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## GREEN PURCHASE BEHAVIOR: A STUDY REGARDING MEXICAN MILLENNIAL CONSUMERS

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### Abstract:

The objective of the research was to analyze sustainability and social development, in the search to determine the Ecological purchasing behavior (EPB) in millennials consumers. It was a quantitative descriptive study in a sample of 500 students, consumers chosen according to the criterion of convenience (men and women between 19 and 32 years), made in the first half of 2017 in Mexico (States of Puebla, Tlaxcala, Guanajuato, San Luis Potosí, Tabasco and Querétaro). With the personal application of questionnaires using the Likert scale. Regarding the measurement of dependent and independent variables, he used the various subscales that make up the revised scale of attitudes and environmental knowledge (EAKS) by Maloney *et al.* (1975). The consumer in Mexico presents a positive attitude toward the purchase of organic products and is even willing to stop buying those companies that pollute. Even though the stakeholders (Society, Government, Company and universities) stimulate consumption to millennials, who are really committed to the environment, they would not pay more for ecological products, they say that they are being aware of the economic change for a change of health, but they want not pay more money for buying ecological products.

**Keywords:** Ecological Affect, Ecological Concern, Ecological Knowledge, Purchase Behavior, Mexican Millennial Consumers

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## Resumen:

El objetivo de la investigación fue analizar la sostenibilidad y el desarrollo social, en la búsqueda para determinar el comportamiento de compra ecológico (EPB) en consumidores millennials. Fue un estudio cuantitativo descriptivo en una muestra de 500 estudiantes, consumidores elegidos según el criterio de conveniencia (hombres y mujeres entre 19 y 32 años), realizado en la primera mitad de 2017 en México (Estados de Puebla, Tlaxcala, Guanajuato, México). San Luis Potosí, Tabasco y Querétaro). Con la aplicación personal de cuestionarios utilizando la escala Likert. Con respecto a la medición de variables dependientes e independientes, utilizó las diversas subescalas que conforman la escala revisada de actitudes y conocimiento ambiental (EAKS) de Maloney et al. (1975). El consumidor en México presenta una actitud positiva hacia la compra de productos orgánicos e incluso está dispuesto a dejar de comprar aquellas empresas que contaminan. Si bien las partes interesadas (Sociedad, Gobierno, Compañía y universidades) estimulan el consumo para los millennials, que están realmente comprometidos con el medio ambiente, no pagarían más por los productos ecológicos, dicen que están conscientes del cambio económico para un cambio de economía. Salud, pero no quieren pagar más dinero por comprar productos ecológicos.

**Palabras clave:** Afecto ecológico, preocupación ecológica, conocimiento ecológico, comportamiento de compra, consumidores millennials mexicanos

## COMPORTAMENTO DA COMPRA VERDE: UM ESTUDO RELATIVO AOS CONSUMIDORES MILENARES MEXICANOS

### Resumo:

O objetivo da pesquisa foi analisar a sustentabilidade e o desenvolvimento social, na busca por determinar o comportamento de compra ecológica (EPB) em consumidores da geração Y. Foi um estudo descritivo quantitativo em uma amostra de 500 estudantes, consumidores escolhidos de acordo com o critério de conveniência (homens e mulheres entre 19 e 32 anos), realizado no primeiro semestre de 2017 no México (Estados de Puebla, Tlaxcala, Guanajuato, San Luis Potosí, Tabasco e Querétaro). Com a aplicação pessoal de questionários usando a escala Likert. Quanto à mensuração de variáveis dependentes e independentes, ele utilizou as diversas subescalas que compõem a escala revisada de atitudes e conhecimento ambiental (EAKS) de Maloney et al. (1975). O consumidor no México apresenta uma atitude positiva em relação à compra de produtos orgânicos e está disposto a até parar de comprar as empresas que poluem. Embora as partes interessadas (sociedade, governo, empresa e universidades) estimulem o consumo para os millennials, que estão realmente comprometidos com o meio ambiente, eles não pagariam mais por produtos ecológicos, dizem que estão cientes da mudança econômica para uma mudança de saúde, mas eles não querem pagar mais dinheiro comprando produtos ecológicos.

**Palavras-chave:** Afeto ecológico, preocupação ecológica, conhecimento ecológico, comportamento de compra, consumidores mexicanos milenares.

## 1. INTRODUCCIÓN:

At present, the world economic model is based on the maximization of production and consumption, which generates enormous imbalances, both in the economic and social order as in the environmental one. The development and use of new technologies is generating limited environmental conditions, which have gained great relevance due to their relationship with the quality of life of people, a center of study of Sustainable Development. In addition to increasing awareness by consumers about the consequences of their purchasing decisions on the environment. With greater choice at the place of purchase, consumers are increasingly contributing to the production and consumption of environmentally friendly products (goods, services, ideas and experiences). In this context, concern about environmental problems, green consumption is a recent trend that has taken force due to consumers concerned about the environment and the impact that their actions have on it. The objective of the research was to analyze sustainability and social development, in the search to determine the relationship between the constructs: Ecological Affect (EA), Ecological Concern (EC) and Ecological Knowledge (EK); And green purchasing behavior (GPB) in consumers (as a single field of application, not to be analyzed for companies, public persons, places or brands). That is, consumer behavior that is ecologically conscious from its green consumer profile (sociodemographic and psychographic variables), and the determinants of green purchasing behavior considering green buying intent and green buying consciousness.

Green purchasing behavior refers to the consumption of products (goods, services, ideas or experiences) that preserve the environment. Because of its sense of being recyclable, conserved, sensitive and receptive to the sustainability of non-renewable resources (Mostafa, 2007), it is a trend that is now known as "green consumption" (Chitra, 2007). The green consumption differs from the mass consumption in the determinants of the behavior of green purchases and the process of decision making from the profile of the Consumers. Now consumption is based on the search for organic, ecological or sustainable options from food, clothing, appliances, beverages and even furniture, to take care of their consumption - health, environment or environment - through the acquisition and use of products that are friendly to the environment, Linking marketing with ecology and sustainability (Orozco Abundis, Cortes Lamas, González, & Gracia Villar, 2003).

### **Sustainable marketing: objective and fields of application**

The environment, from a marketing perspective, is characterized by two types of entities: the personal consumer and the organizational consumer, the first buys products for their own use or for their own family unit, and the consumer organization who includes companies with or without social objective (Orozco Abundis, Cortes Lamas, González, & Gracia Villar, 2003). In order to achieve this goal, it is necessary to establish a system for the development of new products and services. It is thus that the need for sustainable development, companies, government and society in general are focused on creating value creation models (companies, brands, products, people, consumers and places) from pollution prevention perspectives, Product management, clean technologies and a vision of sustainability (Hart & Milstein, 2003). And by the limitation of commercial marketing oriented to the operation to the economic interests of the company and to the emerging needs of the consumers, that leaves aside the preservation of the environment and the social welfare in the long term.

It is then that sustainable marketing arises - also known as ecological marketing (Kinnear & Taylor, 1973), green marketing (Ottman, 1993) and environmental marketing (Coddington, 1993) - as a process of integral management of the environment, to identify, anticipate and Meet the demands (in a mix of needs and desires) of customers and society in a cost-effective and sustainable way of natural resources, satisfying social needs as long as they do not compromise natural assets in the present and for the future. This can create value for a company, product, brand, character, consumer or place-stakeholders of marketing- in its fundamental role of transmitting innovations for the production, development, commercialization, distribution and supply of goods, services, ideas and experiences (products) to the consumer with its new environmental requirements, considering its value chain up to post-consumption.

Although social marketing is the origin of sustainable marketing (ecological marketing, green marketing and environmental marketing), given from the perspectives of sustainable development and the concern to preserve the environment. It is also the mediator between the interests of the company (supplier) and the interest of consumers (demander). Throughout history and in the context of trade different approaches to doing business, but increasingly are oriented to the market and the customer, from the perspective where consumers procure those products that

are widely available and have low cost in The market, when customers prefer those products that offer quality and durability, and even when protecting and increasing the welfare of the consumer and society, thereby achieving a balance between the two sides of mutual benefit.

From a social perspective, Sustainable Marketing is part of and emanates from social marketing and its activities are directed to the same objective of stimulating, facilitating and modifying social ideas or behaviors (beliefs, thoughts, customs and ideologies), so that they are beneficial for society. This change in behavior, ranging from political, religious, environmental, spiritual and even sexual. Sustainable marketing, reorienting consumer behavior, by actions that stimulate consumers' responsible buying and consents to ecological problems. As far as sustainable marketing is concerned, it is the way in which the terms of trade (society-environment) are perceived and carried out, in order to be satisfactory for the interested parties, for development, valuation, distribution and promotion of the goods, services, ideas or experiences that one of the counterpart needs for the preservation and improvement of the environment, they contribute to the sustainable development of the economy and society (Hartmann, *et al.*, 2004), at a reasonable price and Whose environmental impact is minimal (Fraj *et al.*, 2002).

In addition, it aims to increase social acceptance and is characterized by being an agent of voluntary social change. It is the type of marketing that is based on the use of market segmentation, consumer research, communication, among other factors. Finally, sustainable marketing (like social marketing), aims to increase social acceptance and does not pursue economic ends, only addresses behavior, values or lifestyles within society for a change in the medium or long term (never In the short term, by the cognitive process of learning of the individual), which causes that can not be measured objectively because it has intangible results. Therefore, its objective of action is in two senses: from a social perspective and from a business perspective.

1. Sustainable Marketing from a social perspective, aims to:

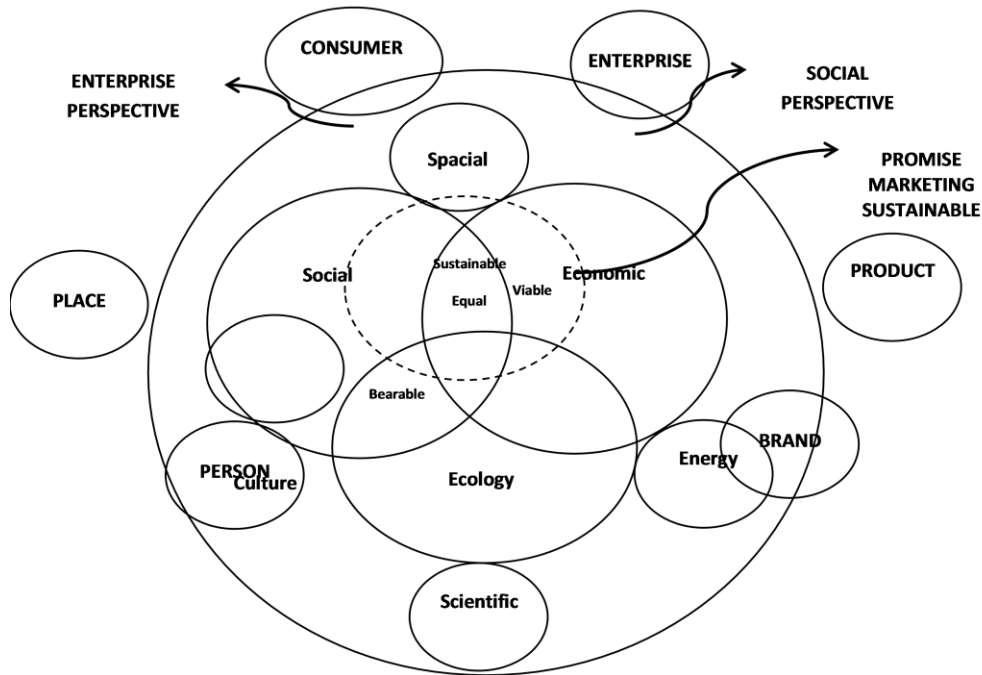
- Inform and / or educate about environmental issues: Awareness.
- Stimulate actions in benefit to the environment: Tangibilization the conscience.
- Change behaviors harmful to the natural environment: Valorization of behavior.
- Changing the values of society: Benefits for the environment and the future.

2. Sustainable Marketing from a business perspective:

- Satisfaction of the needs, desires or demands of internal and external.
- Compliance with the objectives of the organization (economic, positioning, growth and expansion).
- Generate the least negative impact on the ecosystem (conservation of present and future natural assets).

In general terms, one of several functions of social marketing is to increase or preserve the welfare of society, not to harm the health of consumers and not to harm the environment, from the perspective of sustainable marketing, the field of application Should be holistic and integral (Ramírez-Vázquez, Ochoa-Olivares, Martínez-Guel & Ríos-González, 2016). That is, it must involve all the agents involved in the commercial (social or business) process of the good, service, idea or sustainable experience in question (green product). All those involved in the value-production chain are co-responsible for sustainability: Stakeholders. From employees, managers, suppliers and commercial allies (Internal); Government, customers, consumers, competitors and society in general (External) and the same Sustainable Marketing (Strategy), must fulfill the promise, do not generate false expectations, from there begins the sustainability of marketing. Then, the application of sustainable marketing (as in the same commercial marketing) is given in and for Companies (Public, Social and Business), Products (Goods, services, ideas and experiences of Basic and Luxury consumption), Brands (Artists, Politicians, Altruists, Show and Sportsmen, Places (Countries, Cities, Regions and Localities) and Consumers (Potential Consumers and Final Consumers), in order to Promise of sustainable marketing. See Figure 1.





*Fields of application of sustainable marketing: stakeholders.*  
 Source: Contribution of the author, based on his experience in Marketing.

**Millennial student**

Based on information from Larios-Gómez and De La Vega (2017) in Mexico and from Rosa Veloso, Souza Dutrab and Eiko Nakatac (2016), the Millennium mexican student received at an early age the impact of the fall of the Berlin Wall and the end of the cold war, as well as the reconfiguration of the world geography. Heirs of Third World Mexico, with the premiere of national democracy (finally the PRI-PAN-PRD is configured), the concern and appreciation of natural resources (air, sea, land) and considered as the first digital native generation. They have given him as a result an optimism of life to continue living with their parents, Google as an invisible robot-god to venerate and a solid security to live alone, without children or divorced at his young age:

- They are digital and multitasking.
- They do not conceive reality without technology and the quality of life has priority, also they are entrepreneurs.
- They use more types of technology for entertainment: Internet, SMS, CD Player, MP3, MP4, DVD, BlueRay, Iphone, among others. Luxury are "basic" products.
- They are creators and not replicators and they are leaders and followers.
- They have virtual friends instead of imaginary ones and the sexual preference is flexible.
- They are still sensitive to events that harm the environment and pets.
- They are criticized for transmitting, encouraging and being initiators of the de-humanization of their generation.

## 2. PROBLEM:

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In Mexico, the spectacular growth and ecological boom, has made 9 of 10 Mexicans think that it is very important that companies carry out environmental care policies, 8 out of 10 are very concerned about the environment and 60% ensures that if it is an ecological product influences its purchase decision (Ramírez, 2013). Contrary to this, the desire is greater than reality, since the Green Study of Research International Mexico (2014) mentions that only 50% of Mexicans prefer to consume environmentally friendly products (with biodegradable packaging and use less pollutants in their manufacture).

The main obstacle to the development of this market lies in two aspects: low availability of organic products in conventional establishments and high sales prices, higher than the consumer's payment provision for the ecological attribute. According to another recent study, people are willing to make more responsible purchases, but 41% believe that green product prices are higher than traditional products (Trujillo León & Vera Martínez, 2011).

So, is there a relationship between the buying behavior of Millennial Mexican consumers and ecological knowledge? Do Millennial Mexican consumers decide through ecological affection? Or is it decided based on ecological concern? What is the relationship between knowledge, affection and ecological concern?

## 3. METHODOLOGY:

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The objective of the research was to analyze the relationships of green consumption in Mexicans, in the search to determine the correlation between the constructs: Ecological Affect (EA), Ecological Concern (EC) and Ecological Knowledge (EK); And green purchasing behavior (GPB) in consumers. It was a quantitative descriptive study in a sample of 500 millennial consumers chosen according to the criterion of convenience (men and women between 19 and 32 years old), made in the first half of 2017 in Mexico (the States of Puebla, Tlaxcala, Guanajuato, San Luis Potosí, Tabasco and Querétaro). With the personal application of questionnaires using the Likert scale. Regarding the measurement of dependent (green purchasing behavior -GPB) and independent

variables (Ecological Affect -EA, Ecological Concern -EC, and Ecological Knowledge -EK), he used the various subscales that make up the revised scale of attitudes and environmental knowledge (EAKS) by Maloney, *et al.* (1975). The survey instrument was administered in a self-completion format, which is a sampling error of +/- 4.75% (for intermediate proportions  $p = q = 0.5$ ) and Level of confidence was of 95%. The Sample design was Simple random sampling.

With the personal application of questionnaires using the Likert scale. The scale was shortened to a 18 items in Likert scale, with responses ranging from 1, "strongly disagree," to 5, "strongly agree." Regarding the measurement of dependent and independent variables, he used the various subscales that make up the revised scale of attitudes and environmental knowledge (EAKS), see Table 1.



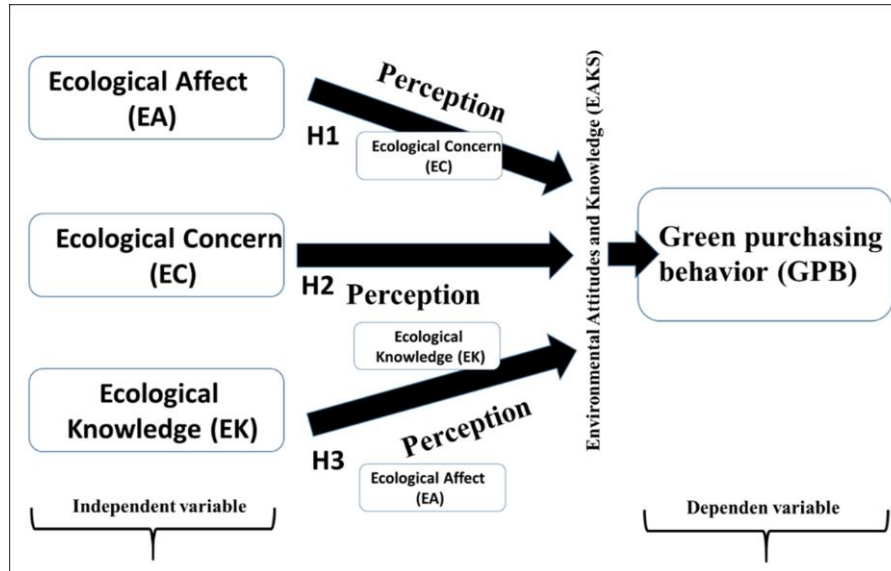
**Table 2.**  
*Variables operationalized*

Variable	Question	Items	
A.-Affective Ecological Commitment	1. It scares me to think that the food I eat is contaminated with pesticides 2. It infuriates me to think that the Government does nothing to help control the pollution of the environment	From 1 to 7	
Ecological affection (EA)	3. I get angry when I think about the damage caused to plants and animal life by pollution 4. I get depressed in the days that there is pollution in the environment (fog, smoke, bad odors) 5. When I think about how they pollute industries, I get angry 6. I have never been affected by the pollution since it is exaggerated a lot on the subject 7. I almost never worry about the effects that smoke can cause in my family and me		
B. - Verbal Ecological Commitment	1. Would be willing to take a bicycle or to catch the bus to go to work in order to reduce air pollution 2. Would be willing to use a less polluting transport system to help reduce air pollution		From 8 to 12
Ecological knowledge (EK)	3. Donate a day's salary to an institution to help improve the environment 4. I would stop buying products from companies that pollute the environment, even if it was a problem for me 5. It would not pay an environmental tax for the contamination although this supposed a reduction of the problem of the pollution		
C. - Royal Ecological Commitment	1. I am aware of the environmental proposals that will be made by the party I voted for in the last general election 2. I have contacted the environmental department of my Autonomous Community or City Council to inform me about what I can do to reduce pollution		
Ecological Concern (EC)	3. I try to make purchases of products that carry recyclable packaging 4. I attended a conference hosted by an organization concerned with environmental improvement 5. I have changed products for ecological reasons 6. I have never participated in an act that would concern itself with aspects of M.A. (Planting a tree, cleaning park, etc.)		

### **Research Hypotheses**

For reference, all three (3) hypotheses have been formulated accordingly to Figure 2. With the previous study about Green Purchase Intention, done by Aman, A. L., Harun, A., & Hussein, Z. (2012:148-150), for this study, it was taken the definitions of follow concepts:

- Green purchasing behavior (GPB), as “the probability and willingness of an individual to give preference to Green product over conventional products in their purchase considerations”.
  - Ecological knowledge (EK) as “a uni-dimension variable which includes the general aspects on what people know about the environmental issues”.
  - Ecological Concern (EC) as “the level of emotional and commitment towards environmental issues”.
- Ecological Affect (EA), as “the personal affection that a person get for cause of environmental interaction”



**Figure 2.**  
 Research Hypotheses Model for the definition of the Ecological Consumer in Mexico.

*Hypothesis 1.* There is a significant relationship between Ecological Affect (EA) and Ecological Concern (EC), for prediction the green purchasing behavior (GPB) of Millennial Mexicans.

*Hypothesis 2.* There is a significant relationship between Ecological Affect (EA) and Ecological Knowledge (EK), for prediction the green purchasing behavior (GPB) of Millennial Mexicans.

*Hypothesis 3.* There is a significant relationship between Ecological Concern (EC) and Ecological Knowledge (EK), for prediction the green purchasing behavior (GPB) of Millennial Mexicans.

### Respondent Profile and reliability

Overall, frequency analysis revealed that the majority of the respondents were female (51.31%), single (72.00%). Using the SPSS (21) software, these tests have been realised for each of the four measurement scales (see Table 3). The results confirm the reliability of the modified scales; the Chrombach's alpha has the following values: A.-Affective Ecological Commitment, the Ecological affection (EA): 0.810; B. - Verbal Ecological Commitment, the Ecological knowledge (EK): 0.890 and C. - Royal Ecological Commitment, the Ecological Concern (EC): 0.820. Furthermore, in comparison with scales used in Straughan and Roberts' (1999) study and Selvanathan, Selvanathan, Keller and Warrack (2004) stated that questions with Cronbach Alpha above 0.50 can be used and acceptable, with 0.850 as general Chrombach's alpha.

## 4. RESULTS:

With the objective of analyzing sustainability and social development under the perspective of the ecological behavior of the Millennial consumer, seeking to determine the relationship between ecological knowledge, ecological affection, ecological concern and green purchasing behavior, in a measurement of dependent variable (green purchasing behavior -GPB) and independent variable (Ecological Affect -EA, Ecological Concern -EC, and Ecological Knowledge -EK).



**Table 3.**  
*Chrombach's alpha: Reliability*

Variable	Ítems	Alpha	Alpha
A.-Affective Ecological Commitment	From 1 to 7 Ecological affection (EA)	.810	0.850
B. - Verbal Ecological Commitment	From 8 to 12 Ecological knowledge (EK)	.890	
C. - Royal Ecological Commitment	From 13 to 18 Ecological Concern (EC)	.820	

### **Correlation Analysis and Hypotheses Testing**

According to Coakes, *et. al* (2009) Pearson product moment correlation –PPMC– gives information regarding the linear relationship between two continuous variables. In this investigation, a bivariate correlation analysis (PPMC) was performed on all the variables, the results from Table 3. In order to achieve the objective of this study, the Hypotheses Testing with the correlation. In this current study, the result for hypothesis 1, revealed that ecological concern (EC) have weak to medium positive correlations with ecological knowledge (EK) ( $r=0.329^{**}$ ,  $p=0.000$ ). The study found that there is significant direct influence between ecological knowledge and concern on for prediction the green purchasing behavior (GPB) of Mexicans. This means that Mexicans are aware of environmental problems, but do not express ecological behaviors or emotional affections regarding their degree of knowledge about it. Because green purchasing must be understood as the development of sustainable livelihoods, which incorporate other environmental actions into a more holistic conceptualization (Gill, Barr & Ford, 2005).

About hypothesis 2, this study revealed that ecological concern (EC) have weak to medium positive correlations with ecological affection (EA) ( $r=0.204^{**}$ ,  $p=0.004$ ). The study found that there is not significant direct influence between ecological concern and ecological affection on for prediction the green purchasing behavior (GPB) of Mexicans. Thus, the results indicate that the ecological Millennial consumer in Mexico is an individual interested and concerned about environmental issues and that shows a very important verbal and real ecological commitment. That it should be tangibilized in the relationship of a greater verbal ecological commitment implies a greater final ecological behavior (ecological or green) is not a solution to the problems of environmental pollution, the actions or programs of governments and companies, but also depends on the people, who have the power to Change their behavior towards the protection of the planet (Maloney & Ward, 1973; Elkington & Hailes, 1989). Situation that is presented in Mexico (and it can be said that in Latin America, since the same situation presents Brazil).

**Table 4.**  
*Result for Bivariate Correlation Analysis*

		Ecological affection (EA)	Ecological knowledge (EK)	Ecological Concern (EC)
<b>Ecological affection (EA)</b>	Correlación de Pearson	1		
	Sig. (bilateral)			
	N	1488		
<b>Ecological knowledge (EK)</b>	Correlación de Pearson	0.348**	1	
	Sig. (bilateral)	0.001		
	N	1488	1488	
<b>Ecological Concern (EC)</b>	Correlación de Pearson	0.204**	0.329**	1
	Sig. (bilateral)	0.004	0.000	
	N	1488	1488	1488

\*\* Correlation is significant at the 0.01 level

Finally, about hypothesis 3, the ecological knowledge (EK) have moderate positive correlations with ecological affection (EA) ( $r=0.348^{**}$ ,  $p=0.001$ ). The study found that there is significant direct influence between ecological knowledge and ecological affection on for prediction the green purchasing behavior (GPB) of Millennial Mexicans. The important fact is that Mexicans present an intermediate level of environmental knowledge, which should conservatively intensify the relationship between affective ecological commitment and the verbal ecological commitment of individuals. Also in the investigation, it is identified that 79.86% perceive that organic products are little known, distributed and bought in the conventional market and in the commercial centers. And that advertising campaigns should demonstrate the benefits of consuming organic products, along with awareness of their consumption (95.3%). Advertising campaigns or the existence of more sustainable products

## 5. CONCLUSIONS:

Millennials have difficulties in interpersonal relationships, they do not possess human abilities in social life and with this, the question of how their professional relationship begins. He has difficulties relating to his neighbor and looking in his eyes for a few moments for a brief dialogue, contrary to the fact that he can talk with any stranger and tell him through his social networks all his life, which his parents do not know.

Definitely, thanks to the unlimited access to information (virtual media), not only generation Y has developed a non-linear and multi-task way of thinking, which has generated an anxiety and need to individualize (it has no problems in cultivating relationships with short term, as well as change jobs several times). Generation X has also been impacted, now in its 40's and its beginnings of the 50's years of life. It only remains for us to begin to analyze how the next generation comes: the Alpha

### Generation, 2010.

This current study tested the relationships between Ecological Affection (EA), Ecological Concern (EC) and Ecological Knowledge (EK); for prediction the Green behavior of purchases of sustainable green-organic products (green purchasing behavior GPB). It has been identified that the intensity of the association between these scales of behavior, that the purchase or choice of a product of this type goes beyond the quality and price. It should be based on social marketing strategies (idea-type products), which allow the consumer to become aware of a healthy lifestyle change, denoting the benefits to their health, their well-being and the final economic. The latter, in saving the investment in medical services and special interventions in

his body. Since it is a "preventive maintenance of your health". In addition, environmental information and knowledge are used as a moderator of the relationship between attitudes and behavior (Arbuthnot and Lingg, 1975; Grunert and Kristensen, 1992), the psychodemographic characteristics of grade school, NSE-social class and style Have no association with the buying behavior of these products (goods, services, ideas and experiences). The consumer in Mexico presents a positive attitude toward the purchase of organic products and is even willing to stop buying those companies that pollute. If the stakeholders (Society, Government, Company and universities) stimulate consumption in those individuals who are really committed to the environment, they would pay more for them, being aware of the economic change, for a change of health.

The Mexican consumer is a Prosumer (Larios-Gómez & de la Vega, 2017), who hopes to participate in the design and production of products that incorporate environmental factors, as an additional factor to those traditionally contemplated. Thinking that this, diminishes its environmental impacts through an increase of environmental efficiency in its life cycle, requires less inputs and generates less waste and gives use value to the nature. So: It reduces environmental impacts, generates economies of scale, facilitates the life of the user, must tend to become massive and stop being a product of niche or craft, which grants the "moral reward" to carry out actions for good Of the environment (eg paperless telephone receipt, ie electronic or reusable diaper) and less environmental impact in its manufacture, distribution and final disposal.

It also creates an affective bond with the user. It allows you to "materialize" your environmental commitment. That does not imply higher costs in its elaboration and therefore a higher sale price, nor additional efforts on the part of the user when using it. Finally, a sustainable product with attributes "Utilitarian Attributes" that solve concrete and specific needs: mobility, food, clothing, hygiene, with "Sustainable Attributes" that generate the product to reduce its environmental impact in at least one stage of the cycle of Life and "Attributes of Sustainable Communication" that generate in the user (and most of the time in the person who observes it) the perception that is a sustainable product.

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