

## **Green Product Awareness a Moderator for Green Product Purchase Intention A study on College Students of Raipur District, Chhattisgarh, India.**

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### **Abstract**

Students awareness a moderator for green product purchase intention is conducted on college students. The study brings out the green product awareness among the students of Raipur district, Chhattisgarh, India. Exploratory research designed is used and the data was collected from 78 students of various colleges of Raipur district using structured questionnaire and secondary data are also collected through relevant website and published research papers. Data is analyzed using SPSS Software and descriptive analysis is performed. It was found that green product availability awareness, Price awareness and health benefits awareness positively influence students purchase intention of green product. Study is performed in Raipur district and only 78 valid responses are received which depicts the limitation of this study, and further research can be perform by the new researcher in this area.

**Key-Words** - Students, Awareness, Price, Green Product, Sustainable

### **Introduction**

In present time consumers have increased their demand for goods and services around the world, leading the over usage of resources of production, causing environmental damage. Various environmental problems like global warming, pollution, climate change etc. have been damaging our environment. The millennium development goal(MDGs) which was introduced by United nation in the year 2000 currently known as Sustainable Development Goals (SDGs) focus on 17 goals for overall sustainable development and it is accepted worldwide, some of the key goals among the 17 goals are Good Health and Well-being, Clean Water and Sanitation, and Climate Action, these goals focus on sustainable economic and environment development. To achieve these goals it is a responsibility of society which consists producers and buyers also to go green and accept the production and consumption of eco-friendly products.

Green products are called sustainable product which are designed to reduce its environmental impacts throughout its life-cycle and it is useful for the healthy life of human beings. Inspite of

it's importance there are need for the awareness about the availability of such products and the group of students can be focus for the same as they are present and future buyers. Today customers use many such items which have a negative impact on the environment and also have a negative impact on the health of the user, hence it is very important that the customers start using those items in their daily use which also keep the environment safe. To keep them safe and also beneficial for their health, it is necessary to provide information about these items to the customers and do awareness work.

This research focus to propose and test the theoretical model to know how some dimensions of green product awareness which influence the green product purchase intention among the students. The study is conducted in chhattisgarh's Raipur district on college students. To know the awareness of the students' of middle india state where such research was never conducted before.

#### Impact of Green Product Awareness:

Green product awareness brings positive intention to purchase green products, those consumers who keep knowledge about the various environmental benefits of sustainability practices related with green products are more concerned towards buying green products.

Awareness campaigns, educational initiatives, and clear product labeling play a vital role in enhancing consumer understanding of green products and their advantages. Awareness can address concerns often associated with green products, such as perceived higher prices or lower quality. By providing accurate information and highlighting trade-offs, awareness can alleviate these concerns and encourage purchase.

### Review of Literatures

A. Abugabah and A. Abubaker (2018) Study was conducted to compute university students level of green computing knowledge and awareness. And it was found that green computing knowledge among students is high but their daily practice of green computing was not adequate. And it is suggested that workshops and training programs are required to provide students for their green awareness about green computing.

Ayodele, Adeola. (2017).Study was conducted on post graduate students Nnamdi Azikiwe University, Awka, Nigeria. With sample size of 345 respondents hypothesis was tested using multiple regression analysis, and it was concluded that green awareness has positive and significant effect on consumers to buy environmentally friendly products, study also suggests that government should make some law and take some steps to promote such products and marketers should adopt this kind of products in their product line.

Demirtas, B. (2018). Study was conducted to analyse the various internal and external factors that influence the consumers green purchase. Study suggest that increase in consumers green knowledge will lead to the demand for organic products and also the marketers should focus on spreading awareness about the green product so that maximum number of consumers can be attracted to buy such products.

Ma, G. , Rau, P. and Guo, Z. (2018) study aimed to know the environmental awareness and consumption value effects on the green makeup purchase intention, and positive relationship was found among environmental attitude and perceived consumer effectiveness in environmental awareness and also epistemic and functional consumption value showed the positive relationship with green makeup purchase intention.

Mohd Suki, Norazah. (2013). Study aimed to examine the Malaysian students group of consumers' environmental concerns, green product awareness and price and brand image influence on their green product purchase decision making. and was found that above variables influence significantly to green purchase decision.

Pickett-baker, j., & ozaki, r. (2008) The findings reveals that most consumers could not easily identify greener products (apart from cleaning products) although they favour products manufactured by greener companies, and they do not find the current product marketing particularly relevant or engaging.

Siddique MZR, Hossain A (2018) Study investigated the source of consumers' awareness towards green products and its impact on their purchase decision. it is found that promotional activities and peer group reference influence significantly to the consumers green product awareness and this awareness lead towards the green product purchase decision.

Suki NM, Suki NM, Azman NS (2016) study was conducted to examine the mediating role played by the corporate social responsibility for linking the marketing awareness and intention of consumer purchase intentions. and it was revealed that corporate social responsibility partially play the role of mediated link between green marketing awareness and purchase intentions for the products.

## **Objectives of the study**

To study college students' green product availability awareness on green product purchase intention.

To study college students' green Price awareness on green product purchase intention.

To study college students' green product health benefits awareness on green product purchase intention.

## Hypothesis

$H_0$  : Green Product availability awareness does not influence students' green product purchase intention.

$H_1$ : Green Product availability awareness influence students' green product purchase intention.

$H_0$  : Green Product Price awareness does not influence students' green product purchase intention.

$H_1$ : Green Product Price awareness influence students' green product purchase intention.

$H_0$  : Green Product awareness about health benefits does not influence students' green product purchase intention.

$H_1$ : Green Product awareness about health benefits influence students' green product purchase intention.

## Research Methodology

In the study exploratory research designed is used and the primary data are collected from 78 students of various colleges of Raipur district using structured questionnaire and secondary data are also collected through relevant website and published research papers. Data is analyzed using SPSS Software and descriptive analysis is performed.

### Distribution of Data

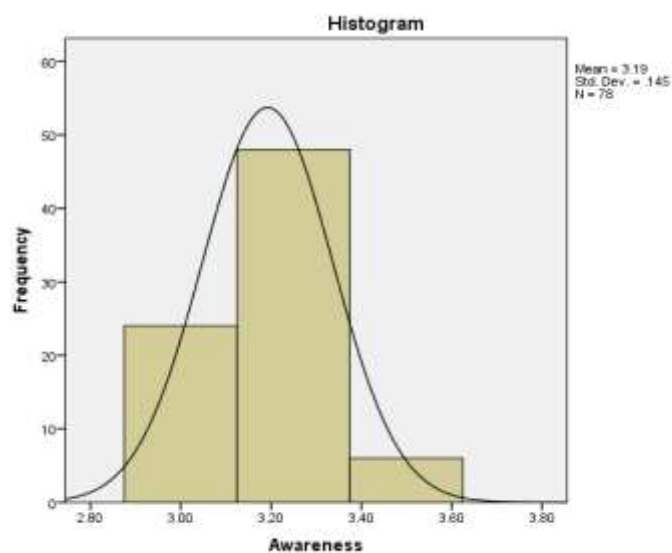


Figure- Graph

**Distribution of Data**

Above figure exhibits that the collected data is normally distributed.

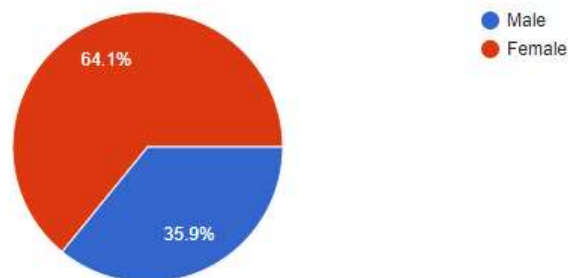
**Data Analysis and Interpretation**

		Statistics		
		Product_availability	Price	Health
N	Valid	78	78	78
	Missing	0	0	0
Mean		3.17	3.49	3.03
Median		3.00	3.00	3.00
Mode		3	3	3
Skewness		1.824	.052	6.121
Std. Error of Skewness		.272	.272	.272
Kurtosis		1.362	-2.051	36.394
Std. Error of Kurtosis		.538	.538	.538

**Frequencies**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	35.9	35.9	35.9
	Female	50	64.1	64.1	100.0
	Total	78	100.0	100.0	

Gender  
78 responses

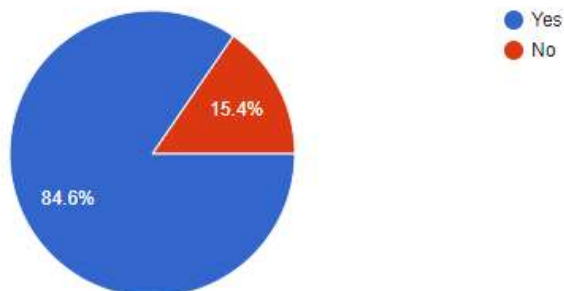


**Product\_availability**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	83.3	83.3	83.3
Valid No	13	16.7	16.7	100.0
Total	78	100.0	100.0	

Do you easily find these products in market ?

78 responses

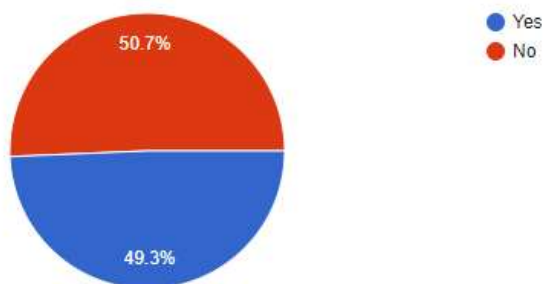


**Price**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	40	51.3	51.3	51.3
Valid No	38	48.7	48.7	100.0
Total	78	100.0	100.0	

Do you find the price of green product expensive ?

75 responses



**Health**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	76	97.4	97.4	97.4
Valid No	2	2.6	2.6	100.0
Total	78	100.0	100.0	

Do you believe that these products are good for our health ?

78 responses



### Interpretation and conclusion.

From above descriptive analysis presented in table and graph it is found that among 78 students' respondents 28 are male and 50 are female which depicts that female students are more concern about green product importance. Out of 78 students' 65 students are aware about the availability of green product only 13 students are unaware about that it means that they are aware about the product availability and it impact their green product purchase intention so that the Null hypothesis is rejected and alternative hypothesis is accepted. 40 students find the price of green product high and 38 students are satisfied with the green product price which indicates that students are aware about the price of such products and it lead to their purchase of green product so that null hypothesis is rejected in this case also and alternative hypothesis is accepted. 76 students believe that the green products are good for their health it means they aware about the importance of green product for their health. In this case also we reject the null hypothesis and accept the alternet hypothesis.

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#### **Website**

**<https://ugcnetpaper1.com/sustainable-development-goals/>**