

# How the Impact of Environmentally Sustainable Practices in the Beauty Industry Influences Indonesian Generation Z Purchasing Intention?

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**Abstract:** *The beauty industry in Indonesia is growing rapidly with a projected annual growth rate of 9% by 2026, driven largely by the increasing demand for beauty products. This spending shift happened especially because of the rise of Generation Z as a significant consumer group where it is changing positively towards environmentally sustainable movement. From this knowledge, it raises questions; To what extent do beauty companies integrate environmentally sustainable practices into their current operational activities and overall business strategies from the consumer perspectives? How do environmentally sustainable practices influence the purchasing intentions of Indonesian Generation Z consumers in the beauty industry?; How Indonesian beauty companies can leverage environmentally sustainable practices among Indonesian Generation Z consumers?. This bachelor dissertation aims to act as a guide to help leverage beauty companies among Indonesian Generation Z consumers. This research will help answer the following through quantitative data research based on a primary and secondary data collection. The findings obtained from this study, shows that Indonesian Generation Z values sustainability as their purchasing intentions are significantly affected by companies eco-friendly practices. This study highlights four main examples of ESPs such as eco-friendly packaging, refillable packaging, product ingredient transparency, and overall sustainable business practices, which positively impact the purchasing intention of Indonesian Gen Z. Environmental factors related to the purchasing intention are crucial in the companies future organization plan and business objectives in determining which practical solutions to pursue. Diversity of demographic as in the geographical location and specific age group of only Generation Z are the limitations of this research, followed by the only utilization of quantitative methods. In some ways these limitations could restrict the collection of consumers perspective.*

**Keywords:** Environmental Sustainability, Beauty Industry, Purchase Intention, Generation Z

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## 1. Introduction

Nowadays, both men and women are exhibiting an increasing tendency of the importance of being seen as attractive for their own appearance (Kawa, Rahmadiani and -, 2013). There are many alternatives in enhancing their appearance and one of the most sought ways is by using beauty products. People are willing to spend their money for the needs of taking care of their own skin and face beauty by purchasing beauty merchandise shown by the growing market of beauty products (Klepp, 2009). In Indonesia, the beauty and health industry has experienced

substantial growth over the years, with a 5% increase in the first quarter of 2023. The projections suggest that this growth will continue, reaching an estimated 9% by 2026 (Maydita, 2023).

This initial information emphasizes the beauty industry's importance in the Indonesian market and sets the stage for an exploration of the elements influencing customer behavior in this dynamic sector. The growing emphasis on sustainable lifestyles is a key aspect of the current consumer behavior. Consumers are increasingly focused on purchasing only what they need, reflecting a broader shift towards sustainability (*Shifting sands: How consumer behaviour is embracing sustainability*, 2022), this shows a development towards environmentally conscious consumers.

By 2030, people born in the late '90s and early 2000s—Gen Z—will likely strive for a world that lasts and they'll be at work's core (Yamane and Kaneko, 2021). This phenomenon is particularly relevant in Indonesia, where Gen Z will weigh for a quarter of the Asia-Pacific (APAC) region's population—the same as millennials that were born between 1980 and 1995 (*What makes Gen Z in Asia different?* | McKinsey, 2020). Many of Generation Z identify themselves as environmentally sensitive with a significant portion of them expecting corporate and organizational contributions to sustainability (Yamane and Kaneko, 2021).

This study aims to guide beauty firms in crafting plans that boost their green efforts. With a focus on Indonesia, it could show how these brands might incorporate eco-friendly steps into their work. And, importantly, how this controls the buying choices of Generation Z there. By doing so, they can grasp chances on the horizon and gear up for trials ahead. In Indonesia, such assistance from our research will prove crucial for cosmetic brands seeking greener paths. They'll learn not just about associating sustainable acts into their business but also about the effects these actions have on young shoppers' minds - prior to them to seize fresh prospects and face coming challenges with ease.

## 2. Related Literatures and Hypothesis

The beauty and personal care industry provides a wide range of products offering essentials daily necessities ranging from cosmetics, skincare, haircare, and perfumes. Annually, global buyers shell out \$330 billion on fragrances, cosmetics, and toiletries. Notably, a recent study revealed that in the United States, beauty ranks as a top earner; it trails only behind drugs and tech apps, yet surpassing the average earnings across all sectors (Jones, 2010).

Shifts are coming in the market for beauty and personal care, with buyers and makers both leaning towards items that are derived from nature and cause less harm to our planet. A notable proof of this trend is the rising popularity of natural make-up (Amberg and Fogarassy, 2019). Increasingly, consumers are paying more attention to their impact on environmental and earth well-being. As shoppers delve into what goes into make-up items, they lean toward those that are pure and do no harm since it aligns with customers' value of being environmentally responsible.

An overview that reveals diverse types of products, areas where they sell best, and categories such as high-end versus everyday brands gave us an extensive look into the global scene for beauty goods (Pimentel *et al.*, 2018). Nonetheless, this industry still has certain gaps needing study. Understanding consumer preferences can offer valuable guidance for policymakers and industry leaders to navigate the complexities of this field.

According to Drobac *et al.*, (2020), this shift comes from the ever-changing in lifestyle as well as habit which is supported by the innovations in the current market trend such as introducing personalized and innovative packaging, online shopping, and packaging with recyclable initiatives. This generates a change in the beauty industry for other ways of sustainability. From this reasoning, hypothesis one is formulated.

H1: Refillable packaging in beauty product will positively affect consumer purchasing intention

In this context of research, refillable packaging initiatives is one of the real implementations of environmental sustainable practices as they provide alternatives from the one-time usage of products packaging. This hypothesis is made to further study whether the usage of refillable packaging has a positive impact on purchasing intention or not.

Following the trend in refillable packaging of beauty products, there is also the rise of using eco-friendly materials such as recyclable plastics, paper packaging, and biodegradable materials. This often can be perceived as a similar material to the traditional packaging construction from plastic, metal, or glass based from the previous literature review (Gatt and Refalo, 2022). But if we analyze further these traditional materials are difficult to be processed in order to give another life after the end-of-life product cycle. Therefore, the usage of eco-friendly materials is getting more attention to sustainability practices. Hence, hypothesis two is formulated.

H2: Beauty product packaging made from eco-friendly materials (biodegradable, recycled plastics, paper) will positively affect consumer purchasing intention

In this research context, eco-friendly packaging materials are also considered as one of the real examples of environmentally sustainable practices as they provide a chance of recycling previously used packaging or material and giving them another chance of life. In which these practices also decrease the cost due to the usage of available material sources. This hypothesis is made to further study whether the use of eco-friendly packaging materials has a positive impact on purchasing intention or not.

The rise of demand in ingredient transparency also became one of the initiatives companies started to adopt in their business practices. According to Ulta Beauty (2020), big retailer chains began to require beauty products to fully disclose the substance of the products, whether they are cosmetics, skincare, and personal care items. From this knowledge foundation, hypothesis three is formulated.

H3: Company implementing product ingredient transparency will positively affect consumer purchasing intention

In this study context, product ingredient transparency is also defined as one of the real implementations of environmental sustainable practices as they provide consumers with the truth of the substance from the product which allows buyers with the clarity. Consumers are given the resources of information in order for them to make the most environmentally friendly choice. Therefore, this hypothesis is made to further study whether the implementation of product ingredient transparency has a positive impact on purchasing intention or not.

The demand in sustainable practice in order to satisfy the needs and interests of consumers not only benefits the environmental aspect of one of the ways in preserving the earth, but according to Cheng, Ioannou and Serafeim (2011), the companies with top CSR business models attain better financial choices due to the savings in agent cost and earning trust. Hence, hypothesis four is formulated.

H4: Environmentally sustainable practices in beauty companies will positively affects purchasing intention

In this analysis context, Environmentally sustainable practices are also defined as one of the real implementations of environmental sustainable practices as they provide better business practices. The practice allows businesses to compete in the market shift into more sustainable options due to the changing consumer lifestyle and needs. This hypothesis is made to further study whether conducting environmentally sustainable practices has a positive impact on purchasing intention or not.

### **3. Methodology**

#### **3.1 Research Design**

This research explores three questions using quantitative methods to analyze numerical data. The approach assesses how an independent variable impacts a dependent variable, aligning with recent studies in the field. While the topic focuses on behavioral actions suitable for qualitative analysis, secondary data from literature reviews reinforce the research.

The process began by identifying the problem: the impact of environmentally sustainable practices in the beauty industry on the purchasing intentions of Indonesian Generation Z. Secondary data research, including a literature review of relevant journals, supported hypothesis formulation.

Primary data was then collected through surveys distributed online. These surveys aimed to validate four hypotheses. The SPSS program was used to analyze the survey findings with Regression and Correlation analysis, demonstrating relationships between variables. Further details on these analyses will be provided in subsequent subchapters.

#### **3.2 Data Collection**

For this research, as quantitative data is the focus, a survey will be used as the data collection method. The survey will include questions about respondents' backgrounds, personal experiences related to the study topic, and a mix of closed and open-ended questions to gather quantitative data. The use of surveys allows respondents to answer honestly and with more precision as it guarantees anonymity. In this research, the data collected from the questionnaire will be the source of the primary data. Secondary data, sourced from literature reviews on beauty and personal care products, environmentally sustainable practices, and Generation Z, will complement the primary data. The information gathered from surveys or primary data will be analyzed to validate hypotheses and explore potential correlations among the four predefined hypotheses.

#### **3.3 Sampling**

Convenience sampling was used since the respondents to the distributed survey were chosen based on their availability and shared characteristics. In the context of this research, respondents share the same age range, geographic location, familiarity with beauty products,

and survey-taking willingness. Due to the lack of access to data for the entire population, only a sample from that population has been selected. A random sample of 153 respondents, categorized as Generation Z aged between 14 and 29 years, who reside in Indonesia and either currently use or have previously used beauty and personal care products, was chosen.

### **3.4 Questionnaire**

The questionnaire was divided into four sections, each containing different sets of questions. In the first section, the main focus is to gather demographic data from respondents and include initial questions to confirm their status as current or former users of beauty products. The second section focused on obtaining data regarding the respondents' initial purchasing intentions to eco-friendly beauty products and their perceptions of companies implementing environmentally sustainable practices. The third section sought to gain data on real-life examples of environmentally sustainable practices, such as the use of refillable packaging and packaging made from eco-friendly materials for a beauty product, while also assessing respondents' intentions to purchase products based on the two variables. Lastly, the fourth section contained questions related to respondents' purchasing intentions to beauty product ingredient transparency.

### **3.5 Data Analysis**

Initially, the questionnaire results from Google Forms were extracted and imported into an Excel spreadsheet, which was subsequently imported into SPSS. The use of numerical options on a Likert scale eliminated the need for additional coding, thus streamlining the process.

For the Regression analysis, it consists of the dependent variable, purchase intention, by calculating the average of related questions. Each hypothesis was then analyzed by correlating the respective independent variables with purchase intention. The resulting coefficient table provided numerical data for the Regression analysis. A Significant Value (P Value) of less than .05 indicates that the independent variables have a significant positive impact on the dependent variable, thus validating the hypothesis.

Subsequently, Correlation analysis was conducted, again using purchase intention as the dependent variable. Employing the Bivariate (Pearson Correlation) function in SPSS, it generated a Correlations table. The table consists of two sections, separated by a repeated number 1, representing the midpoint. The P Values and Pearson Correlation coefficients were then interpreted to assess the strength and significance of the relationships. P Values less than .05 indicate a significant positive impact of the independent variables on the dependent variable. Furthermore, Pearson Correlation values closer to 1 signify a stronger correlation between the independent and dependent variables.

## 4. Findings and Discussion

### 4.1 Demographic

**Table 1: Questionnaire Demographic Results**

Demographic Characteristics		Frequency
Gender	Male	45
	Female	108
	Total	153
Age	14 - 19	9
	20 - 24	123
	26 - 29	21
	Total	153
Current Job	Students or college students	110
	State civil service	7
	Entrepreneurs	15
	Corporate workers	21
	Total	153
Are you a beauty product user?	Yes	150
	No	3
	Total	153
Have you ever heard about sustainable / eco-friendly beauty products?	Yes	139
	No	14
	Total	153

In summary, Table 4.1 outlines the demographic characteristics of the 153 respondents in four categories: gender, age, occupation, and beauty product usage. Of the respondents, 29.4% were male and 70.6% were female. Age distribution showed 5.9% were aged 14-19, 80.4% were 20-24, and 13.7% were 25-29. Regarding occupation, 71.9% were students, 4.6% were state civil servants, 9.8% were entrepreneurs, and 13.7% were corporate workers.

The questionnaire targeted individuals who have used beauty products to examine the purchasing intentions of Indonesian Gen Z beauty users. When asked if they were beauty product users, 98% responded affirmatively, with the remaining 2% having previously used beauty products. Additionally, 90.8% of respondents were aware of sustainable or eco-friendly beauty products, while 9.2% were not. This demographic data supports the research's objective of understanding the relationship between purchasing intentions and the use of eco-friendly beauty products among Indonesian Generation Z.

## 4.2 Hypothesis Testing

### 4.2.1 Hypothesis 1

**Table 2: Hypothesis 1 Coefficients**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.908	.300		6.351	<.001
Q1	.180	.074	.199	2.428	.016
Q2	.291	.064	.371	4.534	<.001

For the Regression analysis, all of the P Value (sig.) stands for <.05 in the first hypothesis. The first value “As a customer, I like it when beauty companies use refillable packaging in beauty products.” accounts for .016 and the second value “I would consider switching to a beauty product with less attractive packaging if it offered refillable options.” accounts for <.001. These P Value numbers can be interpreted as statistically significant since both values account for <.05, suggesting the independent variable (use of refillable packaging) has a positive impact on the dependent variable (purchasing intention).

**Table 3: Hypothesis 1 Correlations**

		Purchase Intention	Q1	Q2
Purchase Intention	Pearson Correlation	1	.386**	.472**
	Sig. (2-tailed)		<.001	<.001
	N	153	153	153
Q1	Pearson Correlation	.386**	1	.506**
	Sig. (2-tailed)	<.001		<.001
	N	153	153	153
Q2	Pearson Correlation	.472**	.506**	1
	Sig. (2-tailed)	<.001	<.001	
	N	153	153	153

As for the Correlation analysis, the results produced a similar interpretation with the previous Regression analysis. All of the Pearson Correlation Value stands for <1 which can also be interpreted as statistically significant, with the first value “As a customer, I like it when beauty companies use refillable packaging in beauty products.” accounts for .386 and the second value “I would consider switching to a beauty product with less attractive packaging if it offered refillable options.” accounts for .472. Additionally, these numbers also show that the second value has a stronger Correlation to the dependent variable (purchasing intention).

#### 4.2.2 Hypothesis 2

**Table 4: Hypothesis 2 Coefficients**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.567	.276		2.056	.042
Q3	.136	.053	.152	2.566	.011
Q4	.355	.059	.393	5.992	<.001
Q5	.325	.049	.408	6.571	<.001

For the Regression analysis, all of the P Value (sig.) stands for <.05 in the second hypothesis. The first value is “Product packaging is important in my purchasing intention when buying beauty products.” accounts for .011, the second value “As a customer, I like it when beauty companies use packaging made from eco-friendly materials.” accounts for <.001, and the third value “I would consider switching to a beauty product with less attractive packaging if it uses eco-friendly packaging materials.” accounts for <.001. These P Value numbers can be interpreted as statistically significant since all three values account for <.05, suggesting the independent variable (use of eco-friendly packaging materials) has a positive impact on the dependent variable (purchasing intention).

**Table 5: Hypothesis 2 Correlations**

		Purchase Intention	Q4	Q3	Q5
Purchase Intention	Pearson Correlation	1	.622**	.329**	.595**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	153	153	153	153
Q4	Pearson Correlation	.622**	1	.339**	.437**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	153	153	153	153
Q3	Pearson Correlation	.329**	.339**	1	.108
	Sig. (2-tailed)	<.001	<.001		.185
	N	153	153	153	153
Q5	Pearson Correlation	.595**	.437**	.108	1
	Sig. (2-tailed)	<.001	<.001	.185	
	N	153	153	153	153

As for the Correlation analysis, the results produced a similar interpretation with the previous Regression analysis. All of the Pearson Correlation Value stands for <1 which can also be interpreted as statistically significant, with the first value “As a customer, I like it when beauty companies use packaging made from eco-friendly materials.” accounts for .622, the second value “Product packaging is important in my purchasing intention when buying beauty products.” accounts for .329, and the third value “I would consider switching to a beauty product with less attractive packaging if it uses eco-friendly packaging materials” accounts for .595. Additionally, these numbers also show that the first value has the strongest Correlation to the dependent variable (purchasing intention), followed by the third and second value as the second and least strongest Correlation.

### 4.2.3 Hypothesis 3

**Table 6: Hypothesis 3 Coefficients**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.857	.375		4.946	<.001
Q6	.440	.081	.403	5.408	<.001

For the Regression analysis, the P Value (sig.) stands for <.05 in the third hypothesis. The value “Product ingredient is important in my purchasing intention when buying beauty products.” accounts for <.001. This P Value number can be interpreted as statistically significant since the values account for <.05, suggesting the independent variable (providing product ingredient transparency) has a positive impact on the dependent variable (purchasing intention).

**Table 7: Hypothesis 3 Correlations**

		Purchase Intention	Q6
Purchase Intention	Pearson Correlation	1	.403**
	Sig. (2-tailed)		<.001
	N	153	153
Q6	Pearson Correlation	.403**	1
	Sig. (2-tailed)	<.001	
	N	153	153



As for the Correlation analysis, the results produced a similar interpretation with the previous Regression analysis. The Pearson Correlation Value stands for <1 which can also be interpreted as statistically significant, with the value “Product ingredient is important in my purchasing intention when buying a beauty product.” accounts for .403. Additionally, this number also shows that the value has a quite medium Correlation to the dependent variable (purchasing intention).

#### 4.2.4 Hypothesis 4

**Table 8: Hypothesis 4 Coefficients**

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.232	.173		1.340	.182
Q7	.244	.042	.248	5.783	<.001
Q8	.666	.039	.741	17.261	<.001

For the Regression analysis, all of the P Value (sig.) stands for <.05 in the fourth hypothesis. The first value “As a customer, I like it when companies implement environmentally sustainable practices to their products.” accounts for <.001 and the second value “If I have to make a choice I will prefer eco-friendly product over regular product.” accounts for <.001. These P Value numbers can be interpreted as statistically significant since both values account for <.05, suggesting the independent variable (conducting environmentally sustainable practices) has a positive impact on the dependent variable (purchasing intention).

**Table 9: Hypothesis 4 Correlations**

		Purchase Intention	Q7	Q8
Purchase Intention	Pearson Correlation	1	.611**	.862**
	Sig. (2-tailed)		<.001	<.001
	N	153	153	153
Q7	Pearson Correlation	.611**	1	.490**
	Sig. (2-tailed)	<.001		<.001
	N	153	153	153
Q8	Pearson Correlation	.862**	.490**	1
	Sig. (2-tailed)	<.001	<.001	
	N	153	153	153

As for the Correlation analysis, the results produced a similar interpretation with the previous Regression analysis. All of the Pearson Correlation Value stands for <1 which can also be interpreted as statistically significant, with the first value “As a customer, I like it when companies implement environmentally sustainable practices to their products.” accounts for .611 and the second value “If I have to make a choice I will prefer eco-friendly product over regular product.” accounts for .862. Additionally, these numbers also show that the second value has a stronger Correlation to the dependent variable (purchasing intention) than the first value.

## 5. Conclusion

Based on a quantitative analysis from a questionnaire as the primary data collection and supporting data of literature review from academic journals and articles as the secondary data collection, it can be concluded that beauty companies are integrating ESPs to their operational

activities and the overall business strategies to a certain extent. This is influenced by the growing demand of consumers, specifically among Generation Z consumers where they urge for more environmentally friendly and sustainable products. Based on the data analysis I have conducted using regression and correlation, there are four statistically significant variables measured from strongest to weakest influence to purchasing intention such as conducting environmentally sustainable practices, using eco-friendly packaging materials, the use of refillable packaging, and providing product ingredient transparency. With this knowledge, I can recommend beauty companies to start shifting their business operational to a more sustainable ways stated previously. These ESPs will have a positive impact in consumer behavior by increasing purchasing intention for future buying decision making. ESPs affected positively not only on purchasing intention but they will add brand perception and loyalty. Their trust in the brand translates into a higher level of purchasing intention as these consumers feel buying environmentally sustainable products is one of the ways in contributing to preserving the environment.

### 5.1 Limitations and Recommendations

This research only focused on the geographical location and specific age group of Generation Z. While this is valuable for the targeted demographics, it may not capture the whole range of consumer scope in their purchasing intention towards global sustainability. Additionally, this research utilizes only quantitative methods which in some ways could restrict the perspective of consumers' attitude since it only gathers the majority from the given population sample.

Future research could expand the demographic age group, broadening the geographical scope into an international group of population, and explore this research field by incorporating qualitative methods such as interviews, case study, and focus group discussion. This could examine deeper and valuable insights of analysis that would complement the quantitative study.

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