

GenZ prefers cosmetic brands that are focused on sustainability and environmental issues

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Abstract. The study is conducted to understand the preferences of GenZ and how sustainability influences their purchasing decisions. The study uses primary research to identify the influence of environmental factors on purchasing decisions. The study finds that Generation Z (GenZ) prefers beauty brands that focus on sustainability and environmental issues for several key reasons based on the research: GenZ people are well aware of the environmental issues facing our planet and are committed to preserving and protecting the environment. They are aware of the consequences of their actions and know that the beauty sector has a large impact on the environment. They look for companies that truly care about sustainability and back up their claims with actionable insights. Community reviews and opinions have a great influence on Gen Z customers. They rely on influencers, social media, and online communities to gain knowledge and make wise decisions. Using these opinions and insights, the authors provided suggestions for both brands to attract customers and for consumers to choose brands in the future.

Keywords: Environmental Sustainability, Behavioral Control, Sustainability, Eco labelling and natural certifications.

1 Introduction

Generation Z, also known as Gen Z, is the demographic group succeeding Millennials and encompasses those born between the mid-1990s and mid-2000s. This generation stands out as the first to grow up with widespread internet access and the emergence of social media platforms, earning them the label of digital natives. Gen Z individuals are often characterized as independent, entrepreneurial, and highly skilled in technology [1] With approximately 32% of the global population falling into the Gen Z category, this cohort has become the largest age group, surpassing even the Millennials. Notably, recent research by WGSN reveals that Gen Z individuals allocate around 20% of their earnings to spend, making them the largest cohort of beauty consumers [2] Being the first generation of true "digital natives," Gen Z individuals were born into the era of the internet. They possess advanced technical skills and

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expect seamless online experiences without any obstacles. Additionally, growing up in the age of selfies and social media, they are highly conscious of their online image. Consequently, Gen Z is initiating their health and beauty product purchases at a younger age compared to previous generations. According to a study by The Pull Agency, Gen Z consumers already account for 60% of cosmetic purchases before the age of 14, surpassing the figures for millennials (39%) and individuals over 55 years old (23%) [3].

Cosmetics, including skincare products, soap, and shampoo, have become essential items in today's society. However, concerns have arisen in recent years regarding potentially harmful chemicals and micro plastics present in conventional cosmetics. These substances have been linked to adverse effects on users' health and the environment [4] In conclusion, Generation Z, the largest age group worldwide, exhibits distinctive characteristics as digital natives with substantial purchasing power. They initiate beauty product purchases at a young age and prioritize environmentally friendly and sustainable options. As a result, the personal care industry must adapt to their preferences and foster strong relationships with this generation to thrive in the retailing of beauty products [5].

2 Review of literature

The study conducted by 'Nguyen Ngoc Minh Duyen' titled "Factors Influencing Finnish Generation Z Consumer Behaviour towards Green Purchase of Cosmetics" explores the determinants that impact the purchasing decisions of Generation Z consumers in Finland when it comes to eco-friendly cosmetics. The study aims to gain in-depth insights into the attitudes, beliefs, motivations, and intentions of this consumer group. A mixed-method approach is employed, utilizing qualitative and quantitative research methods [6] The report "Innovativeness and Sustainability: Difference and Antecedent Relationship" explores the relationship between innovativeness and sustainability, examining their differences and antecedents. The author, Stanković, delves into the concept of innovativeness and its role in fostering sustainability. The study highlights the importance of incorporating innovative practices to achieve sustainable outcomes [7] The report "Greenwash Online Marketing: Does Indonesian Gen-Z Still Have the Intention to Repurchase Green Products?" investigates whether Indonesian Generation Z consumers maintain the intention to repurchase green products in the context of greenwash online marketing. The author, Tjahyadi, examines the phenomenon of greenwashing and its potential impact on the repurchase intentions of Gen-Z consumers [8] The study conducted by 'Clement Lee Jian Beng', 'Lam Jeen Mun', 'Ng Sutkian', 'Ooi Shi Ying' 'Tai Yu Shiuan' titled "The Impact of Branding Toward Cosmetics Products: A Comparison Study between Generation Y and Generation Z in Perak State" focuses on examining the influence of branding on cosmetics products and comparing the responses of Generation Y and Generation Z consumers in the Perak State region. The study aims to understand how branding affects the purchasing decisions and preferences of these two generational cohorts. The research investigates various dimensions of branding, including brand awareness, brand image, brand loyalty, and brand equity [9] The report "The Effects of Company CSR on Generation Z" examines the impact of corporate social responsibility (CSR) initiatives on Generation Z consumers, using an insurance company as an example. The study investigates how CSR practices influence Generation Z's perceptions, attitudes, and behaviours toward the insurance company. The findings reveal that Generation Z consumers highly value CSR initiatives, considering them as important factors in their decision-making process [10].

2.1 Statement of the problem

In recent years, green products (cosmetics) have been widely accepted by consumers, especially GenZ, and the demand for these products is increasing day by day. But the factor of such demand is not well defined for the Indian market. Therefore, this study will help to understand the purchasing behavior of GenZ and their environmental awareness. Previous studies have been conducted on the purchasing behavior of GenZ for other products, this study will give us an explanation regarding the perception of GenZ's purchasing decisions based on environmental sustainability.

3 Research methodology

3.1 Objectives

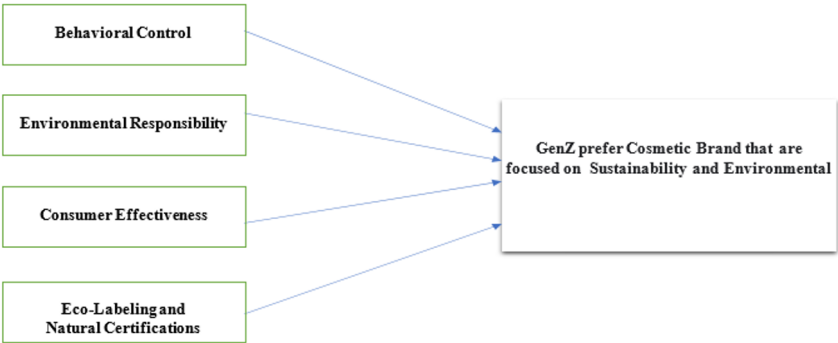
- i) To understand the impact of behavioral control on GenZ consumers' perceptions of environmental sustainability when purchasing cosmetics.
- ii) Examining the influence of environmental responsibility on GenZ consumers' perceptions of environmental sustainability when purchasing cosmetics.
- iii) Investigating how consumer effectiveness shapes GenZ consumers' perceptions of environmental sustainability when purchasing cosmetics.
- iv) Exploring the effects of eco-labeling and natural certifications on GenZ consumers' perceptions of environmental sustainability when purchasing cosmetics.

3.2 Research Design

Quantitative Methodology: "Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or explaining a particular phenomenon. Quantitative research collects data from current and prospective users through sampling methods and the distribution of online surveys, polls, and questionnaires, among other things. Quantitative research forms are impartial, explanatory, and, in many cases, investigative in nature. The findings of this investigation technique are intellectual, thorough, and impartial. Data was gathered in a systematic manner, which led to larger instances that spoke to the entire population"

A survey is a method of gathering information from a pre-defined group of people to acquire facts and knowledge on a wide range of issues. Surveys can be used for a multitude of purposes and can be carried out in a range of methods, depending on the methodology taken and the goals to be achieved. To preserve a strategic distance from one-sided findings that could impact the test or study's outcome, the data is frequently collected using normalized processes with the purpose of guaranteeing that every respondent can answer the questions on an equal footing. Around 100 Responses are collected from Working professionals, Students of undergraduate, Graduate, and High school. This category of age between 15-25 is the prime focus of our study.

3.3 Theoretical framework



3.4 Data Analysis

Quantitative data are analyzed using descriptive statistics, such as frequencies, percentages, and measures of central tendency, to summarize survey responses and identify patterns in consumer preferences. Qualitative data from observational studies are thematically analyzed to uncover underlying themes, motivations, and consumer perceptions related to brand preferences.

3.4.1 Factor analysis

Table 1. KMO and Bartlett’s test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.548
Bartlett's Test of Sphericity	Approx. Chi-Square	38.433
	df	3
	Sig.	.000

Table 2. Communalities.

	Initial	Extraction
I get influenced by my friends, family member on my purchasing decision:	1.000	.325
Referrals from my families and friends influence my intention to buy green cosmetic products	1.000	.730
Personal norm and personal values influence my intention to buy green cosmetic products:	1.000	.614

Extraction method: Principal component analysis.

Table 3. Component Matrix^a.

	Component
	1
I get influenced by my friends, family member on my purchasing decision:	.570
Referrals from my families and friends influence my intention to buy green cosmetic products	.854
Personal norm and personal values influence my intention to buy green cosmetic products:	.784

Extraction method: Principal component analysis. a. 1 component extracted.

Table 4. Correlation Matrix.

		I get influenced by my friends, family member on my purchasing decision:	Referrals from my families and friends influence my intention to buy green cosmetic products	Personal norm and personal values influence my intention to buy green cosmetic products:
Correlation	I get influenced by my friends, family member on my purchasing decision:	1.000	.302	.156
	Referrals from my families and friends influence my intention to buy green cosmetic products	.302	1.000	.509
	Personal norm and personal values influence my intention to buy green cosmetic products:	.156	.509	1.000
Sig. (1-tailed)	I get influenced by my friends, family member on my purchasing decision:		.001	.060
	Referrals from my families and friends influence my intention to buy green cosmetic products	.001		.000
	Personal norm and personal values influence my intention to buy green cosmetic products:	.060	.000	

Interpretation: As we can see in Table 1, the KMO value is 0.548 which is considered a good result as it exceeds 0.5. That assures us this study may conduct a factor analysis. However, Bartlett’s test shows 0.000 which is less than 0.005, meaning that the factors that form the variable are satisfactory, supporting the appropriateness of conducting factor analysis.

Interpretation: Pearson’s correlation varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all.

Table 5. KMO and Bartlett’s test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.769
Bartlett's Test of Sphericity	Approx. Chi-Square	124.240
	df	10
	Sig.	.000

Interpretation: As we can see in Table 5, the KMO value is 0.769 which is considered a very good result as it exceeds 0.5. That assures us this study may conduct a factor analysis. However, Bartlett’s test shows 0.000 which is less than 0.005, meaning that the factors that form the variable are satisfactory, supporting the appropriateness of conducting factor analysis.

Table 6. Communalities.

	Initial	Extraction
My purchasing decision influenced by the market trend:	1.000	.136
I feel I can responsibly use natural resources by purchasing green cosmetics	1.000	.700
Through my personal choices of cosmetics I can contribute to the solution of environmental issues	1.000	.688
I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	1.000	.668
I prefer green cosmetic because of reasonable pricing	1.000	.310

Extraction method: Principal component analysis.

Table 7. Component Matrix^a.

	Component 1
My purchasing decision influenced by the market trend:	.368
I feel I can responsibly use natural resources by purchasing green cosmetics	.837
Through my personal choices of cosmetics I can contribute to the solution of environmental issues	.830
I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	.818
I prefer green cosmetic because of reasonable pricing	.556

Extraction method: Principal component analysis. a. 1 component extracted.

Table 8. Correlation Matrix.

		My purchasing decision influenced by the market trend	I feel I can responsibly use natural resources by purchasing green cosmetics	Through my personal choices of cosmetics I can contribute to the solution of environmental issues	I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	I prefer green cosmetic because of reasonable pricing
Correlation	My purchasing decision influenced by the market trend	1.000	.159	.169	.223	.176
	I feel I can responsibly use natural resources by purchasing green cosmetics	.159	1.000	.649	.592	.316
	Through my personal choices of cosmetics I can contribute to the solution of environmental issues	.169	.649	1.000	.576	.304
	I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	.223	.592	.576	1.000	.311
	I prefer green cosmetic because of reasonable pricing	.176	.316	.304	.311	1.000
Sig. (1-tailed)	My purchasing decision influenced by the market trend		.058	.046	.013	.040
	I feel I can responsibly use natural resources by purchasing green cosmetics	.058		.000	.000	.001
	Through my personal choices of cosmetics I can contribute to the solution of environmental issues	.046	.000		.000	.001
	I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	.013	.000	.000		.001
	I prefer green cosmetic because of reasonable pricing	.040	.001	.001	.001	

Interpretation: Pearson’s correlation varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all.

Table 9. KMO and Bartlett’s test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.748
Bartlett's Test of Sphericity	Approx. Chi-Square	157.156
	df	6
	Sig.	.000

Interpretation: As we can see in Table 9, the KMO value is 0.748 which is considered a very good result as it exceeds 0.5. That assures us this study may conduct a factor analysis. However, Bartlett’s test shows 0.000 which is less than 0.005, meaning that the factors that form the variable are satisfactory, supporting the appropriateness of conducting factor analysis.

Table 10. Communalities.

	Initial	Extraction
I am concerned about the environment	1.000	.524
Environmental values influence my intention to buy green cosmetic products	1.000	.712
When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	1.000	.615
Environmental concerns influence my intention to buy green cosmetic products	1.000	.789

Extraction method: Principal component analysis.

Table 11. Component Matrix^a.

	Component
	1
I am concerned about the environment	.724
Environmental values influence my intention to buy green cosmetic products	.844
When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	.784
Environmental concerns influence my intention to buy green cosmetic products	.888

Extraction method: Principal component analysis. a. 1 component extracted.

Table 12. Correlation Matrix.

		I am concerned about the environment	Environmental values influence my intention to buy green cosmetic products	When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	Environmental concerns influence my intention to buy green cosmetic products
Correlation	I am concerned about the environment	1.000	.543	.377	.487
	Environmental values influence my intention to buy green cosmetic products	.543	1.000	.491	.681
	When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	.377	.491	1.000	.674
	Environmental concerns influence my intention to buy green cosmetic products	.487	.681	.674	1.000
Sig. (1-tailed)	I am concerned about the environment		.000	.000	.000
	Environmental values influence my intention to buy green cosmetic products	.000		.000	.000
	When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	.000	.000		.000
	Environmental concerns influence my intention to buy green cosmetic products	.000	.000	.000	

Interpretation: Pearson’s correlation varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all.

Table 13. KMO and Bartlett’s test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.685
Bartlett’s Test of Sphericity	Approx. Chi-Square	135.767
	df	6
	Sig.	.000

Interpretation: As we can see in Table 13, the KMO value is 0.685 which is considered a very good result as it exceeds 0.5. That assures us this study may conduct a factor analysis. However, Bartlett’s test shows 0.000 which is less than 0.005, meaning that the factors that form the variable are satisfactory, supporting the appropriateness of conducting factor analysis.

Table. 14. Communalities.

	Initial	Extraction
I prefer green cosmetic because of the influence of information provided by the ads	1.000	.471
I prefer green cosmetics because of reliable government regulations on product safety	1.000	.800
I prefer green cosmetic because of the awareness created by the informative campaigns	1.000	.642
I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	1.000	.561

Table 15. Component Matrix^a.

	Component
	1
I prefer green cosmetic because of the influence of information provided by the ads	.686
I prefer green cosmetics because of reliable government regulations on product safety	.895
I prefer green cosmetic because of the awareness created by the informative campaigns	.802
I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	.749

Table 16. Correlation Matrix.

		I prefer green cosmetic because of the influence of information provided by the ads	I prefer green cosmetics because of reliable government regulations on product safety	I prefer green cosmetic because of the awareness created by the informative campaigns	I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust
Correlation	I prefer green cosmetic because of the influence of information provided by the ads	1.000	.558	.299	.365
	I prefer green cosmetics because of reliable government regulations on product safety	.558	1.000	.684	.518
	I prefer green cosmetic because of the awareness created by the informative campaigns	.299	.684	1.000	.487
	I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	.365	.518	.487	1.000
Sig. (1-tailed)	I prefer green cosmetic because of the influence of information provided by the ads		.000	.001	.000
	I prefer green cosmetics because of reliable government regulations on product safety	.000		.000	.000
	I prefer green cosmetic because of the awareness created by the informative campaigns	.001	.000		.000
	I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	.000	.000	.000	

Interpretation: Pearson’s correlation varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all.

3.4.2 Reliability Test

The first look at in output is the Reliability Statistics table. This gives us Cronbach’s alpha coefficient.

Table 17. Scale statistics.

Mean	Variance	Std. Deviation	N of Items
57.02	129.414	11.376	16

Table 18. Reliability statistics.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.912	16

Table 19. Case processing summary.

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

We are looking for a score of over .7 for high internal consistency. In this case, $\alpha = .912$, Which indicates that there is a high level of reliability and the items in the test are highly correlated resulting in the further proceedings of the analysis. Hence, this implies that the factors chosen are of high internal consistency and shows that the questions in the

questionnaire are reliable.

3.4.3 One Sample Test

Table 20. T-TEST 1. One Sample Statistics.

	N	Mean	Std. Deviation	Std. Error Mean
I get influenced by my friends, family member on my purchasing decision:	100	3.27	1.033	.103
Referrals from my families and friends influence my intention to buy green cosmetic products	100	3.47	1.141	.114
Personal norm and personal values influence my intention to buy green cosmetic products:	100	3.70	1.133	.113

One Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I get influenced by my friends, family member on my purchasing decision:	31.645	99	.000	3.270	3.06	3.48
Referrals from my families and friends influence my intention to buy green cosmetic products	30.409	99	.000	3.470	3.24	3.70
Personal norm and personal values influence my intention to buy green cosmetic products:	32.668	99	.000	3.700	3.48	3.92

Primary Source

Interpretation: The above test indicates that “personal norms and personal values influence my intention to buy green cosmetics products” has the highest mean value of 3.70, this indicates that when it comes to preferring green cosmetics, GenZ is influenced by their personal norms and personal values. Since other factors are not very less than each other we can conclude that GenZ’s purchase decisions are also influenced by others opinion.

(Primary Source)

Ho-there is no sig. impact of Behavioral control influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption

H1- there is a sig. impact of Behavioral control influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Test results give the t-statistics of 32.668 with 49 df and the corresponding two-tailed value is 0.000. if the level of significance is 5%, we can see that the p-value obtained is less than 0.05. Therefore, we reject the null hypothesis and accept the alternate hypothesis which implies that Behavioral control influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Table 21. T-TEST 2. One sample Statistics.

	N	Mean	Std. Deviation	Std. Error Mean
My purchasing decision influenced by the market trend:	100	3.08	1.134	.113
I feel I can responsibly use natural resources by purchasing green cosmetics	100	3.80	1.044	.104
Through my personal choices of cosmetics I can contribute to the solution of environmental issues	100	3.62	1.108	.111
I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	100	3.78	.991	.099
I prefer green cosmetic because of reasonable pricing	100	3.26	1.107	.111

One Sample Test.

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My purchasing decision influenced by the market trend:	27.155	99	.000	3.080	2.85	3.31
I feel I can responsibly use natural resources by purchasing green cosmetics	36.382	99	.000	3.800	3.59	4.01
Through my personal choices of cosmetics I can contribute to the solution of environmental issues	32.669	99	.000	3.620	3.40	3.84
I prefer green cosmetics because I have the awareness regarding the details of the product being safe for environment	38.156	99	.000	3.780	3.58	3.98
I prefer green cosmetic because of reasonable pricing	29.459	99	.000	3.260	3.04	3.48

Primary Source

Interpretation: The above test indicates that “I feel I can responsibly use natural resources by purchasing green cosmetics” and has the highest mean value of 3.80. this indicates that when it comes to preferring green cosmetics, GenZ feels their responsibility for the use of natural resources while they purchase green cosmetics. the second highest is 3.78 which says that GenZ prefers green cosmetics because of the awareness done by the brand of being environment friendly.

The above table also indicates that purchase decision based on market trend has the least mean value.

Ho- there is no sig. impact of Consumer effectiveness influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption

H1- there is a sig. impact of Consumer effectiveness influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Test results give the t-statistics of 38.156 with 99 df and the corresponding two-tailed value is 0.000. if the level of significance is 5%, we can see that the p-value obtained is less than 0.05. Therefore, we reject the null hypothesis and accept the alternate hypothesis which implies that Consumer effectiveness influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Table 22. T - TEST 3 One sample Statistics.

	N	Mean	Std. Deviation	Std. Error Mean
I am concerned about the environment	100	4.09	.996	.100
Environmental values influence my intention to buy green cosmetic products	100	3.69	1.116	.112
When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	100	3.94	1.090	.109
Environmental concerns influence my intention to buy green cosmetic products	100	3.71	1.076	.108

One sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am concerned about the environment	41.068	99	.000	4.090	3.89	4.29
Environmental values influence my intention to buy green cosmetic products	33.052	99	.000	3.690	3.47	3.91
When I have a choice between two equal cosmetic products, I purchase the one less harmful to other people and the environment	36.144	99	.000	3.940	3.72	4.16
Environmental concerns influence my intention to buy green cosmetic products	34.484	99	.000	3.710	3.50	3.92

Primary Source

Interpretation: The above test indicates that “I am concerned about the environment” has the highest mean value of 40.9, this indicates that GenZ is concerned about the Environment and feels their responsibility. Since other factors are not very less than each other we can conclude that when GenZ purchase green cosmetic products they feel their environmental responsibility.

Ho-there is no sig. impact of Environmental responsibility influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption

H1- there is a sig. impact of Environmental responsibility influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Test results give the t-statistics of 32.668 with 99 df and the corresponding two-tailed value is 0.000. if the level of significance is 5%, we can see that the p-value obtained is less than 0.05. Therefore, we reject the null hypothesis and accept the alternate hypothesis which implies that Environmental responsibility influences positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Table 23. T-TEST 4. One Sample Statistics.

	N	Mean	Std. Deviation	Std. Error Mean
I prefer green cosmetic because of the influence of information provided by the ads	100	3.17	1.111	.111
I prefer green cosmetics because of reliable government regulations on product safety	100	3.34	1.112	.111
I prefer green cosmetic because of the awareness created by the informative campaigns	100	3.52	1.039	.104
I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	100	3.58	1.075	.107

One sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I prefer green cosmetic because of the influence of information provided by the ads	28.543	99	.000	3.170	2.95	3.39
I prefer green cosmetics because of reliable government regulations on product safety	30.033	99	.000	3.340	3.12	3.56
I prefer green cosmetic because of the awareness created by the informative campaigns	33.865	99	.000	3.520	3.31	3.73
I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust	33.309	99	.000	3.580	3.37	3.79

Primary Source

Interpretation: The above test indicates that “I prefer green cosmetics because of the authentic labeling on the product packaging which gives me a feeling of trust” has the highest mean value of 3.58, this indicates that authentic labeling on the product packaging generates trust towards the products. and the above table also shows that ads do have a major impact on the Genz purchase decision.

Ho-there is no sig. impact of Eco-labelling and certification influence positively Generation Z customers’ future intentions to engage in green cosmetic consumption

H1- there is a sig. impact of Eco-labelling and certification influence positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

Test results give the t-statistics of 33.309 with 99 df and the corresponding two-tailed value is 0.000. if the level of significance is 5%, we can see that the p-value obtained is less than 0.05. Therefore, we reject the null hypothesis and accept the alternate hypothesis which implies that Eco-labelling and certification influence positively Generation Z customers’ future intentions to engage in green cosmetic consumption.

4. Summary of Findings, Conclusions, And Suggestions

4.1 Findings

GenZ wants to live a healthy and sustainable lifestyle, the potential factors examined in this study that affect Generation Z consumers' purchasing behavior of green cosmetics reveal that they are essentially influenced by different groups of factors. By methodically examining the impact of four independent variables Behavioral control, consumer effectiveness, Eco-labelling, and certification, and Environmental responsibility. This study is the contribution to the literature on sustainable consumption of the generation. The findings of this study are:

There is a huge demand for Green cosmetics among GenZ or Generation Z, they aware of the impact of green cosmetics can be created to the Environment and their Health. And they are ready to switch to Green cosmetics from their chemical-based cosmetics. With the analysis of Factor behaviour control, it was found that when it comes to preferring green cosmetics, GenZ makes their purchase decision by their personal norms and personal values. They also like to listen to others' opinions and review before purchasing which indicates that GenZ makes their decision based on research and analysis. GenZ feels their responsibility for the use of natural resources while they purchase green cosmetics and they GenZ prefers green cosmetics because of the awareness done by the brand of being environment friendly. This clearly indicates that the Brand has to be clear with its positioning of the product. GenZ is concerned about the Environment and feels its responsibility to protect the environment. This generation is very smart and pretty much aware of environmental problems and Hazards. They participate in activities that are concerned with environmental sustainability same can be seen in their purchase decision. GenZ as a consumer does not believe in fake claims and promises made by brands, brands need to give proper authenticity to the claims that they make and certification from the government bodies to gain the trust of the consumers. Although there is a huge demand for Green cosmetics, people are still compelled to use chemical-based cosmetics because of the Pricing factor, on analysis it was found that many people are not able to afford green products due its pricing, so brands need to work on the pricing of the products to cater masses.

4.2 Conclusion

Generation Z (GenZ) prefers cosmetic brands that are focused on sustainability and environmental issues due to several key reasons based on the study are; Firstly, GenZ is highly conscious of the environmental problems our planet is facing and is driven to preserve and protect the environment. They are conscious of the consequences of their actions and are aware that the cosmetics sector has a large environmental impact. Secondly, Generation Z as a consumer is informed and embraces openness. They look for companies that truly care about sustainability and who back up their statements with defensible deeds. Marketing gimmicks and hollow promises do not easily sway GenZ. They want proof of a brand's dedication to sustainability, such as accreditation from reputable authorities or non-profit organizations. Thirdly, The GenZ generation is one that is highly concerned with the welfare of coming generations. They are inspired to support companies that share their beliefs and have favourable effects on the environment and society. They can contribute to a better future and take part in a group effort to address global concerns by selecting ecologically friendly and sustainable cosmetic companies. Lastly, Community reviews and opinions have a big impact on Gen Z customers. To obtain knowledge and make wise decisions, they rely on influencers, social networks, and online communities. A cosmetic brand is more likely to get favourable recommendations and endorsements from peers and GenZ influencers if it shows a sincere commitment to sustainability and environmental issues.

4.3 Suggestions

Suggestions for Brands: Brands need to make it transparent how committed they are to environmental issues and sustainability. This can be accomplished by emphasizing the ecologically friendly features of their products, such as the use of natural ingredients, sustainable packaging, and eco-friendly manufacturing procedures. Brands must offer genuine proof of their sustainability promises and initiatives. Getting certifications from reputable government agencies or independent groups can help build credibility and confidence among Gen Z customers. Brands should investigate pricing techniques that lower

the cost of green cosmetics in order to appeal to a wider consumer base. This can entail providing several price points, giving discounts, or creating more compact or handy products. For positive feedback and recommendations, brands should proactively interact with Gen Z influencers and social media communities. Brand loyalty can be further increased by embracing honest criticism and customer feedback.

Suggestions for GenZ consumers: Purchase decisions made by Gen Z customers should still be supported by study, analysis, and consideration of other people's views. They can make wise decisions by participating in online forums, reading reviews, and looking for trustworthy information sources. Sharing feedback and engaging with brands through social media or customer support channels can highlight the importance of pricing accessibility. Brands that genuinely care about sustainability and the environment should have the support of consumers. They may help increase the demand for genuinely green cosmetics by supporting firms with open practices and certifications and inspiring others to follow suit.

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