

RISING PATRONAGE OF COSMETIC PRODUCTS AMONG MILLENNIALS AND GEN Z WOMEN'S MIND-SET IN THE CONSUMERISM ASPECT IN GANGTOK DISTRICT, SIKKIM

Ms. Binny Upadhaya¹, Dr. S. Illayashankar²

GRD Institute of Management, Dr. GRG College of science, Coimbatore

DOI: <https://doie.org/10.10399/APER.2026274965>

ABSTRACT

The maturing attitudes and way of consumption in lifestyle of Millennials and Gen Z amongst women has made a humongous shift in the cosmetic market in the recent years. This study explores the rising patronage of cosmetic products among Millennials and Gen Z women's mind-set in the consumerism aspect in the Gangtok district of Sikkim. The primary objective in this study is to examine the impact of the socio – economic factors on the purchase decision of consumers and to understand the impulsive purchase behaviour that leads towards consumerism in the areas of cosmetic products. A Descriptive research design was employed, using the structured questionnaire and distributed to the age group of 13 – 44, representing from the different horizons of the socio-economic background women's pertaining to Gangtok district. The data collected were analysed using the statistical tool which includes descriptive analysis, Multi regression, Correlation and Anova to determine the socio demographic profiles of the respondent with the other variables. The study shows that women are more likely to be associated to the social pressure and psychological factors which is one of the components of the society that enriches their self-confidence. Inclusion with the multi response of the respondent's, brand plays a pivotal role in the consumption of cosmetic products which gives a space for the marketers to explore in the Gangtok districts where accessibility plays a big picture role which shifts the paradigm of brand value and reliability of the public towards the consumerism loop. Hence the result shows an insight for the marketers and cosmetic brands to align with the changing preferences of the women's in the cosmetic products and brands in Gangtok district.

Keywords: Cosmetic products, Millennials, Gen Z, Consumerism, Brand consciousness.

INTRODUCTION

Self-care is the biggest form of self-love, which intrigues the mind-set of various women. Gangtok, the capital state of Sikkim has undergone a rapid change in the fast frugal acceptance in fashion trend and cosmetic products. The socio economic transformation has contributed a noticeable rise in the beauty industry and has increased dramatically in the recent years. Globalization, growing consumption and shifting consumer lifestyles are the cause of its continued growth (Devi, 2023). Youth in Gangtok perception of consumer's identity and self-presentation are significantly shaped by their greater exposure to the global lifestyle patterns and the impact of digital media. In the ease of access to major cosmetic stores like Nykaa and the accessibility of internet shopping, Millennial and Gen Z customers are incorporating skincare, cosmetics, and personal grooming products into their daily routines than compared to the earlier days (NielsenIQ,2024). It is possible to analyse the rise in the obsessive cosmetic consumption in more of social and cultural changes. Women's view of beauty standards has been greatly influenced by media projection of beauty influencers, celebrity endorsement and through online advertisements. These platforms provide an aspirational beauty standard in promoting self-improvement and investing in one's aesthetic visual appearance (Banet-Weiser, 2018). According to

(Kumar & Arora, 2017) to encourage the recurring purchase, brands now provide a variety of products, limited editions and rapidly evolving cosmetic products. They are now more convenient and psychologically appealing due to the rise of the online shopping and beauty subscription programs which further speeds up consumption. Women frequently link cosmetic purchase to emotional fulfilment, stress alleviation, self-reward which reinforces habitual purchasing patterns. In today's digitally connected era, advertisement influence public views on gender, social class, race and ethnicity, often reinforcing consumeristic ideals that conflict with deeper social values. By presenting consumption as symbol of success, beauty and happiness, advertising distorts broader social realities and contributing to widening social inequalities. Social media platforms further amplify consumerist culture by linking identity and status to visible patterns of consumption, intensifying inequalities in digital spaces (Okditazeini et al., n.d.) In Contemporary society, consumption has evolved beyond its traditional economic function to become a defining marker of lifestyle, identity, and social status. Nowhere is this more evident than in the cosmetic industry, where beauty products are not symbol of fashion but also indicators of cultural aspiration and modernity (abdolalizadeh et al., 2022) The standard of living pattern is increasing drastically and in association with the income, consumers disposable income has increased significantly and has inclined towards the mindless consumption thrift. This has paved a way for the cosmetic industries to become more competitive than before. The increasing company sale and the customer's thirst to try new products has paved a way for the rise of consumerism in a drastic manner, where the people spend actually more than on what is needed (Sun, n.d.). This also directly leads towards the economic issues and environmental damages, where in reality more number of production is occurred than of what is actually needed.

REVIEW OF LITERATURE

According to Okditazeini et al. (2025), advertising both influences and shapes societal standards. While modern strategies like femvertising and inclusive ads try to counter these assumptions, it perpetuates traditional gender roles, marginalizes poorer classes, and promotes consumerist identities. Debates over advertising's role in sustaining or reducing social inequality continue to revolve around the ethical implications of these practices.

In order to assist decision makers in the cosmetics business, Baltaci et al.'s (2025) study attempts to uncover the relationship between consumers' environmental values, attitudes toward green products, and green cosmetics purchase behaviour. The impact of customers' cultural origins on their views about green products and their purchase behaviours in the green cosmetics industry was also assessed by the study. The study's conclusions provide useful information for cosmetic companies dealing with rising consumer demand and environmental consciousness.

Chandra, et.al (2024), examined skincare purchasing decision among millennials and Gen Z in Medan city where they found that brand popularity and product price significantly influenced purchase decisions, while brand image had no significant effect. This study suggests that younger consumer prioritizes affordability and trend drive popularity over traditional brand perceptions.

Jang, et.al (2024), the study found a strong relationship between college students' interest in beauty and their self-esteem and appearance satisfaction. This implies that beauty interest is influenced through psychological processes by the two sub-dimensions of appearance confidence and appearance anxiety, as well as the two sub-dimensions of positive and negative self-esteem. To put it another way, college students have a strong interest in beauty because they are satisfied with their appearance and feel good about themselves. They are also perceptive of other people's opinions and fashions, which are similar in both aspects. It is anticipated that this study will contribute to the growth of the beauty industry by

offering fundamental information for the creation of marketing plans and goods or services for college students involved in beauty-related businesses.

Kenesha, et.al (2023), study found that the cosmetic product usage is situational, often in social gathering and school events, but barely at home when the study was conducted in senior high school students at sultan kudarat state university. The finding showed that the high level of self-concept when students applied cosmetics with a significant positive correlation between cosmetic use and self-concept which suggests that the cosmetic plays a meaningful role in enhancing students confidence, self-image, and perceived attractiveness.

Based on a study by Abdolalizadeg et al. (2022), smuggled cosmetics are consumed at above-average levels, particularly by women. This tendency is largely driven by foreign and virtual media. While domestic media use and health literacy lower consumption, socioeconomic status and a desire for distinction also boost it. In general, poor content management and deceptive advertising on virtual platforms increase the risks associated with consumerism, whereas domestic media could reduce demand by restricting commercial pitches.

Mafra, et.al (2022), aim of the study was to verify if general and social self-esteems and body image (i.e., appearance orientation and appearance evaluation) were associated with makeup usage among Brazilian women. The finding suggested that women who feel comfortable with their appearance and have higher general self-esteem spent less money on makeup whereas women with higher social self-esteem spent more money on makeup, and women who allocate more importance to the way they look not only spent more money on makeup but spent more time applying makeup and using makeup products more frequently.

Bernard, et.al (2021), concludes in the study that greenwashing has significantly altered the consumer purchasing behaviour in the cosmetic industry by widening the belief behaviour gap. The consumer's express strong intentions to buy eco-friendly cosmetics, scepticism and barriers often prevent them from following through. The study highlights the evolution of the consumer role shows that they are highly cautious due to misleading marketing. The companies must move beyond superficial green claims and adopt authentic sustainable practices to rebuilt trust and encourage genuine green consumption.

Kittikowit, et.al (2018), investigated the cosmetic purchase intention among the female consumers in Yangon Myanmar, employing a two stage design that included quantitative and qualitative survey which reveals that brand, perceived quality, perceived price and social influence significantly shaped purchase intention with the social influence emerging as the strongest predictors. The study concludes that the social influence and brand reputation are the most powerful drivers of cosmetic purchase intention among women in Yangon, with quality and price playing a supporting role.

Jothi (2015), highlighted the demographic variables such as age, gender, occupation and income significantly shaped the consumer preference for the cosmetic products, with quality emerging as dominant factor. Most of the purchasing decisions are driven by product quality rather than demographic difference. Hence the marketers should prioritize the quality while also tailoring advertising to younger consumers and packaging strategies to higher income group.

PROBLEM STATEMENT

Based on the background of the problem, statements that can be formulated are;

1. Does socio-economic factor have an effect on the purchase decision of the consumers?
2. Does the mind-set of Millennial and Gen Z women result in the impulsive purchase behaviour that leads to over consumerism?

RESEARCH OBJECTIVES

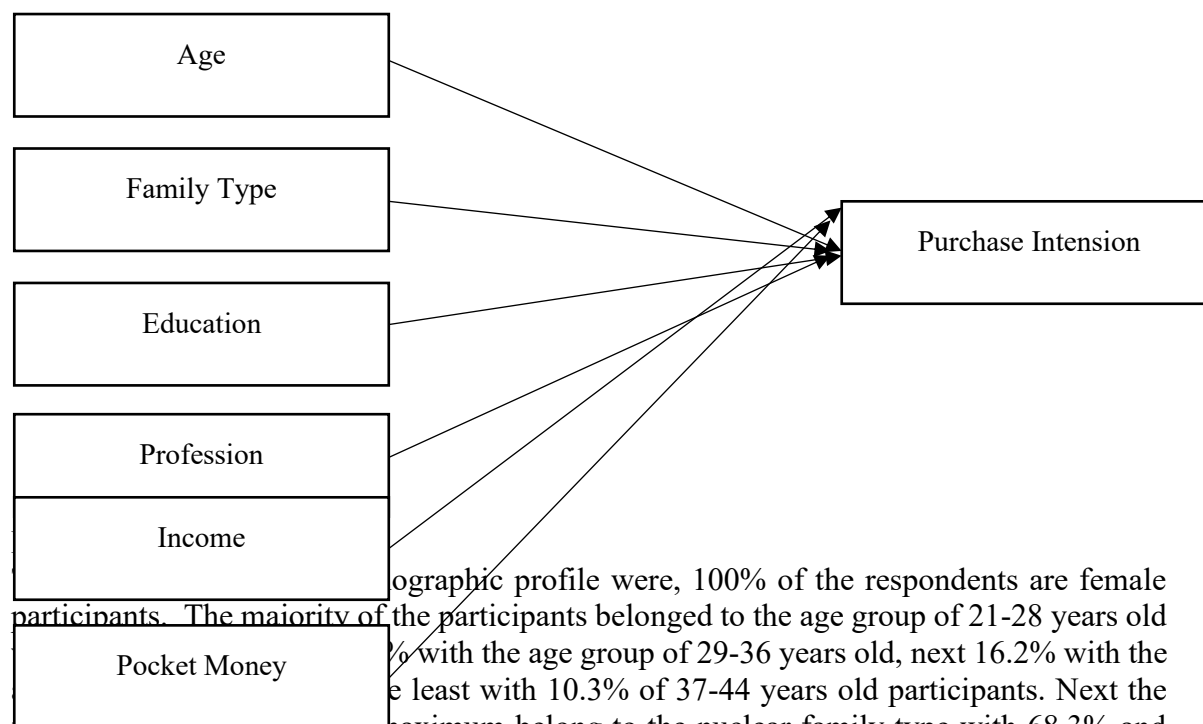
1. To study the impact of socio – economic factors on the purchase decision of consumers.
2. To understand the mind – set of Millennial and Gen Z women that result in impulsive purchase behaviour that leads to over consumerism.

METHODOLOGY

Aiming at understanding the rising patronage of the cosmetic product a descriptive research design was employed using a structured questionnaire and distributed to the age group of 13 – 44, which comprised of demographic variables and Likert scale based questionnaire was circulated among the respondents. This questionnaire was applied to study the individual's cosmetic preference towards brand and each items where to understand the consumption pattern of regular usage and buying of the products. A Multi response based question was also asked to know the preferred brand cosmetic consumption from the users. The study population targeted only female users of two generations, i.e Millennial and Gen Z, who are the major consumer and conscious oriented respondents towards the usage of cosmetic products. Hence, the obtained answers were validated by using the statistical tools for the descriptive analysis, Multi regression, Correlation and Anova to determine the socio demographic profiles of the respondent with the other variables.

ANALYSIS

Figure 1: Conceptual model



Demographic profile were, 100% of the respondents are female participants. The majority of the participants belonged to the age group of 21-28 years old with the age group of 29-36 years old, next 16.2% with the age group of 37-44 years old participants. Next the family structure shows that maximum belong to the nuclear family type with 68.3% and 31.2 % belongs to the joint family. In the next category of education UG & PG respondents are of both 32.7%, followed with 14.6% who belongs to 11th to 12th standards, 9.8% from 5th to 10th standards and the least respondents belongs to the professional degree followed with 4.9%. Heading towards the profession, 48.8% belongs from the student group, 20% from the full time worker, 14.75 from the part-time worker, 11.7% were business persons and the least respondents belonged from the government employee of 6.3%. The fourth category belonged from the income level were, 31.7% belonged from the less than Rs. 20,000 of income level, second stands with 25.9% who earned between Rs. 21,000 to Rs. 40,000, third 17.1% earned between Rs.61,000 to Rs. 80,000, 15.6% belonged to the income level of Rs. 41,000 to Rs.60,000 and the smaller income level group belonged to the greater than Rs.80,000 of 9.3%. The Pocket money received by the respondents showed the highest amount from Rs.100 to Rs.1000 of 29.3%, more than Rs. 10,000 were 25.9%, Rs. 1001 to Rs. 2000 were 17.1%, Rs. 3001 to Rs. 5000 were 14.1% and the least belonged to Rs.2001 to Rs. 3000.

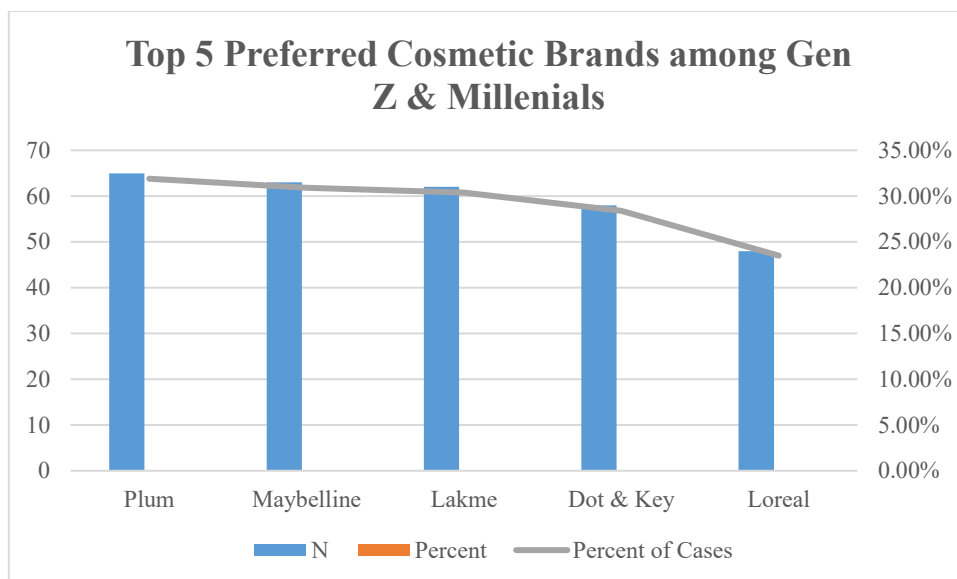
Table 1.1: Demographic Analysis of the Independent Variables

Characteristics	Frequency (n)	Percent(%)
Gender		
Female	204	100.0
Age		
	Frequency	Percent
13 - 20	33	16.2
21 - 28	116	56.9
29 - 36	34	16.7
37 - 44	21	10.3
Total	204	100.0
Family Type		
Nuclear	140	68.3
Joint family	64	31.2

Total	204	99.5
Education		
5th - 10th	20	9.8
11th - 12th	30	14.6
Diploma	10	4.9
UG	67	32.7
PG	67	32.7
Professional Degree	10	4.9
Total	204	99.5
Profession		
Student	100	48.8
Part-time worker	26	12.7
Full-time worker	41	20.0
Business	24	11.7
Government Employee	13	6.3
Total	204	99.5
Income Level		
Less than 20,000	65	31.7
21,000-40,000	53	25.9
41,000-60,000	32	15.6
61,000-80,000	35	17.1
More than 80,000	19	9.3
Total	204	99.5
Pocket Money		
100-1000	60	29.3
1001-2000	35	17.1
2001-3000	25	12.2
3001-5000	31	15.1
Less than 10,000	53	25.9
Total	204	99.5

Source: Primary Data

Table 1.2: Multi Responses of Top 5 Preferred Cosmetic Brands of Gen – Z and Millennials



Source: Primary Data

Based on the Multi response data collected from Millennial and Gen Z for the choice of preference on the cosmetic brand, Table 1.2 represents, the most popular cosmetic brand among Millennial and Gen Z respondents from the multi-response data is Plum (65 respondents, 11.1% and 31.9 percent of cases), followed by Maybelline (63 respondents, 10.7% and 30.9 percent of cases), and Lakmé (62 respondents, 10.6% and 30.4 percent of cases). Dot & Key, with 58 responders, 9.9%, and 28.4% of cases, is ranked fourth. The fifth position has 48 responders, representing 8.2% and 23.5 percent of cases.

Table 1.3: One – way ANOVA table representing the Independent variables with the PI

ANOVA Table	df (between)	df (within)	SS (between)	MS (Between)	F	p-value
Age Group	3	200	72.4	24	0.722	0.540
Education	5	198	341.01	68.2	2.101	0.067
Profession	4	199	114.6	28.6	0.857	0.491
Income	4	199	282.9	70.7	2.169	0.074
Pocket Money	4	199	221.2	55.3	1.681	0.156

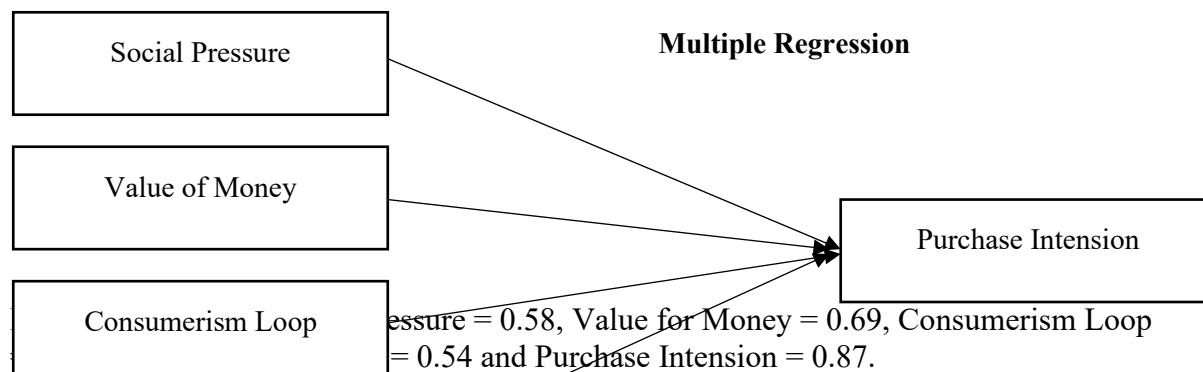
Source: Primary Data

One-way Analysis of Variance (ANOVA) was used to examine how demographic factors, such as age group, education, profession, income, and pocket money, affect consumers' purchase intention. The results indicated no significant difference in purchase intention among age groups, $F(3, 200) = 0.72$, $p = 0.540$. Similarly, education level did not significantly impact purchase intention, though the difference was close to being significant, $F(5, 198) = 2.10$, $p = 0.067$. Profession also had no significant effect, $F(4, 199) = 0.86$, $p = 0.491$. The effect of income level was nearly non-significant, $F(4, 199) = 2.17$, $p = 0.074$, and pocket money exhibited no significant difference, $F(4, 199) = 1.68$, $p = 0.156$. The findings suggest that consumers' purchase intention does not significantly vary across demographic categories. However, the nearly significant effects of education and income imply that these factors might have a small influence on purchase intention. Further investigation in future research could be beneficial.

This section indicates how the conceptual study of Model 1, explains the purchase decision of Millennials and Gen z women towards the purchase intension as the DV, followed by

the Social Pressure, Value of Money, Consumerism Loop and Psychological Factors as the IV which is determined through the multiple regression study to find the association between each variable.

Figure 2: Conceptual model



Findings:

Regression with the Computed Variables

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.480a	0.23	0.214	5.118	0.23	14.857	4	199	0

a. Predictors: (Constant), PF5IV, SP5IV, VOM3IV, CL4IV

In table 1.4, Multiple Linear Regression was tested to analyse if the Independent Variables, the social pressure (SP5IV), Value of Money (VOMIV), Consumerism Loop (CL4IV) and the Psychological Factors (PF5IV), predict the independent variable of the Purchase Intension (PI). The overall sample size of the study of the respondents was 204 with this, the overall regression model is statistically significant, $F(4,199) = 14.857$, $p < 0.001$, which indicates the predictors reliably explained variance in Purchase Intension. The model explained 0.23 of the variances in Purchase intension, $R^2 = 0.23$ with an adjusted $R^2 = 0.21$. Hence the predictors have a meaningful, although moderate, influence on the dependent variable.

The regression assumption was assessed. The residuals demonstrated approximate normality. However, the Kolmogorov – Smirnov and Shapiro – Wilk tests were statistically significant ($p < 0.5$), the histogram and Q-Q plots showed only slight deviation at the tails. Given the sample size $n = 204$, the residuals were normally distributed for the regression analysis. Hence the Skewness value 0.805 and Kurtosis 0.557 were within the acceptable ranges (± 1).

RESULTS

The overall study on the purchasing behaviour of Millennials and Gen Z women and determining the rise of consumerism in cosmetic product comes to a conclusion that the socio economic factor with age, education, profession, income and pocket money does not significantly shape the purchase intension. Though education and income projected a marginal shift towards the significant effect on purchase power. However, the cosmetic consumption pattern among the young women are increasing homogenised across the socio – economic category and reflecting in the horizontal societal shift in the beauty standards and consumer access. In addition to the variables, such as Social Pressure, Value of Money,

Consumerism Loop and Psychological Factors played a significant role in prognosticating the meaningful ascendancy in purchase intension. The overall model in the study indicated a moderate but a meaningful influence of these variables. Therefore, the result highlights the increasing psychological paradigms in shaping the cosmetic purchase intension among young women.

CONCLUSION

The findings underscore the need for marketers to focus on value driven communication since the consumerism context are increasing even without much indication from the demographic variables. The social pressure and the psychological factors are the key component which shows that the consumerism aspect among the young women are increasing day by day. Both the generation are much concerned about the external image they carry which enriches the personality they carry, which clearly states that the value of money also stands as one of the important component for the consumption pattern in the cosmetic products. Hence the result shows an insight for the marketers and cosmetic brands to align with the changing preferences of the women's in the cosmetic products and brands in Gangtok district, since most of the variables does not create any barrier to lessen the context of consumerism in cosmetic product in Gangtok district.

References

1. Abas, N. M., Ahmad, N. Z. A., Yusuf, A. H. S. M., Talib, A. H., & Azidin, R. A. (2024). The Clean Beauty: Factors Affecting Organic Cosmetics Purchase Intention among Malaysian Millennials. *International Journal of Research and Innovation in Social Science*, VIII(IX), 3046–3055. <https://doi.org/10.47772/ijriss.2024.8090253>
2. Abdolalizadeh, M., Shahmansoori, B., & Pourjebeli, R. (2023). *Investigating the impact of media on smuggled cosmetics and toiletries consumption*. *International Journal of Digital Content Management*, 4(7), 59–82. <https://doi.org/10.22054/dcm.2022.71155.1172>
3. Baltacı, D. Ç., Durmaz, Y., & Baltacı, F. (2025). The mediating role of attitudes in the effect of human and environment-centered value orientation on green cosmetic product purchasing behavior: comparison of different countries. *Environment Development and Sustainability*. <https://doi.org/10.1007/s10668-025-06173-9>
4. Bernard, M., & Parker, L. (2021). *The effect of conscious consumerism on purchasing behaviors: The example of greenwashing in the cosmetics industry* (Bachelor's thesis). Jönköping University.
5. Borling, K., Abraham, E. C., Pamplona, C. D., Carbonell, J. A., & Valdez, A. (2023). Cosmetics product and self-concept among senior high school students: An educational perspective. *ASEAN Journal of Educational Research and Technology*, 2(1), 51–56. <https://ejournal.bumipublikasinusantara.id/index.php/ajert>
6. Chandra, J., Varissa, V., Sibarani, H. J., & Tambunan, D. (2024). Determinant factors of skin care purchase decisions among Millennials and Gen-Z in Medan City. *International Journal of Accounting, Management, Economics and Social Sciences*, 2(3), 1015–1028. <https://doi.org/10.61990/ijamesc.v2i3.262>
7. Choi, Y., Kim, S. E., & Lee, K. (2022). Changes in consumers' awareness and interest in cosmetic products during the pandemic. *Fashion and Textiles*, 9(1). <https://doi.org/10.1186/s40691-021-00271-8>
8. Devi, T. (2023). Beauty and wellness sector in Sikkim: policies and challenges. *International Journal for Research in Applied Science and Engineering Technology*, 11(2), 734–738. <https://doi.org/10.22214/ijraset.2023.49124>
9. Guthrie, M., Kim, H., & Jung, J. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of Fashion Marketing and Management*, 12(2), 164–181. <https://doi.org/10.1108/13612020810874863>

10. Infante, V. H. P., Calixto, L. S., & Campos, P. M. B. G. M. (2016). Cosmetics consumption behaviour among men and women and the importance in products indication and treatment adherence. *Surgical & Cosmetic Dermatology*, 8(2). <https://doi.org/10.5935/scd1984-8773.201682817>
11. Jang, M. J. M., Choi, J. C. J., & Seo, J. S. J. (2024). The Influence Relationship between College Students' Self-Esteem, Appearance Satisfaction, and Beauty Interest for Protection and Convergence. *Protection Convergence*, 9(1), 1–13. <https://doi.org/10.22471/protective.2024.9.1.01>
12. Jothi, A. L. (2015). A study on influence of demographic factors on customers' preference towards cosmetic products. *Sumedha Journal of Management*, 4(4), 39–48.
13. Juraimi, S. A., O'Brien, J., Hirsh, J., Tan, A., Teo, J., Khaiat, A., Yeo, K. L., & Smith, B. P. (2023). Consumer habits and practices for cosmetics and personal care products in Singapore: An online survey. *Food and Chemical Toxicology*, 174, 113659. <https://doi.org/10.1016/j.fct.2023.113659>
14. Kalaivani, S. (2025). A Study on Consumer Buying Behaviour and Usage of Cosmetic Products with Special Reference to College Students in Erode City. *HuSS International Journal of Research in Humanities and Social Sciences*, 89–95. <https://doi.org/10.15613/hijrh/2024/v11i2/48136>
15. Kittikowit, S., Suwanabubpa, K., & Sithisomwong, S. (2018). *Factors influencing purchase intention on cosmetic products of female consumers in Yangon, Myanmar*. *International Journal of Organizational Business Excellence*, 1(2), 77–90.
16. Kuswati, R., Soepatini, S., Kussudyarsana, K., & Zakiyah, S. (2024). Parasocial Interactions of Indonesian Beauty Vloggers in the Digital Age: Do they Impact Purchases by Millennial Netizens? *WSEAS TRANSACTIONS ON INFORMATION SCIENCE AND APPLICATIONS*, 21, 196–207. <https://doi.org/10.37394/23209.2024.21.19>
17. Loretz, L., Api, A., Barra, L., Burdick, J., Dressler, W., Gettings, S., Hsu, H. H., Pan, Y., Re, T., Renskers, K., Rothenstein, A., Scrafford, C., & Sewall, C. (2004). Exposure data for cosmetic products: lipstick, body lotion, and face cream. *Food and Chemical Toxicology*, 43(2), 279–291. <https://doi.org/10.1016/j.fct.2004.09.016>
18. Macheka, T., Quaye, E. S., & Ligaraba, N. (2023). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers Insight and Ideas for Responsible Marketers*, 25(4), 462–482. <https://doi.org/10.1108/yc-05-2023-1749>
19. Mafra, A. L., Silva, C. S. A., Varella, M. A. C., & Valentova, J. V. (2022). *The contrasting effects of body image and self-esteem in the makeup usage*. *PLOS ONE*, 17(3), e0265197. <https://doi.org/10.1371/journal.pone.0265197>
20. Ngah, A. H., Gabarre, S., Han, H., Rahi, S., Al-Gasawneh, J. A., & Park, S. (2021). Intention to purchase halal cosmetics: Do males and females differ? A multigroup analysis. *Cosmetics*, 8(1), 19. <https://doi.org/10.3390/cosmetics8010019>
21. Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation. *International Journal of Research in Business and Social Science (2147-4478)*, 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
22. Nurcahyono, N., & Hanifah, A. (2023). Determinant of intention to purchase Halal Cosmetics: A Millennial and Z Generation perspective. *International Journal of Islamic Business Ethics*, 8(1), 12. <https://doi.org/10.30659/ijibe.8.1.12-25>
23. Okditazeini, V., Lani, O. P., Marhen, & Khaira, F. (2025). The culture of consumerism in advertising: An analysis of the representation of social values through mass media. *Asian Journal of Media and Culture*, 1(1), 22–39.

24. Paek, H., & Pan, Z. (2004). Spreading global consumerism: Effects of mass media and advertising on consumerist values in China. *Mass Communication & Society*, 7(4), 491–515. https://doi.org/10.1207/s15327825mcs0704_7
25. Shim, J., Woo, J., Yeo, H., Kang, S., Kwon, B., Lee, E. J., Oh, J., Jeong, E., Lim, J., & Park, S. G. (2024). The Clean Beauty Trend among Millennial and Generation Z consumers: Assessing the safety, ethicality, and sustainability attributes of cosmetic products. *SAGE Open*, 14(2). <https://doi.org/10.1177/21582440241255430>
26. Tran, H. T. B., Nguyen, P. N. D., Vo, T. Q., Nguyen, V. N., Nguyen, T. H. D., Kristina, S. A., & Endarti, D. (2023). A study of consumer behavior and willingness to pay towards cosmetic products of generation Z in Hochiminh city. *BIO Web of Conferences*, 75, 05001. <https://doi.org/10.1051/bioconf/20237505001>
27. Udayanga, L., Subashini, N., Udugama, M., Silva, P., & Ranathunge, T. (2024). Knowledge, perceptions, and consumption behaviour of cosmetics among undergraduates of Sri Lanka: a descriptive cross-sectional study. *Frontiers in Public Health*, 11, 1184398. <https://doi.org/10.3389/fpubh.2023.1184398>
28. Winarto, L., & Wisesa, A. (2024). Analyzing the impact of artificial intelligence and sustainability on Gen Z consumer purchase intentions: a case study of L'Oréal Cosmetics Indonesia. *European Journal of Business Management and Research*, 9(5), 16–30. <https://doi.org/10.24018/ejbmr.2024.9.5.2241>
29. Zahro, A. A., & Paramita, V. S. (2025). The influence of social media marketing, brand engagement, and product quality on purchase decisions mediated by purchase intention (Case study of Wardah lipstick products in Bandung City). *MARGINAL JOURNAL OF MANAGEMENT ACCOUNTING GENERAL FINANCE AND INTERNATIONAL ECONOMIC ISSUES*, 4(2), 349–358. <https://doi.org/10.55047/marginal.v4i2.1629>
30. Zepf, S. (2009). Consumerism and identity: Some psychoanalytical considerations. *International Forum of Psychoanalysis*, 19(3), 144–154. <https://doi.org/10.1080/08037060903143992>