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The Impact of Environmental Protection Education on Millennial Awareness Behavior on Sustainable Environmentally Friendly Products: A Systematic Review of Modern Biological Sciences

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ABSTRACT

This study will try to gain a new understanding of the impact of teaching environmental protection science on the behavior of millennial consumer awareness of sustainable, environmentally friendly products. To get this understanding, we will review the evidence of the systematic study of modern-day biology. We prioritize reviewing publications between 2010 and 2020 to get the latest data on the awareness of millennials. Our study process starts from understanding the text and links with the theme of the study. Then we analyze the data involving a coding system, evaluation, and in-depth interpretation before getting a conclusion as a finding that answers valid and reliable study problems. From the discussion of the findings data, we can conclude that there is a significant relevance between understanding and environmental education with millennial consumer behavior patterns in choosing and using environmentally friendly products. Thus the implications of this study provide input for the development of biological studies in the millennial era.

KEYWORDS

Environmental Education, Millennial Awareness, Friendly Environmental Product, and Biology Science.

Introduction

The educational process to make good citizens love the environment is a long process. All parties need to dive into finding solutions on how to use science and technology to manage a healthy environment. (Hart, 2013; Masini, 1998; Conrad & Hilchey, 2011). Furthermore, how can citizens of the world participate in caring for the environment, stop behaviors that impact worsening environmental governance when each individual does not know his obligation to contribute to the preservation of the universe with his thoughts and awareness. From their knowledge, they must take positive steps to protect, protect and care for the environment wherever they are. (Odenweller et al., 2014). Individual basic steps in understanding environmental education are studying as many mental models of understanding and education as possible. How do they have enough understanding to control themselves so as not to damage the environment? On the other hand, how the education obtained helps increase awareness on issues of a healthy environment. What about existing skills and knowledge? They are also likely to be involved in improving the environment. (Hart, 2013). Similarly, how teachers and adults' duties shape young people to do something good with behavior and attitudes towards environmental wisdom. He added that the effort invites to create only business activities and efforts to standardize good environmental protection, at least following UNESCO recommendations to focus on environmental education and protection. Indonesian government regulations on mental protection education and training. (Parker & Prabawa-Sear, 2019; Siswanto et al., 2019; Herdiansyah et al., 2016; Robelia et al., 2011; Jain, 2017; Jani & Subagio, 2021). Before a specific community or organization is involved in environmental protection activities, there may be specific ideas or ways that can support these environmental protection goals, for example, what we expect from the community to be good and behave in a way that is praiseworthy for the environment. (McKinley et al., 2017; Kosmala et al., 2016; Chandler et al., 2017). For example, bring a plastic bag that can be reused at every shopping. For example, when they go shopping, they only buy recyclable things. This is an example of a simple act of environmental protection that is so right among people that they stop the old ways that are not environmentally friendly. (Dubuisson-Quellier & Gojard, 2016; Brons & Oosterveer, 2017). Today we realize how dangerous it is to cut down trees to produce more paper. So how do adults and young nevers now try to

minimize paper use? By minimizing paper printing, it is replaced with the motto go green and do on screen. Invites to minimize the mold of many chemicals and other unfriendly materials. This is a noble and responsible act of preserving nature. (Duerksen & Snyder, 2013; Eddy, 2006).

Environmental Protection Education

As millennials are educated with environmental education content, several factors must be considered indicators in implementing and assessing the success of these environmental education activities in schools or communities. (Budden, 2016; Mpungose, 2020). First, environmental education must have a purpose, why millennials need years of benefit from following any recommendations and actions requested by the government as policymakers for environmental protection laws so that the results of educational training that are expected from millennials as the younger generation in Indonesia can be seen as successful or not. They must be more aware and sensitive to environmental problems that exist in their community. Why should they stop behaving incompatible with environmental protection. (Hart, 2013; Malaiya et al., 2017; Mustika & Harini, 2017). What other elements may parents have for transferring knowledge and skills on environmental issues? For that, they need to pay attention to environmental problems.

For millennials and other factors, millennials' policies may be the policies expected to behave or control attitudes. (Naderi & Van Steenburg, 2018; Kardos et al., 2019; Tan et al., 2019). How to motivate students to keep the environment healthy and follow scientists' advice in maintaining and maintaining a good life through strategic messages is ongoing. How the environment must be of good environmental quality and another element we expect from millennials is the knowledge and skills. How they can understand they can identify what help to provide support when the environment is in challenge sometimes not an irrelevant imbalance between v¹⁴ authority government in actual off-the-field policies and practices by industry and society is a good reason not to understand the environmental problems that challenge the Indonesian environment and even the current global environmental challenges. (Harper & Snowden, 2017; Hannigan, 2014; Buttel, 2000; Pimentel et al., 2007).

Along with our efforts to provide better education about the environment to millennial generations, we must also identify the objectives of environmental protection activities so that through specific mechanisms, environmental protection must healthily protect the environment by all citizens, organizations, industry, and even by the government. These parties must have the same goals and views and specific properties, namely brushes and good behavior, to keep the environment sound. Improve so that the younger generation of millennials understand and have environmental protection goals. (Manu, 2015). That is the role of authority in the area of environmental protection. Because the government should have a simple idea of educating young people to set role models in environmental protection efforts by using good habits is essential. How to make young people behave in a commendable manner, an act of compassion for the environment and the generation has a simple way to a¹⁰ reach the wider community and protect the surrounding healthy environment. (Hershatter & Epstein, 2010; Deal et al., 2010; Najman et al., 2020; Nyandra et al., 2018).

Another direction is that the government has an effective system by incorporating environmental education issues into the curriculum of schools and colleges, and community organizations. (Watson et al., 2010; Ageron et al., 2012; Schaltegger & Wagner, 2011; Marchi et al., 2018). The government can also provide environmental conservation such as clean water facilities with a technological approach that benefits the environment and the community by using household appliances. The government can invite the public to use household tools that can be reused in the younger age group—inviting them to use durable materials so that the government does not have to have heavy ideas. (Noveck, 2015; Cao et al., 2019; Nyandra & Suryasa, 2018). How can the government plan every house and the community to plant trees? This is a simple act together with the government to give and have more communities to take part and be involved in the idea of protecting the environment, especially at the community level. (Otto et al., 2013; Gouda & Bhandary, 2018).

Environmentally Friendly Products

The understanding of Eco-friendly production starts with all recycling. Environmentally friendly products produce

environmentally friendly products by nature and further sustainable. (Haws et al., 2014). Eco-friendly products are when the industry uses raw materials for a healthy business to consider environmentally friendly products or similar disclosures for natural products in natural pets or protected animals. Here, the problem is how government policies are followed by industry and business people and made by the community, especially the young millennial generation, about which products are environmentally friendly and not environmentally friendly. (Smith, 2010; Kidwell & Turrisi, 2004; Atta, 2000). The answer is when the public or young people or the general public have information to read or understand every detail mentioned in specific labels, notifications, or certificates that include green or yellow, let alone see the energy star logo for efficiency.

Consumers see sales of organic products such as photos or sustainability products. So fast for every company, for every industry, there must be an environmentally friendly label for every product used by the public. The government has regulations that oblige every industry to apply the concept of sustainability and society, or the young generation must have correct knowledge to create collective and democratic awareness. (Prothero et al., 2010). Meanwhile, Garetti & Taisch, (2012) said that it is essential to produce environmentally friendly products. In other words, environmentally friendly products have to do with promoting green living, namely ways to protect and prevent groundwater and other noise pollution and everything related to a product, which seeks to prevent damage to the human heart. (Dominelli, 2012). No one in the community questioned how they saw an environmentally friendly product, whether it was a sustainable product. Several terms are used to describe environmentally-friendly products' sustainability, for example, environmentally-friendly. (Brough et al., 2016). Something else says systemic, sustainable products, so all this stuff about any product that does not know how to harm the environment, humans, to nature so this definition should not be misunderstood because the younger generation society is doing the same thing promoting environmental protection and environmental safety of the future and the earth which they share temporarily. (Jasanoff, 2010).

Another thing relevant to discuss here is whether the idea of environmental sustainability has been adopted by industry and young people. (Sajjad et al., 2015; Ageron et al., 2012). So it must be known by the public or unique customers how they know a particular product or company has been following government regulations and policies, for example, what companies do in terms of environmental sustainability or environmental ethics. For example, how clothes that are produced every day are made from process goods, whether they damage the environment, kill animals for certain trades or use specific products to produce so that products are followed by regulations or specific certificates that confirm the product is suitable for art or sustainability. (Mitrano & Wohlleben, 2020). Other information must be given to each product with a level that we call the global organic standard or a specific mechanism to inform the product whether it is good for the consumer and the environment. Also mentioned in certain religions, such as Muslim consumers prioritizing halal status, is not dangerous and good for health. (Mason & Lang, 2017).

For healthy for users, healthy for the environment, and healthy. Other people can also tell the public or customers have learned a specific code that instructs certain things to do a check on specific environmental issues or illegal business or other mechanisms that hello transparency in business is suitable for the customer, good for the company, good for goods and good for the environment or we call it mechanism. (Posner & Stuart, 2013). For the younger generation to understand sustainability in the right way, they may at least for the factors they understand when we mean sustainability such as sustainability for human system ability for the economy and sustainability for the social and of course the last one is sustainability for the environment—control to maintain and floor and improve the human factor in all life and society in general. In addition to understanding the sustainability factor, there is also the principle of system capability which is commonly known in three terms that in the sustainability of human society, the solid economic pillars of society and the environment provide benefits for the industry to provide good and at the same time suitable for the community. (Hou, 2019; Varaiya et al., 1987).

Sound principles for the planet. The company industry is one of the variables that have a strong relationship with how companies do business, how businesses can do green, how the company has been able to minimize the positive impact on information, and how society and the company's economic side are related. This is happening between business-to-business companies, and positive and good for information is essential. When we want that ideal type of sustainability, we have in mind that what the industry means by green leather sustainable products in every action for

energy efficiency and have a gradable and resistant, low maintenance, environmentally friendly recycling materials, and a life cycle hobby. (Rose, 2012).

Research Methods

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To gain a new understanding of the impact of teaching environmental protection science on changing the millennial consumer awareness of sustainable, environmentally friendly products was the priority of this study goal. To get this understanding, we reviewed the evidence of the systematic study of modern-day biology. We prioritized reviewing publications between 2010 and 2020 to get the latest data on the awareness of Millennials. Our study process started from understanding the text and linking it to the theme of the study's purpose. Then we analyzed the data involving a coding system, evaluation, and in-depth interpretation before getting a conclusion as a finding that answers valid and reliable study problems. We followed a qualitative approach in conducting and reporting this systematic review project. (Anthony & Jack, 2009; Webley, 2010; Ezzy, 2013; J. Smith & Firth, 2011). In their qualitative research methodology in Biological research through an integrative review.

Result

Heo & Muralidharan, (2019) prove the impact of teaching natural protection science on millennial awareness behavior, proving what triggers millennial youth to buy environmentally friendly goods. It turned out that their findings were correct regarding information, visible customer adequacy, and ecological awareness through environmental awareness education in schools. This study examines the relationship between major ecological precursors, for example, natural information, and looks at buyer adequacy. A consequence of the online review with Millennial youth found that the E.K. and the E.C. are significant E.C. indicators. Advice for green advertisers is discussed, alongside a hypothetical conversation in the European Commission's section on green cases. The inspection also finds solid intermediary work between E.K., E.C., and PCE. The same thing was also studied by Katherine Taken Smith & Brower, (2012) who looked at the longitudinal strategy of marketing activities for green insight products experienced by Millennials. This second finding is in line with the authorities' recommendations and the business's workings, especially the marketing strategy of the modern era.

Lu et al., (2013) through green promoting: what the Millennials purchase. Diary of business technique. Study: Recyclability, re-use of use, biodegradability, and positive wellbeing impacts imparted the most grounded relationship to millennial aim to buy green items. Essential explanation Millennials do not buy Green items is the conviction that green items are excessively costly. The study utilized an example of understudies at a private college, which may not be illustrative of Millennials' whole populace. This examination offers advertisers a more extravagant comprehension of this current sections' utilization of green items, creators say. It additionally features significant impediments advertisers need to defeat to progress non-buyers to buyers of green items. The investigation was distributed in the diary Marketing Communications. Likewise,

Chaudhary & Bisai, (2018) studied variables that impact consumer behavior for green products from the last few years in India's major cities. Extend the regulated behavior hypothesis; this paper aims at understanding the nature of purchasing green-labeled factory-output goods taught to youth to adulthood. This study seeks to expand the hypothesis by including two extra components, namely genuine concern and readiness to pay premiums, in other structures. This check will help green advertisers capitalize on this portion of the market's enormous potential characteristics by detailing modified market plans and procedures, said Chaudhary, R., Bisai, and Choudhary. The complete form of this article was distributed in The Journal of globalresponsibility.com on 2 February 2018. The substance was updated on 3 February 2018 to reflect recent improvements in green purchasing in India and a shift in jobs from genuine concerns in green purchasing behavior from twenty to thirty years.

While Katherine T. Smith, (2010) assessed showcasing strategies that impact Millennials' impression of whether an item is harmless to the ecosystem, there has been a minimal scholarly examination of green advertising to Generation Y, also called Gen Y or Millennials. A study of 602 Millennials was made to assemble information for the investigation. Results show that there are advertising methods that are impressively more viable than others. There are contrasts among guys and females in how these methods are seen.

Su et al., (2019) studied how manageable dress: U.S. and Chinese young Millennials' points of view. This examination reviewed young Millennials in the U.S. (created market) and China (developing business sector) in a multifaceted setting. The size of natural and social effects from worldwide clothing creation and utilization makes supportability progressively significant. The investigation offers experiences into the worldwide clothing industry in creating methodologies for growing manageable attire markets in the U.S., what is more, China. It likewise uncovers likenesses and contrasts concerning clothing manageability information and qualities between youthful Millennial purchasers.

Sogari et al., (2017) noted that millennial age and natural maintainability: Web-based media in the shopper buying conduct for wine. Maintainable advancement is turning into an essential subject for some purchasers. Online media advancements have acquired expanded consideration for their capability to intensify natural concerns. This examination means to consider online media in the customer buying conduct for wine between the millennial and non-recent college grads. The outcomes show the force of online social media to build manageability mindfulness impact the purchaser's purchasing conduct for wine. From a promoting viewpoint, organizations ought to improve their ability to share and convey their ecological exercises through online media.

Muralidharan & Xue, (2016) individual organizations as a forerunner to a green future: an investigation of "green" purchaser socialization among youthful twenty to thirty-year-olds from India and China. Study: Peer correspondence prevalently impacted the green purchasing conduct of twenty to thirty-year-olds from India. Study: Family correspondence was generally imperative to Chinese twenty to thirty-year-olds. Green advertisers need to utilize specific methodologies when promoting recent college grads in India and China. The examination features the significance of "individual" interpersonal organizations to check the natural issues tormenting their separate nations. The chance of intervening impacts have been addressed by frail relationships between's socio-segment and mental components. The customer socialization structure has not been applied to nations like China and India. For example, the pretended by influential specialists, family, and companions in these collectivistic societies, warrants further investigation.

Fisher et al., (2012) through the segment, affects consumer practices that are not harmful to the environment. Researchers continue to pay attention to the socioeconomic factors of green production consumers with dynamic results. Important papers since 1998 have been summarized to seek an understanding of what appear to be problems with socioeconomic conditions associated with purchasing natural, healthy products. The best consistency was found for gender orientation, with women bound to display environmentally friendly production practices. This scoping article investigates reviews' reactions to understand what is not harmful to buyers' environmental practices and their socioeconomic relationships. Some socioeconomic identities are explicitly identified as harmless to ecosystem practices. These findings suggest that using explicit practices, instead of proclamations or a general perspective, may be more sensitive to socioeconomic impacts.

Huchu, (2010) with his study "Green" wine bundling: focusing on natural purchasers. This paper's motivation is to profile purchasers who communicated a goal to pay more for harmless to the ecosystem wine bundling. The populace under examination was the overall grown-up populace of the U.S.A. Discoveries demonstrate that the significance of being harmless to the ecosystem, thinking about natural issues when making a buy, and community were all excellent indicators of shoppers' goal to pay more for green wine. The aim to buy does not generally convert into honest buy conduct when buyers are defied with a buy circumstance. By sectioning purchasers as such, it is feasible to more readily comprehend the significance of green wine bundling, in this manner supporting winemakers, retailers, and bundling organizations.

Bedard & Tolmie, (2018) noted that the twenty to thirty-year-olds green utilization conduct through exploring the part of web-based media. An examination researches the impact of web-based media use and online relational effect on green buy goals among recent college grads in the U.S.A. Manliness was found to apply a debilitating impact on the examination connections, while the impacts of independence were discovered to be irrelevant. Results have significant administrative ramifications for firms' supportability procedure and give a structure to researching green buy aim in different societies worldwide.

Discussion

Based on the results of a review of the 50s of the results of previous studies on how to get an understanding of the education of millennial children on their behavior as consumers on healthy environment-based products, in this section, we would like to say that we assume that we have a relationship between the types of understanding of environmental protection in the choice of friendly products. The Environment has been confirmed accurately. So this study is also expected to help anyone who wants to understand how behavioral decisions and actions as global citizens, especially consumers who are healthy environmental lovers, will affect environmental conditions. From building a frame of mind to knowledge and skills on how to manage loving attitudes to the natural surroundings. This study will then be very much needed by the delegation to solve environmental safety and health together with the familiarity of citizens, industry compliance, and the government itself as consumer citizens in environmentally friendly products. Because environmental problems are indeed very complex and the way the earth's people take action to care for, protect and love a healthy environment as a place for humans to live together to remain healthy and sustainable for the next future. According to Dryzek, (2013) this is an issue of politics of the earth and the state by involving environmental discourses. Thus, Wheeler, (2013) sees that sustainability education must be done by creating livable, equitable, and environmental communities. This means that the involvement of all elements of society will be achieved, especially the younger generation.

Regarding our results, we consider that awareness and strengthening of environmental education in the younger generation is very important because this is an issue and a process that expects many individual citizens of the earth to treat the environment in a balanced manner, not explore the environment so that it will result in even more damage. So that citizens, especially young millennials, can be involved in solving environmental problems and human health themselves due to not participating in the generation of actors in building development. Efforts to study and search for solutions will be instrumental in improving the environment in every country, without exception in developing countries and countries that are rich in natural potential. In the end, individuals can get an outpouring and develop a new, more complete.

Understand in dealing with the content of environmental issues and have special skills to make the right and responsible decisions so that the young millennial generation can also contribute thoughts and actual work to save a healthy environment anywhere. Adha et al., (2019) study emerging volunteerism for young Indonesian millennials to become the foremost citizens to maintain and protect a healthy environment through continued volunteer participation and responsibility. Likewise, Trevino & Nelson, (2021) handle how to manage business ethics and save the earth meal; for straight thoughts and actions about doing it right and bringing impact on a healthy earth.

Conclusion

We can conclude that there is a very scientific influence between millennial children's understanding about environmental awareness of their bonds in brushing as consumers on products that are labeled with a healthy and sustainable environment. We have proven this from more than 50 environmental publications in various contexts and countries. Our studies prove that the higher the understanding of environmental education, the higher the collective awareness shown in the study of youth behavior in the environment in many countries. The same thing has not been widely found in the Indonesian context. This study is essential to understand how Indonesian children understand and their attitudes and behavior towards protecting their nature in Indonesia.

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