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## **#StayWoke: A Study on the Responses of Gen Y (Millennial) Consumers to the Two Types of Green Marketing Messaging**

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### ***Abstract***

*This study has examined the responses of Gen Y consumers towards green marketing and the factors that drive them to support or refuse these campaigns. In this study, the Social Judgment Theory and Theory of Planned Behavior were integrated to generate a research framework that can further analyze the underlying decision mechanism and consumer behavior outcomes of Gen Y consumers towards green marketing campaigns. Further, these campaigns have been categorized into two types of messaging to expand the framework which has been identified as (1) Partake-in-our-cause (PIOC) messaging, which encourages participation from its target market, and (2) Promotional Social Cause (PSC) messaging, which communicates the activities of a certain company or business to support a social cause which, in this case, is directed towards environmental efforts. Upon conducting surveys and testing on exposure towards sample PIOC and PSC advertisements, variables for both path models of the two types of messages have yielded p-values of 0.000 to 0.001 with the subjective norm being the only variable garnering a p-value of 0.001 which strengthens the study's findings.*

*The results have shown that Gen Y consumers measure messages based on their own personal stand and experiences which undergo a weighing process before they yield an actual response. Further, Gen Y consumers are more likely to yield a positive response towards PIOC messaging as it creates an opportunity for them to actually contribute to the social cause, give back to the community and make a change in their consumption habits. The results on PSC messaging, on the other hand, have reflected that Gen Y consumers are critical to the advertisements that they receive and are very particular with how companies make necessary efforts to contribute to the social cause. The results have also reflected that self-image and expectations from other people are the least of Gen Y consumers' concerns when it comes to green consumption, but rather, their decisions towards green consumption are driven by personal experiences, principles and the will to contribute to the betterment of the society and future generations. These findings have also strengthened observations on Gen Y consumers which address them as the most educated and socially conscious cohort as compared to other consumers. As Gen Y consumers establish themselves in the workforce and strengthen their economic influence and purchasing power, this study has also provided insights on important factors that are vital for marketers, businesses and companies to take into consideration particularly on how Gen Y consumers perceive these campaigns and how their consumer and purchasing behavior towards green marketing campaigns may be better understood.*

**Key Words:** *Green Marketing, Millennial Consumers, Types of Messaging, Social Cause, Sustainability.*

## Introduction

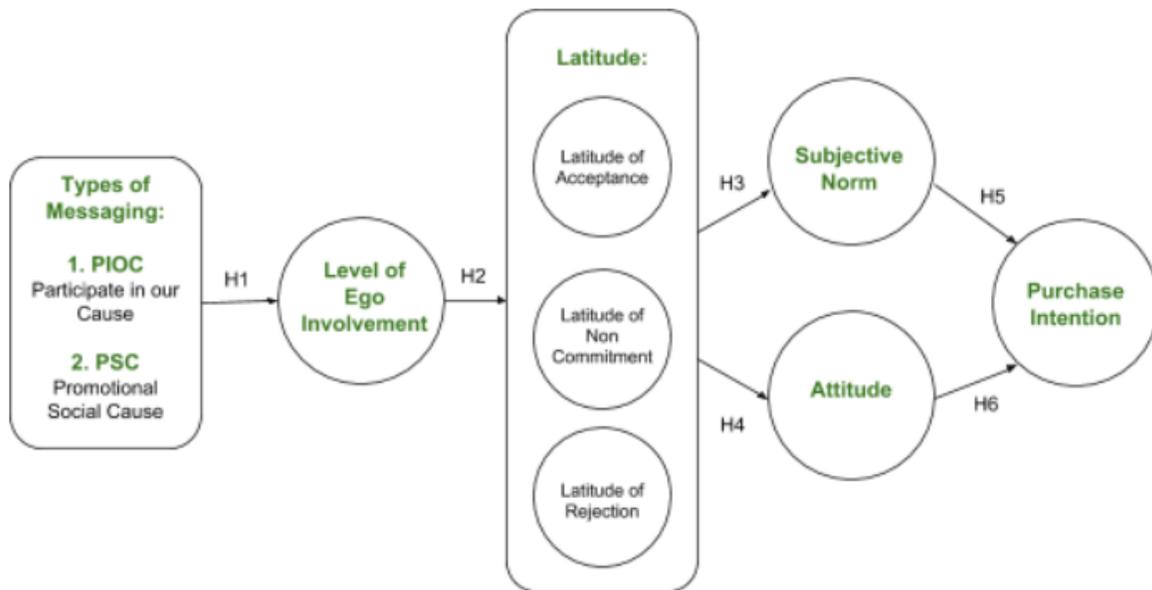
In the twenty-first century, there was considerable growth in green consumerism with increasing marketing schemes and brand adaptation. The market of today's global consumers, then, has become more aware of the environmental issues and has demonstrated an ample amount of concerns with regards to the environment by starting to improve their habits to alleviate the impact of excessive consumerism to the environment (Kim, Yun, Lee & Ko, 2016; Scales, 2014; Perera, Auger & Klein, 2018). The society's concerns and expectations on sustainability in consumer products and its production have also gradually increased which was brought about by several factors such as increasing population growth and consumerism, technological evolution, economic shifts and a notable number of environmental calamities at a global scale (Bernytė, 2018; Capatina, Micu, Cristache & Micu, 2017). Due to these emerging patterns on the current market landscape, consumers' awareness of the repercussions of unsustainable production and consumption practices have also increased. Further, concerns about the conditions and procedures involved in the production have also become one of the most important considerations of consumers when making purchase decisions. As a result, consumers are starting to look beyond product features and benefits but are now more inclined to purchase products that share their values and principles. This notable shift in consumer values has opened opportunities to start anchoring one's marketing strategies for sustainable marketing principles. However, marketers of the mainstream landscape have often promoted sustainable consumption with the sole focus on logical benefits while failing to notice that purchase behavior is directly correlated with the consumers' one's perceived identity (Bernytė, 2018). According to Hurth and Whittlesea (2017), consumers are considered as self-interested and rational individuals whose decisions, with the right information presented, are bounded by maximizing their welfare through the different alternatives offered to them. Therefore, it may also be considered that marketing, indeed, has a potent influence on society's product and offering preferences.

The Gen Y consumers have begun establishing their economic influence and purchasing power in the workforce, some consumer characteristics of this cohort are now identified. This include a strong sense of independence and autonomy (Loroz & Helgeson, 2013). As they are now able to assert their place as consumers, this research studied the responses of Gen Y consumers towards green consumption and their perception on the different types of messages used to communicate the said social cause. This study also examined the motivations of these consumers in accepting or refusing green marketing campaigns which provide a further understanding of green marketing's status in the hands of these consumers.

## Framework

To understand the cognition process from messaging processing up to the formation of purchase intention, the necessary variables were taken out from multiple theoretical frameworks and were combined. The first framework used in this study is the *Social Judgment Theory (SJT)* which explains the effects of personal involvement of people on certain communication situations. It also predicts the assimilation and contrasting effects in judging persuasive messages and the possibility of attitude change towards a specific issue or situation which is highly dependent on one's given level of importance on the said issue or situation (Sherif, Sherif & Nebergall, 1965). Second, the types of messaging were defined in accordance with the study of Kim, Cheong & Lim

(2015). According to their study, the first type of social cause messaging is the **Promotional Social Cause (PSC)** messaging which consists of messages emphasizing the company's efforts in participating or supporting a specific social cause. These are common in the form of “We” statements referring to the firm followed by their commitment to participating and/or supporting a certain social cause. The second type of social cause messaging is the **Partake-in-our-cause (PIOC)** messaging which consists of messages encouraging their target audiences' active participation in their sponsored social cause activities. PIOC messages are commonly in the form of company-sponsored initiative activities that require active participation from the audiences such as clean-up drives and fun runs. Lastly, several variables were also taken from the **Theory of Planned Behavior (TPB)** where Ajzen and Fishbein (1980) defined behavioral intention as one's willingness to perform a specific behavior and proposed it to be the main predictor of actual behavior. In SJT, the entirety of the framework variables was used in the study to analyze how green marketing messages are being processed by the receivers (Gen Y consumers). The messaging variable in SJT was also expanded by defining the two types of messages namely, PIOC and PSC, as defined by Kim, Cheong & Lim (2015). Finally, several variables from TPB were also integrated with the research to understand how subjective norm and attitude towards a certain social cause can affect one's purchase intention towards green products and/or company sponsored initiatives. The said variables and how they are interconnected with each other were illustrated below:



**Figure 1. Conceptual Framework**

The two types of messages have a completely different effect on the perception of the receivers. PIOC messages are more likely to evoke more cause-relevant thinking and trigger a more personal memory in relation to one's experience with green consumption. PSC messages, on the other hand, are more likely to evoke a more general train of thought on the receiver's end as it speaks on what the company is doing in relation to promoting green consumption rather than initiating the participation of the receiver. That being said, the researcher is proposing the hypothesis below (Kim, Cheong & Lim, 2015):

**H1:** *An advertisement's effectiveness and how likely it is for the audience to be persuaded to purchase green products or join an initiative may vary depending on the receiver's personal stand and experiences in relation to green consumption.*

As also stipulated in the principles of SJT, the receivers of certain messages have the tendency to manipulate these messages in accordance to their personal criteria of judgment and their level of ego involvement with the social cause. Thus, the likelihood of the messages being accepted, rejected or ignored by the receiver will highly vary on the person. That being said, the researcher postulates H2 ("Social Judgment Theory", 2018):

**H2:** *The acceptance, rejection or neutrality of the receiver towards the two types of messages will likely vary on their level of ego involvement with green consumption and one's personal criteria of judgment.*

The receiver's perception of the messages whether it was accepted, rejected or neither of the two, will coincide with one's personal motivations in the form of subjective norm and attitude. As the subjective norm is influenced by normative beliefs and moral obligation, and attitude is influenced by one's perceived benefit and risk of the behavior, the researcher postulates H3 and H4 as follows (Mehrens, Cragg & Mills, 2001; Ajzen, 2002):

**H3:** *If the receiver accepts, rejects or becomes neutral about the persuasive messages of green marketing, it will likely coincide with how the receiver perceives the surrounding normative beliefs (Subjective Norm) towards green consumption which will yield the overall perception of the respondent towards green consumption (Ajzen, 2002).*

**H4:** *If the receiver accepts, rejects or becomes neutral about the persuasive messages of green consumption, it is likely to be based on the receiver's current behavioral beliefs (attitude) towards green consumption which is governed by one's perceived benefits and risks. This, then, will yield the overall perception of the respondent towards green consumption (Mehrens, Cragg & Mills, 2001).*

Furthermore, as stated in TPB, one's behavioral intention to perform a specific behavior is said to be the main predictor of the actual behavior. Therefore, one's actual purchase intention or willingness to join an initiative will depend on all the factors stated above from how the messages were perceived up to the factors surrounding and influencing the receiver's behavioral intention. The researcher, then, postulates H5 and H6 as follows (Mehrens, Cragg & Mills, 2001; Ajzen, 2002):

**H5:** *The most common normative belief surrounding the receiver combined with one's perception of green marketing messages will likely influence the receiver's purchase intention of green products or one's willingness to join a company-sponsored initiative supporting green consumption or going "green".*

**H6:** *The receiver's perceived benefit or risk in relation to green consumption will likely influence the receiver's purchase intention of green products or one's willingness to join a company-sponsored initiative supporting green consumption or going "green".*

## **Methodology**

A quantitative causal-explanatory approach was used in this study. The data used in this study were collected through Google forms which were disseminated online through links and personally via mobile phones and tablets. This survey questionnaire also contained 1 PIOC and 1 PSC advertisement to examine the responses of the respondents as shown in Figure 2. A total of 321 participants voluntarily participated in this survey with 21 respondents for the pretesting and 300 for the main survey. The respondents' age ranges between 22 to 37 years old at the time of writing while 84.8% were young professionals. The rest was composed of students, working students, and entrepreneurs.



**Figure 2. Sample advertisements for PIOC (left) and PSC (right) messaging attached in the survey questionnaire**

## Discussion of Results

PIOC and PSC path models have shown similar results in the relationships of their variables. PIOC messaging path model had significant effects on the relationships between variables where the link between subjective norm and purchase intention has a slight difference with the rest of the variables with a p-value of 0.001 and the lowest coefficient at 0.263. The strongest direct effect coefficient for PIOC messaging, on the other hand, was with the relationship between latitudes of acceptance, rejection or non-commitment, and attitude with a p-value of 0.000 and a direct effect coefficient of 0.763. In the PSC path model, the weakest direct effect was between subjective norm and purchase intention with a p-value of 0.001 which also had the lowest coefficient at 0.263. Its strongest direct effect coefficient, similar to the PIOC messaging path model, reflected between the relationship of the latitude of acceptance, rejection or non-

commitment, and attitude with a p-value of 0.000 and a direct effect coefficient of 0.763. Coefficients for the PIOC and PSC path models were presented in Tables 1 and 2 respectively.

**Table 1**

***Path Coefficient for PIOC Messages Path Model***

<b>Hypotheses</b>	<b>Path Coefficient*</b>	<b>Expected Coefficient</b>	<b>Results</b>
H <sub>1</sub> : PIOC -> LOEI	0.581 ( <i>0.000</i> )	+	Supported
H <sub>2</sub> : LOEI -> LATT	0.505 ( <i>0.000</i> )	+	Supported
H <sub>3</sub> : LATT -> SN	0.637 ( <i>0.000</i> )	+	Supported
H <sub>4</sub> : LATT -> ATT	0.763 ( <i>0.000</i> )	+	Supported
H <sub>5</sub> : SN -> PI	0.263 ( <i>0.001</i> )	+	Supported
H <sub>6</sub> : ATT -> PI	0.482 ( <i>0.000</i> )	+	Supported

*\*p-value is italicized beside the path coefficient*

**Table 2**

***Path Coefficient for PSC Messages Path Model***

<b>Hypotheses</b>	<b>Path Coefficient*</b>	<b>Expected Coefficient</b>	<b>Results</b>
H <sub>1</sub> : PSC -> LOEI	0.551 ( <i>0.000</i> )	+	Supported
H <sub>2</sub> : LOEI -> LATT	0.506 ( <i>0.000</i> )	+	Supported
H <sub>3</sub> : LATT -> SN	0.637 ( <i>0.000</i> )	+	Supported
H <sub>4</sub> : LATT -> ATT	0.763 ( <i>0.000</i> )	+	Supported
H <sub>5</sub> : SN -> PI	0.263 ( <i>0.001</i> )	+	Supported
H <sub>6</sub> : ATT -> PI	0.482 ( <i>0.000</i> )	+	Supported

*\*p-value is italicized beside the path coefficient*

The results of testing H1 and H2 have revealed the difference and impact of both PIOC and PSC messaging. The result for the sample PIOC messaging has revealed that it has, indeed, an effect on the respondents' perception of the company's sponsored initiative. One's perception is highly dependent on the respondents' knowledge, experience and personal stand on the said social cause. With more than half of the total respondents agreeing that the PIOC resonates with their own thoughts and experiences, the manifestation of the benefits of PIOC messages, such as offering a more personal approach than PSC, has been clearly displayed and strengthens H1 and H2 further. In this case, the effectiveness of the sample ad towards the respondents is more likely to be higher and successful as the majority of the respondents have personal thoughts and experiences with green consumption on a more positive range. Results for PSC messaging, on the other hand, have shown similarity with the results for PIOC messaging especially in having an effect on respondent perception. More than half of the respondents are likely to be convinced that a company is one with green consumption/production or sustainability which strengthens the probability of H1 where the effectiveness of a PSC is being tested. This could also pose effects on the respondents' willingness to purchase products produced by the companies using PSC's approach which strengthens the probability of H2 for PSC messaging. The difference between PSC and PIOC messaging, however, lies in the change of habit and opportunity to participate which is only present in PIOC messaging which, as reflected in the results, gained a more favorable response from the respondents.

Further, other studies conducted on Gen Y consumers towards social cause-related consumption have shown that their responses are highly influenced by their previous contributions with social cause initiatives which will also likely affect their willingness to participate in similar initiatives in the future (Hyllegard, Yan, Ogle & Attmann, 2011). The results have also revealed that the respondents' acceptance, rejection or neutrality towards the PIOC and PSC advertisements is dependent on one's level of ego-involvement with green consumption which supports the probability of H2. Therefore, when respondents have more knowledge and experience with green consumption, the more it is likely for the respondent's decision to be influenced by these factors (Bruderman, 2016; Bargh, 2002). As also cited by Papista and Krystallis (2013), consumers who are inclined with green consumption make decisions regarding their brand preference or willingness to join a green initiative after taking multiple factors and its implications into consideration, and not solely based on environmental aspects alone. This, then, supports the findings of this study where the respondents' responses are tested based on multiple variables that intersect before coming up with a final purchase decision. Moreover, consumers' personal values are also critical aspects of one's actions and judgments. These values often function as primary anchors in each individual's end-behavior. Thus, green marketing campaigns are recommended to have a specific and relatable communication strategy that are targeted to consumers (Costa Pinto, Nique, Maurer Herter & Borges, 2016; Johnstone & Hooper, 2016).

The survey also revealed that a higher percentage of the respondents are encouraged to improve their consumption habits in line with green consumption due to the rising prominence of the social cause. However, a positive response had a lower percentage when it comes to being persuaded by their peers or family to join initiatives or learn further about green consumption. According to Ashen (2014), Gen Y consumers seek live, memorable experiences filled with interaction beyond their digital devices. That being said, the result of the survey may also be assimilated to the fact that the first half has higher percentages of relatability as it provides greater

opportunities for more personal and remarkable experiences as it brings changes in one's consumption habits compared to the latter where the experience is motivated by external factors brought about by family and friends. In addition to that, the need to belong to the certain social groups may not always be the motivating factor in driving individuals to perform green consumption related habits even though social pressure is present (Johnstone & Hooper, 2016). As postulated in H3, the response towards green marketing messaging and the effect of subjective norm towards the receiver will likely have an effect on the overall behavior of the respondent towards green consumption. Therefore, when green marketing messaging is backed by opportunities for more impactful experiences, the receiver is more likely to positively lean on green consumption habits and joining initiatives.

The respondents' responses on their brand preference, on the other hand, have reflected a positive inclination with green consumption. Respondents are more inclined to choose brands that are in-line with their principles and how their chosen brands manufacture the products. Thus, regardless if advertisements send a message that a certain product or activity will help the environment, the probability that these messages will translate into the receiver's action will still depend on one's perceived benefits and risks and will be the part of the primary basis for one's attitude with green consumption as a whole as postulated in H4 (Mehrens, Cragg & Mills, 2001). Further, brand preferences are even correlated as a form of personal identification and a reflection of how individuals are perceived as a person. Thus, brand preferences also rely on one's perceived personal identification whether it matches their own values and personalities or not (Cova & D'Antone, 2016).

Finally, H5 and H6 postulate hypotheses in relation to how the messages were perceived and how both subjective norm and attitude influence the respondents' purchase intention. In the latter part of the survey, respondents' purchase intentions were tested which yielded interesting results. Fewer respondents care about gaining a good image or joining the trend in relation to green consumption. The majority of the respondents, on the other hand, have shown that their intentions in changing their habits into sustainable ones are due to motivations brought about the desire to preserve the planet and build a better future for the next generation.

## **Conclusions**

In this study, Gen Y consumers, while susceptible to a significant number of advertisements through many different channels have demonstrated awareness of the messages regarding green consumption. As shown in the study, Gen Y consumers are more open to accepting PIOC messaging as it reflects their own personal experiences and beliefs. Furthermore, it creates opportunities for them to contribute to the social cause. Hence, giving them an opportunity to give back to the community which is one of the top consumer values that Gen Y consumers consider in making decisions (Hyllegard et al., 2011). PSC messages, on the other hand, have also demonstrated significant effects on the perception of the respondents. However, respondents demonstrated how particular they are towards how the company lives up to their commitment to the social cause. Thus, as the results have reflected, the respondents' responses towards PIOC and PSC messaging are rooted from personal experiences and principles that are mainly used to come up with a decision whether these messages will be accepted or rejected.

The study also showed the effects of external factors on the respondents' response towards green consumption. Self-image and the expectations of the people around them are the least of their concerns. Rather, they are more concerned with giving back to the community and contributing to the social cause. It was also reflected that the respondents are more likely to contribute to a social cause when it is going to bring changes in their habits rather than being encouraged to join activities promoted by their family and friends. On the other hand, in terms of brand preference, the respondents are willing to forego brands that are not socially responsible. While literature and previous researches have pointed out significant effects of the subjective norm to one's purchasing behavior, this study has shown that Gen Y consumers' level of ego-involvement and attitude towards green consumption also play a big role in their overall behavior towards the social cause.

### *5.1 Green Consumption in the hands of Gen Y Consumers*

According to a study performed by Hyllegard, Yan, Ogle, and Attmann (2011), Gen Y consumers are known to have two major values when being identified as consumers. First, the desire to become educated consumers and having special concerns for social causes which are reflected in their volunteerism and consumer decision making. These values are not motivated by one's personal gain but by the opportunity to contribute to give back to the community. That being said, this cohort of consumers seek deeper connections and are more critical of the marketing messages presented to them. Thus, this leads them to be dubbed as the most socially conscious group of consumers compared to the rest of cohorts. According to Cone Inc., environmental concerns are some of the top rankings causes that Gen Y consumers support and are considered to influence their purchase decisions (Hyllegard et al., 2011). All these were also reflected in the results in H5 and H6 which showed that the majority of the respondents who are actually patronizing green consumption do it for socially responsible reasons. This can also explain why the relationship between Subjective Norm and Purchase Intention had the weakest coefficient as respondents are more inclined to respond favorably with changes in their consumption habits rather than joining initiatives perpetrated by pressure from the circle surrounding them. While green consumption may be considered complex and accompanied by uncertainty and anxiety as stipulated in previous studies, consumers who are willing are still able to adapt to green consumption practices on their own which may be related to the increased proliferation of information on green consumption (Fuentes, 2014).

The results showed that respondents were aware of their purchases and their decisions are backed by personal reasoning and experiences. Further, involvement with the social cause through volunteerism, which is more likely to be carried out through PIOC messages, gained more favorable responses from the respondents than company involvement with social causes and initiatives. This also showed that the respondents are indeed critical about the advertisements that they accept as advertising is usually taken as a communication medium controlled and paid by companies for profits (Yan, Ogle & Hyllegard, 2010). Thus, for a Gen Y consumer to perceive that a certain advertisement is credible, it must be reasonable, reliable and useful in attaining their goal in contributing to green consumption (Esmailpour & Aram, 2016). The advertisement's content must also be taken into consideration. According to Sadachar, Khare & Manchiraju (2016), advertisement content must focus on the advantages of green consumption and emphasize the importance of environmental protection to further expand the understanding of consumers towards a green product, service or initiative. While Gen Y consumers are more favorably responsive with PIOC messaging, they still have the tendency to recommend products and services promoted

through PSC messaging provided the companies producing them are committed to social and environmental responsibility (Hyllegard et al., 2011).

### *5.2 Managerial Implication*

According to Gruber, Kaliauer & Schlegelmilch (2017), managers must improve in communicating their company's socially responsible contribution as consumers are more willing to reward companies with these types of contribution. This communication option often leads to positive impacts on customer loyalty, customer satisfaction, corporate reputation, and brand equity. Sustainability, indeed, has created new complexities in organizations' marketing mix as it has become a vital means to attract consumers' attention. Due to this positive impact, investors and business partners have required environmental and socially responsible practices for companies as the benefits are proven to be clear especially impacts on brands (Gruber, Kaliauer & Schlegelmilch, 2017). That being said, companies must take into consideration that providing socially responsible campaigns, communicating their organization's contributions or sponsoring an initiative will not be successful alone. These campaigns must be created with immense consideration on how consumers, in this case, Gen Y, perceive these types of messages. As reflected in the survey and as postulated in H1 and H2, Gen Y respondents do not easily accept the messages but rather, they measure it based on their own personal stand and experiences which undergoes a weighing process before it can yield an actual response that is dependent on internal and external factors surrounding the respondent. Further, as also cited by Wood, Robinson, and Poor (2018), purchase decisions are often driven by weighing multiple factors that include perceptions on social and environmental responsibilities of a brand. Thus, the environmental products being produced and the sponsored initiatives carried out by companies must not only communicate their own contributions but rather, make sure that what they are communicating resonate with their audiences to ensure effective and meaningful brand-customer relationships.

### *5.3 Global Implications*

Ellen MacArthur Foundation has started studying the issue of plastic pollution years ago and found out that by the year 2050, the amount of plastic (in weight) could outnumber the fish in the ocean. With these statistics in hand, the foundation has met with the industry leaders in order to find a solution to the persistent problem. 250 organizations, including PepsiCo, Coca-Cola, Unilever, Colgate, SC Johnson, and H&M have committed to eliminate plastic when unnecessary and to make all their product packaging reusable, recyclable or compostable by 2025 (Peters, 2018). By May 2019, Loop, a newly launched zero-waste platform, will be piloting in New York and Paris. The initiative was in partnership with TerraCycle, a recycling company, and major consumer product companies including Unilever and Procter & Gamble. Hundreds of products will be available online for selected consumers during the pilot. Ordered items in reusable containers will be delivered in Loop tote bags. Once the containers are empty, TerraCycle will collect them from the consumers, cleanse and refill the containers for the next set of consumers. The said platform plans to expand to London in the latter part of the year and to other cities including Toronto and Tokyo by 2020 (Peters, 2019; Del Valle, 2019).

Tech giants including Samsung and Amazon have also made their move regarding the issue. Samsung vowed to replace parts of its packaging where their products will now be packaged in paper, pulp molds and bio-based or recycled plastics. They are also altering their charger's design from glossy to matte finish exterior and are foregoing plastic protection films (Pham, 2019). Amazon, on the other hand, has invested up to \$10 Million for greener packaging. Their shipments

will now be composed on a paper-based substitute for bubble wrap and a sustainable insulator packaging for perishable goods (Kennedy, 2018).

The consistent pressure for sustainable options for global corporations is now materializing as these corporations now realize the role they play in sustainability. As these companies opt for sustainable production to address the issue of plastic pollution and mitigate their negative reputation as polluters, focus on responsibility towards sustainability are now shifting from consumers towards these companies. While a big segment of system change does rely on corporations, the possibility of these kinds of initiatives' positive outcome is possible with the large percentage of Gen Y consumers entering and filling up the modern workforce who are likely to have a sense of responsibility towards sustainability. Thus, while a vast segment of consumption and production system change is concerned, the likelihood of Gen Y consumers accepting and participating in such initiatives that could bring change in their very own consumption habits is likely possible (Peters, 2019; Del Valle, 2019).

### **Limitations and Recommendations for Future Research**

Due to time constraints and limitations on resources, this study has geographical and cultural limitations. To strengthen the study's findings, the researcher recommends replicating the study with a more representative sample and comparing the results with other generations. The researcher also recommends leveraging the current practices of marketing communication campaign techniques and practices which shall contribute to the social cause and provide the opportunities that the consumers look for in cause-related marketing. This, then, shall provide opportunities for brands and products to live up to their promises, contribute to the social cause and create meaningful relationships with their consumers. Moreover, further studies on the gap between purchase intention and actual purchase behavior are also recommended. Lastly, the researcher recommends further studies in relation to the outcome of Loop's initiative and how it is likely to be accepted at a global scale in the context of Gen Y consumption habits, beliefs, and values. Studies on the different factors surrounding the said initiative such as different generations, cultural implications, change in mindset and habits are also recommended.

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