

AN EVALUATION OF GREEN MARKETING POLICIES ON MILLENNIAL CUSTOMERS TOWARDS THE ENVIRONMENT

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ABSTRACT

The Detrimental effects of human activity on the environment have recently come to light, prompting the green movement, sustainable development, and other related concepts to increase around the globe and integrate naturally into our daily lives. This study discussed the impact of green marketing to analyze the green product purchase intention of a millennial cohort in India. The growing relevance of environmental challenges compels Green Manufacturers in India to increase emphasis on the adoption of environmentally friendly marketing strategies.

The purpose of the study is to examine the influence of green marketing mix strategies on customers' green purchasing intention with special reference with Millennial customers. Consumers' environmental attitudes and the role of consumer demographics as control factors are both evaluated for their moderating effects. In order to determine how consumers are convinced to buy greener products, this study analyses the notion of green marketing.

It presents the empirical findings of a consumer study using a questionnaire method on green marketing methods. The survey questionnaires were completed by 127 responses of millennial consumers (25-42 years of age) of green products through a self-administered questionnaire based on the convenience sampling approach. The survey was conducted using a digital survey technique. The study also aims to identify the relationship between the various millennial consumer attributes and the sustainability of green marketing. Using millennial customers' environmental attitudes, the questionnaire was created to investigate the effects of green product, green price, green place, and green promotion on green purchase intention.

The findings provide some interesting clues regarding millennial customers' perceptions on environmental concerns and green products. Further findings suggest that most millennial have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. Due to customers' environmental attitudes, it has been demonstrated that green goods and green price significantly affect customers' intentions to make green purchases. In its final findings it discussed about Substitution of normal product with Green Products for betterment of the Environment in spite of its higher price and its relationship with gender in Millennial group.

Keywords: Green Marketing, Sustainability, Millennial Customer, Customer Satisfaction, Environmental Safety.

INTRODUCTION

Organizations need to constantly evaluate the latest and most attractive marketing trends so that they can be in the game for better business. By regularly investigating the shifts in consumer behaviour in the marketplace, marketing trends can be discovered. Companies that are aware of changes in consumer behaviour can modify what they are selling to customers. Today's consumers are more concerned with environmental degradation and the damaging effects of the products and services they utilize. Climate change that is already being seen, global warming, and rising air and water pollution could all be contributing factors to this worry. Consequently, employing green marketing gives businesses a chance to satisfy customers' needs and allay their environmental worries while simultaneously gaining a competitive edge and a loyal customer base Chen & Chai (2010).

The market for green products, also known as environmentally friendly products, has started to expand over this time to almost every aspect of the market. Consumers may now buy household cleaning goods, a variety of foods, and even water bottles in their neighborhood stores that use the green marketing strategy in some form. Additionally, consumers' environmental-friendly behaviour could extend to a variety of areas, such as automobile sharing, water and energy conservation, as well as reuse, recycling, or product disposal that adheres to ethical standards.

Green, as a word defines the culture for environmental sustainability. Green products are products which are manufactured through green technology and that do not cause any harm to the environment. The promotion of green products and technology is necessary for the conservation of natural resources and sustainable development.

Green products have following characteristics:

1. Safe and healthy products i.e., Product not harming or polluting environment
2. Water efficient
3. Products containing non-toxic chemicals and Low on hazardous emissions
4. Recyclable or made with recycled elements
5. A product having eco-friendly packaging, i.e., refillable containers.
6. Biodegradable Product.
7. Renewable and Reusable products.

Green Marketing

According to AMA, Green marketing is the promotion of items that are thought to be ecologically safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising or removing any activity that impacts the environment in negative way Cherian & Jacob (2012). The need for businesses to create and sell themselves as environmentally responsible has never been greater because the Earth now faces more environmental problems than ever before. Due to growing consumer awareness and concerns, green marketing is becoming a well-liked advertising technique. During the past few decades there has been massive growth in environmental awareness, consumers have become more enlightened on environmental issues. The main reason for this enlightenment is globalization, where the process continues at full speed across the world, and this process has also brought some problems with it. The foremost issue is the environment, which harms all living things. Green marketing is offering goods or services that are beneficial to the environment. It came into existence in the late 1980s and early 1990s. Green marketing is increasing, and because of this, consumers are willing to spend a lot of money on green products. On a simple note, it is marketing those products presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes in the production process, packaging styles, and advertisements (Kotni, 2017).

Ecological Marketing or Environmental Marketing is the other name for green marketing. Green marketing has a tremendous effect on our economy. It results in environmental protection and opens up new markets and employment possibilities. It consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment Patil & Khobarkar, (2019).

Millennial Consumer (Gen Y)

Millennial customer is a group of people born between 1980-1997. Millennial's are now the largest population group in the world. There are approx. 1.78 billion GEN Y people around the globe, equal to nearly 22%-23% of the global population. Currently 36% of Indian population i.e. 426 millions comes under millennial age which is more than China's 17% and USA's 21% of total population. Millennials, individuals between the ages of 25 and 42 are considered to be well educated, demographically diverse and well acquainted

with technology. Characterized as the largest generation of consumers, Millennials also known as Generation Y, reaching young adulthood in the early 21st century. Millennial consumers are known to be environmentally friendly as it attracts their interest, and they seek brands they regard as having a positive effect on the environment. Millennials exhibit greener attitudes than greener behaviors. Moreover India has witnessed as the second fastest growing emerging economies with the highest youth population with two third population which having the below age of 35 years, educated, and self-belief in speedy action oriented generation over the world leading to a young nation known as 'YOUNGISTAN' (Jaiswal & Kant 2018). Based on factors including ecological awareness, lifestyle, social influence, transmission of environmental attitudes from parents to children, and even gender, millennials' green consumption patterns differ from one another. Similar to their older counterparts, millennial customers place a premium on accessibility, affordability, and quality, while green products are frequently connected to inconvenience, high costs, and subpar performance. Even though they have positive sentiments regarding the environment, millennial consumers could consider green items to be an inconvenience. Green consumers are those who are environmentally sensitive (Henion and Kinnear 1976). A particular kind of socially conscious consumer behaviour with a primary focus on environmental conservation is Green consumerism (Antil, 1984). Consumerism that is "pro-social" has been referred to as "green consumerism" Smith (2010).

Millennials appreciate companies that actively work to develop more sustainable methods of production and products that do less harm to the environment; i.e., green marketing (King, 2017). Thus, it is important for companies to target millennials since buying patterns established during these years establishes brand loyalty for these individuals for decades. Also better educated millennials have a heightened awareness of green/environmental benefits and therefore, create an opportunity for firms to embrace production and promotion of green products. In addition, by creating brands that are associated with sustainability, companies are likely to be able to charge higher price with sustainable brands Naderi et al. (2017).

As the Green Marketing movement has grown, so too have the green product innovations and die-hard green consumers. The millennial generation often claims an overwhelming desire to protect the planet, avoid harsh chemicals, and strive for better conditions for all. However, when they stand in the supermarket and are faced with a higher-priced organic product versus the store brand cheap version, do they really select organic because their green values are strong enough? Furthermore, are all green consumers motivated by such strong green values or do they only make these purchases because a green product is perceived as better or the price is low enough?

In conclusion, millennials' pro-environmental beliefs and practices vary depending on their unique personalities. In actuality, general traits that give rise to various incentives for engaging in green behavior may have an impact on green consumption behavior.

The following section examines four important characteristics of Generation Y (a.k.a Millennials):

- | | |
|------------------------|------------------------|
| (1) Selfless altruism | (2) Consumer frugality |
| (3) Future orientation | (4) Risk averseness |

Benefits of Green Marketing

1. Green consumerism places a focus on environmental issues and aids in sustainable growth.
2. It steadily increases good will while lowering long-term costs.
3. It promotes marketing goods and services in line with consumer environmental attitude.
4. Green businesses are profitable over the long run and sustainable.
5. It assists the company in gaining a competitive edge via offering healthier goods and services.
6. The fact that they work for a firm that values the environment boosts employee morale.
7. It enables business expansion into a new market niche of ecologically and health-conscious consumers.

Barriers for Going Green

1. **Green Myopia:** It refers to appraising the former at the expense of the latter, which may hurt the consumer or the environment in the long term. While it is true that protecting the environment will ultimately result in consumer protection, focusing solely on green concepts may result in the loss of a product's market.
2. **Costing:** Green marketing entails the marketing of green products/services, green technology, and green power/energy, for which a significant amount of money must be spent initially on research and development programmes for the launch of the initiative and later on for programme promotion.
3. **Lack of Awareness:** Just a small number of individuals in India are aware of these rising new challenges. Although though some customers, particularly those who live in cities and are literate, may be familiar with the concept of green marketing, many are not.
4. **Convincing Consumers:** Firms must utilise effective tactics to communicate green efforts to stakeholders. Customers must be persuaded by emphasising the benefits of green products. To ensure customer trust, green product marketers must be considerably more open, with suitable Eco-Labeling Schemes and adequate authenticity by certified agencies, and refrain from violating any laws or regulations in business activity.

Green Marketing Initiatives by the Government of India

1. Eco-labeling schemes

- The Indian government's ministry of environment and forests has established the following standards for products that must meet them:
- They generate far less pollution during manufacturing, use, and disposal than comparable products.
- They are recyclable and can be recycled, unlike things that are similar but not.
- They help to lessen unfavorable effects on environmental health.
- They adhere to the environmental rules, norms, and regulations.

2. Eco-Mark

The Eco-Mark may be applied to products in accordance with this theory if they have minimal negative effects on the environment during all phases of development, including manufacture, packing, distribution, use, and disposal. The earthen pot has been chosen as the selected emblem for India's Eco-Mark programme because it has the power to influence people and encourage a wider understanding of the importance of protecting the environment.

3. ISO 14000 Series of Standards

The goal of ISO is to support any firm in any country in attaining its environmental and sustainable development goals. The ISO standards i.e., ISO 14001, 14004, 14010, 14011, and 14012 was published in 1996. Labeling and lifespan analysis are two crucial environmental analysis tools that should be standardized in order to provide guidance for developing an all-encompassing strategy to environmental management.

By the Indian Companies

1. The Bengaluru Metropolitan Transport Corporation (BMTC), NITI Aayog, Indian Oil Corporation (IOC), and Ashok Leyland are working together on the project to reduce pollution. The BMTC deployed 80 buses that operate on methanol fuel in the trial project, and 20 Ashok Leyland vehicles will also be introduced in the early stages.
2. MAMAEARTH is the only company in India that is 'Made Safe' certified. All of the chemicals that are often prohibited in nations are absent from Mama Earth products. For social cause they plant one tree on behalf of customers on their purchases.
3. Nearly every Automobile company in India is now switching to Electric vehicle section.
4. State Bank of India: In order to save energy and reduce carbon emissions, SBI has implemented Green IT by utilising eco- and power-friendly technologies in its 10,000 new ATMs. It has signed up for a green service called "Green Channel Counter" to provide services like paperless banking, no deposit slip, no withdrawal form, no checks, and no forms for money transactions using SBI Shopping and Debit card systems.
5. REVA is the first company to commercially release an electric vehicle, an Indian business with headquarters in Bangalore

OBJECTIVES OF THE STUDY

1. To investigate the level of awareness of millennial consumers about green products and practices towards environmental sustainability.
2. To determine the pricing as a factor in the sustainability of green products.
3. To measure millennials' level of environmental consciousness.

Hypothesis

H₁: There is no relationship between gender and use of high price green product among Millennials.

H₂: There is no correlation between eco-friendly advertising and purchase decision of green product by Millennials.

NEED OF THE STUDY

As it may offer competitive benefits, green marketing has grown to become one of the primary areas of focus for marketers. Yet, it necessitates investment in terms of process improvement, technology development, and consumer benefit communication, among other things. Due to new government restrictions and a shift in global customer preferences, many Indian businesses are increasingly promoting themselves as environmentally friendly businesses. Unfortunately, little study on green marketing has been conducted in India, and it is unclear if millennial customers are aware of green products. It is also unclear how millennial customers feel about green products and how their feelings and actions are related. Marketers must understand the elements that influence millennials decision-making since green marketing differs from standard marketing. This study intends to answer the research issue of what factors impact millennial customers' decision-making on whether or not to purchase a green product. Marketing terminology like "Green Marketing" and "Environmental Marketing," which commonly appear in the popular press, are one business field where environmental concerns have garnered a significant lot of attention in the public and professional press. It is also debatable how Millennial customers feel about green items and how attitudes and behaviour interact. Marketers must understand the elements that influence customers to choose green products since green marketing differs from standard marketing.

LITERATURE REVIEW

Several studies have looked at how millennials see sustainable products and what appeals to them. Yet, there is little knowledge of this group's intentions to make green purchases and the reasons that may influence them. Green consumption principles have been characterized in a number of ways and are relatively new concluded that 75% of Millennials are concerned about the environment to the extent that they have altered their purchasing patterns in favour of greener goods. According to a Pew Research Center poll, Gen Z and Millennials are particularly engaged with the topic of climate change.

According to Joel Makower (Shafaat & Sultan, 2012), problems faced by green marketer also include the absence of standards and universal understanding among the public regarding what genuinely counts "green". Notwithstanding these obstacles, green marketing is gaining traction, especially in light of rising global concern about climate change.

Many studies have been conducted to evaluate factors affecting green consumption and have made critical experimental findings about the positive relationship between the intention to buy green products and age, income, and education also have a comprehensive definition of green consumption from the perspective as a process through social behaviours, including the purchase of bio-foods, recycling, reuse, setting limits on excess, and using an environmentally friendly transportation system (Vũ Anh Dũng et al. 2013).

Green marketing is described as "marketing that satisfies current customer and company expectations while conserving or strengthening the capacity of future generations to satisfy their own requirements" (Kotler & Armstrong, 2009).

Alfredsson (2004) showed how the index of energy use and CO₂ emissions is connected to green consumption.

According to Carrigan et al (2004), defines Green customers are those who make ecologically responsible goods purchases. Green consumption includes recycling and purchasing ecologically friendly products in addition to consuming commodities without harming the environment.

Polonsky (1994) defined "*Green marketing*" as all marketing efforts that produce or assist any exchanges meant to meet human needs or wants while having the least possible negative effects on the environment. According to him, environmental marketing has been viewed as a means for corporations to achieve their goals (stated by Keller 1987, Shearer 1990). It was thought that organisations had a moral commitment to serve society in a more environmentally responsible manner.

METHODOLOGY

1. **Research Design:** This study is Descriptive in nature. This paper is qualitative as well as quantitative in character. Data are given in tables and charts; so, it is quantitative, yet it is qualitative due to theoretical study of various types of literature.
2. **Population:** The survey solicited responses from **millennial customers** on green marketing activities. Population size of 426 millions comes under millennial age group. This group represents a comprehensive analysis of the whole population (census) of an existing database of millennials aged 25 to 42 years (**Sample $M = 31.76$, $SD = 4.73$**), qualifying them as millennials.
3. **Source and Collection of Data:** Part of the information used in this study was primary information gathered directly from sources, while other information was secondary information gathered through websites and other sources.
The survey method's questionnaire methodology gathers first-hand information. The questionnaire was generated in Google Forms and distributed to responders via link sharing. A total of 127 people were sampled, with 36.2% being female and 63.8% being male. The poll was designed to collect people's opinions on several elements such as pricing, product, marketing, and if green items encourage them. Together with these, demographic data such as age and education level were gathered. Secondary data was gathered through publications like Past Literatures, e- articles, books, Journals, websites etc.
4. **Data Analysis:** To analyze the data statistically, the information gathered through the consumer survey is used for additional research and hypothesis verification. As a result, the questionnaire exhibited good content validity. On a 5-point Likert scale, respondents were asked to score the statement from Strongly Disagree to Strongly Agree. Because the neutral point on the scale was 3, means over 3 indicate broad agreement with the statement, while means below 3 indicate disagreement. There were 127 legitimate replies to the questionnaire, with five rejected since they were not the subject matter of the study, i.e., they were not millennial consumers.
5. **Statistical tools:** To improve the accuracy and reliability of this study, Mean was calculated; also the Chi-square test was used to determine whether there is a link between green product preferences and marketing aspects such as pricing as well as, to study the relationship between Eco- friendly advertisement and buying behavior of millennials.
6. **Sampling Method:** Convenient Sampling methods were used to collect the data.

Data Analysis and Results

By examining specific questions asked in a survey, the results of this study were determined.

A. Screening Question

To ascertain if the respondents were from the Millennial age group and had purchased environmentally friendly products, a categorical (nominal), dual-choice question was asked at the beginning of the survey. Thus, this query served as a screening question. According to data, 79.5 percent of respondents are aware of green products. In another survey, it was shown that just 35.4% of millennial respondents use green goods, compared to 55.1% who don't and 9.4% who are unsure. More responders were informed about green products and their impact on the environment in all circumstances.

B. The preference of millennial consumers to purchase the product even if green items are more expensive than standard ones.

The Millennial generation prefers to purchase green items even if they are more expensive than non-green alternatives, as shown in the following graph. According to the study, 69 respondents, or 54.3%, prefer paying more for green goods and services than 58 respondents, or 45.7%, do not. The respondents' hesitation to buy green items can be due to their ignorance of their benefits or their presumption that they are less reliable or of higher quality.

C. Millennial consumers respond to change product for the environment's sake, despite the increased price compared to standard goods.

According to the poll, 62.2% of millennial respondents agreed to changing product preferences for the welfare of the environment, while 37.8% of millennial respondents disagreed with switching product preferences for the same reason. This demonstrates that millennials are becoming more environmentally aware and are expressing this awareness in their purchasing decisions for green items

D. The marketing strategy that affects a Millennial consumer's decision to purchase a green product.

The illustration above demonstrates how different marketing components that affect millennial consumers' purchasing decisions for green products are rated. The poll shows that superior packaging has a significant impact on customers' decision to purchase green products. The second factor driving millennials to choose green goods is environmental concerns. The product, followed by a better advertising aspect, is the third element that the customers have selected.

E. Millennial Consumers' attention to eco-friendly advertising when compared to another advertisement.

According to the poll, 37.8%, or 48 respondents, paid more attention to eco-friendly advertising than other commercials. It should be emphasised that 46.5% or 59 respondents, said they seldom see green commercials, while 15.7%, or 20 respondents, said they were unsure about their selections. The reason for not paying more attention to green marketing might be a belief that commercials and the concept of eco-friendly items are less information, modern-day hype, and hence unworthy of attention.

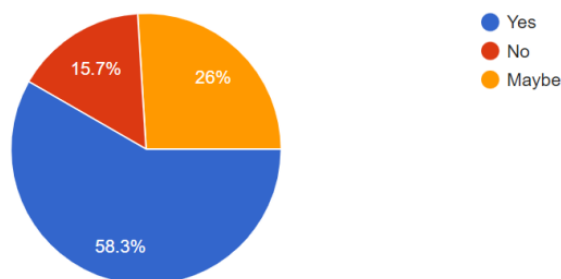


FIGURE 1
MILLENNIAL REACTIONS TO PURCHASING THINGS MADE ON RECYCLABLE MATERIALS

According to the poll, 58.3% of millennial respondents prefer to purchase goods made of recyclable materials. It should be noted that while 26% of respondents prefer products made from recycled materials whenever they feel like it and not always, 15.7% of millennial respondents said they do not prefer buying products made from recycled materials. This could be because consumers believe that products with green branding inspire less confidence in them or because consumers believe that products made from recycled materials are less durable and of lower quality.

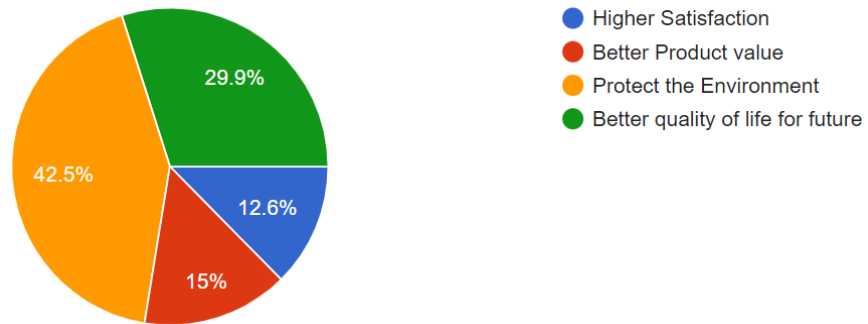


FIGURE 2
THE PRIMARY JUSTIFICATION FOR PAYING MORE FOR "GREEN" GOODS AND/OR SERVICES

The poll shows that environmental protection duty is the key driver of consumers' willingness to pay more for "green" goods and/or services. Better future quality of life, a potential rise in product value, and receiving a high degree of pleasure from the green product or service are the respondents' next two top justifications for spending more on "green" goods or services.

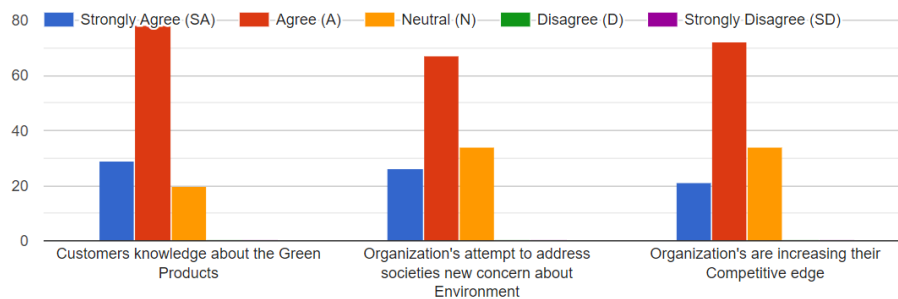


FIGURE 3
CAUSES FOR AN INCREASE IN GREEN MARKETING FOR FAVORITE PRODUCT

The rating given to several explanations for why green marketing is popular in the present market environment is shown in the following graph. According to the report, the major reason green marketing is becoming more significant in the current market environment is because of customers' increased understanding of green products. The second reason is that businesses are becoming more competitive in the market Polonsky (1994).

Hypothesis Testing

A Chi-Square test was used to determine the sustainability of green products to ensure the accuracy of the study.

H₀₁ Case: High Price of Green product and its relationship with gender for betterment of environment.

H₀: There is no relationship between gender and use of high price green product among Millennials.

H_a: There is a relationship between gender and high price green product use among Millennials.

For this, the test was used to determine the link between genders and marketing elements such as pricing for environmental improvement. Pricing is included as a variable in the study since price has the most effect on millennial customers. This characteristic may determine the sustainability of the green product for environmental improvement.

The Chi-square table value at a 5% Level of significance @1 degree of freedom is 3.84

The Chi-square statistic is 0.0216. The p-value is .883205. At p.05, the result is not significant.

The null hypothesis is accepted since the computed value is less than the table value. We may thus draw the conclusion that there is no correlation between gender and the adoption of expensive green products for environmental improvement in millennials. In other words, the sustainability and preference of green products has nothing to do with their price. The preference of green products does not depend on the gender of the millennial consumers.

H₀₂ Case: Eco- friendly advertisement of green products and its relationship with purchase decision of millennials.

H₀: There is no correlation between eco-friendly advertising on purchase of green products.

H_a: There is a correlation between eco-friendly advertising on purchase of green products.

The Chi-square table value at a 5% Level of significance @2 Degree of freedom is 5.99

The chi-square statistic is 0.05541. The p-value is .972664. The result is not significant at p<0.05.

The null hypothesis is accepted since the computed value is less than the table value. We may thus draw the conclusion that there is no correlation between Eco- friendly advertisements of green products with purchase decision of green products in millennials. In other words, the eco- friendly advertisement of goods has nothing to do with the buying behavior of millennials Wiener & Doescher (1991).

CONCLUSION

It is not unexpected that the majority of the millennial respondents in this survey made environmentally friendly purchases because they have demonstrated a good attitude towards green items while also expressing worry about their availability and cost. This suggests that marketers should make green items accessible to consumers for consumption as consumers have expressed a propensity to purchase green products if they are offered. If marketers can convince millennial consumers of the advantages of green products—which they perceive as costing more than traditional products—in comparison to those of traditional products, they may buy them. This is because millennial consumers are thinking about the negative effects of manufacturing and consumption on the environment. This analysis also shows that, as predicted, millennials' future-focused mindsets are a strong predictor of their use of green products. Long-term environmental effects, whether beneficial or detrimental, are more noticeable. This concept illuminates the significance of future direction in the context of environmental protection. According to research, a relatively small number of consumers solely

purchase environmentally friendly goods. Marketers could use this as a chance to expand their product lines and position themselves as environmentally friendly. Furthermore, despite the fact that millennials are often referred to be a risk-averse generation, our findings demonstrate that this description does not correspond to their support for the environment. This might be because, in the context of environmental conservation, dangers that directly affect an individual have a limited scope than those that affect the ecosystem. As a result, research participants did not consider their green consuming habits as initiatives that reduced their potential danger. Nonetheless, future studies should look at this option. These findings suggest that millennials are more likely to be committed to doing sustainably when their motivations are reasonable and self-centered. This finding is consistent with other research demonstrating that millennial consumers' pro-environmental behaviour is primarily motivated by self-oriented factors including concern for one's own image, a desire for status, and a need for admiration.

Practical Implications

The study's conclusions have consequences for environmentalists, policymakers, and green marketers. Economic rationality is a prominent factor in this arena as millennial consumers seek real green advantages, particularly for millennials who not only have limited financial means, but the current pandemic has modified consumer requirements for eco-friendly items. While some consumers may be ready to pay extra for environmentally friendly items, millennials' financial restraints may be a problem. As a result, green businesses will have to reconcile this shifting perspective with items that have traditionally carried a price premium. Furthermore, environmental authorities and legislators should continue to work to give economic incentives such as tax cut and zero-interest loans to encourage pro-environmental purchases within this group.

Area for Further Studies

Based on the findings of this study, more research might be conducted to investigate the unique marketing methods used by the aforementioned green business organizations in India. An in-depth analysis may be undertaken to fully comprehend the green endeavors of all internationally rated Indian enterprises. Green products are ones that can be recycled or preserved and do not harm the environment or deplete natural resources. The factors that affect consumers' decisions to purchase green products are a crucial component of the green consumption theory. Empirical study may be carried out to learn about the value, problems, and possibilities presented by green business organizations in India.

Limitations of the Study

This study adds to our understanding of the elements that may support or discourage pro-environmental behavior among millennials. But, like with any study, there are certain limitations to this research. First, in this study, a convenience sample of millennial data was employed, and the only screening feature that qualified individuals as millennials was their age. As a result, the findings cannot be applied to the whole millennial population. While millennials are frequently classified as a generation based on their age or life stage (Guräu 2012), other criteria such as lifestyle and hobbies may also be utilized to further describe this group of customers. More representative samples should be used in future studies to investigate these aspects further. The study has significance for both consumers and marketers, and it strongly supports the beginning of an era of green marketing in India. The present investigation is inevitably limited by time constraints. Due to its local concentration, the study's generalizability is restricted, yet it nevertheless offers useful insights into consumer attitudes about green products. Future studies can concentrate on customer psychographic segmentation in order to evaluate their green values and preferences. To learn more about the green phenomena and gain additional insight into consumer behaviour, the study may be reproduced on a bigger scale. Because some respondents were hesitant to complete the questionnaire, the study may have been influenced by respondents' personal biases.

Suggestions for Green marketing

1. To encourage millennial consumers to adopt environmentally friendly practices by educating them on how to consider environmental concerns while making decisions.
2. By research and development efforts, the industry related to eco-friendly packaging, eco-tourism, green funding, and green media may be further enhanced. Also, it must to make an effort to appreciate and reward eco-friendly businesses.
3. The promotion of green products should be considered a national effort throughout the nation. Commercial appeals that use green products and activities are more likely to elicit emotions and lead to persuasion Create a brand identity that reflects eco-friendly motives.
4. While advertisers must be aware of the consequences of green marketing, it should not be ignored. Marketing communications around green practices should be more focused on topic and messaging. The corporation should also work on: reducing waste, making organizational policies more flexible, increasing employee awareness initiatives, effective and open communication, and constantly refining their products and procedures.

Closing Remarks

A tool for ensuring long-term environmental conservation for future generations is green marketing. Turning green requires significant upfront costs, thus moving towards a green firm is only feasible after weighing the advantages and disadvantages of this effort via appropriate research and development. Green business may not be advantageous in the short term, but it will undoubtedly have a good influence on the success of the company in the long term. Green practices may be efficiently introduced through theme- and message-based channeled marketing communications. The environmental costs of their choices are understood by millennials, who also have the knowledge, drive, and social conscience to take part in the green movement. They have not totally integrated their ideas and deeds. In reality, millennial customers may exhibit similar behaviors for very different reasons. For e.g. one person may buy and drive a hybrid automobile to save money on fuel, whilst another person may drive an e-Car to demonstrate his interest in environmental conservation in the goal of improving his social position. As eco-friendly product promises become more real to consumers, firms may expand their green portfolios by segmenting their customers who seek green products for a variety of reasons, including health, sustainability, and cost. The current study was a first attempt to address this issue; future research should look at other motives for green purchase among this particular group of millennial consumers and other cohort population like Gen X, Gen Z and Baby boomer.

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