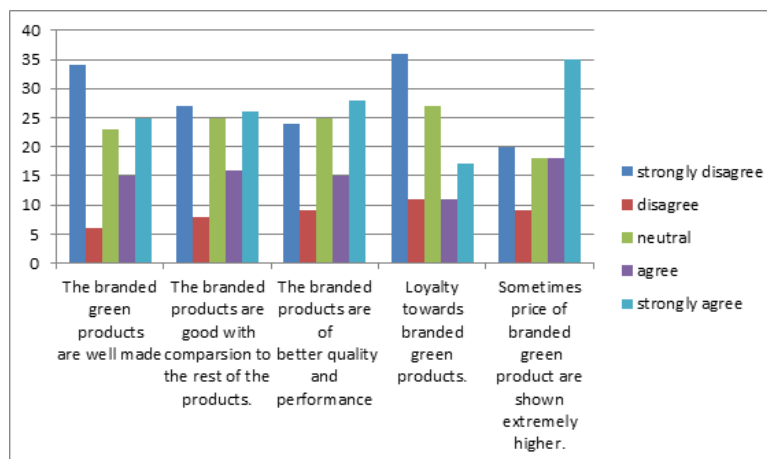
According to the above figure it can be analyzed that environment awareness factor was used to know people responsibility towards environment. But it was seen people mostly strongly disagree with the statements related to environment. So, this shows people buy products irrespective of whether it harms the environment or not.

HEALTH FACTORS



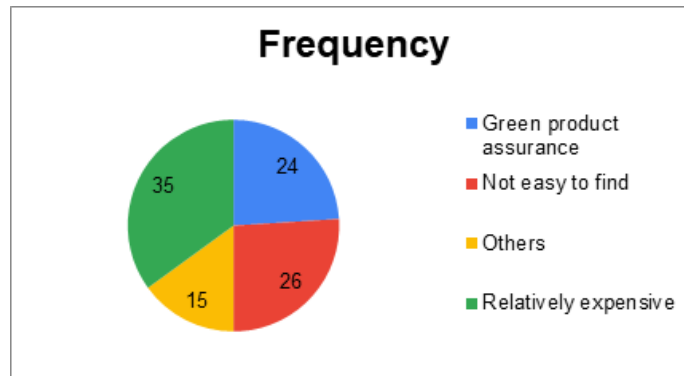
It can be interpreted that green products related to health this is not goods or can say it does not have any effect on any one's health because of the interpretation it is seen that most of the respondent were not in the aware of the statement mentioned above.

BRAND PREFERNCE FACTORS



RESTRICTION OF CHOOSING GREEN PRODUCTS

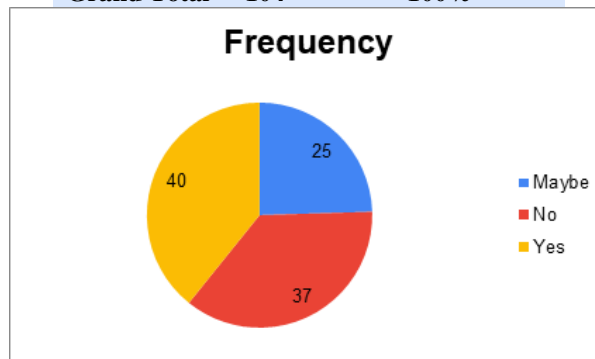
Particular	Frequency	Percentage
Greenproduct assurance	25	24%
Not easy to find	27	26%
Others	16	15%
Relatively expensive	36	35%
Grand Total	104	100%



It can be interpreted that 35% of the respondents think that green products are relatively expensive that's why they don't buy, 24% of people don't buy it because of the assurance of green product, 26% of respondents mentioned it that it is not easy to find, 15% of said because of the other reasons they don't buy it.

BUYING OF RECYCLED PRODUCTS

Particular	Frequency	Percentage
Maybe	26	25%
No	38	36%
Yes	40	39%
Grand Total	104	100%



It can be interpreted that 39% of the respondents said they will buy the recycle product, 36% said they will not buy the recycle product, 25% said they can buy or they may not buy the recycle product.

V.FINDINGS AND SUGGESTIONS

FINDINGS:

1. Students and other young consumers are growing more engaged in sustainable consumption and more aware of environmental challenges.
2. Environmental attitudes, awareness, knowledge, and personal values are the most important aspects that affect green consumption among students.
3. Students' desire to adopt green consumer behavior is significantly influenced by convenience, price, and availability of green items.
4. Students' willingness to engage in green purchasing behavior may be hampered by a lack of knowledge and a lack of confidence in green product claims.

VI.SUGGESTIONS

1. By adding environmental education and awareness programmes into the curriculum, educational institutions can significantly influence students' consumption patterns by encouraging sustainable practices.



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2. To win over customers' trust, marketers must be accurate and transparent about how their products affect the environment.
3. Retailers ought to provide students with easy access to a wide variety of green items. Green products should be priced similarly to non-green equivalents.
4. Social norms can be a technique for encouraging students to engage in sustainable consumerism. The advantages of green consumer behavior and the favorable effects it can have on the environment should be highlighted in campaigns and messages.

VII.CONCLUSIONS

The promotion of sustainable consumption and environmental protection among students in Noida is a crucial field for research, thus this topic should not be overlooked. It is clear from the literature that students are interested in adopting green shopping behavior and are growing more conscious of environmental challenges. However, elements including ease of use, cost, and accessibility to green products, a lack of knowledge and confidence in green claims, as well as societal norms, can have a big impact on how they respond. It is crucial to integrate environmental education and awareness programmes into the curriculum, offer accurate and transparent information on the environmental effects of products, provide a wide selection of green products, and use social norms as a tool to promote sustainable consumption to encourage green consumerism among students in Noida. Promoting green consumerism among Noida students can, in general, have a big positive impact on the environment and help the area develop sustainably.

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