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Dating for a Greener Future : Exploring the drivers of Sustainable Dating in Modern Love -
Perspectives of Millennials and Gen Z from South Asia: Implications for Green Marketers

Anjali Chopra

K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai

Jennifer Jagose

K J Somaiya Institute of Management Somaiya Vidyavihar University

Dating for a Greener Future: Exploring the drivers of Sustainable Dating in Modern Love - Perspectives of Millennials and Gen Z from South Asia: Implications for Green Marketers

Author 1: Dr. Anjali Chopra (Associate Professor, KJ Somaiya Institute of Management, India)

Author 2: Jennifer Jagose (MBA Student, KJ Somaiya Institute of Management, India)

Abstract

The global pursuit of sustainable development has become increasingly urgent in recent times, with the United Nations (UN) introducing the Sustainable Development Goals (SDGs) as a comprehensive framework to guide the efforts of organizations and individuals towards a more sustainable future. When it comes to the intersection between sustainability, green marketing, and green dating, SDGs 3 (Good Health and Well-Being) and 12 (Responsible Consumption and Production) are particularly pertinent. With the increasing concern about environmental issues, sustainable practices are becoming important in different aspects of life, including dating. Today, more individuals prioritize sustainability in their personal lives and seek partners who share their values. When two people who are romantically involved share similar environmental principles, their actions will have a more positive effect on the world. The present study aims to investigate the factors that influence millennial and generation Z (GenZ) relationship seeker's intention towards green dating in South Asia. The theoretical framework used is Ajzen's Theory of planned behaviour. The implications of this study is that brands who are focusing their efforts on sustainability can leverage their green marketing efforts to the fullest. The study's findings suggest that brands emphasizing sustainability could benefit from maximizing their green marketing strategies.

The findings suggest that a significant proportion of millennials and GenZ express a strong commitment to sustainability and believe that green dating is a successful strategy for encouraging sustainable growth. Moreover, the primary motivators behind millennials' and Gen Z's intentions to engage in green dating behaviours are environmental attitudes, perceived behavioural control, subjective norms and green self-identity.

Overall, this study contributes to the growing body of literature on green marketing and sustainable dating. The results of this study are instrumental for dating platforms and sustainable brands seeking to differentiate themselves to resonate better with the growing tribe of green dating relationship seekers. Sustainable green dating is not just a passing trend but a lasting shift in dating culture.

Key words: Sustainability, Sustainable Development Goals, Green Marketing, Green Dating, Millennials, Gen Z, online dating apps

Introduction

Sustainability is now a buzzword and an imperative need of the hour that impacts all spheres of business. Harris, 2003 suggests that resources are limited and should be used sparingly and wisely to preserve enough for current and future generations without lowering their standard of living. Social responsibility, environmental protection, and dynamic equilibrium in human and natural systems are all essential components of a sustainable society.

Sustainability has emerged as a critical concern globally due to the potential impacts of climate change, natural resource depletion, and environmental degradation (Twi Global, 2018). The United Nations has identified 17 Sustainable Development Goals (henceforth called SDGs), which provide a blueprint for a sustainable future (UNDP, 2015). Two of the most important SDGs are SDG 3, which aims to ensure health and well-being for all, and SDG 12, which aims to promote sustainable consumption and production patterns.

As a result, companies have started adopting green marketing practices to attract environmentally conscious consumers. Polonsky, 1994 defines green marketing as any activity meant to generate and enable any exchanges intended to satisfy human needs or wants, so that the satisfaction of these needs and wants occur, with little detrimental impact on the natural environment. Thus, green marketing is a strategy that promotes environmentally friendly products, services, and practices to encourage sustainability.

Global warming is increasingly impacting people's daily lives. Environmental consciousness is shaping attitudes and behaviours thus influencing various aspects of consumer behaviour. Climate consciousness is trickling into the dating lives of relationship seekers who are now looking for partners who match on environmentalism. Dating platforms like Tinder, Bumble, Hinge have features that allow individuals to match on diverse interests. Recently some of the dating apps have started adding environment friendly as an interest badge. Thus, green marketing can effectively promote sustainable dating, but it must be used carefully and transparently to build trust and credibility with consumers.

The concept of green dating is a relatively new area of research that has emerged from the intersection of sustainability and dating. Green dating is a practice where individuals consider environmental factors in their dating decisions, such as the carbon footprint of their partners, the eco-friendliness of the dating activities, and the sustainability of their future together (Summers, 2022).

Green dating is not restricted to finding environmentally conscious prospects online but involves making more value-driven sustainable dating decisions. This can include activities such as choosing eco-friendly date locations, using sustainable transportation, and practicing sustainable behaviours such as recycling or reducing plastic use.

In the South Asian context dating is a complex landscape encompassing social, cultural and traditional factors. While arranged marriages were a norm in the past, there has been a shift towards western style dating where individuals spend time getting to know each other before committing to a serious relationship. Dating apps and online platforms are gaining popularity amongst young consumers, especially in the urban areas.

There has been a plethora of research on green marketing like – green marketing and consumer purchase intention (Gupta, 2021), organic food (Nguyen et al., 2021), eco-tourism (Meler, 2012), eco-labelling (Sharma, 2019) there was hardly any literature on green dating. While there have been efforts by marketers in various sectors like retail, fast moving consumer goods (FMCG), tourism, consumer durables etc. focusing on environment-friendly practices, understanding relationship seekers who prioritize sustainability can have huge implications for brands. From selecting eco-tourist dating spots to buying environment friendly products, green daters are likely to boycott brands that do not follow sustainable business practices.

Green marketing and green dating in the South Asian context is an unexplored research area. The present research contributes to the body of knowledge on consumer behaviour and sustainable choices.

This study will help brands operating in the beauty, fashion, travel, dating, food and beverages etc to understand this small but growing tribe of green daters.

Literature Review

Green Marketing and Sustainability

Green marketing involves promoting products or services that are environmentally friendly.

Academic research suggests that green marketing can be effective in shaping attitudes and behaviours related to sustainable consumption (Dües and Tan, 2015). Consumers are more likely to purchase products that are marketed as environmentally friendly, and this effect is more pronounced among individuals who are already environmentally conscious (Mohr et al., 2010) .

An organization may choose to concentrate on the social or environmental components of sustainability depending on the circumstances (White, 2009). Organizations must, however, always consider the economic aspect if they are to continue to exist and provide the other two. Organizations must also have a plan in place to encourage acting responsibly. Organizational sustainability which can eventually lead to a long-lasting competitive advantage, lies at the intersection of the financial, environmental, and social aspects of sustainability (Porter and Kramer, 2006).

Sustainable Development Goals

The Sustainable Development Goals (SDGs), also referred to as the Global Goals, were enacted by the United Nations in 2015 as a global call to action to eradicate poverty, safeguard the environment, and guarantee that by the year 2030, peace and prosperity will be experienced by everyone (UNDP, 2015). Thus, the 17 SDGs understand that development must balance social, economic, and environmental sustainability and that actions in one area will have an impact on results in others. The Sustainable Development Goal (SDG) 3: "Ensuring a healthy life and fostering well-being for all ages" is one of the most universal goals among the 17 SDGs because it connects to all of the others (Guegan et al.,2018). The goal of SDG3 is to promote health and well-being. SDG 3, can be used to form curated strategies for wellness products and sustainable development (Chan et al., 2018). SDG 12 on the other hand focuses on "Responsible consumption and production". It focuses on the exploitation of natural resources and economic prosperity. Thus, it also calls for the adoption of sustainable business practices.

Green Dating and Millennials

Millennials (born between 1981-1986) and Gen Z (born between 1997-2012) are more eco-conscious than the previous generation (Dimock, 2019). The environment plays a huge role in their lifestyle and dating choices. 'Green dating' is the romantic search for an eco-conscious individual with similar values and desires for action on climate change (Summers, 2022). 'Green dating' is rapidly gaining traction across the globe and is seeing an upward growth trend in India (IANS Life,2022).

While millennials have been known to promote environmental activism in India, the GenZs are also taking the conversation forward (Samaddar, 2022) . Not just on social media, environmental activism is a huge part of their dating life. (Office for National Statistics, 2022). 75% of adults worry about the future as a result of climate change. Anderson, 2022 opines that climate-conscious consumers are making drastic lifestyle changes, such as eating less meat, traveling less frequently, shopping for sustainable products etc.

Eco-minded individuals are finding one another by highlighting their environmental interests on dating apps. Together, these couples opt for conscious dates, participating in outdoor activities such as

picnics, farmers' markets, and walks (Bumble, 2022). Post-lockdown single Indians are planning to keep first dates 'active' with a walk in the park or an outdoor picnic. Online dating brand OkCupid has reported that the mention of climate change, environment, and planet on profiles have increased by 240% over the past two years, with millennials and Gen Z being the most concerned (OKCupid, 2022). DiDonato & Jakubiak, 2016 suggest that both men and women are more attracted to potential mates who engage in green conspicuous consumption than they are to potential mates who engage in conventional forms of conspicuous consumption like buying an expensive energy inefficient sportscar. Green dating platforms can also promote sustainable behaviour by providing individuals with information and resources on sustainable living practices, such as recycling and energy conservation along with providing individuals with a sense of community and social support (Muller and Swaminathan, 2018). By educating individuals on sustainable living practices, green dating platforms can increase knowledge and awareness of sustainable behavior, which can lead to behavior change (Osbaldiston and Schott, 2012). Connecting individuals with like-minded partners, green dating platforms can foster a sense of social identity and belonging, which can promote sustainable behavior by reinforcing social norms and expectations (Cialdini et al., 1991).

Theoretical Framework

As postulated by (Ajzen, 1991), the Theory of Planned Behavior (TPB) is being used to understand consumers' behavioral intentions. TPB comprises three variables, i.e., attitude, subjective norm, and perceived behavioral control. It suggests that intentions result from an individual's attitudes and a person's perception of behavior under society's influence defines the subjective norms (Nekmahmud & Fekete-Farkas, 2020; Verma & Chandra, 2018).

An environmental attitude (EA) is a "cognitive and emotive judgment of the target of environmental preservation" (Sebastian, 2003). Subjective Norm (SN) denotes the perceived social pressure experienced by a person to perform certain actions or behaviors (Ajzen and Fishbein, 1980). The perceived ease or difficulty of carrying out a specific behavior is known as perceived behavioral control (PBC) (Ajzen, 1991; Ajzen and Fishbein, 1980). Social value (SV) relates to self-image and the perceived utility of goods or services (Sheth et al. 1991). The epistemic value (EpV) is the perceived utility derived from an alternative's ability to pique interest, offer novelty, and satiate a thirst for knowledge (Sheth et al., 1991).

The self-identity of an individual has a crucial role in predicting their intentions and conduct (Han and Lee, 2021). Self-identity is defined by individual motives and standards for those they connect with (Whitmarsh and O'Neill, 2010). (Sharma et al., 2020) a person's attachment to environmental issues is related to their green self-identity. (Khare and Pandey, 2017) Those with strong environmental identities are known as "green consumers" and are more likely to engage in ecologically friendly activities including recycling, following a sustainable diet, and making environmentally friendly purchase decisions. Furthermore, regardless of how people feel about certain activities, it is thought that self-identity also contributes to giving actions significance. (Lalot et al., 2019) By doing so, a person may act or decide in a way that conforms to their perception of who they are, even though their attitude would otherwise preclude them from doing so. Self-identification can thus fairly predict future conduct when a person acts in a social environment with the intention of conveying a particular identity to others.

These constructs eventually lead to Green Dating Intention (GDI). Although it is mediated by purpose, an individual's attitude typically affects their behaviour (Limbu et al., 2012; Leonidou et al., 2011; Ajzen and Fishbein, 1980). Thus, a person's favourable perception initiates purchase intent; mediating positive intent results in the act of undertaking green dating, whereas negative intent lowers the likelihood of the act (Punyatoya, 2015). Today's consumers are more aware of environmental issues

thanks to government-nominated regulatory agencies' environmentally friendly policies and media attention to environmental dangers like acid rain, global warming, and ozone layer thinning (Leonidou et al., 2011). Globally, social pressures to go green are more powerful (Cheah and Phau, 2011), which has raised consumer preference for finding green dates.

Thus, the goal of the current study was to create a theoretical framework that would explain how the green self-identity of a person influences their eco-friendly behaviour in the context of green dating.

Based on the above-mentioned literature and theoretical background, a hypothesized conceptual model of sustainable plant-based product consumption is proposed.

Conceptual Model and Hypotheses

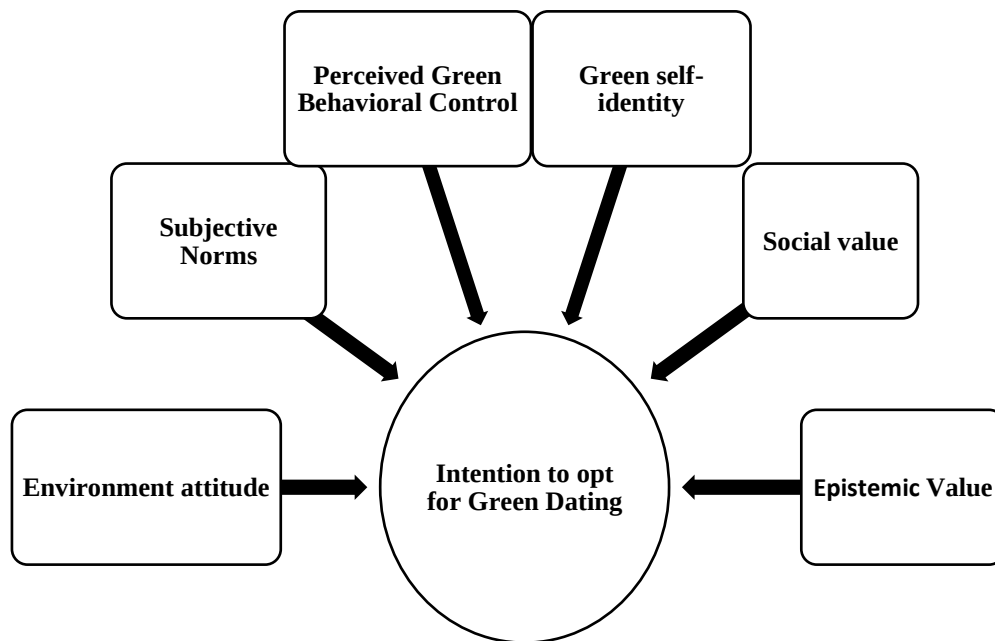


Figure 1 : Conceptual Model proposed by Authors

H1: Environmental Attitude has a positive influence on Intention to opt for green dating

H2: Subjective Norms have a positive influence on Intention to opt for green dating

H3: Perceived Behavioural control influences on Intention to opt for green dating

H4: Green Self Identity has a positive influence on Intention to opt for green dating

H5: Social Value has a positive influence on Intention to opt for green dating

H6: Epistemic Value has a positive influence on Intention to opt for green dating

Research Methodology

The research was conducted in two phases - Phase 1 was a qualitative research followed by Phase 2 which was a large scale quantitative research. Qualitative research involved conducting in-depth interviews. 17 respondents were interviewed. The respondent profile included environment-conscious millennials, professionals who worked in the environmental, social and governance (ESG) sector, and

environment activists who had pursued green dating in the past. Findings from the in-depth interviews suggested that environmental attitude, subjective norms and perceived behavioural control constructs were relevant. Additional constructs namely green self-identity (consumers self perception of environment consciousness) (Sharma et al., 2020), epistemic value (information based on a consumers cognitive abilities) (Sheth et al. 1991) and social value (positive outcomes based on society's impact) (Sheth et al. 1991) were added.

Post the in-depth interviews, questionnaire design and pilot study were conducted. A group of 20 respondents were selected as part of the pilot survey to identify and eliminate potential problems and modify the questionnaire based on the feedback given by these respondents. The revised questionnaire was then administered through a survey. A self-administered structured questionnaire with three unique parts was used to collect the data. The first section dealt with the respondents' demographics and awareness on green dating, the second section included quantitative questions using a five-point Likert scale to understand the factors driving the intention to undertake green dating. Intention to opt for Green dating was the dependent construct consisting of the following four statements - "Consideration for green dating for ecological reasons", "Consideration for green dating due to interest", "Intention to switch to green dating options" and "Willingness to put in effort to undertake green dating". In total, the questionnaire measured 6 endogenous constructs- environment attitude, subjective norms, perceived green behaviour control, green self-identity, social value, epistemic value. Each construct consisted of 3-4 items. A total of 25 items were measured using a 5-point Likert scale where 1=Strongly Agree and 5=Strongly Disagree. The third and final section of the questionnaire dealt with green marketing and its implications for green dating.

Participants were explained the concept of green dating before administering the questionnaire since the awareness of such a concept is still relatively new in India. The participants were further asked whether they were considering or had already been on green dates. If they answered yes, they were given access to further questions. The data collection period was between November 2022 to January 2023. The questionnaire was then administered by sending an email to respondents in the age group of 18-32 years after ascertaining that they were environment conscious and had been on green dates in the past one year. A combination of judgment and purposive sampling was used. The questionnaire was administered to 250 respondents and the final sample size was 175.

Data Analysis

Qualitative Research Results

Based on the in-depth interviews, three new constructs: green self-identity, social value, and epistemic value were identified. While the literature review provided a broader definition of these constructs, details shared by the participants helped understand customer expectations and intentions in the context of green dating. Given below are the findings for each of the constructs.

<u>ENVIRONMENT CONSCIOUSNESS (Green self-identity)</u>	<u>SOCIAL BEHAVIOUR AND INFLUENCE (Social Value)</u>	<u>AVAILABILITY OF SUSTAINABLE DATE OPTIONS (Epistemic Value)</u>
"If my date is paying attention to the discourse about climate change, that is a huge green flag. To me, it demonstrates how my date is considerate, aware of what's happening, knowledgeable, and compassionate."	"I was talking to someone about my new Zara top when they reminded me of the heaps of waste such companies generate. This struck a nerve in me, and, ever since, I found myself more mindful of where I threw the wrappers and waste when we are out on dates."	"I would want to go on my first date to a beach clean-up event so that we can converse and do our tiny part to help the environment simultaneously."
"Being woke and showing compassion etc, are huge anyway. Imagine not acknowledging that the climate crisis is the biggest crisis we all face."	"I've been an environmental activist, and I have been able to see throughout my relationships that (my exes) at least started developing and trying (to be environmentally friendly), which was a positive. I feel like I could influence someone to be more eco-conscious."	"I am aware of the detrimental effects of rapid fashion. Upcycling or doing DIY projects on garments with someone else may be so much fun, I would find my ideal match in someone who shares my sentiments."
"On dating apps, it will be a big factor for me, it should be among people you'd want to see. Imagine dating someone who isn't aware/conscious about climate change if you want to do a long-term relationship."	"It is as much about intention as it is about effort. I believe that everyone doesn't have to be perfect, but everyone has to be aware that they have to be conscious. It's the decade of action, and we must be mindful of our choices."	"Coffee dates are cliché and boring today. Visiting a vegan restaurant or a pet-friendly cafe is more my kind of vibe", "Date places can be decided based on common interests. If both are vegan they'd go to vegan cafés like Suzette, Birdsong"
"She said that the ocean is a limitless supply of resources and that the overfishing myth is untrue. Instantly, I lost most of my affinity towards her. I wouldn't want my date to be someone who thinks climate change isn't real."	"I'm excited because it makes me sexier since I'm an ESG professional."	"To impress my partner, I often gift sustainable gift items like reusable coffee mugs, handmade jute bags, or indoor plants."
"While driving somewhere in her expensive car, my date would talk non-stop about the dangers of air pollution. It was a huge turnoff."		

Quantitative Data Analysis

Research Audience

The sample composition of the 175 people revealed that 59.2% were females and 40.8% were males. 51.7% of the population belonged to the age group of 23-27 years, 35% were from the 18-22 year age group with 13.3% belonging to the age group of 28-32 years.

Responses on preference for Dating App and features preferred in Dating Apps are summarised below.

Table 1: Most preferred dating apps in India

PREFERRED DATING APP	PERCENTAGE
Bumble	43%
Tinder	15%
Aisle	7%
OkCupid	5%
Truly madly	4%
Hinge	10%
NA	16%

Bumble was the most preferred dating app by Indian millennials followed by Tinder and Hinge. Aisle, OkCupid and TrulyMadly are still to be widely adopted by the Indian audience, with it slowly gaining traction.

Table 2: Preferred features to be present on dating apps

PREFERRED FEATURES OF DATING APPS	PERCENTAGE
Authenticity	37.5%
Privacy and safety features	39%
Wide pool of potential matches	36%
Tailor made for personal preferences	25%
Better quality of matches	40%
Wide range of interest badges	21%
Higher inclusivity	10.8%

The better quality of matches was the most preferred feature followed by privacy and safety and then authenticity. Thus, introducing new interest badges that align with a person's values and behaviours will help millennials make better choices on selecting potential matches.

Table 3: Likeliness to swipe right on a profile that has 'environmentalism' as an interest badge

LIKELINESS TO SWIPE RIGHT ON THE 'ENVIROMENTALISM' INTEREST BADGE	PERCENTAGE
Yes	45%
No	15.8%
Maybe	39.2%

Almost half the respondents (45%) of the respondents stated that they would swipe on profiles that use unique interest badges like 'environmentalism'.

Table 4: Interest level towards green dating

AWARENESS ABOUT ‘GREEN DATING’	PERCENTAGE
Heard about it and willing to pursue	22%
Aware of it and gone on green dates	7%
Know about it but indifferent	71%

70% of the respondents were indifferent towards green dating while 30% were in favor of it. Green dating is a relatively new concept, that is yet at its nascent stages in India while it has gained popularity in the western countries. This shows a huge potential that can be tapped into with respect to the Indian market for green dating.

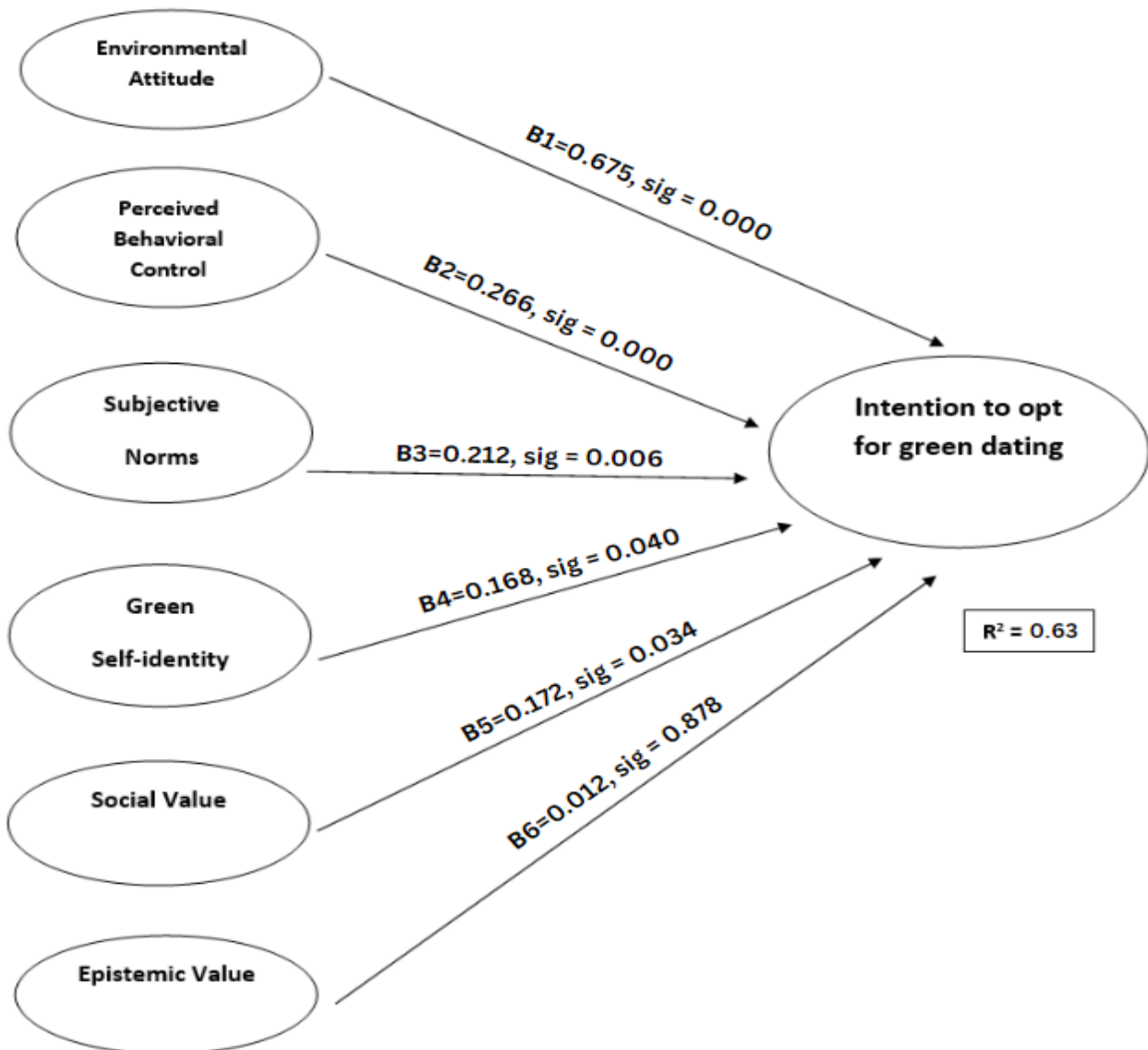
Table 5: Mismatch of personal values with respect to the environment and climate with significant other

DATED SOMEONE WHOSE VALUES WERE NOT ALIGNED WITH SELF	PERCENTAGE
Yes	68%
No	32%

In dating, especially in the long-run environment, consciousness plays a crucial role and can even be a ‘deal-breaker’ if one’s environment and climate values are not aligned with their significant other.

The 25 items pertaining to environmental attitude, subjective norms, perceived behavioral control, social value, epistemic value and green self-identity were used to measure different aspects of intention to opt for green dating. AMOS 24 was used for Confirmatory Factor Analysis (CFA). CFA was used to evaluate the six exogenous variables on the endogenous variable intention to purchase. Each of these constructs was measured by its respective observed variables. Hair et al. (2014) identified loadings above .6 as “high” and those below .4 as “low”. All the items had loading above 0.5 and hence none of the items were dropped.

Figure 2: Structural Equation Modeling



Model Analysis

The final CFA model demonstrated an acceptable overall fit, with the following indices (Hair et al., 2014). CMIN/df = 1.74/df $\leq$ 2.0 (or 3.0 or even 5.0) considered acceptable; CFI = 0.93 CFI > 0.90 considered average, > 0.95 considered good; GFI = 0.88 GFI > 0.90 considered good; TLI = 0.91 TLI > 0.90 good, > 0.95 = very good; RMSEA = 0.07 RMSEA $\leq$ 0.08 considered good. Discriminant validity was obtained by deleting the redundant items (Hair et al., 2014). The reliability of the latent constructs was tested using Cronbach alpha, which measures internal reliability. A value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Malhotra et al., 2012). Each of the constructs achieved a reliability above 0.7. The reliability statistics indicate that the final measurement model achieved the desired level of consistency.

With reference to Figure 2, the regression weights reveal the following.

1. Environment Attitude $\rightarrow$ Intention to opt for green dating (std. regression weight = 0.675, significance 0.000)

2. Perceived Behavioural Control → Intention to opt for green dating methods (std. regression weight = 0.266, significance 0.000)
3. Subjective Norm → Intention to opt for green dating (std. regression weight = 0.212, significance 0.006)
4. Green Self Identity → Intention to opt for green dating (std. regression weight = 0.168, significance 0.040)
5. Social Value → Intention to opt for green dating (std. regression weight = 0.172, significance 0.034)
6. Epistemic Value → Intention to opt for green dating (std. regression weight = 0.012, significance 0.878)

The SEM indicated that favorable attitude towards the environment followed by perceived behavioural control, subjective norms and green self-identity were key drivers of intention to opt for green dating while epistemic value was found to be insignificant. The overall R square for the model was 63%. Today more and more millennials are becoming more environmentally conscious, trying to change their behaviour to adapt to a more environmentally friendly lifestyle. A person who identifies themselves as a green, eco-conscious individual is also more willing to opt for green dating as it aligns well with their personality and values, thus helping them add to their green self-image and identity. People are more willing to opt for green dating since it is environmentally-friendly, helping them reduce their carbon footprint, hence they also feel much better about themselves when they undertake activities that are sustainable in nature. People who are environmental conscious feel highly satisfied when they date people who are also pro-environment friendly thereby enhancing their green self-image. When it comes to green dating the perceived green behaviour control factor where individuals have enough information to find green dates, and subjective norms about support from friends and family to undertake green dating is also a major driver for people to engage in green dating today.

Further data analysis for Green Marketing

Further data analysis provided some useful implications for green marketing. 33.3% of respondents find 'organic' labelling useful, while 30.8% prefer products with 'recyclable' labelling. Thus, this indicates labelling is crucial for communicating the features of sustainable products.

In terms of pricing, 55% of the respondents are willing to pay an extra 5-10% for sustainable products and outings. However, only 10% are willing to go as far as paying an additional 16-20% for these options.

When it comes to making purchase decisions towards sustainable gifting items, women rely on recommendations from their friends, while men tend to seek out offers and discounts. Therefore, it's important for brands to focus on generating positive word-of-mouth on social media. Leveraging user-generated content and promoting sustainable products through Instagram and Facebook ads can be effective strategies.

Thus, to effectively reach millennials and support SDG 12 of responsible consumption, green advertising combined with affordable premium pricing will be instrumental in marketing sustainable items.

Implications

The present research has direct implications for businesses and entrepreneurs who can benefit from the results of this study by utilizing green practices to enhance the sustainable image of their offerings to increase the number of millennial patrons and their willingness to pay.

Green dating is at a very nascent stage in India and is restricted to the urban areas, as corroborated in the study. This creates challenges for brands and dating apps since they need to increase awareness about the concept, in order to gain a larger millennial audience base. The present study indicates that the environmental attitude, perceived behavioral control, subjective norms and the green self-identity of an individual are likely to be the key factors that drive a person's intention to undertake green dating. Therefore, it is recommended that proper awareness campaigns must be undertaken to bring out the environmental benefits of green dating while highlighting the inbuilt features of the app like privacy and inclusion. When it comes to dating, it is not only an extremely personal choice- it must align with their values and beliefs, but it is also likely to be influenced by friends and family. The study further suggests that companies can effectively target environmentally conscious individuals by emphasizing their eco-friendly practices.

Furthermore, green marketing strategies should consider gender differences in consumer preferences and behaviour, emphasize sustainable product labeling, and leverage social influence to promote sustainable behaviour. By doing so, companies can capture a larger share of the market for sustainable products and experiences, contribute to a more sustainable future and attract more environmentally conscious customers thereby building brand loyalty. Furthermore, in the diffusion curve (Kaminski, 2011) people who are more likely to adopt green dating act as opinion leaders. Hence it is important for dating apps and brands to showcase their testimonials, and get more people to talk about it, thereby driving SDG 12 by promoting responsible consumption.

Thus, green dating is not only a fun and unique way to meet people, but can also be leveraged to promote two of the United Nations' Sustainable Development Goals - SDG 3 and SDG 12. Green dating promotes healthy and sustainable lifestyles for environmentally conscious individuals. By encouraging individuals to make choices that reduce their impact on the environment, green dating can contribute to SDG 3 by leading to a healthier planet and, in turn, healthier individuals.

For example, instead of going to a restaurant that serves meat that contributes to climate change, a green dater may choose to cook a plant-based meal together, which is not only healthier but also more sustainable. Green dating is also connected to SDG 12 because it encourages individuals to consume and produce sustainably by making eco-friendly choices in their relationships. For instance, choosing to go on a hike instead of a movie date reduces carbon emissions, and supporting local and sustainable businesses can promote sustainable production patterns. By adopting sustainable consumption and production patterns, individuals can contribute to a more sustainable future for all.

The concept of green dating along with the key significant factors that drive an individual's intention to opt for green dating can also be leveraged to create partnerships between individuals, organizations, and governments to promote sustainable development. These partnerships can involve collaboration on sustainable initiatives, such as tree-planting projects, beach cleanups, or campaigns to reduce plastic waste. Thereby, helping increase an individual's perceived behavioural control by making individuals feel more capable of adopting sustainable behaviour if they have access to sustainable products or services through partnerships or policies. Green dating can also be used to advocate and lobby for policy change that advances sustainable development. By joining forces, individuals, organisations, and governments can advocate for policies that promote sustainable behaviour and consumption patterns that tie in with the positive environmental attitude of individuals.

Green dating is a win-win for individuals and the planet. Thus, sustainable green dating is not just a passing trend, but rather is here to make a lasting shift in dating culture.

Limitations and Future Research

The research paper on green dating and its impact on green marketing has several limitations that must be considered when interpreting the findings. The study may have been limited by time constraints, as the data collection and analysis process may not have been as extensive as it could have been. This may have impacted the accuracy and depth of the findings. Additionally, the research may have been limited by financial constraints, as the available resources may not have allowed for a more comprehensive study design or larger sample size. This may have affected the generalizability and representativeness of the findings. Furthermore, the sample size of the research may have been small, which may have limited the generalizability of the findings to larger populations. The results may not be representative of the entire population, especially if there are significant demographic or cultural differences. Therefore, it is important to consider these limitations when interpreting the results and making decisions based on them. Further research with larger sample sizes and more extensive study designs may be necessary to confirm and expand on these findings.

The research paper on green dating and its impact on green marketing provides valuable insights into consumer preferences and behavior towards sustainable products and experiences. However, there is still scope for further research in this area. Future studies could explore the impact of sustainable dating on the larger ecosystem, such as the carbon footprint of sustainable outings or the impact of sustainable dating on relationships. Additionally, research could examine the impact of sustainable dating on other aspects of consumer behavior, such as purchasing behavior and brand loyalty. Furthermore, there is scope for future research to investigate the impact of green marketing and green dating on other SDGs beyond 3 and 12. For example, green dating could be explored in relation to SDGs 5 and 13, which focus on gender equality and climate action, respectively. Additionally, future research could explore how green marketing and green dating can be integrated into larger sustainability initiatives and policies to promote sustainable development at a broader level. Overall, there is much scope for future research in the area of green dating and green marketing, and continued exploration of these topics could contribute to a more sustainable future. The study also suggests directions for future research, such as exploring the impact of cultural differences on the relationship between green marketing and sustainable dating practices.

Conclusion

As countries, organizations, and people work to improve the world for future generations, sustainable development has recently become a crucial worldwide concern. A combined effort by the business, government, and civil society sectors is necessary to achieve sustainable development. The intersection of sustainability, green marketing, and green dating is one area that has attracted increasing attention in recent years. In conclusion, this exploratory study aimed to identify the factors driving millennial intention towards sustainable dating, and how green marketing can play a significant role in promoting sustainable dating practices leading to achieving SDG 3 and 12. The study found that environmental awareness, perceived behavioural control, subjective norms and green self-identity to be significant predictors of intention towards sustainable dating practices among millennials and GenZ. This suggests that promoting sustainable behaviour among these age groups requires a multi-faceted approach that addresses all the significant factors. The idea of green dating is well-received by urban educated millennials, who see it as a powerful tool for advancing sustainable development. Younger generations are far more interested in green dating, with most of them indicating they would be interested in engaging in green dating. The importance of green marketing and green dating for promoting sustainable behaviour and consumption patterns cannot be overstated. The need of enhancing health and well-being and maintaining sustainable consumption and production patterns is highlighted by SDGs 3 and 12. By raising knowledge of environmental issues, encouraging sustainable behaviour,

and presenting fresh options for sustainable consumption, green marketing and green dating can make a substantial contribution to the accomplishment of these SDGs.

Furthermore, the study revealed that green marketing could act as a differentiating factor for brands to stand out from the competition, as it allows them to showcase their commitment towards environmental sustainability, and thereby attract more environmentally conscious individuals. The findings of this study have important implications for dating platforms, as well as marketers and policymakers looking to promote sustainable behaviour among millennials. In light of the growing concern for environmental sustainability, sustainable dating practices are crucial in promoting a more sustainable future. The study highlights the need for more awareness and education about sustainable dating practices and the role of green marketing in promoting such practices. As environmental concerns continue to grow, more and more individuals are prioritizing sustainability in their personal lives and seeking partners who share their values. While there are still challenges to finding environmentally conscious partners, the increasing popularity of sustainable green dating suggests that it is here to stay.

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