

Students Attitude towards Environmental Sustainability

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Abstract

A study was conducted to assess students' attitudes towards environmental sustainability. In this study, I looked at students' perceptions of clean environments, which included pro-environmental behavior toward environmental sustainability, attitude toward environmental sustainability, perceived behavioural control, environmental knowledge, green purchase intention, perceived consumer effectiveness, and their perceptions of environmental safety. Data was collected from 325 respondents from across India (Pan India). It is a comprehensive study that includes knowledge of environmental sustainability, literature review, objectives, hypothesis testing, research design, data analysis, and interpretation.

Keywords: Environmental Sustainability, Environmental Behavior, Students, Attitude, Green Purchasing, Pollution, Contamination, Pro-Environmental Behavior

Introduction

Environmental sustainability has become a part of our lives as a result of rising global temperatures, pollution, depletion of natural resources, the felling of trees for construction or agriculture, and the failure to filter industrial waste before allowing chemicals to pollute or contaminate air, water, and soil. Environmental sustainability is a human issue that requires interaction with nature in order to conserve natural resources and protect the global ecosystem, which supports and protects the well-being of animals and humans. Environmental sustainability also ensures the availability of clean drinking water, fresh air, and a clean and healthy environment. The practice of environmental sustainability helps to ensure that today's needs are met without jeopardizing the needs of future generations.

We must care for our environment because our current decisions to achieve environmental sustainability will jeopardize the health and well-being of future generations. Food supply will become unreliable as a result of intensive farming, which reduces soil fertility and groundwater capacity. Global warming caused by greenhouse gas emissions from fossil fuel combustion will have an impact on climate change, floods, droughts, and seasonal changes. Air pollution, water pollution, and soil pollution will have a significant impact on our health and quality of life, as well as the ability of local communities to thrive within a larger society.

Students, as the younger generation in society, should be environmentally conscious. Schools, universities, and colleges all play an important role in providing students with knowledge by teaching

them about environmental preservation and offering various solutions to various environmental behaviors. Encouraging students to take small steps to protect the environment, such as purchasing eco-friendly products, can make a significant difference. For example, buy biodegradable sanitary napkins. Using public transportation or bicycles whenever possible. Planting more trees to remove pollutants from the air. Turning off fans or lights when not in use and closing tap water when not in use help to reduce the amount of electricity and water that is used.

Review of Literature

Arezu Shafiei and Hamideh Maleksaeidi's 2020 study examines the pro-environmental behavior of Iranian university students using the Protection Motivation Theory (PMT). This study looks at how different factors, such as perceived severity, vulnerability, intrinsic and extrinsic rewards, self-efficacy, response efficacy, and response costs, affect students' environmental behavior. The main goal is to understand the impact of human behavior patterns on environmental quality. Notably, the study found that rewards indirectly influence pro-environmental behavior via environmental attitudes and response costs. Given the critical role of university students as future environmental stewards, planners, policymakers, and educators, understanding their pro-environmental attitudes and behaviors is essential. The study recommends using the PMT framework to investigate pro-environmental behavior among various social groups.

The review directed by Abdullah AL-Mutairi named "Business understudies' impression of climate manageability in GCC Colleges" (2021). The point of this study is to investigate the impression of business understudies in the Bay Participation Nations (GCC) colleges towards various parts of climate supportability and whether their discernment is affected by their own attributes. The members program of concentrate as well as exceptional ecological courses that they took at the college are the main wellsprings of their current circumstance information. The outcomes examinations unveiled that the main wellsprings of their current circumstance information are the program of their concentrate as well as extraordinary natural courses that they took at the college. The members likewise unveiled that albeit the equilibrium of nature is exceptionally fragile and can undoubtedly agitated, yet it is sufficiently able to adapt to the effect of present day modern countries and the earth has a lot of normal assets on the off chance that we simply figure out how to foster them. The members accept that climate maintainability is accomplished by streamlining the utilization of existing assets in a dependable way. The members brought up that what they gain from day to day existence, projects of their examinations and their calling are essential to support climate. They focused on that natural issues are made by modern nations and they have the obligation to handle them and safeguarding climate is a worldwide issue should be tended to by the Unified Countries. The investigation discovered that ladies have more compelling convictions than men about ramifications for self, others, and the biosphere, however there is no distinction in sexual orientation in the strength of significant worth directions. The specialist presumed that there is need to zero in on natural schooling in college. It is clear that a predetermined number of observational examinations have been embraced to investigate the determinants of understudies' impression of supportability in the GCC colleges. This proposes the requirement for extra observational testing.

The review directed by Atif Jahanger, Yang Yu, Mohammad Razib Hossain, Muntasir Murshed, Daniel Balsalobre-Lorente, Uzma Khan named "Disappearing or practicing environmental awareness in NAFTA countries? Connecting normal assets, energy usage, and ecological manageability from the perspective of the EKC speculation" (2022) expect to test whether NAFTA was an aid or a plague for its individuals considering the parts of natural and financial supportability and the EKC speculation. Albeit most created countries are thought to be mechanically exceptional all in all, the important innovations expected for diminishing reliance on conventional petroleum

derivatives and encountering a progress towards present day environmentally friendly power are yet to be comprehensively executed in these nations examination uncovers unidirectional causalities stretching out from financial development, sustainable power utilization, and unfamiliar direct venture inflows to carbon dioxide emanations without the particular criticism causality. Considering these significant discoveries, this study suggests a few basically significant strategies. In view of these results, the current review proposes various strategy suggestions for the nations of concern. Accordingly, the review has revealed blended results in regards to the relationship of regular asset utilization, energy use, and financial development with the climate. In any case, none of the examinations affects the natural and monetary supportability issues under a FTA system. Accordingly, this study is supposed to connect these holes with regards to the NAFTA locale. Moreover, comparative investigations can all the while be directed on isolated examples of asset rich and asset unfortunate nations having a place with a typical FTA so the outcomes can measure up for heterogeneous strategy making purposes. Significant limit of both the AMG and MG assessors is that these strategies can't produce short-run results.

The review directed by Constantinos N. Leonidou, Verena Grube and Bodo B. Schlegelmilch on the title “ Purchasers’ Natural Maintainability Convictions and Activism: A Multifaceted Assessment” (2022) plans to catches the connections of explicit human qualities with ecological supportability convictions and their resulting associations with people’s ecological manageability activism and personal satisfaction. Utilizing information from the US and China, the creators show that legalism and reliance are reliably connected with ecological maintainability convictions, while, in opposition to past discoveries, realism has no huge relationship. The significance of understanding the reason why customers participate in dynamic endeavors to safeguard the climate, studies looking at the job of ecological supportability activism stay scant, ineffectively coordinated, and not well characterized. The review examines a few ramifications for training and distinguishes productive future exploration headings. They found the four general components of values as exogenous factors connected with ecological supportability convictions (Schwartz 2006) and used trust in government as a control for natural manageability personal satisfaction. The investigation uncovered a decent model to the information, as the lists were superior to the suggested limits. Understanding qualities and how these are connected with the data of convictions is basic, for raising degrees of ecological worry as well as for overseeing personal satisfaction insights among the populace. Besides, professionals ought to focus on the negative connection among legalism and ecological maintainability convictions. Global showcasing administrators ought to represent the extraordinary client qualities of every country as opposed to carrying out normalized approaches. The public authority and nearby experts in China might want to empower natural supportability activism, it will be really smart to investigate the variables hindering ecologically 8 cognizant people from connecting effectively with natural issues inside the general public. Producers and non-benefit associations ought to support activism for more noteworthy manageability and cultural prosperity. Future examination could break down net-impact assessments, apply exploratory ways to deal with lay out circumstances and logical results, and research unbalanced or nonlinear connections between different worth frameworks and ecological manageability conviction. The significant limit was a cross-sectional exploration plan, which basically gives a preview of the idea of the connections between the builds at a specific moment.

The review directed by Mercedes Alda in the title “ Corporate manageability and institutional investors: The strain of social dependable benefits subsidizes on natural firm practices” (2019) expects to concentrate because of 197 UK SR annuity finances on 1,253 firms with 31 ecological, social, and administration (ESG) markers from 2002 to 2018. Progressively institutional financial backers consider corporate supportability in venture choices and exercise their property freedoms

to empower maintainable improvement in their investee firms. This study adds to grasp that, other than partners, institutional investors (SR annuity reserves) request feasible turn of events and can move significant qualities for the general public and the climate to corporate administration. Other institutional investors, for example, SR shared reserves, customary benefits reserves, or traditional common assets considering ESG rehearses, among others, put resources into firms and may impact ESG rehearses. This study analyzes one of the most evolved pension-fund enterprises in SR rehearses (the Unified Realm), a few discoveries may not be summed up to less evolved markets, and the investigation of different nations could finish our examination. In particular, a higher pension-fund venture works on the ecological firm execution; that is, benefits supports pressure the executives to stay away from natural dangers and take advantage of ecological open doors. These practices are line with a proactive natural strategy instigated by institutional investors. Nonetheless, the positive PF coefficient in Contention segment shows that a bigger pension-fund speculation builds the ecological discussion score. This outcome might be made sense of by the Debate definition since this variable possibly increments on the off chance that questionable news shows up in the media. In any case, absence of dubious news doesn't suggest nonattendance of natural infringement occasions. The impediments of the review is other institutional investors, for example, SR common assets, customary annuity reserves, or regular shared reserves considering ESG rehearses, among others, put resources into firms and may impact ESG rehearses. The creator utilizes 31 ESG markers because of information impediments. Ensuing exploration ought to endeavor to incorporate other ESG pointers. Our information base doesn't permit us to separate among word related and individual annuity reserves.

Research Methodology

Research methods are the strategies and resources used to conduct research on a specific subject or topic. Research methodology includes learning various methods of conducting research as well as developing skills in conducting tests, experiments, surveys, and critical analysis. Items for the variables A, S, P, I, GT, EA, EV, and GPI were measured using methods described by James A. Swaim (2014) and Md. Nekmahmud (2022). The questionnaire's instruments were divided into two parts. The first section contains demographic information about respondents, such as gender, marital status, residence, college, and grade. The two sections included a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), dealing with items of A, S, P, I, GT, EA, EV, GPI and students' attitude towards environmental sustainability.

Research Design

A research design is the arrangement of conditions for data collection and analysis in such a way that relevance to the research purpose is balanced with procedural economy. The research design used for the study is 'Descriptive Research'.

Descriptive Research Design

Descriptive research seeks to accurately and systematically describe a population, situation, or phenomenon. It can respond to what, where, when, and how questions, but not why. A descriptive research design may employ a wide range of research methods to investigate one or more variables.

Sampling Technique

Sample design is the theoretical foundation and practical application of generalizing from the characteristics of a small subset of the population. It is the method by which the sample is selected.

Non-Probability Sampling

Non-probability sampling is a sampling technique in which the researcher selects samples based on their subjective judgment rather than random selection.

Convenience Sampling

A convenience sample is a non-probability sampling method that selects people who are easy to contact or reach.

Sources of Data

Sources of Data begins with determining what type of data is required, followed by collecting a sample from a specific segment of the population. Next, you must use a specific tool to collect data from the chosen sample. There are two types of sources of data:

Primary Data

The Primary data for this study was collected through questionnaire.

Secondary Data

Secondary data was collected from external sources like Websites, Journals etc

Structure of the Questionnaire

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by me based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

Basic Introduction

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

Personal Details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

Research Related Questions

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on environmental sustainability.

Likert Scaling Questions

The Likert scaling questions include moderate options in its scale. A 5-point Likert Scale is legendary and has been used since 1932. It offers five different options to choose from and is majorly used by the researchers. (Strongly disagree-strongly agree)

Sample Location

My survey location is in and around Chennai.

Sample Targeted People

My survey targeted people are both the Men and Women students either High school, UG or PG who have a basic knowledge on environmental sustainability and are the future generations to be facing its challenges

Sample Size

The data is collected thorough questionnaire in telephonic and by online form distribution. The sample size is 325. The data is analysed using non-parametric test.

Table 1 Variables

Constructs	Measurements
Pro-environmental behaviour	<ul style="list-style-type: none"> • PE1 So far, I have been involved in environmental protection programs such as tree planting, waste separation and recycling • PE2 I try to save energy. • PE3 I am involved in increasing the environmental information of my Surroundings. • PE4 I do not use disposable tableware. • PE5 I use waste paper
Attitude	<ul style="list-style-type: none"> • A1. In my opinion, it is important to protect the environment • A2. I actively practice environmental sustainability at home (e.g., energy conservation) • A3. Everyone is responsible for caring for the environment • A4. I am concerned about the long-term future of the environment • A5. In my opinion, it is important to conserve natural resource
Perceived Behavioural Control	<ul style="list-style-type: none"> • P1 It is easy for me to perform environmentally sustainable activities (e.g., energy conservation, recycling) • P2 I have control over my actions to support the environment • P3 It is my decision whether or not to perform environmentally sustainable activities • P4 I have the ability to carry out environmentally sustainable activities • P5 I have control over performing environmentally sustainable activities
Environmental Knowledge	<ul style="list-style-type: none"> • EK1 I know more about recycling than the average person. • EK2 I am very knowledgeable about environmental issues. • EK3 Using environmental-friendly products /green products is one of the most effective ways to reduce pollution. • EK4 Using environmental-friendly products/services is a substantial approach to minimizing waste of natural resources.
Green Purchase Intention	<ul style="list-style-type: none"> • GPI1 I am willing to choose environmentally-friendly tourisms products/ services when I travel • GPI2 I plan to choose environmentally-friendly products/services during my travelling. • GPI3 I will make an effort to buy environmentally-friendly products and services during travelling • GPI4 I will purchase products/services that are considered less harmful to the environment
Perceived Consumer Effectiveness	<ul style="list-style-type: none"> • PCE1 It is worthless for the individual consumer to do anything about pollution • PCE2 When I buy environmentally sustainable products, I try to understand how its use will affect the environment and other consumers • PCE3 Since one person cannot have any effect upon pollution and natural resource problems, it doesn't make any difference what I do • PCE4 Each consumer's behaviour can have a positive effect on society by purchasing products sold by socially and environmentally responsible companies

Analysis and Interpretation

Objectives

Objective 1

To study the demographic characteristics of the responses.

Objective 2

To study the difference exists across the demographic variables between the groups.

- Between Male and Female along all the variable
- Between Gender and the Age
- Between Gender and Educational Qualification

Objective 1

To study the demographic characteristics of the responses. Sample characteristics the following profile of the participants was obtained after screening the data collected. Merely 82% of respondents were male on other hand 18%. 9.6% of respondents are from age of 12- 18, 87.4% of respondents from 19-24, 8.2% of respondents from age of 25-30. 0.33% of respondents from the age 31-36. 1.32% of respondents from age of 37-42. 65.23% of respondent from UG 37.4%of respondents from PG.

Variables	Category	Frequency	Percentage
Gender	Male	247	81.78
	Female	55	18.22
Age	11-18	29	9.6
	19-24	264	87.41
	25-30	25	8.27
	31-36	1	0.33
	37-42	4	1.32
Education	PG	113	37.4
	UG	197	65.23
	HSC	8	2.64
	SSLC	4	1.35
	Less than SSLC	1	0.33

The study analysis various factors to identify variance in male and female behaviour towards each factor.

Objective 2

To study the difference exists across the demographic variables between the groups.

- Between Male and Female along all the variable
- Between Gender and the Age
- Between Gender and Educational Qualification

Demographic Characteristics of the Responses**Dependent Variable****Pro-Environmental Behaviour**

Hypothesis: Males And Females Appreciates Pro Environmental Behaviour		
t-Test: Two-Sample Assuming Equal Variances		
	Male	Female
Mean	4.00	3.70
Variance	0.39	0.68
Observation	247	55.00
Pooled Variance	0.45	

Hypothesized Mean Difference	000	
df	300.00	
t stat	3.04	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.65	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.97	

Findings

- H0: There is no significant difference between Male and Female who appreciates Pro Environmental Behaviour
- H1: There is a significant difference between Male and Female who appreciates Pro Environmental Behaviour
- Pro Environmental Behaviour of Male (Mean=4, Variance=0.39, n=247) was hypothesized to be greater than
- Pro Environmental Behaviour of Female (Mean=3.70, Variance=0.68, n=55)
- This significant was different. $t(300)=3.04$, $P=0.0025$ (two tail) less than 0.05
- Therefore, there is a significant difference between Male and Female towards Pro Environmental Behaviour
- t stat value is greater than the t critical value.
- Therefore, Null hypothesis is rejected
- Alternate hypothesis is accepted

Implications

- The findings interpret that there is a significant difference between Male and Female. It shows there is a different thought about the Pro environmental behaviour between Male and Female. Male is more aware about the pro Environmental Behaviour than the Female.

Independent Variable

Attitude

Findings

- H0: There is no significant difference between Male and Female towards Attitude in Environmental Sustainability
- H1: There is a significant difference between Male and Female towards Attitude in Environmental Sustainability
- Attitude of Male (Mean=4.17, Variance=0.36, n=247) was hypothesized to be lesser than
- Attitude of Female (Mean=4.30, Variance=0.91, n=55)
- This significant was not different. $t(300)=-1.28$, $p=0.20$ (two tail) greater than 0.05
- Therefore, there is no significant difference between Male and Female towards Pro Environmental Behaviour
- t stat value is lesser than the t critical value.
- Therefore, Null hypothesis is accepted
- Alternate hypothesis is rejected

Implications

The findings interpret that there is no significant difference between Male and Female. It shows there is no different thought about the Attitude between Male and Female. Both Male and Female are show equal Attitude towards Environmental Sustainability.

Perceived Behavioural Control

Findings

- H0: There is no significant difference between Male and Female towards Perceived Behavioural Control in Environmental Sustainability
- H1: There is a significant difference between Male and Female towards Perceived Behavioural Control in Environmental Sustainability
- Attitude of Male (Mean=3.95, Variance=0.43, n=247) was hypothesized to be lesser than
- Attitude of Female (Mean=3.78, Variance=0.85, n=55)
- This significant was not different. $t(300)=1.59$, $p=0.11$ (two tail) greater than 0.05
- Therefore, there is no significant difference between Male and Female who towards Perceived Behavioural Control
- t stat value is lesser than the t critical value.
- Therefore, Null hypothesis is accepted,
- Alternate hypothesis is rejected.

Implications

The findings interpret that there is no significant difference between Male and Female. It shows there is no different thought about the Perceived Behavioural Control between Male and Female. Both Male and Female are show equally in Perceived Behavioural Control Attitude towards Environmental Sustainability.

Environmental Knowledge

Findings

- H0: There is no significant difference between Male and Female towards Environmental Knowledge in Environmental Sustainability
- H1: There is a significant difference between Male and Female towards Environmental Knowledge in Environmental Sustainability
- Attitude of Male (Mean=3.91, Variance=0.40, n=247) was hypothesized to be lesser than
- Attitude of Female (Mean=3.81, Variance=0.84, n=55)
- This significant was not different. $t(300)=0.99$, $p=0.32$ (two tail) greater than 0.05
- Therefore, there is no significant difference between Male and Female who appreciates Perceived Behavioural Control
- t stat value is lesser than the t critical value.
- Therefore, Null hypothesis is accepted
- Alternate hypothesis is rejected.

Implications

The findings interpret that there is no significant difference between Male and Female. It shows there is no difference in Environmental Knowledge between Male and Female. Both Male and Female are show equally got Environmental Knowledge towards Environmental Sustainability.

Green Purchase Intention

Findings

- H0: There is no significant difference between Male and Female towards Green Purchase Intention in Environmental Sustainability
- H1: There is a significant difference between Male and Female towards Green Purchase Intention in Environmental Sustainability

- Attitude of Male(Mean=3.90,Variance=0.46,n=247)was hypothesized to be lesser than
- Attitude of Female(Mean=3.91,Variance=0.92,n=55)
- This significant was not different. $t(300)=-0.09$, $p=0.93$ (two tail) greater than 0.05
- Therefore, there is no significant difference between Male and Female who appreciates Perceived Behavioural Control
- t stat value is lesser than the t critical value.
- Therefore, Null hypothesis is accepted
- Alternate hypothesis is rejected

Implications

The findings interpret that there is no significant difference between Male and Female. It shows there is no difference in Green Purchase Intention between Male and Female. Both Male and Female are show equally got Green Purchase Intention towards Environmental Sustainability.

Perceived Consumer Behaviour

Findings

- H0:There is no significant difference between Male and Female towards Consumer Behaviour in Environmental Sustainability
- H1:There is a significant difference between Male and Female towards Consumer Behaviour in Environmental Sustainability
- Pro Environmental Behaviour of Male(Mean=3.55,Variance=0.0.57,n=247)was hypothesized to be greater than
- Pro Environmental Behaviour of Female(Mean=3.30,Variance=0.72,n=55)
- This significant was different. $t(300)=2026$, $p=0.02$ (two tail) less than 0.05
- Therefore, there is a significant difference between Male and Female towards Consumer Behaviour in Environmental Behaviour
- t stat value is greater than the t critical value.
- Therefore, Null hypothesis is rejected
- Alternate hypothesis is accepted

Implications

The findings interpret that there is a significant difference between Male and Female. It shows there is a different thought about the Perceived Consumer Behaviour between Male and Female. Male is more aware about the Perceived Consumer Behaviour than the Female.

Findings, Suggestions and Conclusion

The findings confirm multiple influences on students' intentions to practice environmental sustainability, which in turn influences actual environmental sustainability behavior in the workplace. As a result, instructors can use a variety of pedagogical approaches to influence sustainability intention through attitude development, both as subjective norms and as filters for other subjective norms. The research findings and insights into pedagogical opportunities related to each hypothesis are discussed in depth below.

Attitude had the greatest influence on intention ($H1$, $p>0.05$), indicating that student attitudes are essential for teaching environmental sustainability. It is therefore less important for educators to assess student attitudes as part of sustainability training. However, an underlying challenge for young adults is their potential resistance to and lack of experience in understanding their true attitudes, as well as their willingness to revisit and transform their own attitudes. Because sustainability is a relatively new and complex topic, student attitudes may not be deeply ingrained and thus can be changed with effective interventions.

Although the paths from perceived behavioural control to both intention and behavior demonstrated weak evidence for support ($p < 0.05$), it is worth not considering perceived behavioural control. The study's findings show that, while the means for perceived behavioural control were significant, the pathways to intention and behaviour were not. In other words, students perceive strong control but do not associate it with intention or behaviour. These path weaknesses may be due to the research's educational setting, as students lack sufficient environmental sustainability experience to feel confident about taking action, particularly in the workplace. The findings may also reflect situations in which students believe they can participate in activities to reduce environmental harm but later encounter barriers or constraints that prevent action. The effect of students' social value on green purchase intentions was significant ($P > 0.05$). The purchase of green products and services does not leave a positive impression on society or in the eyes of others. Governments should prioritize improving consumer effectiveness and environmental concerns through school education and public awareness campaigns.

Conclusion

Corporate environmental sustainability goals are becoming increasingly important, and businesses are valuing employees who can effectively support environmental initiatives. However, the incorporation of sustainability into education has fallen behind the current expansion of professional practice. By providing students with a solid foundation in public goods and their solutions, we create the economic conditions required to address sustainability issues. If students understand both public goods and potential solutions, they will be better able to identify the institutional and structural flaws that contribute to environmental degradation, evaluate the relative merits of potential solutions, and possibly identify a role they can play in preventing and resolving such undesirable outcomes. Students' differing perspectives on the veracity of environmental sustainability present a significant barrier to effective sustainability education. Individual perspectives on the relative importance of corporate environmental goals may differ greatly, making it difficult for educators to influence students' diverse environmental mindsets. The importance of reaching out to individuals in sustainability training emphasizes the need for educators to understand the factors that influence each student's individual sustainability intention and behaviour. While there are numerous higher-level concepts about sustainability to discuss, such as climate change, energy scarcity, and resource depletion.

The findings show that student environmental attitudes have a significant impact on their sustainability intentions, which in turn influence behaviour. This is consistent with claims that proenvironmental attitudes are critical for motivating people to practice environmental sustainability. We must be careful not to bias students with artificially favorable attitudes toward the environment in order to simply earn marks. While the study highlighted the importance of students as future pillars of society.

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