

## **ABSTRACT**

Environmental issues have been a matter of public concern for over a quarter of a century. Many of the world's major organization realize and try to solve this problem. They are trying to make the best uses out of the rare valuable natural resources. Thai people are aware of environmental challenges and willing to respond to popular appeals based on green issues. Therefore government policies, consumer preferences and company strategies are being reshaped to be more eco-friendly.

Green marketing is becoming more prevalent around the world although it has just begun to appear .For instance; several common consumer products are using green packaging. As Thailand's middle class expands and environmental awareness grows, green packaging will likely become more prevalent. Consumer Knowledge, Consumer Attitude and Consumer Behavior have become the most relevant data to be analyzed by FMCG's for innovating marketing strategies for green packaged products.

This research studies on the awareness of students in Assumption University towards green packaging and green marketing. Therefore the research analysis the effects of socio-demographic characteristics and environmental factors such as knowledge about green issue, attitude toward environmental quality and environmental sensitive behavior on awareness towards green packaging.

This research illustrates about green marketing and green packaging aspects; it explains about the characteristics, principles and the necessities that should be maintained in this context. Moreover the research exemplifies the consumer's perception towards eco-friendly products in Thailand and remaining Countries. For analyzing the effect of hypothesis test, the target area in this research was Assumption University; the methodology used in this research is descriptive analysis. To examine the results, 381 questionnaires were distributed in the Assumption University, Huamark, Bangkok.

Results indicate that socio demographic characteristics and knowledge about green issue have not influenced on awareness towards green packaging. Similarly, attitude towards environmental quality also shows no influence on awareness towards green packaging. However the final result shows that the combination has influenced on awareness towards green packaging.

It has been analyzed that an individual doesn't consciously consider environmental-friendly concepts as essential criteria in their decision to purchase. They will buy green products if adequate promotion is made to make them aware of their existence and importance. In other words we can say, green knowledge can influence consumers when it is forced upon them. Finally, there is no major difference in green attitude users and non-users. The level of green action of consumers is lower than green awareness. Every individual has an environmental friendly attitude, knowledge and behavior but they don't use it, they just ignore it.

