

## **ANALYSIS OF GREEN MARKETING STRATEGY IN ATTRACTING MILLENNIAL CONSUMERS WHO CARE ABOUT THE ENVIRONMENT**

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### **Abstract**

The increase in environmental awareness among millennial consumers encourages companies to adopt green marketing strategies as an approach that is not only ethical but also strategic. This research aims to analyze effective green marketing strategies in attracting millennial consumers who are concerned about sustainability. Using a systematic literature review method, data were obtained from national and international scientific journals, academic articles, and industry reports published within the last five to ten years. The results of thematic analysis and narrative synthesis indicate that product-led approaches, eco-labeling, and green branding are the most effective strategies. The response of millennial consumers is influenced by factors such as trust, price, brand credibility, and authentically communicated sustainability values. Green marketing strategies have also proven to contribute to the formation of a positive brand image, consumer loyalty, and the long-term reputation of the company. Thus, green marketing has great potential in building sustainable relationships between brands and millennial consumers.

**Keywords:** Green Marketing, Millennial Consumers, Sustainability, Brand Equity, Marketing Strategy

### **INTRODUCTION**

Nowadays, the world is facing increasingly complex environmental issues, such as climate change, air pollution, and the accumulation of plastic waste. This condition demands that all parties, including the business sector, pay more attention to the environmental impact of their economic activities. In this context, green marketing emerges as an approach that prioritizes

environmental sustainability (Priyadarshi & Prasad, 2023). Green marketing not only offers environmentally friendly products but also conveys values of care for the Earth to consumers. This approach is becoming increasingly relevant because consumers today are more aware of the importance of environmental preservation (Syahvitri & Sugianto, 2022). Therefore, environmentally-oriented marketing strategies have become a necessity, no longer just an option.

Changes in consumer patterns are also driving the adoption of green marketing strategies. Consumers are now beginning to consider the ethical aspects and environmental impact of the products they purchase. They not only consider the function and price, but also the sustainability value contained in the product (Siregar et al., 2023). This puts pressure on companies to implement green marketing principles in their production and promotion processes. This trend becomes a strategic opportunity for companies that can respond to changes quickly. Thus, green marketing becomes an important instrument for building a responsible brand image.

The millennial group, namely those born between 1981 and 1996, plays a significant role in shaping current consumption trends. Millennials are known to be more aware of social and environmental issues compared to previous generations. They are more likely to support brands that align with sustainability and transparency values. This awareness is reflected in their preference for organic products, recycled goods, and brands that carry a social mission (Tantra, 2022). Therefore, understanding the behavior and preferences of millennial consumers is key to designing an effective green marketing strategy. This market segmentation is not only large in number but also has a significant influence on public opinion.

Millennial consumers have their own distinctive characteristics when choosing the products and services they use. They tend to actively seek information about products, including materials, production processes, and environmental impact. They are also more vocal in expressing their opinions on social media, which can either strengthen or damage a brand's reputation. Millennials do not hesitate to boycott products that are considered unethical or harmful to the environment. On the contrary, they will voluntarily promote eco-friendly products if they feel the brand's values align with their beliefs (Santoso et al., 2023). This makes green marketing a strategy that is not only important but must also be implemented authentically.

For companies, the implementation of green marketing is not an easy task because it requires changes in production systems and brand

communication. However, on the other hand, this strategy provides a great opportunity to build product differentiation and customer loyalty. Millennial consumers value honesty and consistency in the implementation of environmental values by companies. They are more interested in brands that not only engage in symbolic green marketing but are truly committed to sustainability (Piartrini et al., 2024). Therefore, companies need to build value-oriented strategies rather than just promotions. This requires the integration of environmental responsibility and business strategy comprehensively.

Green marketing has now become an important part of modern business strategies, especially in the effort to win the hearts of millennial consumers. Not only as a marketing tool, this strategy also embodies corporate social responsibility (CSR). Many global companies have integrated environmentally friendly practices as part of their brand identity. This shows that green marketing is not just a trend, but a strategic transformation in the business world. Consumers increasingly value brands that care for this planet, and their loyalty tends to be higher towards sustainable brands (Zirena-Bejarano et al., 2022). Therefore, the success of green marketing will be greatly determined by the extent to which companies can demonstrate their commitment in a tangible way.

Although many companies claim to engage in green marketing, quite a few are still trapped in the practice of "greenwashing." Greenwashing is a promotional strategy that presents products as environmentally friendly when there are no substantial changes. This risks diminishing consumer trust, especially among millennials who tend to be critical and well-informed. Therefore, it is important for companies to avoid approaches that are merely cosmetic. Consistency between claims and real actions must be the main principle in implementing green marketing strategies (Yahelska & Vasylyshyna, 2024). In this context, a literature review is essential to understand strategies that are truly successful and accepted by the market.

Referring to various recent studies and literature, green marketing strategies can be an effective tool in attracting environmentally conscious millennial consumers. By reviewing previous research, successful strategy patterns and the challenges faced by companies in their implementation can be identified. This study is important to provide a more comprehensive understanding of the relationship between green marketing and millennial consumer behavior. Literature review also helps avoid the repetition of mistakes and encourages innovation in sustainable marketing. Therefore, this research aims to deeply analyze green marketing strategies that are relevant,

effective, and aligned with the characteristics of millennials. The hope is that the results of this study can serve as a reference for business practitioners who want to implement environmentally friendly strategies authentically.

## **RESEARCH METHOD**

This research uses a systematic literature review approach aimed at deeply examining various study results related to green marketing strategies in attracting environmentally conscious millennial consumers. This approach is conducted in a structured manner through the stages of topic identification, determination of inclusion and exclusion criteria, literature search with relevant keywords, source selection and evaluation, as well as analysis and synthesis of findings. The data sources used in this study include indexed national and international journals, scientific articles from platforms such as Google Scholar, Scopus, ScienceDirect, and SpringerLink, as well as industry reports published within the last 5 to 10 years (2015–2024). Inclusion criteria include publications that discuss green marketing, millennial consumers, and sustainability in the context of consumer behavior or business strategies. The keywords used include "green marketing," "millennial consumers," "eco-friendly products," "sustainable branding," and "environmentally conscious behavior." All selected sources have undergone an evaluation process based on relevance, credibility, and their contribution to the research focus.

The analysis process was conducted through a thematic review approach, where the literature was categorized into main themes, such as value-based green marketing strategies, millennial behavior and preferences towards green products, and the effectiveness of sustainability communication. Next, a narrative synthesis was conducted to integrate various findings descriptively and analytically, thereby forming a comprehensive understanding of patterns, trends, and research gaps in this field. This synthesis helps in developing a conceptual framework regarding best practices in green marketing and their implications for millennial consumer loyalty and purchasing decisions. Thus, this method not only maps what has been researched but also provides critical insights and recommendations for the development of sustainable marketing strategies. This methodology refers to the principles of systematic literature review as described by Snyder (2019) and Tranfield et al. (2003), which emphasize the importance of transparency and systematicity in reviewing scientific literature. Through this approach, the research is expected to make a significant

contribution to evidence-based green marketing practices (Snyder, 2019; Tranfield et al., 2003).

## **RESULT AND DISCUSSION**

### **Effective Green Marketing Strategies Based on Literature**

The product-led approach in green marketing emphasizes the quality and characteristics of eco-friendly products as the main attraction for consumers. This strategy involves the use of recyclable raw materials, energy efficiency in the production process, and minimal waste packaging. Millennial consumers tend to value products that genuinely reflect sustainability values (Mourya & Verma, 2024). According to Peattie and Crane (2005), this approach is preferred by market segments oriented towards real solutions to the environmental crisis. Products that contain ecological value are considered to have a positive differentiation in the eyes of consumers. Therefore, companies that focus on the quality of green products have a great opportunity to build long-term customer loyalty.

The eco-labeling strategy refers to the inclusion of environmentally friendly labels on products, such as "organic," "chemical-free," or "biodegradable" logos. These labels serve as visual communication tools that convey the company's environmental commitment to consumers (Reddy, 2024). A study by Dangelico and Vocalelli (2017) shows that millennial consumers trust green labels issued by independent institutions. With the presence of labels, consumers feel assisted in making more ethical purchasing decisions. However, the effectiveness of eco-labels highly depends on the credibility of the issuing party and the level of consumer literacy regarding sustainability issues. Therefore, companies need to ensure the clarity and transparency of the information included on the label.

Green branding is a strategy for building a brand image closely related to sustainability values and environmental concern. Brands that successfully associate themselves with a green lifestyle tend to be more easily accepted by the millennial generation. Consumers do not just buy products, but also an identity that they feel aligns with their personal values (Day, 2024). A study by Chen (2010) shows that a green brand image can enhance consumer loyalty and trust towards the company. Companies like The Body Shop and Patagonia have successfully integrated green values into their brand identities. With this approach, marketing strategies become more than just promotions; they become part of the company's long-term narrative.

In conveying green marketing messages, there are two common approaches: emotional appeal and rational eco-claim. Emotional appeal uses emotional touches, such as concern for future generations or environmental protection, to evoke consumer sympathy. On the other hand, rational eco-claim emphasizes data, concrete benefits, or energy efficiency offered by the product (Zhang, 2024). According to Hartmann and Apaolaza-Ibáñez (2012), the emotional approach tends to be more effective in forming psychological attachment, while the rational approach is suitable for critical and logical consumers. The combination of both is considered the most optimal because it can reach two psychological aspects of consumers simultaneously. Therefore, communication strategies need to be adjusted to the diverse characteristics of the millennial segment.

In the Fast-Moving Consumer Goods (FMCG) sector, green marketing strategies are widely implemented in the form of eco-friendly packaging and the promotion of organic products. Millennial consumers as daily buyers tend to be more sensitive to issues of plastic waste and health (Chen, 2024). A study by Prothero et al. (2011) mentions that the use of recycled materials and the communication of a "less waste" value can enhance the appeal of FMCG products. Companies like Unilever and Nestlé have started introducing products with a low carbon footprint and packaging recycling programs. Their success shows that the implementation of green strategies in the FMCG industry is not just a trend, but a necessity to maintain market presence. Consumers now demand real responsibility, not just green slogans.

The fashion industry is one of the largest contributors to waste in the world, making the approach of green marketing highly relevant in this sector. Brands like H&M Conscious and Levi's adopt strategies involving recycled materials and water-efficient production. Millennial consumers who follow fashion trends are also beginning to consider the ecological impact of the clothes they buy (Baharin & Yaqi, 2024). A study by Niinimäki and Hassi (2011) highlights that this awareness creates a new market for "ethical fashion." On the other hand, supply chain transparency becomes an important factor in building consumer trust in green claims. Therefore, green marketing strategies in the fashion industry must be accompanied by honest evidence and reporting.

The organic food sector is one of the earliest fields to explicitly adopt green marketing. Health- and environmentally-conscious millennial consumers view organic products as a sustainable lifestyle choice. Labels such as "organic," "non-GMO," or "free-range" have become key elements in

marketing strategies in this sector (Nyamekye et al., 2024). According to Aertsens et al. (2009), trust in organic certification and local narratives greatly influences purchasing decisions. Companies that can build a narrative of local farmer involvement and production sustainability hold greater value in the eyes of consumers. Therefore, the success of marketing in this sector heavily relies on consistent education and transparency.

Based on the literature review, effective green marketing strategies not only focus on product elements but also on honest communication and consistent brand values. The product-led approach and green branding have proven to enhance consumer loyalty when supported by tangible evidence and the company's commitment. The eco-labeling strategy helps consumers in decision-making, but it must be accompanied by education and the credibility of the certification body. The combination of emotional and rational approaches in communication is considered the most effective for reaching various segments of millennials. Best practices from various sectors show that green marketing is not just a promotional tool, but part of a sustainable business strategy. Therefore, companies need to integrate green values into all aspects of their operations to build long-term relationships with millennial consumers.

### **Responses and Preferences of Millennial Consumers towards Green Marketing**

Trust is one of the key factors in determining the response of millennial consumers to green marketing strategies. Millennials tend to be skeptical of environmental claims that are not supported by concrete evidence. They are more likely to trust brands that consistently demonstrate real actions towards sustainability. According to research by Chen & Chang (2013), the level of consumer trust in green claims greatly influences their purchase intentions. If a company is proven to engage in greenwashing, that trust can collapse and turn into consumer resistance (Jabeen et al., 2023). Therefore, transparency and honest communication are the main requirements in building a positive response from millennial consumers.

Price remains the main consideration in decision-making, even among environmentally conscious consumers. Many millennials claim to support environmentally friendly products, but are reluctant to pay more for them (Putra et al., 2024). Research by Biswas & Roy (2015) shows that the gap between awareness and action is often caused by the perception of high prices. This poses a challenge for companies in communicating the long-term

value of green products. If this value is not conveyed effectively, consumers tend to choose cheaper conventional products. Therefore, marketing strategies need to emphasize the efficiency and economic benefits of green products.

Brand credibility also plays an important role in shaping millennials' preferences for green products. Brands known for having a good track record on social and environmental issues will be more easily accepted by millennial consumers. According to Delmas & Burbano (2011), high credibility can significantly increase brand loyalty in the context of green marketing. Consumers feel more comfortable buying from companies whose values align with their personal concerns. Therefore, the company's efforts in building brand trust must be carried out continuously, not just during campaigns. Long-term commitment to sustainability is key to maintaining consumer preference (Lister, 2023).

Several studies show that the purchase intention of millennial consumers towards green products increases along with the growing environmental awareness. A study by Yadav & Pathak (2016) shows that attitude towards the environment, perceived benefits, and personal values have a strong influence on purchase intentions. Consumers who have stronger pro-environmental values tend to have a higher intention to purchase green products. However, this intention does not always correlate with actual behavior because it is influenced by external barriers such as price and product availability (Lahtinen et al., 2023). Therefore, marketing approaches must consider both psychological and practical factors simultaneously. A strong purchase intention needs to be facilitated with adequate access and information.

Millennial consumer loyalty towards brands that implement green marketing is formed from a combination of trust, satisfaction, and value identification. A study by Nguyen et al. (2020) found that millennial consumers tend to be loyal to brands that can demonstrate a positive social and environmental impact. This loyalty is not only demonstrated through repeat purchases but also in the form of brand advocacy. Satisfied consumers often become voluntary ambassadors and share their positive experiences on social media (Liang, 2024). This shows that loyalty to green products has a strong emotional dimension. The company must be able to maintain this relationship with open communication and concrete actions.

The response of millennial consumers to green marketing is also reflected in word of mouth (WOM) behavior, especially through social media.



They often share information, reviews, or critiques about brands based on personal experiences. Research by Smith et al. (2007) states that WOM from friends or influencers is more trusted compared to conventional advertisements. Therefore, a successful green marketing strategy will encourage consumers to become indirect promotion agents (Stoica, 2022). On the other hand, brand failures or inconsistencies can also spread quickly through digital channels. Therefore, brand reputation must be maintained through continuous positive experiences.

Millennial consumers are not a homogeneous group; there is variation in their level of concern for environmental issues. According to the segmentation study by Straughan & Roberts (1999), there are three main categories: committed environmentalists, sympathetic but inactive, and disengaged consumers. The first group exhibits behavior consistent with environmental values, while the second group has good intentions but does not always take action. The last group shows less interest in sustainability issues. This segmentation is important for designing communication strategies that align with the characteristics of each segment. Strategies that are too general risk being ineffective because they do not specifically target their psychological needs and preferences (Weigand, 2022).

Understanding the driving factors, barriers, and segmentation of millennial consumers provides a strong foundation for developing more effective green marketing strategies. Marketers need to combine educational, emotional, and rational approaches to reach consumers with different levels of concern. Emphasis on transparency, economic value, and tangible evidence of sustainability becomes an important element in building trust. Additionally, collaboration with communities and environmental influencers can organically expand the reach of green campaigns. Marketing strategies that are adaptive to the responses of millennial consumers have the potential to create long-term loyalty and strengthen brand image. Therefore, green marketing is not just about selling products, but also about building meaningful relationships with caring consumers.

### **Implications of Green Marketing Strategies in Building Brand Image and Sustainability**

Green marketing plays an important role in shaping brand equity, especially in an era when consumers are increasingly aware of environmental issues. Brand equity refers to the added value that consumers give to a brand based on their perceptions and experiences. Consistent green marketing

strategies can enhance positive perceptions of the brand, creating strong associations of sustainability values in the minds of consumers (Martiah et al., 2023). According to Chen (2010), green marketing can significantly strengthen the dimensions of brand awareness, brand association, and perceived quality. This becomes a competitive advantage that is difficult for competitors who have not implemented similar strategies to replicate. Therefore, the integration of green values into brand strategy not only has a short-term impact but also forms the foundation of brand strength in the long term.

Brands that successfully present themselves as agents of environmental change will find it easier to attract the sympathy and loyalty of millennial consumers. Consumers do not only buy products for their functionality, but also for the meaning and values attached to the brand. Green marketing allows companies to convey authentic and emotional sustainability narratives (Yisun et al., 2024). For example, brands like Patagonia and Lush are known not only for the quality of their products but also for their commitment to nature conservation and social justice. It is this strong brand image that becomes an important asset in building long-term emotional relationships with customers. A convincing green narrative can strengthen the brand's position amidst market competition.

A consistently implemented green marketing strategy will strengthen the brand's reputation in the long term. A good reputation is the result of public trust in the integrity and commitment of the company to sustainability issues. Research by Du, Bhattacharya, and Sen (2010) shows that consumers tend to maintain relationships with companies that have a good social and environmental reputation. A positive reputation also serves as a shield for companies in crisis situations or when facing negative issues. In the current digital era, where information spreads very quickly, reputation can be the main differentiator in a competitive market (Grewal et al., 2024). Therefore, green marketing needs to be seen as a reputation investment, not just a communication strategy.

Green marketing strategies not only create purchase interest but also encourage the formation of consumer loyalty. Consumers who see that the company truly cares about social and environmental issues will be more likely to make repeat purchases and even recommend the product to others. A study by Oliver and Lee (2010) shows that brand loyalty increases in line with consumers' perceptions of a company's social responsibility. Millennials, in particular, are more likely to be loyal to brands that align with their life principles, including concern for sustainability. This loyalty is not solely due to

price or product quality, but because of shared values (Nurjaman, 2024). Therefore, green marketing strategies can serve as a bridge between the company's values and the consumers' values.

Although green marketing has many benefits, challenges in its implementation still exist, especially in maintaining consistency between image and reality. Not a few companies get caught up in greenwashing practices, which involve promoting products as environmentally friendly without any real commitment. This is highly risky as it can decrease consumer trust and damage reputation in the long term (Demessie & Shukla, 2023). Therefore, companies must have sustainability strategies that are not merely cosmetic but integrated into their operations. Periodic internal evaluations and transparent sustainability reporting are crucial parts of efforts to maintain a green brand image. Without this consistency, all green marketing efforts will become counterproductive.

Some global companies have demonstrated best practices in green marketing strategies. Patagonia, for example, openly invites consumers not to buy new products if they are not needed, as part of an anti-consumerism campaign. IKEA is also actively implementing renewable energy in its operations and encouraging the use of recycled materials in its products. A study by Ottman et al. (2006) states that companies that truly integrate green values into their culture and business processes will be more successful in building long-term consumer loyalty (Ramadhan et al., 2024). These best practices show that green marketing is not just a promotional strategy, but part of a business model transformation. Companies that dare to take this position will earn a special place in the hearts of millennial consumers.

Based on the literature review, companies are advised to make green marketing a part of their corporate strategy, not just a short-term marketing initiative. Internal policies that support the use of clean energy, emission reduction, and sustainable supply chain management are needed. The government and regulatory agencies can also encourage green practices through fiscal incentives and regulations that support product information transparency. Additionally, partnerships between the private sector and environmental NGOs can strengthen the credibility of green campaigns. Consumer literacy about sustainability also needs to be improved so that green marketing strategies are not only seen as a trend but as a shared necessity. Thus, multi-stakeholder collaboration becomes important in creating a marketing ecosystem that supports brand sustainability.

Overall, green marketing strategies have significant implications in building a strong brand image, long-term reputation, and consumer loyalty. The success of this strategy is determined by the company's integrity in thoroughly implementing sustainability values. Millennial consumers, as the primary target of green marketing, have high expectations for the honesty and tangible actions of the company. Therefore, companies must avoid symbolic approaches and focus on measurable real impacts. With consistent commitment, green marketing not only strengthens market position but also creates a real contribution to environmental preservation. This strategy, if implemented correctly, will provide long-term benefits both economically and socially.

## **CONCLUSION**

Based on the results of the literature review, it was found that effective green marketing strategies include a product-led approach, the use of eco-labeling, and the development of a strong green brand. Millennial consumers show a positive preference for products and brands that are not only environmentally friendly but also capable of demonstrating genuine commitment through transparency and value consistency. Consumer responses are influenced by various factors, such as trust in the brand, price perception, and the credibility of the environmental information conveyed. Additionally, the purchase intention and loyalty of millennials towards green products are further strengthened by a brand image that aligns with their personal sustainability values. Green marketing strategies have also proven to have a long-term impact on the company's reputation and consumer trust, especially when implemented authentically and integrated into the organizational culture. These findings are relevant in various industry sectors such as FMCG, fashion, and organic food, which are increasingly intensifying the application of green values in marketing.

In summary, green marketing plays a strategic role in attracting attention and building long-term relationships with millennials who are increasingly critical of environmental issues. For this generation, purchasing decisions are no longer solely based on product functionality, but also on the moral values and sustainability that the brand embodies. Green marketing is capable of building strong brand equity, increasing loyalty, and encouraging positive word of mouth when consumers feel emotionally and ideologically engaged. Companies that successfully communicate and consistently realize their environmental commitments will gain irreplaceable trust. Thus, green

marketing is not just a promotional tool, but a holistic approach that unites business, social, and environmental values. In the context of millennial consumers, this strategy becomes the key to successful sustainable and relevant marketing in the future.

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