

**The Recognition of the Green Marketing in the Decade Generation****MOHD MOINUDDIN MUDASSIR****ASST. PROFESSOR (MBA DEPT)****DR. MOHAMMED MASOOD****PROFESSOR (MBA DEPT)****SHADAN INSTITUTE OF COMPUTER STUDIES****KHAIRTABAD, HYDERABAD, TS-04****Abstract**

This descriptive study makes an attempt to show the advancement in the behavior of decade consumer, with the influence of the society, the culture and the globalization in the making decisions. The decade generation is well acquainted with as the generation whose consumptions are more become conversant towards ecological products. Also, their apprehension about the ecological impact of the supply which they use in their day to day life, showing how the green marketing, represents a marketing strategy which influences their purchase decision in Indian consumers.

**Keywords:** green marketing, consumer behavior, decade generation.

**Introduction**

This study discovered the advancement in the behavior of consumer in day to day life, and how the culture, the society, the media and the globalization have influenced on their tastes and preferences. It has been make out that there are consumers that openly spell out which kinds of products they are attracted to. Consequently, it is much easier to catch them if the marketing strategies are proficiently planned when containing in mind about certain kinds of target.

Today, purchase decisions are taken based on plenty of information that is useful and very descriptive, thankfulness to the information and communication technologies. This class of technology allows the people to make a quick decision about what to pay for, without being seeing the product tangibly. So thanks to the information and communication technologies, the product can be portrayed not only in words but it can be visually presented. That's the reason why online shopping has been growing weight in certain areas like handicapped or elderly people. For such group of people, online shopping represents the only access they have to buy products. That is why they are regarded as suitable for the e-commerce (Taken & Brower, 2012).

A summary of the decade generation will be release. The information will explain what the tastes and preferences with regard to the consumption of goods and services of this generation. What kind of factors they are attracted to, like brands, and how these consumers signify as a force in the global society as well as the straight influence of the green marketing on them and their purchase decision (Urien, 2011).

Environmental concerns and green marketing are the most important topic for both business and academics. In relation to the latter, Paço & Reposo (2009) have attempted to recognize the features of green consumers and the related marketing implications. It is mostly the case that consumers states a real concern for the environment, however their attitudes are not always interpreted into their purchasing behavior.

These days, they sense that all together, they should take up a more active role in the preservation, protection and conservation of the environment. The issue is whether they will consider into their behavioral account of the environmental aspect while they are buying. Since at the moment, it is not yet feasible to reply to this question with a elevated degree of certainty, the development of green consumer behavior models is necessary (Paço, Alves, Shiel, & Filho, 2013).

This research put forward the marketers a richer understanding of decadal consumption behavior of green products, as well as highlighting significant cultural behaviors that differentiate Indian decadal.

## **Methodology**

The study of consumer behavior and its affiliation with the green marketing was carried through an exploratory descriptive research. Various printed and electronic sources were sound out, in addition to specialized magazines and journals. This is a qualitative and exploratory research where data collection is aimed to provide a better understanding of the meanings and experiences of Indian consumers, based on an analytical and contrast induction of the information assembled

## **Theoretical Framework**

### **3.1 Consumer Behavior**

In past recent years the behavior of consumers has been comprehensively investigated to define how susceptible they are, many factors have been essential to be considered. Concepts as culture, subcultures, social classes, and the level of influence that they have on consumer behavior at the time of purchasing have been largely researched (Durmaz, Celic, & Oruc, 2011).

Consumers have a composite buying behavior when they are concerned in buying a product, and certainly it is possible that they can make out considerable differences between brands. Consumers could be sort of participative when the product is expensive, it entails risks, and it is not always purchased, and put across many personal issues. The consumer has more to learn about the category of product (Hoyer, MacInnis, & Pieters, 2014).

Buying behavior that decreases the discomfort that come about when consumers are greatly involved in an expensive purchase, less frequent or risky, but examine a little difference between brands. In the Post-purchase, consumers can experience a feeling of discomfort if they recognize disadvantages of the chosen brand or heard favorable comments about brands that they did not choose (Kotler & Armstrong, 2013).

### 3.2 Consumer Behavior Worldwide

For businesses, recognizing the behavior of consumers is not easy within the borders of a country. However, for individuals operating in many countries realize and address the needs of consumers could become an epic task. While it is possible that consumers in different countries have some common characteristics with values, attitudes, and behaviors often vary considerably. Marketers must understand the differentiation and alter their products and marketing programs accordingly to the audience. The characteristic buying behavior occurs in a low consumer involvement scenario and few significant differences among brands. Sometimes consumers do not come across carefully at the names, nor evaluate their characteristics, weight or make decisions concerning which brands to buy. The recurrence of the ads creates brand familiarity rather of belief in the brand.

Consumers do not make attitudes towards a brand; they choose it because it is familiar. As the consumers are not profoundly involved in the product purchase, they may perhaps not evaluate the process of decision making, and perhaps not even after the purchase. Therefore, in the purchase process the beliefs about the brand are concerned, these beliefs are shaped by a passive learning, pursued by a purchasing behavior, which may perhaps or may not be followed by an evaluation.

Consumers' purchases reveal a particular behavioral pattern, seeking for a range of situations exemplified by low participation, but where significant differences among the brands are perceived. In such cases, consumers frequently make many changes in brands. The marketing strategy may perhaps be different for the leading brand in the market so as to for smaller brands. The market leader will try to continue encouraging the consumer to continue with their habitual buying behavior. The most important brand(s) continue leading the shelf spaces at the stores while keeping the shelf stocked and by regularly throwing reminding advertising campaigns.

The purchase motivation is separated into two groups: utilitarian and hedonic. Functional cause includes the traditional approach to marketing research and consumer. Therefore, we now make out more about them at the expense of hedonic motivations. Utilitarian shopping is more logical rational; it is related to the expenditure, and it is connected with enhance on the information obtained by the purchase. Hedonic behavior is more subjective and depends on the habit of the individuals and its relationship with the perceived value in the course of fun and pleasure (Baruca & Zolfagharian, 2013).

As a consequence, the specialist of marketing must decide the rate to which their marketing programs and products need to be modified to meet the unique needs and cultures of consumers in

diverse markets. On the one side, the specialists should standardize their offerings to make straightforward operations and take advantage of cost savings. On the other side, the reworked copy of marketing activities for each country determine the result in products and programs that meet the best needs of local consumers. In past recent years, the selection to adapt or standardize the marketing mix in international markets is debatable (Kotler & Armstrong, 2013).

Consumer behavior is social by character; this means that the consumers should be measured according to it and to their relationships with others. Typically the study of consumer's behavior focuses completely on individual consumers who buy goods or services for themselves, their families or friends; however there is one more type of consumer: formal organizations so as to buy products and services to exercise in organizational functions such as production or for resale. Most of the times, the similar concepts can be used to recognize both behaviors. Both, the individual consumer and the organizational consumer are affected by the culture where they are engrossed in, the most important rules that regulate the buying behavior and the environment which surrounds them. In the purchasing process, the consumer assembled information about the different alternatives, processes this information, learn concerning the products and determine which alternative is more appropriate for the perceived needs (Fischer & Espejo, 2011).

### 3.3 Environmental Conscious Consumer Behavior

Consumers are more prone to have an attitude of environmental conservation when they feel they knob the pollution problem, for instance. Though, if consumers do not often feel accountable for many of the environmental problems they would not feel motivated to be part of the solution. Thus, for the ecological conservation and environmental programs to succeed, commercial spots must make the problem pertinent to the consumers. Furthermore, to teach them on how much energy and money they can save if reducing electricity consumption, for example. The environmentally conscious behaviors are more likely to take place if consumers perceive that their actions can make a divergence, this behavior is known as consumer perceived effectiveness (Hoyer et al., 2014).

### 3.4 Consumer

In past recent years research on consumption has been comprehensively studied on Socio cultural process and practices, Consumer activities, goods, and new brands that hold up the market myths. These myths are usually conceptualized as cultural resources that pull towards consumers to the purchase or the recognition of brands (Zeynep & Thompson, 2011).

In the administration or business field, when talking of a consumer, they refer to the person as a consumer. The consumer is the person or organization that the marketing efforts focus on, to encourage and to guide the purchase, by learning the decision-making process of the buyer (Fischer & Espejo, 2011).

In economics, a consumer is a person or an organization who demands goods or services offered by the manufacturer or supplier of the goods or services. i.e., it is seen as an agent with a chain of needs and desires that has an income that consent to meet those needs and desires in the course of market mechanisms. The legislation that guards consumer is known as the consumer rights. It is also defined as the one who consumes or buys products for consumption. It is, hence, the final actor in a range of productive transactions.

According to Fischer & Espejo (2011) consumers and domestic households are the entity that makes decisions on what to spend and therefore, establish the demand for each good or service. Though, it is the market demand curve and not the individuals, which alongside with the offer curve determines the price and, hence, the amount that is bought and sold.

### 3.5 The Decade Generation

The defining quality of this group is that they attained adulthood at the beginning of the new decade, According to Rickheim (2011) the decade generation, also known as "Generation Y", cannot be simply recognize by its sex or skin color, since the attitudes, perspectives, thoughts and styles of its member vary from one to another. The members of this generation are apprehension about the environment; they give the impression of being for "the green" products. They also look for the brands that provide information about the environment,

According to some experts, the vast majority of members of the decade generation regard as that the defining attribute of this group is that they entered adulthood around the beginning of the new decade/millennium, therefore the name of "the millennium" (Tobenkin, 2008).

The decade generation can observes as the last generation in our postmodern society. They are equally individualistic but social; they contain traditional family values although are also tolerant and open. They are also more accommodating towards sexual and ethical issues than previous generations. They are described as more positive than Generation X, with a firm confidence of a better future and a better world. Concerning their brand preferences, they will simply be interested in such brands that have a good marketing strategy. Furthermore, to those that can arouse their curiosity. If a brand is acknowledged for being "cool", and innovation develops, this will be the means to increasing loyalty. (Van Den Bergh, J. & Behrer, M., 2012).

Those companies and marketing specialists who regulate their brand strategy to meet up the needs of this segment will be better associated with them and, hence, will be more successful. (Reisenwit & Iyer, 2009).

### 3.6 Green Marketing

It is also acknowledged as ecological or green marketing. It is unstated as the development and sale of products intended to play down the negative effects on the environment or to improve it. A company cannot only help out the environment in the course of the green marketing, but can help to improve the profits as well. Some environmental conscious consumers are willing to give more for green products and compose purchasing decisions based principally on the environmental traits of the product (Lamb et al., 2011).

Society has comprehended that its current behavior in the consumption market will fetch consequences for the future generations. According to Taken & Brower (2012), the reports from the most refined means of environmental issues have lend a hand to help out the people to realize that their personal consumption have an effect on production worldwide.

According to Peattie (2001) the green marketing has been all the way through three phases. The first was termed as the ecological green marketing. This has taken place in the sixties and seventies. This phase lists all the activities that inquire about to solve environmental problems and make out the role of the companies, the consumers and the products to resolve the environmental problems that were happening in those decades. The second phase, termed as environmental green marketing, takes place in the eighties; the purpose was to make use of clean technology in innovative production systems and product design. The third phase consisted of sustainable green marketing, occurs in the nineties. As Peattie recommended, it is deeper and more meaningful the development of the green marketing, that sees an opportunity for production based on the safety and sustainable consumption and enrichment of natural resources. The consumer is conscious of the environmental contact and furthermore of those products that make this negative and positive impact.

## 4. Proposal Development

It is significantly important to consider the actions that motivate or lead consumers to complete the whole purchase process. To professionals from different areas is essential to research and analyze each step that motivates consumer behavior to buy or not to buy a product or service. It signifies a tool that require knowledge of both, the consumers to satisfy their needs or demands and entrepreneur to higher sales, and even the government in the making of public policies to recognize the behavior of the market and the diverse economic sectors.

This information will lead to the accurate decision-making from the viewpoint of each of those interested in perceive the offer and demand for each and every product to be more viable at the international, national and local environment. Advertisers use up considerable amounts of money on maintenance of people and groups of people (markets) interested in their products. To make it, they need to recognize what makes potential customers to act in certain ways.

The objective of the advertiser is to acquire enough data about the markets to make accurate buyers profiles, in turn to find out common spaces for communication. This engages the study of consumer behavior: the emotional processes and mental and physical activities of people who use and buy goods and services in order to meet up individual needs and wants.

At the moment the green marketing has been using as one of the marketing strategy, which obviously have an effect on the buying decision for different reasons, among them is environmental awareness, fashion and the sense of belonging to definite social groups, among others. Subsequently, we can see the influence on the purchasing behavior on the decadal generation and their interest buying products that do not have an effect on the environment. It has been obvious that their concern about leaving a cleaner world for the future generations.

Furthermore, emotions are also an significantly important variable to consider, as it put forth a important influence on purchase and online shopping. There is a direct positive relationship among the customization of products and purchase intent (Papas, I., Kourouthanassis, P., Giannakos, M., & Chrissikopoulos, V., 2014). Similarly, online shopping provides many consumers, for instance the elderly and disabled, the opportunity to contrast and buy products that or else would not be possible to do by the traditional means.

The generation namely millennial might be the most influential in consumption; this would be the strongest pillar of the industry in 2017, according to estimates of the software company SAP business. The understanding the point of time of purchase has become more or less as important as the product that will be consumed, according to Lori Mitchell Keller, senior vice president of SAP for Retail industry factor, which characterizes the so called millennial they will represent the 50 percent of worldwide consumption in 2017 (Orozpe, 2014).

Concerning this, it is significantly important to consider the role that the decadal generation plays in society. While, they stand for about 90 million of about 318 million people only in the United States; and approximately about two billion people in the world, over 7.1 billion people globally. They spend about 200 billion a year, and this figure is expected to double by 2020 (Karr, 2014). They are a group of young people born among the early eighties to the early 2000. There are numerous texts that point to other time ranges; On the other hand, these dates were the most accepted following the book *Millennial Rising*:

According to the *Next Great Generation* of W. Strauss, This generation has been identified as the responsible for the future of the American nation, and therefore this has added a great deal of attention in the last years (Rattinger, 2014).

The millennium generation observes the reputation of the brands. Read the labels of the products they consume and research about the packaging of products to discerning whether a product is favorable or not to the environment (Taken & Brower, 2012). According to (Van Den Bergh & Beher,

2012) millennia's are impatient, family oriented, inquisitive, used to give their opinion, diverse, organized, smart street and connected. People who are concerned to know what companies are doing and how their business operations impact the environment characterize the millennium generation. The psychoanalyst Erick Erickson coined the term generativity in 1950 and is understood as the desire people have to guide future generations (Urien, 2011).

Lu, Bock, & Joseph, (2013), made a research about Millennial Generation's consumption of green products, a questionnaire was governed to 197 undergraduates at a private university in the southern US. The main findings suggested from this research were that when developing marketing communications, marketers may want to devote more attention to recyclability or re-usability, biodegradable, and positive health effects stemming from eco-friendly product attributes, as these distinctiveness features shared the strongest connection with Millennial intent to purchase green products. Ramasamy & Yeung, (2009) revealed that 61% of millennial Asian society, those (born between 1979 and 2001) feel that it is their responsibility to build the world a healthier place to live. While 78% believe that companies have the responsibility to include them in their efforts.

According to Ataei & Taherkhani, (2015) Canadian's consumers, in general, prefer environmentally-friendly products with more personal and financial benefits such as fuel-saving products and energy-efficient alternatives over the ones that mainly benefit the environment per se such as biodegradable or recycled products. Consumers under 35 years of age have different levels of willingness to spend more than those who are over 35. Consumers attribute different rankings to different features of the product depending on product type and its positioning across the price spectrum: Brand, quality, price and convenience become more important than environmental-friendliness.

Keeter & Taylor, (2010) believe that millennium generation transfers all ethical responsibility to organizations; they rarely choose a brand for their altruistic programs. Protecting the planet is not a typical behavior of the millennium generation. It is the result of the spirit of the age, as they recycle as much as other generations and buy organic and friendly environment products the like other generations. For members of the millennium generation is more important not to be bombarded with traditional altruistic programs, but making a difference to have the values and choose how and where their charitable contributions to go (Namiranian, 2006).

Green marketing appears mounting as an intellectual sub-discipline of marketing that discusses and look at micro-issues in green marketing more significantly in last 25 years. In early 1990s, literature discussed the relevance of green marketing philosophy in shifting direction of marketing to achieve ecological sustainability objectives. Literature in mid-1990s talk about corporate environmentalism as a market strategy and literature in early 2000s proposed business-level and functional level strategies to comprehend vibrant of marketing green products and to achieve effective firm performance. From mid-2000s over, green marketing functions and their marketing outcomes registered their strong presence in the literature (Prashant, 2016).



#### 4.1 Indians of the Millennium Generation

In many ways, habits and attitudes digital are parallel to those of the most economically advanced markets, Although this have been grown up in a middle-income country, where much of the population has no access to the bank and have been hit by recession history when they began to live, young Indians have less financial flexibility than their counterparts in other countries and are less likely to make purchases online.

In Indian society, the family influence on the pattern of consumption, not only is limited by the father, mother and children but also to the extended family; for example the in-laws or the siblings. For Indians, it is crucial to have family approval and feel accepted. Deeply concerned about what people say this situation is emphasized in more closed societies like small cities, and is even more obvious in the lower social classes, where it is not rare to find cases where a family lives with their close relatives (Ramos, 2008).

The behavior patterns in Mexico depend on the economy and employment. So the level of development of the country, with great economic and social differences the price changes on products have to be very dynamic and sensitive to avoid having sharp falls. An example is to offer the products in packages that are more accessible to most of the population. The consumer turns to other brands not because they are disloyal to a brand, but for a necessity; or because the product is not as good as it used to be.

Psychological factors, which comes in first is motivation, since it will generate an impulse to buy. Returning to the motivation theory of Maslow (1954), which prioritizes the needs of an individual and begins from the minor to the most urgent, it is difficult to establish a correlation between the level of consumption of the individual and their needs as they not necessarily follow this order to encourage the purchase of a product or not. The stimuli for the consumer have implications ahead of the "needs". For the analysis of the purchasing behavior of the millennium society, it is important to highlight the exponential growth of population in the last years, which clearly demand more and better goods and services. It would be necessary to do a comparative analysis of the number of people with regular incomes that buy, and with the number of international retail chains that have been established in the city. And the factors that motivate the purchase should also be analyzed.

The influence of migrants who live with a person who is accustomed to living on credit, where the goods are disposable and fashion makes a lifestyle; is causing a cultural shock that is mirrored in the way we buy. Another factor of influence in the current consumer behavior is the impact of mass media; particularly television.

## 5. Conclusions

Nowadays, organizations try to achieve their objectives and goals as fast as possible, buy improving their productive processes in constant innovation. However, as more organizations emerge, the competition becomes more aggressive and entrepreneurs are looking for ways to differentiate and position themselves in the minds of consumers, to grab their attention and finally to reach their preference and loyalty. Therefore the millennium generation, has become a focus group, who are studying in depth, they represent a market in constant growth and whose purchase capacity becomes more evident.

The emotions that particular brands, images, services, awake in the consumers are elements the entrepreneur coins and evaluate in the consumer's perception. These impressions look for subjective aspects of their ads. The idea is to go beyond the rational things and try to see into the unconscious of the consumer, to offer products that apart from being designed individually for them; they awake emotions in the consumer. The satisfaction of getting a goods or service that supports a cause or has been done for a socially responsible company opens the eyes of the millennium generation. This motivates them to purchase that product or also to get away from certain brands that do not respect the environment. Entrepreneurs say that the emotions must be connected to the actions, any speech or action of an external nature that appeals to consumer's emotion either in the form of a product, service, political action, or sports. If excitement is promised, it must include feelings. Otherwise, emotion will maybe touch the consumer but is nor a warrant of loyalty (Casabayó, 2010).

It is important to consider that Indians that are part of the millennium generation are strongly influenced by psychosocial factors that are different from any other society, as is the environment in Indian society which dictates their behavior and orientation towards the green marketing. Furthermore, it would be a second investigation into the environmental performance the members of this subdividing generation as because they belong to groups of age from 15 to 35 years old today and despite having very accurate profiles of their behavior, their mental maturity about the environmental impact varies according to age and other factors .

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