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"Understanding Youth Attitudes Towards Environmentalism: A Study of Green Marketing"

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ABSTRACT :

Increasing concerns around climate change and environmental decline have made a significant change in consumer behavior, especially among the youth. This research paper examines the attitude of young consumers towards environmentalism and examines the role of green marketing in influencing their purchasing decisions. The purpose of the study is to understand how awareness, value and lifestyle options affect young engagement with environmentally friendly products and brands. The primary data was collected through a structured questionnaire distributed to samples of young individuals aged 18–30 years. The research focuses on major factors such as environmental awareness, belief in green claims, brand loyalty, and desire to pay premium for permanent products. Conclusions suggest that when youth are generally aware of environmental issues, their actual procurement behavior is affected by factors such as the price, availability of products and alleged authenticity of green marketing efforts. This study highlights the need for businesses to adopt transparent and actually durable practices to create confidence among young consumers. It also emphasizes the ability of green marketing as a powerful tool to promote environmental responsibility. The insight obtained may help the obtained the environmental conscious youth to develop more effective strategies for attaching conscious youth and to run a permanent consumption pattern.

Keywords: Environmentalism, Green Marketing, Youth Officers, Permanent Consumption, Environmentally friend

Introduction

In recent years, environmental concerns such as climate change, pollution, and lack of resources have attracted global attention. Government, corporation and individuals are recognizing the need to adopt permanent practices to protect the planet. The most influential drivers of change are young people, who are not only an outspoken advocate for environmental protection, but also an active participant in the environment conscious lifestyle. This generation is shaping future consumption patterns, which requires understanding their attitude towards environmentalism and how green marketing affects their purchase decisions. Green marketing refers to strategies and practices used by companies to promote products or services based on their environmental benefits. These may include environmentally friendly packaging, permanent sourcing, energy efficiency and carbon-plate production processes. Since companies continue to integrate environmental messages into their branding, it becomes important to assess whether these efforts are actually affecting youth or simply considered as a marketing strategy.

This have a look at targets to explore the mindset of the youngsters regarding environmental issues and how those ideals translate into their consumption conduct. It also examines the effectiveness of inexperienced advertising and marketing in attractive to young customers and the quantity to which factors inclusive of brand accept as true with, product rate, and environmental values play a position in their buying decisions. The findings from this studies will provide insights into how companies can align their marketing strategies with the expectancies of environmentally aware youth. It will also assist bridge the distance between customer recognition and sustainable action by identifying the key motivators and obstacles to inexperienced purchasing behavior.

Objectives of the Study

- To assess the level of environmental awareness among youth.
- To analyze the perception of youth towards green marketing practices.
- To identify the factors that influence youth to purchase eco-friendly products.

Literature Review

Kotler and Keller (2016) emphasized the importance of sustainable marketing and how companies are gradually integrating environmental consciousness into their strategies. They argued that today's marketers must adopt eco-friendly practices to attract modern consumers.

Peattie and Crane (2005) provided a critical review of green marketing, labeling it as a field full of both potential and pitfalls. They questioned the sincerity of some green marketing efforts, labeling them as myths or mere marketing tools rather than genuine environmental initiatives.

Polonsky (1994) defined green marketing as all activities designed to generate and facilitate exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal harmful impact on the natural environment.

Ottman (2011) emphasized that green marketing must go beyond advertising and include authentic sustainable practices. Her work highlighted that consumers, especially younger ones, are increasingly skeptical of greenwashing and prefer brands that genuinely adopt sustainable values.

Shrikanth and Raju (2012) explored the Indian perspective and noted that green marketing is gaining momentum in India, particularly among urban youth. However, they also stressed the need for better awareness and education to drive behavioral change.

According to the Nielsen Global Survey (2015), a growing number of young consumers worldwide are willing to pay more for products and services from companies that are committed to positive social and environmental impact. This trend is especially strong in emerging markets like India.

Statista (2023) revealed that over 70% of Indian youth are aware of climate change and its consequences. This high level of awareness shows that young people are not only informed but also motivated to take action.

Business Standard (2023) reported that Indian millennials are increasingly inclined towards sustainable living and eco-conscious consumption. The trend is driven by both personal values and social influence.

The Times of India (2023) highlighted how Indian youth are becoming drivers of green change by preferring brands that demonstrate sustainability. This behavior aligns with global trends, where younger generations are more likely to engage in responsible consumption and support ethical businesses.

Kumar (2014) emphasized the importance of understanding research methods to effectively study consumer behavior and awareness. His book served as a guideline for the methodology adopted in this study.

Research Methodology

1. Research Design

The study is *descriptive* in nature. It aims to describe the awareness levels, perceptions, and behaviors of youth towards green marketing and eco-friendly products. A structured questionnaire was designed to gather relevant data from the target population.

2. Research Type

This is a *primary research* study. Data was collected directly from the respondents using a self-administered questionnaire.

3. Sampling Method

The sampling technique used for this study is *convenience sampling*, where respondents were selected based on their accessibility and willingness to participate.

4. Sample Size

The study is based on responses from *100 participants*, mainly comprising youth in the age group of *18 to 30 years*, including students and working professionals.

5. Data Collection Tool

A *structured questionnaire* was used for data collection. The questionnaire was divided into four sections:

- Section A: Demographic Information
- Section B: Environmental Awareness
- Section C: Perception of Green Marketing
- Section D: Purchase Behavior and Influencing Factors

6. Data Collection Mode

The data was collected through *online forms*, making it convenient and accessible for youth across different regions.

7. Data Analysis

The collected data was analyzed using *descriptive statistical tools* such as frequency distribution and percentage analysis. The results were presented in *tabular form* to provide a clear understanding of the responses and to meet the study's objectives.

8. Scope of the Study

The study focuses on youth between the ages of 18 to 30 and is limited to their attitudes, perceptions, and behavior related to environmentalism and green marketing.

Data Analysis & Interpretation

Section A: Demographic Information

Table 1: Age Distribution of Respondents

Particulars	No. of Respondents	Percentage
18–21	35	35%
22–25	45	45%
26–30	20	20%

Interpretation:

The majority of respondents (45%) belong to the 22–25 age group, followed by 35% in the 18–21 age group. Only 20% of the respondents are aged between 26–30.

Table 2: Gender Distribution of Respondents

Particulars	No. of Respondents	Percentage
Male	52	52%
Female	48	48%

Interpretation:

There is a fairly balanced gender distribution among respondents, with 52% male and 48% female participants.

Table 3: Occupation of Respondents

Particulars	No. of Respondents	Percentage
Student	60	60%
Working Professional	30	30%
Other	10	10%

Interpretation:

Most of the respondents are students (60%), followed by working professionals (30%), and 10% belong to other categories.

Section B: Environmental Awareness

Table 4: Awareness about Environmental Issues

Particulars	No. of Respondents	Percentage
Very Aware	40	40%
Somewhat Aware	35	35%
Neutral	10	10%
Slightly Aware	10	10%
Not Aware at All	5	5%

Interpretation:

Most respondents are either very aware (40%) or somewhat aware (35%) of environmental issues. A small number (5%) reported no awareness at all.

Table 5: Eco-Friendly Practices Followed

Particulars	No. of Respondents	Percentage
Reducing plastic use	70	70%
Recycling	55	55%
Using public transport	40	40%
Saving water and electricity	65	65%
Buying eco-friendly products	50	50%
None of the above	5	5%

Interpretation:

The most common practices among youth are reducing plastic use (70%) and saving water/electricity (65%). Only 5% do not follow any eco-friendly practice.

Section C: Perception of Green Marketing**Table 6: Awareness of Eco-Friendly Advertisements or Packaging**

Particulars	No. of Respondents	Percentage
Yes	80	80%
No	10	10%
Not Sure	10	10%

Interpretation:

A large majority (80%) of the respondents have noticed advertisements or packaging that promote green products.

Table 7: Trust in Environmentally Friendly Product Claims

Particulars	No. of Respondents	Percentage
Completely Trust	20	20%
Somewhat Trust	45	45%
Neutral	15	15%
Slightly Trust	10	10%
Do Not Trust at All	10	10%

Interpretation:

45% of respondents somewhat trust companies' environmental claims, while only 20% completely trust them. 20% show little to no trust.

Table 8: Opinion on Green Marketing Efforts

Particulars	No. of Respondents	Percentage
Genuinely aimed at protecting environment	25	25%
Mostly a marketing strategy	35	35%
Both	30	30%
Not Sure	10	10%

Interpretation:

35% believe green marketing is mainly a marketing tactic, while 30% feel it serves both profit and environmental causes. Only 25% see it as genuinely eco-focused.

Section D: Purchase Behavior & Influencing Factors**Table 9: Purchase of Eco-Friendly Products**

Particulars	No. of Respondents	Percentage
Yes	60	60%
No	25	25%
Can't Remember	15	15%

Interpretation:

60% of respondents have purchased a product because it was eco-friendly. 25% have not, while 15% cannot recall.

Table 10: Main Influence on Buying Eco-Friendly Products

Particulars	No. of Respondents	Percentage
Environmental concern	35	35%
Price	20	20%
Brand reputation	10	10%
Product quality	15	15%
Peer influence	10	10%
Availability	10	10%

Interpretation:

Environmental concern is the biggest influence (35%) on youth purchasing eco-friendly products, followed by price (20%) and product quality (15%).

Table 11: Willingness to Pay a Higher Price for Eco-Friendly Products

Particulars	No. of Respondents	Percentage
Yes	50	50%
Maybe	30	30%
No	20	20%

Interpretation:

Half of the respondents (50%) are willing to pay more for eco-friendly products. 30% may consider it, while 20% are not willing.

Findings**1. Demographic profile**

- The majority of respondents (45%) were between 22–25 years of age, followed by 35% 18–21 years of age.
- There was almost a single gender distribution: 52% of male and 48% female.
- A significant part of the respondents (60%) was the students, showing that the educational settings were more responsible for the youth survey.

2. Environmental Awareness

- A high level of awareness was seen about environmental issues, with 40% of the respondents very aware and 35% were made somewhat aware.
- Youth are included after common environmentally friendly practices: reducing plastic use (70%) o Saving water and electricity (65%) o recycling (55%)
- Only 5% of the respondents reported not to practice any environmentally friendly habits.

3. Perception of Green Marketing

- 80% of respondents had observed classified ads or packaging promoting green or eco-friendly merchandise.
- 45% of respondents fairly consider businesses that make green claims, whilst 20% absolutely agree with them.
- When asked approximately the cause in the back of green marketing: 35% believed it is often an advertising and marketing approach, 30% saw it as each a proper and advertising and marketing approach, Only 25% believed it's far truly aimed toward shielding the surroundings.

4. Purchase Behavior & Influencing Factors

- 60% of respondents have sold a product as it turned into categorized as green.
- The pinnacle issue influencing green purchases became environmental difficulty (35%), observed by fee (20%) and product excellent (15%).
- 50% of respondents expressed willingness to pay extra for green products, showing advantageous purchaser motive if affordability is reasonable.

Conclusion

The examine aimed to explore the attitudes of children in the direction of environmentalism with a specific consciousness on their consciousness, belief, and behavioral response to inexperienced advertising and marketing practices. In recent years, developing worries about weather exchange, pollutants, and sustainability have driven each people and groups to adopt environmentally aware practices. Youth, being one of the most dynamic segments of society, are increasingly more becoming each purchasers and trade dealers in promoting inexperienced behavior. The findings of this study reveal that a sizable portion of the teens populace is privy to pressing environmental problems which include worldwide warming, climate alternate, and pollution. Many respondents also mentioned carrying out eco-friendly sports inclusive of reducing plastic use, saving energy and water, and recycling. This degree of focus serves as a sturdy foundation for shaping inexperienced consumer conduct.

From a advertising angle, the take a look at determined that maximum respondents have been acquainted with inexperienced advertising and marketing messages through product labels and advertisements. However, whilst some youth accept as true with those messages, a awesome element remains skeptical approximately the genuineness of company environmental claims. This shows a need for greater transparency and consistency in corporate inexperienced practices to construct accept as true with. Additionally, the buying conduct of teenagers is stimulated on the whole by environmental problem, even though fee and product exceptional continue to be important determinants. Encouragingly, a big variety of respondents expressed willingness to pay a top rate for environmentally sustainable merchandise, indicating a shift in the direction of conscious consumerism amongst young individuals.

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