

An International Multidisciplinary Double-Blind Peer-reviewed Research Journal

### **A Descriptive Study on Attitude of Generation Z towards Green Behaviour**

**Shwetha G Y**, Assistant Professor, DON BOSCO School of Management, Bangalore, India

**Abstract:** According to the online study of Gen Z in 20 countries with respect to Gen Z it is said that over next 10 years Climate Change followed by environmental pollution will be a world's biggest threat. we look forward for sustainable future. In the modern history this is the first time five generations working side-by-side i.e., Gen Z is right on the heels proceeded by Gen Y, Gen X, Baby Boomers and Traditionalists. As Gen Z prepares to enter the labour market, Companies preparing for these young generations arrival is better. As a result the present study focuses on the Study on attitude of generation Z towards green behaviour for sustainable future. The study is descriptive in nature and highlight attitude of Gen Z toward Green Behaviour from the secondary data collected 'Masdar Global Survey'.

**Keywords:** Gen Z, Green Behaviour, Sustainable Future

#### **1. INTRODUCTION**

Gen Z is the new generation entering into the market and it is better to prepare for their arrival as they are the important part of future employees, who can bring potential success in business. Since Gen z employees are the upcoming and future employees of the organization, so developing and understanding attitude about their green behaviour helps to attain sustainability for future. This scenario motivates to go for the topic "A Descriptive Study on Attitude of Generation Z towards Green Behaviour".

#### **2. RELEVANCE OF THE TOPIC IN MANAGEMENT EDUCATION**

As there are five different generations active in the labour market. Traditionalist, Baby boomers, Gen X, Gen Y and Gen Z a youngest generations characterized with different perceptions, attitudes and different way of working with values and ambitions. So in this context the topic which I have chosen is relevant in the management education.

#### **3. LITERATURE REVIEW**

Maria – Cristina (2016) Highlighting About Gen Z expectations and aspirations and their perception on workplace and work environment in selecting a Job. The study also confirmed that Gen Z has a constant need for development, expects to be mentored by its superiors and desires to develop good working relationship and has a strong desire for Job Security.

Mechee Cho, Mark A Boon and Su Jin Han (2018) said that Gen Z volunteer Sustainable Performance is strongly associated with age. Researchers identified what motivates Gen Z in business to show sustainable volunteer behaviour. The study also shows that the four motives i.e., value, career, learning, self-esteem significantly influence the attitude of Gen Z and the fifth motive i.e., social motive does not have any significant influence through the theory of planned behaviour. Gen Z volunteer behaviour strongly supported between volunteer motivation, attitude and job performance. This can be improved by appropriate Job Training, which is an important moderator in the study

#### **Gen Z – A different type of employees**

##### **Views of Authors.**

(Bolser & Gosciej 2015: Robert half 2015) shows that Gen Z is new generation ever seen before, the first truly global generation).

Robert Half (2015) said the fact that Gen Z will bring something new in their professional life.

#### **4. RESEARCH OBJECTIVE AND METHODOLOGY.**

i) **OBJECTIVE:** Aims to investigate the Attitude of Generation Z towards Green Behaviour.

ii) **RESEARCH METHODOLOGY**

For the purpose of the study secondary data is used and is a Descriptive study.

**Secondary data collection:** majorly collected by Masdar Gen Z Global Sustainability Survey and also through reviewing relevant books, journals, newspapers and online sources.

#### **5. THEORETICAL BACKGROUND**

##### **DEFINING GENERATION Z EMPLOYEES.**

Generation Z are those who born between in the mid 1990's and mid 2000's. They are completing their educations and transitioning into the professional world. It is very important for the business people to understand the characteristics of Gen Z and the environment in which they were raised to retain top talent in the organisation.

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Generation Z or Gen Z (also called as Smartphone Generation, Post-Millennials, iGeneration, Homeland Generation and Centennials ) is the demographic cohort after the Millennials (Generation Y).

## **SUSTAIBABILITY**

Sustainability is a part of corporate ethics in response to identified public dissatisfaction over the long-term damage caused by a focus on short-term profits.

### **6. TRENDS WHICH ARE NOTICED IN THIS AREA OF TOPIC CURRENTLY BEING PRACTICED IN THE ORGANISATIONS.**

GHRM and Employee Green Behaviour concept is the new trend in HR which contributes of framing HR practices and policies for the corporate environmental sustainability. Many companies in view of protecting environment and to reduce the consumption of excess natural resources and to control pollution adopted Green HR practices such as

Conducting Green Audit

Going Paperless

Recycle – Glass, paper, metal trash and waste materials

Reducing energy consumption

Using low energy products

Telephone instead of travelling

Buying green

Implementing Green Restaurant.

Going Green initiatives like green products, green building.

### **7. BEST PRACTICES OF INDUSTRY WITH RESPECT TO GREEN BEHAVIOR FOR SUSTAINABLE FUTURE.**

#### **Board leadership: Alcoa**

This company giving importance for greenhouse gas emission and energy efficiency. So to increase green behaviour the best practice they are following is cash compensation for executive is linked to environmental stewardship, safety and diversity.

#### **Employee engagement: General Electric**

To bring sustainability in the company's culture, company concentrating on best training and hiring practices.

#### **Water stewardship: Coca-Cola**

This company improved by 20% with respect to efficiency in usage of water.

#### **.Innovation: Nike**

The sports-gear which integrates sustainable design with its products portfolio, allowing data index materials sustainability to the public and this helped designers across the industry to go for sustainable design decisions which is ultimately lower impact products.

#### **Executive compensation: Exelon**

The company rewards executives for meeting non-financial performance which includes safety targets such as GHG emission reduction and engaging stakeholders to mould the Company's public policy positions which is called as innovative long-term performance share scheme.

#### **Biodiversity: PG&E**

The company environmental policies are clear and detailed with respect to habitat and species protection.

#### **Investor dialogue: Starbuck's**

The coffee company achieves its sustainability through investing in sustainable farming and sourcing 100 of its coffee bean ethically to reach starbucks goals.

#### **Buildings and facilities: Bank of America**

The finance house committed for environmental design (LEED) certified buildings and increasing its portfolio of leadership in energy.

#### **Transportation: Walmart**

The company aim is to build energy-efficient prototype tractors and also collaborating with truck and component manufacturers.

**Design: Dell**

The Company goal is to decrease the intensity of energy by 80% in its product portfolio. The company also focuses on sustainable practices such as improving in energy efficiency and recyclability.

**Investment**

P & G implemented 'Sustainable innovation products' between 2007 and 2012, 10% reduction in energy conservations, packaging and use of renewable energy or materials.

(Source:<https://www.theguardian.com/sustainable-business/blog/best-practices-sustainability-us-corporations-ceres>).

**8. SECONDARY DATA FOR THE STUDY.**

Masdar Gen Z research globally reveals that Gen Z aged between 18-28 forms more action for a sustainable future. The online survey across 20 countries indicate that 40% said that the worlds biggest challenge is climate change, 34% said economy, 32% told terrorism and 29% said unemployment, poverty and inequality respectively. 80% said that government should take initiation in investing in renewable energy.

According to Masdar's survey, today's youth see their own behaviour as particularly important when it comes to supporting clean technology and 50% of them believe that changing individuals behaviour is one of the main barriers to investing in renewable and clean technology.

Almost two in three Gen z i.e., 59% said that they are interested to study and work in an area related to sustainability. According to survey of Masdar 50% believe that their should be change in individual behaviour towards sustainability and 59% said that they are interested to study and work.

Clean technology and renewable energy is a priority for our youth for corporate and public investment and to win in green economy youth must focus on long-term investment, cultural change, and political action and with the regulations which can harness youthful idealism.

As per the survey findings 46% of Generation Z thinks that they are setting the best example when it comes to environmentally responsible and many are prepared to use their consumer power to reward or punish companies over their sustainability record.

Youth priority is clean technology and renewable energy , 46% of Gen Z set as a best example in protecting environment.

**Findings of Masdar Survey.****1. Youth say climate change will be biggest threat to the world over the next 10 years, ahead of the economy and the threat of terrorism.**

Fifty-nine percent of young people in Europe, 53% in the Americans and 52% in Asia said that news coverage was their main source of information about the environment. Fifty – four percent in sub – Saharan African and 27% in MENA said their environmental awareness came from laws and regulations.

**2. Young people want to find solutions to climate change.**

The concern of young people towards climate change is listed below from the survey findings.

90% for air pollution

88% for water pollution

87% natural resources

86% for global warming

85% for pure water availability.

Nine in 10 young people in Sub-Saharan African are anxious about availability of clean water (94%) and food shortage (94%).

Many young people wants to study and work in the area of environment and they also told that saving environment is not financial and stressed on the benefits of protecting environment as follows:

47% said lowering pollution levels

46% said safeguarding planet earth for future generations and

36% said sustaining biodiversity.

**3. Environmental Protection by Government regulations and equal responsibility should be taken by corporations.**

81% said that they are also equally responsible in protecting environment and they also suggest that both businesses and government bodies should collaborate to work on clean technology. The vast majority of Post Millennials (83% overall believe) the private sector has a responsibility to adopt renewable energy and clean technologies, but very few companies have a genuine commitment in their eyes. Sixty-four percent of young people said that companies do the 'bare minimum' to comply with environment regulations.

**4. Youth say they're doing more than most to be 'green'.****5. Education is vital in implementing sustainable practices.**

Encouraging responsible behaviour on the environment starts at home, with 82% of respondents saying they trust family the most to set a positive example. Schools and educational institutions came second at 74%.

**6. Developed countries seen as clean-tech leaders.**

Germany is seen as the leading country for clean – tech, than Canada, the United Kingdom and the United States.

**7. Solar and Wind energy are green energies:-**

Sixty – three percent of Post-Millennials round the world believe that solar power should be their country's priority in the future, according to Masdar's study.

**8. Young people committed to a sustainable future.**

Interestingly, survey states that 73% of Gen Z said that environmental sustainability is the responsibility of all the countries. 83% said that their country can make significant progress in this regard and also told that frontier nations have a optimistic view. 50% said that general public should take initiation in terms of adoption. Compared to 43%, 39% of youth in developing and developed countries.

**SURVEY METHODOLOGY:**

Penn Schoen Berland (PSB), an international polling firm did the 'Masdar's Survey' and analysed the findings that on a worldwide Generation Z think about the climate change, sustainability, environment, renewable energy.

PSD online interview (4,704) was conducted in 20 countries between the period of March 4 to March 29, 2016 and it is 100 and 200 interview per country. The countries involved are Americas (US, Mexico and Brazil), four in Europe (UK, France, Germany and Spain), there in Sub-Saharan Africa (Nigeria, Kenya and South Africa), five in the Middle East and North Africa (Morocco, Egypt, UAE, Saudi Arabia and Jordan), and five in Eurasia (Russia, China, India, South Korea. Japan). The interview is about the environmental issues For the total sample the survey's margin of error is +1-1.40% and a larger margin of error for sub-groups.

**About Masdar.**

Masdar is a renewable energy company situated in Abu Dhabi's. The long term vision of the company is to conservation of energy and water resources and is dedicated to United Arab Emirates'. This company works for the movement of clean energy technologies, advance the development and commercialisation and this owned by the Mubudala development company PJSC and establish a connection between fossil fuel.

(Source:<https://masdar.ae/en/media/detail/generation-z-wants-more-action-for-a-sustainable-future-reveals-global-rese>).

**Millennials and Gen Z are driving a more sustainable society.****The Workplace**

60% of Generation Z are having concern about environmental issues and wants to work and study in the are of sustainability and is reported from the Masdar's Survey.

**Holding Leaders Accountable.**

From the Masdar's survey it is clear that Gen Z are creating environmental change positively.80% of Gen Z have the belief that present leaders not done to protect the environment and they also suggested that government should invest more on renewable energy resources.

(Source: [https://cleanchoiceenergy.com/news/millennials\\_gen\\_Z\\_sustainability/](https://cleanchoiceenergy.com/news/millennials_gen_Z_sustainability/)).

**Motivation for Gen Z**

Gen Z is the new generation among all and it is also challenging for the companies to bring them to achieve goals. So the more we understand what motivates Gen Z will Have more easy to deal with new generations.

Motivational tools for Gen Z is as follows:

Social Rewards

Mentorship

Constant Feedback.

They want clear directions, proper structure, transparency and responsibility to be given.53% Gen Z prefer face-to-face communication.

(Source:<https://www.inc.com/john-rampton/different-motivations-for-different-generations-of-workers-boomers-gen-x-millennials-gen-z.html>).

**Gen Z employees : 5 attributes.**

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Gen Z have already entered the workforce. By understanding needs, attributes and working style of Gen Z helps for better recruitment and to prepare for the future leaders of the company. According to the study conducted by Randstand ,worldwide study of 2000 Gen Z and Y, the third largest staffing organisation in the US suggest that those organisations that understand Gen Z Perception.

#### **Here are 5 characteristics of them**

1. They exhibit strong entrepreneurial attributes.
2. They are less influenced by money.
3. They prioritize traditional methods of communication.
4. They want more about ideas and contributions in workplace and they want their managers to value their opinion and listen to their ideas.
5. They like and prefer to work for responsible leader.

(Source: <https://www.entrepreneur.com/article/236560>).

#### **9. CONCLUSIONS**

It is evident from the Masdar's survey states that Gen Z has more concern about environmental issues such as Clean Technology, Sustainability, Renewable Energy, Green Initiatives etc., and showing green behaviour for sustainable future. Attitude of Gen Z boycott industries which is harming environment and are more concerned for 'Go Green' in terms of using Green Products, recycling, reducing energy consumption, using low-energy etc., Finally we can say Gen Z are having attitude of environmental concern.

#### **10. RECOMMENDATIONS**

1. Since Gen Z exhibiting Green Behaviours and are committed for environmental issues companies can engage Gen Z employees in greening the organisation. The more they engage the Gen Z employees the better prospects for the Company in terms of sustainability through their green behaviour.
2. Understanding the attitude of Generation Z in terms of needs, attributes, working style helps for better recruitment and to prepare for future leaders of the company.
3. Encouraging green behaviour should start at home, Schools and Educational Institutions comes second and should play a major role.
4. Every citizen is responsible for environmental issues it may be Government, Private and Public sector, People in Society, companies etc.
5. Consumers also should start investing on sustainable and green products. Then only the concern of Gen Z towards Environmental issues will be solved.

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