

Original Article

A Study on the Impact of Green Marketing on College Students with Reference to BNN College

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Abstract

This study explores the awareness, perceptions, and behavior of BNN College students in Bhiwandi toward Green Marketing and eco-friendly products. Using a descriptive design, data were collected from 100 respondents through a structured questionnaire and supported by secondary sources. Results show that 72% of students are aware of Green Marketing, but many have only a basic understanding. Social media (69%) is the main source of awareness, while institutional efforts remain limited. Although 94% of respondents value Green Marketing for sustainability, the perception that eco-products are costlier (76%) discourages frequent adoption, even though 68% are willing to pay more. Students mainly purchase organic food, reusable bottles, and eco-stationery, motivated by health and environmental concerns. The study further reveals that 84% expect colleges to encourage green initiatives, and 86% believe youth can drive sustainable change. Overall, students show strong intent toward eco-friendly practices, but affordability, deeper knowledge, and brand credibility remain key challenges.

Key Words. Green Marketing, Eco-friendly Products, Sustainable Consumption, Willingness to Pay, Social Media Influence.

Introduction.

Green Marketing, which focuses on promoting environmentally safe and sustainable products, traces its roots to the 1970s and gained traction in India after the 1991 economic reforms. Today, it is critical for addressing global concerns like climate change and pollution, offering benefits that are economic (innovation opportunities), social (responsible consumption), and environmental (reduced carbon footprints). Young consumers, particularly college students, are key change agents in this shift. This study specifically examines the awareness, attitudes, and willingness to adopt Green Marketing practices among students at BNN College in Bhiwandi-Thane—a vital industrial and educational hub to provide insights for businesses and policymakers aiming to promote sustainable consumption.

Background.

Green Marketing emerged in the 1970s alongside global environmental movements that raised concerns about pollution, resource depletion, and industrial waste. The first wave of Green Marketing emphasized recycling, energy efficiency, and eco-friendly packaging, especially in developed countries. In India, the concept gained momentum after the 1991 economic reforms, when globalization brought increased exposure to sustainable practices and environmental regulations. Over time, companies began to integrate ecological responsibility into their business strategies, recognizing that environmentally conscious consumers preferred products that were safe, recyclable, and socially responsible. Today, Green Marketing is not only an ethical approach but also a competitive strategy that balances economic growth with environmental protection and social well-being.

Objective.

1. To study the demographic profile of BNN College students in relation to their awareness of Green Marketing.

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2. To examine the level of awareness of students about the concept of Green Marketing.
3. To identify the main sources through which students learn about eco-friendly products and practices.
4. To analyze student perceptions regarding the importance of Green Marketing for environmental sustainability.
5. To assess the level of trust students place in brands that promote eco-friendly products.
6. To investigate whether students perceive eco-friendly products as more expensive compared to regular products.

Review Of Literature.

Green Marketing awareness among consumers in India is rising, though unevenly. A study in West Bengal found that about 80% of consumers are willing to pay more for eco-friendly products if they perceive the value [chandigarhphilosophers.com]. In Coimbatore, awareness of green fast-moving consumer goods (FMCGs) was moderately high, yet significant gender differences existed—female consumers often showed higher awareness than male ones [researchersworld.com]. In Haryana, a recent survey revealed that younger married females had greater knowledge of green durable products, eco-labels, and environmental claims compared to other demographic groups, highlighting the influence of age, gender, and marital status on awareness [oajournals.net]. Researchers have also identified several strong drivers and barriers for green purchase behavior. In Malaysia, environmental consciousness, eco-label presence, price and advertising were significant predictors of green buying decisions among young consumers. [Emerald] There is consistent evidence that while attitude toward green products positively influences purchase behavior, price sensitivity remains a critical negative factor; perceived risk (financial, performance, etc.) also reduces green product adoption. [cmr-journal.org] Moreover, knowledge of eco-labels has been found to increase both trust and pro-environmental behavior—consumers who understand eco-labels are more likely to believe green claims and act on them. [MDPI]

Significance Of the Research.

1. **Promotes Sustainability:** Encourages environmentally responsible consumption among young adult's potential trend-setters within their families and communities.
2. **Informs Marketing Strategies:** Gives practical guidance to businesses and marketers to better communicate and deliver green products to the college segment.

3. **Empowers Students:** Involves students in sustainability discourse, fostering long-term green attitudes and behavior.
4. **Academic Value:** Contributes meaningful data to Indian green marketing literature, especially for the semi-urban youth demographic in Bhiwandi-Thane.
5. **Social Impact:** Supports the development of a sustainability-conscious campus culture and can inspire similar research in another region.

Scope Of Study.

1. **Assessing Awareness:** Investigates how aware BNN College students in Bhiwandi-Thane are about green marketing and eco-friendly products.
2. **Behavioral Analysis:** Explores patterns in student purchasing behavior, attitudes, and preferences influenced by green marketing efforts.
3. **Identifying Influencing Factors:** Examines what factors (such as price, product availability, trust in claims, peer influence) affect students' adoption of sustainable products
4. **Local Relevance:** Provides context-specific insights for Bhiwandi-Thane to help businesses and institutions design effective green marketing strategies for the local youth.
5. **Suggestion of Improvements:** Highlights gaps and barriers to eco-friendly consumption, enabling policymakers and marketers to formulate actionable recommendations.

Research Methodology.

Research Design

The study follows a descriptive research design, using primary and secondary data sources.

- **Data Collection Method**

Primary Data: A structured questionnaire was administered to 100 respondents in Bhiwandi.

Secondary Data: Information was collected from journals, industry reports, books, and websites.

- **Sample Size and Sampling Technique**

Sample Size: 100 respondents

Sampling Technique: Random sampling method

- **Data Analysis Techniques**

Data was analyzed using statistical tools and graphical representation, including pie charts and percentage analysis.

Hypothesis.

H₁ (Positive Hypothesis):

Green marketing has a significant impact on college students at BNN College.

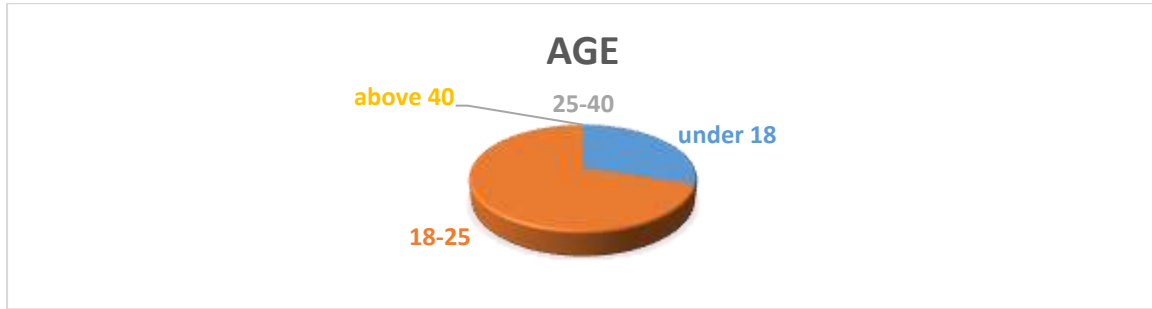
H₀ (Negative Hypothesis):

Green marketing has no significant impact on college students at BNN College.

Data Analysis and Interpretation.

Q1. Age group

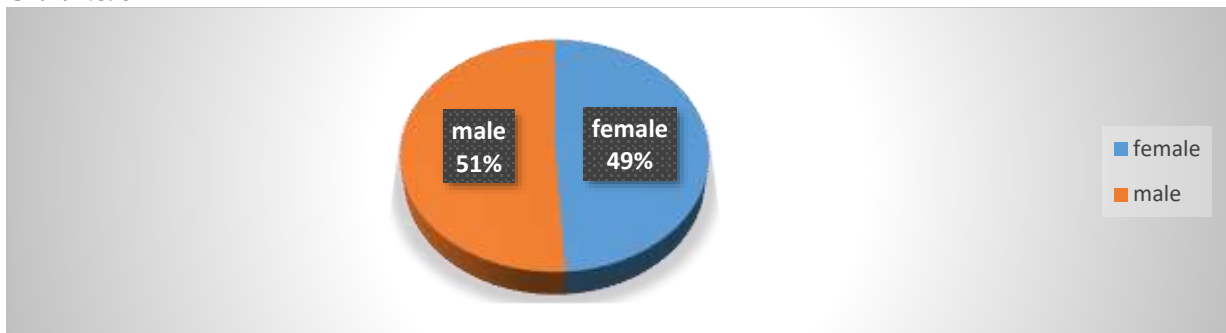
Chart No. 01



- Majority of respondent (70%) are 18–25 years, showing target audience is young college students. 30% of respondent are under 18, meaning the responses mainly reflect youth perspective.

Q2. Gender.

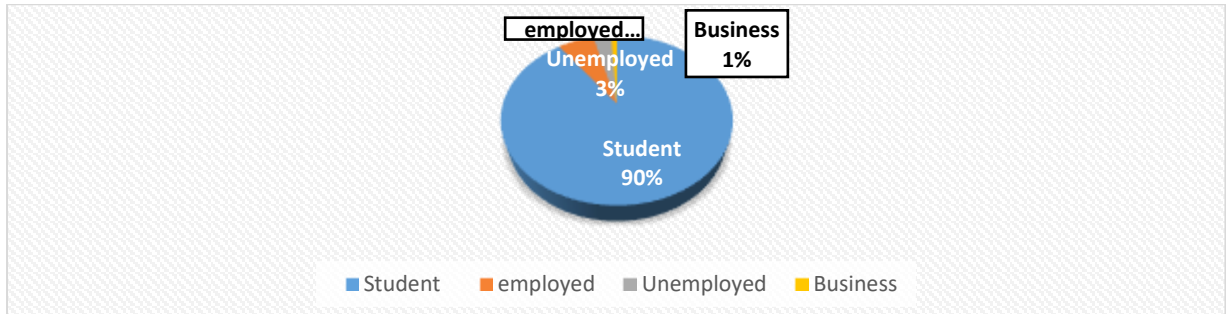
Chart No: 02



- The respondent are equal split: 50% Male and 50% Female → balanced gender representation.

Q3. Occupation.

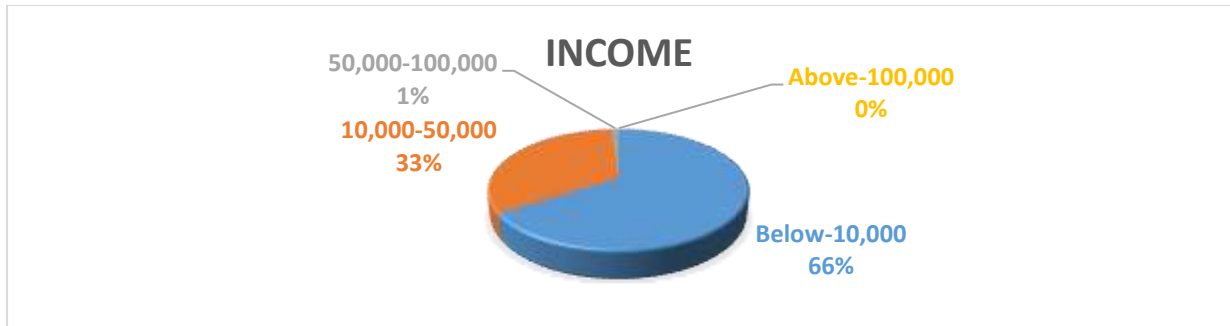
Chart No: 03



- 90% are respondent are students, confirming this is a student-focused study. Very few employed/unemployed are respondents.

Q4. Income

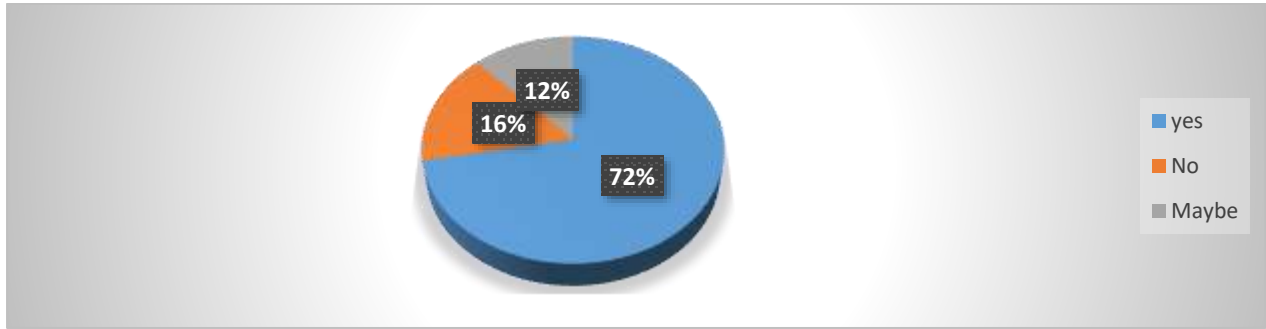
Chart No: 04



- Two-thirds (66%) earn below ₹10,000, showing low purchasing power. Only 1% earn above Rs 1, 00,000 → affordability of green products is a key issue.

Q5] Have you heard about the term "Green Marketing.

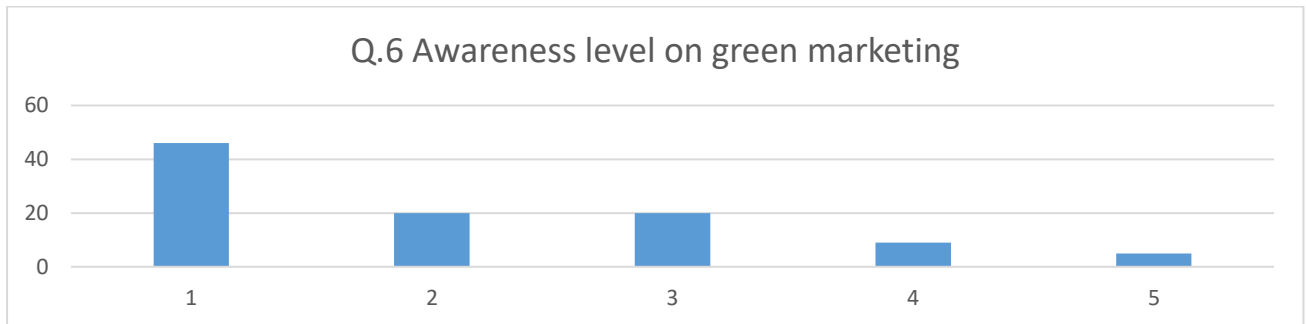
Chart No: 05



- 72% respondent know the term, showing decent awareness. 16% respondent never heard, 13% respondent unsure → awareness gaps exist.

Q6. How would you rate your awareness level about Green Marketing?

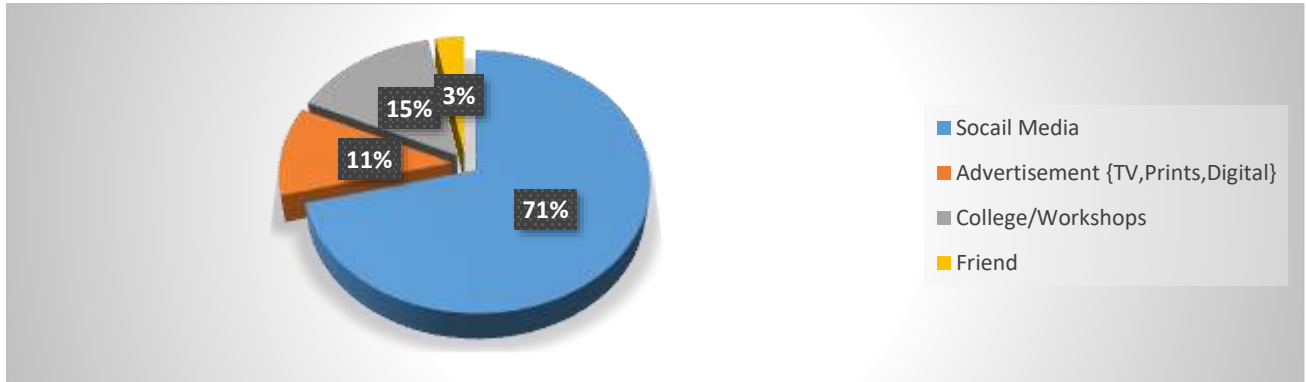
Chart No: 06



- 47% respondent rate at lowest level (1/5) → students are aware of the term but lack deep understanding. Only 20% respondent rate mid-level awareness (3/5).

Q7. Where do you mostly come across information related to green/eco-friendly products?

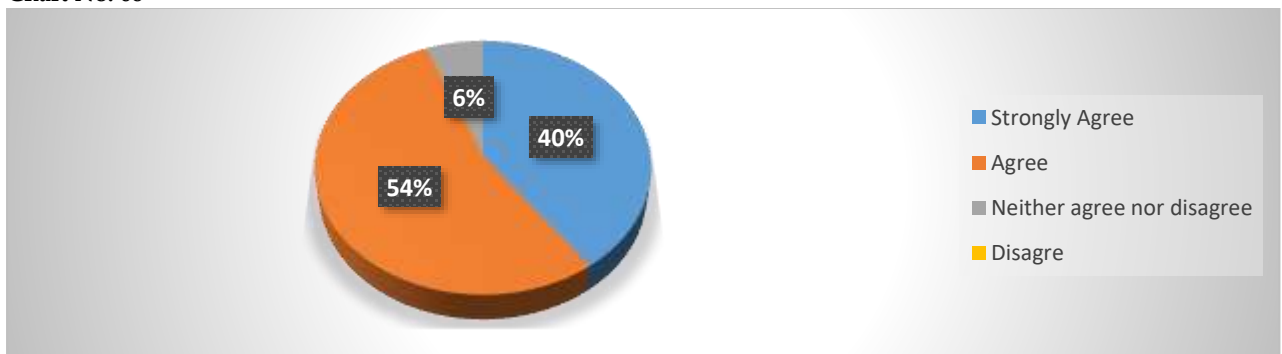
Chart No: 07



- Social media (69%) is main source for respondent. Colleges/workshops (17%) and ads (12%) have smaller influence → digital platforms drive awareness.

Q8. Do you think green marketing is important for environmental sustainability?

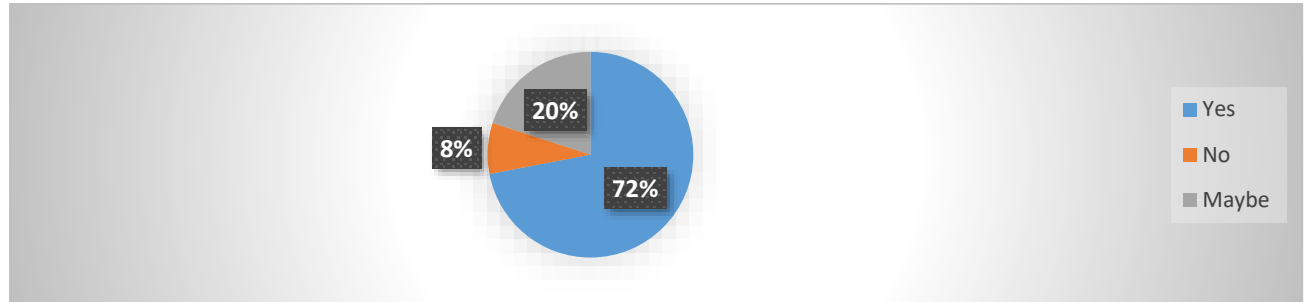
Chart No: 08



- 94% respondent agree/strongly agree it is important for sustainability. Very few respondent disagreed → students value green marketing conceptually.

Q9. Do you trust brands that promote eco-friendly products?

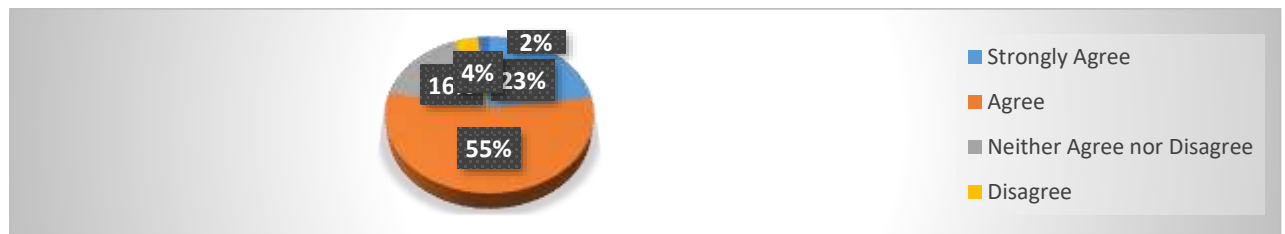
Chart No: 09



- 72% respondent trust brands promoting eco-friendliness. 20% respondent are skeptical ("maybe"), showing need for brand credibility.

Q10. In your opinion, are eco-friendly products usually more expensive than regular products?

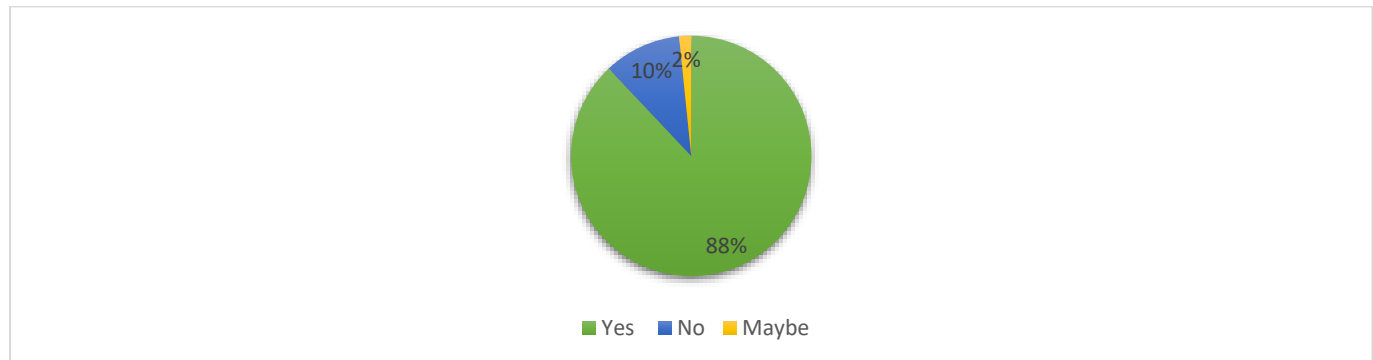
Chart No: 10



- 76% respondents agree eco-friendly products are costlier. This may discourage purchases despite positive attitudes.

Q11. Have you ever purchased an eco-friendly/green product?

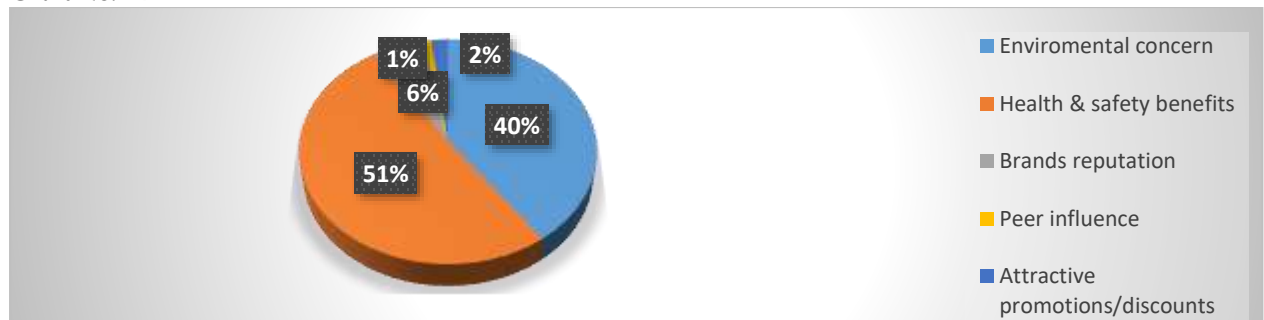
Chart No: 11



- 77% have purchased green products at least once. Only 9% never purchased → shows positive action, though not necessarily frequent.

Q12. What motivates you most to purchase green products?

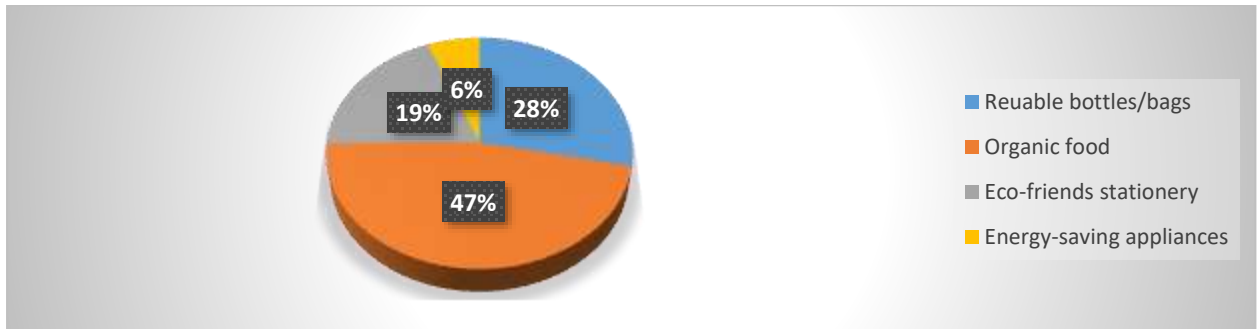
Chart No: 12



- Health & safety (52%) is top motivator. Environmental concern (39%) also strong → both personal and social benefits matter.

Q13. Which eco-friendly product do you mostly prefer?

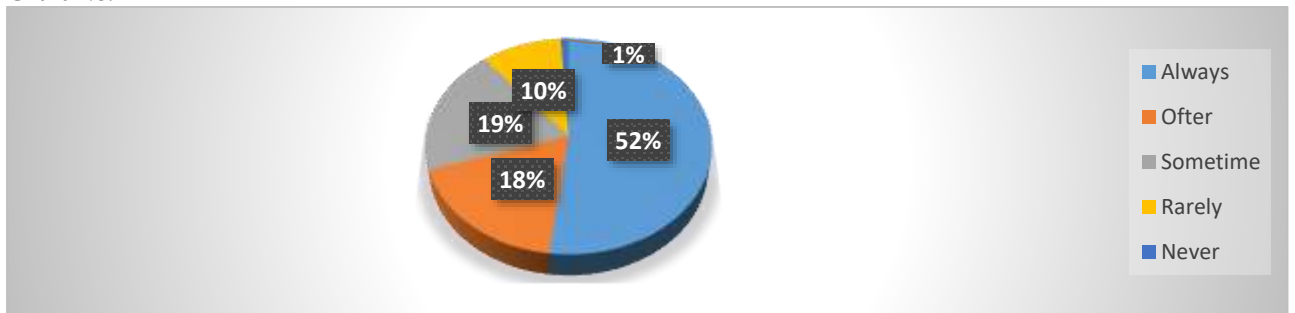
Chart No: 13



- Respondents most preferred organic food (47%). Followed by reusable bottles/bags (28%) and stationery (19%).

Q14. How often do you check product labels for eco-certification (like recyclable, organic, biodegradable)?

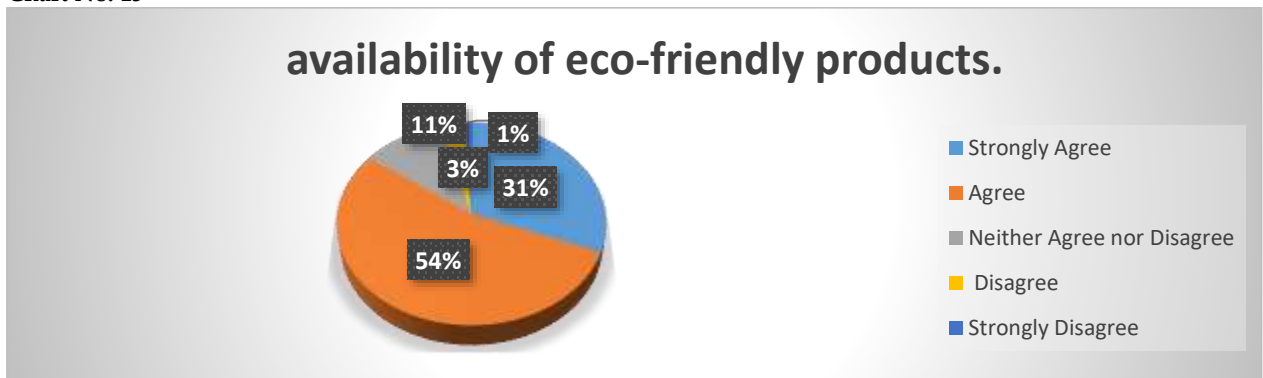
Chart No: 14



- 50% always check product labels for eco-certification. 20% sometimes, 18% often → awareness is fairly high in product evaluation.

Q15. How satisfied are you with the availability of eco-friendly products in your local market?

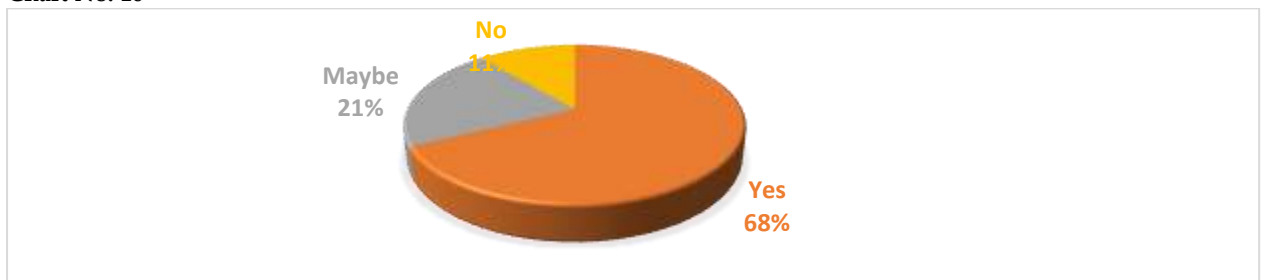
Chart No: 15



- Respondents are 83% satisfied/strongly satisfied with availability of eco-products locally. Only respondents 13% are neutral → accessibility is not a big problem.

Q16. Would you prefer to buy eco-friendly products even if they are slightly more expensive?

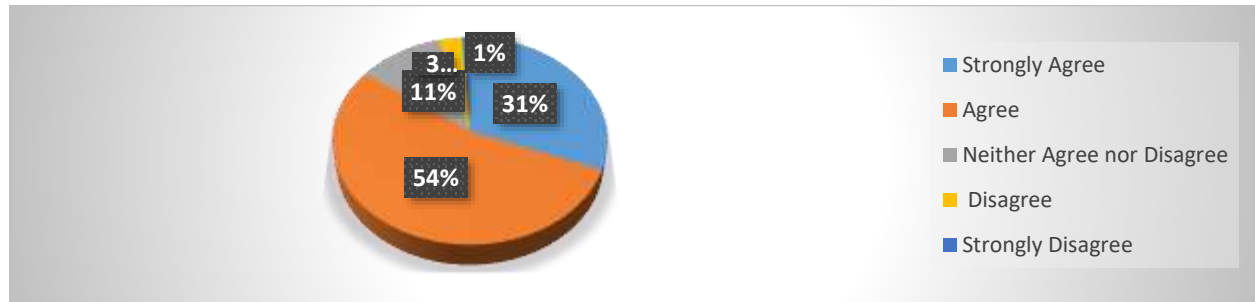
Chart No: 16



- 68% of respondents would pay more for eco-products. 22% of respondent maybe prefer ecofriendly products → students value green products but affordability still limits adoption. College Role & Student Involvement.

Q17. Should colleges like BNN encourage students to adopt green practices (eco-clubs, awareness drives, green canteens, etc.)?

Chart No: 17



- 84% respondents agree/strongly agree BNN should promote eco-clubs, awareness drives, etc.
- Only 16% respondents are neutral → students expect college-led initiatives.

Q18. Should colleges like BNN encourage students to adopt green practices (eco-clubs, awareness drives, green canteens, etc.)?

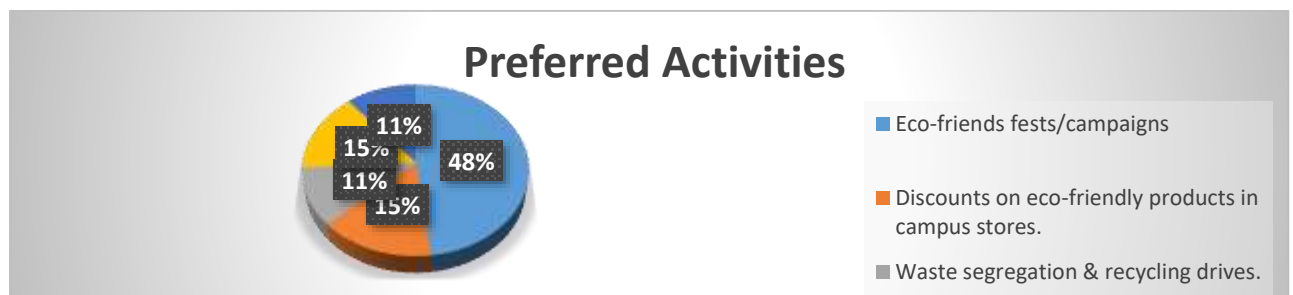
Chart No: 18



- 86% respondents are satisfied/strongly satisfied with current efforts.
- Suggests BNN has some positive green initiatives already.

Q19. Should colleges like BNN encourage students to adopt green practices (eco-clubs, awareness drives, green canteens, etc.)?

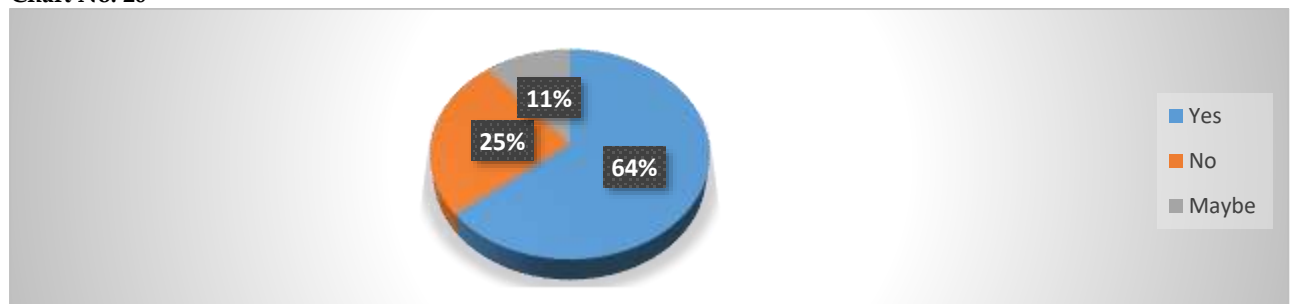
Chart No: 19



- Eco-fests/campaigns are respondents is (47%) most attractive.
- Tree plantation/recycling (17%) and campus discounts (15%) also effective → students prefer interactive, engaging initiatives.

Q20. Do you think students can play a major role in promoting green marketing in society?

Chart No: 20



- 86% believe students can play a major role in promoting green marketing.
- Youth/respondents see themselves as change agents in sustainability.

Findings.

The study on BNN College students (aged 18–25, 66% with low income below ₹10,000) reveals a dynamic landscape where awareness outpaces comprehension: while 72% have heard of Green Marketing, nearly half rate their understanding as minimal. Social media (69%) is the primary awareness driver, exposing a clear gap in institutional communication (only 17% via colleges). Despite strong conceptual acceptance (94% value sustainability) and a high rate of initial purchase (77% have bought a green product at least once), the widespread perception that eco-friendly products are expensive (76%) remains the biggest deterrent to regular adoption, even though 68% express willingness to pay more. Students are motivated by health and safety (52%) and show good diligence in checking eco-labels (50%). Crucially, the Role of the College is highly valued, with 84% expecting BNN College to promote green practices, and a significant majority (86%) viewing themselves as active change agents ready to influence their community.

Recommendation.

To effectively strengthen Green Marketing adoption among BNN College students, a multifaceted approach is recommended: **Knowledge Building** should involve:

- **Strengthening college-led awareness programs** (seminars, eco-fests) to move beyond social media;
- **Curriculum Integration** of Green Marketing concepts; and
- Running **Digital Campaigns with Credible Content** via collaborations with trusted brands. To overcome **Price & Accessibility** barriers, the college should:
 - Offer **Subsidized Green Products on Campus** through brand tie-ups;
 - Promote **Affordable Alternatives** from local businesses; and
 - Implement **Bulk Purchase Initiatives** via student co-operatives. For improving **Brand Trust**, focus must be on:
 - Running campaigns for **Eco-Certification Awareness** to combat "greenwashing;" and
 - **Partnership with Trusted Brands** for real exposure. Finally, **Student Engagement & Institutional Policy** should be enhanced by:
 - Establishing an **Eco-Club**;
 - Using **Gamification & Competitions** (like green innovation challenges);
 - Encouraging the **Student Role as Change Agents** through leadership programs; and
 - Ensuring **Institutional Support** by adopting visible green practices on campus.

Conclusion.

The study on BNN College students in Bhiwandi–Thane reveals that while there is widespread surface-level awareness of Green Marketing (72% heard of it), comprehensive understanding is often lacking, with nearly half rating their knowledge as very low. Social media (69%) is the dominant information source, underscoring the need for more structured academic interventions to deepen comprehension. A significant positive inclination exists, as 94% strongly value sustainability and 77% have made at least one eco-product purchase, but this is hampered by the high perceived cost (76%), which acts as a major deterrent for the predominantly low-income student body. Encouragingly, 68% are willing to pay more, suggesting that reducing pricing gaps and boosting trust in eco-labels are key to increasing adoption. The study further establishes that institutional involvement is crucial, with 84% expecting the college to promote eco-practices and a large majority of students (86%) viewing themselves as potential change agents for sustainable consumption in their community.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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15. <https://doi.org/10.3390/su12125098>
16. <http://www.publishingindia.com> Findings: Structural equation modelling results showed that three factors namely, environmental attitude, psychological characteristics, and green product attributes, mostly persuaded young people to develop a positive green attitude compared to the variables like personal benefits and consumer awareness