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Factors Influencing Generation Z's Intention to Purchase Environmentally Friendly Skincare Products

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ABSTRACT

Purpose: This study aims to explore how factors such as environmental concern (EC), subjective norms (SN), perceived behavioral control (PBC), and environmental attitude (EA) influence Generation Z, specifically their intention to purchase environmentally friendly skincare products.

Method: A quantitative research approach was employed, with a sample of 200 Generation Z consumers who have purchased environmentally friendly skincare products. The respondents were selected using purposive sampling, based on criteria including being born between 1995 and 2010, residing in Batam, and having purchased environmentally friendly skincare products. Data analysis was conducted using SPSS and SmartPLS software.

Result: The findings reveal that environmental concern (EC), perceived behavioral control (PBC), and environmental attitude (EA) significantly influence green purchase intention (GPI), while subjective norms (SN) do not have a significant effect. Additionally, SN and PBC influence GPI through EA, whereas EC does not significantly impact GPI via EA.

Practical Implications for Economic Growth and Development: The results of this study offer valuable insights for companies in the environmentally friendly skincare sector, helping them tailor effective marketing strategies to Generation Z consumers' preferences. By implementing the right strategies, companies can boost product sales and contribute to broader economic growth.

Keywords: *environmental concern, subjective norms, perceived behavioral control, environmental attitude, green purchase intention*

INTRODUCTION

Environmental damage has become a widespread and pressing issue globally, largely driven by global warming, which has significantly disrupted the Earth's climate systems (Dewi & Rastini, 2019). Indonesia, like many other countries, is also grappling with environmental degradation. The severity of this damage continues to worsen, heightening the risk of natural disasters and endangering human lives (Dewi & Rastini, 2019). One of the most urgent issues is the country's waste crisis, with landfills reaching capacity and unable to cope with the increasing volume of waste generated by the population's consumption patterns (Shalmont, 2020). Among the contributing industries, the cosmetics sector is a major player in environmental damage, particularly through the plastic waste produced by product packaging (Purwianti et al., 2023).

In Indonesia, physical appearance continues to be highly valued, often seen as a key factor in social interactions and perceptions (Irwanto, 2020). Maintaining one's appearance can be achieved through various means, with skincare products being among the most accessible options (Nadiya & Ishak, 2022). The popularity of skincare products has surged, playing a central role in the rapid expansion of the beauty sector. Faced with intense competition in both international and domestic markets, beauty brands frequently launch new products to stay relevant and attract consumers (Shalmont, 2020).

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Modern beauty brands are not only expanding their product lines but also integrating new technologies, innovative ingredients, and sustainable practices to appeal to increasingly environmentally-conscious consumers. According to Prabowo & Sigit (2023), eco-friendly products are becoming a global trend, and their popularity is growing in Indonesia as the public becomes more concerned about environmental issues. Many Indonesian brands are proving that the beauty industry need not come at the expense of the environment. Several local brands are adopting eco-friendly concepts, such as using natural ingredients, recyclable packaging, and supporting environmental conservation efforts (Shalmont, 2020). Notable brands like Botanical Essential, N'Pure, and Control Zero are demonstrating a strong commitment to environmental care, and their sustainability campaigns have become major selling points for Indonesian consumers.

However, the Indonesian skincare market is not limited to local brands. Several international eco-friendly skincare companies have also entered the market. Among the most popular international brands are Sukin from Australia, The Body Shop from the UK, and Amway from the USA, which have all gained a significant following for their environmentally friendly products. These international brands actively run campaigns to educate Indonesian consumers on the benefits and importance of using eco-friendly skincare products.

Given the highly competitive nature of the skincare market in Indonesia, the topic of consumer purchase intentions toward environmentally friendly skincare products is a compelling area of research. Studies on consumer purchase intentions for eco-friendly products have been conducted worldwide. International research on purchase intentions for environmentally friendly skincare products has been explored in various countries (Balaskas et al., 2023; Boon et al., 2020; Nguyen Tran Cam, 2023; Ogiemwonyi et al., 2023), and similar studies have also been conducted in Indonesia (Dewi & Rastini, 2019; Nadiya & Ishak, 2022; Prabowo & Sigit, 2023; Ruslim et al., 2022).

This study aims to address two key research gaps: the subject of the research and the research location. First, previous studies have not specifically focused on the purchasing intentions of Generation Z consumers toward environmentally friendly skincare products. Generation Z, however, represents a significant consumer group, as they are increasingly concerned about environmental issues and more inclined to choose sustainable products (Mardius et al., 2023). The second gap pertains to the research location. While earlier studies have concentrated on consumer purchasing intentions in Java, this study will focus on Generation Z consumers in Batam, Riau Archipelago Province. Batam was chosen as the research location based on data from BP Batam (2024), which identifies it as the city with the highest economic growth in the Riau Archipelago Province. Given Batam's economic potential, it is an ideal location for studying the growing market for environmentally friendly skincare products.

The results of this study are expected to provide valuable insights into the purchasing intentions of Generation Z consumers in Batam regarding eco-friendly skincare products. These findings could serve as secondary data for environmentally friendly skincare companies in developing targeted marketing strategies to succeed in the competitive eco-friendly skincare market in Batam.

METHOD

This study adopted a quantitative approach, focusing on Generation Z consumers who have purchased environmentally friendly skincare products. Primary data was collected through a Google Form containing a series of written questions. Respondents provided their answers using a 1-5 Likert scale, and the form was distributed via the researcher's social media platforms (Sirait & Afrindo, 2021). The purposive sampling technique was employed, meaning respondents were selected based on specific criteria to ensure the sample is representative and provides accurate results (Yang & Dini, 2023). The criteria for selecting respondents include: being part of Generation Z (born between 1995 and 2010), residing in Batam, and having purchased environmentally friendly skincare products.

This research is guided by Ketchen's (2013) theory, which states that each question in a survey represents 10 samples. With 15 questions in the survey, each respondent is considered to represent 10 samples. The data collected will be analyzed using SPSS and SmartPLS software to explore the correlations between variables and examine both direct and indirect influences (Purwianti, 2021).

Table 1. Measurement Items

Construct		Statement	Source
Environmental Concern (EC)	EC 1	I am concern about the current environmental conditions	(Panopoulos et al., 2023)
	EC 2	I am willing to decrease my consumption to protect the environment	
	EC 3	I realized that the impact of pollution on public health is worse than we think	
Subjective Norms (SN)	SN 1	If I buy environmentally friendly skincare products, people will have a good impression of me	(Wu & Chiang, 2023)
	SN 2	If I buy environmentally skincare products, people will have a positive opinion about me	
	SN 3	People around me influence my decisions in purchasing environmentally friendly skincare products	
Perceived Behavioral Control (PBC)	PBC 1	Buying environmentally friendly skincare products can help protect the environment	(Pandey & Yadav, 2023)
	PBC 2	Buying environmentally friendly skincare products can positively affect the environment	
	PBC 3	Buying environmentally friendly skincare products can have a transformative effect	
Environmental Attitude (EA)	EA 1	I love environmentally friendly skincare products	(Nekmahmud et al., 2022)
	EA 2	I feel so much better about myself when I buy environmentally friendly skincare products	
	EA 3	I think using environmentally friendly skincare products can help reduce pollution	
Green Purchase Intention (GPI)	GPI 1	I choose to buy environmentally friendly skincare products because of their eco-friendly nature.	(Nguyen Tran Cam, 2023)
	GPI 2	I purchase environmentally friendly skincare products due to their focus on environmental concern	
	GPI 3	In the future, I will buy environmentally friendly skincare products because of their positive environmental impact.	

Source: Developed by the authors (2024)

Hypotheses Development

Environmental Concern (EC)

Environmental Concern (EC) refers to an individual's sensitivity and awareness of environmental issues, which motivates them to adopt environmentally friendly behaviors. Consumers with high EC are more likely to choose eco-friendly products (Nadiya & Ishak, 2022). EC has become an important factor in business, as increasing awareness of ethical behavior and social practices related to environmental issues can lead to pro-environmental purchasing behaviors (Hernomo, 2021). EC plays a crucial role in promoting sustainable

behavior, as individuals with high EC tend to avoid products and services that harm the environment. Those with positive pro-environmental knowledge are more likely to develop favorable attitudes toward green product innovations (GPI) and engage in responsible consumption practices (Ogiemwonyi et al., 2023).

Balaskas et al. (2023) found that individuals with high EC are more likely to support GPI by purchasing environmentally friendly products. Similarly, consumers with strong environmental concerns are more inclined to buy eco-friendly skincare products as a way to demonstrate their commitment to environmental protection (Ruslim et al., 2022). Studies have consistently shown that higher EC is linked to a stronger intention to protect the environment, with purchasing green products being one of the most effective ways to do so (Zhang et al., 2019).

H1: EC significantly affects GPI

Subjective Norms (SN)

Subjective Norms (SN) refer to an individual's belief in following the guidance or recommendations of others, such as friends, family, or social media (Nadiya & Ishak, 2022). In other words, SN represent the social pressure exerted by those around them. The influence of close individuals tends to be more effective in shaping green purchasing intentions (GPI) when individuals believe that those important to them view these products positively (Boon et al., 2020). In the context of pro-environmental behavior, SN acts as a form of social influence, where pressure from others shapes an individual's intention to adopt environmentally friendly practices. Therefore, SN plays a significant role in influencing consumer intentions to engage in sustainable actions (Ogiemwonyi et al., 2023).

Dewi & Rastini (2019) found that SN can serve as a reference point, suggesting that the influence of others can shape potential consumers' purchasing intentions. Similarly, Ogiemwonyi et al. (2023) discovered that consumers making a GPI are often influenced by social pressure when deciding to purchase eco-friendly products. Individuals influenced by the social interactions around them play a crucial role in forming pro-environmental behaviors that support GPI (Zhang et al., 2019).

H2: SN significantly affects GPI

Perceived Behavior Control (PBC)

Perceived Behavioral Control (PBC) refers to an individual's belief in their ability to consciously control or regulate a specific behavior, giving them a sense of decision-making autonomy (Nadiya & Ishak, 2022). It can be defined as a person's understanding of how easy or difficult it is to perform a particular action, reflecting both their awareness of the factors that may facilitate or hinder their actions, as well as their perceived ability to manage those factors (Nekmahmud et al., 2022). According to Veronica & Lady (2023), individuals with a stronger sense of PBC over their actions tend to exhibit greater confidence and control, which enhances their intention to make a green purchasing intention (GPI).

Ruslim et al. (2022) found that PBC can positively influence an individual's intention to make a GPI, particularly when they feel they have the resources or opportunities to do so. Wu & Chiang (2023) also found that individuals with a higher sense of control over their green behavior are more likely to act in line with their intentions. In other words, a person's belief in their ability to control or regulate their behavior can significantly drive their intention to make GPI (Zhang et al., 2019).

H3: PBC significantly affects GPI

Environmental Attitude (EA)

Environmental Attitude (EA) refers to an individual's tendency to evaluate and respond emotionally to environmental issues, either positively or negatively. This attitude can guide individuals toward adopting environmentally friendly behaviors (Ogiemwonyi et al., 2023). According to Nekmahmud et al. (2022), individuals concerned about environmental and climate change issues are more likely to engage in behaviors that help reduce environmental pollution. EA plays a crucial role in shaping consumer attitudes by influencing their values and perceptions regarding sustainability, which in turn affects their intention to make a green purchasing decision (GPI) (Purwianti et al., 2023).

EA encourages and supports the purchase of green products, as consumers with a positive EA are more inclined to prioritize sustainability in their purchasing choices (Marvi et al., 2020). In the context of this study, EA can also be seen as a reflection of consumer behavior when selecting green products (Pebrianti & Aulia, 2021). Several studies (Nekmahmud et al., 2022; Ogiemwonyi et al., 2023; Pebrianti & Aulia, 2021; Purwianti et al., 2023; Sana Batool et al., 2023) have demonstrated that EA has a significant influence on GPI.

H4: EA significantly affects GPI

H5: EC significantly affects GPI, mediated by EA

H6: SN significantly affects GPI, mediated by EA

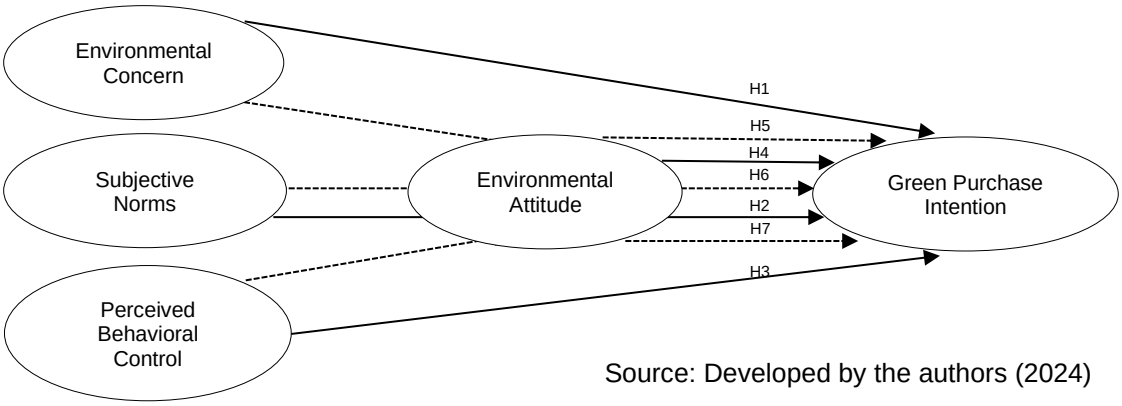
H7: PBC significantly affects GPI, mediated by EA

Green Purchase Intention (GPI)

Green Purchasing Intention (GPI) refers to the factors that influence an individual's decision to purchase environmentally friendly products (Nadiya & Ishak, 2022). GPI can also be defined as the decision-making process involved in selecting a product based on its environmental attributes (Dewi & Rastini, 2019). It serves as a motivation for individuals' actions, driven by their willingness and intent (Lim & Lady, 2023). GPI represents consumers' willingness, preference, and likelihood of choosing eco-friendly products (Veronica & Lady, 2023). Additionally, it can be understood as the consumer's readiness to purchase environmentally friendly products (Ruslim et al., 2022).

This study builds on the variables used in previous research (Boon et al., 2020; Dewi & Rastini, 2019; Nadiya & Ishak, 2022; Purwianti et al., 2023) with the goal of enriching the findings and extending the knowledge in this area. The conceptual framework for this study is illustrated in Figure 1.

Figure 1. Research Framework



Source: Developed by the authors (2024)

RESULT AND DISCUSSION

Table 2 presents the demographic characteristics of the respondents, including key variables such as gender, highest level of education, occupation, monthly income, monthly expenditure on skincare, and the environmentally friendly skincare brands they use.

Table 2. Demographic of Respondents

Category	Information	Amount	Percentage
Gender	Male	72	36.0%
	Female	128	64.0%
Last education	(SMA) Senior high school	155	77.5%
	(D3) Diploma	6	3.0%
	(S1) Bachelor	38	19.0%
	(S2) Magister	1	0.5%
Job	School Student	9	4.5%
	University student – not work	44	22.0%
	University student – work	104	52.0%
	Private Employees	40	20.0%
	Government Employees	-	-
	Unemployed	3	1.5%
Monthly income	Under IDR 3,000,000	49	24.5%
	IDR 3,000,001 – IDR 6,000,000	113	56.5%
	IDR 6,000,001 – IDR 9,000,000	27	13.5%
	IDR 9,000,001 – IDR 12,000,000	8	4.0%
	Above IDR 12,000,000	3	1.5%
Monthly spend for skincare	Under IDR 300,000	75	37.5%
	IDR 300,001 – IDR 600,000	98	59.0%
	IDR 600,001 – IDR 900,000	15	7.5%
	IDR 900,001 – IDR 1,200,000	7	3.5%
	Above IDR 1,200,000	5	2.5%
Environmentally friendly skincare brands used	Sukin	23	11.5%
	The Body Shop	92	46.0%
	Amway: G&H, Snapskin, Artistry	34	17.0%
	Sensatia Botanicals	20	10.0%
	Others	31	15.5%

Source: Processed data (2024)

Table 2 shows that of the total 200 respondents, the majority were female, with 128 respondents (64.0%). Most respondents had completed their education at the senior high school level, totaling 155 respondents (77.5%). A total of 104 respondents (52.0%) were university students who also worked, while 113 respondents (56.5%) had a monthly income between IDR 3,000,001 and IDR 6,000,000. Additionally, 98 respondents (49.0%) spent between IDR 300,001 and IDR 600,000 per month on skincare products, and the majority used The Body Shop brand, with 92 respondents (46.0%).

The questionnaire data were analyzed using SPSS to check for Common Method Bias (CMB). Data are considered free from CMB if the % of variance is less than 50% (Hasan, 2023). The processed data showed a % of variance value of 63.529%, indicating the presence of CMB. Since the CMB test did not meet the required threshold, an additional CMB test was conducted using SmartPLS. Data are considered free from CMB if the VIF value is below 5 (Hair et al., 2019). The output from SmartPLS showed that all VIF values were below 5, confirming that the data were not affected by CMB.

Table 3. Outer Loading, AVE, Croncbach's Alpha, and Composit Reliability

Variable	Item	Outer Loading	AVE	Valid	Cronbach's Alpha	Composite reability	Reliable
EC	EC1	0.767	0.638	Valid	0.838	0.840	Reliable
	EC2	0.894					
	EC3	0.726					
SN	SN1	0.762	0.615	Valid	0.829	0.903	Reliable
	SN2	0.824					
	SN3	0.765					
PBC	PBC1	0.862	0.706	Valid	0.877	0.878	Reliable
	PBC2	0.866					
	PBC3	0.790					
EA	EA1	0.812	0.702	Valid	0.876	0.876	Reliable
	EA2	0.845					
	EA3	0.857					
GPI	GPI1	0.832	0.646	Valid	0.845	0.845	Reliable
	GPI2	0.830					
	GPI3	0.746					

Source: Processed data (2024)

The data analysis results show that the outer loading values are valid, as all values exceed the recommended threshold of 0.6. To assess convergent validity, the general guideline is that the Average Variance Extracted (AVE) must be greater than 0.5. As shown in Table 3, the data meet the criteria for convergent validity, with AVE values above 0.5. Regarding the reliability test, both Cronbach's alpha and composite reliability must exceed the 0.6 threshold, as per the standard guideline. Based on Table 3, the constructs in the reliability test are considered reliable, as their values surpass 0.6 (Hair et al., 2019).

Table 4. Cross Loading

	EA	EC	GPI	PBC	SN
EA1	0.812	0.651	0.732	0.718	0.757
EA2	0.845	0.757	0.784	0.748	0.769
EA3	0.857	0.663	0.765	0.738	0.818
EC1	0.610	0.767	0.702	0.717	0.645
EC2	0.748	0.894	0.783	0.821	0.910
EC3	0.606	0.726	0.638	0.688	0.642
GPI1	0.751	0.738	0.832	0.756	0.789
GPI2	0.761	0.710	0.830	0.762	0.796
GPI3	0.673	0.695	0.746	0.711	0.636
PBC1	0.788	0.751	0.765	0.862	0.827
PBC2	0.759	0.794	0.800	0.866	0.870
PBC3	0.657	0.808	0.767	0.790	0.708
SN1	0.745	0.583	0.669	0.715	0.762
SN2	0.748	0.967	0.783	0.821	0.824
SN3	0.701	0.614	0.720	0.710	0.765

Source: Processed data (2024)

The data processing results in Table 4 show that the cross-loading values are valid, as all values meet the rule of thumb, with a minimum value of 0.7 (Ghozali, 2021).

Hypotheses Testing

According to the results presented in Table 5 and Table 6, which show the outcomes of hypothesis testing, a hypothesis is considered accepted if the T-statistic is greater than 1.96 and the P-value is less than 0.05, indicating a significant effect of the mediating variable. The test results reveal that the following hypotheses are accepted: H1, which asserts that EC influences GPI; H3, which asserts that PBC influences GPI; H4, which asserts that EA influences GPI; H6, which posits that SN affects GPI through the mediation of EA; and H7, which posits that PBC influences GPI through the mediation of EA. The hypotheses that were rejected are H2, which asserts that SN do not influence GPI, and H5, which asserts that EC does not influence GPI through the mediation of EA.

Table 5. Direct Effect

Hypothesis	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
EC → GPI	0.188	0.071	2.612	0.009	Accepted
SN → GPI	0.144	0.092	1.588	0.113	Rejected
PBC → GPI	0.296	0.090	3.226	0.001	Accepted
EA → GPI	0.307	0.093	3.328	0.001	Accepted

Source: Processed data (2024)

Table 6. Indirect Effect

Hypothesis	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
EC → EA → GPI	0.031	0.033	0.959	0.338	Rejected
SN → EA → GPI	0.094	0.038	2.536	0.011	Accepted
PBC → EA → GPI	0.143	0.054	2.667	0.008	Accepted

Source: Processed data (2024)

Discussion

This study found that EC has a positive effect of 0.188 on GPI, indicating that individuals with a higher level of environmental concern are more likely to express an intention to purchase environmentally friendly products. This relationship is statistically significant, as shown by a T-statistic of 2.612 and a P-value of 0.009, both of which are well below the commonly accepted thresholds for significance. These findings suggest that EC plays a crucial role in shaping individuals' green purchasing intentions. The results align with previous studies by Balaskas et al. (2023), Nekmahmud et al. (2022), Ruslim et al. (2022), Vania (2021), and Zhang et al. (2019), all of which found that EC significantly influences GPI. Therefore, the hypothesis that EC influences GPI is accepted.

In contrast, the effect of SN on GPI is positive (0.144), but it is not statistically significant, with a T-statistic of 1.588 and a P-value of 0.113, which exceeds the threshold for significance. This suggests that social norms, or the pressure to conform to the expectations of others, do not significantly influence GPI in this study. This result implies that, in the context of green purchasing, social influence is not a decisive factor for Generation Z consumers in Batam. This finding is contrary to previous studies by Dewi & Rastini (2019), Nekmahmud et al. (2022), Ogiemwonyi et al. (2023), Yen & Mai (2020), and Zhang et al. (2019), all of which found that SN had a significant impact on GPI. The results suggest that Generation Z consumers in Batam are independent in their purchasing decisions, and that their green

purchasing behaviors are driven more by personal beliefs and attitudes rather than external social pressure. Therefore, the hypothesis that SN influences GPI is rejected.

PBC has a positive effect of 0.296 on GPI, indicating that individuals who feel confident in their ability to make environmentally friendly purchasing decisions are more likely to engage in such behaviors. This effect is statistically significant, as evidenced by a T-statistic of 3.226 and a P-value of 0.001, both of which pass the significance threshold. These results suggest that an individual's perceived control over their ability to make green purchasing decisions plays an important role in determining their intention to buy green products. This supports the findings of Dewi & Rastini (2019), Nekmahmud et al. (2022), Ogiemwonyi et al. (2023), Yen & Mai (2020), and Zhang et al. (2019), all of which reported a significant effect of PBC on GPI. Therefore, the hypothesis that PBC influences GPI is accepted.

EA has a positive effect of 0.307 on GPI, meaning that individuals with a more positive attitude toward environmental sustainability are more likely to make green purchasing decisions. The relationship is statistically significant, with a T-statistic of 3.328 and a P-value of 0.001, both of which exceed the critical threshold for significance. These findings suggest that attitudes toward environmental sustainability play a key role in motivating individuals to engage in GPI. This is consistent with the research of Nekmahmud et al. (2022), Ogiemwonyi et al. (2023), Pebrianti & Aulia (2021), Purwianti et al. (2023), and Sana Batool et al. (2023), all of which identified EA as a significant factor influencing GPI. Thus, the hypothesis that EA influences GPI is accepted.

When examining the mediating effects, EC has a positive but statistically insignificant effect on GPI through the mediation of EA, with a T-statistic of 0.959 and a P-value of 0.338. These results suggest that, in this study, EC does not significantly influence GPI through EA, meaning that environmental concern alone does not translate into stronger green purchasing intentions when mediated by attitudes toward environmental sustainability. This finding contrasts with studies by Ogiemwonyi et al. (2023) and Purwianti et al. (2023), which found a significant indirect effect of EC on GPI through EA. The lack of significance in this study could indicate that while consumers may express concern about environmental issues, they may not always act on those concerns due to practical barriers like cost, convenience, or lack of awareness. As a result, the hypothesis that EC influences GPI through the mediation of EA is rejected.

SN has a positive effect of 0.094 on GPI through the mediation of EA, which is statistically significant, with a T-statistic of 2.536 and a P-value of 0.011. This suggests that social norms, when mediated by attitudes toward environmental sustainability, can influence individuals' intentions to purchase green products. This finding supports the idea that social pressure can play a role in shaping pro-environmental behavior, particularly when it aligns with individuals' values and attitudes toward sustainability. Therefore, the hypothesis that SN influences GPI through the mediation of EA is accepted. This is in line with the findings of Budiman & Andriani (2019), Ogiemwonyi et al. (2023), and Purwianti et al. (2023), which indicated that social norms can significantly affect GPI through EA.

PBC also has a positive and statistically significant effect on GPI through the mediation of EA, with a T-statistic of 2.667 and a P-value of 0.008. This suggests that individuals who feel they have control over their purchasing decisions are more likely to engage in environmentally conscious behaviors, but this relationship is strengthened through a positive attitude toward environmental sustainability. These findings highlight the importance of self-efficacy and confidence in driving green purchasing intentions, particularly when mediated by a pro-environmental attitude. Therefore, the hypothesis that PBC influences GPI through the mediation of EA is accepted. These results are consistent with the research of Budiman & Andriani (2019) and Purwianti et al. (2023), who found that PBC plays a significant role in promoting GPI, especially when mediated by EA.

CONCLUSION

This study examines how environmental concern, subjective norms, perceived behavioral control, and environmental attitudes influence Gen Z's intention to purchase environmentally friendly skincare products. From the results, two out of seven hypotheses were rejected. The findings suggest the following conclusions: (1) individuals' concern about environmental damage positively influences their intention to purchase green products, (2) intrinsic beliefs in social recommendations do not significantly promote the intention to purchase green products, (3) self-awareness regarding environmentally friendly skincare products encourages the intention to purchase such products, (4) positive attitudes toward green skincare products promote the intention to purchase them, (5) concern about environmental damage does not influence the intention to purchase green products through individual attitudes, (6) intrinsic belief in complying with social recommendations does positively affect the intention to purchase green products through individual attitudes, and (7) self-awareness regarding eco-friendly skincare products enhances the intention to purchase such products through individual attitudes.

Based on these findings, several recommendations are made for companies producing environmentally friendly skincare products, particularly regarding how to enhance consumer awareness, especially among Generation Z, about the environmental impacts of their purchasing decisions. One key recommendation is for companies to invest in educational campaigns that emphasize the negative environmental effects of conventional skincare products. These campaigns should leverage technologies such as social media, online platforms, and mobile apps to effectively engage this tech-savvy demographic. Supporting evidence from existing studies indicates that environmentally conscious consumers are more likely to choose sustainable products and are motivated by the desire to reduce their ecological footprint. By educating consumers and highlighting the environmental benefits of green skincare, companies can strengthen consumer loyalty, encourage the adoption of sustainable products, and contribute to broader environmental goals.

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