



# A Study On Generation Z Consumer Buying Behaviour Towards Green Cosmetic Products

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**Citation:** Ms. Dakshayani B V et AL. (2024), A Study On Generation Z Consumer Buying Behaviour Towards Green Cosmetic Products ...*Educational Administration: Theory And Practice*, 30(4), 1260 – 1266  
Doi: 10.53555/kuey.v30i4.1645

## ARTICLE INFO

## ABSTRACT

This study delves into the influence of Generation Z consumers' attitudes, subjective norms, and perceived behavioral control on their intentions to purchase green cosmetic products, within the backdrop of the evolving cosmetics industry. The research unveils a significant presence of female consumers in this market, with the primary consumer group aged between 19-21 and predominantly holding bachelor's degrees. Employing the Theory of Planned Behavior (TPB), the study demonstrates that attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy are all positively correlated with intentions to buy green cosmetic products, and these correlations are statistically significant. Particularly, perceived behavioral control stands out as the most influential factor. These insights are invaluable for cosmetics companies aiming to align with Generation Z's values and preferences, offering guidance for product development, marketing, and strategies targeting this influential consumer segment in the green cosmetics industry.

**Key Words :** TPB, green cosmetic product, intention and factors.

## Introduction

The cosmetics industry is undergoing a significant transformation, with Generation Z emerging as a powerful force. This generation, born between the mid-1990s and early 2010s, is known for its emphasis on social and environmental issues (Biedenbach et al., 2021). They are reshaping consumer behavior, particularly in their demand for green and eco-friendly products. Green cosmetics, which focus on sustainability, cruelty-free practices, and natural ingredients, have gained traction as a response to the increasing call for ethical and environmentally responsible consumption. The likes of Lush and The Body Shop have championed eco-friendly, cruelty-free, and ethical practices, aligning strongly with Generation Z values.

The Theory of Planned Behavior (TPB) by Ajzen (1991) offers a valuable framework for understanding consumer behavior. It highlights attitudes, subjective norms, and perceived behavioral control as key factors shaping intentions and actions. In the context of green cosmetics, Generation Z's attitudes are influenced by their heightened environmental awareness (Luchs et al., 2016), subjective norms by peer and societal influence, and perceived behavioral control by factors like product availability and pricing (Dangelico & Pujari, 2010).

Research shows that Generation Z is willing to pay more for products meeting their ethical and environmental standards (Luchs et al., 2016). However, factors like product effectiveness, brand trust, and availability of alternatives can also impact their willingness to pay. This study aims to fill the existing knowledge gap regarding Generation Z's consumer behavior and green cosmetic products. Using the TPB, we will comprehensively analyze the factors influencing the intentions and actions of Generation Z consumers. The findings will provide valuable insights for cosmetic companies and marketers, helping them better align with the values and preferences of this influential consumer group. In conclusion, Generation Z's prioritization of sustainability and ethical consumerism is reshaping the cosmetics industry. Understanding their behavior in the context of green cosmetics is crucial for both businesses and academia. This study will delve into the intricacies of their attitudes, subjective norms, and perceived behavioral control, offering a deeper understanding of their

decision-making processes and paving the way for strategies that promote ethical and sustainable practices in the cosmetics industry.

## Objectives

The objectives of this study is to examine the attitudes of Generation Z consumers towards green cosmetic products. Also, it investigate how Generation Z consumers' attitudes, subjective norms, and perceived behavioral control influence their intentions to buy green cosmetic products.

## Review of literature

The green cosmetics industry has seen significant growth in recent years, driven by consumers' increasing awareness of environmental sustainability and the desire for natural and eco-friendly products. Understanding the factors that influence consumers' purchasing decisions in this industry is crucial for marketers and businesses looking to capture this growing market. Several researchers have conducted studies to investigate these factors, and this review paper presents a synthesis of their findings.

Gunarathna and colleagues (2021) conducted a study to identify the factors influencing consumers' green purchasing behavior of cosmetic products. Their findings revealed that attitude, subjective norm, and perceived behavioral control significantly impact the intention to purchase green cosmetics, providing valuable insights for marketers in shaping their strategies for these products.

Salo (2014) delved into the factors affecting purchasing decisions for facial products, focusing on a prominent green cosmetics company in the Finnish market. They employed online surveys and interviews to explore consumer behavior and attitudes towards natural products, ultimately summarizing their outcomes and discussing validity and reliability issues.

Nguyen (2021) conducted a mixed-method study on Generation Z Finnish consumers to understand how perceived consumer effectiveness, eco labeling, certification, subjective norms, and reference groups influence their intention to buy green cosmetics. Their research supported the hypotheses related to perceived consumer effectiveness, eco labeling, certification, and social norms, but not perceived behavioral control.

Almqvist and Larsson (2023) investigated the impacts of attitude, subjective norms, and perceived behavioral control on Swedish consumers' intentions to purchase green cosmetics. Their research, based on a multiple regression analysis and an online survey with Swedish Millennials and Generation Z consumers, demonstrated that attitude, subjective norms, and perceived behavioral control positively influence green cosmetic purchase intentions.

Stita and Alkhayyat (2021) analyzed consumer behavior towards organic cosmetics, uncovering the factors influencing purchasing decisions. Their quantitative approach, which included a survey and deductive reasoning, indicated the importance of green cosmetic products in meeting customers' eco-friendly and sustainable needs and highlighted factors such as social influences and eco-awareness.

Al Mamun and colleagues (2020) explored the impact of environmental concern, attitude, subjective norms, perceived behavioral control, and product availability on Malaysians' intention to purchase green skincare products. Their study showed that environmental concern and attitude significantly affected the intention to purchase such products, with differences based on education level.

Limbu and colleagues (2022) examined the direct effects of knowledge, attitude, and subjective norms on young women's intention to purchase green cosmetics, with self-efficacy mediating these effects. They found positive relationships between green-cosmetics-related knowledge, attitude, subjective norms, and purchase intention, with self-efficacy playing a partial mediating role.

Linh (2022) aimed to identify the elements influencing customer behavior when purchasing green cosmetic products in Vietnam. The study revealed that perceived behavioral control and health concern were less prominent in influencing purchase intentions. The findings offer insights for retailers and marketers in the green cosmetic industry in Vietnam.

Tang (2014) investigated the factors influencing the green purchase behavior of working consumers, with income being a significant variable. The study identified a significant relationship between these factors and consumers' purchasing behavior towards green products, offering valuable insights to businesses.

Rahman (2013) explored the purchase intentions of young Swedish consumers for green products. The Theory of Planned Behavior (TPB) helped explain their positive responses, knowledge, attitude, and intention to buy green products, indicating an environmentally conscious consumer base.

Akter and Islam (2020) examined women's attitudes towards purchasing organic cosmetics in Sweden and identified factors influencing their purchasing behavior, with education and income levels showing positive relationships with attitude and future purchase intention.

Göncz and Tian (2020) explored the factors affecting consumer purchases of green personal care products in Denmark, emphasizing environmental consciousness and health consciousness. Their results highlighted the greater impact of environmental consciousness on consumers' attitudes and intentions towards purchasing such products.

Claudon and colleagues (2021) investigated the attitude-behavior gap in the green beauty care market, identifying efficiency as a key factor influencing consumers' decisions. Other factors, such as brand relationships, habits, and product availability, also contributed to the attitude-behavior gap.

JUN (2020) examined predictors influencing the purchase intention of green skincare products among university students, with gender moderation effects. They found that attitude, social norms, perceived behavioral control, and social media exposure significantly influenced purchase intention, and gender moderated the relationships for social norms and social media exposure.

### **Factors Affecting Green Cosmetic Purchase Intention:**

#### **Attitude:**

Gunarathna et al. (2021), Almqvist& Larsson (2023), Rahman (2013), Akter& Islam (2020), and JUN (2020) all emphasize the significant impact of consumer attitudes toward green cosmetics on purchase intentions. Consumers with positive attitudes toward green products are more likely to purchase them.

#### **Subjective Norms:**

Gunarathna et al. (2021), Salo (2014), Nguyen (2021), Limbu et al. (2022), and Göncz& Tian (2020) point out that subjective norms and social influences play a crucial role in shaping consumers' intentions to purchase green cosmetics. People are influenced by the opinions and behaviors of their reference groups.

#### **Perceived Behavioral Control:**

Gunarathna et al. (2021), Almqvist& Larsson (2023), Nguyen (2021), Limbu et al. (2022), and JUN (2020) highlight the importance of perceived behavioral control. Consumers who believe they can easily access and use green cosmetic products are more likely to buy them.

#### **Environmental Concern:**

Al Mamun et al. (2020) found that environmental concern significantly affects the intention to purchase green skincare products. Consumers who prioritize environmental sustainability are more inclined to buy green cosmetic products.

#### **Efficiency and Product Efficacy:**

Claudon et al. (2021) found that consumers often prioritize product efficiency and perceive green products as less effective compared to conventional products, leading to an attitude-behavior gap.

#### **Research gap**

In the context of Generation Z consumer buying behavior towards green cosmetic products, limited research has employed the Theory of Planned Behavior (TPB) to examine the role of subjective norms, attitudes, and perceived behavioral control. There is a research gap in understanding how other psychological factors, such as environment concern and product Efficacy, interact with TPB constructs to influence the intentions and actual purchase behavior of Generation Z consumers (Nguyen, 2021). Investigating these additional factors within the framework of TPB can provide a more comprehensive understanding of what drives Generation Z consumers to choose green cosmetic products, aiding marketers in developing more effective strategies for this segment.

#### **Research methodology**

The research methodology for studying Generation Z consumer buying behavior towards green cosmetic products employs a cross-sectional design. Generation Z, representing the target population, is characterized by individuals born between the mid-1990s and the early 2010s. To gather data from this population, a convenience sampling technique is utilized due to its practicality and accessibility. The sample size for this research consists of 152 Generation Z consumers. The primary data collection is conducted through a structured questionnaire, a commonly used tool for collecting self-reported information. The questionnaire is designed to measure various constructs such as attitudes, subjective norms, perceived behavioral control, environment concern and product efficacy, aligning with the Theory of Planned Behavior (TPB). Data collected through the questionnaire are then subjected to rigorous analysis. Statistical analysis tools like regression, and correlation are employed to examine the relationships between these constructs and understand the determinants of Generation Z's purchase intentions for green cosmetic products. This comprehensive research design allows for a deeper insight into the factors influencing the purchase behavior of Generation Z consumers in the green cosmetics market.

#### **Data analysis**

Data analysis in this study is a crucial process that involves the examination of responses obtained from Generation Z consumers regarding their purchasing behavior of green cosmetic products. The primary objective is to derive meaningful insights and patterns from the collected data. The analysis will employ various

statistical methods, including correlation and regression. Correlation analysis will be used to assess the strength and direction of relationships between different variables such as attitudes, subjective norms, perceived behavioral control, and purchase intentions. Regression analysis will enable us to delve deeper into understanding which specific factors have a significant impact on Generation Z's decision to buy green cosmetics. Through these analytical techniques, we aim to provide a comprehensive understanding of the determinants of consumer behavior within this demographic.

### Percentage analysis

The percentage analysis in this study aims to explore how age, gender, education, and occupation intersect with Generation Z's green cosmetic product purchasing behavior. By assessing the distribution and patterns within these demographic variables, we seek to uncover insights into the preferences and intentions of this consumer group.

Particulars	Frequency	Percentage
<b>Gender</b>		
Male	27	17.8
Female	125	82.2
<b>Age</b>		
Less than 18 years	38	25.0
19 to 21 years	49	32.2
22 to 24 years	33	21.7
Above 25 years	32	21.1
<b>Education</b>		
Diploma	43	28.3
Bachelor	69	45.4
Master	40	26.3
<b>Total</b>	<b>152</b>	<b>100.0</b>

Source: Own calculation

Table illustrates that out of the 152 surveyed respondents, a significant majority, comprising 125 consumers, are female, constituting a substantial 82.2% of the total. The remaining 27 consumers, who are male, represent 17.8% of the sample. These results align with prior research highlighting the predominant presence of female consumers in the cosmetics industry.

Regarding the age range of the respondents, as the study specifically targets Generation Z, all participants fall within the 15 to 25-year-old. More specifically, 38 respondents, constituting 25% of the sample, are below 18 years old. Those aged between 19 and 21 years represent the majority at 32.2%, followed by 22 to 24-year-olds at 21.7%. The remaining 21.1% comprises respondents older than 25 years. These findings indicate that the primary consumer group for green cosmetic products falls within the 19-21-year-old age range.

The last demographic aspect investigated in this study pertains to the educational backgrounds of the respondents, which also align with their age groups. Out of the 152 participants, 43 individuals, or 28.3%, are diploma students. A larger group, comprising 45.4% of the respondents, holds bachelor's degrees from colleges and universities, while the remaining 26.3% have achieved master's degrees. These findings indicate that the largest segment of consumers possesses bachelor's degrees from colleges and universities.

### Pearson correlation

In this research, we utilized a bivariate correlation analysis to examine the connections between several key variables: attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy, and their influence on intentions to purchase green cosmetic products. The study involved treating these factors as independent variables, while the focal point was the dependent variable, which is the intention to buy green cosmetic products. Subsequently, we executed a bivariate correlation analysis to gauge the associations among these variables, and the outcomes are detailed in the table below:

*H1: Attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy are positively associated with the intentions to purchase green cosmetic products*

Particulars	Intentions to buy green cosmetic products	
Attitudes	R-value (Sig.)	.963** (.000)
Subjective norms	R-value (Sig.)	.915** (.000)
Perceived behavioral control	R-value (Sig.)	.998** (.000)
Environment concern	R-value (Sig.)	.963** (.000)
Product efficacy	R-value (Sig.)	.941** (.000)

Source: Own calculation

In the presented table, the correlation coefficients indicate the strength and direction of the relationships between different variables. The correlation coefficient for attitudes is notably high at 0.963, suggesting a strong positive association with purchase intentions. Similarly, subjective norms exhibit a robust positive correlation of 0.915, and perceived behavioral control demonstrates an even stronger association with a correlation coefficient of 0.998.

Furthermore, environmental concern and product efficacy also exhibit positive correlations with purchase intentions, with correlation coefficients of 0.963 and 0.941, respectively. The significance value of 0.000, which is less than the conventional 5% significance level, indicates that these relationships are statistically significant.

Consequently, it can be inferred that attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy are positively related to consumers' intentions to purchase green cosmetic products but also that these associations are statistically significant, underscoring their importance in shaping purchase intentions.

### Regression

Regression analysis is employed to understand how Generation Z consumers' attitudes, subjective norms, and perceived behavioral control impact their intentions to purchase green cosmetic products. It quantifies the strength and direction of these relationships, revealing the extent to which these factors influence the likelihood of green cosmetic product purchase by this demographic.

*H1: Factors are positively influenced the intention to buy the green cosmetic products*

Particulars	R	R square	Adjusted R square	F	P -value
Model 1	0.956	0.914	0.899	151.785	.000

Source: Own calculation

The table includes key statistical indicators: correlation coefficients (r values), R-squared values, F-statistics, and associated p-values. These metrics are essential for understanding the relationships between attitudes, subjective norms, perceived behavioral control, environmental concern, product efficacy, and the intention to purchase green cosmetic products. Firstly, the high r-value of 0.956 indicates a robust and statistically significant relationship among these variables. Secondly, the R-squared value of 91.4% suggests that approximately 91.4% of the variation in the intention to purchase green cosmetic products can be explained by these factors. This highlights the substantial influence of these variables on purchase intentions. Thirdly, the adjusted R-squared value, also at 89.9%, underscores the model's accuracy in explaining variations in the intention to purchase green cosmetic products. Finally, the F-statistic, with a value of 151.785, and its associated p-value (below 5%) provide strong evidence. These results support the acceptance of the hypothesis, confirming the influential role of these factors on the intention to purchase green cosmetic products. In summary, the data strongly supports the notion that these factors significantly shape the intention to purchase green cosmetic products.

Particulars	USC		SC	t	Sig.
	B	SE	B		
C	.856	.150		1.920	.057
Attitudes	.759	.196	.756	43.594	.000
Subjective norms	.174	.079	.872	27.858	.000
Perceived behavioral control	.697	.112	.945	34.451	.000
Environment concern	.248	.087	.838	49.645	.000
Product efficacy	.076	.064	.771	31.568	.000

Source: Own calculation

The table displays the impact of individual factors on the intention to purchase green cosmetic products. Attitude exhibits a substantial effect with a beta value of 0.756 ( $t=43.594$ ;  $p<5\%$ ), followed by subjective norms at 0.872 ( $t=27.858$ ;  $p<5\%$ ). Perceived behavioral control is notably influential with a beta of 0.945 ( $t=34.451$ ;  $p<5\%$ ), while environmental concern and product efficacy also play significant roles with beta values of 0.838 ( $t=49.645$ ;  $p<5\%$ ) and 0.771 ( $t=31.568$ ;  $p<5\%$ ), respectively. Consequently, the null hypotheses were rejected. The findings affirm that these factors strongly and positively influence the intention to purchase green cosmetic products. Among the independent variables, perceived behavioral control has the highest impact.



## Results

The results of this study reveals that the prevalent presence of female consumers in the cosmetics industry. Additionally, the findings reveal that the primary consumer group for green cosmetic products is predominantly within the 19-21-year-old age range, while the majority of consumers hold bachelor's degrees from colleges and universities. Furthermore, it can be inferred that attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy are all positively related to consumers' intentions to purchase green cosmetic products, and these relationships are statistically significant, emphasizing their significance in shaping purchase intentions. Notably, perceived behavioral control exerts the strongest impact among the independent variables, corroborating the findings.

## Suggestions

The study suggests that companies should focus on creating products and campaigns that resonate with this 19-21 age group. Understanding their unique values and preferences, such as sustainability and ethical practices, is essential for attracting and retaining customers from this age range. Brands can leverage these insights by placing a stronger emphasis on communicating their commitment to environmental responsibility and ethical practices, as these factors evidently influence purchase intentions. Perceived behavioral control involves streamlining the purchasing process and providing clear, user-friendly information about green cosmetic products, eco-certifications, and their benefits. Companies can refine their strategies to better align with market preferences and values, driving increased adoption of green cosmetic products.

## Conclusion

In conclusion, this study successfully achieved its objective of examining the influence of Generation Z consumers' attitudes, subjective norms, and perceived behavioral control on their intentions to purchase green cosmetic products. The findings provide significant insights into the cosmetics industry, revealing the notable presence of female consumers and the prominence of the 19-21-year-old age group among those inclined to buy green cosmetic products. Moreover, the study highlights the positive and statistically significant relationships between attitudes, subjective norms, perceived behavioral control, environmental concern, and product efficacy, underlining their substantial roles in shaping purchase intentions. Particularly, perceived behavioral control emerged as the most influential factor among the variables studied. These findings offer invaluable guidance for cosmetic brands aiming to effectively target Generation Z consumers and cater to their preferences and values in the green cosmetics market.

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