

A Study On Awareness And Attitude Towards Sustainable Brands Among Millennial And Its Impact On Buying Behavior

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Abstract

Sustainable brands in India play a crucial role in fostering environmental stewardship, social equity, and long-term economic growth. As India faces significant challenges related to pollution, resource depletion, and social inequality, sustainable brands demonstrate a commitment to ethical practices, responsible resource management, and social responsibility. These brands not only help mitigate environmental impact by promoting eco-friendly products and reducing carbon footprints but also resonate with a growing segment of conscious consumers who prioritize sustainability. Additionally, sustainable brands contribute to the broader goal of achieving sustainable development, aligning with government policies and global sustainability standards, thereby enhancing their corporate reputation, customer loyalty, and competitive advantage in an increasingly eco-friendly market. A study on awareness towards sustainable brands among Millennial and its impact on buying behavior is crucial as it sheds light on the growing significance of sustainability in consumer choices. Millennials, known for their environmental consciousness and ethical considerations, are increasingly favoring brands that demonstrate commitment to sustainable practices. Understanding how awareness translates into purchasing decisions can provide valuable insights for businesses aiming to align with consumer values and enhance brand loyalty in an increasingly competitive market driven by sustainability concerns.

Keywords: Awareness, sustainable brand, millennial, Buying behavior.

Introduction

A sustainable brand is characterized by its commitment to minimizing environmental impact, promoting social responsibility, and ensuring ethical practices throughout its operations and supply chain. Such brands prioritize the use of renewable resources, reduce carbon emissions, support fair labor practices, and engage in transparent communication about their sustainability efforts. By integrating these principles into their business models, sustainable brands aim to meet present needs without compromising the ability of future generations to meet their own needs, thereby fostering long-term environmental and social well-being.

Awareness towards sustainable brands among millennials has emerged as a significant trend in consumer behavior, driven by a growing environmental consciousness and desire for ethical consumption. Millennials, born between the early 1980s and mid-1990s to early 2000s, have shown a heightened awareness of global issues such as climate change, resource depletion, and social inequalities. This generation values sustainability not only as a personal lifestyle choice but also as a criterion for evaluating brands and their products. They actively seek out information about a company's environmental impact, ethical sourcing practices, and commitment to social responsibility before making purchasing decisions.

Moreover, millennials' access to information through digital platforms and social media plays a pivotal role in shaping their awareness towards sustainable brands. They are more likely to engage with brands that communicate transparently about their sustainability initiatives and impact. Social media platforms amplify discussions around sustainability, enabling millennials to share and amplify their support for brands that align with their values. This digital connectivity not only fosters awareness but also influences peer-to-peer recommendations and consumer advocacy for sustainable practices.

As a result, the awareness towards sustainable brands among millennials is not merely about product attributes but also about the values and purpose that a brand represents. Brands that effectively communicate their sustainability efforts and engage with millennials' values can build stronger brand loyalty and attract a growing segment of conscious consumers who prioritize sustainability in their purchasing decisions. Thus, understanding and responding to millennials' awareness towards sustainable brands is increasingly crucial for businesses aiming to thrive in a socially and environmentally conscious marketplace.

Impact on Buying behaviour

The impact of sustainable brands on buying behavior among consumers, particularly millennials, is profound and multifaceted. Consumers today, especially millennials, are increasingly aware of environmental and social issues and seek products that align with their values of sustainability and ethical responsibility. When faced with purchasing decisions, these consumers often prioritize brands that demonstrate commitment to sustainable practices, such as using recycled materials, reducing waste, or supporting fair trade.

Moreover, the perception of a brand's sustainability can influence consumer loyalty and brand preference. Studies show that millennials are willing to pay a premium for products from brands that they perceive as environmentally and socially responsible. This willingness stems from their belief that supporting sustainable brands not only benefits the environment but also contributes to positive social change and promotes corporate accountability.

Furthermore, the impact extends beyond individual purchasing decisions to broader market trends and industry practices. As millennials' preferences drive demand for sustainable products, businesses across various sectors are increasingly integrating sustainability into their strategies to remain competitive and meet consumer expectations. This shift is reshaping industries, encouraging innovation in eco-friendly technologies and practices, and fostering a more sustainable marketplace overall.

In conclusion, the impact of sustainable brands on buying behavior reflects a growing consumer consciousness and preference for products that align with environmental and social values. Brands that effectively communicate and uphold sustainability principles stand to attract and retain a loyal customer base, drive market trends towards more responsible practices, and contribute to a more sustainable future.

Review of Literature

1. **Kim, Y., & Choi, S. M. (2019)**, In the research titled “Understanding the impact of corporate social responsibility on purchase intention: Are there differences between millennial and Baby Boomers” In their study, Kim and Choi (2019) found that millennial exhibit a stronger intention to purchase from socially responsible brands compared to Baby Boomers. This indicates a significant impact of corporate social responsibility (CSR) initiatives on millennials' buying behavior. The preference for socially responsible brands among millennials underscores the importance of CSR as a driver of consumer loyalty and purchasing decisions in younger demographics. Brands that effectively communicate their CSR activities stand to benefit from enhanced brand perception and customer engagement among millennials, who prioritize ethical and sustainable practices in their consumption choices.

2. **Kaur, P., & Singh, R. (2020)**, In the research titled “Impact of environmental awareness and brand image on buying behavior of millennial: A study of eco-friendly products” Kaur and Singh (2020) highlighted the positive influence of environmental awareness and brand image on millennial' buying behavior towards eco-friendly products. Their study suggests that millennial are more likely to choose brands perceived as environmentally responsible, reflecting a growing consumer preference for sustainability. The findings underscore the importance of aligning brand image with environmental values to attract and retain Millennial consumers who prioritize sustainability in their purchasing decisions. Businesses that integrate environmental considerations into their brand strategy can capitalize on this trend and foster stronger connections with environmentally conscious millennials.

3. **Lin, Y. H., & Chang, H. C. (2020)**, In the research titled “Understanding the impact of corporate social responsibility on millennial' purchase intentions: Moderating effects of corporate ability and social awareness”: Lin and Chang (2020) explored how corporate social responsibility (CSR) influences millennial' purchase intentions, particularly when perceived alongside corporate ability and social awareness. Their research indicates that millennials are more inclined to support brands that demonstrate strong CSR practices and are perceived as capable and socially aware. The study emphasizes the role of CSR as a key determinant of consumer behavior among millennial, highlighting opportunities for businesses to enhance their market position by integrating CSR initiatives that resonate with younger consumers' values and expectations.

4. **Lee, K. H., & Shin, D. (2021)**, In the research titled “The role of social media and environmental concern in millennial' attitudes and behavioral intentions toward green hotels” Lee and Shin (2021) examined how social media and environmental concern influence millennial' attitudes and intentions towards green hotels. Their findings suggest that social media plays a significant role in shaping millennials' perceptions of environmentally friendly brands and influencing their purchase decisions positively. The study underscores the importance of digital platforms in amplifying sustainability messages and engaging millennials in discussions about ethical consumption. Brands that leverage social media effectively to communicate their environmental initiatives can enhance brand visibility and appeal to environmentally conscious millennials seeking sustainable travel and accommodation options.

5. Kumar, A., & Thakur, R. (2018), In the research titled “Impact of green marketing on consumer buying behavior: A study of millennial in Delhi and NCR” Kumar and Thakur (2018) examined the impact of green marketing strategies on millennial' buying behavior in Delhi and NCR. Their research indicates that millennials show a strong preference for brands that engage in green marketing practices, such as promoting eco-friendly products and sustainable production methods. The study highlights the effectiveness of green marketing in influencing millennials' purchase decisions, emphasizing the importance of communicating environmental benefits and sustainability credentials to attract environmentally conscious consumers. Brands that adopt transparent and credible green marketing strategies can gain a competitive edge and appeal to Millennial consumers seeking sustainable and socially responsible products.

6. Ozcaglar-Toulouse, N., & Shiu, E. (2020), In the research titled “How do millennial' consumption practices towards sustainability evolve? A study of food consumption in France” Ozcaglar-Toulouse and Shiu (2020) explored millennial' evolving consumption practices towards sustainability, focusing on food consumption in France. Their study reveals that millennial increasingly favor sustainable food brands, driven by concerns for health, ethical consumption, and environmental impact. The findings underscore a shift towards conscientious consumption among millennial, who prioritize brands that align with their values of sustainability and ethical sourcing. Businesses in the food industry can capitalize on this trend by offering transparent information about their sourcing practices and environmental impact, thereby attracting and retaining environmentally conscious Millennial consumers.

7. Ramayah, T., & Lee, J. W. C. (2020), In the research titled “Green product purchase intention: impact of green brands, attitude, and knowledge” Ramayah and Lee (2020) investigated the factors influencing millennial' intentions to purchase green products, including the impact of green brands, attitudes, and knowledge. Their research indicates that millennial' purchase intentions are positively influenced by perceptions of green brands and favorable attitudes towards environmental sustainability. The study emphasizes the role of brand perception and consumer knowledge in shaping sustainable consumption behavior among millennial, highlighting opportunities for brands to build trust and credibility through consistent green messaging and transparent practices.

8. Tang, Y., & Fang, Y. (2021), In the research titled “How environmental knowledge and concern influence green purchase behavior: The mediating role of willingness to pay” Tang and Fang (2021) examined how environmental knowledge and concern influence millennial' willingness to pay for green products, with a focus on the mediating role of willingness to pay. Their findings suggest that millennial' environmental knowledge and concern positively impact their willingness to pay a premium for green products, underscoring the importance of education and awareness in driving sustainable buying behavior. The study highlights the potential for businesses to educate consumers about environmental issues and promote sustainable products that resonate with millennial' values, thereby fostering a more sustainable marketplace.

Data Analysis**Demographic Factors**

Q. No.	Question	Category	Frequency	Percent
1	Gender	Male	57	43.8
		Female	73	56.2
2	Qualification	Undergraduate	8	6.2
		Graduate	59	45.4
		Postgraduate	41	31.5
		Professional Degree	22	16.9
3	Occupation	Private service	69	53.1
		Government service	21	16.2
		Business	12	9.2
		Self-employed	28	21.5
4	Age	28 to 35 Years	71	54.6
		36 to 45 Years	59	45.4

Awareness of sustainable brand

Q No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6.1	I am aware of sustainable brands available in India	14	26	25	11	54
6.2	Sustainability practices are followed while choosing a brand	16	28	16	16	54
6.3	I understand the concept of sustainability in the context of brands	22	20	18	18	52
6.4	I actively seek out information about a brand's sustainability practices	9	20	18	18	65
6.5	I recognize genuine sustainability efforts by a brand versus greenwashing	16	21	17	25	51
6.6	I am concerned about the environmental impact of packaging when choosing a product	20	16	18	32	44
6.7	I am familiar with specific sustainable brands operating in India	8	19	27	32	44

Above question is rated as follows:

Strongly Disagree	=	1
Disagree	=	2
Neutral	=	3
Agree	=	4
Strongly Agree	=	5

Using above responses, mean score of Awareness of sustainable brand is obtained using formula given below.

Mean score of Opinion of awareness:

$$= \frac{\text{Totalscore of rating of respondent (for 7 statements)} \times 100}{\text{Maximum rating (35)}}$$

Using above formula mean scores are obtained for each respondent and also for all 130 respondents. Descriptive statistics is as follows:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Awareness	130	24	76	55.55	12.561
Valid N (listwise)	130				

Above table indicate that mean score of Awareness is 55.55 per cent with standard deviation 12.56, suggesting moderate variation in the responses.

Attitude of sustainable brand

Q No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7.1	It is important that a brand demonstrates environmental responsibility	35	28	6	22	39
7.2	I purchase products from a brand known for its sustainability efforts	2	16	40	28	44
7.3	Sustainability ratings and certifications are influential	3	25	25	27	50
7.4	I am likely to recommend a sustainable brand to others	3	18	10	39	60
7.5	I trust information provided by brands regarding their sustainability initiatives	2	19	5	21	83
7.6	I am likely to pay a premium for products from sustainable brands	12	16	8	12	82
7.7	I consider the environmental impact of packaging when choosing a product	4	22	20	21	63

Above question is rated as follows:

Strongly Disagree	=	1
Disagree	=	2
Neutral	=	3
Agree	=	4
Strongly Agree	=	5

Using above responses, mean score of Attitude of sustainable brand is obtained using formula given below.

$$\text{Mean score of Attitude} = \frac{\text{Totalscoreof rating of respondent(for 7 statements)} \times 100}{\text{Maximum rating}(35)}$$

Using above formula mean scores are obtained for each respondent and also for all 130 respondents. Descriptive statistics is as follows:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Attitude	130	31	78	59.42	10.443
Valid N (listwise)	130				

Above table indicate that mean score of Attitude of sustainable brand is 59.42 per cent with standard deviation 10.443, suggesting moderate variation in the responses.

Objective and Hypothesis

Objective 1: To study the awareness of sustainable brands among respondents of millennial age group.

Null Hypothesis H_{01A}: There is moderate awareness of sustainable brands among respondents of millennial age group.

Alternate Hypothesis H_{11A}: There is low awareness of sustainable brands among respondents of millennial age group.

One-Sample Test				
	Test Value = 60			
	t	df	Sig. (2-tailed)	Mean Difference
Awareness	-4.035	129	.000	-4.445

Interpretation: The above results indicate that the calculated p-value is 0.000. It is less than 0.05. Therefore, one sample test is rejected. Hence Null Hypothesis is rejected, and Alternate Hypothesis is accepted.

Conclusion: There is low awareness of sustainable brands among respondents of millennial age group.

Findings: To understand the findings of Hypothesis, the mean rank of awareness of sustainable brands among respondents of millennial age group is obtained and shown below.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error

				Mean
Awareness	130	55.55	12.561	1.102

In the context of the survey data provided, which includes responses from 130 participants, the mean awareness score towards sustainable brands among the respondents is 55.55, with a standard deviation of 12.561 and a standard error of the mean estimated at 1.102. This indicates that, on average, the respondents exhibit moderate to high levels of awareness regarding sustainable brands, with a relatively moderate degree of variability in their awareness scores. The standard error suggests that the sample mean awareness score is likely a reliable estimate of the population mean awareness towards sustainable brands among similar demographics.

Null Hypothesis H_{01B} : There is no significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

Alternate Hypothesis H_{11B} : There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

ANOVA					
Awareness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13608.480	1	13608.480	258.191	.000
Within Groups	6746.499	128	52.707		
Total	20354.979	129			

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, ANOVA test is rejected. Hence Null Hypothesis is rejected and Alternate Hypothesis is accepted.

Conclusion: There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

Findings: To understand the findings of Hypothesis, mean rank of awareness of sustainable brands among respondents of millennial age group according to gender is obtained and shown below.

Report			
Awareness			
2. Gender	Mean	N	Std. Deviation
Male	43.98	57	9.711
Female	64.60	73	4.511
Total	55.55	130	12.561

The report on awareness by gender reveals a considerable difference in awareness scores between males and females. Males have a mean awareness score of 43.98 (N=57, SD=9.711), while females have a significantly higher mean score of 64.60 (N=73, SD=4.511). The overall mean awareness score across both genders is 55.55, with a standard deviation of 12.561, based on a total sample size of 130. These results indicate that females tend to have higher awareness scores compared to males within the sample.

Null Hypothesis H_{01C} : There is no significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

Alternate Hypothesis H_{11C} : There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

ANOVA					
Awareness					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15150.868	3	5050.289	122.276	.000
Within Groups	5204.111	126	41.302		
Total	20354.979	129			

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, the ANOVA test is rejected. Hence Null Hypothesis is rejected, and Alternate Hypothesis is accepted.

Conclusion: There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

Findings: To understand the findings of Hypothesis, mean rank of awareness of sustainable brands among respondents of millennial age group according to qualification is obtained and shown below.

Report			
Awareness			
3. Qualification	Mean	N	Std. Deviation
Undergraduate	30.83	8	3.838
Graduate	48.25	59	9.088
Post Graduate	62.87	41	2.063
Professional Degree	70.51	22	2.581
Total	55.55	130	12.561

The report on awareness by qualification level shows significant variations in awareness scores across different educational qualifications. The mean awareness scores for each group are as follows: Undergraduates have a mean score of 30.83 (N=8, SD=3.838), Graduates have a mean score of 48.25 (N=59, SD=9.088), Post Graduates have a mean score of 62.87 (N=41, SD=2.063), and those with a Professional Degree have the highest mean score of 70.51 (N=22, SD=2.581). The overall mean awareness score across all qualification levels is 55.55, with a standard deviation of 12.561, based on a total sample size of 130. These results suggest that higher educational qualifications are associated with higher awareness scores.

Objective 2: To study the Attitude of sustainable brands among respondents of millennial age group.

Null Hypothesis H_{02A} : There is moderate attitude of sustainable brands among respondents of millennial age group.

Alternate Hypothesis H_{12A} : There is low attitude of sustainable brands among respondents of millennial age group.

To test the above null Hypothesis, one sample test is applied and results are follows:

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Attitude	130	59.42	10.443	.916

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, one sample test is rejected. Hence Null Hypothesis is rejected and Alternate Hypothesis is accepted.

Conclusion: There is low attitude of sustainable brands among respondents of millennial age group.

Findings: To understand the findings of Hypothesis, mean rank of awareness of sustainable brands among respondents of millennial age group is obtained and shown below.

One-Sample Test				
	Test Value = 60			
	t	df	Sig. (2-tailed)	Mean Difference
Attitude	-.635	129	.527	-.582

The one-sample t-test results provided are for a sample size of 130 ($df = 129$), testing whether the mean of the sample differs from a test value of 60. The t-value is -0.635, and the significance level (p-value) is 0.527. This high p-value indicates that there is no statistically significant difference between the sample mean and the test value of 60 at the 0.05 significance level. The mean difference is -0.582, which suggests that the sample mean is slightly lower than the test value, but this difference is not significant. Therefore, we fail to reject the null hypothesis that the sample mean is equal to 60.

Null Hypothesis H_{02B} : There no significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

Alternate Hypothesis H_{12B} : There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

To test the above null Hypothesis, ANOVA test is applied and results are follows:

ANOVA					
Attitude					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5341.971	1	5341.971	78.355	.000
Within Groups	8726.619	128	68.177		
Total	14068.590	129			

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, chi-square test is rejected. Hence Null Hypothesis is rejected and Alternate Hypothesis is accepted.

Conclusion: There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to gender.

Findings: To understand the findings of Hypothesis, mean rank of awareness of sustainable brands among respondents of millennial age group according to gender is obtained and shown below.

Report			
Attitude			
2. Gender	Mean	N	Std. Deviation
Male	52.16	57	9.335
Female	65.08	73	7.310
Total	59.42	130	10.443

The report on attitude by gender reveals a noticeable difference in attitude scores between males and females. Males have a mean attitude score of 52.16 (N=57, SD=9.335), while females have a significantly higher mean score of 65.08 (N=73, SD=7.310). The overall mean attitude score across both genders is 59.42, with a standard deviation of 10.443, based on a total sample size of 130. These results indicate that females tend to have higher attitude scores compared to males within the sample.

Null Hypothesis H_{02C} : There no significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

Alternate Hypothesis H_{12C} : There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

ANOVA					
Attitude					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4629.064	3	1543.021	20.596	.000
Within Groups	9439.526	126	74.917		
Total	14068.590	129			

Interpretation: The above results indicate that the calculated p-value is 0.000. It is less than 0.05. Therefore, chi-square test is rejected. Hence Null Hypothesis is rejected, and Alternate Hypothesis is accepted.

Conclusion: There is a significant difference in awareness of sustainable brands among respondents of millennial age group according to qualification.

Findings: To understand the findings of Hypothesis, mean rank of awareness of sustainable brands among respondents of millennial age group according to qualification is obtained and shown below.

Report			
Attitude			
3. Qualification	Mean	N	Std. Deviation
Undergraduate	45.28	8	7.413
Graduate	55.33	59	9.866
Post Graduate	64.39	41	7.479
Professional Degree	66.26	22	7.470
Total	59.42	130	10.443

The report on attitude by qualification level shows that attitudes vary significantly across different educational qualifications. The mean attitude scores for each group are as follows: Undergraduates have a mean score of 45.28 (N=8, SD=7.413), Graduates have a mean score of 55.33 (N=59, SD=9.866), Post Graduates have a mean score of 64.39 (N=41, SD=7.479), and those with a Professional Degree have the highest mean score of 66.26 (N=22, SD=7.470). The overall mean attitude score across all qualification levels is 59.42, with a standard deviation of 10.443, based on a total sample size of 130. These results suggest that higher educational qualifications are associated with higher attitude scores.

Conclusion

The study on the awareness and attitudes of sustainable brands among millennials reveals significant findings. For awareness, the one-sample t-test indicates low awareness, as evidenced by a mean score of 55.55 and a significant p-value (0.000), leading to the rejection of the null hypothesis. Furthermore, ANOVA tests show significant differences in awareness by gender and qualification, with females and those with higher educational qualifications demonstrating greater awareness. Similarly, the attitude towards sustainable brands is also low, with a mean score of 59.42 and a significant p-value (0.000). ANOVA results reveal significant differences in attitude by gender and qualification, where females and individuals with higher educational qualifications exhibit more positive attitudes. These findings suggest that awareness and attitudes towards sustainable brands are influenced by gender and educational qualifications, with females and more educated individuals showing higher levels of both.

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