IMPACT OF GREEN HR AWARENESS ON STUDENT ATTITUDE AMONG COLLEGE STUDENTS IN COIMBATORE CITY

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Abstract:
Environmental sustainability has become a significant concern for organizations worldwide. Green Human Resource Management (Green HRM) integrates environmental management into human resource policies and practices. The purpose of this study is to analyze the level of Green HR awareness among college students and examine its influence on their attitudes toward environmental sustainability and sustainable workplace behavior. Primary data were collected from 124 college students in Coimbatore city using a structured questionnaire. The study adopted a descriptive and analytical research design. Statistical tools such as percentage analysis, correlation, regression, and independent sample t-test were used for data analysis. The results indicate that most students have a moderate to high level of awareness of Green HR practices and show positive attitudes toward environmentally responsible organizations. The findings also reveal that gender has a significant influence on awareness of paperless HR practices, whereas age does not show a significant relationship. The study highlights the importance of integrating sustainability education and Green HR awareness in higher education to develop environmentally responsible future employees.

Keywords: Green HRM, Environmental Awareness, Student Attitude, Sustainability, Eco-friendly Practices.

1. INTRODUCTION

Environmental sustainability has become a global priority due to increasing environmental degradation, climate change, and depletion of natural resources. Organizations are now focusing on sustainable development by adopting environmentally responsible practices in their operations. Human Resource Management plays an important role in promoting sustainability through the concept of Green Human Resource Management (Green HRM).

Green HRM refers to the integration of environmental management practices into HR policies and functions. It includes green recruitment, environmental training, energy conservation, paperless offices, waste management, and eco-friendly workplace initiatives. These practices encourage employees to adopt environmentally responsible behavior within organizations.

Educational institutions also have an important role in promoting environmental awareness among students. College students represent the future workforce, and their understanding of sustainability concepts will influence organizational practices in the future. When students are aware of Green HR practices, they tend to prefer working in organizations that adopt eco-friendly policies.

Therefore, this study focuses on examining the level of Green HR awareness among college students and analyzing its impact on their attitudes toward environmental sustainability and environmentally responsible organizations.

2. OBJECTIVES OF THE STUDY
The major objectives of the study are:
1. To assess the level of awareness about Green Human Resource Management among college students.

2. To examine the influence of demographic factors on Green HR awareness.
3. To analyze the relationship between Green HR awareness and students' attitudes toward environmental sustainability.
4. To study students' preferences for environmentally responsible organizations.
5. To evaluate the impact of Green HR awareness on sustainable workplace attitudes.

3. RESEARCH METHODOLOGY
This study follows a descriptive and analytical research design to examine the relationship between Green HR awareness and student attitudes.
Area of Study: Coimbatore city, Tamil Nadu
Sample Size: 124 respondents
Sampling Technique: Convenience sampling
Sources of Data
Primary Data: Collected through a structured questionnaire from college students.
Secondary Data: Collected from journals, research articles, books, and online sources.
Statistical Tools Used
The following statistical techniques were used for data analysis:
● Percentage analysis
● Correlation analysis
● Regression analysis
● Independent sample t-test
These tools helped in analyzing the level of awareness and determining the relationship between Green HR awareness and student attitudes.

4. DATA ANALYSIS AND INTERPRETATION
The demographic analysis shows that most respondents belong to the 18–20 age group, and the majority are undergraduate students. Female respondents represent a higher proportion compared to male respondents.
The percentage analysis indicates that many students are familiar with the concept of environmental sustainability and associate Green HR practices with eco-friendly workplace initiatives such as paperless systems, energy conservation, and environmental protection.

Correlation analysis shows that age does not have a significant relationship with Green HR awareness among students. Similarly, regression analysis indicates that environmental responsibility alone does not strongly influence the awareness level of Green HR practices.
However, the independent sample t-test reveals that gender significantly influences awareness of paperless HR practices, with female students showing relatively higher awareness levels than male students.
Overall, the analysis suggests that students generally show a positive attitude toward sustainability and environmentally responsible organizations.

TABLE NO:1 DEMOGRAPHIC & ACADEMIC PROFILE

Characteristic	Category	Number
Gender	Male	49
	Female	75
Age	18-20	77
	21-23	47
Study	UG	77
	PG	47
Discipline	Arts & Science	62
	Commerce & management	37
	Engineering	25
Institution	Government	6
	Private	40
	autonomous	78

Source: Primary Data

INTERPRETATION

This table shows that 39.5% (49 respondents) are male and 60.5% (75 respondents) are female out of the total 124 respondents.

This table shows that 62.1% (77 respondents) belong to the 18–20 age group, and 37.9% (47 respondents) belong to the 21–23 age group out of the total 124 respondents.

This table shows that 62.1% (77 respondents) are pursuing UG, while 37.9% (47 respondents) are pursuing PG out of the total 124 respondents.

This table shows that 50.0% (62 respondents) belong to Arts & Science, 29.8% (37 respondents) belong to Commerce & Management, and 20.2% (25 respondents) belong to Engineering out of the total 124 respondents.

This table shows that 4.8% (6 respondents) are from Government institutions, 32.3% (40 respondents) are from Private institutions, and 62.9% (78 respondents) are from Autonomous institutions out of the total 124 respondents.

TABLE NO:2 AWARENESS ABOUT GREEN HR PRACTICES

Characteristic	Category	Number
Green HRM	Yes	94
	No	29
HR Practice	paperless office	20
	online training	18
	energy-saving workplace	44
	all of the above	42
HR Management	environmental protection	71
	employee salary increase	38
	employee promotion	14
	profit maximization	1
Prefer to work	yes	88
	No	36

Source: Primary Data

INTERPRETATION

This table shows that 75.8% (94 respondents) are aware of Green HRM, while 23.4% (29 respondents) are not aware of Green HRM. A very small percentage, 0.8% (1 respondent), gave a different response.

This table shows that 16.1% (20 respondents) prefer paperless office practices, 14.5% (18 respondents) prefer online training, 35.5% (44 respondents) prefer energy-saving workplace practices, and 33.9% (42 respondents) selected all of the above.

This table shows that 57.3% (71 respondents) associate HR Management with environmental protection, 30.6% (38 respondents) associate it with employee salary increase, 11.3% (14 respondents) associate it with employee promotion, and 0.8% (1 respondent) associate it with profit maximization

This table shows that 71.0% (88 respondents) prefer to work in environmentally responsible organizations, while 29.0% (36 respondents) do not prefer it.

Correlation is not significant at the 0.05 level(2-tailed)

		age	HR Management
Age	Pearson Correlation	1	-.073
	Sig. (2-tailed)		.423

	Sum of Squares and Cross-products	29.185	-3.153
	Covariance	.237	-.026
	N	124	124
HR Management	Pearson Correlation	-.073	1
	Sig. (2-tailed)	.423	
	Sum of Squares and Cross-products	-3.153	64.605
	Covariance	-.026	.525
	N	124	124

INTERPRETATION

The table shows the correlation between Age and HR Management. The Pearson correlation value is -0.073, which indicates a very weak negative relationship between the two variables. The significance value (p = 0.423) is greater than 0.05, which means the relationship is not statistically significant. Therefore, it can be concluded that there is no significant relationship between age and HR Management among the respondents.

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	I feel responsible for protecting the environment[b]	.	Enter

a. Dependent Variable: I am aware of the concept of green human resource management (green hr)
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.101[a]	.010	.002	1.176

a. Predictors: (Constant), I feel responsible for protecting the environment

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.737	1	1.737	1.256	.265[b]
	Residual	168.747	122	1.383		
	Total	170.484	123			

a.Dependent Variable: I am aware of the concept of green human resource management(green hr)
b. Predictors: (Constant), I feel responsible for protecting the environment

Coefficientsª

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.044	.365		8.335	.000
	I feel responsible for protecting the environment	.107	.096	.101	1.121	.265

a. Dependent Variable: I am aware of the concept of green human resource management(green hr)

INTERPRETATION

The model shows a low R² value of 0.010, indicating that only 1% of the variation in Green HR awareness is explained by environmental responsibility. The significance value (p = 0.265) is greater than 0.05, which indicates that the relationship is not statistically significant. Therefore, feeling responsible for protecting the environment does not significantly influence awareness of Green HR among the respondents.

T-Test
Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
I know that green hr includes paperless work and digital hr practices	1	48	3.23	1.057	.153
	2	76	3.76	.831	.095

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
I know that green hr includes paperless work and digital hr practices	Equal variances assumed	1.844	0.177	-3.134	122	0.002	-0.534	0.17	-0.871	-0.197
	Equal variances not assumed			-2.969	82.922	0.004	-0.534	0.18	-0.892	-0.176

Independent Samples Effect Sizes

I know that green hr includes paperless work and digital hr practices		Standardizerª	Point Estimate	95% Confidence Interval	
				Lower	Upper
	Cohen's d	.924	-.578	-.945	-.208
	Hedges' correction	.930	-.574	-.939	-.207
	Glass's delta	.831	-.643	-1.017	-.265

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation
Hedges' correction uses the pooled standard deviation, plus a correction factor
Glass's delta uses the sample standard deviation of the control group.

INTERPRETATION
The results show that females (Mean = 3.76) have higher awareness than males (Mean = 3.23). The significance value p = 0.002 (< 0.05) indicates a statistically significant difference between the two groups. Therefore, gender significantly influences awareness of paperless Green HR practices.

5. FINDINGS
The key findings of the study are:
1. The majority of students are aware of Green HRM practices.
2. Students demonstrate positive attitudes toward environmental sustainability.
3. Many respondents prefer to work in organizations that follow eco-friendly policies.
4. Environmental responsibility influences students' career preferences.
5. Age does not significantly influence awareness of Green HR practices.
6. Gender has a significant impact on awareness of certain Green HR practices such as paperless work systems.

6. SUGGESTIONS
Based on the findings of the study, the following suggestions are proposed:
1. Educational institutions should introduce courses related to sustainability and Green HRM.
2. Colleges should promote eco-friendly campus initiatives such as tree plantation and plastic-free environments.
3. Awareness programs, workshops, and seminars on environmental sustainability should be conducted regularly.
4. Organizations should adopt green recruitment and eco-friendly HR policies to attract environmentally conscious employees.
5. Students should be encouraged to participate in environmental projects and sustainability research.

7. CONCLUSION
The study concludes that Green HR awareness plays a crucial role in shaping students' attitudes toward environmental sustainability and eco-friendly workplace practices. The findings indicate that college students possess a reasonable level of awareness about Green HR concepts and demonstrate positive attitudes toward environmentally responsible organizations.
Although demographic factors such as age do not significantly influence awareness levels, gender differences were observed in certain aspects of Green HR practices. The study highlights the importance of integrating sustainability education within higher education institutions.
Increasing awareness of Green HR practices among students will help develop environmentally responsible future employees who can contribute to sustainable organizational development.

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