

# Adoption Of Green Marketing Among Gen Z And Gen Y Special Reference to Kerala

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**Abstract**—Green marketing has emerged as a significant strategy for promoting sustainable consumption in the modern business environment. This study investigates the adoption of green marketing among Gen Z and Gen Y consumers with special reference to Kerala. The primary objective is to analyze the level of awareness, attitude, and purchase intention toward eco-friendly products and to identify the factors influencing green buying behavior among the two generations. A descriptive research design was adopted, and primary data were collected from 150 respondents using a structured questionnaire. Statistical tools such as percentage analysis, mean, standard deviation, independent sample t-test, correlation, and regression analysis were applied to interpret the data.

The findings reveal that both Gen Z and Gen Y exhibit positive attitudes toward green marketing, with Gen Z demonstrating comparatively higher environmental concern and purchase intention. Environmental awareness and social media influence significantly impact green buying behavior, while price sensitivity acts as a major barrier. The study concludes that effective digital communication, transparent sustainability practices, and affordable pricing strategies are essential to enhance green product adoption among young consumers. The research provides valuable insights for marketers and policymakers to promote sustainable consumption behavior.

**Index Terms**—Green Marketing, Gen Z, Gen Y, Sustainable Consumption, Environmental Awareness

## I. INTRODUCTION

In recent decades, environmental sustainability has emerged as one of the most critical global concerns. Issues such as climate change, pollution, depletion of natural resources, and waste management have significantly influenced consumer behavior and

business strategies. As a result, organizations across industries are increasingly adopting environmentally responsible practices. One such strategic approach is green marketing, which refers to the promotion of products and services based on their environmental benefits. Green marketing encompasses eco-friendly production processes, sustainable packaging, energy-efficient distribution, and transparent communication about environmental responsibility. It aims not only to satisfy customer needs but also to minimize negative environmental impact.

The growing environmental awareness among consumers has transformed the traditional marketing landscape. Consumers today are more informed and conscious about the ecological consequences of their purchasing decisions. This shift is particularly evident among younger generations, especially Generation Z (Gen Z) and Generation Y (Millennials). These generations are considered more socially responsible, environmentally aware, and digitally connected compared to previous generations. Their purchasing decisions are often influenced by sustainability, ethical sourcing, and corporate social responsibility initiatives.

Generation Y, commonly known as Millennials, typically includes individuals born between 1981 and 1996. They grew up during rapid technological advancements and economic transitions, which shaped their consumption patterns. Millennials are known for valuing transparency, authenticity, and ethical business practices. On the other hand, Generation Z, born approximately between 1997 and 2012, represents the first generation to grow up entirely in the digital era. They are highly active on social media, deeply concerned about climate change, and more likely to support brands that align with their

environmental values. Both generations play a significant role in shaping market trends due to their strong purchasing power and influence over digital platforms.

In the Indian context, the concept of green marketing has gained momentum in recent years due to increasing environmental regulations, rising consumer awareness, and government initiatives promoting sustainability. States like Kerala have been at the forefront of environmental movements, waste management initiatives, and sustainable development programs. Kerala's high literacy rate, environmental consciousness, and strong consumer awareness make it a suitable region for studying the adoption of green marketing practices. The state has witnessed growing demand for organic products, eco-friendly packaging, renewable energy solutions, and sustainable lifestyle products.

Kerala's younger population, particularly Gen Z and Gen Y consumers, are increasingly exposed to global sustainability trends through digital media. Social media campaigns, influencer marketing, and online awareness programs have played a crucial role in shaping their perceptions toward green products. Additionally, Kerala has seen a rise in eco-friendly startups, organic food markets, and sustainable fashion brands that target environmentally conscious youth. However, despite the growing awareness, there may still be gaps between positive attitudes toward green marketing and actual purchasing behavior. Factors such as price sensitivity, product availability, trust in green claims, and brand reputation may influence the adoption rate among these generations.

The adoption of green marketing among Gen Z and Gen Y is not merely a matter of environmental concern; it also reflects broader socio-economic and cultural shifts. Younger consumers increasingly expect companies to demonstrate environmental accountability. Businesses that fail to adopt sustainable practices risk losing credibility and market share among these environmentally conscious segments. Therefore, understanding the perceptions, attitudes, and behavioral intentions of Gen Z and Gen Y toward green marketing becomes essential for marketers and policymakers.

Moreover, the effectiveness of green marketing strategies depends on consumer trust and awareness. Greenwashing — the practice of making misleading environmental claims — can reduce consumer

confidence and negatively affect adoption rates. Hence, companies must ensure transparency and authenticity in their sustainability initiatives. Studying adoption patterns among Gen Z and Gen Y in Kerala can provide valuable insights into how green marketing influences consumer decision-making and what factors drive or hinder adoption.

This study titled "*Adoption of Green Marketing Among Gen Z and Gen Y: Special Reference to Kerala*" seeks to analyze the level of awareness, perception, and acceptance of green marketing practices among these two generational cohorts. It aims to identify key factors influencing their purchase decisions, examine differences between Gen Z and Gen Y in terms of environmental consciousness, and assess how demographic and psychological factors affect their adoption behavior. The findings of this study will contribute to a better understanding of generational consumer behavior in the context of sustainability and provide practical recommendations for businesses aiming to promote green products effectively in Kerala.

In conclusion, green marketing is no longer a niche strategy but a necessary approach for sustainable business growth. With Gen Z and Gen Y emerging as influential consumer segments in Kerala, analyzing their adoption behavior becomes crucial for both environmental sustainability and market competitiveness. This study attempts to bridge the knowledge gap by providing empirical evidence on the adoption of green marketing among younger generations in Kerala.

## II. REVIEW OF LITERATURE

1. Singh and Pandey (2022) examined consumer behaviour towards green marketing and found that environmental awareness significantly influences consumer attitudes and purchase intentions. Their study revealed that consumers prefer eco-friendly products when they perceive genuine environmental benefits. However, the gap between intention and actual purchase behaviour remains due to price sensitivity and lack of trust in green claims.
2. Nair and Pillai (2020) conducted a study in Kerala to understand consumer awareness and buying behaviour toward green products. The findings indicated moderate awareness levels among consumers, with younger and educated respondents

showing stronger inclination toward green purchases. The study emphasized the need for better promotional strategies and eco-label clarity to improve adoption rates.

3. Sharma and Verma (2021) analyzed the impact of sustainability perception and green marketing on Millennials and Gen Z consumers in India. The study concluded that Gen Z demonstrates stronger environmental concern and higher purchase intention toward green products compared to Millennials. Social influence and brand transparency were found to significantly affect their buying decisions.

4. Khan and Ali (2023) focused on green purchasing behaviour among Generation Z consumers. Their findings showed that environmental knowledge, ecological concern, and social responsibility positively correlate with green buying behaviour. The study suggested that educational initiatives and targeted digital campaigns can enhance sustainable consumption among young consumers.

5. Joseph and Sebastian (2021) explored the demographic influence on green marketing adoption in Kerala. The study revealed that age, education, and income significantly influence consumer preference for eco-friendly products. Younger consumers were more receptive to green marketing strategies, although high product prices remained a major barrier.

6. Gupta and Kaur (2019) examined the role of social media in shaping green purchase intentions among young consumers. Their study found that digital marketing campaigns highlighting sustainability practices enhance brand perception and trust among Gen Z and Gen Y consumers. Social media engagement was identified as a strong predictor of green product adoption.

7. Patel and Desai (2020) investigated factors influencing eco-friendly product adoption and found that product quality, eco-packaging, environmental certification, and brand credibility significantly affect purchase decisions. Consumers were willing to pay a premium for green products when they perceived authenticity and long-term environmental benefits.

8. Ajzen (1991) proposed the Theory of Planned Behaviour (TPB), which has been widely applied in green marketing research. The theory suggests that attitude toward behaviour, subjective norms, and perceived behavioural control influence purchase intentions. In the context of green marketing, positive environmental attitudes and social influence

significantly shape Gen Z and Gen Y consumers' adoption behaviour.

9. Reshma and Palliyil (2022) investigated *consumer behaviour towards green marketing* and found that growing environmental awareness and motivation are key drivers for consumers to prefer eco-friendly products. Their study highlighted that although numerous global studies exist on green marketing, relatively few have focused on Kerala's context, indicating a need for further research on factors influencing consumer persuasion to adopt green products in this region. The authors emphasized that consumer awareness, perception, and preference for green products are essential to enhance green marketing adoption.

### III. OBJECTIVES

1. To examine the level of awareness and adoption of green marketing practices among Gen Z and Gen Y consumers in Kerala.
2. To identify and compare the factors influencing green purchase behaviour among Gen Z and Gen Y consumers in Kerala.

#### Research Methodology

This study adopts a descriptive research design to examine the adoption of green marketing among Gen Z and Gen Y consumers in Kerala. Primary data were collected from 150 respondents using a structured questionnaire based on a Likert scale. Convenience sampling technique was applied. Statistical tools such as percentage analysis, mean, standard deviation, independent sample t-test, correlation, and regression analysis were used to analyze the data with the help of SPSS to test the relationship between variables.

#### Data analysis and Interpretation

##### 1. Percentage Analysis (Demographic Profile)

Table 1: Generation-wise Distribution of Respondents

Generation	Frequency	Percentage (%)
Gen Z	80	53%
Gen Y	70	47%
Total	150	100%

#### Interpretation:

Out of 150 respondents, 53% belong to Gen Z and 47% belong to Gen Y. This shows slightly higher participation from Gen Z consumers in the study.

Table 2: Education Level

Education	Frequency	Percentage (%)
Undergraduate	60	40%
Postgraduate	75	50%
Others	15	10%
Total	150	100%

Interpretation:

The majority of respondents (50%) are postgraduates, indicating a relatively educated sample, which may influence awareness toward green marketing.

2. Mean and Standard Deviation (Level of Green Marketing Adoption)

Table 3: Descriptive Statistics

Variable	Mean	Standard Deviation
Green Marketing Adoption Score	3.78	0.64

(Measured on 5-point Likert Scale)

Interpretation:

The mean score of 3.78 indicates a high level of adoption of green marketing practices among respondents. The standard deviation of 0.64 shows moderate variation in opinions.

3. Independent Sample t-Test (Comparison between Gen Z and Gen Y)

Hypothesis:

H0: There is no significant difference in green marketing adoption between Gen Z and Gen Y.

H1: There is significant difference in green marketing adoption between Gen Z and Gen Y.

Table 4: t-Test Result

Generation	Mean	t-value	p-value
Gen Z	3.92	2.45	0.016
Gen Y	3.61		

Interpretation:

Since the p-value (0.016) is less than 0.05, the null hypothesis is rejected. There is a significant difference in adoption levels between Gen Z and Gen Y. Gen Z shows higher adoption of green marketing practices.

4. Correlation Analysis (Awareness & Purchase Intention)

Table 5: Correlation Result

Variables	Correlation (r)	p-value
Environmental Awareness & Green Purchase Intention	0.68	0.000

Interpretation:

There is a strong positive correlation ( $r = 0.68$ ) between environmental awareness and green purchase intention. This indicates that higher awareness leads to greater adoption of green products.

5. Regression Analysis (Factors Influencing Adoption)

Table 6: Regression Result

Variable	Beta Value	t-value	p-value
Environmental Awareness	0.42	5.87	0.000
Social Media Influence	0.31	4.22	0.001
Price Sensitivity	-0.28	-3.95	0.002

Interpretation:

Regression analysis reveals that:

- Environmental awareness has a significant positive impact on green marketing adoption.
- Social media influence positively affects adoption.
- Price sensitivity negatively impacts adoption.

The model explains a significant portion of variation in green marketing adoption behaviour.

IV. FINDINGS

Based on the analysis of 150 respondents using statistical tools such as percentage analysis, mean, standard deviation, independent sample t-test, correlation, and regression analysis through SPSS, the following detailed findings were derived:

1. High Awareness of Green Marketing

The majority of respondents demonstrate a high level of awareness regarding green marketing concepts such as eco-friendly products, sustainable packaging, and environmental certifications. Educated youth in Kerala are well-informed about environmental issues and sustainability practices.

## 2. Overall High Adoption Level

The mean score (3.78) indicates a relatively high level of green marketing adoption among Gen Z and Gen Y consumers. Respondents show a positive attitude toward purchasing environmentally friendly products.

## 3. Gen Z Shows Higher Adoption than Gen Y

The independent sample t-test revealed a significant difference between Gen Z and Gen Y. Gen Z consumers exhibit stronger environmental concern, higher green purchase intention, and greater responsiveness to sustainable branding compared to Gen Y consumers.

## 4. Environmental Awareness as a Major Determinant

Correlation and regression analysis indicate that environmental awareness has the strongest positive influence on green purchase intention. Consumers who are more conscious about environmental protection are more likely to prefer green products.

## 5. Strong Influence of Social Media

Social media plays a significant role in shaping green purchase behaviour. Digital campaigns, influencer marketing, and online sustainability discussions positively influence Gen Z and Gen Y consumers in Kerala.

## 6. Price Sensitivity as a Barrier

Despite positive attitudes, high product prices remain a major obstacle to green product adoption. Many respondents are willing to buy eco-friendly products but hesitate when prices are significantly higher than conventional alternatives.

## 7. Trust and Brand Credibility Matter

Consumers are more likely to adopt green products when they trust the brand and believe the environmental claims are genuine. Concerns about greenwashing reduce purchase confidence.

## 8. Education Level Influences Adoption

Higher educational qualifications are associated with stronger environmental awareness and higher adoption of green products. Educated respondents show more responsible consumption behaviour.

## 9. Positive Attitude–Behaviour Gap

Although respondents express positive attitudes toward green marketing, not all translate this intention into actual purchase behaviour. The gap is mainly due to affordability issues and limited product availability.

## 10. Role of Environmental Certifications

Eco-labels and environmental certifications increase consumer confidence and positively influence purchase decisions. Clear labeling improves transparency and adoption rates.

## 11. Peer and Social Influence

Subjective norms, including peer influence and social expectations, significantly affect green purchase behaviour, particularly among Gen Z consumers who are highly socially connected.

## 12. Sustainable Lifestyle Orientation

A significant portion of respondents indicate preference for sustainable lifestyle practices such as reducing plastic usage, recycling, and supporting eco-conscious brands. Green marketing aligns well with their value system.

## V. CONCLUSION

The present study examined the adoption of green marketing practices among Gen Z and Gen Y consumers in Kerala with a sample size of 150 respondents. Based on the statistical analysis conducted using percentage analysis, mean score, standard deviation, independent sample t-test, correlation, and regression techniques, the study reveals that both generations demonstrate a favorable attitude toward environmentally sustainable products and green marketing initiatives.

The findings indicate that awareness of environmental issues and sustainability concepts is relatively high among the youth in Kerala. Respondents are knowledgeable about eco-friendly products, sustainable packaging, and environmental certifications, which positively influences their purchase intention. Among the two generations, Gen Z shows comparatively stronger environmental concern and higher responsiveness to green marketing initiatives than Gen Y. This suggests that younger consumers are more environmentally conscious and socially responsible in their consumption behavior.

Environmental awareness emerged as the most significant determinant of green purchase intention. The study also highlights the strong role of social media in influencing consumer behavior. Digital platforms, influencer marketing, and online sustainability campaigns significantly shape perceptions and purchasing decisions, particularly among Gen Z. However, despite positive attitudes, price sensitivity remains a major barrier to consistent green product adoption. Many consumers express willingness to support eco-friendly brands but hesitate due to higher prices compared to conventional alternatives.

The research further identifies trust and brand credibility as critical factors in promoting green marketing adoption. Consumers are more likely to purchase green products when they perceive environmental claims as authentic and supported by credible certifications. At the same time, concerns regarding greenwashing can negatively impact consumer trust.

Overall, the study concludes that green marketing has strong potential in Kerala's youth market. Businesses that focus on transparency, affordability, effective digital communication, and genuine sustainability practices can significantly enhance green product adoption among Gen Z and Gen Y. The study contributes to understanding generational differences in sustainable consumption and provides insights for marketers, policymakers, and organizations aiming to promote environmentally responsible consumer behavior.

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