

Generation Z: The Purchase Intention of Green Skin Care Products

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ABSTRACT

The cosmetics and toiletry industry has growing up very fast. In 2016, the total global revenue cosmetics industry amounted to USD\$444 billion. According to Lee, Goh, & Noor (2019), the skincare products dominated the cosmetics and toiletry market with a market value of approximately USD\$ 120 billion. Between 2012 and 2019, the global skincare market expanded by 41.8 percent, and by 2025, it is expected to be worth \$189 billion (Ledesma, 2020). The skin is the largest organ in the body, hence, many people will find ways to protect it, one of the way people are using to protect the skin is to apply any supplement on skin to keep the good condition of the skin. However, according to Cunningham (2014), the used of chemical items in the cosmetic skin care industry is extremely unregulated. For example, Parabens that cause breast cancer are found in cosmetics. The chemical used in the skin care products had rise the attention of the users to start to pay attention on the ingredient of the skin care products. One of the way people are using in order to avoid the harmful chemical in skin care products is to choose skin care with natural ingredient (Espitia, 2020), this happend especially among the younger consumers (Boon et al., 2020; Hsu et al.,2017). The green skincare industry is growing rapidly. Green skin care, according to previous studies (Fauzi & Hashim, 2015; Hsu et al., 2017), is any skin care products which can preserve or enhance the natural environment by conserving energy or resources and decreasing or eliminating the usage of harmful agents, pollution, and waste. Studies showed there is an increasing in the consumption of green skincare products and toiletries by 45%, from a peak of RM 1.6 billion (in 1998) to RM 2.2 billion (in 2010), with sales estimated to exceed \$1.1 billion in 2010 among young people (Boon et al., 2020).

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