

## IMPACT OF GREEN MARKETING ON PURCHASE INTENTION OF GEN-Z IN DAIRY PRODUCTS OF INDIAN MARKET

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### ABSTRACT

The study determines impact of green marketing on purchase intention of gen-z in dairy products of Indian market. A survey was conducted to to gather and elicit responses where two hundred eighty three respondents participated and responded to a structured questionnaire. The findings conclude that green marketing has a significant influence on purchase intention of gen-z with respect to five scales that is Environmental knowledge, Self-Image, Environmental Concern, Green brand image, Eco-label and eco brand & Green purchase intention. Further, the result indicates that gen-z is willing to pay more for the same as for them image and being environment conscious is top priority and they are well aware about green marketing.

**Keywords:** Green Marketing, Purchase Intention, Gen-Z, Dairy Products, Environment.

### I. INTRODUCTION

The term "green marketing" does not only refer to organic products. This also includes business services and industrial goods. (Grundey and Zaharia, 2008). Green marketing includes activities such as product packaging and recycling. "Green or environmental marketing includes all activities aimed at generating and facilitating any exchange aimed at satisfying human needs or desires, so that the satisfaction of those needs and desires occurs with minimal harmful effects on the natural environment" (Shamsuddoha , 2005). Environmental concerns have become an area of great concern to multinational corporations, governments, academics, and other stakeholders in recent decades. The concept of green marketing emerged in the 1970s and organic products became popular in the 1990s (Laroche et al, 2001). Consumers are becoming more environmentally conscious. The goal of green marketing is to minimize, not necessarily eliminate, environmental damage, and its goals are to improve environmental quality and customer satisfaction. (Polonsky 1994) As with other marketing concepts, many studies have been done in the field of green marketing. Many of them highlighted facts such as environmental awareness, growing consumer interest in green products, and willingness to pay for green properties. (Sahar Hosseinikhah Choshaly). Over the years, consumers have realized that their buying behavior has a direct impact on many environmental problems. Consumers these days are more concerned with their buying attitudes and their purchases. They care about the planet they live on and want to contribute to its longevity and well-being. This positive attitude towards the environment is reflected in their shopping habits; like your concerns about CFCs and product recycling. (Laroche et al, 2001).

Other compelling evidence is an upward trend in which consumers are paying more for green products. In addition, consumers suggest that environmental advertising more effectively improves their awareness of green products and helps them make informed decisions. (Novera Ansar 2013)

Therefore, environmental advertising can help increase motivation to buy environmentally friendly products. (Akehurst et al., 2012) In addition, consumers are more likely to buy an environmentally friendly product with eco-friendly packaging, as long as they comply with the cost-benefit analysis. Sustainability is also necessary for industrial suppliers and exporters are under pressure to offer environmentally friendly products. (Saxena and Khandelwal, 2012) Environmentally conscious consumers are willing to pay high prices for these products.

Each generation brings new perspectives and demands to the consumer market when it comes to purchasing decisions. Generation Z is no exception to this rule as more and more people enter adulthood and ultimately influence the business landscape through their purchasing decisions (Greenmatch 2021) as they are ready to become the (NCR Blogs 2020). Generation Z continues the trend of millennials to spend more money on products from sustainable or ethical companies (Greg Petro 2020). 72% of Gen Z are willing to spend more money on sustainably produced goods and services. Generation Z actively seeks out sustainably produced goods and companies when purchasing, with 25% always and 67% seeking sustainable products at times. Gen Z goes beyond just looking at a label when shopping and trying to understand the company they are shopping

with **(Green Match 2021)**. If the company doesn't live up to Gen Z values, then they are more than willing to switch to a brand that better fits their values. If they find a brand that better fits their sustainability values, they are more likely to switch to that brand, even if it means a premium **(Jane Cheung 2019 IBM reports)**.

The dairy market in India reached Rs 11,357 crore in 2020. An estimated CAGR of 2.5% from 2020 to 2027. **(IMARC Group 2021)**. India has been the world's leading producer and consumer of dairy products since 1998, with continued growth in the availability of milk and dairy products **(FNB News 2020)**. Dairy products are an integral part of India's rural economy and serve as an important source of employment and income **(Dairytech India 2021)**. India also has the largest cattle population in the world. However, the milk production per animal is significantly low compared to the other large milk producers. Furthermore, almost all of India's dairy products are consumed domestically and most of it is sold as fluid milk. For this reason, the Indian dairy industry has enormous added value and overall development potential **(Yahoo Finance 2021)**. According to the latest **IMARC Group report**, Dairy Industry in India 2021 Edition:, Private Dairies, Procurement and Distribution, India's dairy market reached Rs 11,357 crore in 2020.

## II. LITERATURE REVIEW

### Green Marketing & Gen Z

According to **Baker & Hart 2008**, Green marketing is the production, promotion, pricing, and distribution of items that have little or no negative impact on the natural environment. Changes in the manufacturing process, product alterations, and changing marketing approaches are all examples of strategies **(Solaiman et al., 2015)**. The concept's origins may be traced back to the 1970s, when green marketing became popular, focusing on factories with significant environmental implications **(Baker & Hart, 2008)**. Green consumer concepts emerged throughout the early 1990s, as a result of growing knowledge and interest in ecologically friendly products. Scientists, environmentalists, corporations, and the general public have all been drawn to the concept of green marketing since then **(Baker & Hart, 2008)**.

According to **Prakash (2002)**, **Pride and Ferrell (2003)**, **Rath (2013)** and the American Marketing Association, green marketing is the sum of the efforts of companies to manufacture, advertise, package and recover products in ways that are less harmful to the environment natural. However, their definitions have not fully addressed the problems of consuming and disposing products in a way that is less harmful to the natural environment.

Definitions of green marketing by **Dutta (2011)**, **Polonsky (1994)**, **Hassan et al. (2012)** are more comprehensive and address issues related to the consumption and disposal of products, as well as other aspects of production, marketing, and services in ways that are less harmful to protect the environment. There is a significant relationship between personality, psychology, cognitive, affective and conative attitudes, socio-professional traits and activities that help protect the environment **(Kassarjian, 1971; Fisk, 1973)**. This research was conducted to better understand the impact of green advertising on consumer behavior, its connection to the environmental movement, their skepticism about green advertising, and what motivates and discourages them from making green purchases

Researchers **(Dabija et al., 2019; Turner, 2015; Williams & Page, 2011)** and popular media **(Xinhua, 2019)** use the mid- to late 1990s as starting birth years and the early 2010s as ending birth years. Therefore, educating this cohort of Indian consumers about the green purchase is important for green business targeting the younger adult consumer segment in green marketing.

According to the Indian population report, 27% of population in India belong to Gen Z i.e 375 million. **(Business Insider 2020)** Such a young adult consumer group, generally referred to as Generation Z following the generation theory, has been found to possess a higher propensity to be socially and economically involved in the society: They have revealed a greater interest to actively participate in social issues, especially compared with Generation Y **(Xinhua, 2019)**. To specify, Generation Z, as a concept shared by both Eastern and Western cultures, refers to the population succeeding millennials and preceding Generation Alpha **(Dabija et al., 2019; Kadić-Maglajlić et al., 2013)**.

### Green Marketing In India

Green or ecological marketing is a concept that encourages firms to use ethical and environmentally friendly practises while interacting with customers, suppliers, dealers, and staff. Companies have begun to portray themselves as environmentally friendly. Even public sector units and state governments are paying close attention to environmental issues like global warming, pollution, and water contamination, and have begun to take actions to prevent pollution. In a recent survey conducted by **National Geographic Society** and the international polling firm **Globescan (2010)** to determine consumers' green attitude called "Consumer Greendex", the top scoring consumers were in the developing economies of India, Brazil and China while industrialized countries ranked at the bottom. Consumers showing the largest increase in environmentally sustainable behavior were in India, Russia and the United States (**Howe et al., 2010**). A company to be successful in green marketing requires to be committed to operate in environmentally friendly ways.

Efforts are being made at government and industry level to protect environment. In India Environment Protection Act in was implemented in 1986 and Environment Audit in 1992 for the protection of the environment. New Delhi, Indian capital, was one of the most polluted cities (**World Air quality report 2020**) until Supreme Court of India intervened to change to alternative fuels. In 2002, Supreme Court issued a directive to completely adopt CNG in all public transport systems to curb pollution. Many greenhouse gas reduction markets have emerged over a period of time that can catalyze projects with important local, environmental, economic, and quality-of-life benefits.

Various studies support the assertion that consumers today prefer environmentally safe products and have a positive disposition towards companies following such practices. A strong willingness is shown by consumers to favor environmentally conscious products and companies as per various opinion polls taken in US and elsewhere, however action to do so in reality are debatable (**Mendleson N, Polonsky M J, 1995**). In spite of huge interest in green marketing by researchers and organizations, demand of green products is not as high as expected. **Mintel (1995)** found a significant gap between consumers concern and actual green purchasing. It is found that still there are considerable barriers towards the diffusion of more ecologically oriented consumption styles.

### Green Marketing & Dairy Industry

Globally, agriculture is responsible for 24% of emissions in 2010 (**IPCC, 2014**) and therefore climate change mitigation is one of the key environmental goals of agricultural production worldwide. At European level, climate action is one of the main priorities of the **Common Agricultural Policy (CAP)**, which gives incentives to farmers to adopt GHG mitigation options. it would be very important to understand to what extent consumers are willing to pay for agricultural products with lower CF more valuable than the less sustainable option and what drives their choices, to analyze the market uptake of this kind of products and the possibility to create value for more sustainable business models.

Furthermore, in the agricultural sector, green product growth continued strongly from the mid-1990s, against a slowdown in the trend of green marketing initiatives (**Peattie & Crane, 2005**), signaling a stronger consumers' preference for "greener" agricultural products. In this field, this article presents the preliminary results of a pilot study on WTP for dairy products with a CF label. Milk is an appropriate representative product since it is widely consumed and because livestock products have long been in the center of the debate at international level (**Gerber et al., 2013**) for their higher GHG emission compared to plant-based products (**de Boer, de Witt, & Aiking, 2016; Goodland & Anhang, 2009**)

### Dairy Industry & Gen Z

"Generation Z" encompasses those born from 1995 to 2012, and the majority of this generation are now on the cusp of adult life. Market analysts are defining them as "the next big retail disrupter" due to their anticipated amount of spending power. This generation is described as full of hard workers, slightly anxious, and mindful of the future and their impact on our world. Generation Z is also more ethnically diverse than the preceding generations and cultural issues are perceived differently by them, by having a more open-minded approach. Some researchers also note the highly protective upbringing of this generation, as many of their parents were overly cautious and focused on safety when raising their children. Overall, they tend to focus on sensible job and career options, enjoy leading private lives and tend to be cautious (**Williams,2018**).

Members of Generation Z are comfortable with technology, as they have grown up using it- therefore they are constantly subjected to an informational overload (**Williams, 2018**). This generation to be made up of “digital natives”, especially as compared to previous generations and it is anticipated that this will carry over into their consumer behaviors in the coming years (**Hradiska, 2013**). In a 2016 study, researchers discussed how Generation Z are a different category of learners inside and outside of the classroom. This generation is very technologically savvy and are self-motivated. Regular, lecture-type classes may not be as engaging and exciting for Gen Z, therefore new research like the present study, needs to be conducted to better understand this generation. Facilitating a dynamic, exciting learning environment, educators can begin to take the steps to encourage this generation in the learning process and be more engaged in an educational setting (**Shatto & Erwin, 2016**)

A recent study sought to better understand the technological marketing impacts and how they influence Generation Z and their purchasing decisions. The researcher noted that this generation is already behaving differently than past generations, since they are more focused on innovation. The study confirmed that technology has a strong impact on Generation Z consumers.. Therefore, Generation Z desires a more technology-based retail experience, to make their shopping experience simpler and more informed. This smart retailing approach is an important marketing tool since Generation Z is going to hold much of the buying power in the years to come (**Priporas, Stylos & Fotiadis, 2017**).

Another 2017 study focused on marketing and how Generation Z are influenced by social media and their peer’s decisions. Social media is the single most influential marketing tool for Generation Z (**Silva, Machado & Cruz, 2017**). Research has shown that consumers have varied concerns about dairy farming, including health (antibiotic use), farm management practices (housing) and regulations (on animal welfare and milk quality) (**Cronney, 2011**). Additionally, consumers have voiced their concerns about food safety and the processing of dairy products (**Olynk, 2013**). In the last 30 years, agritourism has been growing in popularity, because consumers are interested in how their food is raised. The benefits for the farmers are noticeable too, such as additional income for the farm and creating a relationship with the public in their community (**Barbieri, 2013**).

Consumers are now more health conscience than before and it has been shown that their personal health impacts the decisions they make when shopping at the grocery store (**Verain et al., 2012**). Broadly speaking, each generation brings a new set of demands as a population of consumers. This study chose to focus on Generation Z, because they are just now entering adulthood and this technology-driven group is going to be have a lot of buying power in the coming years (**Williams, 2018**). Generation Z is made up of a different kind of learners, they enjoy an engaging educational setting that is not a typical lecture-type classroom (**Shatto & Erwin, 2016**). A constructivist approach can be considered when thinking of Generation Z consumers, because it is said to be the most exciting and interesting one, where students can learn from their surroundings and arrive to their own conclusions (**Fosno**).

### III. RESEARCH METHODOLOGY

The study sought to investigate the factors that affect the purchase intention of gen Z customers due to practice of green marketing.

#### 3.1 Sample Framework

Gen Z refers to the population born between 1995-2012 and this data was collected only from those individuals who were born in this duration and those who are aware about green marketing and are willing to contribute for environment in some ways. These response were collected from November to December 2021 across India. In total 283 responses were collected in which 58% were male and 42% female.

#### 3.2 Questionnaire design

The resources of the primary data is collected using survey questionnaire and secondary data through article and research paper. The questionnaire contains five main measures: Environmental knowledge, Self image, Environment concern, eco label and Green purchase intention Environmental knowledge was measured using three items that was taken from the studies of **Thoria Omer Mahmoud(2017)**. Self image was measured using five items that was taken from the study of **Sahar Hosseinikhah Choshaly( Jan 2017)**. Environment concern

was measured using four items from the studies of **Hoang Viet Nguyen ( 2019)**. Eco label was measured using three items from the studies of **Nittala, 2014** and Green purchase intention was measured using three items from the studies of **Maichum et al. (2016); Demirtas (2019); Lavuri and Susandy (2020)**. And in order to measure the different variables, a 5-point Likert scale was adopted.

**3.3 Control Variables**

In this study, demographic variables were age, gender, city, income, work status, frequency of use of dairy products. Gender was coded as Male:1, Female:2, Prefer not to say:3, Others:4. Age was coded as 16-25:1, 26-35:2, 36-45:3, 46-55:4, 55 or above: 5. City was coded as Mega city:1, Metro city:2, State capital:3, Other cities:4, Rural areas:5. Work status was coded as Unemployed:1, Corporate employee:2, Government employee:3, Businessman:4, Freelancer:5, Student:6. Income level was coded as Unemployed:1, Upto 2.5 lakh P.A:2, 2.5 Lakh-5 lakh P.A:3, 5 Lakh-10 lakh P.A:4, More than 10 Lakh P.A:5.

**3.4 Tools and techniques**

Confirmatory factor analysis (CFA) was used for reliability and validity of data and Structural Equation Modelling (SEM) was run to analyze the data. SPSS software was the tool used to analyse the data.

**IV. DATA ANALYSIS & INTERPRETATION**

**Table 1**

FACTORS	SCALES
<b>Environmental knowledge</b>	<ul style="list-style-type: none"> <li>➤ <b>EK1:</b> I think that I buy products that are safe for the environment.</li> <li>➤ <b>EK2:</b> I think I have enough knowledge about environmental issues.</li> <li>➤ <b>EK3:</b> I think I have lot of information about environmental friendly products</li> </ul>
<b>Self-image/ Green brand image</b>	<ul style="list-style-type: none"> <li>➤ <b>SIGBI1:</b> I think I buy the products and services, that suits my personal image</li> <li>➤ <b>SIGBI2:</b> I often focus on projecting that I am concerned about the environment</li> <li>➤ <b>SIGBI3:</b> I often choose the products which are similar or match their self-concept</li> <li>➤ <b>SIGBI4:</b> I think being an environmentally-friendly person could reflect a good image of the person to others.</li> </ul>
<b>Environmental Concern</b>	<ul style="list-style-type: none"> <li>➤ <b>EC1:</b> I think I am environmentally alert and responsible</li> <li>➤ <b>EC2:</b> I think that balance of nature is very delicate and can be easily upset</li> <li>➤ <b>EC3:</b> I think human beings are severely abusing the environment</li> <li>➤ <b>EC4:</b> I think humans must maintain the balance with nature in order to survive</li> <li>➤ <b>EC5:</b> I think that human interferences with nature often produce disastrous consequences</li> </ul>
<b>Eco- label and eco brand</b>	<ul style="list-style-type: none"> <li>➤ <b>EL&amp;EB1:</b> I think I would buy products with recycling label.</li> <li>➤ <b>EL&amp;EB2:</b> I think marketers must advertise the environmental aspects of their products</li> <li>➤ <b>EL&amp;EB3:</b> I think government must make eco-labeling mandatory</li> </ul>
<b>Green Purchase Intention</b>	<ul style="list-style-type: none"> <li>➤ <b>GPI1:</b> I think I will consider purchasing green goods because in the coming days they are less polluting.</li> </ul>



	<ul style="list-style-type: none"> <li>➤ <b>GPI2:</b> I think I will consider changing to eco-friendly brands with respect to ecological issues</li> <li>➤ <b>GPI3:</b> I prefer to spend more than average on ecologically friendly goods</li> </ul>
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**Factor Loadings**

Factor	Indicator	Estimate	SE	Z	P
EK	EK-GM TERM AWARE	0.632	0.0786	8.05	<.001
	EK -SAFE FOR ENV	0.784	0.0822	9.54	<.001
	EK -KNO ENV ISS	0.850	0.0737	11.54	<.001
	EK -INFO ENV PDT	0.985	0.0753	13.08	<.001
SIGBI	SIGBI -SUIT PERS IMG	0.905	0.0879	10.29	<.001
	SIGBI -FOCUS PJT SELF IMG	0.990	0.0802	12.35	<.001
	SIGBI -SELF CONCEPT	0.903	0.0664	13.60	<.001
	SIGBI -GOOD IMG OTH	0.750	0.0742	10.10	<.001
EC	EC-ENV ALERT	0.852	0.0711	11.98	<.001
	EC -DELICATE ENV	0.788	0.0751	10.49	<.001
	EC -SEV DEGRADE	0.771	0.0746	10.33	<.001
	EC -ENV BAL MAINTAIN	0.830	0.0675	12.30	<.001
	EC -DISAST CONSEQ	0.871	0.0646	13.48	<.001
ELEB	ELEB -RCYCL LBL	0.975	0.0704	13.86	<.001
	ELEB -ADVT LBL ENV ASP	0.861	0.0658	13.08	<.001
	ELEB -GOVT ECO LBL	1.059	0.0658	16.08	<.001
GPI	GPI -LESS POLLUT	1.044	0.0637	16.38	<.001
	GPI -ECOL ISSU	0.841	0.0657	12.81	<.001
	GPI -ECO FRIENDLY PURCH	0.870	0.0714	12.18	<.001

In the above table, **factor loadings for each factor has been estimated.** Factor Loadings indicates the **factor weights or loadings of each scale item in relation to other scale items for a particular factor.**

**Few Examples :-**

- For the factor **EK**, **EK -INFO ENV PDT** a value of **0.985** has higher factor loading/weighing as compared to other scale items.
- For the factor **SIGBI**, **SIGBI -FOCUS PJT SELF IMG** having a value of **0.990** has higher factor loading/weighing as compared to other scale items.
- For the factor **EC**, **EC -DISAST CONSEQ** having a value of **0.871** has higher factor loading/weighing as compared to other scale items.
- For the factor **ELEB**, **ELEB -GOVT ECO LBL** having a value of **1.059** has higher factor loading/weighing as compared to other scale items.
- For the factor **GPI**, **GPI -LESS POLLUT** having a value of **1.044** has higher factor loading/weighing as compared to other scale items.

**Table 2:** Factor Covariances

		Estimate	SE	Z	p
EK	EK	1.000 <sup>a</sup>			
	SIGBI	0.767	0.0463	16.56	<.001
	EC	0.593	0.0595	9.96	<.001
	ELEB	0.428	0.0665	6.43	<.001
	GPI	0.449	0.0657	6.84	<.001
SIGBI	SIGBI	1.000 <sup>a</sup>			
	EC	0.664	0.0528	12.56	<.001
	ELEB	0.614	0.0549	11.18	<.001
	GPI	0.574	0.0570	10.07	<.001
EC	EC	1.000 <sup>a</sup>			
	ELEB	0.900	0.0304	29.61	<.001
	GPI	0.839	0.0362	23.20	<.001
ELEB	ELEB	1.000 <sup>a</sup>			
	GPI	0.899	0.0312	28.77	<.001
GPI	GPI	1.000 <sup>a</sup>			

<sup>a</sup> fixed parameter

In the above table, since each factors relation with other factor produces a covariance that is **greater than ( > 0.5 )**, these are a good confirmatory factor analysis (CFA) fit. A CFA is done to check the reliability and validity of the data.

Only, EK in relation with ELEB & GPI produces a covariance which is less than (< 0.5).

**Few Examples :-**

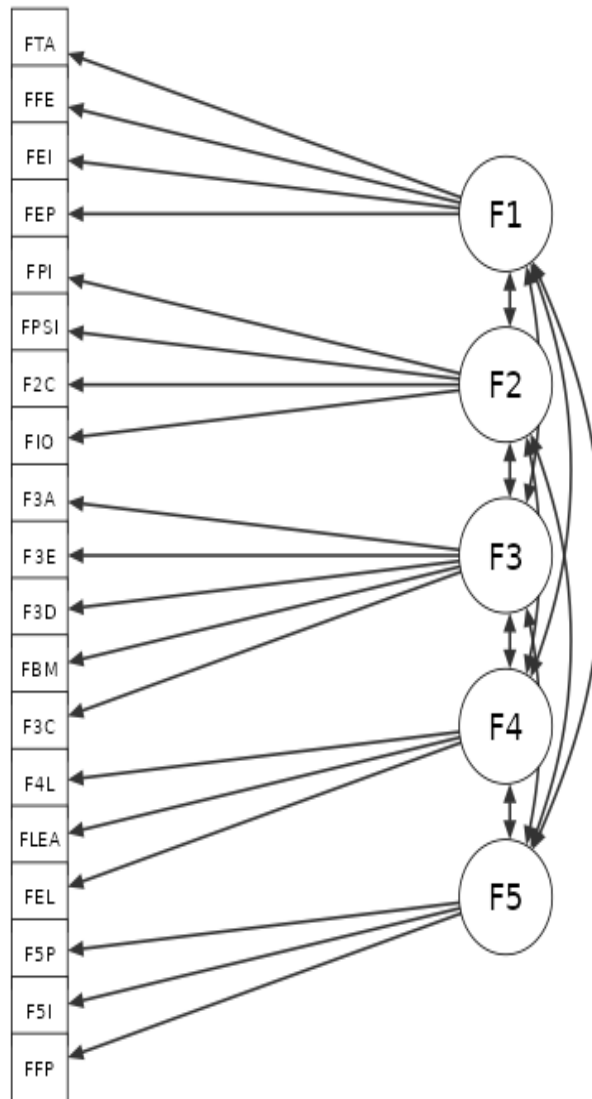
- EK in relation with SIGBI produces a covariance of **0.767**
- SIGBI in relation with EC produces a covariance of **0.664**
- EC in relation with ELEB produces a covariance of **0.900**
- ELEB in relation with GPI produces a covariance of **0.899**

**Table 3:** Fit Measures

		RMSEA 90% CI		
CFI	TLI	RMSEA	Lower	Upper
0.913	0.896	0.0693	0.0597	0.0789

From the above table we can interpret that confidence interval approaches 90%, therefore difference of value between the two confidence interval start to spread out and it is a good fit. The RMSEA is 0.0693 which is greater than 0.05 and thus a close fit.

**Factor Path Diagram for Table 1 & Table 2**



### V. RESULTS & FINDINGS

The finding of this result demonstrates that five factor of green marketing i.e Environmental Knowledge, Self Image/Green brand image, Environmental Concern, Eco label and eco brand and Green purchase intention has positive relationship with purchase intention. All of these factor have positive covariance except relation between Environment knowledge and Eco label and eco brand has less covariance and relation between environment knowledge and green purchase intention has variance less than 0.5 and thus is not a good fit. Also CFI is greater than 0.9 which is a good fit.

### VI. LIMITATION OF STUDY

This research has two limitations. Although the subject of Green marketing is not new and lot of research has been done in this area but the impact of green marketing in dairy sector is a relatively new area of research and thus it leaves this study to be first of its nature. The other limitation is related to the empirical work itself, as the survey was based on a student sample to represent gen Z. It can be understood that generalization of results is limited to the student population, not the whole consumer market. In addition, the sample size was relatively small (283 students), due to limited resources. Obviously, this adds to the problem of generalization.

### VII. CONCLUSION

This study focuses on and examines the in-depth structural process of green marketing influence purchase intention of dairy products within Indian Gen Z consumers. While green marketing is a emerging trend in market and consumer’s mindset regarding to its implication can be changed in certain interval of time. This



research provides a base for a particular area and gen Z consumer and what are their buying behavior. All the above factor has significant positive relationship and thus provides a further scope for study in this sector.

### 1. Annexure

#### **Questionnaire: "Impact of Green marketing on purchase intention of Gen Z in Dairy products of Indian market"**

We, Anuja Singh and Juhi Sirwani students of MBA(marketing) at PIET-MBA (Parul University), Vadodara are conducting a research on "Impact of green marketing in purchase intention of Gen Z in dairy products of Indian Market". As we all consume dairy product on regular basis and we are also aware of environment safety, lets spare few minutes to answer a small survey! We respect privacy and your information would be only used for academic purpose and it would not be shared to with third-party. Your valuable time and responses are highly appreciated!!

- Name
- E-mail Id
- Gender
- Age Group
- City
- Work Status
- Income Level
- How often do you use dairy products?
- How aware are you of the term "Green Marketing" on scale of 1 to 5?
- 1= Highly disagree, 2= Disagree, 3=Somewhat disagree, 4= Neutral, 5= Somewhat agree, 6= Agree, 7= Highly agree
- I think that I buy products that are safe for the environment.
- I think I have enough knowledge about environmental issues.
- I think I have lot of information about environmental friendly products
- I think I buy the products and services, that suits my personal image?
- I often focus on projecting that I am concerned about the environment
- I often choose the products which are similar or match their self-concept
- I think being an environmentally-friendly person could reflect a good image of the person to others.
- I think I am environmentally alert and responsible
- I think that balance of nature is very delicate and can be easily upset
- I think human beings are severely abusing the environment
- I think humans must maintain the balance with nature in order to survive
- I think that human interferences with nature often produce disastrous consequences
- I think I would buy products with recycling label.
- I think marketers must advertise the environmental aspects of their products
- I think government must make eco-labeling mandatory
- I think I will consider purchasing green goods because in the coming days they are less polluting.
- I think I will consider changing to eco-friendly brands with respect to ecological issues
- I prefer to spend more than average on ecologically friendly goods

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