

## **Techniques And Impact of Green Washing Amongst Youth in The Palakkad District, Kerala**

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### **Abstract**

Environmental focus and green washing have grown dramatically inside the twenty-first century. This take a look at seems into university students' perceptions of green washing, with a focal point on the effects on the environment and public health. Then have a look at its aim become to determine whether college students had been aware about green merchandise, how they used them, and what effect inexperienced washing had on them. The information became received the usage of a questionnaire and turned into primarily based on primary information. On-line and off-line solutions were acquired. According to the findings of the survey, many humans are still unaware of the term "green washing," and there may be a want to raise awareness.

**Keywords:** Green washing, green merchandise, information, perception, awareness

### **Introduction**

Green washing is the point at which an organization's ecological practices or the natural advantages of an item or administration are distorted to shoppers. Green washing is a procedure utilized in green showcasing to convince clients that an organization utilizes harmless to the ecosystem items, which has become progressively famous lately. The review's primary objective is to find out about greenwashing and its effect in promoting, as well as shopper information on natural and general medical problems. Green activities have gotten some decent forward momentum in our general public during the most recent couple of many years. The objective of this article was to look into undergrads' and clients' view of greenwashing. Likewise think about the cultural ramifications. Green clients should be distinguished before the effect of green washing can be perceived. Publicizing plays what is going on. Therefore, an examination of how organizations work was

made.. Subsequently, an examination concerning how corporate greenwashing is underhanded was attempted. Do they bear any cultural obligations? Are the merchandise that individuals purchase harmless to the ecosystem? Is the business moral with regards to publicizing? Customers started to utilize virtual entertainment to dissent greenwashing methods a couple of years prior. Terra choice outlined seven corporate sins related to deceptive green product advertising in reaction to this. Following are the seven sins:

1. "Sin of the hidden trade-off": When an item is named as harmless to the ecosystem in light of a limited arrangement of standards while different perspectives are disregarded, the case is made fully intent on showing that the item is green. For instance, just on the grounds that paper comes from a reasonably reaped backwoods doesn't mean it is ecologically predominant; other huge elements should be thought of. Ecological issues in the papermaking system, for example, ozone

depleting substance outflow or chlorine utilized in blanching might be similarly significant".

2. "Sin of no proof: Any partnership that guarantees that an item is harmless to the ecosystem without giving obvious proof."

3. "Vagueness sin: A case whose genuine importance is probably going to be misconstrued by clients." For instance, uranium, mercury, and formaldehyde are normally happening and poisonous substances. "Green" doesn't suggest "all regular."

4. "Sin of worshipping a false label: Numerous items that are professed to be green on store shelves nowadays, notwithstanding, those "all normal" and "natural" items are probably going to be at legitimate fault for no less than one green washing sin. One of the most hurtful sins is revering misleading names. An item that gives the presence of outsider supports where none exist, either through words or designs."

5. "Irrelevant sin: A case might be real, yet not valuable to clients decide to purchase harmless to the ecosystem items. "Purchasers who ideally purchase climate cordial items. That is claims like CFC free".

6. "Lesser of two sins": By making claims that are valid inside the item classification, the gamble is that buyers might be occupied from the classification's bigger ecological ramifications. Natural smokes are an amazing model."

7. "The sin of deception" is defined as "making false and deceptive representations." Products that claim to be certified by standards such as 'Energy Star' but aren't.

The association took a gander at 1018 things and observed that the cases were mistaken and misdirected buyers. The review centers for the most part around buyers' utilization of green items as well as other deceptive activities by green cleaning enterprises. Green washing alludes to a promoting system wherein an's organization will probably convey harmless to the ecosystem items while likewise considering general wellbeing. Publicizing, which is a technique through which items are promoted regardless of whether they are not harmless to the ecosystem, assumes a critical part in green washing. Source:

"Terrachoice, The wrongdoings of green washing (Home and family release 2010)"

#### **Review of Literature**

Yu-Shan Chen (2015) The creators endeavored to decide the adverse consequence of green washing on customer buy expectation, as well as how brand picture and brand steadfastness had a negative relationship with green wash and green buy goal. They likewise suggested that green washing is one of the ways of further developing green buy aim

Nadányiová, (2016) The essayist's It essentially examines the qualities of green washing, the different sorts of green washing, as well as the transgressions of green washing, as well as what green washing means for Slovak shoppers, as it is a moderately obscure issue in Slovakia and it is basic to keep away from it and spotlight on different measures to keep away from it. It was found that mindfulness was brought up in request to stay away from greenwashing.

Larceneux, (2011) Many firms involved green washing as a CSR (Corporate Social Obligation) specialized device to improve their corporate Christopher Marquis (2012) The creator has added to a superior comprehension of how partnerships control the utilization of data through images, as well as a gander at particular exposure and green washing to advance naturally helpful exercises.

Greenwashing is the most common way of causing something to seem, by all accounts, to be green Burbano (2011) Outer (counting institutional and business), authoritative, and human drivers of green washing are exercises, NGO tension, and media pressure, among others. .

Richards, (2013) the author primarily focuses on the impact of green advertising on the environment, as well as the evolution of consumer trust in green advertising and their desire to buy green products. Environmentalists are more distrustful of various sorts of advertising than nonenvironmentalists, according to this study. Finally, consumers have expressed scepticism toward green advertising.

Baker, (2011) depicts how firms use harmless to the ecosystem names and informing to showcase or promote their items, in any event, when there

are no or no natural benefits, and how the central government, state legislatures, and purchasers are doing whatever it may take to address this. All government, state offices, state lawyers general, opponents, and shoppers are progressively going to the courts to forbid green washing ad that is harmless to the ecosystem.

Gergely Nyilasy (2013) This exploration takes a gander at how shoppers see green washing, green promoting, and what corporate natural execution means for buy expectations and the climate, thinking about the company's ecological execution, and the outcomes are made sense of utilizing attribution hypothesis.

Watkins, (2008) this segment of the book centers around how organizations can increment deals by expressing natural things are green, and on the off chance that they aren't, the manner by which to uncover them as bogus. This page likewise covers ISO rules, greenwashing sins, greenwash wellbeing checks, and greenwashing results. Majláth, (2016) Commitments to exhibit the wild gradually expanding influence of a discussion that doesn't go on as long as the first case, the VW Outrage, and its cultural and ecological ramifications.

Katait, (2017) center exclusively around green washing subjects, like startling issues, sorts of green washing, foundations for the development of green washing, and green washing sins, to teach customers about green washing products, their advantages and downsides.

### **Objectives**

The objective of this paper is:

1. Determine whether college students are aware of greenwashing.
2. To assess the students' attitudes on the use of green cleaning products.
3. To research the effects of greenwashing on the environment and the general public.

### **Scope of the Study**

The review is limited exclusively to 4 green items connected with green washing i.e., Dairy items, clothing cleansers, individual consideration and excellence, Breakfast cereals and shrouded the universities in and around Palakkad.

### **Research Methodology**

An overview of undergrads in (Palakkad) was finished to gather information connecting with green items that were utilized in the concentrate to acquire dependable data from the respondents. The's analyst will likely portray green washing mindfulness, corporate green washing, harmless to the ecosystem items, and moral troubles related to green washing.

### **Primary Data**

To get the essential information was accumulated by finishing up a complete survey with inquiries regarding green washing and its mindfulness. The poll was given to both experienced and unpracticed purchasers to decide their degree of green washing mindfulness. Here, information were gathered from respondents both on the web and paper-based poll and online inquiries were fueled by Google frames and were arbitrarily appropriated to respondents through virtual entertainment. Printed copy of the survey was additionally dispersed to understudies.

### **Secondary Data**

This data was collected from the journals, conference proceedings, annual reports of companies, book sections.

### **Sample Size**

The data was collected from 462 respondents from the college students from the various colleges in Palakkad.

### **Limitation of the Study**

The review covered just the couple of parts of green washing: 1. The overview just took a gander at understudies from different Palakkad universities. 2. To bring issues to light, the review's degree was restricted to just four explicit products. (Dairy things, cleansers, individual consideration and corrective items, and breakfast oats) 3. The discoveries of this study might possibly apply to different states, nations, or areas of the globe.

### **Data Analysis and Interpretation**

With the assistance of SPSS, the information was investigated. The information was coded and placed into a Succeed sheet for coding prior to being moved to SPSS for additional examination. The organized and assembled information helps the specialist in arriving at resolutions and making

proposals. To test the speculation, all models remember reliant and free factors for request to decide if individuals know about greenwashing. To decide the outcomes, the Chi-square and One-way ANOVA factual strategies were utilized.

**Type of Institution vs. the Awareness of the Term Green Washing**

Null Hypothesis (H0): There is no association between the awareness of the term green washing and the Institution type.

Alternative hypothesis (H1): There is an association between the awareness of the term green washing and the Institution type.

**Table 1**

		Institution Type			Total
		Private College	Government College	Deemed University	
Have you heard term green washing?	Yes	74	56	93	223
	No	76	66	97	239
Total		150	122	190	462

**Table2 Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.377 <sup>a</sup>	2	.828
Likelihood Ratio	.377	2	.828
Linear-by-Linear Association N of Valid Cases	.001 462	1	.973

The base expected count is 58.89. Here P-esteem (0.828) isn't under 5% degree of importance; subsequently we acknowledge the invalid speculation and infer that the two factors establishment type and the term consciousness of green washing are not related or subject to one another. Since the importance level is 0.000 the invalid speculation is dismissed consequently tolerating the Elective speculation.

**Level of Education vs. Term Awareness of Green Washing**

Null Hypothesis (H0): There is no association between the level of education and the term awareness of green washing

Alternative Hypothesis (H1): There is an association between the level of education and the term awareness of green washing.

**Table 3 Level of Education vs. term awareness of green washing**

		Educational Level				Total
		Under Graduate	Post Graduate	M.Phil and Ph.D.	Others	
Have you bought any products from green washing company?	Yes	103	12	87	12	214
	No	115	18	107	8	248
Total		218	30	194	20	462

**Table 4 Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.232 <sup>a</sup>	3	.526
Likelihood Ratio	2.236	3	.525
Linear-by-Linear Association	.003	1	.958
N of Valid Cases	462		

0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.65. Here P-value (0.063) is not less than 5% level of significance; hence we accept the null hypothesis and conclude that the two variables awareness of green washing and the level of education are not associated or dependent on each other. Since the significance level is 0.000 the null hypothesis is rejected thereby accepting the Alternative hypothesis.

**Gender vs. People Buying Green Products**

Null Hypothesis (H0): There is a statistically significant association between people buying products from green washing companies and gender.

Alternative Hypothesis (H1): There is no statistically significant association between people buying products from green washing companies and gender.

**Table 5 Gender vs. people buying green products**

		Gender		Total
		Female	Male	
Have you bought any products from green washing company?	Yes	138	76	214
	No	129	119	248
Total		267	195	462

**Table 6 Chi-Square Tests**

	Value	Df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	7.323 <sup>a</sup>	1	.007		
Continuity Correction	6.821	1	.009		
Likelihood Ratio	7.359	1	.007		
Fisher's Exact Test				.008	.004
Linear-by-Linear Association	7.307	1	.007		
N of Valid Cases	462				

0.0% of cells have an anticipated count that is less than 5. 90.32 is the bare minimum anticipated count. We reject the null hypothesis in this case because P - Value (0.007) is less than 5% level of significance, and we draw the conclusion that the two variables, gender and persons who purchase goods from green washing companies, are related or not dependent on one another. The alternative hypothesis is rejected since the null hypothesis is accepted and the significance level is not 0.000.

**AGE VS GREEN COMPANIES**

Null Hypothesis (H0): There is no association between the people buying products from green washing companies and different age groups.

Alternative Hypothesis (H1): There is an association between the people buying products from green washing companies and different age groups.

**Table 7 Age vs. green companies**

		Age			Total
		17 - 20	21 - 25	Above 25	
Have you bought any products from green washing company?	Yes	40	121	53	214
	No	64	141	43	248
Total		104	262	96	462

**Table 8 Chi-Square Tests**

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	5.635 <sup>a</sup>	2	.060
Likelihood Ratio	5.656	2	.059
Linear-by-Linear Association	5.604	1	.018
N of Valid Cases	462		

The expected count is less than in 0 cells (0.0%). 44.47 is the bare minimum anticipated count. The sample size needed to conduct an independent Chi-square test is met. Here, the chi-square (2) value is 5.635, and the p-value is 0.060 > 0.05. This indicates that there is no evidence for a substantial relationship between age groups and those who buy green items from greenwashing businesses.

**Anova analysis Age and Purchase of Environment Friendly products**

Null Hypothesis (H0): There is no statistically significant association between means of different age groups and people buying few environment friendly products.

Alternative Hypothesis (H1): There is statistically significant association between means of different age groups and people buying few environment friendly products.

**Table 9 Age and Purchase of Environment friendly products**

		Sum of Squares	Df	Mean Square	F	Sig.
I never buy them	Between Groups	13.262	2	6.631	5.305	.005
	Within Groups		459	1.250		
	Groups Total	573.735	461			
I buy few environment friendly products	Between Groups	586.998			.236	.790
	Within Groups	.519	2	.260		
	Groups Total	504.617	459	1.099		
Almost every food products I buy is environmental friendly	Between Groups	505.136	461		1.589	.205
	Within Groups	3.558	2	1.779		
	Groups Total	513.907	459	1.120		
Between Groups Every food products I buy		517.465	461		1.601	.203
Within Groups		4.017	2	2.009		
Total		575.974	459	1.255		
		579.991	461			

The null hypothesis, that the means are equal, cannot be rejected because  $F(0.236)$ ,  $p(0.790) > 0.05$  and it demonstrates that there is no significant difference between the means of different age groups and consumers buying few environmentally friendly products. This is how the third objective of the one-way ANOVA is tested. However, when comparing the number of food products that consumers buy that are environmentally friendly,  $F(1.589)$ ,  $P(0.205) > 0.05$ , there is no discernible difference between age group and

the number of food products that consumers buy that are environmentally friendly.

**Education and Purchase of Environment Friendly products**

Null Hypothesis (H0): There is an association between all the food products that the consumers buy is environment friendly and means of education.

Alternative Hypothesis (H1): There is no association between all the food products that the consumers buy is environment friendly and means of education.

**Table 10** Education and Purchase of Environment Friendly products: ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
I never buy them	Between Groups	4.336	3	1.445	1.136	.334
	Within Groups	582.661	458	1.272		
	Groups Total	586.998	461			
I buy few environment friendly products	Between Groups	8.680	3	2.893	2.669	.047
	Within Groups	496.457	458	1.084		
	Groups Total	505.136	461			
Almost every food products I buy is environmental friendly	Between Groups	9.290	3	3.097	2.791	.040
	Within Groups	508.175	458	1.110		
	Groups Total	517.465	461			
Every food products I buy	Between Groups	23.566	3	7.855	6.466	.000
	Within Groups	556.425	458	1.215		
	Groups Total	579.991	461			

Additionally, the results of the ANOVA analysis demonstrated that every food item that people purchase is environmentally friendly.  $F(6.466)$ ,  $P(0.000)$  in the table above.

**Findings**

The results show that 231 of the 462 respondents participated in the study for research purposes. There were 229 respondents in all, 97 (57.6%) of them were women and 132 (42.4%), men. Those between the ages of 21 and 25 provided the

majority of the 231 replies (53.6%). The explanation for this might be that because they are all educated, this age group has the most extensive understanding about greenwashing. Therefore, the researcher's main thesis focused on college-bound kids, who are better prepared to complete the questionnaire on the topic. The results of the poll cannot therefore be extrapolated to other age groups. The majority of UG students (47.2%) who responded to the poll (109 respondents) were more motivated to

complete it. The results show that 231 of the 462 respondents participated in the study for research purposes. There were 229 respondents in all, 97 (57.6%) of them were women and 132 (42.4%), men. Those between the ages of 21 and 25 provided the majority of the 231 replies (53.6%). The explanation for this might be that because they are all educated, this age group has the most extensive understanding about greenwashing. Therefore, the researcher's main thesis focused on college-bound kids, who are better prepared to complete the questionnaire on the topic. The results of the poll cannot therefore be extrapolated to other age groups. The majority of UG students (47.2%) who responded to the poll (109 respondents) were more motivated to complete it. The results show that 231 of the 462 respondents participated in the study for research purposes. There were 229 respondents in all, 97 (57.6%) of them were women and 132 (42.4%), men. Those between the ages of 21 and 25 provided the majority of the 231 replies (53.6%). The explanation for this might be that because they are all educated, this age group has the most extensive understanding about greenwashing. Therefore, the researcher's main thesis focused on college-bound kids, who are better prepared to complete the questionnaire on the topic. The results of the poll cannot therefore be extrapolated to other age groups. The majority of UG students (47.2%) who responded to the poll (109 respondents) were more motivated to complete it.

#### **Future Research**

The results so far indicate that more study is required to raise awareness of green washing. As a result, additional research should be conducted to extend the study's focus because doing so could help students become more conscious of greenwashing. This can be achieved by compiling a larger sample that encompasses the whole nation or several states. Furthermore, research might be done

to determine how individuals respond to greenwashing. With different objectives and the use of additional statistical methods, future research will also help in evaluating how consumers respond to green cleaning solutions.

#### **Conclusion**

The results of the poll indicate that college students have either no knowledge or very little knowledge of greenwashing. Therefore, the government must take steps to increase consumer awareness and protect them from dishonest companies. In recent years, numerous studies have been conducted to address the ongoing issue of greenwashing. When launching a new product, a company should consider the ethnicity of its executives if it wants to be successful and maintain its reputation. It should also provide customers with products that are not deceptive, have no negative effects on public health, and are environmentally sustainable. The results of the poll demonstrate the importance of disseminating information about how to prevent and raise awareness of greenwashing. As a result, companies are more aware of it, which helps them to avoid greenwashing products when selling them. The study also revealed how consumers' willingness to purchase eco-friendly goods is impacted, as they are more likely to do so. Green advertisers can use this data to promote green products, thus increasing sales. Furthermore, the study finds that this can be done through advertisements, seminars, events, and exhibitions to spread knowledge about greenwashing not only in Palakkad but also in other regions and countries.

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