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Factors affecting Z generations green purchasing decision

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Abstract

Year after year, green marketing is becoming an increasingly important field of marketing. Increasing environmental awareness leads to more environmentally friendly purchasing behavior. In order to meet demand, companies need to offer more environmentally friendly alternatives to customers.

The goal of the study was to research the factors that influence Generation Z green purchasing decisions. To understand this, factors such as green marketing, green marketing strategies, and consumer buying behavior must be considered.

This quantitative study was conducted by conducting an online survey. 80 people participated in the online survey. The 20 questions in the questionnaire related to demographics, green products, consumer attitudes towards green advertising, the green values of companies and the impact of purchasing decisions.

Responses were analyzed based on participants' responses. The findings of the survey revealed that customers are well aware of environmental issues and the green values of businesses. Once the green product and the regular product are available, most of them will agree to buy the green product. Nevertheless, most participants are willing to buy products from the company that do not support green values and sustainable practices.

Environmental concerns played a role in consumers' choice of a greener option. This will cause them to change their buying behavior in a more sustainable direction. However, many respondents do not choose a greener product because of its more expensive price.

Keywords/tags (subjects)

green marketing, marketing, consumer behavior, green advertising, company's green values, z generation

1 INTRODUCTION

There is important role about deciding topic of the thesis. I wanted to choose this topic because it interests me a lot and it also touches nowadays world. More and more people talk about environment change and how it is important to do green choices. I wanted to do research about factors that affects generation Z green purchasing decisions because it touches, of course, myself and also I wanted to know how people can general do better choices when we are talking about climate change. Generation Z is significant generation in many ways. According to Parker (2020) Generation Z members are on their way to being the most educated generation and they are also digitally native, which means they have little memory of the world as it was before smartphones. They have lived when information technology became more familiar and they have learned to use it really well, but at the same time they have lived without computers and other devices.

Green marketing is a quite new marketing area. Green marketing focuses on profit through sustainability. Green marketing, like any other, affects all areas of the business, from production to packaging and advertising to public relations. Going green is usually more expensive upfront, but it pays off in the long run (Bhardwaj, 2021). People are becoming more and more interested in healthier lifestyles and in saving the environment in general. In order to get green marketing to touch people more, it is essential to understand which factors influence people's green purchasing decisions and this study is based on the factors of future promises, the Z generation, that influence their green purchasing decisions.

According to Polonsky (1994), when society is more concerned about environmental friendliness, companies are also beginning to react to it in order to address society's concerns. Some companies have quickly embraced concepts related to green marketing such as recycling. Greenery and green marketing have also come to the fore in the press and, consumers have become more aware of the issue.

In order for companies to respond to society's more environmentally friendly

demand, they need to understand the consumer purchasing decision process. According to Stankevich (2017) the decision-making process is a very important process which helps consumers to know what they really want. Z Generation is really significant consumer group and they can change the whole meaning of green marketing. According to Francis and Hoefel (2018) Generation Z is significant because they make decisions and are very analytical. They want to improve the world and prevent climate change. Generation Z's are cosmopolitan with the desire and potential to mobilize across international borders to bring about change (Tanner, 2020). That is why this thesis is based on factors which affects on Z Generations green purchasing decisions.

1.1 Background and Motivation

From a marketing perspective, green marketing is a significant new area of marketing because it is based on more environmentally friendly choices and activities. More and more customers want to be responsible for nature and therefore marketing must also meet consumer demand and be aimed at them (Bhardwaj, 2021).

To make it possible to create value for consumers and profit for businesses while protecting our environment, it is important for us to understand in advance what will lead to greener purchasing decisions in Generation Z. A consumer is a person who buys and uses the products (Boundless Marketing, 2021). It is also important to get green marketing more known in marketing strategies. More and more people should pay attention to climate change and global pollution and therefore companies should start to make more use of green marketing to get people interested in protecting the environment.

As evidence of climate change and the consequent future global warming, according to the World Meteorological Organization (WMO), it is said that the last five years of 2015-2019 have been record warm. On average, the world's sea level has risen 3.6mm per year between 2005 and 2015. Most of this change has been due to the amount of water increasing as it heats up (BBC, 2020).

According to BBC (2020) consumers have never been as environmentally conscious as they are today, and through that they influence the commercial processes of companies. Companies are almost even forced to pay attention to their green choices and strive to make their businesses as environmentally friendly as possible. Consumers also appreciate the fact that companies take part in environmentally important issues, even outside of business, for example, by donating to charity for the benefit of the environment. It is also essential for companies to pay attention to waste volumes and chemicals. The amount of waste must be significantly reduced, inter alia, by re-using it. Food waste also talks a lot and needs to be reduced by at least half (Frigo, 2021).

According to Sherman (2020) companies use green marketing to build their image ecologically and to communicate their green choices about the environment. However, care must be taken not to oppress the products of a company that engages in green washing. Green wash means that a company uses green marketing and believes that its products are organic when in reality this is not the case. Consumers are willing to spend up to 15% more on the same product, but which meets the requirements of environmental sustainability. Communication is also an essential part of green marketing. Companies need to be able to express their support for environmental sustainability and this will enable them to enter new markets (Frigo, 2021).

1.2 Research question and objectives

The objective of the study is to look at green marketing and consumer buying behavior and what factors influence it. To understand these factors, we need to examine green consumption, green marketing strategies, buying behavior of consumers, and the customer purchasing decision-making process.

The main research question which is investigated and answered in this thesis is **“What are the factors which affects Z Generations green purchasing decisions?”**

The study's goal is to get to know factors that affects Z generations green purchasing decisions and how it is possible to make consumers choose more green products than regular products. To achieve a deeper understanding of the topic, the research questions includes questions where inquire about the respondents' current habits about green products and whether he would be willing to change his perspective as a respondent and consumer, if he were not currently buying and not buying green products, would he be willing to change his habits and consider more environmentally friendly products in the future, and what factors and which do not. According to Mostafa (2009) environmental awareness plays a major role in consumer purchases of green products. This research will include suggestions for green marketing how it could be more targeted for Z generation and how it is possible to get that the Z generation understands that the use of green products is really important.

1.3 Structure of thesis

This thesis has six chapters as follows: introduction, literature review, methodology, research results, discussion and conclusion. These chapters are sub-divided into various other chapters which will provide deeper information of thesis topic. Green marketing is a relatively new topic and is becoming more and more important with environmental change. Z Generation is a very important group of consumers and therefore the study is based on the study of their purchasing behavior. The Z generation is born into the digital world and they are a really important consumer group. If we can understand the things that lead to their green purchasing decisions, then we can change the direction of green marketing a lot already, and through that it will become more familiar to consumers. I have limited my research topic to z-generation green purchasing decisions, but the topic could also be explored more broadly, for example, how consumers generally choose a greener product instead of the usual one. The aim of my research is to investigate how Generation Z can influence green purchasing decisions. When the purchasing decisions of such a significant generation can already be positively influenced, the results of the study can be easily applied to other target groups as well.

2 LITERATURE REVIEW

In this literature review, we delve into the topics like green marketing, green marketing strategy, and how it influences consumer purchasing decisions. Various sources such as scientific articles, books and journals on this green marketing have been referenced in this literature review. Polonsky (1994), Choudhary and Gokarn (2013) and Stankevich (2017) viewpoints and strategies are closely monitored and their green marketing methods conclude extensively and base knowledge on these studies. Other authors of scientific articles also have a significant influence on the literature review. Based on the sources, understand the key principles of marketing. The following sections focus on the components written based on this information.

2.1 Who are Generation Z

A generation includes a certain group, people born to a certain age group. People in these groups have similar values, lifestyles, characteristics, and preferences throughout their lives. Therefore, the lifestyles of the generations meet because they experienced or are experiencing the same trends at about the same stage of life and through similar channels (e.g., television, telephone, etc.) (Generational Breakdown, 2020).

According to Generational Breakdown (2020) there is different generations and the first one is Silent generation, which includes those born in 1928-45 and in 2020 they have been 75-92-years-old. The second one is Boomers and they are born 1946-64 and in 2020 they have been 56-74-years-old. The third one is Generation X and they are born 1965-80 and in 2020 they have been 40-55-years-old. Fourth one is Millennials, they are born 1981-96 and in 2020 they have been 24-39-years-old. The fifth one is Generation Z, they are born 1997-2021 and in 2020 they have been 8-23-years-old. The last one is Generation Alpha, they are born 2013→ and they have been in 2020 seven years old or younger.

Michael Dimock (2019) did research about millennials. At present, there are roughly

within these six generations of people in society. One generation includes average 15 years. One of the factors influencing the transformation of generations is technology and especially the development it brings in human communication. The Baby Boomers generation grew as television became an increasingly prominent issue in normal life and at the same time it changed their lifestyle and connection to the world. During the X generation, computers began to become more present in their lives. The millennials became adults as the Internet exploded. The advantage for Generation Z is that all of these have existed from the beginning in their lives. Generation Z is assumed to keep up with technology and this is the predominant resource for this generation. People who are born during Generation Alpha, they have been using technology since childhood. Elders in this generation are now 7-years-old and this generation will probably last for about the next 15 years, somewhere in 2025.

Anyone who born from 1997 to 2012 belongs again to the new generation. This generation is called generation Z or shorter Gen Z. There are a few differences about the Z generation in terms of age groups, but I use those born in 1997-2012 in this definition to explain the Z generation. (Dimock, M. 2019) The definitions for different years of birth are due to the fact that people have come to different conclusions and they can only guess the age groups or another reason is that the birth years of the generations vary geographically and therefore there are variations in the age groups (Generational Breakdown, 2020). However, the study is still limited to adults, i.e. those born between 1997 and 2002, aged 18-23 in 2020.

Generation Z is the first age group to grow up with technology. Part of that are already in working life. Generation Z is used to the digital world, they could not imagine a world without smartphones and Wi-Fi. Social media has always been present in their lives and they know how to leverage technology in different areas and because of this they will be strong especially in the labor market (Dimock, 2019).

2.2 What is Green Marketing

Simply put, green marketing means selling products and services emphasizes their environmental advantages. Consumers generally identify products in this category with certain terms, such as “organic”, “environmentally friendly”, “recyclable” or “sustainable”. The term of green marketing has emerged as a result of the negative effects of people on our planet such as climate change. Green marketing aims to make sustainable business practices, demonstrate social responsibility, reduce costs (packaging, transport, energy / water use, etc.) and it aims to demonstrate how safe and conscious products are. Brands and companies that take advantage of green marketing bring eco-friendly products to the market or exploit packaging environmentally friendly or do products recyclable and reusable in general. Companies and brands choose local sales to reduce transport energy and participate in recycling programs and make every effort to protect the environment from pollution and extra waste (Polonsky, 1994).

Many consumers are nowadays environmentally conscious and they want to use eco-friendly products and services. Green marketing is easily misunderstood, most consumers think that green marketing only means promoting environmentally friendly products. However, it is not that simple. Green marketing is also associated with services, for example, some holiday destinations are advertised as places where you can go to experience nature, etc. and this creates the image that when you go there, the environmental damage is minimized. Green marketing refers to a holistic marketing concept that includes a wide range of functions, including product modification, changes in the production process, packaging changes, and advertising modification (Polonsky, 1994).

Green marketing is quite a new marketing area, it founded in the early 1990s, but it offers a lot of opportunities for businesses. It can bring more profits to companies, for example, today large U.S. companies conduct environmental inspections and ensure that companies recycle waste materials. Companies have also upgraded from energy efficient technologies to less energy consuming facilities and thus reduce

operating costs and increase profits. Green marketing also gives companies a competitive edge, and when a company wants to strive for more environmentally friendly alternatives, consumers value its decisions. However, today's trend is to make life healthier, more climate friendly and a better place to live (Polonsky, 1994).

2.2.1 Why Green Marketing is important

Climate change is getting worse all the time unless we come up with ways to reduce it. Therefore, one important factor in getting this situation in a better direction is Green marketing. It strives to use these inadequate resources as little as possible while still satisfying customer needs. People are becoming more interested in environmental issues and are working to change their own behavior to save nature. Green applies to everyone around the world. Companies serve numerous stakeholders, such as customers, investors, employees, etc. Therefore, it is important that companies are environmentally conscious. Influential customers choose companies that strive to promote green marketing. For this reason, companies publish large advertising and online campaigns that report on companies' sustainability reports and partnerships with external sources. Green marketing is really important and has become inevitable in modern life (Choudhary and Gokarn, 2013).

Green marketing is important because its goals are reduce waste, figuring out products again, increase in herbal products, changing processes and environmentally friendly communication. Nowadays everyone thinks a lot about reducing waste. Efforts are being made to reduce water consumption and the amount of rubbish going to landfill. Product packaging is made biodegradable. Products are modified to reduce environmental impact, for example, ingredients are sourced from plant-based ingredients, which means it is safer for humans and even pets. Of course, companies that promote environmentally friendly products also want to make a profit in order to reduce global costs. As proponents of green marketing, companies take advantage of that part of the population that can pay a more to reduce their carbon footprint and protect the nature. Green marketing also

encourages companies to use resources such as water and electricity, but properly. By changing processes, renewable materials and the use of alternative energy sources are being sought. The biggest influencer in green marketing is communication. Green marketing helps consumers understand the green benefits of products and that company's commitment to the environment. It can also be used to tell people about sustainability and the environment (Uday Kiran, 2012).

2.2.2 Green Marketing strategies

Companies are increasingly taking advantage of the growing need for the green services and products and, as a result, companies have used a marketing strategies to reassure consumers that their products are eco-friendly. It is very important for a company to develop a legal and effective green products and marketing strategy that eliminates the need for green washing and leads to higher profits and consumer protection (Sheth & Partvatiyar, 1995). Greenwashing is a process in which a company claims that its products are environmentally friendly even if it is not. Greenwashing is an unfounded claim that misleads consumers into believing that a company would support more sustainable choices. For example, a company may claim to use recycled materials even if this is not the case (Kenton, 2020).

2.2.3 Green Design

Many companies may be involved in greenwashing because their products and services are not included green labels for first. A very important part of a green marketing strategy is to get companies to design green products and services right from the start. If the product or service is environmentally friendly from the start, then green washing is not necessary and this is always better. For example, Fuji Xerox's Green Wrap. According to the company's website, Green Wrap is part of the company's overall commitment the environment and its long-term strategy for the development of efficient waste-free products waste-free office space. About 60% of Green Wrap's pulp comes from recycled waste, such as milk packaging (Bhat, 1993).

2.2.4 Green Positioning

The company must promote sustainability performance as an important part of its business. Everything a company does must support the values of sustainability. In that case, companies cannot say they are sustainable if they support unsustainable business practices, such as poor employee conditions. It violates the credibility of the company. The Body Shop is an example of green positioning. The company's values are read on its official website, they oppose animal logs, support the community's fair trade, defend human rights and protect the planet, and The Body Shop adheres to each of these values (Dibb & Simkin, 1991).

2.2.5 Green Pricing

The company needs emphasize how a environmentally friendly products helps customers save important resources. As an example, a car business can promote new vehicles, emphasizing their fuel efficiency compared to other car brands. Consumers feel important and realize that their choice is to invest in something, which will allow them to save money and resources in the future (Dibb & Simkin, 1991).

2.2.6 Green Logistics

It is not enough that the product alone should be green, as the packaging is the first thing the consumer sees, so the packaging must also be environmentally friendly. Rodrigue's, Slacks' and Comtois' (2001) researchs shows that it is important to notice on green logistics. Sometimes more has gone before internationalization, and then environmental impacts have been second only to the level of thinking. Green logistics must be utilized both globally and locally. If the packaging is not in line with green marketing, then consumers will not believe in the green values of the company either.

2.2.7 Green Disposal

It is also important for companies to pay attention to all stages of the product's life cycle and therefore also to disposal. For example, food waste is a major problem in today's world and only a small portion of food waste is recycled. Today, yes, there have been services that help sell food waste at a cheaper price and thus reduce waste (Veni, Kannan, Jebakumar, Edison & Senthilkumar, 2017). In Finland, you can also see discounted products that are getting old. When products get cheaper, then many people buy these products and thus food waste is reduced.

2.2.8 Awareness of Green Marketing

Green marketing has spread rapidly among consumers around the world. Consumers play a more significant role in this regard. Consumers take responsibility for their choices. Consumer awareness and motivation will help continue the change, especially with the launch of more environmentally friendly products. When comparing developed countries to the Indian consumer, for example, they have much less information about global warming. However, green marketing is slowly gaining awareness in India as well. Growing consumer awareness of the origins of products and concerns about the future global environmental crisis will increase marketers' ability to convince consumers through green marketing (Maheshwari, 2014).

Maheshwar's (2014) study demonstrates how there is a gap between environmental value and activity in consumer beliefs and behavior regarding green consumption. Research shows that marketing has the potential to influence consumer preference for green products. The more environmentally friendly products gain visibility, the more likely they are to be sold. Environmentally friendly values also have a significant impact, because if they are also positive, then consumer behavior is also likely to become more environmentally friendly. Green action is in line with consumer subjectivity, with a positive perception of interests and product features. Consumers have confidence in the sustainability of well-known brands, this should also be passed on to green products so that consumers prefer to buy them. Indian

manufacturers have not yet found their way into green marketing, but it would be very important to raise awareness in that direction as well. However, it would already be a significant step forward if Indians started investing in greener products. Using marketing brands to sell truly eco-friendly products will increase awareness of green marketing among consumers and thus lead to more eco-friendly consumer choices.

2.3 Green marketing mix

There is a marketing mix in regular marketing. This is a method that a company must master before presenting its products to consumers. As with traditional marketing, green marketing has its own 4 P's. Every company has its own marketing mix, and if a company also wants to comply with environment friendly values, it is also essential to understand the marketing mix in terms of green marketing. However, despite the reasons for adopting green marketing, certain barriers to marketing strategy, such as low credibility, have affected the effectiveness of green marketing (Solaiman, Osman & Halim, 2015).

2.3.1 Product

According to Bhalerao and Deshmukh (2015), companies need to pay attention to the ways in which products are manufactured. Various upgraded systems are in place to assess the impact of production on the environment. The real challenge comes from companies trying to reduce manufacturing costs by adding plastic and a variety of fiber materials to reduce weight. For a company, this would be a challenge to support the consumption of green products if they used non-environmentally friendly products themselves. Green marketing should be considered first of the marketing mix P, taking into account the components from which the products are made.

According to Das, Dash and Padhy (2012), products need to be developed to meet the needs of customers in favor of environmentally friendly products. The products can be made, for example, from recycled materials. These reduce energy use,

money, save water and reduce adverse effects on the environment. A marketer's job description in product management includes providing product designers with market-oriented activities and trends and making them in line with customers' green expectation.

2.3.2 Price

The price is the amount the customer pays to buy the product. The price of a product is affected by many factors, the most important of which are material costs and competition. When we are thinking of green marketing pricing, the question arises as to how companies ensure the environmental friendliness of their products. Relatively environmentally friendly products are expensive than non-green products. However, green marketing pricing should be affordable for the customer to get consumers to choose these more environmentally friendly products. As an example, electric cars and hybrid cars are more expensive than conventional cars (Bhalerao & Deshmukh, 2015).

Based on research by Das, Dash and Padhy (2012), price is a critical factor in the marketing mix of green marketing. Consumers are made to pay added value if they realize a product is valuable. This value can improve performance, operation, or design. Green marketing should take all of these things into account when pricing a product. IKEA is a good example of having a recyclable plastic bag. This reduces the amount of plastic waste and customers use these plastic bags more than once.

2.3.3 Place

The place can be any physical store or virtual store online. A green space can be anything that minimizes customers and the manufacturer's contribution to product sourcing and sales. Today, many consumers shop online. This really reduces the number of customers who physically trade. The internet can be called a green place. Companies have made their websites as clear as possible to consumers and deliveries are fast. The difficulty in selling a product in a green place would be to perceive and experience the product from a consumer perspective. The green space should be enough to convince the customer about the features of the product. The

green space will certainly affect the size of the distribution partners and therefore it would also be important for green products to be relatively on the same price range as others so that the consumer would also buy these options (Bhalerao & Deshmukh, 2015).

The place is important for consumers. It is important when the product is made and when it is available. As an example, instead of marketing, the juice imported into India can be licensed for local production, which avoids the shipment of the product from afar and thus significantly reduces the carbon footprint (Das, Dash & Padhy 2012).

2.3.4 Promotion

The company also should focus its promotion. Only promotional partners should be contracted and have experience in green marketing and a desire to save the environment. It is also very important for advertising material to be environmentally friendly in order to comply with the company's values. For example, recyclable bags could be used, especially not plastic (Bhalerao & Deshmukh, 2015).

Green promotion generally includes promoting the configuration of tools such as advertising, marketing, signs, websites, etc. For example, Toyota is trying to focus its products on gas / electricity, hybrid technology. A green marketer can attract customers based on performance, money savings, environmental friendliness and health. Consumer awareness can be further enhanced by spreading the word about the benefits of environmentally friendly products (Das, Dash & Padhy 2012).

2.4 Understanding the Consumer Decision Making Process

It is easy to think that the most important stage in a sale is when customer gives money and say "I take it" but that is not the most important stage. There are several different steps that affects the consumer decision making process and every of them are very important and if company wants maximize its profits so it should take notice of all these steps. The consumer decision making is process, which helps consumers

to know what they really want. They gather information on how these needs are the best met and evaluate options, after which they make a purchase decision. The decision-making process is important for all stores to understand, but online stores in particular are able to fully satisfy consumer expectations because they have much more information collected than regular stores and can therefore use this information to implement conversion strategies at every stage of the process (Stankevich, 2017).

According to Stankevich (2017) there are five different steps involved in the consumer decision-making process. These steps are:

1. Need recognition (awareness)

The most important step in the buying process because the customer knows they need the product. Requirements arise for two reasons: internal and external stimuli. Internal stimuli include physiological and emotional requirements such as sadness, envy, etc. External stimuli can be, for example, advertising or the smell of good food. Almost all shopping has either physiological or emotional needs. We are forced to buy groceries because without clothes we would be cold or without food we would be hungry (Stankevich, 2017).

2. Search for information (research)

Once the consumer identifies his needs, this is usually followed by a search for information about that product. Many people start this search on Google or Amazon, then the seller has to face their ad there in order for the consumer to come across it (Stankevich, 2017).

3. Evaluation of alternatives (consideration)

Once the customer has started doing research on the product, then the consumer begins to compare promising alternatives. At this point, the consumer is aware of the brand and then considers where to buy their product or service.

Evaluation is influenced by two characteristics: objective and subjective. The

objective are like features, functionality, price, practicality and subjective are the consumer's feelings about the brand, for example, previous experience or customer feedback (Stankevich, 2017).

4. Purchasing decision (conversion)

At this point, the customer is ready to purchase the product or service. The consumer has decided where and what they want to buy and intends to pay for the product. However, at this stage, the shopping experience still has an impact, if the consumer perceives customer service as poor or does not get the service they like, then the consumer may not buy the product or service (Stankevich, 2017).

5. Post-purchase evaluation (re-purchase)

Consumers usually still consider their purchases after making a purchase decision. They wondered how they felt about whether it was a good investment and whether the brand was reliable and qualifield. At this point, the company needs to have a post-purchase strategy to ensure that customers return to the company's services and products again (Stankevich, 2017).

Based on Stankevich's (2017) research it is essential to keep customers happy with the organization's products and services. The biggest impact comes from the feedback from other customers and the purchase decision is made based on them. People gather shopping recommendations from a variety of sources and also listens recommendations from friends and family. The service experienced by customers is very important. Simplicity always wins in decision-making, in the market this means that the easier it is for an advertisement to understand, the more likely people are to buy a product or service. The subconscious of consumers is also present in making a purchase decision, most decisions are made at the subconscious level. We can focus on facts and numbers, but in many decisions it is the subconscious that allows people to make their decisions one way or another.

2.5 Definition of Consumer Buying Behavior

It is good to understand consumer buying behavior because it tells you how customers act when they decide to buy a product that meets their needs. It is a study of consumer behavior that makes them buy and use specific products. It is really important for marketers to realize consumer buying behavior because then they can understand consumer expectations and what makes them buy the product. Marketers need to know what kind of products consumers like and bring them to market. Marketers need to know the dislikes and likes of consumers in order to design their marketing just right for consumers. There are many studies of consumer buying behavior from different situations, such as why consumers buy, what they buy, when they buy, why they buy, and so on (Ramya & Ali, 2016).

The company needs to understand the consumer's attitude towards the product. By understanding this, your business will succeed. There are different meanings for buying behavior. These include, for example, differentiating consumers, retaining consumers, planning for relevant marketing, predicting market trends, competition, innovating new products and improving customer service (Ramya & Ali, 2016).

2.5.1 Differentiating consumers

This helps the company to focus its sales on specific target groups or similar buying behavior. Even if this is used, there may still be differences in customers. Every consumer group is different and their needs are different. When a marketer becomes acquainted with consumer groups, then it is possible to plan separate marketing programs. It is easy for a company to expand its services and make it more efficient once it is familiar with consumer groups (Cloutrack, 2020).

According to Cloutrack (2020) when a customer is very happy with a particular purchase, then he also buys it again. Therefore, marketing must be done in a way that convinces customers to buy the product over and over again.

2.5.2 Planning for relevant marketing

Understanding consumer buying behavior also provides an opportunity to create interesting marketing campaigns. Each campaign can be targeted to a specific group of customers based on their behavior. Consumer behavior research makes it easy for marketers to understand what encourages consumers to shop and can therefore take advantage of it when creating campaigns (Clootrack, 2020).

2.5.3 Predicting market trends

The analysis of consumer purchasing behavior is the first to show a change in market trends. For example, currently the trend for customers is healthy food and environmental well-being. For example, burger eateries have also brought to market healthy alternatives to burgers such as salads and that increases these companies sales (Clootrack, 2020).

2.5.4 Competition

Companies also need to pay attention to competitors. Companies need to consider why the consumer would buy from a competitor, whether the consumer would prefer to buy from a competitor, and what features will attract the consumer to the competitor's products. By reflecting on these and modifying their own marketing and product range, consumers will be able to buy from their own company instead of a competitor (Clootrack, 2020).

2.5.5 Innovating new products

New products have a high risk of failure. Companies are constantly renewing their products, but they may not make these new products meet the wishes of their customers. For this reason, before improving or renewing a product, it is important to conduct a consumer behavior survey so that the new product can succeed (Clootrack, 2020).

2.5.6 Improving customer service

Customer service is of great importance to consumers. If the consumer feels that he is receiving poor customer service, then the product will probably not be bought. Consumers need different customer service and understanding consumer differences helps a company provide the most appropriate service for their individual needs (Cloodack, 2020).

2.5.7 Types of Consumer Buying Behavior

The varieties of consumer purchasing behavior are determined by these two:

- Importance and insensitivity to interest in a particular product the situation during the purchase decision
- The level of buyer involvement determines why the consumer is motivated to seek information about a particular product and brand, but ignores other options (Sharma, 2014)

Three types of risk also affect behavior:

- Social risk
- Personal risk
- Economical risk (Sharma, 2014)

The four different types of consumer behavior are:

- Programmed behavior: buying low-cost products and needs very little exploration and decision-making, buying almost automatically. For example, snacks and soft drinks
- Limited decision making: when needed acquires information about an unknown brand in a well-known product group. Requires a certain amount of time to collect data. For example, the purchase of clothing, know the product group but not the brand.

- Extensive decision making: buy expensive and rarely purchased products, high financial performance, spend a much of their time searching for information and doing a decision. For example, buying a car.
- Impulse buying: no conscious planning when buying, even if you may not need to leave for dinner unexpectedly or buy a chocolate bar in the store as an impulse purchase (Sharma, 2014).

2.5.8 The green purchase behavior

So-called “green buying behavior” can be noticed by consumers who, for example, look at product information and use natural detergents. Consumer green buying behavior has become one of the most popular research topics among researchers. Many of the factors influencing consumer green buying behavior are psychological variables, environmental concerns, perceived consumer efficiency, and environmental awareness (Albayrak, Caber, Moutinho & Herstein, 2011).

Green purchasing behavior is studied according to either model or value-faith-norm theory, or some scholars also see it as self-interested conduct, and prefer to use rational decision models. Skepticism has a major negative impact on consumer green buying behavior. A study by Albayrak, Caber, Moutinho & Herstein (2011) also showed that even if consumers behave in an environmentally friendly manner in general, their likelihood of engaging in green purchasing behavior is low if they think their attitudes have little effect on environmental protection. If consumer skepticism is to be reduced, this study suggests that companies should prove their environmental claims in order to reduce negative impacts and thus ensure that their environmentally friendly products succeed in the market.

2.6 Which Factors Affects in Z Generations in Marketing

It is good to consider how the Z generation needs to be marketed. It is important to understand that this generation decides in a certain way traditional marketing and

the Z generation does not tolerate technical inefficiencies or outdated technology. For example, many Z generation buyers do not re-buy from an online store or site that loads really slowly and is hard to navigate there. However, many of those in Generation Z are more patient because they may also order products from and around North America, and it will take time to come from there (Bhavana, 2018).

When you start planning a marketing campaign for this younger generation, it is a good idea to consider these things: conscious consumers, personal marketing experiences and personal branding.

2.6.1 Conscious consumers

Generation Z is able to gather information about products and services from a variety of sources before deciding to buy a product or service. At one time, no consumer has been able to use information retrieval skills so effectively. Generation Z also shares its experiences much more widely on social media, for example, and if the shopping experience has been positive, then the company gets good advertising for itself (Bhavana, 2018).

2.6.2 Personal marketing experiences

Gen Z is no difference between offline or online interaction. They look at relationships in real life and on the internet at the same level of strength. When influencers promote services or products, Gen Z trusts them and is much more receptive because of the strength of the relationship (Bhavana, 2018).

2.6.3 Personal branding

The Z generation is accurate about what they buy and from whom and who they follow. If any product they buy helps them achieve their dream, then they will also buy it. For them, brands are important and they think about who to buy products and services from (Bhavana, 2018).

The world is also important to the Z generation. They are aware of the change in the environment and want to work to support greener choices. They choose environmentally friendly and socially responsible brands. Brands are hoped to represent their values and Generation Z wants the company to have a positive purpose to improve the world in some way. The authenticity of a company means a lot here, it can not just say it will work for the environment and the planet if it does not really deliver on its promises (Law, 2019).

2.7 Green conspicuous consumer

According to Arrow and Dasgupta (2009) a person's sense of well-being depends not only on his or her own consumption but also on consumption relative to his or her comparison group. They consume more and work harder to consume even more. However, the problem here is that if relative consumption matters, it should also have a purpose in the future.

The term "conspicuous consumption" has been coined, which is proof of wealth and becomes honorable to the consumer, and failure to do so brings a bad reputation to the consumer. More broadly, conspicuous consumption refers to any consumption activity that is literally "visible" to all others, and secondly, its own consumption benefit depends in part on relative consumption rather than absolute consumption (Winkelmann, 2012).

By basing this on what is a green conspicuous consumer, instead of the consumer consuming through the desire and consumption of dealing with the voltage between the communication attempt, so many are trying to circumvent it by buying goods with a lower environmental impact and those products are specifically called "green". Such consumers do a great job for the environment in order to find better products and these can also be researched. The green conspicuous consumer wants to support alternative markets, especially green marketing, and drive demand for less harmful products, but also to communicate to other consumers that alternative forms of

consumption are possible and do not require any major sacrifices to take advantage of (Isenhour, 2012).

The study conducted by Isenhour (2012) tells about Gustav and Erika and how their family is a good example of green conspicuous consumption. Gustaf is here a self-employed person working from home and Erika works in middle management at one of Sweden's largest communications companies. At the age of 40, they lived with two children in a prosperous suburb of Stockholm. When family members are aware of the energy and resources involved, they focus primarily on the consumption of less environmentally intensive goods and services. For example, the family's floor was made of durable, repaired bamboo, all of their lighting systems and appliances have been replaced with the most energy-efficient models on the market, the home is heated by a combination of solar and geothermal power, and they have a hybrid car. The family is proud of these green choices and when guests go to their house, for example, it clearly exudes green choices. This illustrative example shows how, when making consumption choices, one can also easily make a greener choices.

However, this is not as easy as one might have previously assumed. Very many families and consumers are not aware of green choices at all, or if they are, they may still not be in everyday use. It would be important that instead of consumers buying more, it is important that they strive to buy better and more efficiently; at least in the longer term. Sustainability can bring about significant changes as long as technology is constantly evolving. It would be important to get consumers into shape from an early age, turning them to green choices and avoiding unnecessary consumption (Isenhour, 2012). However, this is certainly not the case at least for a while, so my own research is based on the consumption habits of a significant group of consumers, Generation Z, and what factors make them choose greener products that are more environmentally friendly and more durable.

According to a study by Griskevicius, Tybur and Van den Bergh (2010), they study what makes people buy greener products, even though they are more expensive in general. Green habits benefit society as a whole. The study also found that many people do not buy a greener product precisely because the price is more expensive

than for a non-green product. Price has a significant impact. Their first study showed that as activation motives increase, consumers tend to choose an environmentally friendly product than non-green product. The result of the study may be confusing at first, but when you open it more, it becomes clearer. Traditional perspectives predict that status motives should make people especially want luxury and high-quality products. Even when shopping at Eten, this requires interaction with sellers and other customers who can see the consumer's purchases. Thus, research shows that status motives should make people particularly sensitive to what their behavior communicates to others. Instead of the consumer buying products alone at home on their computer, there is a significant difference. The parts of the decision are much less in mind, which suggests that the motives may have a different effect on the choice of the product when the consumer buys it alone, for example from an online store. Another study by Griskevicius, Tybur, and Van den Bergh (2010) looked at how status motives affected more luxurious non-green products of green products when consumers considered shopping in a public environment compared to a private one. The preference for green products was clearly greater for consumers when buying privately than for consumers in a public setting. Research shows that when people consider shopping privately, motives do not lead to the same outcome as when a customer makes a purchase in public.

2.8 Green Marketing and environmental issues

Society is increasingly concerned about the natural environment and this has contributed to companies starting to adapt their behavior to try to influence society and avoid new concerns. Some companies have adopted green marketing practices very soon and have thus facilitated their carbon footprint. The terms "green marketing" and "environmental marketing" often appear in the press today. Many companies around the world have been concerned about climate change. However, the problem with green marketing at the moment is that it has been relatively little studied. However, some literature can already be found, but it comes from different perspectives (Polonsky, 1994).

According to Polonsky (1994), “green marketing consists of all activities designed to create, facilitate, and satisfy people’s needs or desires with minimal impact on the environment.” Companies that support environmentally friendly choices are generally companies that believe they will achieve environmental goals as well as profit-related goals.

Companies have two options when considering their marketing strategies. They can either use the fact that they are environmentally responsible or they can not promote that fact. For example, Body Shop makes it very clear in its marketing that the company is very environmentally friendly and responsible. Of course, this is also a competitive advantage in today’s market, but primarily the company was set up to simply offer consumers more environmentally friendly options compared to a traditional cosmetic product. In contrast, an example of a company that does not promote its environmental initiative is Coca-Cola. The company has invested large sums in various recycling operations and invested in the environmental friendliness of the company's products. The company cares about the environment, but still it does little to reflect it in its marketing (Polonsky, 1994).

The marketing managers of companies in particular also have a big responsibility in the direction of the company's marketing and the target group to which advertising is targeted. With green marketing, companies have had to change their old perception to modern. It has been thought before that companies are institutions with no purpose other than profit. This old way of thinking quickly falls short of the fact that today a new concept defines companies as sensible locations to alleviate social problems. In addition to choosing and manufacturing environmentally friendly products, using green marketing already makes a big difference in society for the company. Consumers in green marketing face terms like otsoon-friendly, eco-friendly and recyclable. Green marketing is much more than just revolving around these terms and things. It can be applied to consumers, goods, industrial products and even services (Boztepe, 2012).

3 METHODOLOGY

3.1 Research method

Types of research methods used in this thesis study are literature review and quantitative research. Literature review helps to go deeper in this topic and to understand topic how it is possible to get Z generation buy more green products. The literature also has a really important impact on what areas of green marketing need further research and how important the topic is for the future. Quantitative research collects quantitative data, figures that are structured and statistical in nature. They support myself when I want to make general management decisions related to my topic in my research materials. Easier way to get this information is to do survey.

3.2 Questionnaire building

The questionnaire has been divided into different ways: email, mobile phone and social media. The questionnaire is done in simple English to make it easy to understand and quick for respondents to respond to. The survey includes 20 questions related to respondents' backgrounds and general buying behavior, as well as green values. The survey is intentionally as short and easy to understand as possible in order to respondents be able to complete it without stopping in the middle. According to Cox (2008) it is important to make the survey as easy to answer as possible and to keep it short so that the respondent's interest is maintained. The survey begins with demographic questions that can first understand respondents and split them into different groups based on this. The following questions generally address respondents' general awareness of green values. The questions then clarify whether respondents want to pay for environmentally friendly products, and in the final section, the questions revolve around the need for green marketing.

The sample questionnaire for my thesis is attached in Appendix 1.

3.3 Data collection and data analysis

The questionnaire was made as an online version because it is easily shared among the target audience. For this survey, Google Forms has been used. The questions in the questionnaire are based on questions about age, gender, education and other questions which help to confirm the results. Primarily, the data has been collected using an online survey method and form. The 20 questions took about for minimum of 5 minutes to complete and a maximum of 10 minutes to complete.

Data analysis is an important part of the study because it helps to solve the solution and during the research to gather the data needed for detailed examination in order to draw a proper and judicial conclusion. The validity and reliability of the research is important in the research process. It is ethical to take into account in the research results that the participants' data is kept secure so that the third party cannot be accessed. None of the participants have been forced to participate in answering the research questions and no incentives have been given to do so.

4 RESEARCH RESULTS

I had a total of 80 participants in this survey. The research survey shows that cost of green products is the most influential factor when considering the factors that contribute Generation Z green purchasing decisions. In the survey, the price rose to the option that received the most answers in two different places. Many also want to invest in environmental friendliness and therefore prefer greener products. However, various studies have shown that people have a negative attitude towards eco-friendly products, which reduces the performance between the environmental impact and the products.

4.1 Demography

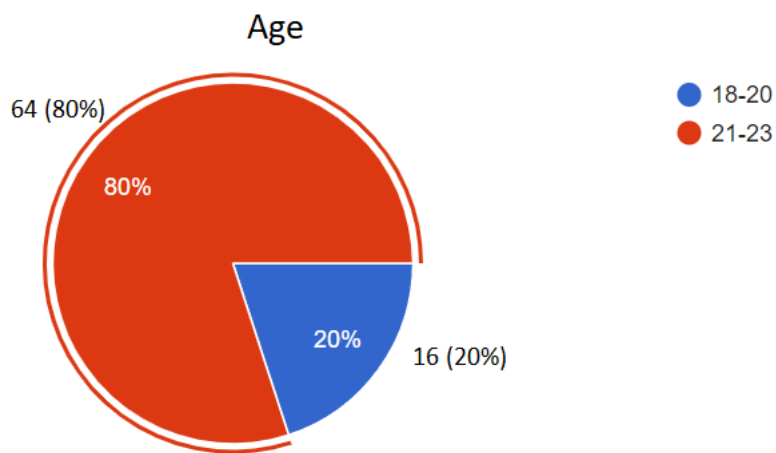


Figure 1 Age group of the respondents

Questions 1-4 inquired about the respondents' demographic background.

Figure 1 shows the result of the first question which is based on age of respondents. The age range is small in this survey, as the study only targets adults of generation Z, ie 18-23 years of age. The most of respondents (80%) were aged 21-23, corresponding to 64 people. 20% of the respondents were among 18-20 year olds, which corresponds to 16 people.

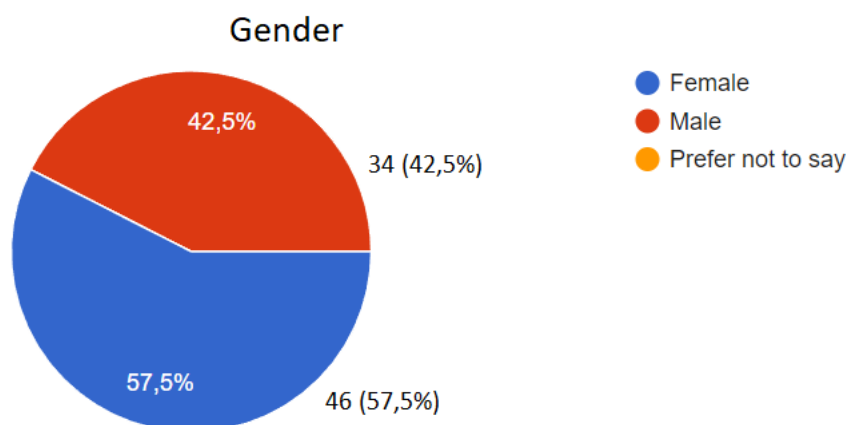


Figure 2 Gender of respondents

Related to Figure 2, which is also question two in the survey based on gender, women accounted for the majority of respondents. There were 46 women (57.5%)

and 34 (42.5%) men. None of the respondents wanted to prefer not to say to state their gender.

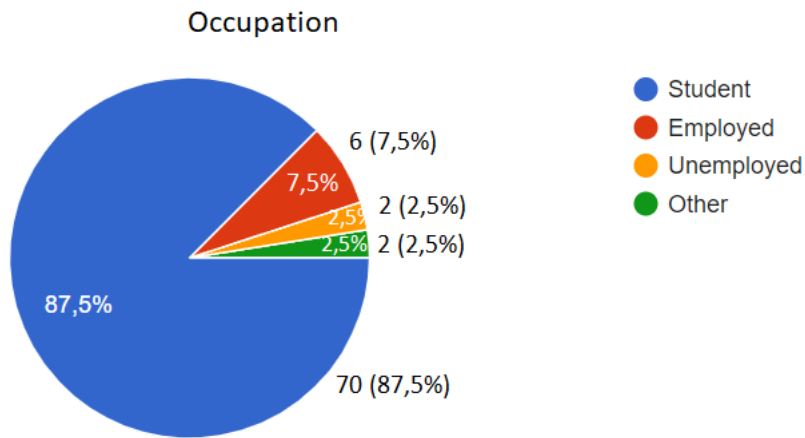


Figure 3 Occupation of respondents

According to this figure 3, people with four various types of occupation responded to this research survey. The share of students is considerably higher in this section, 70 of respondents and that is 87.5%, the share of those involved in working life is 7.5% and that means six people, the share of the unemployed is 2.5% which means two people and also two of respondents, 2.5% goes into the other category. The share of the unemployed and others is the lowest.

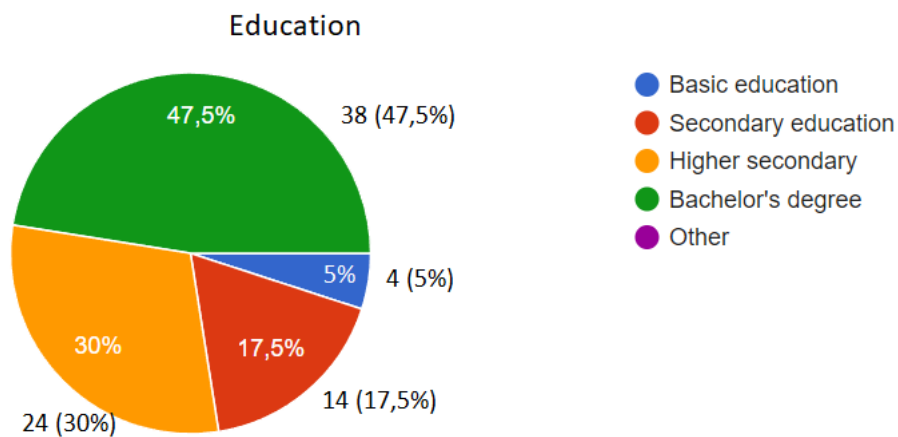


Figure 4 Education

47.5% of respondents, 38 people, have a bachelor’s degree, and it is the highest number of all respondents. The second highest number of respondents is 24 people, 30% of the respondents have completed higher secondary education. The third

largest category is secondary education, with 17.5% of respondents, 14 people, in this category. The last is basic education, which includes 5% of respondents, 4 people.

4.2 Level of environmentally friendliness

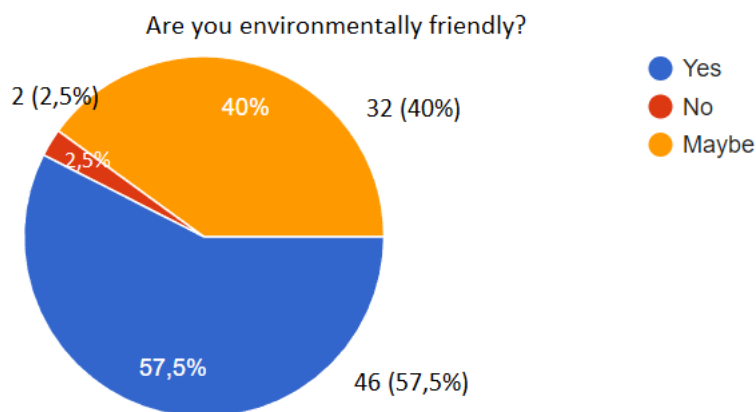


Figure 5 Are you environmentally friendly?

Based on figure number 5 which presents answer "are you environmentally friendly?", 46 out of 80 respondents (57.5%) are environmentally friendly. 32 people (40%) say they may be environmentally friendly and two respondents (2.5%) are not eco-friendly at all.

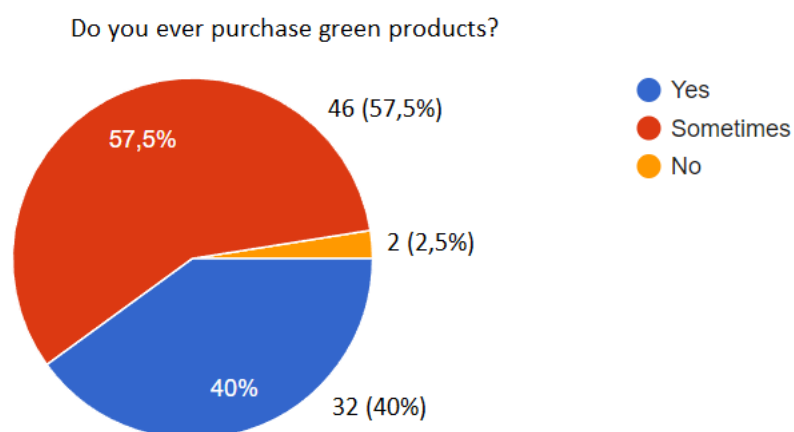


Figure 6 Do you ever purchase green products?

Figure 6 shows that only 2 of respondents never purchase green products. 57,5% which is 46 respondents purchases sometimes green products and 32 of respondents purchases green products.

Do you prefer any brand because it is environmentally friendly?

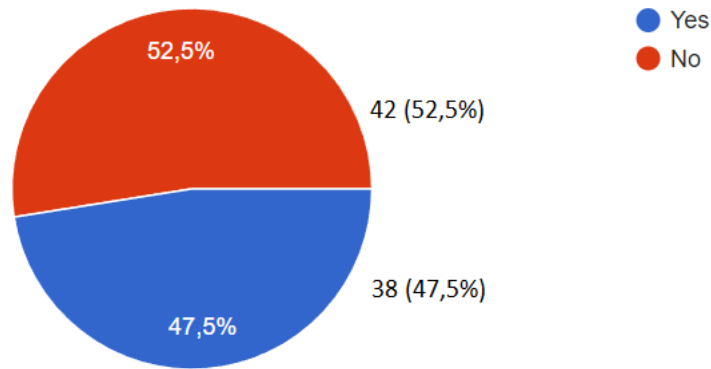


Figure 7 Do you prefer any brand because it is environmentally friendly?

The majority of respondents, 52.5%, 42 people do not favor any particular brand because of its environmental friendliness. However, 38 people, 47.5%, prefer a certain brand because of its environmental friendliness. Question number 8 was attached to this question, if the respondents answered "yes" to this question, then they could tell in more detail which signs they preferred. There were 30 answers to this question, out of 38 people who answered "yes". Many of the respondents did not have any specific product, but when thinking about a purchase decision, they examine the product information of the product and check if the product is green. It was also mentioned in this connection that if a green product is priced the same as a similar product, then the choice is for a greener product. The brands mentioned were: The Bodyshop, Avril, Local brands from VN, Ur-Tekram, Sante, Natura Siberica, UFF, SPR, Container, Kaslink, Violife, Lush Cosmetics, Neste.

4.3 Environmental awareness

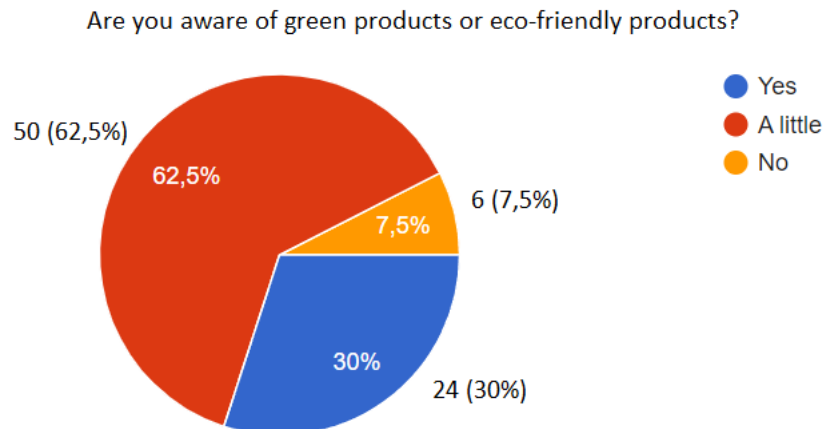


Figure 8 Are you conscious of green products or eco-friendly products?

50 out of 80 respondents knew well what green products or environmentally friendly products are. 24 respondents were slightly aware of what they could be about and only 6 were not aware of green or environmentally friendly products at all.

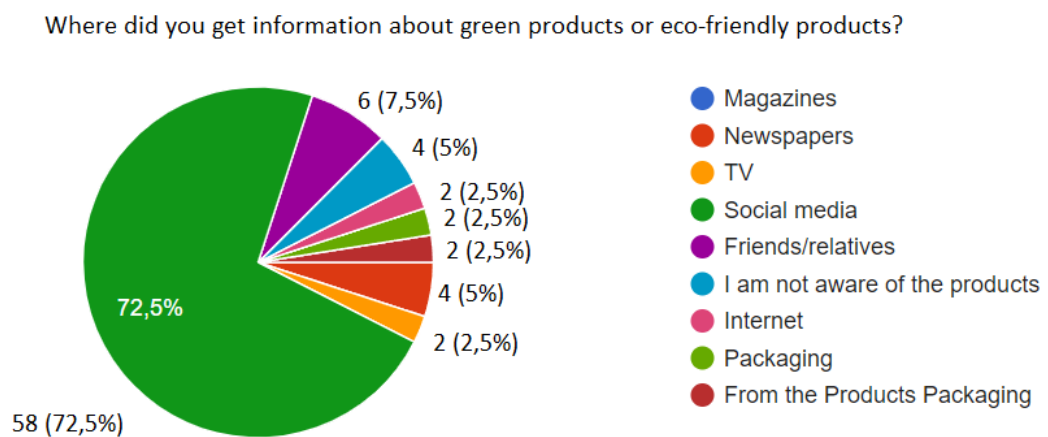


Figure 9 Where did you get information about green products or eco-friendly products?

The majority of respondents, 58 people, or 72.5% of respondents, receive information about green or environmentally friendly products on social media. 6 people, 7.5%, said they knew about these products according to information they received from friends / relatives. The two third largest categories were newspapers and that respondents are not conscious of green or

environmentally friendly products. These each received 4 responses, representing 5% of the respondents. The remaining categories: internet, from the products packaging, packaging and TV received the same number of votes, with 2 respondents for each, representing 2.5% of the respondents.

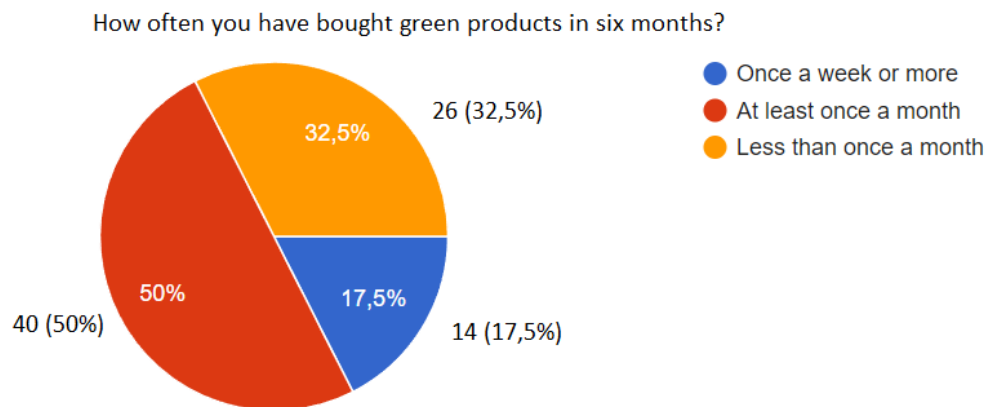


Figure 10 How often you have bought green products in six months?

Figure 10 presents answers to the question "how often you have bought green products in six months?" 40 people, 50% of respondents have purchased green products at least once a month for six months. 26 people, 32.5% of respondents have bought green products less than once a month. 14 people, 17.5% of respondents have purchased green products once a week or more in six months.

I know that green features raise the price of the product but I would still prefer to buy them.

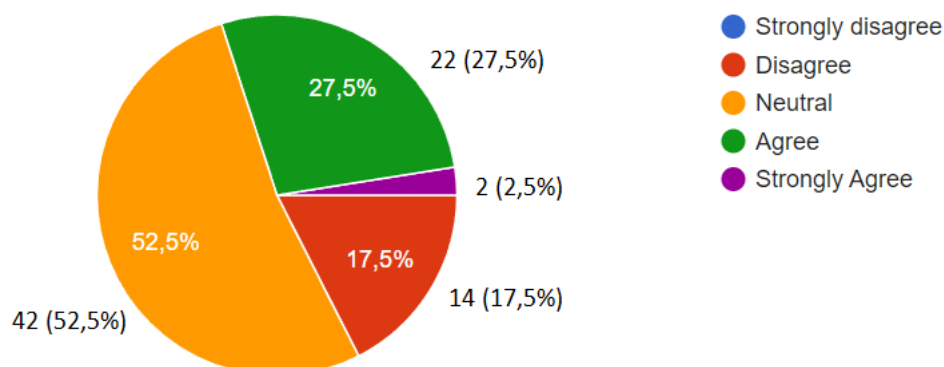


Figure 11 I know that green features raise the price of the product but I would still prefer to buy them.

The question for figure 11 was a likert scale question which is claimed "I know that green features raise the price of the product but I would still prefer to buy them"

that found that only 2 people, 2.5% of respondents strongly agree that they can buy green products even if prices go up. 22 people, 27.5% of respondents agreed that they know the green features will raise the cost of the product but can still buy them. The majority of respondents 52.5%, 42 people were neutral on the question. 14 people, 17.5% of the respondents disagreed with the statement and are not ready to pay a higher price for the product, even if it has green features. No one responded that they strongly disagreed with the allegation.

Which is the most important aspect when you are choosing a green product?

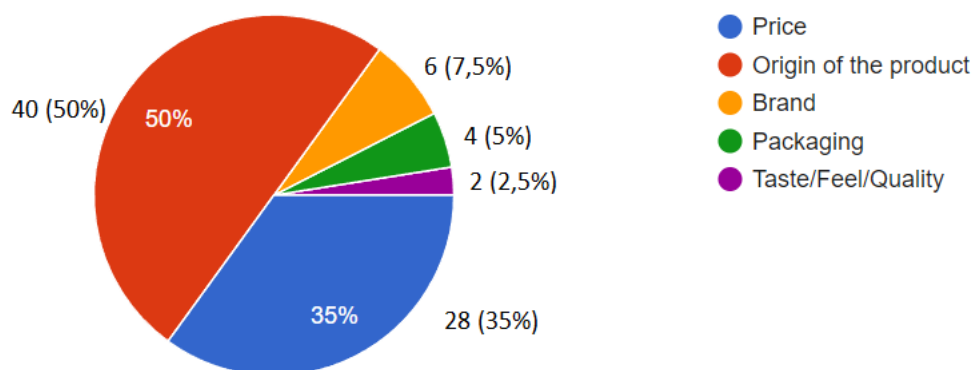


Figure 12 Which is the most important aspect when you are choosing a green product?

The majority of respondents, 40 people, thought that the most important aspect when buying a green product is the origin of the product. 28 people answered that price is the most important aspect, which was answered by 35% of the respondents. 7.5% of 6 respondents thought that the brand of the product is the most important factor. 4 people, 5% of the respondents answered the packaging and 2 respondents answered the taste / feel / quality.

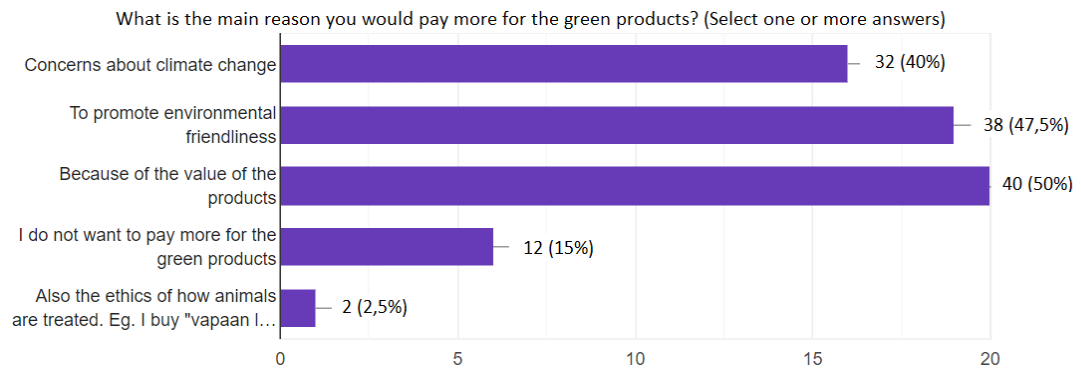


Figure 13 What is the main reason you would pay more for the green products?

The question for figure 13 was a multiple choice question. By far the main reasons why respondents could pay more for green products were product quality and support for environmental friendliness. The quality of the product was chosen by 40 people, which corresponded to 50%. Environmental friendliness was chosen by 38 of the respondents. Third, concerns about environmental change arose, receiving 32 responses. 12 people, 15% of the respondents answered directly that they are not going to pay more for green products and 2 people, 2.5% answered that ethical issues are important to them, such as how animals are treated.

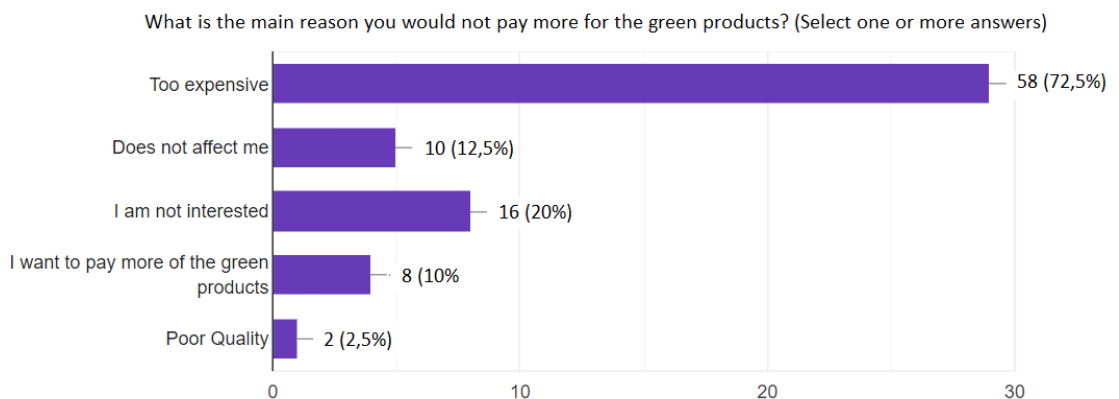


Figure 14 What is the main reason you would not pay more for the green products?

The question in figure 14 was also a multiple choice question. By far the most answers to the question "what is the main reason you wouldn't pay more for the green products?" got that the products are too expensive. This opinion was shared by 72.5% of respondents, who responded to 58 people. 16 respondents were not

interested. 10 respondents thought they were not affected. Only 8 people, 10%, can pay more for a green product.. 2 respondents thought they did not want to pay for the products because of the poor quality of the green products.

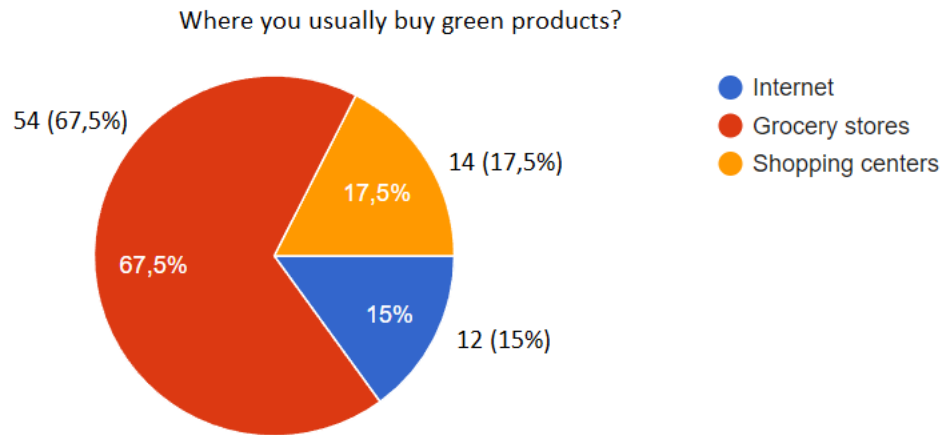


Figure 15 Where you usually buy green products?

Figure 15 answers the question of where respondents usually buy green products and the results are as follows. 54 people, 67.5%, buy green products from grocery stores. 14 of the respondents buy green products from shopping malls and 12 from the internet.

4.4 Influence of green marketing

Which marketing element strongly influences your buying behaviour of green products?

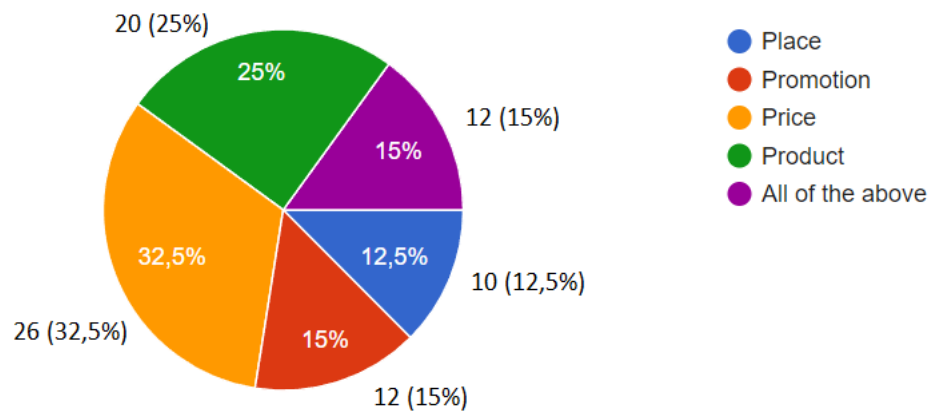


Figure 16 Which marketing element strongly influences your buying behaviour of green products?

As Figure 16 suggests, this question is based on marketing elements that are significant factors influencing consumer purchasing behavior. 12 of the respondents believe that all 4 P's are important. 26 respondents are of the opinion that price is the strongest marketing element when defining buying behavior. 20 respondents think that Product is important. Promotion received 12 responses and Place received 10 responses.

How likely are you to recommend green products to friends and family?

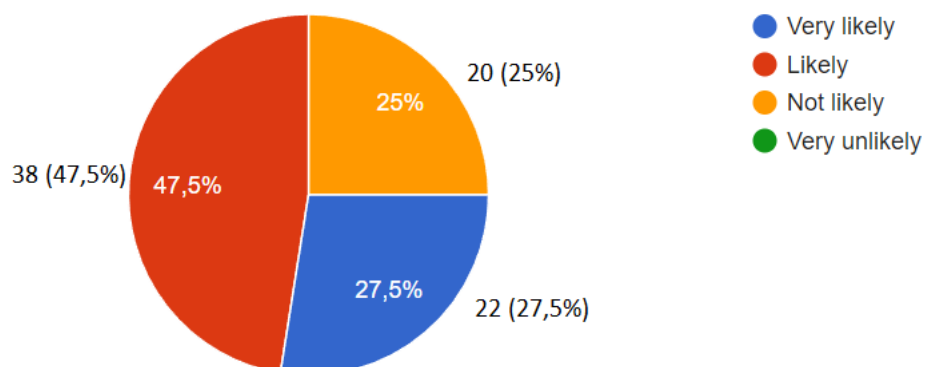


Figure 17 How likely are you to recommend green products to friends and family?

Figure 17 shows how likely respondents would recommend green products to their friends and family. 38 of 80 respondents are probably recommend green products to others, 22 respondents are very probably recommend green products to others Third

comes 20 respondents who are not likely recommend green products. No one of respondents are very unlikely recommend green products.

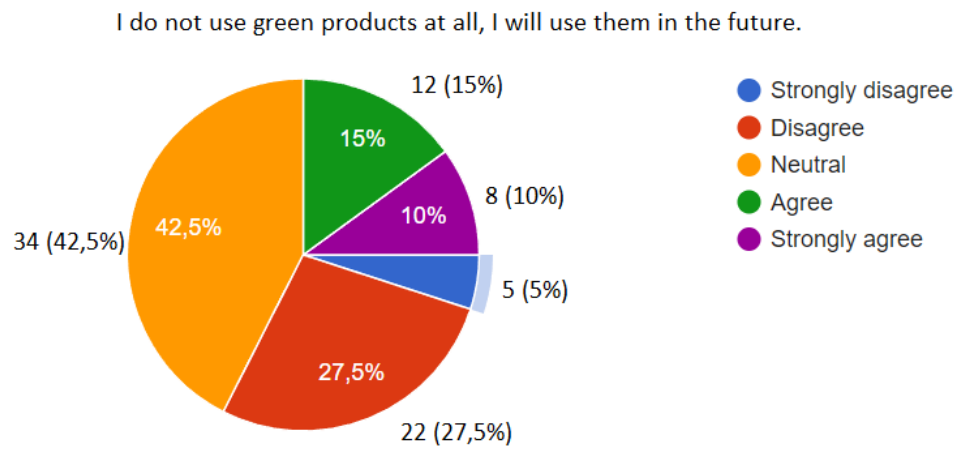


Figure 18 I do not use green products at all, I will use them in the future.

Figure 18 shows whether respondents will use green products in the future. The question is a likert scale question. 34 of 80 respondents are neutral in this regard whether they intend to use green products in the future. 22 respondents disagree with the question and 5 respondents strongly disagree, meaning they really do not intend to use green products in the future either. However, 12 respondents agree they want to use green products in the future and 8 respondents strongly agree that they will use green products in the future if they do not already use them.

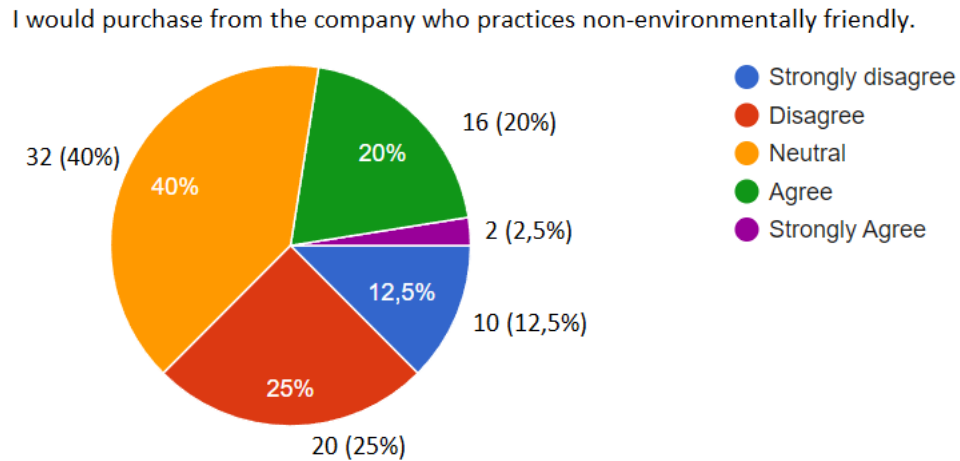


Figure 19 I would purchase from the company who practices non-environmentally friendly.

Based on Figure 19, which is also a likert scale question, 32 out of 80 respondents are neutral about buying products from a organization that does not work in an eco-friendly manner. 20 respondents disagree that they would buy from a organization that does not operate in an eco-friendly way. 16 respondents agree that they could buy from a organization that does not operate in an eco-friendly way. 10 respondents strongly disagree with the claim and they would certainly not buy from a company that is not environmentally friendly. 2 respondents strongly agree that they could buy from a company that is not environmentally friendly.

5 DISCUSSION

Green marketing is a major factor in the environment. Today, there is even a trend to favor green products and live healthier lives, which in turn reduces the burden on our environment. Green marketing is important for businesses to realize today's trend and shift their attention to green marketing and environmentally friendly products, as all of this has a huge impact on the well-being of our environment. Also it's essential to study the subjects of green marketing and to understand how customers are persuaded to adopt more environmentally friendly solutions and how consumers who do not currently favor any green products should choose a more environmentally friendly product instead of a non-environmentally friendly one.

5.1 Answer to the research question

Question of this research in this thesis was: **“What are the factors which affects Z Generations green purchasing decisions?”**. The answer to this research question is the following:

In order to understand which factors influence Generation Z’s greener purchasing decisions, it’s major to examine the issues that impact consumer purchasing decisions — such as demographics, environmental awareness, consumer attitudes toward green products etc. The results show that persons who involved in the study tend to preferred to purchase from a organization that supports eco-friendly products and services and works for that and prefer a greener product. They do not favor a particular brand, but the origin of the product matters to them. These results do not indicate that participants would purchase green products even more often than usual products, but research does show that participants still thought about the green features of the product before making a purchase decision. The quality of green products, support for the environment and concerns about climate change were the most significant reasons why participants want to buy green products. These are significant factors in influencing Generation Z green purchasing decisions.

5.2 Limitations of the research

The limitations of the study were: price and participants who thinks that they do not have opportunity to influence. First one was that people who participated the research does not pay more for environmentally friendly products. The overpriced price of green products in several answers, and as a result, participants prefer to buy a regular product rather than a green product, as this is significantly cheaper. Secondly, there were also participants who thought that they were not affected or that they did not have the opportunity to influence the matter in any way, even if they favored green products over the usual ones.

6 CONCLUSION

It is important that companies take their share of responsibility in reducing their carbon footprint and striving to produce greener and more environmentally friendly products. However, consumer choice is equally important. If consumers are willing to promote businesses that do not work in an environmentally friendly way, then the behavior of these companies will not change. This can also affect green businesses that they no longer care about green marketing because they find it useless.

However, research has shown that more and more participants want to support green products and help prevent climate change. Research has shown that women are more supportive of environmentally friendly products than men. It would be important to delve into the purchasing decisions of this major Z generation and how it would be possible to get them to support even more eco-friendly products instead of the usual. Green marketing has a very big role to play in this, and more should be done to ensure that price alone is no longer the biggest threshold for buying green products.

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Appendices

Appendix 1 – Questionnaire for interviewees

1. Age
 - Minor
 - 18-20
 - 21-23

2. Gender
 - Female
 - Male
 - Undetermined

3. Occupation
 - Student
 - Employed
 - Unemployed

4. Education
 - Basic education
 - Secondary education
 - Higher secondary
 - Bachelor's degree
 - Other

5. Are you environmentally friendly?
 - Yes
 - A little
 - No

6. Do you ever purchase green products?
 - Yes
 - Sometimes
 - No

7. Do you prefer any brand because it is environmentally friendly?
 - Yes
 - No

8. If you have answered in the previous question yes, so you can list those brands there:
 - Your answer:

9. Are you aware of green products or eco-friendly products?
 - Yes
 - A little

- No
10. Where did you get the information about green products or eco-friendly products?
- Magazines
 - Newspapers
 - TV
 - Social media
 - Friends
 - Others (where?):
11. How often you have you bought green products in six months?
- Once a week or more
 - At least once a month
 - Less than once a month
12. I know that green features raise the price of a product but I would still prefer to buy them.
- Strongly disagree
 - Disagree
 - Neither agree or disagree
 - Agree
 - Strongly agree
13. Which is the most important aspect when you are choosing a green product?
- Price
 - Origin of the product
 - Brand
 - Packaging
 - Other:
14. What is the main reason you would pay more for the green product? (Select one or more answers)
- Concerns about climate change
 - To promote environmental friendliness
 - Because of the value of the products
 - Other reason (which is?):
15. What is the main reason you would not pay more for the green products? (Select one or more answers)
- Too expensive
 - Does not affect me
 - I am not interested
 - Other reason (which is?):
 - I want to pay more of the green products
16. Where you usually buy green products?
- Internet
 - Shopping centers

- Grocery stores

17. Which marketing element strongly influences your buying behaviour of green products?

- Place
- Promotion
- Product
- Price
- All of the above

18. How likely are you to recommend green products to friends and family?

- Very likely
- Likely
- Not likely
- Very unlikely

19. I do not use green products at all, I will use them in the future.

- Strongly disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly agree

20. I would purchase from the company who practices non-environmentally friendly.

- Strongly disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly agree