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The Effectiveness of Green Marketing Campaigns in Increasing Brand Loyalty among the Millennial Generation

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Abstract: This scientific article aims to explore the complexity of the relationship between green marketing campaigns and brand loyalty in the millennial generation in Jakarta. Specifically, this study will examine how the components of green marketing campaigns can effectively build brand loyalty, considering the role of authenticity marketing as a crucial moderation factor. This article is compiled by conducting a review of various relevant articles related to Brand Loyalty, green marketing, Millennial Generation, and effectiveness. Articles are qualitative, with the aim of collecting, analyzing, and synthesizing literature related to the topic. Based on the opinion of Hart et al. (2022), literature review analysis is a systematic and structured process, which involves the identification, evaluation, and synthesis of relevant literature. The effectiveness of green marketing in millennials is greatly influenced by their increasing environmental awareness and desire to support sustainable practices. Millennial consumers tend to show higher loyalty to brands that are committed to sustainability, especially if the brand is able to leverage social media for promotion and understand the psychological factors that influence their purchasing decisions. Customer experience, social media interactions, economic conditions, and technological developments also play an important role in shaping brand loyalty among millennials. Therefore, a deep understanding of millennial consumer preferences and trends is essential to designing an effective marketing strategy.

Keyword: Green Marketing, Brand Loyalty, Millennial Generation

INTRODUCTION

The phenomenon of climate change and environmental damage has boosted global awareness of the importance of sustainable lifestyles, including Jakarta as Indonesia's economic center. In the midst of this dynamic, Jakarta's millennial generation, which is currently 27-42 years old, is an interesting consumer segment to study. Based on data from BPS DKI Jakarta (2023),

around 34.8% of Jakarta's population is the millennial generation with significant purchasing power and distinctive consumption characteristics. The results of a longitudinal study conducted by Patricia & Nuringsih (2022) of the Jakarta millennial generation show that 82% of them have financial independence and 67% are actively seeking information about product sustainability before making a purchase. Recent research shows that Jakarta millennials have a paradox in their consumption behavior. On the one hand, a survey conducted by Nielsen Indonesia (2022) revealed that 76% of Jakarta millennials admitted to caring about environmental issues.

The complexity of Jakarta's millennial consumer behavior is increasingly evident in an ethnographic study conducted by Hartono et al. (2023) on 50 urban millennials. The study revealed that despite having high environmental awareness, their purchasing decisions are still heavily influenced by factors such as price (84%), convenience (76%), and social media influences (71%). Furthermore, Putra and Widyastuti (2022) in their study of 500 millennials in Jakarta found that green skepticism is the main obstacle to the adoption of sustainable products, with 65% of respondents expressing doubts about the credibility of green marketing campaigns.

But on the other hand, a study conducted by ((Yeeun) Huh & Kim, 2024) shows that only 45% of them consistently buy eco-friendly products. This gap between awareness and real action is a challenge for marketers in developing an effective green marketing strategy. Several previous studies have examined the relationship between green marketing and millennial consumer behavior. Research from (Wibowo et al., 2022) found that halal food and the decision to purchase environmentally friendly products are related. Meanwhile (Taufique & Islam, 2020) identified that the credibility of the message and transparency factors are the key to the success of green marketing campaigns. A comprehensive study by (Firdiansyah et al., 2021a; Rotkirch & Lenk, 2021) revealed that the effectiveness of green marketing is highly dependent on the brand's ability to build trust through transparent and verified business practices.

However, there is still a research gap on how green marketing campaigns can effectively build long-term brand loyalty, especially among Jakarta millennials who are characterized by being skeptical of eco-friendly claims. To fill this gap, this study proposes a new approach by integrating the concept of authenticity marketing in green marketing strategies. Unlike previous research that focused more on aspects of green communication in general, this study will analyze how the element of authenticity in green marketing campaigns can build trust and ultimately increase brand loyalty among Jakarta millennials qualitatively.

This scientific article aims to explore the complexity of the relationship between green marketing campaigns and brand loyalty in the millennial generation in Jakarta. Specifically, this study will examine how the components of green marketing campaigns can effectively build brand loyalty, considering the role of authenticity marketing as a crucial moderation factor.

METHOD

This article is compiled by conducting a review of various relevant articles related to Brand Loyalty, green marketing, Millennial Generation, and effectiveness. This research is qualitative, with the aim of collecting, analyzing, and synthesizing literature related to the topic. Based on the opinion of Hart et al. (2022), literature review analysis is a systematic and structured process, which involves the identification, evaluation, and synthesis of relevant literature. In the study of articles, identification is carried out to find gaps in the existing literature in order to build valid research arguments. Literature reviews should be compiled methodologically and structured, using credible and relevant sources (Jennings, 2012).

Denny & Weckesser (2022) emphasized that literature reviews should be able to identify trends, gaps, and patterns in the existing literature, as well as explain the contribution that new

research can make to existing knowledge. It aims to form a new conceptual framework or model in research. In addition, literature reviews also need to be carried out systematically to analyze and synthesize relevant literature, and it is important to develop a clear conceptual framework that will guide research and identify new research contributions (Clark-Carter, 2009)..

RESULTS AND DISCUSSION

Some of the existing research results will be reviewed and presented in this scientific article where related to the existing variables,

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In a study from (Heo & Muralidharan, 2019) stated that environmental knowledge (EK) and environmental concern (EC) were found to be significant factors influencing environmentally conscious consumer behavior (ECCB), where environmental concern (EC) had a stronger influence. Unlike findings in previous literature, perceived consumer effectiveness (PCE) does not have a direct relationship with environmentally conscious consumer behavior (ECCB). The results of another study stated that millennials are pro-environment with rational and self-oriented motives, rather than emotional and other-oriented motives (Naderi & Van Steenburg, 2018).

Another study also states that Eco-friendly products, locations that support sustainability, and green promotion strategies have proven to have a significant influence on pro-environmental purchase intentions. Attitudes towards the environment play a moderation role that provides interesting findings. Income factors and education levels also have a big influence on environmentally friendly purchase intentions in various customer segments. Marketers can more clearly understand the strategic areas of their strengths and determine the right direction to focus their efforts on in the future (Kaur et al., 2022). Another study also stated that purchasing behavior in Generation Z in China where purchases influenced by eco-labels can improve perceived consumer effectiveness (PCE) and product attributes, which positively strengthens the relationship between eco-labels and environmental awareness (Song et al., 2020).

The study of the results stated that Consumer effectiveness is perceived as the belief that individual actions can contribute to environmental improvement—along with subjective norms, directly influencing green consumer behavior among young millennials aged 18-24 years. Interestingly, attitudes towards the environment do not have a significant direct effect in this context (Taufique & Islam, 2020). A study from (Munasinghe & Shantha, 2021) stated that product characteristics and environmental concerns were the main variables, while government influence had a smaller impact, education and income played a significant role in increasing the purchasing intention of this group. The results of another study related to the millennial generation also stated that the promotion of green products on social media such as Facebook is effective in reaching millennials, with the factors of value communication, support, and interesting content as the key to its success (Pandey et al., 2020).

Brand Loyalty on Generasi Milenial

Several research results related to variables from various scientific articles found by researchers stated that in the results of customer loyalty intentions in the online brand community are influenced by individual and contextual factors, and classify loyalty into several levels. The study also proposes practical steps that companies can take to take advantage of the category as well as theoretical implications for further consideration (Ozuem et al.,

2021). Research results from (Ghosh & Bhattacharya, 2022) state that attachment and trust in luxury brands are the two main factors driving brand loyalty in the Indian Gen Z consumer segment. CSR, sustainability, product, brand, and social media attributes have a positive effect on brand engagement. While CSR and sustainability have little influence on brand trust, trust combined with attachment strengthens loyalty. Additionally, brand, product, and social media attributes also increase trust in luxury brands, with brand trust playing an important mediating role between attachment and loyalty (Xie et al., 2023).

Another study states that marketing through social media can increase brand loyalty with the mediating role of brand trust, brand image, and self-compatibility (Trinh et al., 2022). The results of another study stated that Customer experience, both online and offline, has a great influence on millennial brand loyalty, especially in the fashion sector. Positive experiences can reinforce loyalty, while bad experiences can lead to rapid changes in brand preferences (Schmidt & Baumgarth, 2020). The results of research from (Msosa, 2023) state that Economic conditions, especially during crises such as the COVID-19 pandemic, also affect millennial brand loyalty. Research from South Africa shows that price sensitivity increased during the pandemic, leading to changes in shopping habits and a reassessment of brand loyalty based on customer satisfaction.

Studies that state that smartphone users of different generations show that value perception influences millennial brand loyalty, and understanding this helps brands adjust strategies to build loyalty in that group (Siddiqui & Sharma, 2022).

Discussion

From the above results, from the perspective of the researcher of this scientific article, it provides for the results that the effectiveness of green marketing in millennials is driven by their increasing environmental awareness and desire to support sustainable practices. Businesses targeting this demographic should focus on increasing product awareness, leveraging social media for promotion, and understanding the psychological factors underlying purchasing decisions related to green products. The integration of these strategies can increase engagement and loyalty among millennial consumers who are committed to sustainability. By understanding the trends and preferences of millennial consumers, companies can develop more effective green marketing strategies. A focus on value communication, the use of digital platforms, and an emphasis on product sustainability can strengthen brand relationships with consumers who are increasingly concerned about environmental issues. In addition, providing education about the positive impact of green products can also strengthen loyalty and encourage sustainable purchases in the long term.

Millennials exhibit complex behaviors related to brand loyalty, which are influenced by customer experience, social media interactions, economic conditions, and emerging technologies. Brands looking to build loyalty among this demographic should consider these influences to develop an effective marketing strategy.

CONCLUSION

Based on the results of the study, it can be concluded that the effectiveness of green marketing on millennials is greatly influenced by their increasing environmental awareness and desire to support sustainable practices. Millennial consumers tend to show higher loyalty to brands that are committed to sustainability, especially if the brand is able to leverage social media for promotion and understand the psychological factors that influence their purchasing decisions. Customer experience, social media interactions, economic conditions, and technological developments also

play an important role in shaping brand loyalty among millennials. Therefore, a deep understanding of millennial consumer preferences and trends is essential to designing an effective marketing strategy.

The recommendation given for future research is that companies should focus on increasing awareness of green products among millennial consumers, which can be done by making the most of social media platforms. This is important because social media has a huge role to play in shaping perceptions and increasing consumer engagement with brands that support sustainability. Furthermore, companies need to understand the psychological factors that underlie millennial consumers' purchasing decisions, especially related to the sustainability and environmental impact of the products they choose. An emphasis on clear value communication, such as product sustainability excellence, will help strengthen the relationship between brands and consumers.

In addition, to strengthen loyalty and increase sustainable purchases, companies should provide more in-depth education about the benefits and positive impact of products green. This will increase consumer awareness and build long-term loyalty. Overall, companies looking to build brand loyalty among millennials must adapt marketing strategies that consider various factors that affect consumer behavior, such as customer experience, social media interactions, economic conditions, and evolving technology. With a more holistic approach and based on sustainability values, companies can create stronger and more sustainable relationships with millennial consumers.

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