Consumer Adoptionof Green Marketing Using Utaut Model- A Study With Refernce To Millennial

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ABSTRACT

Introduction: In Today's Environment, Sustainable Development Has Become A Key Issue And "Green" Is The New Buzz. The Government Is Framing Various Laws & Regulations To Protect Environment At Large. With Respect To That, Various Private And Public Organizations Has Also Joined The Momentum. The Green Marketing Avenues Are Developed On The Basis Of People, Planet & Profit. The Paper Intends To Identify Awareness Level Of Millennials Towards The Green Marketing Activities And To Understand The Adoption Of Green Marketing By Millennials.

Methodology: Utaut Model Is Used For The Study. The Study Is Based On Primary And Secondary Data With Millennials As Sample Unit And Sample Size Of 281 Across The Country. The Responses Are Analyzed Applying Exploratory Factor Analysis.

Implications: In Today's Marketing Era The Companies Are Investing And Evolving Their Orientations Towards Green. It Will Be An Edge To The Marketers To Acknowledge The Inclination Of Youth Towards The Green Priorities. The Return On Investment Is A Must To Know For The Marketers And The Paper Will Help In Assessing The Anticipated Responses. As Per The Research, The Focus Should Be On Communicating The Value Through Focus On Campaigns Promoting Green Products, And Using The Raw Material That Are Helpful In Safeguarding The Environment In The Production Process.

Findings: The Awareness Level About Green Marketing Practices Was Found High Among The Millennials. The Study Resulted In Extraction Of Six Factors Influencing Green Behavioral Intentions. The Findings Are Supportive To The Assumptions Of The Study.

Keyword's Green Marketing, Sustainable Development, Customer Awareness, Utaut, Millennials, Efa.

1.0 Introduction

The American Marketing Association (2014) Depicts Green Advertising As Showcasing That Reacts To Ecological Issues. Green Promoting Can Help Increment The Organization's Advantages, As Moving To Green Sets Up Methodologies Around The Planet.

Green Showcasing Additionally Alluded To As Ecological Promoting Or Manageability Promoting Alludes To Associations' Endeavors To Style, Publicize, Cost And Convey Products That Are Not Unsafe To The Climate, As Indicated By Pride And Ferrell (1993). Polonsky (1994) Recognizes All Practices Pointed Toward Empowering And Advancing Any Exchange Pointed Toward Addressing Human Requirements Or Hurting The Regular Habitat. Ellington (1994) States That A Green Customer Is An Individual Who Keeps Away From Items That Hurt Buyers' Wellbeing Or The Climate. During The 1980s, The Main Flood Of Green Showcasing Occurred. Corporate Social Responsibility (Csr) Reports Have Been Delivered By Frozen Yogurt Merchant Ben And Jerry's, The Place Where The Monetary Report Is Supplanted By A More Extensive Perspective On The Ecological Effect Of The Organization. The World Commission On Environment And Development (1987) Characterizes The Alleged Brundland Report As "The Necessities Of Things To Come Without Bargaining The Capacity Of People In The Future To Address Their Own Issues" And Is Another Progression Toward More Extensive Considering Manageability. In The Every Day Work. . Ottmann (1998) Stresses That Associations Should Focus On All Parts Of Political, Social And Other Natural Issues And Produce Prime Quality Materials That Zeroly Affect The Climate.

In The Years Following 2000, A Second Flood Of Green Promoting Emerged. Csr And Triple Bottom Line (Tbl) Are Presently Broadly Circulated. Distributions Like The Report Of The United Nations 2005,Al Gore, And The Uk Station Report In 2006 Have Made Logical And Ecological Cases More Available To The More Extensive Public.

2.0 Literature Review

Oyewall, P .(2001). A Theoretical Connation Between Green Advertising, Natural Equity And The Mechanical Environment Is Talked About In His Paper. In Its Use Of Green Promoting, It Lobbies For More Noteworthy Comprehension Of Ecological Equity. To Survey Shoppers' Comprehension Of Natural Equity And Their Capacity To Retain The Expenses Related With It, An Examination Plan Has Been Proposed.

Protiro, A. And Fitchett, J.R. (2000) Contend That More Prominent Ecological Edification Can Be Accomplished Through Private Enterprise, Utilizing The Attributes Of Ware Culture To Additional Natural Objectives. In Addition To The Fact That Marketing Is Equipped For Prompting The Advancement Of More Prosperous Models Of Society, However There Is A Critical Commitment To Do As Such As A Focal Specialist In The Action And Extension Of Item Prosecution.

W.E., Kilbourne. (1998) Addresses The Failure Of Green Showcasing To Reach Past The Current Model's Range. The Creator Portrays Areas, For Example The Financial, Political And Innovative Parts Of Social Reference, To Be Investigated For Their Impact On Promoting/Environment.

Karna, J., Hansen, E., Et Al., Says That Dynamic Advertisers Are The Essential Unique Local Area To Chip In Natural Promoting And Accomplish Eco-Amicability As An Upper Hand. Andjuslin, H .. Clarifies,

(2003). The Discoveries Show That Green Standards, Environment Advertising Methods, Frameworks, And Practices Are Legitimately Corresponded With One Another, As Indicated By The Biological System Promoting Model That This Examination Plans To Coordinate.

In His Exploration, Donaldson (2005) Found That The Ecological Perspectives On Shoppers As A Rule Were Positive In Great Britain. This Examination Announced Purchasers' Solid Dependence On Trustworthy Brands And Hasty Conduct That Address "Green" Claims, Which Is The Primary Motivation Behind Why Their Conduct Neglects To Comprehend Their Issues Past The Climate Alsamadi (2007) Investigates Jordanian Customers ' Ecological Activities And Shows A High Comprehension Of The Climate. Shockingly, Since These Clients Have A High Dependence On Traditional Products And A Low Dependence On Green Advertisements, This Hopeful Pattern And The Inclination For' Green' Merchandise Don't Impact An Official Conclusion. Numerous Organizations' Absence Of Natural Awareness And The Significant Expense Of A Similar Product Intensify Snags, A Large Number Of Which Are An Energizing Assessment Of Ecological Obligation. In Different Investigations, A Similar Marvel Has Been Executed (Oatman, 2004; Donaldson, 2005; Cleveland Et Al., 2005). Brahma, M. Dante And Dante, R .(2008), Green Ventures India Might Be An Auxiliary Of A New York-Based Property The Board Company, Green Ventures International, The Economic Times, Mumbai. India Has As Of Late Dispatched A $300 Million Asset Situated In India To Add To The Exchanging Of Clean Energy Products And Carbon Credits.

K. Prabhakaran's Sanjay. Jain And Gurmeet Currier (2004) Contend That Their Environmentalism Is Advancing Quickly As An Overall Marvel. Organizations Have Additionally Met People's High Expectations And Have Begun To React By Adjusting Green Promoting Procedures To Ecological Difficulties. In Advancing Corporate Environmentalism And Changing Over Business Associations Into Nurseries, Green Consumerism Has Assumed A Synergist Part.

2.1 The Model

The Study Is Based On Utaut Model. Technology Acceptance Model (Tam) Developed By Davis Et. Al In 1989. The Model Intends To Identify The Behavioural Factors Leading To Adoption Of Any New Technology. The Model Included Two Major Dimensions I.E. Ease Of Use And Usefulness To Understand The Consumers' Intention To Adopt Any New Technology. Tam Is Used As A Base To Many Studies And Is Considered As An Effective Tool To Evaluate Factors Affecting Adoption Of Any New Technology (Zhanga Et.Al. 2012). However, Various Studies Have Also Concluded That These Variables Are Insufficient To Judge Consumer Behaviour And Intention To Adopt New Technology.(Yongmeng, 2013; Li Et Al., 2014). There Are Various Variables Like Credibility, Social Influence Which Are Important Factors In Technology Adoption Especially Technology Like Digital Wallets. (Shaw, 2014). Shin (2009) Proposed An Integrated Utaut Model, Which Is Considered As An Extension Of Tam Model To Study Consumer Behaviour On Mobile Wallet Usage. We Found Integrated Utaut Model Proposed By Shin (2009) Appropriate For Present Study. The Present Study Also Examined Age Age (Jayawardhena Et Al., 2009; Porter &Donthu, 2006; Munnukka, 2007) On The Usage Of Mobile Wallet.

Figure 2.1 Empirical Model Of Utaut , Perceived Cost & Self-Image
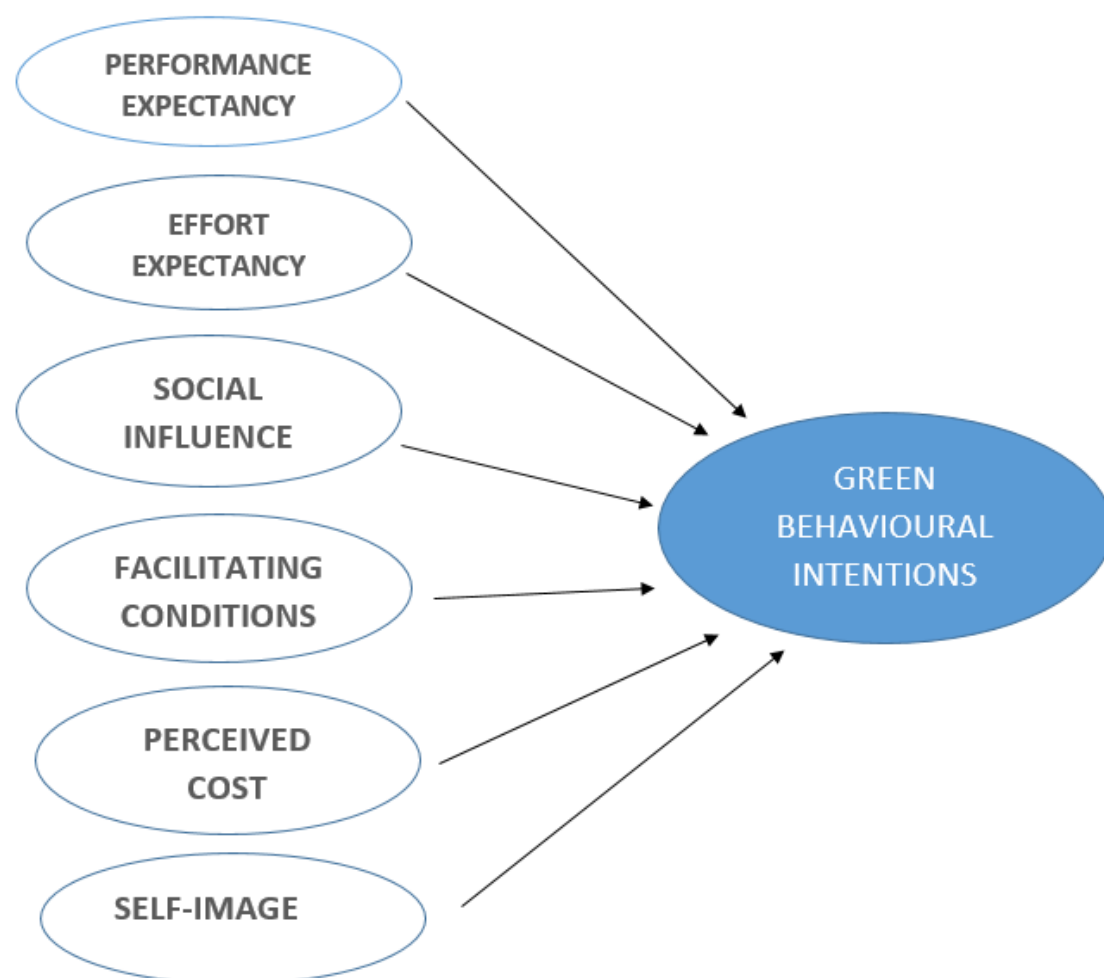
1.0 Objectives Of The Study

The Primary Objective Of Study Is To Analyze The Level Of Awareness Of Green Marketing Among Millennials. The Study Also Aims To Identify The Factors That Influences Green Behavioral Intentions Indicating Adoption Of Green Products And Marketing Amongst Millennials.

4.0 Research Methodology

The Questionnaire Was Distributed Amongst 298-Targeted Population Of Millennials. Out Of These 281 Were Considered For Analysis. The 17 Responses Were Rejected Due To Missing Values Or Inappropriate Responses. The Sample Size I.E. 281 Is Comparable To Other Tam & Utaut Studies Such As Legris*et Al.* (2003) Meta-Analysis Indicates That The Sample Size Involving Respondents Range From 786, Taylor And Todd (1995) Involves 262 Respondents And Davis (1989) Involving

107 Respondents. Further, Gen Y/Millennials Refers To The Age Group Between I.E. The Generation From Early 1980s As Starting Birth Years And The Mid-1990s That Indicates Respondents Are From 20-40 Years Of Age. The Study Has Been Intentionally Conducted On Millennials, As They Are Believed To Be Early Adopters. The Sampling Was Purposive Snowball. The Questionnaire Was Based On Validated Model Of Utaut Along With Some Statements Based On Perceived Cost And Self-Image. The Scale Was Framed On Google Form And Circulated Through Social Media And E-Mails. The Close-Ended Questionnaire Consisted Of 28 Statements Based On Likert Scale (Where, 1=Strongly Disagree And 5 = Strongly Agree). Further, Editing And Coding Was Done. The Analysis Was Done Using Spss21.0. Cronbach Alpha Was Done To Assess The Reliability Of Scale. The Reliability Of Factors Derived Was Also Checked By Using Cronbach Alpha. The Study In General,

Reliabilities Less Than 0.60 Are Considered Poor, Those In The 0.70 Range, Acceptable And Those Over 0.8 Good (Sekaran,2006). Other Test Used Includes Cross-Tab And Pie Chart Techniques To Understand The Level Of Awareness Of Green Marketing By Millennials.Exploratory Factor Analysis Is Used To Identify The Factors Influencing Green Buying Intentions Of Users.

5.0 Data Analysis :

The Analysis Of Data Has Been Divided In Two Sections. The Section 5.1 Is Majorly About The Demographic Profile Of Respondents. The Section 5.2 Briefs About The Analysis Related To Awareness And Adoption Of Green Marketing.

Section 5.1 :Table 5.1 Respondents Profile

Table 5.1: Demographics Of Respondents			
Variables		**Frequency**	**Percentage**
Age	20-25	74	26.3
	25-30	130	46.3
	30-35	64	22.8
	35-40	13	4.6
	Total	**281**	**100.0**
Gender	Female	129	45.9
	Male	152	54.1
	Total	**281**	**100.0**
Course	Under Graduate	144	51.2
	Post Graduate	113	40.2
	Others	24	8.5
	Total	**281**	**100.0**

As Per The Table 5.1, Age Group 20-25 Years, Have 74 Respondents Out Of 281 And It Carries 26.3 % Of The Total Whereas, Age Group 25-30 Years Have Maximum Respondents I.E. 130 Respondents Which Is 46.3% Of The Total Respondents. Further, There Are 64 Respondents From 30-35 Age Group Framing 22.8% Of The Total Proportion. The Age Group Of 35-40 Years Of Age Have 13 Respondents & It Carries 4.6% Of The Total Number Of Respondents.

Table 5.1, Further Reflects That Out Of 281 Respondents, 129 Respondents Are Females I.E. 45.9% & 152 Are

Males I.E. 54.1 %. The Table 5.1 Reveals That Maximum Numbers Of Respondents Are Male; However, The Female Respondents Are Also With An Acceptable Numbers Framing The Study Unbiased. There Are 144 Respondents Who Are From Undergraduate Courses And 113 Respondents I.E. 40.2 % Are From Postgraduate Programme.
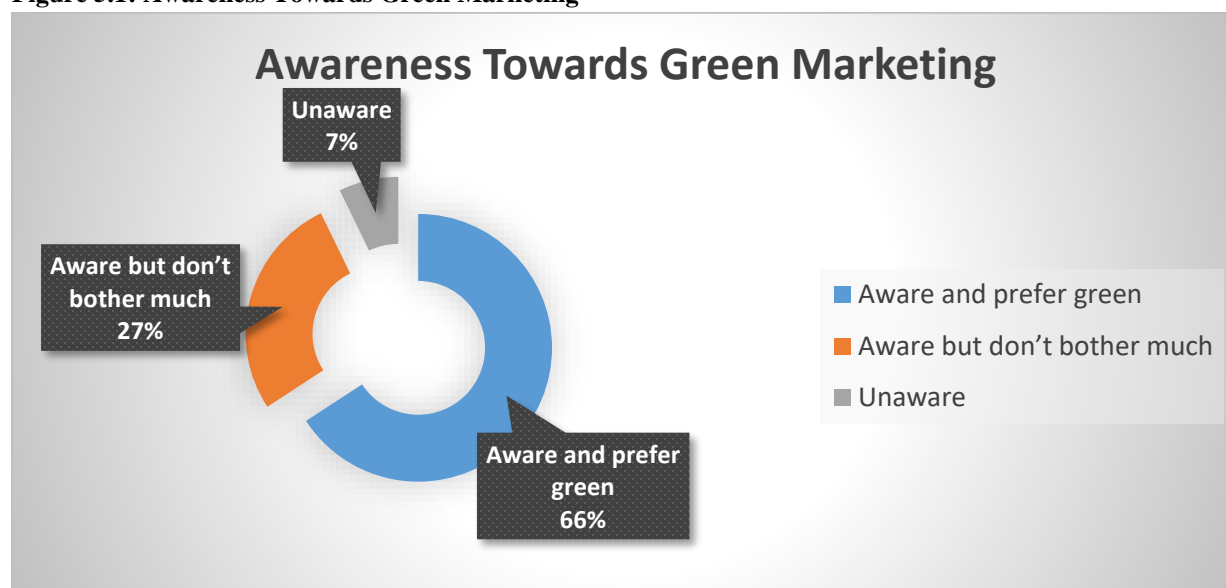
Section 5.2: Objectives Based Analysis

Table 5.2: Awareness About Green Marketing

	Variables	**Frequency**	**Percentage**
Awareness	Aware And Prefer Green Marketing	185	65.8
	Aware But Don't Bother Much	76	27.0

Unaware	20	7.2
Total	**281**	**100.0**

Figure 5.1: Awareness Towards Green Marketing

As Shown In Figure 5.1, 66% Millennials Are Aware About Green Marketing And Prefer Green Products. 27% Millennials Are Aware But Do Not Bother Much About Green Products That Means They Are Not Much Conscious While Buying Products. 7.2% Millennials Are Completely Unaware About Green Marketing And Products.

Exploratory Factor Analysis

The Cronbach's Reliability Coefficient For The Average Extracted Factor Is 0.81, Which Is Above The Threshold Or Acceptable Limit Of 0.6. The Kmo Value Of 0.769 And Bartlett's Test Values Of Less Than 0.5 Indicates The Suitability Of Exploratory Factor Analysis.

Table 5.2: Kmo And Bartlett's Test

Kmo And Bartlett's Test		
Kaiser-Meyer-Olkin Measure Of Sampling Adequacy.		0.769
Bartlett's Test Of Sphericity	Approx. Chi-Square	10634.039
	Df	378
	Sig.	.000

Table 5.3: Reliability And Variance Of Factors

Factor Name	Items	Item Loading	% Variance	Reliability Cronbach Alpha Value
(1) Social Influence	Si1	0.91	16.68%	0.81s
	Si2	0.83		
	Si3	0.54		
	Si4	0.79		
	Si5	0.61		
2)Effort Expectancy	Ee1	0.82	13.56%	0.68
	Ee2	0.74		
	Ee3	0.75		
3) Performance Expectancy	Pe1	0.89	9.51%	0.77
	Pe2	0.82		
	Pe3	0.72		
4) Facilitating Conditions	Fc1	0.62	8.68%	0.71
	Fc2	0.65		
	Fc3	0.68		
5) Perceived Cost	Pc1	0.54	6.85%	0.92
	Pc2	0.62		
6)Self-Image	Si1	0.83	5.25%	0.75
	Si2	0.64		
7) Green Behavioural Intention	Gbi1	0.73	5.41%	0.73
	Gbi2	0.71		
	Gbi3	0.65		

Table 5.3 Shows The Factors Extracted. Varimax Rotation Of Principle Component Analysis Was Applied To Extract The Most Relevant Factors Of Green Behavioral Intentions. The Study Had 28 Statements, 7 Statements Bearing Factor Loadings Less Than 0.50 Were Dropped From The Study Due To Low Loading Values. Efa Resulted In A Scale Of 21 Statements Extracted Into Seven Factors With 65.94% Of The Total Variance. The Factors Extracted From The Study I.E. Social Influence, Effort Expectancy, Performance Expectancy, Facilitating Conditions, Perceived Cost, Self-Image And Green Behavior Intentions With 16.68, 13.56, 9.51, 8.68, 6.85. 5.25, 5.41 Variance Respectively. The Reliability Of All The Factors Are Also Above The Acceptable Levels.

Hence, The Result Shows That The Factors From Utaut Model I.E. Social Influence, Efforts Expectancy, Performance Expectancy And Facilitating Conditions Along With The Factors Extracted I.E. Perceived Cost And Self-Image Influences The Green Behavior Intentions Of The Millennials Which Indicate The Adoption Of Green Marketing.

6.0 Conclusion
The Study Provided Significant Insights About The Literature Related To Green Marketing Behavior Of The Millennials. It Is Designed With Adding Items To Utaut Model. This Study Apprised About The Awareness Level Of Millennials Towards The Green Marketing And Green Products. The Results Indicated That More Than 60% Millennials Are

Aware And Preferring Green Products That Indicates The Inclination Of Gen Y Towards The Sustainable Practices. Further, Study Concluded The Extraction Of Six Factors Influencing The Green Buying Intentions Of Millennials, Which Indicates The Adoption Of Green Marketing And Products By Millennials.

7.0 Future Scope Of Study

The Study Has Wide Scope Of Future Study. It Can Further Be Conducted Using Different Sample Units Other Than Millennials. Further, More Statements Can Be Added And It Can Be Analyzed To Check The Suitability. The Study Can Be Further Analyzed Using Different Test And The Scope And Impact Of Different Moderation And Mediation Effect Of Green Advertising Can Be Analyzed For Further Studies.

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