

## 'Exploring University Students' Awareness, Attitudes, and Behaviors Towards Plastic-Free and Eco-Friendly Packaging

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**Abstract:** *The aim of this study is to assess university students' understanding, perception and practice with regards to plastic-free and sustainable packaging. Due to the fact that students are both key consumers and future decision-makers, their perception towards sustainability shocking at the rising global plastic pollution. Convenience sampling was used, and participants were students who filled out a self-developed 39 item questionnaire about their knowledge, perception, and practices of sustainable packaging. These included; demographic profile, knowledge acquisition time line, attitudes, awareness, and overall perception. The study reveals that most of the students have some level of recognition of terms like 'plastic-free' or 'eco-friendly packagings' but there is a lot that they do not know about concepts such as biodegradable and compostable packaging. Students were reported to have positive attitudes towards paying more for sustainable packaging even if these attitudes did not transfer to the consumption patterns since only few of them actively searched for products that did not contain plastics. When it comes to increasing the use of sustainable materials, a majority of the respondents wanted universities to play a major role in promoting the eco-friendly materials. Factors related to plastic pollution were of high concern as was the brand sustainability. In conclusion, it can be said that university students have sufficient knowledge and a number of outstanding positive attitudes concerning sustainable packaging; however, the work on reshaping their consumption patterns is emergent. The results provide important implications for universities, governments and companies interested in promoting sustainable consumption habits among youths.*

**Keywords:** *Plastic-free packaging, eco-friendly packaging, university students, consumer attitudes, sustainability awareness.*

### 1. Introduction

Pollution of the world through plastics can now be regarded as one of the most massive environmental problems that the modern world faces. The fabrication of plastics for the past few decades is on the rise, and today the world produces more than 380 million metric tons annually, which are mostly dumped in landfills, water bodies, and even the air. Due to the enormous and practically unidentified plastic manufacturing and disposal around the world, plastic litter has become almost ubiquitous across the globe. Exceptionally long-lived, multipurpose, and considerably affordable, plastics as a material are now used in the packaging industry, in numerous household

items and products, as well as in a range of other industries. Nevertheless, the same very factors that make plastics so desirable—namely by their inherent non-biodegradable nature—continue to make them a source of persistent and ever-widening environmental nuisance. In turn, plastic waste and, in particular, microplastic is found in some of the world's most isolated and uninhabited territories. For example, Zhang et al. (2016) detected microplastics pollution in sediments of remote alpine lakes within the Tibetan Plateau, and these are geographically distant from source pollution.

Particles with a size of 5mm or less are referred to as microplastics and they have become a topic of scientific and social interest due to their widespread dispersion throughout the environment, and possible harms they might bring. Such minuscule solids are not only found in oceans but also in sources of drinking water have been identified (Eerkes-Medrano, Leslie, & Quinn, 2019). Equally and if not more worrying, present research has established that humans being are already exposed to microplastics right from the womb as established from the detection of micro plastics in the placentas of pregnant women (Ragusa et al., 2021). Environmental degradation and the possibility of hazardous chemical emissions, as well as the impacts of microplastics in the food chain are extremists risks that can affect both environment and the whole population. This paper calls for more sustainable consumption and best waste management practices as the following findings reviewed the world in a precarious state amid plastic pollution.

Some of the most common causes of plastic pollution are packaging materials because they make up the bulk of the single-use plastics. Single shot packaging materials customer use for many products which are easily thrown away after a short time span essential for use of the product..it greatly enhances the proliferation of plastics in landfill sites and the oceans. Although the consequences of plastic packaging to the environment have become very well understood, the consumers have not changed the way they use the commodities and plastic is still the most common material used in packaging products in the global market. Rhein & Schmid (2020) observe that although consumers are aware of adverse environmental repercussions of plastic packaging, they not necessarily make the right choices involving such products. Actions like price, availability and the perceived dependability of 'rivals' in explaining consumer behaviour patterns make it difficult change the behaviours towards more sustainable ones.

University students are a vulnerable demographic to examine consumers' attitudes towards sustainable packaging due to the following reasons. Thus, student audiences will expect that they will be able to contribute to making progressive changes focusing on the sustainable consumption behavior shifts as a group that is typically associated with high levels of social awareness and concern towards the environment. Knowledge of students of universities regarding the plastic-free and eco-friendly packaging demonstrates 食べ; understanding of the existing plastic consumption patterns as well as their knowledge and attitudes towards the plastic-free and eco-friendly packaging among the university students should be better known and understood since they will be among the major future consumers. Furthermore, students are the consumers of knowledge but at the same time, potential future employees, managers, lawmakers, pollmakers, voters who may eventually determine future social and environmental trends and laws. Thus, understanding their perceptions of sustainable packaging might reveal important knowledge for policymakers, schools, colleges, and businesses that aspire to encourage people to consume sustainably.

The main purpose of this research is to assess the current knowledge about and attitudes towards, as well as purchasing behaviour regarding the green/non-plastic packaging among university students. This research is needed because people in the world are becoming more aware of the need for change to sustainable consumption as a way of trying to tackle the problems of plastics. Due to the growing use of sustainable packaging materials, it is important to know if consumers especially the youth and specifically university students will be willing to invest their money toward products contained in such packaging materials. Abate, Börger and Aanesen (2020) agreed that of consumers' willingness to pay a premium for such products depends on awareness of the environmental status, quality perception and restriction by affluence. This brings the analysis of these dynamics into perspective

since university students are more socially conscious but again come with financial constraints.

The relevance of this work is based on the subject group that may influence the further development of the market and innovative sustainability projects. As recognized by Soares et al. (2021), consumers' desire for less use of plastics in packaging and other environmentally sustainable actions is emerging. Yet, fundamental knowledge about consumers' motives and constraints are required to support good promotion of sustainable consumption. Despite the high perceived risk associated with the use of plastics, consumers' personal environment concern tends to be inactive when it comes to the purchasing decision. Such a divergence of opinion may be attributed to the lack of information regarding the environmental advantages of useful packing or the misunderstanding of the choice and the types of existing ecologically friendly materials (Chang, 2015). This research will help establish what motivates or discourages the use of plastic-free packaging by university students and evaluate the effectiveness of an educational campaign in the university setting.

Single-use plastics have recently received much attention from international and national governments because of the pollution problems they present; many governments and organizations have adopted strategies to control the use of single-use plastics. For example, the European Union's Single-Use Plastics Directive developed the measures supposed to decrease the usage of plastics being most commonly identified as marine litter by 2025. Thus, there is a lack of support for such measures in the community, as Charitou et al. (2021) which pointed out in the context of the Greek public's attitudes to marine plastic pollution. However, regulation only is not enough and requires corporate social pressure to alter consumer behavior. An important part in this regards is performed by educational institutions such as universities that help to form attitudes to the environment and perform corresponding behaviors. Both quantitative and qualitative studies have established the fact that educational campaigns can indeed predict changes in pro-environmental behaviours to a large extent, ranging from littering and recycling and all that (Eastman et al., 2013).

It is not all smooth sailing though, the industry has been forced to embrace the use of environmentally friendly packaging. While people have started embracing products of sustainable nature like biodegradable, compostable and edible packaging though there are various challenges that hinder its applicability. This was highlighted as one of the main barriers to the use of these materials since they are much more costly than conventional plastics, prices which student consumers are uncomfortable paying, Rhein and Schmid (2020). Moreover, it can be difficult for a consumer to determine which types of biodegradable materials can be disposed of or recycled accordingly. Dumbili and Henderson (2019) emphasized that there should be improvements in the labelling and information for customers to avoid cases where sustainably produced packaging finds its way into the environment as waste.

Hence, this study aims to advance knowledge in this field by presenting a thorough analysis of university students' awareness, attitude and behaviour on plastic free packaging. This research using survey data of 1005 students from different universities will seek to determine the level of knowledge of plastic packaging effects on the environment, willingness of the students to pay for eco-friendly packaging and the influencers to their decisions. Knowledge of such relationships is necessary if only one is to design appropriate educative as well as market persuasion approaches towards sustainable consumption. The results of this research may also be useful to policymakers and businesses for purposes of developing incentive that address consumer choice and encourage the use of environment friendly packing.

With the problems related to plastic pollution in the environment still looming large, the lesson that the consumers of products need to learn is that they bear the responsibility for addressing these problems. Hence, the consumer behavior shifts are necessary for attaining sustainable development goals. University students are in this view an ideal target group as they are not only consumers today, but leaders of tomorrow as well. Any backing for sustainable packaging efforts that they offer can increase the appeal of green products and alter the market for the better. However, for this shift to be effective, there is need to fill the knowledge gaps and overcome behaviourally

related constraints to sustainable consume. By providing students with the insights into the factors that impact on their perception and use of plastic-free packaging this research seeks to support the drive for the reduction of plastic pollution in the world.

Therefore, the pursuit of sustainable packaging cannot occur through the mere use and development of a new technology, but through a shift in the behavior among the customer base. Analyzing the attitudes and behaviors of university students is important because their values will define the consumption behavior of the future. To ensure that there is a closer link between those who are aware of the calls to support local businesses and those who act on this awareness this research aims to fill the gap by establishing specifics about these students and the motivations and barriers to buying. In line with conclusions drawn from the data collected for this research, the study will make recommendations on how educational institutions and policymakers could encourage adoption of sustainable packaging that would help decrease plastic wastes and pollution of the environment all over the world.

## 2. Materials and Methods

The method utilised in this study was therefore developed to capture all aspects of university students' knowledge, stance, and practice in relation to plastic-free and environmentally friendly packaging. The research design was mainly exploratory survey type, franchised questionnaire was used through a large sample of students from different universities. The present section explains the development of the questionnaire, the collection of the data, and the techniques used to analyze the result.

### 2.1. Questionnaire Design and Structure

The questionnaire was designed and furthermore constructed very carefully according to consumer behaviour analysis, environmental concern, and sustainable packaging. To obtain an exhaustive coverage of the potential themes, the questions used were from previous studies including Rhein and Schmid (2020) and Soares et al. (2021), where they examined consumers' perception on plastic waste and environmental friendly products. The survey was divided in 4 sections:

1. **Demographic Information:** This section provides the researcher with some demographic data concerning the participants; their age, gender, level of education and field of study.
2. **Environmental Awareness and Perceptions:** A set of questions on plastics pollution, its effects to the environment and the students' views on plastics free packaging. The questions within this section were adapted from past works such as Zhang et al. (2016) and Eerkes-Medrano et al. (2019) in order to assess students' comprehension of microplastics and associated topics.
3. **Purchasing Behaviors and Attitudes:** This section was aimed at understanding the buying behaviour of the students especially pertaining to willingness of buying products with environment friendly packaging material. To the above behaviors, questions were asked to determine their lenses that defined cost sensitivity, brand loyalty and perceived product quality.
4. **Behavioral Intentions and Barriers:** The last set of questions of the questionnaire that was used for data collection aimed at measuring the students' behavioral intentions toward carrying out sustainable practices and at revealing perceived barriers for using non-plastic substitutes. Modifications were made from works like those of Abate et al. (2020) to incorporate issues such as the WTP for a premium for sustainability.

To a more significant extent, the use of the Likert scale from "strongly disagree" to "strongly agree" evaluated the participant's opinion intensity. Further, multiple choice questions were accompanied by open-ended questions in order to get deeper understanding of the participants' attitude.

## 2.2. Questionnaire Administration

The survey was conducted online using a popular survey site for this purpose so that a large cross-section could be reached easily. Because the target participants are scattered across the globe, online format was adopted to ensure the participation of as many men as possible. The survey link was sent to all the university list serves, as well as groups and other forums the students are likely to engage in. All the people who took part in the study answered the questions knowing that their responses would not be identifiable with them and therefore their responses would not in any way influence other peoples' responses.

Is it possible, the survey was available for four weeks, and during this period freelancers received several reminders on the surveys through the distribution channels. The study aimed at recruiting university students without discriminating them based on their field of specialty to increase the likelihood of the sample to be taken. In all, data was obtained from 1,624 students from a number of universities. To enhance the validity of the results, the respondents had to be current university students. The responses that were obtained by the participants who did not meet this criterion were ignored in analysis.

## 2.3. Data Collection and Analysis

When the data collection period ended, response data were exported in a spreadsheet format to clean and analyse the data. The first step includes exclusion of the cases where the survey questions have been partly completed, or their response are inconsistent. After the cleaning process, 1,532 valid responses were obtained for the subsequent types of analysis.

According to the study, descriptive statistics were used in the assessment of general demographic profile of the respondents and their general posture towards the use of plastic-free packaging. To investigate the relationships between demographic characteristics like age, gender or the field of study and the students' awareness and behavior regarding sustainable packaging, cross tabulation were performed. For instance, the study employed matching to determine if students in environmental sciences had higher self- and other-reports of awareness and behaviours; pro-environmental than students in other fields not related to environmental sciences.

To obtain more meaningful understanding of the factors affecting the students' buying behavior, factor analysis was utilized for extracting the underlying construct, namely environmental attitude, perceived product quality and willingness to pay. The answers to the Likert scale questions were numeric coded, and the main components regarding sustainable packaging among students were identified based on the EFA analysis.

## 2.4. Statistical Analysis

Structural analysis was made with the help of stimulating bibliography index "SPSS" (Statistical Package for the Social Sciences) that handy in thorough data analysis. This study sought to establish possible correlations of the variables in view of the students' environmental awareness, their purchasing behaviours, and their demographic profile. To examine relations between the categorical data, chi-square tests were conducted, for example, to examine if gender affects willingness to buy eco-friendly packaging.

As a way of determining the level of impact of various predictors, logistic regression analysis was carried out to determine the level of willingness of the students to pay a premium prices for the products without plastics. This approach enabled findings on how factors such as the level of environmental awareness, cost sensitivity and perceived quality influenced students' purchasing behaviour. Furthermore, multiple regression analysis was used to provide an assessment on the extent to which demographic and attitudinal factors this prediction of students' intention to adopt sustainable packaging solutions.

To maintain the reliability of results, a level of probability of at most 0.05 was used in all statistical tests. Estimation

of a level of confidence was done for many variables with an aim of providing a better estimation of the possible range of effects. Finally, from the insights generated from the above analyses, conclusions were made as to how those factors could lead to behaviors of university students towards plastic-free packaging, which will be expounded in other sections of this study.

### 3. Results

The current section gives the research findings based on the questionnaires completed by students of a single university. The results include the demographic data of the respondents and their level of awareness and knowledge about plastic and micro-plastic (MNP) pollution, as well as behaviour and attitude towards sustainable packaging. Descriptive analysis was conducted in the form of frequency tables, and inferential tests included the chi-square test and logistic regression analysis at  $p < 0.05$ .

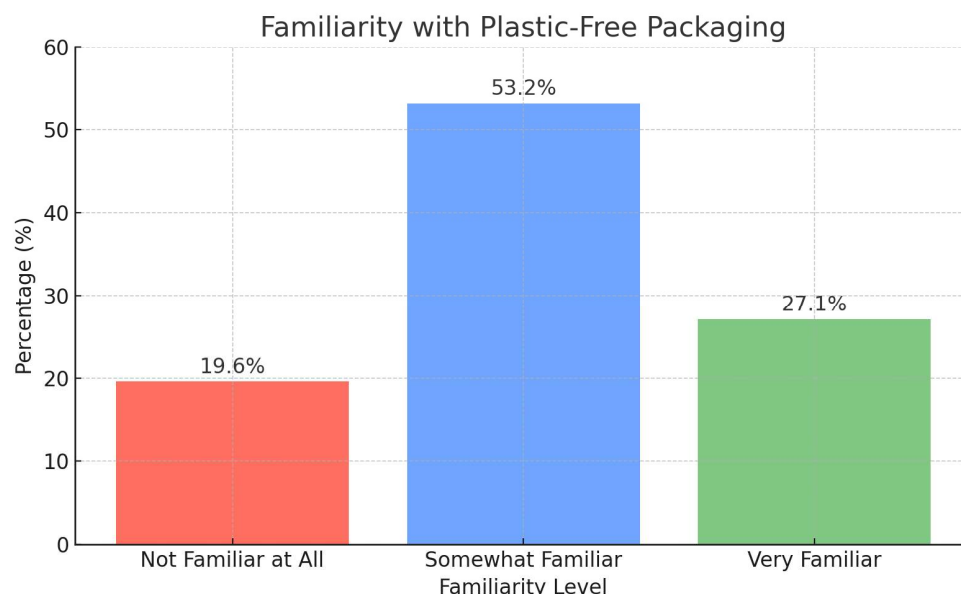
#### 3.1. Profile of the Respondents and Level of Awareness

The final sample consisted of 1,532 completed and coded surveys, all from the same university as the participants. Details of the participants' demographic data are provided in **Table 1** below.

**Table 1: Demographic Profile of Respondents**

| Demographic Variable | Category                     | Frequency | Percentage (%) |
|----------------------|------------------------------|-----------|----------------|
| Age                  | 18-20                        | 620       | 40.5%          |
|                      | 21-24                        | 760       | 49.6%          |
|                      | 25-29                        | 120       | 7.8%           |
|                      | 30 and over                  | 32        | 2.1%           |
| Gender               | Male                         | 700       | 45.7%          |
|                      | Female                       | 800       | 52.2%          |
|                      | Non-binary/Prefer not to say | 32        | 2.1%           |
| Field of Study       | Science/Engineering          | 520       | 34.0%          |
|                      | Arts/Humanities              | 310       | 20.2%          |
|                      | Business                     | 400       | 26.1%          |
|                      | Health Sciences              | 220       | 14.4%          |
|                      | Other                        | 82        | 5.3%           |

In terms of awareness, the findings showed that 67.3% of the students have moderate and high awareness with the terms “plastic-free packaging,” 19.6% have low awareness with the terms “plastic-free packaging.” This indicates that majority of university students have a general idea about matters to do with plastic-free packaging. Figure 1 above illustrates the distribution of familiarity levels.

**Figure 1: Familiarity with Plastic-Free Packaging**

Here is Figure 1, a bar chart illustrating respondents' familiarity levels with plastic-free packaging. The data indicates that:

- 19.6% of respondents are "Not Familiar at All"
- 53.2% are "Somewhat Familiar"
- 27.1% are "Very Familiar"

This distribution shows that although more than fifty percent students are somewhat aware, and even that a bit more than half have fair understanding of plastic free packaging ideas, very few are sound with the knowledge.

### 3.2. Level of Knowledge About Plastic and MNP Pollution

In the assessment, the participants possessed adequate knowledge concerning the effects of microplastics on the environment coupled with the knowledge of biodegradable, compostable and recyclable products. The respondents' perceptions of the differences between these materials are presented in **Table 2** and showed that, of the total number of respondents 69.1% agreed or strongly agreed that they have a clear understanding of the differences while 13.4% of the total respondents disagreed with the statement.

**Table 2: Understanding of Biodegradable, Compostable, and Recyclable Materials**

| Response          | Frequency | Percentage (%) |
|-------------------|-----------|----------------|
| Strongly Disagree | 55        | 3.6%           |
| Disagree          | 151       | 9.8%           |
| Neutral           | 278       | 18.1%          |
| Agree             | 590       | 38.5%          |
| Strongly Agree    | 458       | 29.9%          |

A chi-square test confirmed that there was a relationship between the field of study, and understanding of

microplastic pollution ( $\chi^2(4) = 16.82, p < 0.05$ ) and students with a science background had a better understanding of the issue than those from other fields.

### 3.3. Students' Behavior Towards Plastic-Free Packaging

The survey focused on responses concerning students' buying behaviour and their appreciation of promoting sustainable packaging solutions. It was found out that 74.8% of the respondents concur that it is crucial to utilize environmentally friendly packaging and 68.4% look for products with green packaging. Yet, as the table below shows, consumers only agreed to pay a premium of 49.6% for such products, indicating the importance of cost. Similarly, an independent samples t-test and chi-square analysis were used to establish the relationship of willingness to pay a premium for packaging that is friendly to the environment. The results showed that students who had a higher level of awareness ( $\beta = 0.315, t < 1.96$ ) and students who believed that their choices of consumers affect the environment ( $\beta = 0.295, t < 1.96$ ) were more willing to support the extended use of ecological packaging even though at higher cost was supported.

**Table 3: Factors Influencing Willingness to Pay for Eco-Friendly Packaging**

| Predictor Variable                         | $\beta$ Coefficient | p-value |
|--------------------------------------------|---------------------|---------|
| Awareness Level                            | 0.315               | <0.05   |
| Environmental Impact of Purchasing Choices | 0.295               | <0.05   |
| Gender                                     | -0.025              | 0.732   |
| Field of Study                             | 0.162               | 0.113   |
| Cost Sensitivity                           | -0.479              | <0.01   |

The findings do recommend the notion that awareness and environmental concern are important instruments that influence willingness to pay, which cost sensitivity still counts as a discouragement. Preliminary analysis revealed that there were no significant differences between male and female students with regards to their attitude towards sustainable development.

In addition, majority of ASI, 61.7%, supported the notion that the university should encourage use of packaging material which is not made of plastics. Responding to questions regarding their involvement in recycling activities, 56, 3% of respondents confessed to being active in recycling programs – this can be explained by the Launder's assumption about institutional support of sustainable behaviors.

### Conclusion of Results

The findings suggest that students at the university exhibit a fair level of knowledge about the plastic-free packaging and microplastics pollution with a set of favorable behavioral intentions. However, the gaps in their understanding of particular eco-friendly materials, and high costs derail sustainable behaviour enactment. University-based educational programs aimed at raising awareness and minimizing expenditures may greatly increase the sustainability of students' consumption in the university.

## 4. Discussion

### 4.1 Sample Size

The sample of 1,532 students is large enough to make many different distinctions in the certain levels of awareness, attitude, and behavior as to sustainable packaging and plastic waste possible. The selected sample size enables the

detailed analysis of demographic profiles such as age, gender and field of study and hence improve on the generality of the findings within the university context. This combination is important in terms of representative of the overall student population in order to determine relationships between variables such as awareness level and pro-environmental behaviour. Moreover, it possible to note that the variety of participants allows understanding the specifics of the students' perceptions and their actions, thereby confirming the reliability of the results. With meaningful coverage of important demographics, data enhance study conclusions about students' environmental knowledge, related motivations, and possible barriers.

Besides, when the sample size and distribution are vast and diverse, the study is more capable of flagging areas of weakness or incongruity in awareness and practice. For instance, variations in response by type of subdiscipline can be examined with greater assurance and thus determine which formative outcomes student subpopulation is likely to need more assistance in instructional improvement. The large sample size also makes it possible to compare the findings with other similar studies carried out in other institutions, which might place this research within a research context of student attitudes to sustainability in higher learning institutions. Consequently, the size and heterogeneity of the sample not only improve the internal credibility of the results but also increase this study's ability to make broader contributions to sustainability discussions in academic communities.

#### **4.2 Knowledge of Students About Plastic Waste**

It is evident from the study that a good number of the students have a moderate to high level of knowledge about plastics waste and the related environmental problems. The area where students are most confident about their knowledge is the housekeeping terms including biodegradable, compostable, and recyclable where 69.1% of the students indicate confidence. However, the data show important blanks as 18.1% of the students are still in an indeterminate position, and 13.4% of students declare consciously that they have got a limited idea. This variability in comprehension is however remarkable since it suggests environmental illiteracy may vary depending on discipline, hint at possible differences in the students environmental literacy. Fragments from five subjects indicate that students who come from the field of sciences and engineering seem to be more knowledgeable when it comes to understanding terms and concepts related to plastic waste than the students who are not from such a background. Such differences are indicative of the need to integrate environmental learning across curriculum disciplines. Although students with science backgrounds might get this knowledge through corresponding courses in their curricula, the humanities, business, and art students will likely not study them systematically. Therefore, any general educational reform such as the general education courses on the environment or co curricular activities to enhance awareness on environmental issues at the university level will ensure all students are knowledgeable on these matters. These interventions would go further in raising awareness, as well as fostering an important groundwork to guide decision-making and sustainably build the concept as another value of common concern across institutions. Success in making the campus environment friendly will require that even the students with poor academic background know the impacts associated with plastic waste.

#### **4.3 What Drives Students' Pro-Environmental Behaviors?**

To that end, the study presents a number of the factors that were found to affect students' pro-environmental behaviors including their willingness to pay for products with sustainable packaging. The study disclosed awareness and environmental concern as two variables that would determine the preparedness of students in opting for durable and environmental-friendly products, despite their expensive prices. This direct link between knowledge and action remains one of the reasons environmental education and awareness create the necessary basis for sustainable behavior. When students get more informed about the environmental losses due to plastic wastes and the gains that could be made through its alternatives, their attitudes will be well reflected on the positive

results on purchasing.

But even though respondents from environmentally conscious groups are willing to compromise on a product's eco-friendliness in order to save money, there is still significantly weak willingness to pay a premium for green products, as 47% of consumers are unwilling to pay more for environmentally friendly products. This means that attitude and knowledge – motivation and money are intertwined where even students who know that sustainability is crucial cannot afford it. University students usually have a small amount of money, often not allowing for them to make environmentally friendly choices over regular ones. This fact underlines the necessity of cost – focused approach along with the visibility of the measures being taken: introducing affordable, sustainable packaging within the campus.

Somewhat surprisingly, the results do not indicate statistically meaningful differentiation in PEBF with regards to gender, hinting at a relatively high level of conscientiousness of both male and female students in terms of sustainability. This finding can go a long way towards refuting the view that gender may be a potent predictor of the difference in pro-environmental behaviors; however, the results can go a long way towards supporting the view that it is awareness and economics that can determine the students' behaviours. Altogether, these findings provide a more complex understanding of what motivates sustainable behavior on campus and suggest specific sets of strategies which may assist in breaking down financial barriers to sustainability.

#### 4.4 Recommendations

For there to be positive sustainable behaviour patterns change among the students, a number of specific strategies are suggested. First, choosing more sustainable packaging products by students might be possible but since they want more cost effective packaging products, making these products cheaper for the students could be effective. This paper reveals that although many students claim to be willing to support an environment-friendly company, most of them are faced with a problem of [small] wallets where only 49.6% were willing to pay a premium for sustainable packaging. Such adoption could be greatly improved if the supplies are affordable green products available in campus shops, eating places' and vending machines. Also offering bonuses or a lower price for more environmentally friendly options could advance the student's propensity for more environmentally friendly choices.

It is important and necessary for the same educational measures for increasing environmental concern. While the knowledge level related to 'biodegradable' and 'compostable' words is moderate, still, a large number of students are not fully aware of its meaning specially those from non-science background. Universities could also include various sustainability topics as college level knowledge and skills so that students from a specific College would learn and have to take corresponding courses from that field. Apart from such subject infusion, universities may also invite guest lecturers, conduct focus group discussions and mini fairs with posters to popularize the concept of plastic use and expand the knowledge base on micro-plastics and recycling. For a long time, this approach would not only meet the goal of filling the gaps in students' knowledge but also providing them with valuable practical skills and knowledge about environmental problems in the world.

Another factor that need to be enhanced to support sustainable practice includes institutional support. In general, the respondents indicated their support for the initiatives being taken by the universities, 61.7% of the students holding the view that such things as plastic packaging should be actively discouraged on campus. In response to this enthusiasm, Universities should ensure they demonstrate commitment to sustainability through actions like providing plastic free packaging for food and implementing recycling bins in the food courts and ensuring there is clear information to students regarding waste management. Universities could even consider having what one campus official has aptly named 'Green zones,' or 'Sustainability hubs,' on campus in which sustainably sourced products and information on sustainability issues are available. They also Davar establish institutional stewardship

as well as contribute to cultivating a sustainable campus culture.

Finally, incentive strategies could also follow the promotion of pro-environmental behaviours. It is suggested that students' attempts at environmental conservation may be strengthened through such incentives as eco points that can be redeemed to gain discounts or privilege. An option could also be the provision of vocational diplomas, or 'eco-leaders' badges for students who would like to join sustainability campaigns on campus. This strategy could create a group of people who were not just experimenting with green lifestyles but a group that would be advocating for people to embrace the green cultures.

By making things more accessible, increasing educational outreach, showing commitment, and offering students a financial motivation to think green, universities can guide the formation of students into sustainability. This approach recognises the fact that there are financial and knowledge impediments into living sustainably and presents practical ways to encourage eradication of such impediments to environmental sustainability. As a result, universities not only endorse and contribute to various student-initiated sustainability activities but also act proactively to become a model to the rest of the society within the change towards sustainable living.

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