

University students' awareness and use of ecolabels: A case of the university of education, Winneba

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ABSTRACT

Ecolabels are used to create environmental awareness and to direct individuals toward sustainable consumption. This study explored the awareness and use of ecolabels in purchasing decisions among students at the University of Education, Winneba, Ghana. The exploratory survey design was employed in this study. An online survey which had 18 items, was used to collect data from two hundred and sixty-six (266) students. The data collected were processed via SPSS version 25.0 and analysed using frequency and percentage. The results were presented in tables, followed by their interpretation and discussion. Generally, students' awareness of ecolabels is below average. Most students (n=131; 49%) are unaware of ecolabels such as Ghana Green Label, Fairtrade and Voltic Ghana Eco-logo. In addition, the study found that the majority of students do not notice and search for ecolabels while shopping. Further, the study found that students who purchased products with ecolabels were below average. However, the majority of students (72.93%) trust that products carrying ecolabels are environmentally friendly and are willing to pay more for products bearing ecolabels. Therefore, the study recommended that producers, organisations and institutions such as the Environmental Protection Agency-Ghana (EPA-Ghana) should increase the awareness of ecolabels and the need to use ecolabels in purchasing decisions.

Keywords: Consumers, Eco-labelled products, Ecolabelling, Ecolabels, Student awareness, Sustainable consumption.

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Highlights of this paper

- The study investigated university students' awareness and use of ecolabels in their purchasing decisions.
- Generally, students' awareness of ecolabels is below average.
- Students who purchased products with ecolabels were below average.
- The majority of students trust that products carrying ecolabels are environmentally friendly.
- The majority of students are willing to pay more for products bearing ecolabels.
- The Environmental Protection Agency-Ghana (EPA-Ghana) should increase the awareness of ecolabels among university students.

1. INTRODUCTION

Consumerism environmental effects have been a matter of concern over the years (Goodwin, Nelson, Ackerman, & Weisskopf, 2008). Consumer awareness of the effect of consumerism has resulted in the demand for more environmentally friendly products and sustainable consumerism practices (Boström & Klintman, 2008; Laroche, Bergeron, & Barbaro-Forleo, 2001; Pierret & Beze Boduka, 2011). Producers and manufacturers have tried to meet consumers' need for more environmentally friendly products to promote ecological quality and sustainable consumerism through ecolabels. Ecolabels identify the overall environmental preference of a specific product category (Network, 2004). Ecolabels are recognisable symbols or labels that are fixed or attached to products or products' packaging to show that a manufacturer or company's products are ethically or environmentally friendly (Berghoef & Dodds, 2013; Gosselt, van Rompay, & Haske, 2019; Narkevitsj, 2017).

Ecolabels are used for quality assurance of green products (Muslim & Indriani, 2014) to inform consumers about the environmental attributes and effect of the production and consumption of specific products on the environment (Berghoef & Dodds, 2013; Liebrecht, 2017; Rahbar & Abdul Wahid, 2011; Sherman, 2012). In addition, ecolabels help heighten consumer awareness of environmental issues and the impact of consumer product choice on the environment (Network, 2004; Tang, Fryxell, & Chow, 2004). This allows consumers to make informed decisions (Sherman, 2012); purchase products that have minimal or no effect on the environment, thus encouraging environmental protection purchasing (Ogunyo, 2013).

Ecolabels are also considered a strategic tool for educating consumers on products' sustainability characteristics. Hence, ecolabels have received considerable attention in scholarly literature in the last decade. For instance, some studies focused on the impact of ecolabels on consumer behaviour (Brécard, Hlaimi, Lucas, Perraudeau, & Salladarré, 2009; Rokka & Uusitalo, 2008) ecolabels influence on purchase intention and purchase of goods and services (D'Souza, Taghian, & Lamb, 2006; Hahnel et al., 2015; Pedersen & Neergaard, 2006; Teisl, Rubin, & Noblet, 2008; Thøgersen, Haugaard, & Olesen, 2010). Also, Atkinson and Rosenthal (2014) and Janssen and Hamm (2012) researched the influence of ecolabel sources on consumers' trust and consumer perception of ecolabels, respectively.

Although ecolabels are considered a strategic tool for educating and informing consumers on products' sustainability characteristics, some studies (D'Souza et al., 2006; Delmas, 2010; Hahnel et al., 2015; Pedersen & Neergaard, 2006; Teisl et al., 2008; Thøgersen et al., 2010) have found varied evidence on consumer awareness, understanding and influence of ecolabels on consumers' purchasing decisions. For instance, a study by Delmas (2010) found that less than 20% of consumers had knowledge of different ecolabels such as Rainforest Alliance, Fair Trade and UTZ Certification (Delmas, 2010). These findings seem to confirm Atkinson and Rosenthal (2014) position that there are no conclusive results about how ecolabels are understood, interpreted and used by consumers, although there are several ecolabel products on the market. However, this cannot be said about Ghanaian consumers because there is not enough literature on Ghanaian consumers concerning their awareness

and use of ecolabels, although there are several studies on consumers' understanding and use of nutrition labels with varied findings though (Affram & Darkwa, 2015; Aryee et al., 2019; Osei, Lawer, & Aidoo, 2013). Hence, there is a need to understand whether consumers in Ghana, specifically students are aware of and use ecolabels in their purchasing decisions (Taufique, Siwar, Talib, Sarah, & Chamhuri, 2014; Testa, Iraldo, Vaccari, & Ferrari, 2015).

Students are agents of change and have significant roles in addressing and overcoming environmental issues (Sigit, Fauziah, & Heryanti, 2017). One of such roles is becoming critical consumers; considering ecolabels when making purchasing decisions and purchasing ecolabeled products because students are aware that environmental issues result from human activities such as non-ecological purchasing (Muslim & Indriani, 2014). Also, in the era of education for sustainable development, students are expected to be aware of ecolabels and use them in their purchasing decision to contribute to sustainable consumption. Therefore, it is expedient to investigate university students' awareness and use of ecolabels in their purchasing decision.

1.1. Ecolabeling and Ecolabels

Ecolabeling is an initiative adopted by producers, manufacturers and firms to demonstrate their effort towards the achievement of a sustainable environment (Narkevitsj, 2017) and the increased concern for environmental problems such as climate change, overuse of natural resources, global warming and pollution (Azizan & Suki, 2014). Furthermore, Ecolabeling informs consumers about how production processes and consumption of goods and services contribute to solving these environmental problems (Bernard, Bertrandias, & Elgaaid-Gambier, 2015; Narkevitsj, 2017). Thus, helping consumers to be sure about the environmental impact of products and choose environmentally friendly products (International Standards Organization [ISO], 2012).

Ecolabels are either mandatory or voluntary. Mandatory ecolabels are backed by law and are introduced by governmental organisations such as the European Union (Horne, 2009). On the other hand, voluntary ecolabel certification is acquired by producers, companies and retailers who want to declare how their products contribute to addressing environmental issues. The voluntary ecolabels are in three classifications; Type I, II and III. Type I is provided by a third party, and its use is usually restricted to a particular region or country (Horne, 2009). Korink (2013) argues that consumers find these labels useful because they are clear and informative. Also, they are easily identified because they are represented by simple symbols. Type II ecolabels are self-proclaimed environmentally friendly attributes of products by retailers or producers. Korink (2013) is of the view that since this type of label is not formally certified, they are perceived as more advertising techniques. Type III ecolabels are also known as environmental product declarations (EPDs) (Taufique et al., 2014). They are product specific and provide extensive qualitative information beyond the symbols about the shelf life of products (Horne, 2009; Taufique et al., 2014). Type III ecolabels do not assess the products' environmental preference but provide data on life cycle assessment such as quality of emissions, the quantity of CO₂ emission or noise. Therefore, consumers are responsible for evaluating the environmental performance of products based on the information it provides.

1.2. Consumer Awareness and Use of Ecolabels

Taufique et al. (2014) explained that the term "consumer awareness" is a marketing concept which depicts consumers' right to know or have knowledge of the products they buy. They added that consumer awareness also implies the ethical conduct of producers and distributors of products. Perrini, Castaldo, Misani, and Tencati (2010) explained that consumer awareness of ecolabels is a prerequisite for consumers to notice product labels when shopping. Taufique et al. (2014) add that consumer awareness of ecolabels reflects consumers' recognition of the existence of ecolabels. Therefore, consumer awareness of ecolabels is significant in determining the relevance of

ecolabels on products, consumers, producers and the environment (Sammer & Wüstenhagen, 2006) and play a vital role in any ecolabeling scheme (Sammer & Wüstenhagen, 2006; Tzilivakis et al., 2011). For instance, the environmental relevance of ecolabels would be realised when consumers are aware of and use ecolabels in their purchasing decisions (Thøgersen et al., 2010). Studies have shown that several factors affect consumer awareness of ecolabels. Priluck and Till (2004a) and Taufique, Polonsky, Vocino, and Siwar (2019) believe that consumers' awareness of ecolabels is influenced by their concern for environmental issues. The authors added that consumers' concerns or involvement in ecological issues are translated into the information search stage of consumers' purchasing decisions which in turn will result in purchasing eco-products. However, Magnusson, Arvola, Koivisto Hursti, Åberg, and Sjöden (2001) found a weak correlation between consumers' environmental concerns and the purchase of ecolabel products.

Also, the design and visibility of ecolabels; the looks, appearance and display of ecolabels on products influence its awareness and their ability to attract consumers' attention (Taufique et al., 2014). Furthermore, Perrini et al. (2010) explained the importance of the design and visibility of labels using organic labels. The authors elucidated that organic labels are the primary consumer source of information during purchasing. Therefore, organic labels must first attract consumers and be understood before they would influence their purchasing decisions. However, Australian Environmental Labelling Association (AELA) (2004) reported that consumers expect retailers to have detailed knowledge of the environmental features of products so that retailers will provide all the information needed during purchasing. Similar to the findings of this study is that of Adu Henaku (2020) who found that consumers relied on retailers and shop attendants for information while purchasing household appliances instead of reading label information.

The clarity of ecolabels is another factor influencing consumers' awareness and use of ecolabels. Clarity, as explained by Ricci (2019) is the ease with which consumers understand the information communicated by an ecolabel or logo. In other words, the ability of an ecolabel or label to convey its meaning for consumers' understanding. Delmas (2010) argues that consumers will use ecolabels effectively if they are aware of their existence and understand it. Likewise, ecolabels must be clear and well-designed to effectively stimulate consumers' sustainable purchasing behavior (Testa et al., 2015). This suggests that products' eco-friendly advantages will be ignored or unacknowledged if unclear ecolabels are used (Delmas, Nairn-Birch, & Balzarova, 2013).

Regarding consumers' use of ecolabels in their purchasing decisions, Ricci (2019) argues that consumers' trust for ecolabels influences its use since they are physically not present during the production processes, hence, cannot authenticate the claims on the labels. Therefore, consumers' trust is significant for the effective use of ecolabels (Ricci, 2019). Furthermore, Atkinson and Rosenthal (2014) mentioned that if consumers doubt claims on ecolabels or think the claims are misleading, they would not purchase such products because ecolabel products tend to be more expensive compared to non-eco-products. Also, consumers are willing to pay high prices for eco-products and are not willing to compromise on the effect of their purchasing on the environment (Thøgersen et al., 2010). Hence, the credibility of ecolabels is significant to consumers' trust and, in turn, its use in purchasing decision-making.

1.3. Ecolabels and Sustainable Consumption

Sustainability is a critical concern considering the world's current environmental situation (Brach, Walsh, & Shaw, 2018). Therefore, there is a need for improved production and consumption processes. This requires that industries transform their production towards environmentally friendly practices and consumers, sustainable consumption. Studies have shown that ecolabels are effective tools for increasing sustainable consumption (de Oliveira Vilaca, 2021; Piotrowski & Kratz, 2017; Thøgersen., 2002b). For instance, de Oliveira Vilaca (2021)

explains that ecolabels ensure sustainable consumption because manufacturers can communicate products' environmental characteristics to redirect consumers' purchasing towards sustainable products. Also, ecolabels reduce information asymmetries of ecological features of products' life spans (Brach et al., 2018) and increase sensitisation of environmental conservation (Narkevitsj, 2017).

In addition, using ecolabels promotes sustainability without compromising consumers' freedom; empowers consumers to choose from alternative producers (Grunert & Wills, 2007). Berghoef and Dodds (2013) add that consumers can direct their interest and demands from producers and organisations that do not adhere to environmentally sustainable practices (Berghoef & Dodds, 2013). For instance, Azizan and Suki (2014) reported that the increase in eco-labelling results from consumers' demand for products produced by companies with sustainable practices such as better strategies towards waste management, low energy consumption, reduced emission and affluence and recycling practices. Also, Narkevitsj (2017) found that consumers' increased concern about sustainability has increased the purchase of ecologically and ethically friendly products. This depicts consumers' shift towards sustainable consumption (Jørgensen & Moen, 2015) and willingness to increase their daily expenditure if they are guaranteed goods and services that promote or encourage sustainable consumption (Chkanikova & Lehner, 2015). Also, this implies that ecolabels have the potential to influence production processes directly or indirectly towards sustainable production (Tzilivakis et al., 2012).

2. METHODOLOGY

The exploratory survey design was employed in this study to obtain answers to some carefully designed items. It was deemed appropriate to conduct an exploratory survey since the area of study (consumers' awareness of ecolabel) is considerably new in Ghana, although there are many studies on food labels. Also, an exploratory survey was appropriate as it would serve as the basis for more comprehensive empirical studies on ecolabels. Students at the University of Education, Winneba, in Ghana, were the population for this study. Students were invited to participate in an online survey because students were on vacation at the time of data collection. A total of two hundred and sixty-six (266) students responded to the online survey.

Students who participated in the study responded to 18 items to depict their awareness of ecolabel and its use in purchasing decisions. This study defines awareness of ecolabels as individuals' recognition of eco-logos or ecolabels. Therefore, to measure consumers' awareness of ecolabels, consumers were presented with nine (9) different ecolabels or eco-logos found on household appliances such as refrigerators and grocery products such as vegetables, bottled water and packages of tea. Although there are several ecolabels in Ghana, as indicated by the Ecolabel Index (Big Room Inc, 2021), these nine ecolabels were chosen because these labels are found on items that university students purchase. Concerning the use of ecolabels, students responded to six (6) closed-ended items. The remaining items on the survey focused on respondents' demographic characteristics. Frequency and percentage were the statistical tools used in analysing the data obtained. The findings are presented in tables, interpreted and discussed with relevant literature.

3. FINDINGS AND DISCUSSIONS

This section of the study presents the findings, interpretation and discussion of results with relevant literature. Respondents' background information was presented first, followed by the main findings.

It is evident from Table 1 that 83.5% of the respondents were females, while the remainder, 16.5 per cent were males. The majority of the respondents (56%) were below 25 years, while 10.2% were above 30 years old.

Concerning respondents' education level, the majority of respondents (n= 255; 95.5%) were undergraduate students, while 4.2% were postgraduate students.

Table 1. Demographic characteristics of respondents.

Variable	Sub-variable	f	%
Gender	Female	222	83.5
	Male	44	16.5
Age-range	Below 25 years	149	56
	25-27 Years	54	20.3
	28-30 Years	36	13.5
	Above 30 years	27	10.2
Level	Undergraduate	255	95.9
	Postgraduate	11	4.2

Source: Field data, 2022.

3.1. Students' Awareness of Ecolabels

Respondents were to indicate their awareness of ecolabels by indicating whether they recognised or had seen the labels or logo they were presented. The findings of respondent awareness of each ecolabel or logo are shown in **Table 2**. **Table 3** present the summary of students' awareness of ecolabels.

Table 2. Students' awareness of ecolabels.

Ecolabels	Yes		No		Maybe	
	f	%	f	%	f	%
Energy efficiency label	240	90.2	18	6.8	8	3
Ghana green label	93	35	156	58.6	17	6.4
Fairtrade	76	28.6	162	60.9	28	10.5
Verna natural mineral water eco-logo	127	47.7	111	41.7	28	10.5
Rainforest alliance	94	35.3	151	56.8	21	7.9
Voltic Ghana eco-logo	73	27.4	170	63.9	23	8.6
European organic label	59	22.2	192	72.2	15	5.6
Bel-aqua recyclable plastic logo	175	65.8	76	28.6	15	5.6
Nasco Ghana eco-logo	102	38.3	141	53	23	8.6

Source: Field data, 2022.

Table 2 shows that out of the 266 respondents, 240 (90.2%) indicated that they recognised or had seen Ghana's Energy Efficiency label before. Only 6.8% responded that they do not recognise Ghana's Energy Efficiency label, while 3% were not sure whether they have seen or do recognise the label. Therefore, it is evident that most participants have seen or do recognise Ghana's Energy Efficiency label. Regarding Ghana's green label, the majority of respondents (n=156; 58%) indicated that they do not recognise the label, but 35% of the respondents said they recognised it. Also, **Table 2** shows that 60% of the respondents do not recognise or have seen the Fairtrade logo before. Only 28.6% of the respondents have seen or recognised the Fairtrade logo, while 10.5% were unsure whether they recognised or had seen the logo before. Below half (n=127; 47.7%) of the respondent have seen the eco-friendly label, while 41.7% indicated that they have not seen or recognised the Eco-Friendly Bottle logo.

Furthermore, **Table 2** depicts that 151 respondents representing 56.8%, indicated that they do not recognise or have seen the Rainforest Alliance logo. However, 7.9 % of the respondents were unsure whether they recognised or had seen the Rainforest Alliance logo, but 94% of them recognised or had seen the Rainforest Alliance logo. Regarding the eco-twist bottle, most respondents (n=170; 63.9%) revealed that they do not recognise or have seen the logo before, while 27.4% of the respondents indicated that they have seen or recognised it. The majority of respondents (n=266; 65.8%) stated that they recognised or had seen the Recycled Plastic logo. On the other hand, 76 respondents representing 28.6%, indicated that they had not seen or recognised Bel-Aqua Recyclable Plastic

Logo before. The results in Table 2 show that 53% of the respondents have not seen or recognised the Nasco Ghana Eco-logo. Only 38.3% of respondents recognised or had seen the Nasco Ghana Eco-logo.

Consistent with previous studies Special Eurobarometer 468 (2017); Yu, Zeng, and Li (2015) the study showed varied awareness of ecolabels. For instance, Special Eurobarometer 468 (2017) reported varied awareness of ecolabels such as EU Ecolabel, Blue Angel, and NF Environment Mark among European consumers. Similar to the findings of this study, majority of the students are aware of or recognise Ghana’ Energy Efficiency label and Bel-Aqua’s Recyclable Plastic Logo compared to others such as the Ghana Green Label and Fairtrade. Students’ awareness of Ghana’s Energy Efficiency label could be explained against the fact that almost all refrigerators, electric bulbs and air conditioners in Ghana have the Energy Efficiency label fixed on them. This finding is consistent with Adu Henaku (2020) finding that most consumers are aware of Ghana’s Energy Efficiency label.

The summary of students’ responses regarding their awareness of ecolabel is presented in Table 3. This gives an overall students’ awareness or unawareness of ecolabels.

Table 3. Summary of students’ awareness of ecolabels.

Variable	Sub-scale	f	%
Awareness of ecolabels	Yes	115	43
	No	131	49
	Maybe	20	8
Total		266	100

Source: Field data, 2022.

The findings, as presented in Table 3 shows that close to half (49%) of the respondents are unaware of ecolabels. This finding is consistent with that of Rashid (2009) that in Malaysia, consumers are unaware of ecolabels, although they have existed since 1996. Likewise, this study's finding is in line with previous studies (Henninger, 2015; Janssen & Hamm, 2012) that ecolabels and eco-logos still lack awareness, although they have existed for a long time. Janssen and Hamm (2012) concluded that organisations with ecolabeling schemes should put in measures to increase consumer awareness of ecolabels among consumers. Students' unawareness of ecolabels or eco-logos could be attributed to low concern for the environment, as postulated by past studies that consumers' awareness of ecolabels or eco-logos is influenced by consumers' concern for the environment (Priluck & Till, 2004b; Taufique et al., 2019).

On the other hand, as depicted in Table 3, students' responses show that 1039 students representing 43%, are aware of ecolabels. This finding is in congruence with the results of Special Eurobarometer 468 (2017) that more than a quarter (27%) of European consumers involved in a survey were aware of ecolabels. However, the findings of this study differ from that of Du and Nguyen (2010) who found that Swedish University Students’ awareness of ecolabel was moderate. Also, the finding of this current study differs from that of Azizan and Suki (2014) who suggested increased awareness about ecolabels in Malaysia due to a lack of awareness.

In Table 2 the results show that below half of the respondents (n=121; 45.49%) take notice of ecolabels when shopping, and the same number of respondents (n=121; 45.49%) also said they do not take note of ecolabel when shopping, while 9.02% of the respondent indicated that sometimes they take notice of ecolabels when shopping. The findings of this study contradict that of Special Eurobarometer 468 (2017), which found that the majority of consumers in Bulgaria (55%), Malta (56%), Portugal (64%), and Spain (59%) do not take notice of ecolabel. Also, the finding shows that less than half (45.49%) of the total respondents (N=266) search for ecolabels on products when shopping, while 39.85% indicated that they do not search for ecolabels when shopping. Only 14.66% of respondents said they sometimes search for ecolabels on products during shopping.

3.2. Use of Ecolabels

To explore students' use of ecolabels, they responded to six items to show whether they use them. The findings are presented in Table 2.

It is interesting to know that although less than half (45.49%) of the respondents take notice of ecolabels during shopping, 60% indicated that ecolabels play an important role in their purchasing decisions. However, 28.20% of the responses show that ecolabels do not play an important role in students' purchasing decisions. Similarly, in Sweden and Denmark the majority of consumers (70% and 57% respectively) in a study said ecolabels play an essential role in their purchasing decisions. On the other hand, 12% of consumers in Bulgaria and 38% of consumers in Czech Republic say ecolabels do not play an essential role in their purchasing decisions.

Concerning whether respondents purchase eco-labelled products, 48.50% and 34.59% of respondents said "Yes" and "No" respectively, while 16.92% said they sometimes buy products with ecolabels. This finding confirms previous studies' assertion that consumers' purchasing patterns do not always reflect their awareness and attitude towards ecolabels (Leire & Thidell, 2005; Reiser & Simmons, 2005). Although ecolabels play an important role in their purchasing decision, less than half of the study respondents indicated that they purchase products with ecolabels. Similar to the findings of this study, Special Eurobarometer 468 (2017) found that 30% of consumers purchased products with ecolabels, while 18% were unsure about buying a product with an ecolabel.

Table 4. Ecolabels and students' purchasing decisions.

Variable	Sub-scale	f	%
Taking notice of ecolabels when shopping	Yes	121	45.49
	No	121	45.49
	Sometimes	24	9.02
Search for ecolabel on products when shopping	Yes	121	45.49
	No	106	39.85
	Sometimes	39	14.66
Importance of in your purchasing decisions	Yes	160	60.15
	No	75	28.20
	Sometimes	31	11.65
Purchase of products with eco-labels	Yes	129	48.50
	No	92	34.59
	Sometimes	45	16.92
Willingness to pay more for ecolabel products as compared to none ecolabel products	Yes	139	52.26
	No	85	31.95
	Sometimes	42	15.79
Trust that products with ecolabels are environmentally-friendly	Yes	194	72.93
	No	43	16.17
	Sometimes	29	10.90

Source: Field data, 2022.

Regarding students' willingness to pay more for eco-products, majority of respondents (n=139;52%) are willing to pay more for eco-products, while 31.95% of respondents are not willing to pay more for eco-products. Students' willingness to pay more for eco-labelled products could be attributed to their trust that products with ecolabels are environmentally-friendly. However, in Indonesia, Oesman (2021) found that only 26% of consumers involved in a survey were willing to pay more for ecolabel products. The author explained that consumers were unwilling to pay more because they do not trust that ecolabel products are environmentally friendly. However, as shown in Table 4, 72.93% of students trust that ecolabel products are environmentally friendly. Similarly, 78% of respondents in a survey agree that products carrying the EU ecolabel are ecologically friendly (Special Eurobarometer 468, 2017). Also, the finding of this current study is in line with that of Azizan and Suki (2014) in that in Malaysia, they found that consumers trust ecolabel products to be environmentally friendly.

4. CONCLUSION AND RECOMMENDATION

Ecolabels are used to create environmental awareness and to direct individuals toward sustainable consumption. The study explored the awareness and use of ecolabels among students at the University of Education, Winneba, Ghana. The study concluded that most of the students are unaware of ecolabels. Also, most students do not notice or search for ecolabels during shopping. In addition, students who indicated that they purchased products with ecolabels were below average. However, ecolabels play an essential role in students' purchasing decisions, hence are willing to pay more for eco-labelled products. Also, students trust that eco-labelled products are environmentally friendly. Therefore, the study recommends that institutions such as the Environmental Protection Agency-Ghana (EPA-Ghana) and other organisations with ecolabelling schemes should increase awareness and pay attention to ecolabels to realise the purpose of the ecolabelling schemes.

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