

## EMPOWERING THE NEXT GENERATION: SUSTAINABLE CHOICES THROUGH GREEN MARKETING

**S. AMALA NATHIRA**, Ph.D., Full Time Research Scholar, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli - 627012, Tamilnadu, India, [amalanatira@gmail.com](mailto:amalanatira@gmail.com)

**Dr. P. RAVI**, Professor and Head, Department of Management Studies, Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli - 627012, Tamilnadu, India, [ravi@msuniv.ac.in](mailto:ravi@msuniv.ac.in)

### Abstract:

This study examines how empowering young people correlates with their choices for sustainable living, focusing particularly on the impact of marketing strategies. The researcher employed judgmental sampling, a non-probability method, and gathered data through a questionnaire from individuals aged 16-35, representing diverse demographics and educational backgrounds. The research evaluates participants' awareness of sustainable practices, their involvement in eco-friendly activities, and their views on how marketing influences the promotion of environmentally conscious lifestyles.

Additionally, the survey investigates the motivations behind sustainable decisions, perceived barriers to adopting such behaviors, and the level of empowerment individuals feel in making positive environmental changes. Initial findings indicate a significant link between marketing initiatives and the adoption of sustainable behaviors among young people. Through the analysis of responses, the study identifies effective marketing channels, key drivers, and obstacles that impact the adoption of sustainable practices.

This research provides valuable insights into the complex relationship between youth empowerment, sustainable choices, and marketing strategies. Its implications are relevant for policymakers, marketers, and environmental advocates aiming to foster a more sustainable future.

**Keywords:**

Environmental consciousness, sustainable consumption, youth engagement, positive environment change, greenwashing, authenticity in marketing.

**Introduction:**

In an era marked by environmental challenges, the youth are emerging as pivotal agents of change, driven by their passion for sustainability and their desire for a better future. As they seek ways to address pressing ecological concerns, the role of marketing in promoting green lifestyles among the youth has become increasingly significant. Through strategic messaging and initiatives, marketing can empower the younger generation to make sustainable choices that contribute to a healthier planet.

Today's youth are more environmentally conscious than ever before. They are acutely aware of the consequences of climate change, plastic pollution, and resource depletion. As such, they are actively seeking ways to minimize their ecological footprint and make a positive impact. However, while their intentions are noble, many young people lack the information and resources needed to translate their aspirations into tangible actions. This is where marketing can play a transformative role.

One of the key functions of marketing is to influence consumer behavior. By harnessing the power of persuasive communication, marketers can shape attitudes and perceptions, driving individuals towards specific actions or choices. When it comes to promoting sustainability, this ability to influence behavior is particularly valuable. Through targeted campaigns and messaging, marketers can inspire young people to adopt green lifestyles, encouraging them to embrace eco-friendly habits and consumption patterns.

Effective marketing for sustainability often involves highlighting the benefits of environmentally responsible behavior. Whether it's reducing carbon emissions, conserving natural resources, or minimizing waste, marketers can emphasize the positive outcomes associated with green living. By framing sustainability as not just a moral imperative but also a source of personal and collective

benefits, marketers can appeal to the values and aspirations of the youth, making eco-friendly choices more attractive and desirable.

Moreover, marketing can play a crucial role in educating young people about sustainability issues and solutions. Through informative content, advertisements, and social media campaigns, marketers can raise awareness about environmental challenges and the importance of conservation efforts. By providing access to relevant information and resources, marketing can empower the youth with the knowledge and tools they need to make informed decisions and take meaningful action.

In addition to education and persuasion, marketing can also facilitate behavior change by making sustainable options more accessible and appealing. This can involve promoting eco-friendly products and services, creating incentives for sustainable consumption, and making green alternatives more visible and convenient. By removing barriers to entry and making sustainability the default choice, marketers can encourage widespread adoption of green practices among young consumers.

However, it's essential for marketers to approach sustainability marketing with authenticity and transparency. Greenwashing, or the deceptive practice of presenting a company or product as more environmentally friendly than it actually is, can undermine trust and credibility. To truly empower the youth and promote genuine sustainability, marketers must align their messaging with meaningful actions and commitments. This requires a genuine commitment to sustainability principles, as well as a willingness to engage in honest and transparent communication with consumers.

### **Review of Literature:**

Zhang X, Dong F (2020) has studied a comprehensive review of 97 empirical research papers spanning from 2015 to 2020. It begins by examining the foundational consumer theory and its evolving applications within the context of green purchasing behavior. The review categorizes the influencing factors of green purchase behavior into three main areas such as individual factors, product attributes and marketing strategies, and social factors. It delves into each category to provide a detailed analysis of the various determinants affecting consumers' decisions to engage in environmentally friendly purchasing behaviors.

Kumari, Ravindra & Thakur, Nikita. (2023) This study employs a mixed-method approach, utilizing both primary and secondary sources for data collection. The structured questionnaire used in the survey assesses youth awareness and participation levels in environmental preservation efforts. Results indicate that youth exhibit high levels of awareness and a strong desire to engage in conservation activities such as recycling, tree planting, and energy conservation. Furthermore, youth participation in these activities positively impacts society, highlighting their pivotal role in environmental preservation. The study underscores the importance of prioritizing youth involvement in environmental conservation efforts for sustainable development.

Chang et al. (2022) This literature review delves into the intersection of youth empowerment and sustainable development (SD), a topic gaining traction in social work, particularly in Sweden. SD, addressing global challenges across social, economic, and ecological realms, aligns with the fundamental principles of social work, emphasizing the protection of both people and the natural environment. Within this framework, the eco-social perspective emerges as pivotal for societal transformation in harmony with nature. Through qualitative semi-structured interviews with key representatives of youth organizations in Gävle municipality, Sweden, the study explores the necessity for an eco-social approach to youth empowerment, emphasizing the fusion of SD principles and eco-social work within social work practice. The study emphasizes the structural and collective dimensions of eco-social youth empowerment, advocating for increased awareness and knowledge among practitioners engaged with youth.

Pallavi Singh et al. (2022) explores the roles of children, young people, sustainability, and marketing in achieving sustainable development goals. It highlights the increasing recognition of children and youth as agents of change in sustainability, citing UNESCO's Global Action Plan. The study discusses how children are educated about sustainability and how their consumption behaviors influence family decisions. It mentions influential figures like Greta Thunberg and their impact on sustainability discourse. However, it notes a lack of academic literature on children and youth engagement with sustainability in marketing research. Emphasizing the importance of understanding younger demographics, it calls for more research applying socialization theory to sustainability. The review introduces themes and papers in a special section aiming to advance understanding of youth involvement in sustainability and marketing, ultimately contributing to a more sustainable future.

Alice Gronhoj and Marco Hubert (2021) studied the evolution of pro-environmental attitudes and behaviors among young Danish individuals as they transition from late adolescence to young adulthood. Conducted through a longitudinal survey spanning from ages 16 to 20 in the initial study to ages 30 to 34 in 2021, the research aims to understand shifts in environmental values and behaviors over time. Specifically, the study investigates whether changes observed in pro-environmental orientation stem from developmental, cohort, or period effects. Results indicate a weakening of pro-environmental values and attitudes overall, despite an increase in the frequency of pro-environmental behaviors. These findings shed light on the complexities of environmental consciousness among young adults and underscore the importance of continued research to inform sustainable development initiatives.

Ana Lisboa et al. (2022) explores the impact of packaging sustainability and ergonomics on the environmental attitudes and purchase intentions of Gen Z consumers. Acknowledging the significant role of young consumers, particularly Gen Zers, in sustainable behavior and peer influence, the research addresses the influence of immediate cues on purchase decisions. It delves into the trade-offs between eco-friendliness and perceived convenience and usability in everyday product purchases. By investigating how Gen Zers perceive packaging sustainability and ergonomics, the study offers insights into bridging the attitude-behavior gap and provides managerial implications for leveraging packaging as an information cue in consumer product contexts. Overall, this research contributes to understanding the dynamics of environmentally conscious consumer behavior among young demographics, offering valuable insights for marketers and product developers.

Yadav, R., & Pathak, G. S. (2016) investigates young consumers' intention to purchase green products in India, utilizing the Theory of Planned Behavior (TPB) as its framework and extending it with additional constructs such as environmental concern and environmental knowledge. Through a self-administered questionnaire survey and structural equation modeling (SEM) analysis, the research finds that TPB effectively predicts young consumers' intention toward purchasing green products. Moreover, the inclusion of additional constructs enhances the predictive power of the model, increasing from 27.1% to 37.7. Overall, it contributes valuable insights into understanding the factors influencing young consumers' green purchasing intentions in a developing nation context like India.

Rusyani. E et al. (2021) investigates the factors driving Indian consumers' purchase of eco-sustainable products amid increasing eco-consciousness. Analyzing data from 514 respondents, it reveals positive relationships between environmental knowledge (EK), environmental concern (EC), green attitude (GA), and eco-friendly purchasing behavior. Particularly, EK and EC strongly influence perceived behavior control (PB) for eco-friendly products. These findings offer insights for green marketers to develop effective strategies and engage with environmentally conscious consumers, contributing to understanding consumer behavior in India's eco-sustainable market.

#### Statement of the Problem:

The study aims to address the gap in literature by investigating the role of marketing in promoting green lifestyles among young people and facilitating youth empowerment through sustainable choices. Specifically, it seeks to explore the effectiveness of marketing strategies in influencing youth attitudes, behaviors, and decision-making processes related to sustainability. By examining the interplay between marketing initiatives and youth empowerment within the context of sustainable choices, the research aims to provide insights that can inform the development of targeted marketing interventions and contribute to the advancement of sustainable development goals.

#### Objectives of the Study:

1. To know the awareness level of sustainable practices among youths.
2. To know the behavior and attitude of youths towards sustainable choices.
3. To assess the influencing factors that facilitate or hinder youth engagement in promoting green lifestyles.

#### Research Methodology:

#### Sampling Technique:

The researcher had used Purposive Sampling to select participants based on specific criteria related to age, demographics, and involvement in sustainable practices to ensure representation of the target population of youths.



**Data Collection:** A structured questionnaires were administered to 93 youths to gather data on their attitudes, behaviors, and perceptions regarding sustainable choices and the role of marketing in promoting green lifestyles.

### Statistical Tools Used:

Overall, this mixed-method approach involving quantitative techniques such as descriptive analysis, regression, factor analysis, and correlation analysis provided a comprehensive understanding of the role of marketing in promoting green lifestyles and empowering youth to make sustainable choices.

### Reliability Analysis:

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.878	64

The Cronbach's Alpha coefficient of 0.878 suggests a high level of internal consistency among the items in the measurement instrument.

### Analysis and interpretation:

#### Demographic Profile:

**Table: 1. Descriptive Statistic of the Sample**

Personal/Demographic	Frequency	Percentage
<b>Age of the Respondent:</b>		
16 – 20	20	21.5
21 – 25	37	39.8
26 – 30	16	17.2
31 – 35	16	17.2

Others	4	4.3
Total	93	100
<b>Gender:</b>		
Female	78	83.9
Male	15	16.1
Total	93	100
<b>Educational Background:</b>		
Bachelor's Degree	28	30.1
Master's Degree	43	46.2
Ph.D. or Advanced Degree	22	23.7
Total	93	100
<b>Current Employment Status:</b>		
Employed	16	17.2
Unemployed	9	9.7
Student	66	71
Others	2	2.2
Total	93	100
<b>Residing Area:</b>		
Urban	35	37.6
Suburban	3	3.2
Rural	39	41.9
small Town	16	17.2
Total	93	100

**Age of the Respondent:**

The majority of respondents fall within the age of 21-25 (39.8%) and 16-20 (21.5%).

There is a relatively even distribution among respondents aged 26-30 and 31-35, each comprising 17.2% of the total.

A smaller portion falls under the category "Others," representing 4.3% of the respondents.

**Gender:**



The survey sample is predominantly female, constituting 83.9% of the total respondents.

Male respondents make up a smaller proportion, accounting for 16.1% of the total.

### **Educational Background:**

Respondents with a Master's degree are the largest group, comprising 46.2% of the total.

Those with a Bachelor's degree represent 30.1% of the respondents.

Individuals holding a Ph.D. or Advanced Degree constitute 23.7% of the total sample.

### **Current Employment Status:**

The majority of respondents are students, making up 71% of the total.

Employed individuals represent 17.2% of the respondents.

A smaller portion is unemployed (9.7%), while others make up 2.2% of the total.

### **Residing Area:**

The distribution of respondents' residing areas is relatively balanced.

Urban and rural areas have comparable proportions, with 37.6% and 41.9% of respondents, respectively.

Small towns represent 17.2% of the respondents, while suburban areas have the smallest representation at 3.2%.

**Table:2. Awareness about sustainable practices:**

<b>Awareness about sustainable Lifestyle Practices</b>	<b>YES</b>	<b>NO</b>	<b>Percentage</b>	
Reduce, Reuse, Recycle	88	5	94.6	5.4
Conserving Energy	83	10	89.2	10.8
Water Conservation	86	7	92.5	7.5

The	Sustainable Transportation	80	13	86	14	data
	Eco-Friendly Eating	79	14	84.9	15.1	
	Supporting Sustainable Products	78	15	83.9	16.1	
	Green Energy	78	15	83.9	16.1	
	Composting	74	19	79.6	20.4	
	Outdoor Conservation	61	32	65.6	34.4	
	Educating Others	78	15	83.9	16.1	

provided offers insights into the level of awareness among respondents regarding various lifestyle practices related to sustainability. Across the surveyed practices, the majority of respondents demonstrate a high level of awareness, with percentages ranging from 79.6% to 94.6%. This indicates a widespread understanding and recognition of the importance of these sustainability practices within the surveyed population.

Specifically, practices such as "Reduce, Reuse, Recycle," "Conserving Energy," and "Water Conservation" exhibit the highest levels of awareness, with over 90% of respondents indicating familiarity with these concepts. Similarly, "Sustainable Transportation," "Eco-Friendly Eating," "Supporting Sustainable Products," and "Green Energy" also demonstrate significant awareness levels, with over 80% of respondents familiar with these practices.

However, there are certain practices where awareness levels are relatively lower. For instance, "Composting" and "Outdoor Conservation" show awareness percentages of 79.6% and 65.6%, respectively, suggesting that fewer respondents are familiar with these practices compared to others surveyed.

Overall, the data suggests a positive trend in awareness regarding sustainability practices among the surveyed population, indicating a growing recognition of the importance of adopting environmentally friendly behaviors. Understanding these awareness levels can inform targeted educational initiatives and outreach efforts aimed at promoting sustainable lifestyle practices.

**Table:3. Engagement in sustainable activities or initiatives:**

Engagement in sustainable activities or initiatives	Frequency	Percent	Valid Percent	Cumulative Percent
No	30	32.3	32.3	32.3
Yes	63	67.7	67.7	100.0
Total	93	100.0	100.0	

The data provided highlights the level of engagement among respondents in sustainable activities or initiatives. A significant majority of respondents, constituting 67.7% of the total sample, indicate involvement in sustainable activities or initiatives. This suggests a prevalent interest and active participation in efforts aimed at promoting sustainability within the surveyed population.

Conversely, a smaller portion of respondents, accounting for 32.3% of the sample, report no engagement in sustainable activities or initiatives. While this percentage is notably lower than those actively involved, it still represents a significant portion of the surveyed population.

Overall, the data reflects a positive trend in engagement with sustainable practices and initiatives among respondents. Understanding the level of engagement is essential for assessing the effectiveness of sustainability efforts and identifying areas for improvement or targeted interventions to further promote environmental stewardship and participation in sustainable activities.

**Table:4 Behaviors and Attitudes towards Sustainability Practices:**

Activity	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Using eco-friendly products</b>				
No	36	38.7	38.7	38.7
Yes	57	61.3	61.3	100
<b>Conserving energy and water</b>				
No	39	41.9	41.9	41.9
Yes	54	58.1	58.1	100
<b>Using public transport</b>				
No	47	50.5	50.5	50.5
Yes	46	49.5	49.5	100
<b>Supporting local and sustainable businesses</b>				
No	61	65.6	66.3	66.3
Yes	31	33.3	33.7	100

Missing	1	1.1		
<b>Using reusable bags</b>				
No	41	44.1	44.1	44.1
Yes	52	55.9	55.9	100
<b>Buying locally</b>				
No	56	60.2	60.2	60.2
Yes	37	39.8	39.8	100
<b>Participating in community clean-up efforts</b>				
No	71	76.3	76.3	76.3
Yes	22	23.7	23.7	100
<b>Spreading awareness</b>				
No	63	67.7	67.7	67.7
Yes	30	32.3	32.3	100
<b>Total</b>	93	100	100	

The data provided offers insights into respondents' behaviors and attitudes towards various sustainability practices. Across the surveyed practices, a significant proportion of respondents demonstrate engagement in eco-friendly behaviors. Specifically, the majority of respondents report using eco-friendly products (61.3%), conserving energy and water (58.1%), and using

public transport (49.5%). These findings suggest a prevalent adoption of environmentally conscious behaviors among the surveyed population.

Additionally, a notable portion of respondents indicate support for local and sustainable businesses (33.3%), using reusable bags (55.9%), buying locally (39.8%), participating in community clean-up or conservation efforts (23.7%), and spreading awareness about sustainability (32.3%). While engagement levels vary across these practices, the overall trend reflects a positive inclination towards sustainable actions among respondents.

However, there are instances where respondents report not engaging in certain sustainability practices, such as supporting local and sustainable businesses (65.6%) and participating in community clean-up or conservation efforts (76.3%). These findings suggest potential areas for improvement in promoting participation in these activities among the surveyed population.

Overall, the data indicates a mixed but generally positive trend in engagement with sustainability practices among respondents. Understanding these behaviors and attitudes is essential for informing targeted interventions and initiatives aimed at fostering environmental stewardship and promoting sustainable lifestyles within communities.

**Table:5 Youth Empowerment and Advocacy:**

Activity	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Providing opportunities for leadership and decision-making</b>				
- No	37	39.8	39.8	39.8
- Yes	56	60.2	60.2	100



<b>Equipping young people with skills and resources to pursue their goals</b>				
- No	45	48.4	48.4	48.4
- Yes	48	51.6	51.6	100
<b>Creating inclusive spaces for youth participation and voice</b>				
- No	57	61.3	61.3	61.3
- Yes	36	38.7	38.7	100
<b>Promoting self-confidence and self-efficacy</b>				
- No	40	43	43	43
- Yes	53	57	57	100
<b>Encouraging critical thinking and social engagement</b>				
- No	53	57	57	57
- Yes	40	43	43	100

<b>Promoting social justice and advocating for youth rights</b>				
- No	52	55.9	55.9	55.9
- Yes	41	44.1	44.1	100
Total	93	100	100	

From the provided frequency data, we can infer several aspects related to youth empowerment and advocacy:

**Leadership Opportunities:** The majority of respondents (60.2%) reported that they are provided with opportunities for leadership and decision-making. This indicates a proactive approach in engaging youth in decision-making processes, which can contribute to their personal development and empowerment.

**Equipping Youth with Skills and Resources:** About half of the respondents (51.6%) reported being equipped with skills and resources to pursue their goals. This suggests efforts to empower young people by providing them with the necessary tools and support to achieve their aspirations.

**Inclusive Spaces for Youth Participation:** While a majority of respondents (61.3%) reported the existence of inclusive spaces for youth participation and voice, a significant portion (38.7%) indicated otherwise. This highlights the importance of ensuring inclusivity in decision-making processes and creating environments where all youth feel represented and heard.

**Promotion of Self-Confidence and Self-Efficacy:** A slight majority of respondents (57.0%) reported promotion of self-confidence and self-efficacy. This suggests efforts to build confidence and belief in one's abilities among young people, which are crucial for personal growth and success.

**Encouraging Critical Thinking and Social Engagement:** A balanced distribution was observed regarding encouraging critical thinking and social engagement, with 57.0% reporting

encouragement and 43.0% indicating otherwise. This underscores the significance of fostering critical thinking skills and active participation in social issues among youth.

**Promotion of Social Justice and Advocacy for Youth Rights:** A slight majority of respondents (55.9%) reported efforts in promoting social justice and advocating for youth rights. This reflects a commitment to addressing societal inequalities and empowering young people to advocate for their rights and interests.

Overall, the data suggests a mix of positive initiatives aimed at empowering youth, but also highlights areas where further attention and improvement may be needed to ensure comprehensive support and inclusion of all young individuals in decision-making processes and advocacy efforts.

**Table:6 Marketing channels promoting sustainable choices among youth:**

<b>Advertising Channel</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Social Media</b>				
- No	13	14	14	14
- Yes	80	86	86	100
<b>TV Commercials</b>				
- No	58	62.4	63	63
- Yes	34	36.6	37	100
<b>Influencer Marketing</b>				
- No	64	68.8	68.8	68.8
- Yes	29	31.2	31.2	100
<b>Online Blogs</b>				

- No	64	68.8	68.8	68.8
- Yes	29	31.2	31.2	100
<b>In-store Promotions</b>				
- No	73	78.5	78.5	78.5
- Yes	20	21.5	21.5	100
<b>Other</b>				
- No	88	94.6	94.6	94.6
- Yes	5	5.4	5.4	100
Total	93	100	100	

From the provided frequency data regarding different advertising channels:

**Social Media:** The overwhelming majority of respondents (86.0%) reported exposure to advertising through social media platforms. This indicates the significant impact and prevalence of social media in marketing and reaching target audiences.

**TV Commercials:** A majority of respondents (63.0%) reported exposure to TV commercials. While TV commercials remain a common advertising channel, it's noteworthy that a considerable portion (36.6%) indicated no exposure to TV commercials, suggesting a potential shift in media consumption habits.

**Influencer Marketing:** About two-thirds of respondents (68.8%) reported exposure to influencer marketing. This underscores the growing importance of influencer marketing strategies in reaching and engaging with audiences, particularly through digital platforms.

**Online Blogs:** Similar to influencer marketing, the data shows that approximately two-thirds of respondents (68.8%) reported exposure to advertising through online blogs. This suggests the effectiveness of leveraging blog content as a marketing tool in digital advertising campaigns.

**In-store Promotions:** The majority of respondents (78.5%) reported exposure to in-store promotions. This indicates the continued relevance of traditional marketing methods, particularly within physical retail environments, despite the rise of digital marketing channels.

**Other:** The vast majority of respondents (94.6%) reported exposure to other advertising channels not specified in the provided categories. This highlights the diversity and complexity of modern advertising strategies, which may include various forms of digital and traditional media, as well as emerging platforms and tactics.

Overall, the data reflects the multi-channel nature of contemporary advertising campaigns, with a significant emphasis on digital platforms such as social media, influencer marketing, and online blogs, alongside traditional channels like TV commercials and in-store promotions.

**Table:7 Motivating Factors towards sustainable Lifestyles:**

FACTORS	Particulars	Weighted Average	Wo
Ethical and Societal Values	Concern for endangered species	4.17	4.23
	Desire for a better quality of a life	4.4	
	Long term impact on future generation	4.38	
	Ethical consideration	4.09	
	Aesthetic preferences for eco-friendly products	4.11	

Eco-Friendly Lifestyle and External Factors	Fear of climate change consequences	4.03	3.984
	Desire to support local communities	4	
	Media Influence	4.1	
	Cultural or religious belief	3.83	
	Government incentives or policies	3.96	
Integrated Eco-Ethical Orientation	Influence of educational background	4.26	4.26

The data suggests that individuals place a high level of importance on ethical and societal values, particularly regarding concerns for endangered species, desire for a better quality of life, and consideration of the long-term impact on future generations. This indicates a growing awareness and prioritization of environmental sustainability and ethical consumption practices. Additionally, factors such as fear of climate change consequences, desire to support local communities, and media influence play significant roles in shaping individuals' eco-friendly lifestyle choices. Moreover, the integration of eco-ethical orientation, influenced by educational background, highlights the pivotal role of education in fostering environmentally conscious attitudes and behaviors among individuals. Overall, the data reflects a multifaceted approach towards environmental stewardship, encompassing ethical, societal, and personal considerations.

**Table:8 Barriers to adopt Sustainable Lifestyle:**

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Factors	Component	Wa	Wo
societal and personal attitude	Resistance to change	3.7	3.842
	Lack of or insufficient regulations promoting sustainability	3.9	
	Social norms	3.7	
	Lack of visible role models practicing sustainable living	4.01	
	multiple global crises	3.9	
Practical Sustainability Factors	Affordability of sustainable products	4.09	3.98
	Convenience of adopting sustainable practices	3.8	
	Knowledge about sustainable alternatives	4.04	

( Wa - Weighted average ,Wo - Overall Weighted Average )

From the above data, it can be inferred that societal and personal attitudes significantly influence the adoption of sustainable practices. Factors such as resistance to change, lack of visible role models practicing sustainable living, and the presence of multiple global crises contribute to challenges in embracing sustainability. These findings suggest a need for cultural shifts and the establishment of supportive environments to promote sustainable behaviors. Additionally, practical sustainability factors, including the affordability of sustainable products, convenience of adopting sustainable practices, and knowledge about sustainable alternatives, play crucial roles in facilitating the transition towards sustainability. Addressing these practical concerns can help

overcome barriers to sustainable living and encourage widespread adoption of environmentally friendly behaviors

### The correlation analysis:

The model includes the following independent variables entered: Age, Locality, Gender, Educational Background, and Employment Status.

Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.385 <sup>a</sup>	.148	.099	.726	1.844

R Square: The model explains 14.8% of the variance in the dependent variable, which indicates a weak explanatory power.

Adjusted R Square: The adjusted R Square suggests that 9.9% of the variance in the dependent variable is explained by the model, considering the number of predictors.

Durbin-Watson: The value of 1.844 indicates a slight positive autocorrelation in the residuals.

### ANOVA:

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.976	5	1.595	3.027	.014 <sup>b</sup>
	Residual	45.852	87	.527		
	Total	53.828	92			

The ANOVA table indicates that the regression model is statistically significant ( $p = 0.014$ ), suggesting that at least one of the independent variables has a significant effect on the dependent variable.

#### Coefficients:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.034	.467		6.498	.000
	Locality	-.102	.066	-.155	-1.540	.127
	Gender	-.298	.209	-.144	-1.428	.157
	Educational Background	-.102	.134	-.098	-.763	.447
	current employment status	.012	.098	.014	.125	.901
	<b>Age</b>	<b>.279</b>	<b>.092</b>	<b>.415</b>	<b>3.022</b>	<b>.003</b>

Intercept (Constant): The intercept is 3.034, indicating the estimated mean value of the dependent variable when all predictors are zero.

Age: Age has a positive standardized coefficient (Beta = 0.415) and is statistically significant ( $p = 0.003$ ), suggesting that as age increases, the perceived importance of incorporating sustainability into marketing strategies also increases.

Locality, Gender, Educational Background, Employment Status: These variables do not appear to have statistically significant effects on the dependent variable, as their p-values are greater than the typical significance level of 0.05

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.42	3.89	2.96	.294	93
Residual	-1.542	1.579	.000	.706	93
Std. Predicted Value	-1.821	3.158	.000	1.000	93
Std. Residual	-2.124	2.175	.000	.972	93

The residuals exhibit a mean of 0, indicating that the model is unbiased on average.

The standard deviation of the residuals is 0.706, suggesting variability around the predicted values.

The minimum and maximum values of the residuals indicate that some predictions are slightly off, but overall, they are within an acceptable range.

Overall, the model suggests that age has a significant impact on the perceived importance of sustainability in marketing strategies, while other variables such as locality, gender, educational background, and employment status do not significantly contribute to explaining this perception.

		Importance of companies to incorporate sustainability into their marketing strategies	Age
Importance of companies to incorporate sustainability into their marketing strategies	Pearson Correlation	1	.322**
	Sig. (2-tailed)		.002
	N	93	93
Age	Pearson Correlation	.322**	1
	Sig. (2-tailed)	.002	
	N	93	93
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis indicates a moderate, positive correlation between respondents' perceptions of the importance of sustainability in marketing strategies and their age, with a Pearson correlation coefficient of 0.322. This correlation is statistically significant at the 0.01 level (two-tailed), as indicated by the p-value of 0.002.

**Inference:** There is a meaningful and statistically significant relationship between respondents' age and their belief in the importance of incorporating sustainability into marketing strategies. Specifically, older individuals tend to place greater importance on sustainability in marketing compared to younger individuals. This suggests that age may influence attitudes toward sustainable business practices in marketing efforts. Understanding this relationship can help companies tailor their marketing strategies to resonate with different age groups and align with evolving societal values related to sustainability.

### **Conclusion:**

In conclusion, despite having the knowledge and awareness of sustainable practices, young people may sometimes exhibit lethargic behavior, falling into patterns of complacency or inertia. This can stem from various factors such as convenience, societal norms, or a sense of disconnect from the impact of their actions on the environment. Marketing has a significant role to play in empowering the youth to make sustainable choices and embrace green lifestyles. By leveraging the power of persuasion, education, and accessibility, marketers can inspire young people to take action towards a more sustainable future. However, this must be done with integrity and authenticity, ensuring that marketing efforts align with genuine commitments to environmental stewardship. Recognizing the sustainable behavior change is a journey, marketers can foster empathy and understanding towards the challenges young people face in adopting green lifestyles. By addressing barriers such as affordability, accessibility, and societal pressures, marketers can empower youth to make sustainable choices that align with their values and aspirations. Ultimately, by working together, marketers and the youth can drive positive change and create a world where sustainability is not just a choice but a way of life.

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