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A Study on Awareness about Green Washing in Oxford College

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Abstract

The knowledge of environmental issues and green washing has been of great prominence in the twenty-first century. The main focus of this study is on the effects of green washing on the environment and public health, as well as the awareness among oxford college students. The goal was to examine the student awareness, green product consumption, and the effects of greenwashing. Primary data was the study's main source of obtaining data, and it was obtained using a questionnaire. Both online and offline modes of responses were obtained. The survey revealed that many students are still unaware of the concept of "green washing," and it is necessary to raise awareness of it among the students.

Keywords: Green Washing, Awareness, Public Health, Primary Data

Introduction

Green washing is the practise of deceiving customers about a company's environmental policies or the environmental advantages of a commodity or service. As we all know, there has been a surge in the demand for environmentally friendly goods and services in recent years. Green washing is a technique used in green marketing to lead people to assume that an organization is employing environmentally friendly goods.

Some of the insights regarding green washing, its use in advertising, and consumer understanding of the environment and public health are at the heart of this study. The popularity of green projects has grown over the past few decades in our country. The goal of this concept was to learn more about consumers and college student's perceptions of green washing. Students should be given awareness on the impact on society by using these green products.

Objectives

- To investigate college students perception of green washing.
- To assess the students views on the use of eco-friendly products
- To probe how green washing affects the public and the environment.

Review of Literature

One Yu-Shan Chen (2015) The authors attempted to determine the detrimental effects of green washing on consumers’ purchase intentions as well as how brand image and brand loyalty had a negative relationship between green wash and green purchase intention. They also proposed that green washing be used as a strategy to increase green purchase intention.

Nadányiová, (2016) The paper discusses how green washing affects Slovak consumers as it is a relatively new problem in Slovakia and it is very important to avoid it and focus on various measures to avoid it. It primarily deals with characteristics of green washing, different types of green washing, as well as signs of green washing. It was discovered that awareness has been raised about the dangers of greenwashing.

Majláth, (2016) Contributions are made to demonstrate the uncontrolled ripple effects of scandals, such as the Volkswagen Scandal, and their effects on society and the environment.

Katait, (2017) Focus solely on green washing linked to worrying concerns, types of green washing, factors driving its growth, and sins of green washing that inform customers about green wash goods and their benefits and drawbacks.

Scope of the Study

Agriculture, Food / beverages, Health Care, Industrial manufacturing are the only four green items considered for the survey.

Research Methodology

A survey was done among students in our college to get information about the green products that were eco-friendly. This was done in order to gain trustworthy information from the students. The students were chosen for the sample because the researcher is interested in creating awareness of green washing, corporate green washing, environmentally friendly products, and ethical concerns associated to green washing.

Primary Data

105 Students with and without expertise were given the questionnaire to determine their level of familiarity with green washing. Both an online and a paper-based questionnaire were used to collect data from respondents in this case. Survey forms were used to power the online questionnaire, which was disseminated at random to respondents via social media.

Sample Size

The data was collected from the college students and data was then analysed.

Data Analysis and Interpretation

Are you aware of Greenwashing?

Options	No. of respondents	%
Yes	58	55.23%
no	47	44.76%

Interpretation

The candidates were asked if they are aware of greenwashing. 55.23% have agreed that they are aware of greenwashing and the rest, 44.76%, are unaware.

According to you, Greenwashing is Widespread among which of the Following Sector?

Options	No. of respondents	%
Agriculture	33	31.4%
Food/ beverage	44	41.9%
Health care	9	8.57%
Industrial		
Manufacturing	19	18.09%

Interpretation

It is understood from the above table that 41.9% of the candidates think that food and beverages sectors are where the greenwashing concept is more rampant, according to the consumer. 31.4% chose agriculture. 8.57% of the candidates chose healthcare. 18.09% of the candidates think greenwashing is more rampant in industrial manufacturing.

Have you been a Victim of Greenwashing?

Options	No. of respondents	%
Yes	46	43.80%
no	59	56.19%

Interpretation

The above table represents the percentage of respondents who have and have not been a victim of greenwashing. 43.80% of the candidates are victims of greenwashing, and the rest, 56.19% of the candidates, are not victims of greenwashing.

If a Brand is Engaged with Greenwashing will you Continue buying the Products?

Options	No. of respondents	%
Yes	45	42.85%
no	60	57.14%

Interpretation

Majority of the respondents have agreed that they will not continue buying if the brand is engaged in greenwashing, 57.14% of the candidates who took the survey said they would not buy if the brand engaged in greenwashing, and 42.85% said they would buy.

Have you Bought any Products from Greenwashing?

Options	No. of respondents	%
Yes	37	35.23%
no	68	64.7%

Interpretation

Majority of the respondents have agreed that they have not bought any products in greenwashing, 35.23% of the candidates have responded that they have bought & rest 64.7% have not bought any product from Greenwashing.

Have you Ever Found out After Purchasing a Product that it was not Eco-Friendly?

Options	No. of respondents	%
Yes	65	61.90%
no	40	38.09%

Interpretation

The above table represents the percentage of respondents who found product was not eco-friendly. 61.90% of the candidates agreed that product was not eco-friendly, and the rest, 38.09% of the candidates agreed it was eco-friendly.

How Frequently do you Purchase Environmental Friendly Product?

Options	No. of respondents	%
Once a week	31	29.52%
Once in a month	37	35.23%
3-4 times a year	25	23.80%
Once in a year	12	11.42%

Interpretation

Table says that 29.52% of the candidates once a week decide to look for green alternatives purchasing products, whereas 35.23% once in a month look for green products. 23.80% rarely look for alternatives in a year & 11.42% buy once in a year.

Limitations of the Study

- The survey solely took into account from Oxford college students.
- To raise awareness, the study’s focus was limited to only four specific goods. (Agriculture, Food/ beverages, Health Care, Industrial manufacturing)
- The findings of this study may or may not be relevant to nations, states, or regions of the other countries.
- The research’s main goal was to increase college students’ knowledge of green washing.

Findings

The results of the current study indicate that more research is needed to be done on the topic of green washing awareness. Since this might be the initial step in raising awareness, more research should be done to widen the study’s scope.

Among students, of “green washing.” This can be accomplished by collecting a larger sample from the research that includes more states or the entire nation. Additionally, one may even think about conducting polls to see how people feel about greenwashing. Future study will also aid in examining how customers react to green cleaning solutions with various goals and the use of additional statistical methods.

Conclusion

According to the report, there is little to no knowledge about green washing among college students. Therefore, the government needs to take a lot of actions to raise awareness and safeguard consumers from these deceptive businesses.

Due to the fact that green washing is an ongoing process, several studies have been done in the present. If a company wants to succeed & keep its good name, it should provide consumers items that are ethical, don't harm the environment or people's health, and consider the ethnicity of the company while releasing a new product. The survey's findings indicate that it is imperative to present all available information about knowledge of greenwashing and preventative measures.

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