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THE ROLE OF ENVIRONMENTAL VALUES IN SUSTAINABLE MARKETING ON YOUNG CONSUMERS' PURCHASE DECISIONS

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Abstract - *Sustainable marketing has increasingly become a strategy adopted by companies in response to rising public concern over environmental and social issues. This strategy integrates sustainability principles into all marketing activities, ranging from product development and promotion to distribution, with the aim of creating long-term value for companies, consumers, and the environment. The purpose of this study is to analyze the influence of sustainable marketing on consumer purchase decisions among millennials, with a particular focus on how environmentally friendly values embedded in marketing strategies affect the responses and behaviors of young consumers. The method employed is a literature review that examines relevant scholarly sources. The findings indicate that the implementation of sustainable marketing significantly influences millennials' purchasing decisions, as this consumer group tends to demonstrate higher awareness of environmental issues and prefers products and services marketed with sustainability considerations. The main conclusion of this study is that the success of sustainable marketing in shaping purchase decisions depends on the authenticity of the messages conveyed, the alignment with consumers' values, and the ability of companies to demonstrate their commitment to sustainable practices. This study contributes to the advancement of knowledge in marketing and consumer behavior and provides practical guidance for companies in designing and implementing effective sustainable marketing strategies to engage millennial consumers.*

Keywords: sustainable marketing, purchase decisions, millennial consumers, environmental values, consumer behavior, marketing strategies, environmental sustainability

INTRODUCTION

Changing environmental conditions and increasing public awareness of the impact of human activities on the environment have created a shift in how companies conduct their business operations. This is marked by the growing number of companies starting to integrate sustainability principles into various aspects of their operations, including the marketing strategies they implement (Wilk, 2018). Sustainable marketing emerges as an approach that emphasizes the importance of striking a balance between achieving the company's economic goals, meeting consumer needs, and preserving the environment (Mutum & Ghazali, 2023). Sustainability encompasses the management of natural resources, the improvement of social well-being, and the achievement of stable economic results as an interconnected whole (Putra et al., 2025). This shift in behavior is accelerated by digital social interactions that change the virtual communication patterns of young consumers in absorbing environmental issues (Darmawan, 2021). The pattern of conveying environmental information requires an inclusive public communication approach so that sustainable marketing messages can be well understood by young generations from various cultural backgrounds (Mardikaningsih et al., 2024). Various companies have started offering products and services that are produced and marketed with environmental considerations, and are delivering messages that emphasize the company's commitment to sustainability in their promotional activities. The existence of this marketing strategy creates changes in market dynamics, where consumers start to have more options to choose products and services that align with the values they hold (Sharma, 2024).

One of the main issues that arises regarding the implementation of sustainable marketing is the extent to which this strategy can influence consumer purchasing decisions. In traditional marketing systems, consumer purchasing decisions tend to be influenced by factors such as price, product quality, and brand (Hollis, 2013). In the green market segment, product quality, price, and eco-friendly technological innovation remain important instruments that shape consumer purchasing decisions (Irfan & Hariani, 2022). A consumer's positive experience with a brand's environmental commitment will give birth to deep trust (Darmawan, 2018), where the authenticity of the eco-friendly brand becomes the key factor in maintaining the loyalty of young consumers amidst modern market competition (Gani & Darmawan, 2022). Along with the development of environmental awareness, there is an expectation that factors related to sustainability will also become important considerations in the consumer decision-making process. This is in line with the observation that consumers today are not only looking for quality and price, but also the values that underlie their purchasing decisions, such as a company's commitment to sustainability and social responsibility (Arifin & Darmawan, 2021). However, there are still questions about how much influence these factors have compared to the traditional factors that have long been the primary considerations for consumers. Consumers tend to state a willingness to buy eco-friendly products, but in practice, many consumers still choose products that are cheaper or more easily obtained even if those

products do not consider sustainability aspects (Baláková et al., 2024). This creates a need to understand more deeply how sustainable marketing can influence consumer purchasing decisions in a tangible way.

Another issue of significant concern is the difference in consumer response to sustainable marketing, which is influenced by consumers' demographic and psychographic characteristics. Millennials, who currently constitute the largest portion of the consumer population, possess different characteristics compared to other age groups (Hosur & Satish, 2023). This group grew up in an era of rapid information and communication technology development, giving them broader access to information on various issues, including environmental concerns. This abundant digital information access is not yet evenly distributed, creating a disparity in opportunities for young entrepreneurs to campaign for the green consumption movement (Sinambela et al., 2022). Furthermore, millennials also tend to have a more open-minded outlook and pay greater attention to social and environmental aspects in their activities. This expression of status and formation of taste reinforces the existence of social stratification as well as specific lifestyles within consumer society (Sinambela & Halizah, 2023). This leads to the assumption that millennial consumers will be more responsive to sustainable marketing strategies compared to other age groups. However, there is still ambiguity regarding how the eco-friendly values promoted in sustainable marketing are perceived by millennial consumers and how that response influences the purchasing decisions they make.

In addition, there are still differing views on the most appropriate strategies for implementing sustainable marketing to effectively influence consumer purchasing decisions. Some companies choose to emphasize environmental aspects in their promotional messages, while others prefer to emphasize social aspects or the benefits that consumers can obtain (Gupta, 2024). The use of digital applications in disseminating sustainable marketing information triggers new challenges regarding the assurance of the reliability of the green products promoted, to ensure they do not cause losses for consumers (Rofiqi et al., 2025). Companies are obligated to have a clear foundation of accountability and a valid verification system for their environmental claims to avoid patterns of ethical and legal violations in digital transactions (Sutanto et al., 2023). These differing approaches result in varying outcomes for companies, making it difficult to determine the most effective approach to implement. The formulation of sustainable marketing models often intersects with the strategic management of social entrepreneurship organizations, which strive to balance economic viability with measurable ecological outcomes (Mardikaningsih & Halizah, 2026). At the enterprise level, the activation of corporate eco-friendly initiatives depends heavily on internal environmental core actions driven by human resource policies and committed leadership structures (Mardikaningsih & Haryono, 2025). Moreover, there remain concerns about the risks that may arise if companies implement sustainable marketing in an inappropriate manner, such as when the messages conveyed do not align with the actual practices carried out by the company. This can lead to consumer distrust and have a negative impact on the company's image. Therefore, a deep understanding of how to design and implement effective sustainable marketing strategies is essential for companies that wish to leverage the potential offered by this strategy.

This research is based on the Sustainable Consumer Behavior Theory developed by Cheung and To (2019). This theory explains that consumer behavior in purchasing sustainable products and services is influenced by various factors, including the consumer's attitude toward the environment, prevailing social norms, and the consumer's perception of the benefits that can be derived from using sustainable products. The theory emphasizes that sustainable marketing can influence consumer behavior by shaping a positive attitude toward the products offered, conveying information about the benefits to be gained, and creating an environment that supports sustainable consumer behavior. According to this theory, the success of sustainable marketing in influencing consumer purchasing decisions depends not only on the message conveyed but also on the alignment of that message with the values held by the consumer and the company's ability to prove its commitment to sustainable practices. Young consumers' belief in a producer's green commitment grows through information transparency and the application of fair business ethics (Darmawan, 2025). Such transparency contributes directly to forming deep satisfaction, which then stimulates sustainable loyalty toward the brand (Darmawan, 2022). Consumer responsiveness within this framework is tightly bound to individual environmental values coupled with perceived organizational support, which act as primary catalysts for eco-friendly behavior in market ecosystems (Mardikaningsih & Darmawan, 2026).

Based on a review of various previous studies, there remains a gap in understanding regarding the specific influence of various elements within sustainable marketing on the purchasing decisions of millennial consumers. Some studies focus on the conceptual aspects of sustainable marketing without providing sufficient explanation of how marketing elements such as product, price, promotion, and distribution when adapted to sustainability principles influence consumer behavior. Green marketing mix elements such as perceived fair pricing, quality of information services, and the diversity of eco-friendly products play a crucial role in directing consumer purchasing loyalty (Hariani & Sinambela, 2020). **Modern interface configurations and innovative promotional tools on commercial platforms are proved to alter young consumers' transaction decisions significantly during platform interactions (Darmawan & Hidayat, 2026).** Meanwhile, other studies only discuss the application of sustainable marketing in specific cases or across diverse consumer groups, meaning the results obtained cannot be specifically generalized to the millennial group. This gap creates difficulties for companies in understanding which marketing elements are most effective to implement in order to optimally influence the purchasing decisions of millennial consumers.

Another issue that arises is the lack of understanding regarding the factors that moderate the relationship between sustainable marketing and the purchasing decisions of millennial consumers. The relationship between these two variables is not linear and can be influenced by various factors, such as the consumer's level of knowledge about environmental issues, income levels, and the level of consumer involvement in activities related to the environment. The lack of understanding regarding these factors often creates difficulties for companies in designing sustainable marketing strategies that align with the diverse characteristics of millennial consumers. Within the digital market ecosystem, creators of green marketing content who educate millennial consumers also require adequate legal protection so that environmental campaign messages can be disseminated creatively and safely through social media (Hutama et al., 2024). On the other hand, the shift in work patterns in the era of digital platform automation also affects the social class and production relations of the creative workers who design such sustainable content (Irfan et al., 2024), including the impact of work dehumanization resulting from rigid algorithmic management in the modern industrial environment (Darmawan, 2024). The escalating density of digital exposure has simultaneously prompted parts of the young consumer segment to initiate a digital detox, reflecting a growing awareness of hyperconnectivity downsides that alters how they interact with virtual product campaigns (Yildiz, 2025). This introduces the risk that the implemented marketing strategies will not yield results in line with expectations, as they fail to account for the factors that can influence consumer response to the messages conveyed.

The millennial consumer group possesses significant purchasing power and is expected to become the most dominant consumer group in the market over the next few years. Furthermore, millennials tend to be trendsetters in consumption behavior, meaning the behaviors they exhibit will influence the behaviors of other consumer groups. This strong purchasing power is inseparable from the phenomenon of socio-economic mobility among the younger generation, who actively utilize the digital platform ecosystem to increase their financial independence (Gani et al., 2025). The high digital adaptability of this young age group simultaneously widens the gap in technological readiness between generations in the modern workplace (Darmawan, 2024). A deep understanding of the influence of sustainable marketing on the purchasing decisions of millennial consumers is crucial for companies that wish to maintain their competitive position and meet consumer needs effectively. This research is also expected to contribute to the development of knowledge in the fields of marketing and consumer behavior, which can be used as a reference for future research and for the development of policies that encourage sustainable marketing practices.

The objective of this research is to analyze the influence of sustainable marketing that promotes eco-friendly values on consumer purchasing decisions among millennials. This objective is structured in alignment with the established research problems, ensuring that each goal to be achieved provides a clear answer to the problems faced. This study is expected to provide a comprehensive understanding of how sustainable marketing strategies can be designed and implemented to effectively influence the purchasing decisions of millennial consumers, as well as provide useful guidance for companies in developing marketing strategies that are consistent with the needs and characteristics of young consumers.

RESEARCH METHODS

This research applies a literature study method, which serves to collect, select, assess, and synthesize various scholarly sources relevant to the research topic. The primary objective of this approach is to build a comprehensive and systematic understanding. The selection of the literature study method is based on its ability to examine previous research, identify emerging patterns and trends, and deepen the analysis regarding the influence of sustainable marketing on the purchasing decisions of millennial consumers. Furthermore, this method provides an opportunity for the researcher to identify existing research gaps and formulate recommendations for future studies. Thus, the literature study is considered appropriate for analyzing the correlation between sustainable marketing and the purchasing behavior of millennial consumers.

The data sources for this research are derived from scholarly literature relevant to the theme of the study. The literature utilized includes both national and international journals that discuss sustainable marketing, consumer behavior, and the characteristics of millennial consumers. In addition, textbooks by experts in the fields of marketing and consumer behavior, research reports from reputable institutions, and publications from organizations active in environmental and sustainability issues are also used as references. The researcher ensures that all sources possess high credibility and are recognized by the academic and practitioner communities, ensuring that the information obtained is reliable and accountable.

Data analysis is conducted through content analysis and synthesis techniques. Collected information is categorized, critically examined, and then combined to form a comprehensive understanding of the research topic. The analysis process includes the identification of key themes from various literature, the comparison of previous research findings, and the construction of a systematic framework to explain the influence of sustainable marketing on the purchasing decisions of millennial consumers. This approach allows the researcher to uncover relationships between factors that influence the effectiveness of sustainable marketing implementation, while providing an in-depth explanation

of the underlying mechanisms. In line with the view of Creswell and Poth (2018), analyzing a diverse range of literature sources can produce a more complete and profound understanding of the phenomenon being studied.

RESULTS AND DISCUSSIONS

A purchasing decision is a psychological process that a consumer undergoes before determining a choice for a particular product or service. This process involves need recognition, information search, evaluation of alternatives, and finally, the decision-making process. Within the scope of sustainable marketing, information provided by companies regarding eco-friendly values becomes an important part of the search and evaluation stages carried out by millennial consumers (Gómez, 2020). This age group tends to conduct more in-depth information searches before deciding to purchase, especially if the products offered are claimed to have a positive impact on the environment. Millennial consumers also tend to consider various sources of information, including reviews from other users, company environmental performance reports, and recommendations from parties considered credible (Nguyen & Nguyen, 2020). This tendency is consistent with findings that consumers tend to trust recommendations given by peers more than claims made by the company itself (Negara et al., 2021). This indicates that sustainable marketing can influence the decision-making process by providing relevant and trustworthy information that supports a positive evaluation of the products offered.

The product element in sustainable marketing plays a major role in influencing the purchasing decisions of millennial consumers. Products developed with consideration for eco-friendly aspects, such as the use of recyclable raw materials, energy-efficient production processes, or packaging that does not create hazardous waste, hold a particular appeal for this consumer group (Darekar et al., 2023). Millennial consumers have a positive perception of products that have environmental certifications or labels that explain their environmental benefits. The presence of environmental attributes on a product is considered an indicator of quality and social responsibility on the part of the company producing it. Furthermore, millennial consumers also tend to consider the long-term benefits that can be derived from using sustainable products, such as resource efficiency and a smaller impact on the environment. Technology integration allows companies to focus more on products that are eco-friendly and more sustainable (Mardikaningsih & Hariani, 2023). This shows that integrating eco-friendly values into product attributes is a strategic step that can increase the interest and desire of millennial consumers to make a purchase. In market competition, which is increasingly influenced by consumer demand for eco-friendly products, green innovation has become a strategic necessity that cannot be ignored (Mardikaningsih & Essa, 2025).

The price element in sustainable marketing is a fairly complex factor in influencing the purchasing decisions of millennial consumers. Although most millennials state a willingness to pay higher prices for eco-friendly products, in reality, purchasing power remains an important consideration in the decision-making process (Siuda, 2022). The willingness to pay a premium is influenced by income levels and the consumer's perception of the benefits derived from sustainable products. Millennial consumers with sufficient income who understand the long-term benefits of eco-friendly products are more inclined to pay a premium price. Conversely, millennials with limited income tend to prioritize price factors over the environmental attributes of a product. As stated by Gani et al. (2021), more affluent groups are better able to access products that are more eco-friendly and durable. This indicates that companies need to implement appropriate pricing strategies, such as providing attractive offers or demonstrating the economic benefits obtainable from using sustainable products, to influence millennial purchasing decisions more effectively. This is because price plays a central role in consumer purchasing decisions and has the ability to shape their perception of the value of a product (Nuraini et al., 2023). This is in line with findings that price perception, along with service quality and product diversity, are important determinants that directly influence consumer purchasing decisions (Essardi et al., 2022).

The promotion element in sustainable marketing plays a critical role in conveying the eco-friendly values upheld by a company to millennial consumers (Guan et al., 2024). Organizing events or sponsorships has proven to be an effective tool in increasing brand awareness among a target audience (Cahyati & Mardikaningsih, 2021). Promotional messages delivered clearly, honestly, and in accordance with the company's actual practices will create a positive perception and build consumer trust. Millennial consumers are highly sensitive to promotional messages that contain exaggerated environmental claims or those that do not align with reality, often referred to as greenwashing. If millennial consumers feel that the promotional messages conveyed are not accountable, it will lead to distrust and have a negative impact on the company's image and purchase interest. Companies need to craft promotional messages that contain accurate and verifiable information regarding their commitment and sustainable practices. The use of social media as a promotional channel is also highly effective for reaching millennial consumers, as this group tends to be active in using social media to obtain information and communicate with others. Optimizing social media as a means for online business promotion has great potential to increase the reach of sustainability messages more broadly and interactively to a millennial audience (Infante & Mardikaningsih, 2022).

The distribution element in sustainable marketing also influences the purchasing decisions of millennial consumers. The availability of eco-friendly products in places easily accessible to consumers is a crucial factor determining a consumer's ability to make a purchase (Mathur, 2019). Millennial consumers tend to prefer purchasing products available in nearby stores or through easy-to-use online platforms. Based on findings by Rahman et al. (2024), cross-border payment regulations play a crucial role in creating a safe and efficient transaction ecosystem for consumers

in Indonesia, particularly in supporting digital trade activities. Furthermore, millennial consumers also consider sustainability aspects within the distribution process, such as the use of eco-friendly vehicles or efficient packaging for product shipping. Companies that implement sustainable distribution practices will gain a more positive perception from millennial consumers, as this demonstrates that the commitment to sustainability is applied comprehensively across all operational activities. Therefore, companies need to ensure that the products offered can be accessed easily by millennial consumers and implement distribution practices that align with sustainability principles.

The attitude of millennial consumers toward the environment is a primary factor influencing the relationship between sustainable marketing and purchasing decisions. An attitude is an individual's evaluation of an object or behavior, which can be either positive or negative. Millennial consumers tend to hold a positive attitude toward the environment, which is reflected in their concern for environmental issues such as climate change, ecosystem damage, and the depletion of natural resources (Falke et al., 2021). This positive attitude makes millennial consumers more attentive to information related to sustainability and more inclined to choose products and services that align with the values they hold. Sustainable marketing can strengthen this positive attitude by conveying relevant information and demonstrating how the products offered can contribute positively to environmental preservation. Conversely, if the messages conveyed do not align with the attitudes held by millennial consumers, they will not have a significant influence on the purchasing decisions made.

The social norms prevailing in the environment surrounding millennial consumers also influence how sustainable marketing is responded to and how it affects purchasing decisions. Social norms refer to the expectations and rules that exist within the social groups followed by consumers, which determine behaviors considered appropriate or inappropriate (Ali et al., 2022). This is in line with the perspective of Khayru (2021), who states that consumer behavior is not merely about buying to fulfill needs and wants, but also encompasses the study of decision-making processes, exchange processes, and various factors influencing individual and social life. Millennial consumers tend to be influenced by the opinions and behaviors of those around them, such as friends, family, and colleagues. If the behavior of purchasing eco-friendly products is considered good and is valued within a millennial consumer's social environment, this will encourage the consumer to make such purchases. Sustainable marketing can leverage this factor by emphasizing that the behavior of buying sustainable products is part of a modern and responsible lifestyle, as well as by creating communities of consumers who share the same values. In addition to social norms, a consumer's shopping lifestyle also plays a role in shaping purchasing behavior, including tendencies toward impulsive buying that may be influenced by sales promotion strategies (Gardi & Darmawan, 2022). This makes millennial consumers feel that their actions are supported by their social environment, making them more inclined to make purchasing decisions that align with eco-friendly values.

The perception of millennial consumers regarding the benefits that can be gained from using sustainable products is an important factor that determines the effectiveness of sustainable marketing. This perception includes the consumer's understanding of environmental, social, and personal benefits derived from the products offered. Millennial consumers tend to consider various types of benefits in their decision-making process (Falke et al., 2021). The environmental benefits considered include the reduction of negative impacts on the environment, the preservation of natural resources, and the improvement of overall environmental quality. The social benefits considered include support for fair and responsible business practices, as well as contributions to community welfare. The personal benefits considered include higher product quality, better health maintenance, and a sense of pride in having done something good. Sustainable marketing needs to convey clear information about these various benefits in order to form a positive perception and encourage millennial consumers to make a purchase. Such success is also supported by the utilization of consumer behavior data for marketing strategy personalization, ensuring that innovations are more easily accepted by the target market (Fared & Darmawan, 2021).Furthermore, the tactical deployment of these specialized communications aligns with advanced digital advertising practices, where targeted information delivery proves essential for reinforcing consumers' continuous brand interactions and long-term behavioral responses (Sinambela & Halizah, 2025).

The trust of millennial consumers in companies implementing sustainable marketing is a key factor determining the success of this strategy. Trust is formed when consumers feel that the company has a sincere commitment to sustainability principles and that the messages conveyed align with their actual practices (Miranda-Guerra et al., 2023). Authenticity is crucial in shaping consumer perceptions of eco-friendly marketing, as it directly influences the level of trust or skepticism consumers hold toward a brand (Essa & Mardikaningsih, 2021). Millennial consumers are highly meticulous in assessing the credibility of claims made by companies, and they tend to look for evidence to support such claims. If millennial consumers feel that a company is merely using sustainable marketing as a tool to attract attention without making tangible changes to its operations, it will lead to distrust that is difficult to rectify. Conversely, if a company can prove its commitment through various concrete actions, such as transparent environmental performance reports, certifications from independent institutions, and involvement in social activities that support sustainability, it will build strong trust and increase the purchase interest of millennial consumers.

The level of knowledge millennial consumers have regarding environmental issues and sustainability concepts influences how sustainable marketing is responded to and how it affects purchasing decisions. Millennial consumers who possess sufficient knowledge about environmental issues will more easily understand the information conveyed in sustainable marketing strategies and be better able to assess the benefits derived from the products offered (Iqbal et al.,

2023). Millennial consumers with higher levels of knowledge tend to be more critical in evaluating claims made by companies and are more inclined to choose products that have a better environmental impact. Conversely, millennial consumers with limited knowledge tend to struggle with understanding the information conveyed and are more easily influenced by other factors such as price and brand (Sherwani et al., 2021). This is in line with findings that a lack of understanding of new concepts or changes can lead to difficulties in accepting information, much like how a workforce may feel uncomfortable with rapid changes when training does not align with their needs, thereby hindering optimal competence improvement. Companies need to convey information that is simple and easy to understand, as well as educate millennial consumers about the importance of sustainability and the benefits that can be obtained from using eco-friendly products. This obligation must also include the utilization of email as part of a contemporary digital marketing communication mix so that consumers are not trapped by misleading information (Sinambela & Darmawan, 2021).

The level of millennial consumer involvement in activities related to the environment also influences the relationship between sustainable marketing and purchasing decisions. Millennial consumers who are actively engaged in activities such as environmental conservation, social campaigns, or discussions about environmental issues tend to have higher awareness and are more likely to prioritize sustainability aspects in their purchasing decisions (Miranda-Guerra et al., 2023). Millennial consumers with a high level of involvement tend to seek more in-depth information about the products offered and are more likely to choose products that align with their personal values. Sustainable marketing can leverage this factor by involving millennial consumers in various activities that support sustainability, such as recycling programs, social campaigns, or educational events. The active participation of this young group in consuming digital content themed around the environment contributes significantly to the formation of their contemporary digital literacy (Kurniawan et al., 2021). Social media serves as a primary space for interaction for millennial consumers to exchange information regarding product quality, green brand image, and rational price perceptions to solidify purchasing decisions (Al Hakim, 2023). This makes millennial consumers feel a stronger bond with the company and makes them more likely to make a purchase as a form of support for the company's commitment to sustainability.

Differences in demographic characteristics within the millennial group also influence how sustainable marketing is responded to and how it affects purchasing decisions (Kalariya et al., 2024). Although the millennial group generally shares common characteristics, there are differences within this group based on factors such as gender, education level, income, and place of residence. Female millennial consumers tend to pay more attention to environmental and social aspects in their purchasing decisions compared to male millennial consumers. Millennials with higher levels of education also tend to have higher awareness and place a higher priority on sustainability aspects. Furthermore, millennial consumers living in urban areas tend to have easier access to information about environmental issues and are more likely to choose eco-friendly products. The accessibility of digital information in urban areas triggers an acceleration in the adoption of internet marketing orientations and encourages green marketing innovations relevant to market needs (Darmawan et al., 2023). The prevalence of invalid information circulating in the digital public sphere requires retail companies to present accurate environmental campaign data so as not to diminish the trust of young consumers (Sinambela, 2022). These differences indicate that companies need to tailor their sustainable marketing strategies to the demographic characteristics of the specific millennial consumer segments they are targeting.

The cultural context prevailing in the environment where the consumer lives also plays a role. Cultural values held by society influence how environmental issues are understood and responded to by consumers (Kalariya et al., 2024). Popular culture and digital content have proven to have a significant share in shaping the values, attitudes, and daily consumption behaviors of the younger generation (Kurniawan & Khayru, 2021). Through dynamic interactions on social media, millennial consumers reconstruct their self-identities and social relationship patterns based on a shared concern for environmental issues (da Cruz et al., 2024). This process of self-identity expression and the formation of social perception in the digital era serves as a moral guide for young consumers in determining ethical consumption choices (Darmawan & De Jesus Isaac, 2022). In countries that have high environmental awareness and a value system that emphasizes the balance between humans and nature, sustainable marketing will have a greater influence on the purchasing decisions of millennial consumers (Gupta et al., 2022). Conversely, in countries that still prioritize economic growth and individual welfare over environmental preservation, the influence of sustainable marketing on purchasing decisions will be smaller. This indicates that companies need to understand the cultural context prevailing in the target market and adjust the sustainable marketing strategies implemented to align with the values and beliefs held by millennial consumers in that market.

The integration of the appropriate service marketing mix is a key strategy in creating competitive advantage for companies amidst increasingly tight market competition (Darmawan & Grenier, 2021). The success of sustainable marketing in influencing the purchasing decisions of millennial consumers is also influenced by the level of competition present in the market. In a market with many companies offering eco-friendly products, millennial consumers will have more options and will be more critical in assessing the products offered. In conditions of tight competition, companies need to offer greater added value and prove the advantages possessed by the products offered compared to competitors' products. This can be done by emphasizing the unique aspects of the product, such as more environmentally friendly production processes, the use of higher-quality raw materials, or a higher social commitment. Conversely, in markets

where few companies have implemented sustainable marketing, companies that adopt this strategy will have a significant competitive advantage and find it easier to attract the interest of millennial consumers.

The implementation of sustainable marketing also provides long-term benefits for companies that can influence their business continuity in the future. Companies that implement sustainable marketing will gain a more positive corporate image, build better relationships with consumers, and increase consumer loyalty. Millennial consumers who feel satisfied with the products and services offered by companies committed to sustainability will tend to make repeat purchases and recommend the products to others. This will increase the company's market share and provide sustainable economic benefits. Furthermore, the implementation of sustainable marketing can also help companies comply with government regulations and policies related to the environment, as well as reduce risks that may arise from changing environmental and social conditions. Customers are increasingly critical of business practices and tend to be loyal to brands that make a positive contribution to society, and business transparency can be a very strong added value (Alamin et al., 2021). Sustainable marketing is not just a strategy to influence consumer purchasing decisions, but also a long-term investment that can improve a company's performance and sustainability.

CONCLUSIONS

Sustainable marketing that incorporates environmentally friendly values has a significant influence on the purchasing decisions of millennial consumers. This influence is reflected in the decision-making process, where the information and values conveyed through sustainable marketing strategies become important considerations in evaluating and selecting products. Marketing elements such as product, price, promotion, and distribution that are aligned with sustainability principles have been shown to increase the interest and willingness of millennial consumers to purchase, provided that these strategies are designed and implemented with attention to the characteristics and needs of this consumer group. The success of sustainable marketing in shaping purchase decisions depends not only on the technical aspects of the strategies employed but also on factors such as consumer attitudes toward the environment, prevailing social norms, levels of knowledge, trust, and cultural context. Millennial consumers tend to be more responsive to sustainable marketing that is communicated honestly and transparently, supported by tangible evidence of corporate commitment to environmentally friendly practices, and that offers clear and relevant benefits for both consumers and the surrounding environment. In addition, sustainable marketing provides long-term benefits for companies in the form of enhanced corporate image, consumer loyalty, and sustainable competitive advantage.

For company management, the findings imply that sustainable marketing should be regarded as a long-term strategy requiring genuine and consistent commitment from all elements of the organization. Companies must integrate sustainability principles into all aspects of marketing activities, including product development, pricing, promotional messaging, and distribution processes, while ensuring that every claim made can be substantiated by concrete actions. Strategies must also be tailored to the specific characteristics and needs of millennial consumers and delivered through effective communication channels that reach this target group. For governments and related institutions, the findings highlight the importance of developing policies that encourage and facilitate the adoption of sustainable marketing practices by companies, as well as efforts to raise public awareness and knowledge about environmental issues and the benefits of environmentally friendly products. For educational institutions, the findings can serve as a basis for curriculum development and learning materials related to sustainable marketing and consumer behavior, thereby preparing graduates with the knowledge and skills required to design sustainable business strategies in the future.

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