

The link between Environmental awareness and environmentally friendly behaviour in school students

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ABSTRACT

This paper has focussed on the school students and has tried to understand the link between Environmental awareness and does it really affect their behaviour towards environment. For this purpose related data is collected from different school students. To achieve the aim of this study, an in-depth literature study and empirical research were undertaken. A self-administered questionnaire was completed by 152 students. Through the research methods it was found that students have knowledge about environmental issues and green products which they got from green marketing and their school study are very useful in making their behaviour environmental friendly.

This paper suggests that education and green marketing play crucial role in making youth aware about environment. Both our education system and companies adopting Green marketing should be more focused on youth.

Key words: Going Green, Green practices, Green Marketing, Green values,

INTRODUCTION

“The earth, the air, the land and the water are not an inheritance from our fore fathers but on loan from our children. So we have to handover to them at least as it was handed over to us.” - **Mohandas Karamchand Gandhi**

Green marketing is not a new concept now rather it has become a movement which has been evolving at a rapid pace in the world. Indian consumers are getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. India has more than 60% young population. With regards to this young generation should be more responsible to environment safety and do the required things for the same. For this purpose our education system is also playing very important role where students are being educated about environment safety and protection.

For the sake of our planet, obviously environmental education plays vital role for creating interest in environment. This is the crucial time that environmental awareness and environmental sensitivity should be cultivated among the masses particularly among youths. For the awareness of society it is essential to work at a gross root level. So the whole society can work to save the environment. If we want to generate

the environmental values in our children we have to know the responsibility towards environment and also we have to show our behavior as a like eco-friendly. Environmental awareness should be the integral part of any environmental curriculum encouraging children to take an active role in the protection to their environment in one way by which the critical balance between man and environment may be preserved. Through it young children are full of curiosity to learn about their environment. Among those compulsory environmental education at all level in the education system as directed by Supreme Court is the most appropriate strategy towards environmental protection.

Going green is defined as making more environmentally friendly decisions such as to "reduce, reuse and recycle." It can be possible by awareness in every person of country. Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognize (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers.

NEED FOR THE STUDY

India is 2nd largest population in the world and one seventh persons of total population on this planet live in India. 16% of the world's population reside in India but only 2.4% of its land area, Therefore there is critical effect on the natural resources. Now a day human are consuming natural resources in an unsustainable way. Approx 60% of total population is youth and awareness in youth plays crucial role in sustainable development. Through this research paper it is tried to study that how environmental awareness is changing attitudes towards nature and affecting the purchasing behaviour.

LITERATURE REVIEW AND BACKGROUND

Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature and through the years many research related to green marketing are being done. Some of them related to issue are reviewed.

Mahaeshwari, A. and Malhotra, G. (2011) has studied on the youth to study factors affecting their behavior towards environment. Moyer (1977) studied on students about environmental attitude and its measures. Shahnawaj (1990) focused on environmental awareness and environmental attitude of secondary and higher secondary school teachers and students. Astalin, P. kumar (2011) also studied environmental awareness among higher secondary students and some educational factors affecting. Environmental awareness has been studied with respect to scientific attitude among higher secondary students of Varanasi city (Bharti Anita, 2002). Singh (2005) studied the scientific phenomenon between holistic education and environmental

awareness. None of these nobody had tried to conduct the study related to environmental awareness among youth (College going students) its link with purchasing behavior.

RESEARCH OBJECTIVES:

1. To Study about Environmental awareness among school students.
2. To find the relationship between Green (Environmental) awareness and their behavior toward environment.
3. To assess the importance of education in creating environmental awareness.

METHODOLOGY

The study is based on primary data collected from 152 respondents by means of a structured questionnaire. Random sampling technique was applied and 200 questionnaires were filled by different college students but 152 were found correctly filled to analyse. Statistical tools like Percentage Analysis, Chi-Square and Crosstab and Cramer's V statistics were carried out to analyse the data and draw interpretation.

RESEARCH HYPOTHESES:

Based on the literature reviewed and the conceptual model the hypothesis was generated to be verified with statistical analysis. Null Hypothesis is “there is statistically significant relationship between Green awareness in students and their purchasing behavior”.

DATA INTERPRETATION AND HYPOTHESIS TESTING

Questionnaires are filled by respondents have two parts, first part is related to green (**Environment**) awareness and second part has questions related to their environmentally friendly behavior. On the basis of data collected with the help of questionnaire interrelationship between the green awareness and behavior is analyzed.

Hypotheses are generated to study the relationship between the green awareness and purchasing are –

H0 = Green awareness is not related to environmentally friendly behavior

H1 = Green awareness is related to environmentally friendly behavior.

Cross tabulation is prepared and calculated Cramer’s V value.

Purchasing Behavior * Green awareness Cross tabulation

	Green awareness						Total
	5.00	6.00	7.00	8.00	10.0	11.0	

						0	0	
Environmentally friendly	11.00	2	37	62	14	0	0	115
	12.00	0	11	14	2	6	4	37
	Total	2	48	76	16	6	4	152

(Table no. 1)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.476	.000
	Cramer's V	.476	.000
N of Valid Cases		152	

(Table no. 2)

From Crosstab and Cramer's V statistics (Table no.1 & 2) Cramer's V value is calculated that is 0.476 which shows that there is good relationship between **Green (Environment) awareness** and environmentally friendly behavior.

On the base of results it is said that green awareness in youth influence their behavior toward environment.

DELIMITATIONS OF THE STUDY

Following are the delimitations of the present study

- 1) Population of the present study consists of higher secondary schools of Varanasi city.
- 2) The study has been conducted on 152 students of 11th and 12th class only.
- 3) The institutions which have been selected into this study are recognized by C.B.S.E. & M.P. Board of higher secondary school.

CONCLUSION AND SUGGESTIONS

We are looking for “Green Prosperous India” which is still a dream but it can be true by “Going Green” and it can be possible by green awareness. Our country’s most valuable asset is youth and the green product purchasing behaviour of youth is still in a nascent stage and is yet to pick up. The study shows that Green awareness and purchasing behaviour of youth are interrelated and it helped in indentifying that Green awareness is the way to change consumer to “Green Consumer”.

Global environmental issues are not solved within the four walls of a scientist’s laboratory. The best way to solve is environmental knowledge of an average individual and youth. The findings of the study also insist the importance of educating the young consumers about the green

environment. Hence if the aforesaid suggestions are carried out both by the marketers and the young consumers, definitely India will shine as super power in the years to come.

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