

EXAMINING THE ANTECEDENTS AND CONSEQUENCES OF NON-GREEN
BUYING BEHAVIOR IN COSMETICS AMONG INDONESIAN GEN Z AND
MILLENNIALS

By

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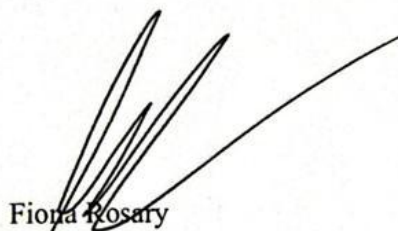


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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

EXAMINING THE ANTECEDENTS AND CONSEQUENCES OF NON-GREEN BUYING BEHAVIOR IN COSMETICS AMONG INDONESIAN GEN Z AND MILLENIALS

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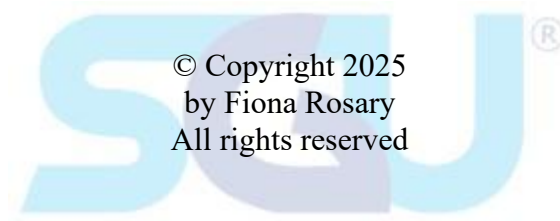
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Despite growing environmental awareness among Indonesian youth, a significant gap remains between sustainable attitudes and actual purchasing behavior, particularly in the cosmetics sector. To better understand this gap, key barriers are analyzed. This study investigates the antecedents and psychological consequences of non-green buying behavior among Gen Z and Millennials in Indonesia. Using a model adapted from Sharma and Paço (2021), the research explores the influence of perceived higher price, lack of green information, green scepticism, and negative peer influence on consumers' decision to avoid green cosmetic products. It further examines how non-green buying behavior leads to feelings of guilt and moral disengagement. Data were collected from 424 respondents and analyzed using Structural Equation Modeling (SEM). Findings show that while price and information are perceived as barriers, they do not significantly influence behavior. Instead, social and psychological factors, particularly green scepticism and negative peer influence, show significant effects. Moral disengagement was found to be a strong consequence, suggesting that consumers often rationalize their choices, and guilt does not mediate this relationship. These insights highlight the need for marketing strategies centered on social validation, trust, and credibility, rather than relying solely on information or price adjustments.

Keywords: Non-green buying behavior, green cosmetics, moral disengagement, consumer guilt, Gen Z, Millennials, Indonesia, green scepticism, peer influence, sustainable consumption



DEDICATION

I dedicate this work to the people of today and tomorrow, and all the animals we share this Earth with; may our everyday choices create a kinder, greener world.



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