



## Exploring Generation Z's Purchase Intentions Toward Green Beauty Products

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**Abstract:** This research investigates how environmental concern, environmental knowledge, and green peers influence affect on purchase intention for green beauty products. Adopting a quantitative descriptive method, data were collected through online questionnaires distributed to respondents, with a total of 172 participants included in the analysis to assess the relationships among the studied variables. Findings reveal that environmental knowledge does not have a significant effect on either of the two tested hypotheses: affective attitudes toward purchasing green products and perceived behavioral control. This indicates that possessing environmental knowledge alone is insufficient to foster positive emotions or enhance individuals' perceived control over green product purchases. A possible explanation is that, although many consumers are generally aware of environmental issues, limited depth of understanding—combined with insufficient motivation and the influence of social and cultural factors—may prevent them from translating this knowledge into more responsible consumption behaviors or from fully recognizing the impact of their purchasing decisions.

**Keywords:** environmental concern; environmental knowledge; green peer influence; theory of planned behavior; purchase intention; green beauty product

### Introduction

In today's modern era, environmental awareness has been on the rise, particularly among the younger generation, especially Generation Z. While rapid economic development brings various benefits, it is often accompanied by detrimental environmental consequences such as pollution, climate change, and the deterioration of natural resources. As highlighted by Maichum et al. (2016), accelerated economic growth has significantly contributed to environmental degradation, impacting not only ecosystems and living organisms but also the economic and social well-being of communities. Within this context, environmental concern emerges as a crucial factor influencing individuals to adopt more sustainable purchasing behaviors. Empirical evidence indicates that consumers with strong environmental concern tend to favor eco-friendly products, including those in the sustainable beauty sector.

Moreover, environmental knowledge is a significant determinant in shaping consumer attitudes and behaviors. Such knowledge provides insight into how specific products may impact ecosystems and human health. In essence, individuals with a deeper understanding of environmental issues are

more inclined to adopt eco-friendly practices and select sustainable products. This holds particular relevance for Generation Z in Indonesia, who have broad access to environmental information through social media and various digital platforms.

Peer influence, particularly green peer influence, is another critical factor shaping purchasing decisions among Generation Z. Subjective norms and social influence from peers can reinforce individuals' intentions to buy green products. Generation Z tends to be strongly influenced by the attitudes and behaviors of their peers; thus, being part of a social group that promotes sustainability and the use of eco-friendly products increases the likelihood of adopting similar consumption patterns. In this context, peer influence can serve as a significant motivator for purchasing intentions toward green beauty products.

The Planned Behavior Theory (TPB) suggests that attitudes, subjective norms, and perceived behavioral play a pivotal role in shaping behavioral intentions. In light of the growing awareness of environmental issues and the rising emphasis on sustainability, this study seeks to examine how environmental concern, environmental knowledge, and green peer

influence impact purchase intentions for green beauty products among Generation Z in Indonesia. Although numerous studies have explored the relationship between these variables and green product purchasing, limited attention has been given to the specific role of green peers in influencing Generation Z's purchase intentions within this sector. Prior research indicates that environmental knowledge and peer influence can strengthen such intentions (Witek & Kuźniar, 2024); however, the influence of green peers on green beauty product purchases remains underexplored. The value-action gap further illustrates that positive attitudes toward green products do not always translate into actual purchasing behavior. For instance, Chaturvedi et al. (2020) highlight the role of environmental concern, perceived green value, and willingness to pay, while studies by Arrazzaqy and Lukiarti (2020) and Rini, Sukaatmadja, and Giantari (2017) demonstrate positive effects of environmental knowledge and concern on green purchase intentions. Similarly, Hartono and Elafansa (2023) emphasize the importance of environmentally friendly attitudes and concern, and Junaedi (2015) confirms the influence of environmental awareness on purchase intentions. By focusing on Generation Z in Indonesia, this study aims to offer valuable insights into the dynamics of green product marketing, particularly in the context of green beauty consumption behaviors.

## Literature Review

### *Theory of Planned Behavioral (TPB)*

TPB is a psychological framework designed to explain and predict human behavior. It highlights the interplay between “beliefs, attitudes, social norms, and perceived behavioral control, and how these factors collectively shape an individual's intention to engage in a specific behavior” (Ajzen, 1991).

Attitudes toward a behavior represent “an individual's assessment of its potential outcomes, with positive attitudes increasing the likelihood of performing the behavior”. Subjective norms capture “the perceived social pressure from others to either engage or refrain from a behavior”. Perceived Behavioral

Control (PBC), meanwhile, reflects “an individual's perception of how easy or difficult it is to perform the behavior”.

Intention is “a motivational factor that influences behavior; the stronger a person's intention to act, the more likely they are to do it” (Diva and Pranatasari, 2023). TPB has been extensively applied across various domains, including “health, environmental studies, and consumer behavior”. Yadav and Pathak (2016), in their application of TPB to examine green product purchase intentions among Thai consumers, found that attitude, subjective norms, and PBC all significantly influence purchase intentions for green products. This demonstrates that TPB is a robust and effective framework for understanding and predicting sustainability-oriented behaviors and purchasing decisions.

### *Environmental Concern (EC)*

EC describes an individual's awareness of environmental issues and their commitment to engaging in behaviors that support sustainability. According to Kim and Choi (2005), it reflects a person's attitudes and level of concern for environmental quality, which subsequently influence their willingness to engage in pro-environmental actions. Understanding the broader societal concern for the environment is critical in fostering more environmentally responsible consumer behavior. With the growing recognition of global challenges such as climate change and pollution, individuals who exhibit high environmental concern are generally more proactive in selecting eco-friendly products and participating in sustainable practices. This concern represents a personal commitment to environmental preservation, shaping attitudes toward green products. Younger generations tend to demonstrate a stronger inclination toward sustainable consumption, driven by higher education levels and greater environmental awareness. These findings reinforce the idea that positive attitudes toward green products play a significant role in enhancing purchase intentions among environmentally conscious consumers.

According to Kim and Choi (2005), environmental concern represents an

individual's attitude and level of care toward environmental quality, influencing their decision to engage in pro-environmental behaviors. Mat Said et al. (2003) further note that environmental concern encompasses beliefs and attitudes that shape behavior, enabling individuals with strong concern to overcome barriers to adopting environmentally friendly practices. Similarly, Fransson and Garling (1999) view environmental concern as an attitude that reinforces the intention to purchase eco-friendly products. Within the framework of TPB, subjective norms—reflecting social expectations from significant groups such as family and friends—also contribute to strengthening PBC, as individuals are more inclined to act under social influence (Xu et al., 2022). Consequently, high environmental concern can positively impact perceived behavioral control, as individuals feel more capable of engaging in pro-environmental actions supported by both personal attitudes and favorable social norms.

H1: Environmental Concern positively affect Affection Attitude toward Purchasing Green Product

H2: Environmental Concern positively affect Perceived Behavioral Control

#### *Environmental Knowledge (EK)*

Environmental knowledge is an individual's comprehension of environmental issues, encompassing their causes, consequences, and potential solutions. Fryxell and Lo (2003) define it as an understanding of facts, concepts, and interrelationships related to ecosystems and the effects of human activities on the environment. This form of knowledge is significant because it can shape consumer attitudes and behaviors in selecting eco-friendly products. EK not only involves awareness of a product's environmental impact but also an individual's sense of responsibility toward sustainability. Moreover, environmental knowledge can be categorized into objective knowledge, which refers to accurate and factual information about environmental issues, and subjective knowledge, which reflects an individual's self-

perceived level of understanding regarding these issues (Gámbaro et al., 2013).

Individuals possessing both objective and subjective environmental knowledge are generally more aware of the importance of selecting sustainable and eco-friendly products (Gámbaro et al., 2013). Such knowledge can cultivate positive attitudes toward green products, as those with higher environmental literacy are more inclined to feel responsible for contributing to sustainability and making more responsible consumption choices. This sense of responsibility is often reinforced by emotional factors, including a strong emotional connection to the environment, a heightened sense of moral obligation, and social influences that shape purchasing behaviors (Chao & Yu, 2024; Kamalanon et al., 2022). Positive experiences with green products, along with persuasive marketing campaigns emphasizing social responsibility, can further strengthen purchase intentions. Conversely, negative experiences or uncertainty about product claims may hinder such decisions (Costa et al., 2021; Riskos et al., 2021). Moreover, environmental knowledge can enhance PBC (Aitken et al., 2020). A deeper understanding of sustainability and environmental impacts can increase individuals' sense of control over their choices, as they become more aware of available options and feel more capable of engaging in behaviors that support sustainability (Mamun et al., 2020; Bui et al., 2021).

H3: Environmental Knowledge positively affect Affection Attitude towards Purchasing Green Products

H4: Environmental Knowledge positively affect on Perceived Behavioral Control

#### *Green Peer Influence*

Peer or social group influence plays a pivotal role in shaping green product purchasing behavior (Kim & Chung, 2011). The opinions and behaviors expressed within peer groups can strongly affect an individual's decision to buy environmentally friendly products. However, the extent of this influence varies across cultural contexts. In collectivist cultures—where maintaining group harmony

and adhering to social norms are highly valued—individuals are more likely to align their purchasing decisions with those of their peers. For example, a study on Chinese consumers by Lee (2010) revealed that “peer influence, local environmental engagement, environmental knowledge, parental influence, environmental awareness, and media exposure to environmental information” collectively played significant roles in driving green purchase decisions. These findings underscore that green purchasing behavior often results from the interplay of multiple social and informational factors.

Peers influence purchasing decisions not only through direct social pressure but also via affective processes that strengthen emotional attachment to environmental issues (Chao & Yu, 2024). Prior studies have demonstrated that within collectivist cultures, individuals who are influenced by their peers are more inclined to adopt green products and develop a stronger connection to environmental concerns. This connection is often fostered through emotional engagement shaped by social expectations and the support of their peer group (Khare et al., 2013).

Furthermore, collectivist cultures also encourage individuals align their behaviors with those of their social groups to preserve harmony and conformity. Within this context, perceived behavioral control tends to increase, as individuals feel supported and informed by their social networks. This sense of capability is reinforced by access to external resources—such as information or product recommendations from friends—which enhances their confidence in obtaining eco-friendly products (Aitken et al., 2020).

H5: Green Peer Influence positively affect Affection Attitude toward Purchasing Green Product

H6: Green Peer positively affect Perceived Behavioral Control

*Affection Attitude Toward Purchasing Green Product*

The emotional dimensions of green product purchasing encompass an emotional connection to the environment, a sense of

moral obligation, social influence, positive product experiences, and marketing strategies that elicit favorable emotions—all of which contribute to consumers’ intentions and behaviors in choosing sustainable products (Kamalanon et al., 2022). These emotional factors play a substantial role in shaping consumer decisions; positive experiences can reinforce purchase intentions, whereas negative experiences may diminish interest. Additionally, environmental awareness and prevailing social perceptions further influence consumers’ attitudes toward green products (Costa et al., 2021).

Positive emotions—such as pride and satisfaction derived from purchasing green products—can enhance consumer engagement, whereas negative emotions, such as doubt, may undermine trust in eco-friendly products. Emotional connections to environmental issues, along with marketing campaigns emphasizing social responsibility, can foster favorable attitudes and promote more sustainable purchasing decisions (Riskos et al., 2021). Emotional attachment to environmental concerns, encompassing moral responsibility, pride, and positive product experiences, has been shown to significantly strengthen consumers’ intentions to buy green products (Chao & Yu, 2024; Kamalanon et al., 2022). In particular, positive feelings of satisfaction and pride experienced during green product purchases increase engagement and further reinforce purchase intentions (Riskos et al., 2021).

H7: Affection Attitude toward Purchasing Green Product positively affects Purchase Intention for Green Product

*Perceived Behavioral Control (PBC)*

PBC is a central concept within the Reasoned Action Approach (RAA) that refers to an individual’s perception of how easy or difficult it is to perform a specific behavior (Aitken et al., 2020). As a core component of the TPB, PBC can significantly influence consumer intentions toward environmentally friendly consumption. The study by Bui et al. (2021) on green beauty products, higher PBC was found to positively affect purchase intentions, as individuals who feel equipped

with the necessary resources and self-confidence are more inclined to buy. Both internal factors—such as skills and self-assurance—and external resources—such as time and financial means—contribute to an increased sense of control. Consistent with this, Boon et al. (2020) note that individuals with higher perceived control tend to demonstrate stronger intentions to engage in the targeted behavior.

H8. PBC positively affects Purchase Intention for Green Product.

The population in this study was Generation Z, aged 17-30 years, who actively use social media, consume beauty content, and have a sense of concern for the environment. This population was chosen because this age group is most likely to be influenced by influencer marketing in the beauty industry and has a high level of engagement with brands. The number of respondents can be determined by using the ratio of respondents to the number of indicators, which is five times the number of indicators tested (Hair et al., 2010). A total of 172 respondents participated in this research, conducted in Indonesia and focusing

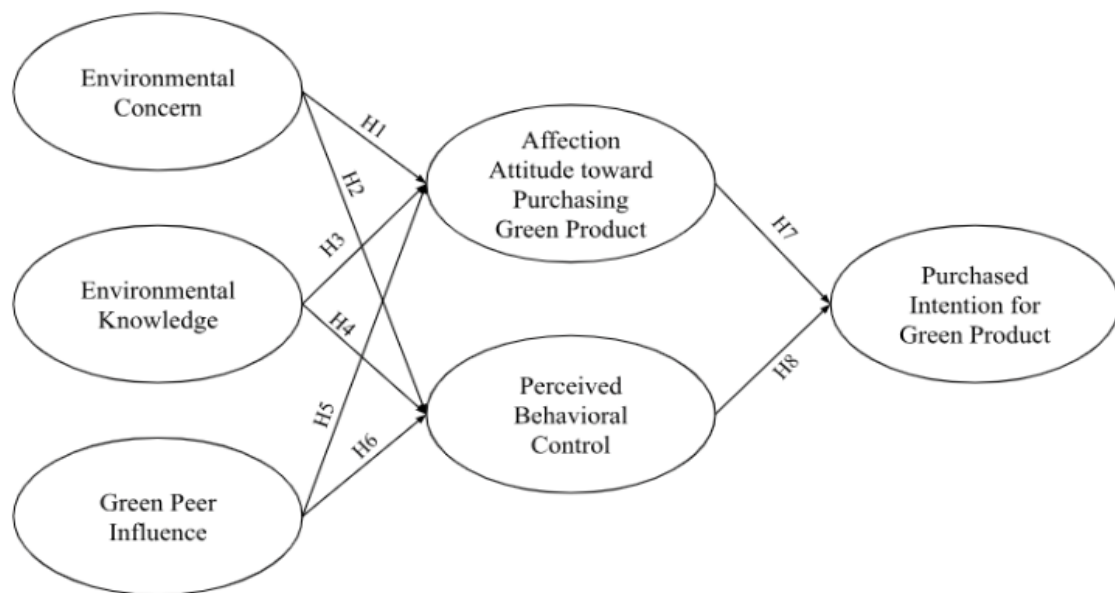


Figure 1. Conceptual Framework

## Method

This study uses a descriptive quantitative approach with a survey technique; data is obtained systematically by distributing questionnaires online to respondents. This quantitative approach measures and analyzes the relationship between variables: environmental concern, environmental knowledge, green peer influence, attitude toward purchasing green products, perceived behavioral control, and purchase intention. The online survey technique allows researchers to collect large amounts of data efficiently to provide a more representative picture of consumer perceptions and behavior.

on generation Z consumers who are familiar with green beauty products.

Table 1. Respondent Characteristics

Description		N	Percent
Gender	Female	130	75.6%
	Male	42	24.4%
Education	SMA/SMK	34	19.8%
	D3	16	9.3%
	S1	108	62.8%
	S2	14	8.1%
	S3	0	0%
Monthly income (in mil. IDR)	< 3	55	32%
	3 - 5	78	45.3%
	> 5	39	22.7%

This study uses the PLS-SEM technique to analyze the relationship between independent variables, environmental concern, environmental knowledge, attitude toward purchasing green products, and perceived behavioral control. PLS-SEM estimates partial least squares based on regression to explain the variance of unobserved constructs, minimize errors, and maximize the  $R^2$  value of endogenous constructs.

#### Measurement

Indicators for each variable are adapted from references used in this study. The measurement of environmental concern and environmental knowledge was adapted from Mamun et al. (2020) and Maichun et al. (2016). Green peer influence is measured by indicators used by previous studies regarding various aspects of social influence from peers (Khare, 2023; Sun and Xing., 2022). Affection attitude toward purchasing green products is adapted from research indicators conducted by (Mamun et al., 2020; Limbu et al., 2022). Perceived behavioral control is measured

through indicators from previous studies (Diva & Pranatasari, 2023). The purchase intentions variable is also adapted from research (Yadav & Pathak, 2016). The indicators are translated into Indonesian to adjust to the respondents' common language. All indicators use a 5-point Likert scale.

Table 2 explains the 30 valid indicators tested from 172 research samples. As seen, the loading factor value meets the SLF requirements  $\geq 0.50$ , and each indicator can be considered valid so that the convergent validity test can be accepted. In addition, discriminant validity can also be seen from the AVE value with the requirement  $AVE \geq 0.50$ . The overall AVE value is  $\geq 0.50$ . This shows that all variables are valid and reliable. The results of this discriminant test indicate that the construct validity can be accepted. Cronbach alpha is used to assess the reliability of a measuring instrument. All question items are reliable, as indicated by a Cronbach's Alpha value greater than 0.7.

**Table 2. Descriptive Statistics**

Variables & Indicators		SLF	Cronbach's Alpha	AVE	Conclusion
Environmental Concern (Mamun et al., 2020; Maichun et al., 2016)					
EC 1	I care deeply about the environmental issues	0.802	0.826	0.590	Valid & Reliable
EC 2	I believe that the choice I make in my daily life have an impact on the environment	0.711			Valid & Reliable
EC 3	I am interested in using green beauty product as a way to contribute to environmental protection	0.715			Valid & Reliable
EC 4	Environmental awareness and sufficient knowledge about green beauty product	0.789			Valid & Reliable
EC 5	I am willing to reduce my consumption in order to protect the environment	0.816			Valid & Reliable
Environmental Knowledge (Limbu et al., 2020; Maichun et al., 2016)					
EK 1	I have a good understanding of environmental issues such as climate change and pollution	0.751	0.799	0.556	Valid & Reliable
EK 2	I am familiar with the term of “green beauty product”	0.804			Valid & Reliable
EK 3	I always check for eco-labels and certification on green beauty product before making a purchase	0.750			Valid & Reliable

	Variables & Indicators	SLF	Cronbach's Alpha	AVE	Conclusion
EK 4	I can easily distinguish green beauty product from others beauty products	0.747			Valid & Reliable
EK 5	Have a deeper understanding of the inputs, processes, and impact of a product before purchasing it	0.688			Valid & Reliable
<b>Green Peer Influence (Khare, 2023; Sun dan Xing., 2022)</b>					
GPI 1	I learn about environmental issues from my friends	0.627	0.824	0.590	Valid & Reliable
GPI 2	My friends and I often discuss about environmental issues	0.780			Valid & Reliable
GPI 3	My friends and I often share knowledge and experience about using green beauty product	0.810			Valid & Reliable
GPI 4	My friends often recommend green beauty product to me	0.810			Valid & Reliable
GPI 5	My friends and I often go shopping for green beauty product together	0.798			Valid & Reliable
<b>Affection Attitude toward Purchasing Green Product (Mamun et al., 2020; Limbu et al., 2022)</b>					
AAT 1	I have positive attitude toward green beauty product	0.826	0.849	0.623	Valid & Reliable
AAT 2	I like green beauty product	0.751			Valid & Reliable
AAT 3	I feel happy when purchasing green beauty product	0.816			Valid & Reliable
AAT 4	I feel proud when purchasing green beauty product	0.780			Valid & Reliable
AAT 5	I believe that purchasing green beauty product is a positive behavior	0.771			Valid & Reliable
<b>Perceived Behavioral Control (Diva dan Pranatasari, 2023)</b>					
PBC 1	I find it easy to purchase green beauty product at local store or through e-commerce	0.776	0.837	0.606	Valid & Reliable
PBC 2	I feel that the availability of green beauty product in the market is sufficient to meet my needs	0.780			Valid & Reliable
PBC 3	I have the resources and time to search for green beauty product	0.743			Valid & Reliable
PBC 4	I feel capable of purchasing green beauty product	0.804			Valid & Reliable
PBC 5	I find it easy to access information about the benefit and usage of green beauty product	0.787			Valid & Reliable
<b>Purchase Intention (Yadav dan Pathak, 2016)</b>					
PI 1	I am likely to purchase green beauty product in the near future	0.793	0.848	0.622	Valid & Reliable
PI 2	I intend to purchase green beauty product because of their positive contribution to environment	0.783			Valid & Reliable

Variables & Indicators		SLF	Cronbach's Alpha	AVE	Conclusion
PI 3	Plan to purchase more green beauty product than conventional ones	0.790			Valid & Reliable
PI 4	I may switch to using green beauty product in the future	0.800			Valid & Reliable
PI 5	I prefer buying green beauty product over conventional products	0.775			Valid & Reliable

\*Structural Linkage Framework (SLF); Average Variance Extracted (AVE)

Source: SEM PLS Output

### Results and Discussions

Table 3 shows the results of the research data analysis.

education levels and greater environmental awareness. Individuals with broader

**Tabel. 3 Path Coefficient**

Hypothesis	Path	Path Coefficient	P-Values	Remarks
H1	EC → AAT	0.445	0.000	Supported
H2	EC → PBC	0.231	0.010	Supported
H3	EK → AAT	-0.262	0.063	<b>Not Supported</b>
H4	EK → PBC	-0.003	0.981	<b>Not Supported</b>
H5	GPI → AAT	0.607	0.000	Supported
H6	GPI → AAT	0.625	0.000	Supported
H7	AAT → PI	0.573	0.000	Supported
H8	PBC → PI	0.346	0.000	Supported

Source: SEM PLS Output

The results of the hypothesis testing using SmartPLS 4.1.0.9 indicated that six out of eight hypotheses were supported, while two were not. These findings suggest that environmental concern and peer influence play significant roles in shaping attitudes and intentions to purchase eco-friendly products, whereas environmental knowledge does not have a substantial effect. Specifically, H1 and H2 demonstrate that environmental concern positively influences both affective attitudes and PBC in purchasing green beauty products. This aligns with the TPB, which posits that attitudes and PBC contribute to the decision to purchase environmentally friendly products (Ajzen, 1991). The results also corroborate prior research indicating that greater environmental concern leads to more favorable attitudes toward green products, thereby enhancing purchase intentions (Aoleria et al., 2023; Chao & Yu, 2024; Kamalanon et al., 2022). This trend is further supported by Maichun et al. (2017), who found that younger generations are more inclined toward sustainable shopping due to higher

knowledge tend to feel a stronger sense of responsibility for supporting sustainability and making more conscientious consumption choices.

However, H3 and H4 indicate that environmental knowledge does not have an effect on affective attitude and PBC in purchasing green beauty products. This suggests that possessing knowledge about environmental issues alone is insufficient to influence positive emotions or an individual's perception of control when making decisions to purchase green products. This finding is consistent with the study conducted by Hossain et al. in 2022, which revealed that many consumers, particularly in developing countries, possess inadequate knowledge of environmental issues. This lack of knowledge prevents them from fully understanding the benefits of environmentally friendly products, thereby reducing their interest in purchasing such products. One possible explanation is that although many consumers may have basic knowledge of environmental issues, the



absence of in-depth understanding, coupled with low motivation and the influence of social and cultural factors, hinders the translation of this knowledge into more responsible consumption behavior (Zhang and Dong, 2020). Basic awareness of environmental issues is often insufficient to drive consistent environmentally friendly behavior. Therefore, a more holistic approach is required—one that takes into account values, motivations, and social contexts (Tanzares et al., 2024; Kollmuss and Agyeman, 2002). In addition, the research of Hamzah and Tanwir (2021) highlight the importance of not only increasing the level of environmental knowledge but also ensuring that such knowledge is relevant, accurate, and comprehensive to effectively encourage consumers to make environmentally responsible purchasing decisions.

Furthermore, H5 and H6 indicate that peer influence has a significant effect on both affective attitude and PBC in the purchase of green beauty products. Peers play a crucial role in encouraging environmentally friendly purchasing decisions (Kim and Chung, 2011), not only through direct social influence but also via emotional engagement that strengthens an individual's attachment to environmental issues (Chao and Yu, 2024). In collectivist cultures, peer support often fosters the adoption of green products and enhances individuals' connection to environmental concerns through emotional involvement that is driven by hope and social encouragement (Lee, 2010; Khare, 2023). When peers themselves support or purchase green products, individuals tend to feel more confident and perceive greater control over their behavior, as they believe they have both the social support and the necessary information to make purchasing decisions (Khare, 2023). Moreover, empirical evidence shows that individuals who perceive themselves as having greater control—whether in terms of skills, self-confidence, or access to products—are more likely to intend to purchase environmentally friendly products (Bui et al., 2021; Boon et al., 2020).

H7 and H8 reveal that affective attitude toward purchasing green products and PBC both have a significant impact on purchase

intention for green beauty products. This finding aligns with the TPB, which posits that a positive attitude toward green products is a key predictor of purchase intention. Pleasant experiences and other positive interactions with such products can enhance environmental awareness, foster pro-environmental attitudes, and ultimately strengthen purchase intentions (Costa et al., 2021). The results of this study are also consistent with research by Harsoyono (2023), which found that PBC has positive effect on purchase intention for green products. Individuals who perceive themselves as capable and who do not feel constrained by barriers in the purchasing process tend to be more motivated to proceed with the purchase.

## Conclusions and Recommendations

This study examined the influence of environmental concern, environmental knowledge, and green peer influence on the purchase intentions of Generation Z toward green beauty products. The results indicate that environmental knowledge does not have a significant effect on affective attitudes or perceived behavioral control in the context of purchasing green beauty products. This finding suggests that mere awareness of environmental issues is insufficient to cultivate emotional engagement or a sense of control in making eco-friendly consumption choices. Aitken et al. (2020) argued that environmental knowledge can strengthen perceived behavioral control, enabling individuals to feel more confident and capable of making environmentally conscious purchases.

The absence of a significant relationship in this study may be attributed to the superficial level of environmental knowledge among many consumers. While basic awareness may exist, deeper understanding and intrinsic motivation—both of which are shaped by social and cultural contexts—are often lacking (Zhang and Dong, 2020). Furthermore, some consumers may not fully grasp the environmental consequences of their consumption decisions (Tanzares et al., 2024). Supporting this view, Hossain et al. (2022) observed that consumers in developing countries often have insufficient

environmental knowledge, making it difficult for them to appreciate the benefits of environmentally friendly products. Therefore, although environmental knowledge remains an important element, it alone is inadequate to drive environmentally responsible behavior; a more comprehensive approach that considers personal values, motivations, and social influences is essential.

This study contributes to the existing body of literature by addressing a research gap related to the purchase intentions of Generation Z for green beauty products, particularly by emphasizing the critical role of green peer influence. Previous studies have given limited attention to social influence, despite the fact that Generation Z is widely recognized as being highly susceptible to peer and community-based behavioral cues. The present findings offer new insights by demonstrating that peer influence can serve as a significant driver in shaping green purchase intentions.

The implications of this research are both theoretical and practical. From a theoretical perspective, it broadens the understanding of purchase intention among Generation Z by introducing green peer influence as a factor that has rarely been examined in prior studies. From a managerial perspective, the findings offer actionable guidance for marketers and companies to develop more effective promotional strategies. By leveraging social influence, combined with other relevant factors, companies can increase the appeal and adoption of green beauty products among Generation Z consumers.

Nonetheless, this research has limitations. The study was conducted within a constrained timeframe and involved a relatively small sample size of 172 respondents. To improve generalizability, future research should engage a larger and more diverse sample. Moreover, considering that basic environmental knowledge often fails to translate into consistent environmentally friendly behavior, future studies should adopt a more holistic approach that integrates personal values, motivations, and social contexts to promote sustainable consumption. It is equally

important to enhance the depth and relevance of environmental knowledge to ensure it effectively fosters meaningful behavioral change.

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