

# Are Millennial's purchasing decisions affected by brand influence and their approach towards conscientious consumption?

## Introduction

Purpose: To add to existing Millennial consumer research, in the field of conscientious consumption (CC). Specifically towards the role of brand Influence and CC approach, and impact on purchasing decisions.

### Millennials

Definition: individuals born between 1981 and 2000 (Mobolade, 2016)

- Generational cohort grown up in digital era- widely influenced by this
- Consumer spending habits influenced by lifestyle status

### Conscientious consumption

Definition debates: According to GDRC (2016): the consumption of goods/ services that have minimal impact on the environment and social and economically viable.

- Evolving field of research
- Research suggest growing Consumer concerns

### Consumers, brands and purchasing

- Customers want to promote Ethical practices through their purchasing decisions (ref)
- Importance of purchasing criteria: Price is very influential
- Literature finds attitude behavior gaps for millennials and sustainable consumption

## Literature Review

Molennar's (2013) consumer Decision Making Process model was used to demonstrate the role brand influence has on purchasing decisions. It was also used in the study due to its applicability to the millennial generations, through its recognition of the increasing role of digital influence on decision making.

Millennials, brands and CC

- Little academic research o link
- Literature suggest millennials more likely to pay premium and choose ethical brands and brands should produce eco friendly products
- Need to cater to millennials needs and be sustainable

## Data Collection

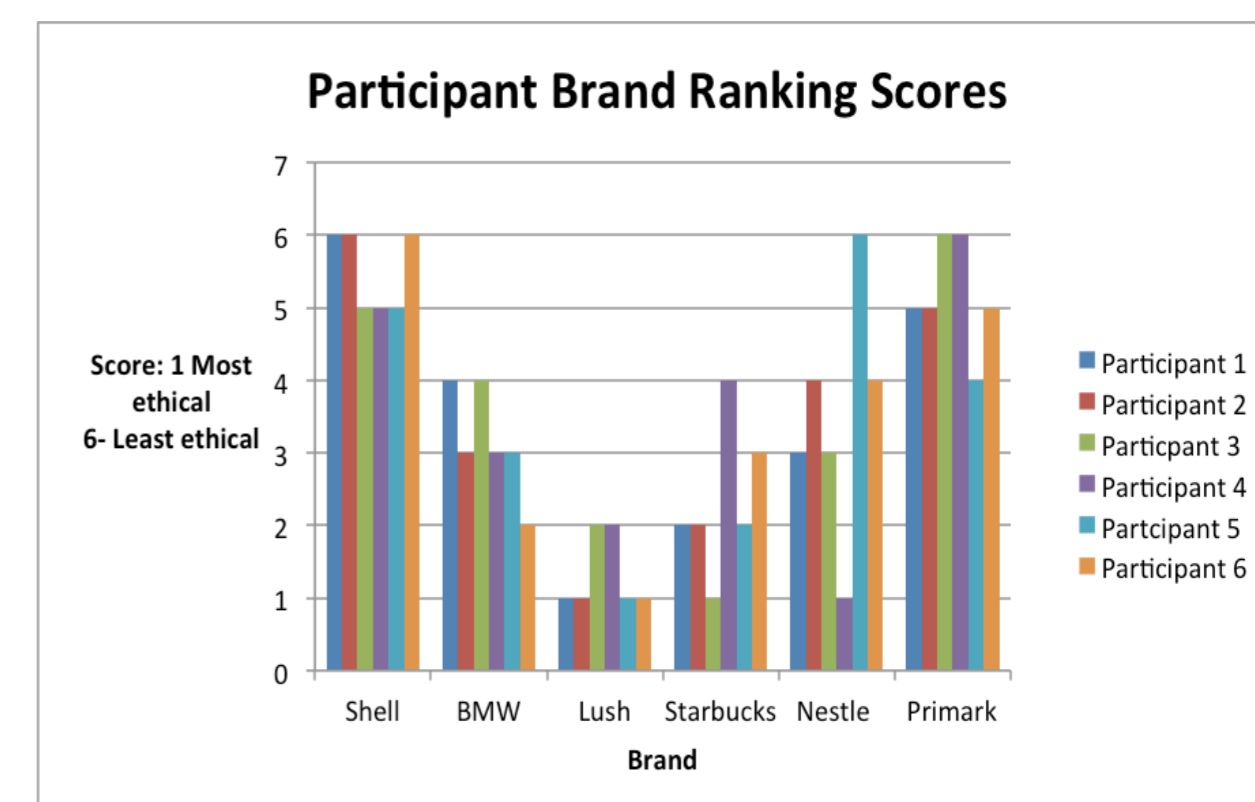
- Research gathered from academic and practitioner journals
- Conducted 6 semi structured interviews:
- Participants: Millennials, voluntary and convenience sampling

Key Findings:

- ❖ Millennials influenced by digital technologies
- ❖ Lifestyle status is the biggest influence on purchasing decisions: explicitly towards sustainable consumption attempts
- ❖ Lack of knowledge
- ❖ Lack of consistency in brand rankings- mixed definitions

## Findings

Figure 1. Participant Brand Ranking Scores



## Conclusion

- Findings relate to literature findings
- Most significant findings was the role of lifestyle status- impact of this: overrides sustainable consumption efforts
- Influence on digital technologies
- Implications: more research needed on relationship and need to acknowledge contemporary issues for marketers

### References:

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