

Eco-Conscious Consumerism: Millennial and Gen Z Attitudes and Purchasing Behaviors Toward Green Products

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ABSTRACT

This study examines the factors influencing Millennials and Gen Z in adopting green products, focusing on their motivations, awareness, and behavioral patterns. As these generations drive global consumer trends, understanding their attitudes is essential for developing effective marketing strategies and advancing sustainability initiatives. While green purchasing behavior has been widely studied, limited research explores the generational differences between Millennials and Gen Z or the impact of social media influencers on their decisions. Furthermore, few studies provide qualitative insights into why some individuals remain resistant or indifferent to green products. This research investigates the awareness, intentions, and advocacy behavior's of Millennials and Gen Z, particularly during the COVID-19 pandemic, which has heightened awareness of environmental issues. Using a structured questionnaire, data was collected from a diverse sample of 200 respondents, with Gen Z forming the majority. Respondents shared insights into their demographic backgrounds, awareness levels, social influences, purchasing intentions, and advocacy behaviors. The findings highlight increased awareness of green products due to the pandemic, with most participants expressing intentions to adopt sustainable options. Social media influencers significantly shaped purchasing decisions for over half of the respondents, while a majority showed strong advocacy tendencies for promoting green products within their networks. However, a minority exhibited neutral or negative attitudes, indicating the need for targeted interventions to address barriers to sustainable consumption. This study underscores the importance of leveraging social media platforms, transparent branding, and affordable solutions to engage Millennials and Gen Z. It offers actionable insights to foster sustainable practices and drive intergenerational shifts toward environmental responsibility.

Keywords: Millennials, Gen Z, green products.

