

## THE IMPACT OF MEDIA ON THE CONSUMERS' ENVIRONMENTAL BEHAVIOUR

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### **Abstract:**

People, companies and society are more aware about the environment and the market demand environmentally sustainable products and services. The consumer acts more pro-environmental and they changed their behaviour. We all know, that development of different types of media, especially internet and social media, has generated different approach to the individual consumer from the companies and their marketers. As we have find out in the research, the internet, social media and TV has at the moment the biggest influence on the consumers' environmental behaviour, because the companies and marketers targeting in the same time different target groups of consumers. In case of using internet or social media the marketers are very aggressive, but a lot of consumers have anyway feeling, that they are something special for the companies and change their environmental behaviour in the way of marketers and companies' desires.

*Keywords: media, internet, social media, consumers, environmental behaviour*