



ANALYSIS OF PURCHASING BEHAVIOUR OF MILLENNIALS TOWARDS ECO-FRIENDLY ELECTRONIC PRODUCTS IN CHENNAI

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ABSTRACT

The technological advancement and speedy process of globalization continue in the world have brought many environmental issues such as global warming, pollution, etc. that affects all the livings in the world. Nowadays, consumers have worried about the future of the world and as results of this, they mostly prefer eco-friendly products. The organizations, in return to this behaviour of the consumers, have started to formulate their marketing strategies to satisfy the consumer towards their products. In this scenario, this study is conducted to analyse the perception, satisfaction and post-purchase behaviour of millennial consumers towards eco-friendly electronic products in Chennai.

This study is exploratory in nature and use mixed research approach. The researcher adopted Convenience Sampling method. This study is based on a sample of 110 millennial consumers (who born between 1981 and 1996) who are buying eco-friendly electronic products in Chennai district. After the data collection by using structured questionnaire, descriptive and inferential statistical analysis are carried out to analyse the data. Independent Sample "t" Test, Correlation and Multiple Regression are applied to test the hypotheses and analyze the millennial consumer purchasing behaviour towards eco-friendly electronic products. The study revealed that Gender of the millennial consumers and Years of usage of eco-friendly products have influence on the perception, satisfaction and post-purchase behaviour of millennial consumers towards eco-friendly electronic products. It is also found that there are strong positive relationships among Perception, satisfaction and post-purchase behaviour of millennial consumers. Out of four aspects of eco-friendly products, 'Product Quality' has contributed more and 'Product Availability' has contributed lesser to the post-purchase behaviour towards eco-friendly electronic products when compared with others. Based on the results of the study, it is suggested that the manufacturers, traders, marketers of the Electronic Products should take more appropriate steps to formulate and implement environmental (green) marketing strategies in order to improve the positive millennial consumer behaviour towards their electronic products which would ultimately lead to better business performance.

Keywords: Eco-friendly Products, Millennials, Product Quality, Product Availability, Concern for Environment, Satisfaction, Post-purchase behaviour.

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1. INTRODUCTION



As the increasing escalation of the natural global warming issues due to the industrial products which cause the significant environmental contamination worldwide, people now, focus their attention more on the environmental protection and nature conservation. The speedy process of globalization continues in the world that has brought many issues also. Environmental issues is one of the critical issues that affects all the livings in the world. Because of the increasing growth of the natural global warming crisis, pollution, degradation, etc. now, the people focus their attention on the environmental protection more and more. Nowadays, consumers have worried about the future of the world and as results of this, they mostly prefer eco-friendly products.

Globally, 85 percent of people indicate that they have shifted their purchase behavior towards being more sustainable in the past five years and sustainability is rated as an important purchase criterion for 60 percent of consumers (The Global Sustainability Study 2021 and Business wire Report 2021). The organizations, in return to the behaviour of the consumers, have started to formulate their marketing strategies in order to utilize the increasing awareness of the people on the eco-friendly products. In this context, this study is conducted to analyse the perception, satisfaction and post-purchase behaviour of millennial consumers towards eco-friendly electronic products in Chennai district.

2. FORMULATION OF RESEARCH PROBLEM

In recent times, the consumers and manufacturers have shown more concerns on the environmental impact of products. Consumers and business people have directed their attention toward eco-friendly products which are assumed to be “Green” or “Environment friendly” like low power consuming or energy-efficient electrical and electronic products, recyclable paper, organic foods, lead free paints, etc. Marketing personnel in India are also realizing the importance of the green or environmental marketing concept. Organizations are now involving in the formulating green or

environmental marketing strategies. These strategies have environmental conscience and are relating from the processes of product designing, producing, packaging, advertising and distributing the same to the ultimate consumers. Eco-friendly or Green products are inevitable element of sustainable marketing strategy and sustainability concept, given that its implementation requires changes that will activate mass rather than individual consumers.

Nowadays, ‘going green’ or ‘eco-friendly’ are powerful instruments in bringing more revenues and profitability to the organizations and are tightly connected with consumers. Maintaining and improving the positive consumer purchase behaviour has become one of the important issues for the organizations in the present dominance of consumer environmentalism. Thus, many organizations have taken steps to formulate eco-friendly policies and strategies in product development which provides more competitive advantage as the products are different and better than those of competitors. This would not only increase the image of the product among the general public who care about environment but also increase the image and popularity of the organizations.

The task for marketing personnel in this new environmental era is to identify opportunities to supplement their products’ environmental credentials in order to strengthen their products. Undeniably, the prevalent environmental consciousness among consumers, means that organizations are, nowadays, forced to pay more attention to bring and incorporate eco-friendliness in their products. Apart from these, the increasing popularity of eco-friendly products has prompted intense competition in the eco-friendly industry and its markets, with various eco-friendly products and organizations are specifically introducing green brands to stimulate customers. However, the intense nature of competition in the eco-friendly market means that organizations are not only focusing on the better quality in the products but also are incorporating the eco-friendly functional attributes in their products in order



to secure millennial consumer satisfaction and positive post-purchase behaviour.

Millennials make up around 30% of the world's population and are perhaps the most concerned generation when it comes to environmental sustainability and social issues. Millennials who born between 1981 and 1996 (called Gen Y), have high level of engagement with the issue of climate change and have more concern for environment and its protection (Pew Research, USA, 2021). Millennials make up the largest portion of the workforce today and they are worth \$1 trillion in consumer spending and most of them (73%) are spending more for eco-friendly and sustainable products (Gallup Report, 2019). Hence, this study is an attempt to analyse the millennial consumers' purchasing behaviour towards eco-friendly electronic products in Chennai district.

3. OBJECTIVES OF THE STUDY

The objectives of the present study are as follows:

- ❖ To study the demographic and purchase pattern of millennial consumers with respect to eco-friendly electronic products in Chennai district.
- ❖ To analyse the consumers' perception on the various aspects of eco-friendly electronic products in Chennai district.
- ❖ To evaluate the impact of millennial consumers' perception on their satisfaction and post-purchase behaviour towards eco-friendly electronic products in Chennai district.

4. REVIEW OF LITERATURE

A study by **Nielsen Global Survey of Corporate Social Responsibility and Sustainability (2015)** showed that 73% of millennials are willing to pay extra for products that are sustainable. A study by **Cone Communications' Millennial Employee Engagement (2016)** showed that 83% of millennials would be more loyal to a company that helps them contribute to social and environmental issues and 64% of Millennials consider a company's social and environmental commitments when deciding where to work.

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Not afraid of demanding what they want, more economically privileged millennials often take to spending more to buy better or less harmful products. Many millennials have been criticized for liking or sharing a socially or environmentally conscious post or article and then sitting back and feeling as though they have contributed to society. Driven, perhaps, by the undeniable urgency of the climate crisis, millennials, more than any other age group, are "highly worried about global warming, think it will pose a serious threat in their lifetime, believe it's the result of human activity, and think news reports about it are accurate or underestimate the problem," according to **Gallup Survey (2019)**. **Nguyen et al. (2019)** found that consumers' attitude is positively associated with green purchase behavior. People believed that green consumption behavioral intention might protect their health.

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Lucyna Witek (2020) conducted a study to analyze the importance of environmentally-friendly attributes for product purchasers. The research was conducted among 650 Polish consumers. An online survey method was applied. The study confirmed that environmentally-friendly attributes do not play a primary role while choosing products. Hedonic, health and economic benefits take place before environmental benefits. For women, eco-friendly attributes were more important when choosing products, while men were more driven by economic and functional benefits. **Shimul et al. (2021)** reported that consumers' environmental and natural green product-related knowledge and information could lead to an increase in consumer positive attitudes and purchase of green products behavioral intention. **Chen, Xia and Rahman et. al. (2022)** in their study aimed to investigate the consumers' green product purchase attitudes and behavioral intention during COVID-19 pandemic. Data was collected through a survey method of 503 consumers in Malaysia. Data were analyzed using the partial least square method. The findings revealed that fear of COVID-19 pandemic has a significant impact on green product behavioral intention. Green product literacy, green product orientation, and

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social influence have a significant influence on green product purchase attitudes.

5. SCOPE OF THE RESEARCH

The scope of study is a general outline of what the study will cover. The focal point of the study is to analyze the millennial consumers' perception on the major aspects of eco-friendly products and their impact on satisfaction and post-purchase behaviour towards eco-friendly electronic products in Chennai district. This study is limited to the selected millennial consumers who are buying eco-friendly electronic products in Chennai district only. The scope of study area is confined to millennial consumers and restricted to Chennai district. This study is conducted to suggest

some measures to improve the present environment or green marketing environment in order to improve the consumers' purchasing behaviour positively on the one side and improve the environment protection on the other side by offering various eco-friendly electronic products to the consumers.

6. RESEARCH METHODOLOGY

Research methodology is a way of solving the problem in a systematic manner. The methodology followed for carry out the study includes the specification of research design, sampling design, methods of data collection, the application of statistical tools for data analysis, etc.

Table 1
RESEARCH METHODOLOGY

Research type	Exploratory Research.
Research Approach	Combination of Qualitative and Quantitative Approach.
Population & Sampling Unit	Millennial Consumers of Eco-friendly electronic products.
Sample size	110 Millennial Consumers of Chennai district.
Sampling Area	Chennai District.
Sampling Method	Non-Probability Sampling – Convenient Sampling
Study Design	Cross-sectional Study Design
Data type	Primary (Majority of the data) and Secondary Data
Sources of Primary Data	Survey and Personal Interview
Sources of Secondary Data	Research Articles, Internet, Journals, Magazines, Reports, Books, Newspapers, etc.
Research instrument	Structured Questionnaire.
Period of data collection	January 2022 to February 2022.
Software used for data feeding & analysis	Microsoft Excel 2010 and SPSS (Ver. 20).

7. DATA ANALYSIS AND RESULTS

7.1. DEMOGRAPHIC PROFILE

Table 2
DEMOGRAPHIC PROFILE
(Sample Size = 110)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	68	61.82
	Female	42	38.18
Marital Status	Married	71	64.55
	Unmarried	39	35.45
Qualification	School / Diploma	38	34.55
	UG / PG	53	48.18



	Professional	19	17.27
Monthly Family Income (INR)	Upto Rs.25,000	21	19.09
	Rs.25,001 – Rs.50,000	48	43.64
	Rs.50,001 – Rs.1,00,000	24	21.82
	Above Rs.1,00,000	17	15.45
Occupation	Salaried Job	42	38.18
	Business / Profession	36	32.73
	Student	14	12.73
	Home maker	18	16.36

Source: Primary Data

From the above table, it is inferred that Male respondents (61.82%) are more than female respondents (38.18%). 64.55% of the respondents are married. 48.18% of the respondents have UG / PG Qualification and

43.64% of the respondents are earning monthly income of Rs.25,001 to Rs.50,000. 38.18% of the respondents are Salaried employees followed by Business / Professionals (32.73%).

7.2. ECO-FRIENDLY ELECTRONIC PRODUCTS DATA

Table3
 ECO-FRIENDLY ELECTRONIC PRODUCTS

(Sample Size = 110)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Type of Eco-friendly Electronic Product purchased (Multiple Options)	CFL/LED Bulbs/Lights	84	76.36
	LED/OLED TV	26	23.64
	Computer/Laptop	62	56.36
	Mobile/Smart Phones	40	36.37
	Refrigerator	44	40.00
	Washing Machine	36	32.73
	Air Conditioner/Fan	28	25.45
	Electric Bike	15	13.64
	Generator/Invertor	14	12.73
	Rechargeable Batteries	12	10.91
	Solar Devices/Products	05	4.55
Knowledge about Eco-friendly Electronic Product	Personal experience	36	32.73
	Advertisement (Online/Offline)	22	20.00
	Parents suggestion	10	9.09
	Friends & Relatives	21	19.09
	Colleagues/Neighbours	10	9.09
	By visiting Shop	11	10.00
Years of buying / using Eco-friendly Electronic Products	Upto5 Years	54	49.09
	5 to 10 Years	30	27.27
	Above 10 Years	26	23.64

Source: Primary Data

From the above table, it is inferred that CFL/LED Bulbs/Lights (76.36%),

Computer/Laptop (56.36%) and Refrigerator (40%) are the top three eco-friendly electronic



products purchased by the respondents. Solar Devices/Products (4.55%) and Rechargeable Batteries (10.91%) are the top least twoeco-friendly electronic products purchased by the respondents. 32.73% of them came to know aboutEco-friendly Electronic Product by their

personal experience and 20% of them came to know through Advertisement (Online & Offline). As far as years of buying / using the eco-friendly Electronic Products is concerned, 49.09% of the respondents buy/use the same for up-to 5 years.

7.3. PURCHASING BEHAVIOUR OF MILLENNIALS TOWARDS ECO-FRIENDLY ELECTRONIC PRODUCTS

H₀: There is no significant difference between the Male and Female respondents with respect to the millennial consumers’ Perception, Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products.

Table4
INDEPENDENT SAMPLE ‘t’ TEST
GENDER – PURCHASING BEHAVIOUR OF MILLENNIALS TOWARDS
ECO-FRIENDLY ELECTRONIC PRODUCTS

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VARIABLES	GENDER – PURCHASE BEHAVIOUR						t - value	p - value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Perception on Purchase of Eco-friendly Electronic Products	68	48.61	8.227	42	44.29	6.885	5.587	0.000**
Satisfaction on Eco-friendly Electronic Products	68	19.36	2.336	42	17.55	2.387	3.698	0.000**
Post-purchase behaviour towards Eco-friendly Electronic Products	68	18.22	2.854	42	16.32	2.558	3.264	0.005**

Source: Primary Data (**1% Level of Significance)

An independent-samples t-test was conducted to compare the difference between the Male and Female respondents with respect to the millennial consumers’ Perception, Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products. As the P values are lesser than Sig. Value (0.01) in all the above cases, the Null Hypotheses are rejected. Based on the mean Scores, we can say that the mean score of Male respondents (M = 48.61, M = 19.36 and M = 18.22) is more than the Female respondents (M= 44.29, M = 17.55 and M = 16.32). This indicates that the Male respondents have more perceived, more satisfied and have more positive post purchase behaviour towards eco-friendly electronic products than the female respondents.

H₀: There is no significant difference among the Years of Usage of Eco-friendly Electronic Products with respect to the millennial consumers’ Perception, Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products.

A one-way between-groups analysis of variance (ANOVA) was conducted to explore the significant difference among the Years of Usage of Eco-friendly Electronic Products with respect to the millennial consumers’ Perception, Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products.

Table5
ONE-WAY ANOVA



**YEARS OF USAGE OF ECO-FRIENDLY ELECTRONIC PRODUCTS –
 PURCHASING BEHAVIOUR OF MILLENNIALS**

VARIABLES	YEARS OF USAGE OF ECO-FRIENDLY ELECTRONIC PRODUCTS			F – value	p – value
	Upto5 Years (54)	6 – 10 Years (30)	5 to 10 Years (26)		
Perception on Purchase of Eco-friendly Electronic Products	42.10	48.04	45.36	11.115	0.000**
	8.145	5.253	6.854		
Satisfaction on Eco-friendly Electronic Products	17.19	19.40	18.83	4.529	0.000**
	2.363	1.987	2.120		
Post-purchase behaviour towards Eco-friendly Electronic Products	16.22	17.30	16.57	2.314	0.014*
	2.968	2.110	2.785		

Source: Primary Data (No. of respondents are shown in brackets)
 (**1% Level of Significance & * 5% Level of Significance)

As the *P* values are lesser than Sig. Value (0.01) in the millennial consumers' Perception, Satisfaction and Post-purchase behaviour towards eco-friendly electronic products Scores, the Null Hypotheses are rejected. Apart from reaching statistical significance, the actual difference in the mean score among the Years of Usage of eco-friendly electronic product groups is also large in case of Perception (M = 42.10 to 48.04), in case of Satisfaction (M = 17.19 to 19.40) and in case of Post-purchase behaviour (M = 16.22 to 17.30).

The Mean score of the millennial consumers' Perception, Satisfaction and Post-purchase behaviour in case of the 6 to 10 Years' usage period (M = 48.04, M = 19.40 & M = 17.30) is more than others. Hence, it is inferred

that the respondents who are using eco-friendly electronic products for 6 to 10 Years have more Perception, Satisfaction and more positive Post-purchase behaviour towards eco-friendly electronic products than others.

H₀: There is no significant relationship between the millennial consumers' perception on various aspects of Eco-friendly Electronic Products and their Satisfaction on Eco-friendly Electronic Products.

A Pearson product-moment correlation was run to determine the relationship between the millennial consumers' perception on various aspects of Eco-friendly Electronic Products and their Satisfaction on Eco-friendly Electronic Products.

**Table 6
 CORRELATION ANALYSIS
 PERCEPTION – SATISFACTION ON ECO-FRIENDLY ELECTRONIC PRODUCTS**

VARIABLES	N	r' VALUE	P VALUE	RELATIONS HIP	REMARKS	
					SIGNIFICANT	RESULT
Product Quality – Satisfaction	110	0.842**	0.000	Positive	Significant	REJECTED
Price of the Product – Satisfaction	110	0.658**	0.000	Positive	Significant	REJECTED



Product Availability – Satisfaction	110	0.569**	0.000	Positive	Significant	REJECTED
Concern for Environment – Satisfaction	110	0.608**	0.000	Positive	Significant	REJECTED

****.** Correlation is significant at the 0.01 level (2-tailed).

As the P values are lesser than Sig. Value (0.01) in all the above relationships, the Null Hypotheses are rejected. There are high positive and significant correlation between the millennial consumers’ Perception and Satisfaction on eco-friendly electronic products. Out of four aspects, Product Quality ($r = 0.842$) has more relationship and Product Availability ($r = 0.569$) has lesser relationship with millennial consumers’ Satisfaction on eco-friendly electronic products when compared with others.

H₀: There is no significant relationship between the millennial consumers’ Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products.

A Pearson product-moment correlation was run to determine the relationship between the millennial consumers’ Satisfaction and Post-purchase behaviour towards Eco-friendly Electronic Products.

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Table 7
CORRELATION ANALYSIS
SATISFACTION AND POST-PURCHASE BEHAVIOUR TOWARDS
ECO-FRIENDLY ELECTRONIC PRODUCTS

VARIABLES	N	‘r’ VALUE	P VALUE	RELATIONS HIP	REMARKS	
					SIGNIFICANT	RESULT
Satisfaction – Post-purchase behaviour towards eco-friendly electronic products	110	0.827**	0.000	Positive	Significant	REJECTED

****.** Correlation is significant at the 0.01 level (2-tailed).

As the P value is lesser than Sig. Value (0.01) in all the above relationship, the Null Hypothesis is rejected. There is a high positive and significant correlation or relationship ($r = 0.827$) between the millennial consumers’ Satisfaction and Post-purchase behaviour towards eco-friendly electronic products.

7.4 MULTIPLE REGRESSION ANALYSIS

Multiple Regression was conducted to determine the best linear combination of the Perception on the various aspects of Eco-friendly Electronic Products (Independent Variables) for predicting Post-purchase behaviour (Dependent Variable) towards Eco-friendly Electronic Products.

Table 8
MULTIPLE REGRESSION ANALYSIS
PERCEPTION – POST-PURCHASE BEHAVIOUR TOWARDS
ECO-FRIENDLY ELECTRONIC PRODUCTS

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	-1.015	.401		-2.528	.013
	Product Quality	.364	.044	.432	5.362	.000**
	Price of the Product	.204	.052	.242	3.334	.004**
	Product Availability	.127	.056	.156	2.323	.012*
	Concern for Environment	.288	.048	.341	3.885	.000**

Dependent Variable: POST PURCHASE BEHAVIOUR

(1% Level of Significance & * 5% Level of Significance)**

The combination of all independent variables significantly predicts the dependent variable i.e., Post-purchase behaviour towards Eco-friendly Electronic Products, $F(4, 105) = 335.278$, p values are lesser than .001 and 0.05 (Sig. Value 2-tailed) and Adjusted R Square is 0.732 or 73% which is large effect according to Cohen. Out of four independent variables, Product Quality (0.432) is the strongest influencing aspect/factor which predicting the Post-purchase behaviour towards Eco-friendly Electronic Products. From the unstandardized coefficient, it is found that the one unit increase in the Product Quality would increase the Post-purchase behaviour towards Eco-friendly Electronic Products by 0.364 units. Price of the Product (0.242), Product Availability (0.156) and Concern for environment (0.341) also contribute to Post-purchase behaviour towards Eco-friendly Electronic Products but lesser than Product Quality.

8. FINDINGS, SUGGESTIONS AND CONCLUSION

The results manifest that more perception, the more satisfaction and positive post-purchase behaviour of millennial consumers towards eco-friendly electronic products. The study showed that millennial consumers have perception, satisfaction and positive post-purchase behaviour towards eco-friendly electronic products which is above the average level. The study found that Gender of the millennial consumers (Male) and Years of usage (6 – 10 Years) of eco-friendly electronic products have influence on the perception, satisfaction and post-purchase behaviour of millennial consumers towards eco-friendly electronic products. It is also found that there are strong positive relationships among

Perception, satisfaction and post-purchase behaviour of millennial consumers. Out of four aspects of eco-friendly products, 'Product Quality' has contributed more and 'Product Availability' has contributed lesser to the post-purchase behaviour towards eco-friendly electronic products when compared with others.

The 'product quality' of the eco-friendly electronic products that the organisations are maintaining, increases the millennial consumers' behaviour positively and 'product availability' should be given adequate attention. The manufacturers and marketing personnel should emphasize on constant communication, providing information and public relation to create awareness and increase the availability of eco-friendly electronic products. Based on the results of the study, it is suggested that the manufacturers, traders, marketers of the Electronic Products should take more appropriate steps to formulate and implement environmental marketing strategies in order to improve the positive millennial consumer behaviour towards their electronic products which would ultimately lead to better business performance.

This study was conducted on the consumers who were buying selected eco-friendly electronic products in Chennai. Therefore, the results can be restricted to these electronic products and the area (Chennai). Therefore, it is suggested that further studies can focus on the analysing consumer behaviour towards other products like organic foods, eco-friendly furniture, fast moving consumer goods, etc. in other parts of the India and compare with this study.



This study would be useful for the manufacturers, brand managers and marketers in understanding the millennial consumers behaviour toward eco-friendly electronic products and how far the various aspects of eco-friendly electronic products influence their satisfaction and post-purchase behaviour. This would also build up a long-term relationship in the context of environmental management. It is hoped that the results of this study are helpful to manufacturers, brand managers, academicians, researchers, practitioners, Government, Policy makers, and contribute to future researchers as reference and guidance. It is concluded that eco-friendly products are both good for families and for the planet, and eco-friendly products provide consumers with the option to choose responsibility over frivolity. Eco-friendly products are both good for the environment and safer for consumers.

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