

Y and Z generation´s buying decisions influenced by green marketing

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M0370

Bachelor´s Thesis

May 2020

International Business

Degree Programme in Business Administration

Jyväskylän ammattikorkeakoulu

JAMK University of Applied Sciences



jamk.fi

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JAMK University of Applied Sciences

Author(s) Farkas, Nikolett	Type of publication Bachelor's thesis	Date May 2020 Language of publication: English
	Number of pages 32	Permission for web publication: x
Title of publication Y and Z generation's buying decisions influenced by green marketing		
Degree programme International Business		
Supervisor(s) Saleem, Salman		
Assigned by		
Abstract <p>Green marketing has a great power nowadays on consumers, especially on the younger generations, as predicted, green marketing strategies have been developed and become an integrated and significant part in the fight against environmental disasters. Being green has become a trend nowadays, and that has generated a higher demand for companies to respond to the changes and create new green solutions for their consumers in a way that it leaves the ecological environment unharmed.</p> <p>The main objective of the research was to study the buying attitudes of the Y and Z generations towards green products. In order to get a clear view on the topic, aspects such as environmentalism, environmental awareness, green marketing strategies were investigated.</p> <p>The qualitative research method of the study was an online survey. The majority of the participants were Finnish the rest were mostly from Europe.</p> <p>It has become clear while analyzing the survey results that more than half of the participants lack green knowledge, and because of that they easily become the victim of green wash. Improved communication is needed from the firms towards consumers. Further education is highly needed concerning environmental issues.</p>		
Keywords/tags (subjects) green marketing strategies, environmental friendliness, green wash, environmental awareness		
Miscellaneous (Confidential information)		

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1 Introduction

The thesis explores data based on Y and Z generations in Europe that includes individuals born starting from 1977 to 2012. These generations are the future generation of the world and since green products, eco-friendliness and the protection of environment is an extremely important topic significant changes are expected. Because of this required significant changes green marketing can be a great tool to reach consumers and raise awareness if it's used right.

The goal of the research to measure the green awareness of generation Y and Z, and to get a clear view how much the green marketing effects on these generations.

1.1 Background and Motivation

In order to understand why there is a need for green marketing we have to understand how fragile our planet is actually. It's important to be aware about our ecological environment. Also, it would be important to recognize and act on those aspects that harms the environment and threatens not just our children's future but already ours too.

It is important to understand what environmental awareness is. It's a crucial part of environmentalism which is basically the ideology behind that consumers and individuals would have an awaking moment about the environment and they would start preserving and protecting our nature. Environmental awareness is basically encouraging and teaching our surroundings to learn about the biological environment and how it can be saved and preserved for our future generations. (Pachamama Alliance)

As a motivation the fact that 9 people, out of 10 has to breathe highly polluted air worldwide, or that yearly 7 million people dies every year because of pollution should be already enough (WHO, 2018).

1.2 Objectives and Research question

The objective of this thesis is to learn more about green marketing and consumers behavior especially in the younger generations. To understand the relation between green marketing and consumer behavior we have to investigate the factors and green marketing strategies that has an effect on consumer buying behaviors.

The thesis explores what values and motivation drives the Y and Z generations to make green decisions. How green marketing effects on these generations to make green decisions. Also, regarding the fact that this research meant for the future generations, the research has to take many necessary aspects under consideration for example the price of products, the effects of green marketing and advertisement, education level and social position, and most importantly the level of green awareness. The main research question is which this thesis going to investigate, and answer is **“What is the level of green awareness of consumers amongst Y and Z generations?”**

1.3 Structure of Thesis

This thesis has the following six chapters:

- Introduction
- Green marketing – Literature review
- Methodology
- Results
- Discussion
- Conclusion

The first chapter manly going to outline the objective of this study and define the research question. In the second chapter related terms of the topic going to be defined trough literature review. The third chapter of the thesis going to introduce the way questioner has been built and other tools used to execute the research. The fourth chapter of the thesis going to introduce and summaries the results of the empirical study. In the Discussion chapter the thesis going give an answer for the research

question based on my findings and discuss the limitations. In the last chapter the thesis going to conclude the overall findings and discuss some final thoughts regarding the study.

2 Green marketing – Literature review

2.1 Environmental Issues

Since the 20th century the population has started to raise rapidly, and fast industrialization and urbanization has started to show its effect on our planet, for example global warming and climate change, pollution, water waist, these are just the mild symptoms and pre signs that we has to start changing on our habits in order for Earth to survive. Soon there is no ice left on top of the North Pole, lot of species has gone extinct and we have soon burned up all our fossils. First of all, fossils are non-renewable energy sources, second of all the problem with burning fossils that it releases a lot of carbon dioxide and other greenhouse gasses that can't leave our atmosphere and it will raise the impact of global warming and climate change. (Nunez, C., 2019)

2.2 Definition of Green Marketing

“the activity of trying to sell a product or the products of a particular company to consumers by emphasizing how they protect the environment” (Cambridge dictionary)

Prakash (2002) defines green marketing as an environmental policy that includes of information to consumers at different levels like industrial level, company level and merchandise level. (285-297.)

Green marketing is the selling of products and services that are recognized to be Eco-friendly and/or environmentally safe. Regarding the whole process from producing

till selling for the end user, and taking it into account that in this process, the ecological environment is unharmed.

According Kotler (2011) many consumers are concentrating on Corporate Social Responsibility (CSR) towards the environment while shopping. The market for healthy products and sustainable lifestyle constantly increasing which effects 17% to 19% all consumers. Products that are made for green market usually are modified so that products that used to use fossils are now using renewable energy and/ or are made out of refurbished materials. (132-135)

2.3 Definition of green products

Defining a green product is not easy because there are a lot of different kinds of product categories that can be green for example cosmetics and electronics. In these two cases it's really hard to compare because type of product using completely different primary commodity, and also different method used to produce those products. Because of that in general green products are identified with two goals – they are reducing waist and they use the resources on the most efficient way. They are also made out of toxic-free materials. Usually these products are certified by mostly non-profit or governmental-backed organizations like Energy star.

Some of the main characteristics of green product can be the followings:

- It uses the minimum amount of recourse
- It's been produced without using toxic chemicals in a hygienical environment
- Can be reused or can be recycled and/or its biodegradable
- It is sustainable or eco-friendly and efficient
- It has highly reduced or zero carbon and/or plastic footprint

We can see these characteristics used in many companies green marketing campaigns, it's an easy and clear way to companies to emphasize their value proposition towards costumers. (Das, P. 2019)

2.4 Definition of Greenwash

“to make people believe that your company is doing more to protect the environment than it really is” (Cambridge dictionary)

Kent Mey et al (2007) and Friend (2009) defines green wash very similar way compared to Cambridge dictionary, the main point is that companies misleading their customers with trying to seem more environmental/eco-friendly that they are in reality. (374) (78)

There are still corporations who are trying to use greenwash as a marketing tool, unfortunately some of them makes false claims and the truth is really far from how green they are in the reality. Some of them just simply markets those green aspects that anyway regulated by law and hope to build a greener brand image with that. These greenwashing activities can damage other actually green companies' reputation in consumers eyes because it becomes harder for them to identify the actual green products where the whole product lifecycle is 100% environmentally friendly. (Paetzold 2010, 44-50.)

2.5 Why Green Marketing is Important

Green marketing can enable companies to eliminate wastefulness and at the same time also educate their customers about their green achievements. When we are talking about the importance of green marketing, I feel important to mention the following other objectives also,

- Keep away from creating waste: in case of packaging for example it would mean that the packaging is made out of biodegradable materials or made out of recycled components. (study.com)
- Renewing products: for example, instead of old-fashioned chemical cleaning sprays nowadays companies changing these products to plant based or water-based solutions. These are safer to use at home especially where are pets or kids are living also. And not for least these products are not polluting the water or the environment. (study.com)

- Changes in process: This is where companies might face with the biggest challenge. In this case companies are more concerned than consumers to use resources properly without wasting for example water or electricity. It also means to finding new ways to deliver the products and lower carbon footprint, and to replace old materials with renewable materials. (study.com)
- Company point of view: to generate profit even when they green, usually when a company goes green their production cost highly likely that going to raise but luckily there are consumers who are willing to pay a higher price in order to support green companies and reduce carbon footprint. (study.com)
- Green message: one of the greatest powers of green marketing is messaging. It can help for consumers to understand what the benefits of green products are and the company's engagement towards to save the environment. It is also a great tool to educate consumers and raise awareness. (study.com)

2.6 Advantages of green marketing

Green products can bring a lot of advantages for consumers just as for companies and for the society. To be green has become a trend nowadays and more and more consumers like to choose rather the green products than its non-green version of the product. (Das, P. 2019)

2.6.1 Advantages for the company

Nowadays more and more company started to go green that is defiantly creating an advantage for companies against non-green companies. It's been actually proven by Nulkar (2011) in a study that going green is creating competitive advantage. Going green can mean that a company can access a new market where are a lot of green consumers who buy only green products. Also, after going green and replacing the old products with their green peers can create a positive brand image and a positive public image about the brand and about the company. At the same time when a

company's goes green, they can gain high amount of loyal green customers in a short amount of time. (Das, P. 2019)

2.6.2 Advantages for consumers

From the consumers point of view going green has the most advantage in my opinion, because it can raise the quality of life a lot. For example, the products are more cost effective in the most cases and usually they use less energy and resources and made out of non-toxic materials. If we think about green buildings where they use solar panels on the roof to generate electricity and hot water, or the bigger than normal windows that lets more light and fresh air can raise not just the physical but the mental health also. Or if we think about external batteries that works with solar panel, you can take it anywhere with you and if the weather is in your favor you will be able to charge it full even in the middle of the forest also. (Das, P. 2019)

2.6.3 Advantages for the society

Regarding the society point of view, it's been proven in a study by International Renewable Energy Agency (IRENA, 2018) that in 2017 the renewable energy industry managed to create 500000 new workplaces. Since 2017 we know already that the demand has been growing for green products and it is not only beneficial for the environment but also for the economy. Also, it is a great way to prevent us as humans from overusing our fossils. It also can be a great tool to raise awareness especially in the younger generations who has to live with what we leave behind. Also using green products has a high and good impact on the environment, where greenhouse gasses and pollution can be reduced, and people have a better chance to breath fresh, clean air. (Das, P. 2019)

2.7 Green Consumers Behavior

In 2005 based on Bjorn Lomborg Ted talk speech (2005) regarding global priorates solving the problem of climate change was one of the last priorities out of 10 other challenges that should be solved, because of economic reasons. In these 10 other

challenges have been taken under consideration things like AIDS, malaria, starvation, lack of drinking water, climate change, education, HIV and so on. The Copenhagen Consensus asked the 30-best economist of the world to put prices on the earlier mentioned problems solutions, where climate change has been considered as one of the most unprofitable solution and the last priority or problem that we should start working on. Even if in the 21st century one of the biggest threats for our planet and for all humanity is climate change and regarding human rights also (Robinson, 2015).

In green marketing just as in normal marketing we use the 4P marketing mix, product, price, promotion and place. According to Bed Nath Shamar (2018) regarding the price it has to be affordable, so it motivates consumers to buy green product but the price of course going to higher because the product going to include added value. By the place where the product comes from its important for the customer to be ensured that the background of the product is ecological, and the company can be trusted that's where the promotion and the product comes in the picture. Most of the consumers like to make decisions based on the product design and based on the company image. In that case the company image can be built with right promotion and right communication towards the consumers that reflects on their engagement for the environment and a willingness for a radical sustainable change. The biggest elements that need to be taken under consideration when we are talking about green marketing and a company going green are the followings:

- The recyclable level of the product and packaging,
- The ozone friendliness of the company so basically how much emission the company has by producing that product
- Energy saving from the products side and from the company side also (for example lamp balls)
- IF the product chemical free or the factory where it comes from,
- and last but most importantly how big is the added value for that product.

The following study is focusing on green brand image and green awareness and trying to find the connection how green brand image and green awareness effects consumers realizing environmentally friendly products. It has been realized that it is in

the company interest to take environmentally issues under consideration and use it in marketing strategies and start influencing the customers with the new marketing strategy and also to get a competitive advantage, because at the end that what really matters. To influence consumers, companies has to improve their business strategies in a way that is improves company performance by focusing on the consumers interest.

In the research 66,5% of the respondent was female, they have justified that with the fact that mostly women are the one who handle shopping in families. Also, sufficient level of the respondent has high level of education. As a conclusion of the research it shows that green advertising has a high effect to raise green awareness meanwhile green image branding has a lot smaller effect. (D.P. Alamsyah *et al* 2018)

To raise green awareness in customers all companies has to keep improving green brand image and keep working on it because it takes time to change how customers see the company image but also next to that they need to keep green advertising in a way that the information can be trusted by the customer and its pleasant, convincing and believable and brings value for the company. In that case the best marketing campaigns company can use must be related to green lifestyle or environmental responsibility or biophysical environment.

Even if it turns out from the research that green brand image has a weaker effect on consumer behavior meanwhile green advertising can really influence customers to buy green products, they have also considered this as one of the limitations.

In the concept of green marketing companies has to find ethical and eco-friendly green solutions and take those solutions in practice and at the same time deal with their customers and employees and stakeholders and call their attention of the importance of the environmental issues and prevent further damage on the environment (Kirthy 2018, 120-126).

2.8 Green Marketing Strategies

Since sustainability has become such a high priority amongst consumers it's also creates new demand for proper green marketing. Through the years there are 5 effective marketing strategy that has been developed. The main different between normal marketing and green marketing that green marketing is highlights the green aspects of the product or the company. It is very important that a company develops a legitim green product and avoids greenwash. (ADEC Solutions 2016)

Green Design

This is maybe the most important strategy where companies has to design the service or the product so that the whole lifecycle of the product is green. If the product is legitim green than there is no need for greenwashing. (ADEC Solutions 2016)

Green Positioning

That is the strategy where the company can show its consumers or possible future consumers how engaged they are towards sustainable performance. Everything besides the company should reflect its green values, for example a sustainable company cannot work with a non-sustainable company and at the same time call himself sustainable. That kind of behavior would make the company lose its credibility. One of the greatest examples of a well green positioned company is The Body Shop. (ADEC Solutions 2016)

Green Pricing

We already know that those consumers who buy only green and sustainable products are willing to pay a higher price, but the companies have to emphasize and educate their costumers why their green product is the best regarding the environment compared to other companies. Do that in a way that it also shows for to customers how they contributed and how much they save with that by themselves also. For example, buying an electric car which has zero emission also means that you never have to pay for gasoline again while using that car. (ADEC Solutions 2016)

Green Logistics

Here we are not talking about only the packaging but also about delivering the product to the end users. First of all, about the packaging it is very important that the packaging of the product also sustainable and biodegradable because it can be a turn off for costumers if the product is green, but the packaging is not. About the delivering companies has to find new alternative ways to get their product to the end users with reduced or zero carbon footprint. If we consider food industry the most ideal would be if everyone would be able to buy their groceries from local producers.

(ADEC Solutions 2016)

Green Disposal

Every company who aims to have an effective green marketing strategy should consider taking care of the product even at the very end of its lifecycle. From the very beginning till the very end everything should be sustainable and that includes the packaging also. For example, Lidl in Finland where all the biowaste turned into biogas and reused on the trucks to deliver good for the Lidl stores. (ADEC Solutions 2016)

3 Methodology

3.1 Research Method

Research method been used in this thesis are qualitative survey and literature review. In this research literature review has a crucial role to help to understand the importance of the topic and to discover the missing research areas of the topic. The qualitative research method has been chosen to help to understand what drives the consumers when choosing a green product and to gather the primary data. There many different ways to execute a qualitative research, in this thesis it has been done in a form of a survey. After collecting the primary data its proven useful to combine exploratory research with realism research philosophy, so as the deductive research approach to support the qualitative data analysis.

3.2 Questionnaire Building

The questionnaire has been executed as an online survey that's been aiming especially young individuals who belong to generations Y and Z. The questionnaire meant to measure green awareness and buying willingness towards green products. The survey has been made with simple English language, so it is easy to understand and answer. The survey is made short on purpose; it includes only 11 questions to minimize the chance of quitting halfway through the survey.

3.3 Data Collection and Analysis

As earlier mentioned, the questionnaire has been made as an online survey. For that purpose, Google Forms has been used. This form is easy to use and create new surveys, easy to gather and access data. It does not require the participants to create an account or log in. The survey questions have been made in a way that the outcome can be highly connected to age, education level, and gender.

Data analysis is an indispensable part of a research study, where data has to be carefully examined and analyzed. The survey was anonymous, and participants decided to participate by their own will. The 11-question tool took about 2-3 minutes to complete.

4 Results

After carrying out the survey, it had a total of 78 responses.

4.1 Demography

1. Table Age of participants

Age groups	Frequency	Percentage
15-18	3	3.8%
18-25	42	53.8%
26-30	15	19.2%
30-39	8	10.3%
40-	10	12.8%

The first Table shows that more than half of the participants who filled up the survey were between age 18-25, it's 53.8% of all participants. The second most answer came from age group between 26-30 with 19.2% out of all participants. 12.8% of the participants were over 40-year-old and 10.3% of participants were between age 30-39.

2. Table Nationality of participants

Nationality	Frequency	Percentage
Finnish	57	73.1%
Hungarian	4	5.1%
Indian	2	2.6%
Vietnamese	2	2.6%
German	2	2.6%
American	2	2.6%
Other where were only 1 answer/participants	9	11.4%

In the second table it shows that out of 78 participants 57 who participated in the research were Finnish and that gives the 73.1% of all participants. The next highest number of participants from the same country is significantly smaller with only 4 persons from Hungary, which means 5.1% of all participants. After that there were 2 participants from the following countries: India. Vietnam. Germany and US, all with 2.6%. There were another 9 participants with an overall 11.4% but all of them from different countries such as France, UK, Switzerland, Nigeria, Pakistan, Romania, Lithuania.

3. Table Gender of participants

Gender	Frequency	Percentage
Male	38	48.7%
Female	39	50%
Other	1	1.3%
Prefer not to say	0	0%

As the 3 table shows there were almost equal participation regarding male and female participants, 39 participants were female with 50% and there were 38 male participants with 48.7% and one person stated as “other” and that is 1.3% of the entire sample.

4. Table Education level of participants

Education	Frequency	Percentage
No formal education	0	0%
High school	19	24.4%
Collage	7	9%
Vocational training	14	17.9%
University	27	34.6%
Masters	6	7.7%
Doctorial /PHD	5	6.4%

Regarding the education level its clearly shows from table 4 that the major 34.6% of the respondents has University education, followed by participants with High school education accounting for 24.4%. On the third place with 17.9% were individuals with Vocational training, followed by 9% with collage education. In the next two categories there were 7.7% participants with master’s and another 6.4% with Doctorial /PHD. The was no participants who would have stated “No formal education”.

4.2 Level of environmentally friendliness

5. Table Do you ever purchase green products?

Possible answers	Frequency	Percentage
Yes	47	60.3%
No	8	10.3%
Sometimes	23	29.5%

Table 5 demonstrates that majority of participants with 60.3% dose purchase regularly green products and another 29.5% of respondent answered sometimes. There was significantly small number of participants, 10.3% who doesn't buy green products.

6. Table Do you prefer any brand just because they seem eco-friendly?

Possible answers	Frequency	Percentage
Yes	35	44.9%
No	43	55.1%

Table 6 states that bigger part of the consumer, 55.1% does not have any preferences regarding green Brands, other 44.9% prefers certain brands when it comes to eco-friendly products.

The 7th question was dependent on the 6th where if the participant has answered 'yes' than in the 7th question they could list the brands or companies they prefer just because they seem eco-friendly. On this question there are 21 answer in total even if there were 35 participants who answered 'yes' for question 6. There were brands mentioned like The Ordinary, Herbina, The Body Shop, Foodin, Biokia, Go Green, Juustoporti, Humble Toothbrush, Pure waste, Billebino, Zadaa, Gold&Green, Globehope, Ecogreen, Neste, Puhdistamo, Sampokone, Lush Cosmetics, Seventh Generation, IKEA.

There were also participants who instead of certain brands rather focus on products marked with eco/bio/organic labels or tries to buy most of their products from local producers (in that case it meant country wide). There are also participants who said they rather just follow vegan/vegetarian brands, and there is also participant who answered that he or she rather go to stores that sells only biological products, just to make sure that he supports the right company.

4.3 Environmental Awareness

7. Table Are you willing to pay more for a green product, if the product is proven to be green and creates no impact on the environment?

Possible answers	Frequency	Percentage
Yes, price difference does NOT matter	1	1.3%
Yes, if the green product is more appealing than the non-green version of the product	11	14.1%
No, not really	10	12.8%
No, not in any case	2	2.6%
I don't care about the environment	0	0%
Yes, but as long as the product still reasonable priced	54	69.2%

From table 7 it turns out that majority of the participants with 69.2% are willing to spend more for a green / eco-friendly product than for its non-green equivalent of it as long as it is still reasonably priced. Followed by 14.1% where participants are more willing to choose the green product than its non-green version of it as long as it more appealing, after that with 12.8% respondents are not really willing to pay more for a green product and in 2 cases with 2.6% participants are not willing to pay more for a

green product in any case. The missing 1.3% with one participant stated that the price doesn't matter in case of green products. Luckily there were no participants who would have stated "I don't care about the environment".

8. Table Do you prefer to buy local grown products if you have the chance to reduce carbon footprint?

Possible answers	Frequency	Percentage
Yes	45	57.7%
No	5	6.4%
Sometimes	28	35.9%

According to table 8, 57.7% of the participants prefer to buy locally grown products in order to reduce carbon footprint and there were 28 participants with 35.9% who stated "sometimes". There were only 5 respondents with 6.4% who do not prefer to buy locally grown products even if they would have a chance to reduce carbon footprint.

4.4 Influence of Green Marketing

For question 10 "What are the important aspects when choosing a green product?", which was a multiple choice question, 61 participants with 80.3% stated that the "origin of the product" matters the most, followed by the 56 individuals with 73.7% who answered "price" is the next most important aspect when choosing a green product. Between the next two aspects, there was just a little bit of difference with only 1 person, where 33 persons stated with 43.4% that "packaging" is also important and with 32 answers with 42.1% individuals stated that "how transparent the company about the product" also highly matters. Only 17 participants with 22.4% said that the "brand" is important when choosing a green product. There was 1 person who said the quality of green product also matters.

9. Table Have you ever heard of green wash?

Possible answers	Frequency	Percentage
Yes	33	42.3%
No	45	57.7%

As table 9 shows more than half of the participants, 57.7% has never heard about green whasing. 33 respondent stated “yes” with 42.3% out of all sample, but that doesn’t neceserally mean that they actually know what green-washing means.

5 Discussion

To be green nowadays is not just a trend anymore is a lifestyle choice also, but consumers has to be aware of what does that really mean in a world where companies still trying to seem greener that they actually are. It’s important that we take responsibility about the environment and encourage our environment to do the same. But to do this correctly companies still has a lot to develop and educate their customers about their level of environmental friendliness and about the action they have took to create a better future for the next generations. It would be crucial that people who try to care more about the environment would be aware what green washing means and they could analyze the companies based on that knowledge by themselves and they would be able to make the right choice.

5.1 Answer to my research question

The research question of this study is the following: **“What is the level of green awareness of consumers amongst Y and Z generations?”** The answer to this research question is the following:

In order to understand the level of green awareness many other important green aspects needed to be investigated such as consumers education level, demographics, level of environmental friendliness, influence of green marketing and consumers attitude towards ecofriendly products. The result shows that most of the participants of

the research prefers to buy ecofriendly products than its non-green equivalent of it, and most of them willing to pay a higher price for the green product. Although out of those participants who has answered question 7 correctly and actually listed brands as asked, shows that some of the participants has been victims of green washing. Or for example just because a brand is vegan or vegetarian it doesn't necessarily mean that the company behind it is actually green. From the results can't be applied that consumers would choose always green products against non-green products, but it also shows that most of the participants before making decision compares green products to their non-green version and makes purchases after. It also highlights the fact that more than half of the individuals who participated in the research never heard of green washing. The problem with that is that some consumers who have been victims of green wash before might lose faith in actual green brands after realizing it.

It's obvious that most consumers still lacking green knowledge and further education needed on the topic in both ways just as for companies as for consumers also.

5.2 Limitations of the research

One of the biggest limitation of the study that I felt important to mention that this study does not ask those participants who have stated in question 8 "yes, but as long as the product reasonable priced" that what would that reasonable price compared to the non-green equivalents of the product. It could have been asked as a follow up question or as a second research how much higher price would be still excepted.

6 Conclusion

Even though we know it's important that companies take responsibility for the environment and try to encourage their environment to do the same and at the same time they try to educate their consumers also, this can't be only the company's responsibility. People should take the responsibility for their own environment and consumers should educate themselves also about the environmental issues. On the other hand, it's understandable that not everyone has the luxury to buy expensive

eco-friendly products but collecting waste selectively and recycling always a good way to contribute for our environment.

After analyzing the answers individually, it shows that people from countries with a higher living standard are more willing to spend on environmentally friendly products. In case of Finland where most of the answers came from, shows that women are the one who are more willing to spend more for green products and has been also able to list green brands correctly. Also, participants with higher education than high school education are more willing to buy green products. Regarding the last question "Have you ever heard of green wash?" can't be concluded that people with higher education could have known better what green washing is. It is ferly a new term based on this research it shows that further education needed on the topic.

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Appendices

Appendix 1– Questionnaire

1. Age

- 15-18
- 18-25
- 26-30
- 30-39
- 40-

2. Nationality

- Finnish
- Other:

3. Gender

- Male
- Female
- Prefer not to say
- Other

4. Education

- No formal education
- High school
- Collage
- Vocational training
- University
- Masters

- Doctorial / PHD

- Other:

5. Do you ever purchase green products?

- Yes

- No

- Sometimes

6. Do you prefer any brand just because they seem eco friendly?

- Yes

- No

7. If you have answered the previous question yes, then what are those brands, please list them?

- Your answer:

8. Are you willing to pay more for a green product, if the product is proven to be green and creates no impact on the environment?

- Yes, price difference dose NOT matter

- Yes, but as long as the product still reasonable priced

- Yes, if the green product is more appealing than the non green version of the product

- No, not really

- No, not in any case

- I don't care about the environment

9. Do you prefer to buy local grown products if you have the chance to reduce carbon footprint?

- Yes

- No
- Sometimes

10. What are the important aspects when choosing a green product.

- Price
- Origin of the product
- Brand
- Packaging
- How transparent the company about the product
- Other:

11. Have you ever heard about green wash?

- Yes
- No