

Environmental consciousness and Gen Z consumer behaviour towards ecological cosmetics

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Abstract

The purpose of this research was to learn more about the purchasing, application, and disposal patterns of green cosmetics among members of Generation Z. Promote goods that use organic or natural components and are created to have a small ecological footprint throughout their life cycle. The benefits and opportunities of work to promote sustainable beauty methods of the World will also be studied, as will the environmental impact of green cosmetics compared to conventional cosmetics. Finally, this research will shed light on how green cosmetics can play a part in influencing the next generation of environmentally conscious customers. Generation Zers in particular pay a lot of attention to issues of sustainability and the environment these days. In an effort to lessen their impact on the environment and their health, many people today prefer "green cosmetics," or items that are gentler on the planet. Mini-lockdowns caused by the COVID-19 outbreak have also helped spread the word about the correlation between outward appearance and overall health. Gen Z spent a lot of time on social media while being unable to go out, suggesting they may have been profoundly affected. The essay presents a literature review on the conceptual, legal, and risk analysis constraints and opportunities of green cosmetics. Exploratory documentary research, analysed and interpreted scientific journal articles, government agency reports, and natural and organic cosmetic certification systems form its basis. Web pages, technical handbooks, statutes, rules, and decrees were all combed through as part of the investigation into official publications and accreditation programmes.

Keywords: *Green cosmetic, Gen Z, Environmental awareness, Consumer behavior.*

1. Introduction

As a result of the environmental movement, many people's attitudes and practises about the environment have shifted dramatically (Kong.; Harun; Sulong; Lily, 2014). According to research by Abija, Bejan, and Grant (2018), consumers are more loyal to businesses that practise sustainability because of the benefits they provide. Many shoppers are becoming conscious of the link between their purchasing habits and environmental harm as a result (Statista research department, 2020). This green measure will encourage businesses to develop new eco-friendly products with reduced environmental impact. It's possible for a business to sell only environmentally friendly goods, but it's more common

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for them to sell both eco-friendly and traditional items (Dangelico & Vocalelli, 2017). After four years of above 5% annual growth, the global cosmetics industry is projected to be worth US\$500 billion in 2019 (Statista research department, 2019). The cosmetics business has produced a wide variety of products, including those geared towards healthier lifestyles and those that are more eco-friendly, in response to consumer demands, particularly those of generation Z. (Dimitrova, Kaneva, Gallucci, 2009). Sixty-four percent of women prefer organic components, sixty percent favour sustainable features, and fifty-two percent favour cosmetics with vegan ingredients, according to a worldwide survey on the significance of eco-friendly features in cosmetics. Despite the growing interest in "green cosmetics" among both businesses and consumers, especially on social media, no universally accepted definition of the term exists. Despite this, "green cosmetics," as defined by the study (McEachern; McClean, 2002), are defined as goods that aim to protect the environment while also minimising pollution, responsibly using renewable resources, and protecting animals and species.

Pro-environmental, sustainable, and "green" consumer habits have received a great deal of attention from academics and professionals alike in recent years. The purchasing habits of millennials and Gen Zers, especially in underdeveloped nations, have received scant attention.

Internal, societal, and environmental concerns should all be factored into studies of cosmetics and personal care items. Still, when it comes to body care, it's crucial to prioritise health awareness, whereas in the case of beauty products, it's all about the name brand and the quality. External factors, such as price and environmental information, have been shown to have an effect on the purchase of green cosmetics, but the bulk of studies have focused on the influence of internal variables (such as environmental views, values, and attitudes). The TPB is especially useful since it facilitates improved comprehension and prediction of customer purchasing behaviour.

The ideas, attitudes, and purchase decisions of modern consumers are profoundly influenced by social media. Researchers in the cosmetics business and elsewhere have studied the impact of social media on consumers' eco-friendly purchasing decisions. Customers' perceptions of eco-friendly cosmetics can be influenced by social media influencers, who can then encourage and support environmentally conscious actions (Heinonen, 2011). The advent of social media has altered the dynamic between buyers and sellers, facilitating increased dialogue on eco-friendly goods and a more exciting shopping experience for end users. The majority of product knowledge among Gen Z comes from social media. The cosmetics industry now relies heavily on social media as a means of communication. 37% of respondents in a global poll conducted in 2019 said they learned about new online beauty firms from social media marketing, 33% from friends' recommendations, and 22% from the writings of seasoned beauty bloggers. In addition, 22% of consumers have learned about new products through to celebrity endorsements (cycles & Text, n.d.; Statista research department, 2022). Thus, studies into the psychological and behavioural effects of social media are expanding.

The literature review will be covered first, followed by an examination of the data and the research design, methodology, and hypotheses. At last, we'll pore over the survey data. We will conclude with some suggestions, some caveats, and some general thoughts.

The Theory of Planned Behaviour (TPB) is a popular social cognitive model that seeks to explain impromptu behaviour variation. The model's foundation is the idea of "purchase intent," or the desire to make a purchase. According to TPB, beliefs about behaviour, social pressure, and a sense of agency all play a role in shaping actual behaviour. A person's attitude can be defined as their set of held thoughts and beliefs regarding a particular activity. People are more inclined to act in a given way if they have a favourable outlook on that activity, as proposed by (Ajzen). Subjective norms are people's firm resolve to act in a given way in response to their own internalised understandings of

prevailing social expectations and pressures. Whether or whether a person's motivation is affected by their estimation of the difficulty or ease of doing a certain behaviour is revealed by their "perceived behavioural control."

Many studies have used the TPB model to analyse consumer preferences for eco-friendly products, including organic eating, recycling, and a zero-waste living in one's routine. As was said before, TPB is commonly used to analyse customers' intentions to purchase green products, particularly in the cosmetics business. Generation Z does not place a great value on environmental issues, but Ahmad and Omar found that this was not a deterrent to their purchase of natural cosmetics. Consumers' predisposition to purchase eco-friendly cosmetics is impacted by environmental worries, according to (Kim and Seock, 2019), who condemned this strategy. Multiple authors concur with (Kimetto Al's) claim that all of her TPB variables significantly impacted customers' propensity to buy green beauty products. Consumers who have had favourable experiences with other organic products are more likely to be open to trying organic cosmetics. Ma, Rau, and Guo found that environmental literacy affects shoppers' intent to purchase eco-friendly cosmetics.

We observed that some research shows a strong link between environmentally conscious beliefs and green purchasing practises, while other research shows a lesser link. Several research have shown that favourable views towards environmentally friendly cosmetics affect desire to buy.

2. Literature Review:

Influencers (I): The impact of natural beauty products is investigated in this study. A total of 154 millennial women from the Greater Jakarta area followed influencers who they knew would buy the cosmetics the influencer recommended. Multiple linear regression analysis is used as a quantitative tool in this investigation. Based on the findings of this research, an attractive person and a convincing product are the only two independent variables associated with the attractiveness factor. Customers' attitudes will change for the better, which will have a knock-on effect on the genz generation's propensity to make purchases. In order to persuade consumers to buy a product, an influencer must convince them that using the product would make them look better, delight in using the item. In addition, influencers need to make the product appealing by inspiring people to take action. ((Widyanto, H. A., & Agusti, C. R. (2020)

Natural and green cosmetic ingredients (NI): Green products are becoming increasingly popular around the world in many different markets. However, there hasn't been a tonne of research done on how consumers feel about eco-friendly items, especially in the realm of cosmetics. There is a gap in the literature regarding the definition of what constitutes a "green" or "organic" product, as defined by customers. Furthermore, very little research has been conducted on how knowledgeable consumers actually are about green certifications and labels. The purpose of this research is to offer multi-pronged solutions to these issues in the eco-friendly beauty industry. Consumers' views on product ingredients, production methods, and labelling were initially investigated through a series of in-depth interviews. The next step involved administering an experimental survey to a sample of 105 French women. An image of a new shampoo that would soon be available in France was displayed to the sample, together with a CosméBio label detailing the proportion of organic elements present in the product (10%, 50%, 75%, or 100%). The manufacturer's claim that their shampoo was "organic" was not supported by any certification, which negatively affected its perceived quality and sales. In addition, the respondents believe that a product is not truly organic if it contains less than 75% organic components, and that it does not perform notably better on the majority of measures if it does. Producers of green cosmetics and certification bodies are discussed for their contributions. According to (Cervellon,Marie-Cécile,2011).

Environmental concern of consumers safe (ENS): One of the most important factors in understanding consumer attitudes and intentions by health and product quality is people's concern for the environment. Numerous studies have demonstrated that people's views towards "Green Cosmetics" can be favourably influenced by environmental concerns. Consumers' purchases of organic food and eco-friendly products demonstrate their concern for the environment and their willingness to engage in pro-environmental behaviour (Thgersen, 2011; Zou & Chan, 2019). Consumers' purchases of organic and environmentally friendly products are a reflection of their pro-environmental attitudes, as noticed by both Wojciechowska-Solis and Barska. Kim and Chung found that customers' concern for the planet had a favourable effect on their willingness to pay more for organic personal care products.

Human and environmentally friendly (HEF): Personal care goods, such as cosmetics, have been linked to water and soil contamination because of the chemicals they contain. These compounds may also pose a threat to human health. Furthermore, the usage of animal-based components in cosmetics has been linked to ecological imbalance, extinction,... Also, cosmetics testing on animals can spread disease and even be fatal to the test subjects. Therefore, those who identify as "green lifestyle" advocates have little choice but to embrace the growing market for "green cosmetics." These items aid in environmental preservation because they are not tested on animals. (Khaola, P., B. Potiane, and M. Mokhethi. 2014. 7. Subjective criteria for a humane and environmentally-conscious online space.

Limit Animal Testing (LAT): Eco-friendly cosmetics reduce the need for unnecessary animal experimentation, ensuring a safer end product. Products from well-known brands that don't give a hoot about production ethics. If you knew that the price of your lipstick or foundation was the life of animals, would you still use it? L'Oreal, Lancôme, MAC, Estée Lauder, Cover Girl, and Revlon are just some of the well-known brands that conduct animal testing (on rabbits, mice, dogs, and cats). These are only a few examples, and unfortunately, animal testing is still commonplace in the cosmetics industry, especially among the hundreds of thousands of businesses trying to break into the rapidly growing Chinese market. More and more animal rights organisations are prepared to speak out against the cruel practise of using animals in cosmetics testing. Their posts and messages to individuals all around the world are increasing their influence. The LAT movement seeks to reduce the use of animals in experimental.

Elicit consumer behavior (ECB): Describes the steps involved in finding, selecting, purchasing, and using a product to meet individual needs. Understanding consumer behaviour provides answers to fundamental concerns like "how" and "why" shoppers make purchases. Companies put in a lot of time and money into this research because they know it will pay off in increased profits and success. There are people involved in the consumer behaviour process at various points in the buying cycle. The emergence of the Internet and various social networking platforms has made it more easier and more objective to monitor the decision-making processes and purchasing habits of customers. Someone who is concerned about the environment and makes their living selling environmentally friendly products is more likely to purchase items that have earned the "green credit." Green marketing is a popular strategy used by businesses today to advertise the positive impact their offerings have on the environment. Promoting goods and services in a way that is gentler on the planet is gaining popularity. Campaigns conducted online tend to cost far less than those conducted offline. Increasing numbers of people are considering environmental impacts when making decisions. A growing number of businesses recognise that their customers want to feel connected to them. They are aware that they must act in a way that is natural and non-detrimental to the environment, and that green marketing strategies like green websites, eco-labels, and environmental advertising can be used as a resource in this endeavour. These governmental initiatives have a large effect on consumer shopping habits because of their

goal of promoting environmentally friendly items and reducing the environmental impact of manufactured goods. According to research by Alkhayyat and Stita (2021), demand for sustainable goods is on the rise. When making a purchase, eco-conscious shoppers should consider not only the product's environmental impact but also the materials utilised to create it. Green pricing, green pricing for cosmetics, and green advertising all play a role in shaping consumers' final purchasing decisions. Consumers are drawn to "green" goods because of the positive impact they have on the planet. Participants' final buying decisions are significantly impacted by the presence of green labels on products. There is a strong correlation between green consumerism and green products. Quality and dependability are intertwined with them. However, many consumers are hesitant to buy eco-friendly products due to their perceived higher price. If the product's price remains stable or climbs excessively, the product's environmental benefits can be used to gain an edge over the competition. As consumer concern for the environment rises, so does the number of environmental advertisements. The words "recyclable," "ozone-safe," "eco-friendly," and "biodegradable" are regularly used in green advertising. Commercials with ecological messages are more likely to be seen and engaged with if consumers have faith in the brands behind them. The hypothesis of this research is that eco-friendly marketing initiatives significantly affect people's propensity to make purchases online. Get people to do what you want them to do (ECB).

Research variables and hypotheses

Dependent Variable	Independent Variables	Independent Variables	
Elicit consumer behavior (ECB)	Influencers (I)	H1	I has a positive impact ECB
Humane and environmentally friendly (HEF)	Natural ingredients (NI)	H2	NI has a positive impact HEF
	Extracted from nature, absolutely safe (ENS)	H3	ENS has a positive impact HEF
Environmental protection (EP)	Elicit consumer behavior (ECB)	H4	ECB has a positive impact EP
	Humane and environmentally friendly (HEF)	H5	HEF has a positive impact EP
	Limit Animal Testing (LAT)	H6	LAT has a positive impact EP
Behavior buy Green Cosmetic (BGC)	Environmental protection (EP)	H7	EP has a positive impact BGC
	Limit Animal Testing (LAT)	H8	LAT has a positive impact BGC

Proposed research model

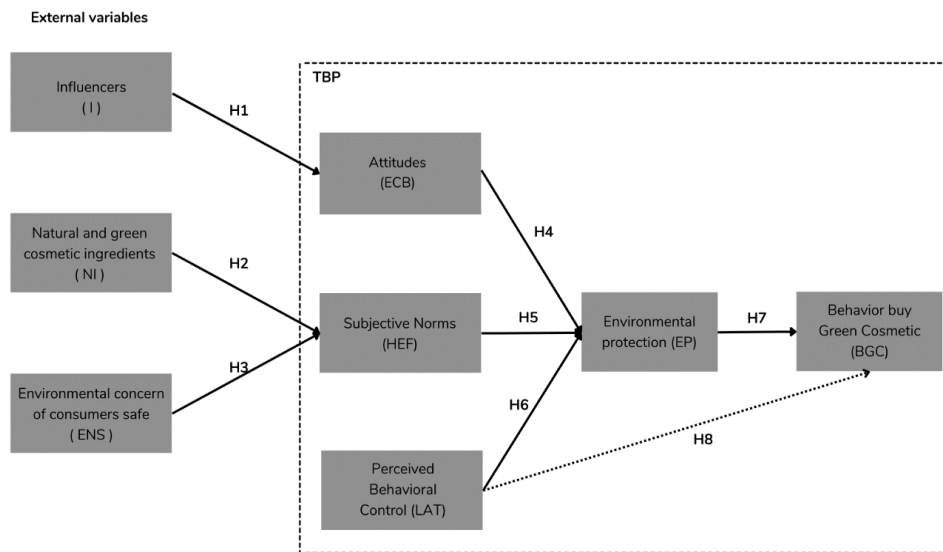


Figure 1. Proposed research model

Data sources:

Methods of data collection + compiled table: The study focused on the role of TPB and other factors in influencing millennials to buy green cosmetics on social media.

I summed up the literature review and used keywords like TPB and green cosmetics to find relevant publications. Similar research followed the same protocols as their predecessors. The collected papers were checked for consistency using the following criteria:

- Publications must be within the last 20 years, when the government began to recognise the value of natural and organic cosmetics.

The use of TPB and eco-friendly cosmetics should be reflected in published works.

Articles must detail their techniques and findings; these should be fully developed and presented.

In this planned coverage study, three external elements were identified: eco-friendliness, certifications, and ingredient transparency. Recent research has been published, and so have subjective norms. However, this variable is reportedly utilised in TPB according to prior studies. As a result, the authors considered subjective norms to be a potential factor that influences intended use behaviour directly, without the need for any other intermediary variables. Previous research was combined with this meta-analysis's findings to identify shared contextual factors.

(see Table 1).

Table 1. External variables explored across different databases

External variables	Database				
	Google scholar	IEEE	Springer	Scimago journal	Total
Influencers	37	12	3	21	73
Natural and green cosmetic ingredients	14	5	16	20	55
Environmental concern of consumers safe	2	18	4	22	46

In order to expand a comprehensive research model, including the model TPB, which is used in connection with external variables and discovered research findings in previous articles to produce the offered hypotheses, the synthesis of 81 investigations examined the external components.

Research Framework and Hypotheses:

Influencers:

When it comes to cosmetics, "green" or environmentally friendly options are those that prioritise sustainability, ethical sourcing, and natural ingredients. Here are some key factors to look for when choosing environmentally friendly cosmetics:

1. Natural and Organic Ingredients: Look for products that use natural or organic ingredients, rather than harsh chemicals. These ingredients are often sourced from sustainable and ethical producers, and are better for the environment.
2. Cruelty-free: Choose cosmetics that are not tested on animals. Look for certifications like Leaping Bunny or PETA's Beauty Without Bunnies to ensure the brand does not test on animals.
3. Ethical and Transparent Sourcing: Look for brands that are transparent about their sourcing practices and use ethical ingredients. Some brands may use Fair Trade ingredients, or partner with organisations that support sustainable agriculture and development.

By choosing environmentally friendly cosmetics, you can help reduce your impact on the planet and support ethical and sustainable business practices.

Natural and green cosmetic ingredients:

Ingredient transparency refers to the practice of disclosing all the ingredients used in a product, including their source and purpose. For green cosmetics, ingredient transparency is particularly important because consumers who are concerned about the environment and their health want to know what they are putting on their skin and whether the ingredients are safe and sustainable.

Brands that practice ingredient transparency often provide a full list of ingredients on the product label, website, or other marketing materials. This information can include the common name of each ingredient, as well as any trade names or synonyms. Some brands also provide additional information about the source of the ingredients, such as whether they are organic or sustainably sourced.

Ingredient transparency can help consumers make informed decisions about the cosmetics they use, and it can also increase consumer trust in the brand. By being transparent about their ingredients, brands show that they are committed to producing safe and sustainable products.

In addition to providing a list of ingredients, some green cosmetics brands go a step further by explaining the purpose of each ingredient and how it benefits the skin. This

level of detail can help consumers understand the product better and make more informed decisions about which cosmetics to purchase.

Overall, ingredient transparency is an important factor for consumers who are looking to purchase green cosmetics, and it can help brands build trust and credibility with their customers.

Environmental concern of consumers safe:

Certifications are third party assessments that verify whether a product meets specific standards or criteria. For green cosmetics, certifications are particularly important because they provide assurance to consumers that the product is environmentally friendly, sustainable, and ethical.

There are several certifications that are commonly used for green cosmetics. Here are a few examples:

- **USDA organic:** The USDA Organic certification ensures that the product contains at least 95% organic ingredients and that no synthetic fertilizers, pesticides, or genetically modified organisms (GMOs) were used in the production process
- **COSMOS:** The COSMOS certification is a European standard that verifies that the product is made with natural and organic ingredients and that the production process is environmentally friendly and sustainable.
- **Ecocert:** The Ecocert certification verifies that the product contains at least 95% natural ingredients and that the production process is environmentally friendly and sustainable
- **Leaping Bunny:** The Leaping Bunny certification verifies that the product and its ingredients were not tested on animals.
- **Fair Trade:** The Fair Trade certification verifies that the ingredients used in the product were sourced from farmers or workers who were paid a fair wage and had safe working conditions.

These certifications can provide consumers with assurance that the green cosmetics they purchase are made with environmentally friendly and sustainable practices. They can also help consumers make informed decisions about which products to purchase, especially if they prioritise certain ethical or environmental standards. Overall, certifications are an important factor for consumers who are looking to purchase green cosmetics, and they can help brands build credibility and trust with their customers.

3. Research Methodology:

Scientific article surveys were conducted in...The searches were conducted using sophisticated form. The terms green cosmetics, organic cosmetics, and "natural cosmetics were entered in the fields subject/ descriptor (or an equivalent) and words of title. Since we only chose publications in English, French, and Vietnamese, the language is the criterion for inclusion of the articles.

Research Design

The methods and methods of data gathering employed in this inquiry were quantitative. Because it only considered variables at one specific time point, this study was able to achieve its goals. The major study design was a survey since it provided a more accurate representation of the thoughts of the respondents. Using this method, all of the respondents' responses were compiled and dealt with in a reasonable amount of time and for a reasonable cost. A survey form was prepared and delivered to the group mentor for

completion and evaluation prior to polling the students. Google Forms served as the study's platform.

Sample (sample, size, sampling, population):

The rationale for recruiting Generation Z is that this demographic represents a major target market for the cosmetics industry, tends to be more aIn addition to testing and evaluating it based on the crises that have occurred, it is also necessary to check its effectiveness and feasibility by hypothetical crisis situations that are possible but have not yet occurred. ware and concerned about environmental damage, and they exhibit a larger preference for buying sustainable goods, such as green cosmetics. The data was collected by us. We chose to use a non-probabilistic method. Our sampling will be based on defined research criteria (e.g. gender, age, geographical location, etc.). This means that we will be very specific in our research and that the probability of being interviewed will be reduced (which means that not everyone will be able to participate). In the first instance we wanted to use the convenience sampling method. The problem is that the population interviewed at the FPT University does not represent the global mindset of the Vietnamese generation Z because they are mostly well-to-do people. We decided to distribute our questionnaires only online knowing the population we were targeting. The data collection was done by means of an online questionnaire using Google Docs with the link shared on the social networks (storie, discussion group etc) of the young people or through personal contacts of the researchers.

We sent the questionnaire to about 100 persons to have the most answers possible.

The data was collected from a survey created in February 2023 in a private university in Vietnam.

Measurement

Table 2. Measurement items of constructs in the model

Constructs	Code	Measurement items	Sources
Influencers (I)	I1	Do you often view cosmetic content on social networks ?	Meijuan, 2019 Haniruzila Hanifa Qaisar Iqbal, 2018
	I2	Before buying cosmetics, do you check the product reviews of influencers ?	
Natural ingredients (NI)	NI1	Have you ever learned about the use of green cosmetics on social networks ?	Tukker et al., 2010, Liu et al., 2010, Liobikienė and Dagiliūtė, 2016
	NI2	Do you think green cosmetics are made from 100% plants ?	
	NI3	If you know how to use natural cosmetics, it will help farming, will you use it ?	
Extracted from nature, absolutely safe (ENS)	ENS1	Have you ever learned about the benefits of green cosmetics ?	Patsnap, in 2022, CrossRef
	ENS2	Do you agree that using green cosmetics will contribute to environmental protection?	
Humane and environmentally friendly (HEF)	HEF1	Do you agree that using green cosmetics will be safe for the skin ?	Factors influencing consumer purchasing behavior
	HEF2	Do you think you will change from using conventional cosmetics using green cosmetics ?	

Data analysis:

SmartPLS 4.0.9.1 tool was used for analyzing collected data in this study. This is a calculation method to evaluate and measure salary accurately.

4. Result:

Measurement model evaluation:

Table 3. Convergent validity

Constructs	Items	Factorloading	VIF	Cronbach's Alpha	CR	AVE
Influencers (I)	I1	0.955	1.305	0.425	0.739	0.604
	I2	0.543	1.079			
Humane and environmentally friendly (HEF)	HEF1	0.907	1.165	0.211	0.695	0.549
	HEF2	0.526	1.014			
Natural ingredients (NI)	NI1	0.960	1.344	0.602	0.807	0.683
	NI2	0.667	1.228			
Extracted from nature, absolutely safe (ENS)	ENS1	0.701	1.214	0.412	0.767	0.625
	ENS2	0.871	1.072			

Table 4. Discriminant validity (Fornell-Larcker Scale)

	I1	I2	NI1	NI2	NI3	ENS1	ENS2	HEF1	HEF2
I1	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
I2	0.272	1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
NI1	0.402	0.224	1.000	0.000	0.000	0.000	0.000	0.000	0.000
NI2	0.097	0.210	0.431	1.000	0.000	0.000	0.000	0.000	0.000
NI3	0.204	0.303	0.396	0.357	1.000	0.000	0.000	0.000	0.000
ENS1	0.258	0.167	0.393	0.418	0.296	1.000	0.000	0.000	0.000
ENS2	0.239	0.269	0.458	0.398	0.526	0.260	1.000	0.000	0.000
HEF1	0.347	0.194	0.240	0.256	0.360	0.214	0.230	1.000	0.000
HEF2	0.170	0.336	0.210	0.238	0.544	0.359	0.560	0.119	1.000

Structural model evaluation:

Presents the *RR2* values for BGC (0.053, Moderate), ECB (0.161, Moderate), EP (0.924, High), HEF (0.268, Moderate).

Table 5. The value of *RR2* for coefficient of determination

Dependent variables	R Square	Levels
BGC	0.053	Moderate
ECB	0.161	Moderate
EP	0.924	High
HEF	0.268	Moderate

Table 6. Hypotheses testing results

H	Relationship	β	Mean	SD	t-value	p-values
H1	I -> ECB	0. 808	3.938	0. 851	0. 985	0
H2	NI -> HEF	0. 096	3.625	0. 998	0. 620	0
H3	ENF -> HEF	-0. 628	3.444	1.030	0. 561	0
H4	ECB -> EP	-0. 628	3.444	1.030	0. 561	0
H5	HEF -> EP	-0. 030	3.667	0. 969	0. 672	0
H6	LAT -> EP	-0. 525	3.765	0. 997	0. 631	0
H7	EP -> BGC	-0. 525	3.765	0. 997	0. 631	0
H8	LAT -> BGC	-0. 525	3.765	0. 997	0. 631	0

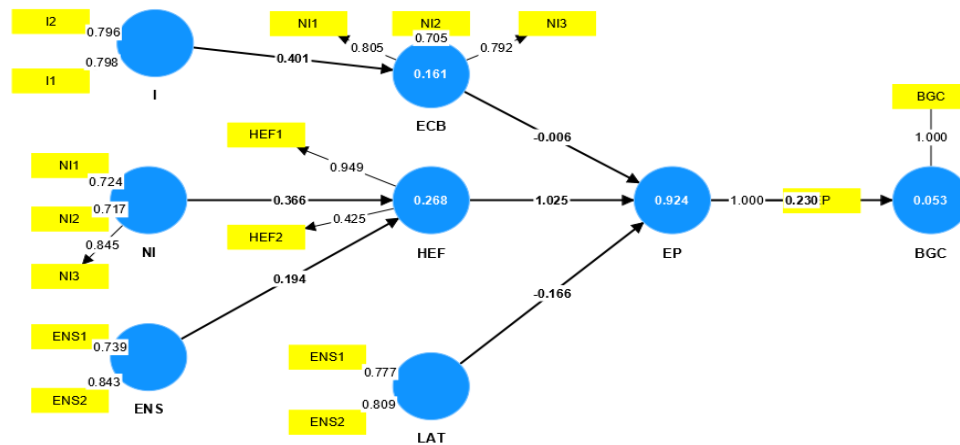


Figure 2. The structural model

5. Limitation & Recommendation:

This is a study on the influence of social networks on buying and using "Green Cosmetics" behaviour among generation Z nowadays. This study has some limitations such as limited research time, human resources, funding to complete the research... The survey only sampled in certain places, the scope of the study was not wide enough, so the Subjective assessment of research subjects may distort research results.

Even though using green products has many advantages for both customers and the environment, it is still challenging for green products to totally replace traditional consumer goods that cause pollution. barriers, particularly for a developing nation like Vietnam. Hence, society as a whole must work together for green consumption to persist rather than being a passing fad.

In particular, the State must create and perfect the legal framework and policies on green consumption to ensure that they are synchronized and consistent, including by promulgating policies to promote the production of green goods and services, developing industries and fields that use clean technology, accelerating the greening of production, giving priority to the development of renewable energy, using resources sparingly but effectively, and developing green technologies. Also, in order to increase customer

demand for this product, it is required to create and spread green business models while also supporting prices for green goods and services.

Continue spreading the word about the significance of green consumption for the environment and human health in order to alter public perceptions and the way that the entire society engages in environmental preservation initiatives.

On the business side, it's important to follow environmental protection laws, aggressively enhance production techniques, develop cutting-edge technologies, create clean energy sources, renewable energy, and manufacturing techniques, and prioritize the use of environmentally friendly input materials. In particular, a product development plan must be linked to a commitment to sustainability and keep consumers' health as its primary concern.

It can be claimed that altering consumption patterns will take time, but only if consumers are willing, state management organizations participate, and enterprises work together. There is little doubt that the trend toward green consumption will spread and strengthen. This not only benefits consumers and environmentally friendly enterprises, but it also actively participates in the movement to say "no" to plastic garbage, safeguarding our living environment.

6. Conclusion:

This study aims to see for a new product such as natural cosmetics what factors will affect the behaviour of young generation Z. We have used TPB model are two theoretical models of user behaviour and good factors that can influence people to accept to use a new product. Our data is collected from young people belonging to Gen Z, so the information is extremely accurate for the buying behaviour of young people today and in today's society. An extended model was developed by combining the TPB model through 33 studies. As a result, for extrinsic variables, the study shows that ISM and AD affect ENI and EMB have an influence on EBP of cosmetic product purchase behavior. In addition, the above factors have a great impact on young people today, so the way a brand can choose one of the above factors and then customise it to better suit the desired customer group from there. The card launched a successful campaign and competed with other cosmetic brands.

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