GENERATION Z: CAN PERSONAL VALUES INFLUENCE THEIR INTENTION TO PURCHASE NATURAL BEAUTY PRODUCTS?

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ABSTRACT

These days, Generation Z (Gen Z) consumers are among the most persuasive market segments. Being digitally-savvy, the Gen Z youngsters can simply be identified via their distinctive liking, selection, views, inclination, and conduct. These are pivotal to marketers in comprehending the youngsters' process of deciding and the factors that influence their purchase decisions. As indicated by past studies, the consumers' purchase intention of natural beauty products is significantly influenced by their personal values such as environmental concern, appearance concern, health concern, and need for uniqueness. However, the findings drawn from the current studies revealed that Gen Z's appearance concern and need for uniqueness through the most significant difference in their purchase intention of natural beauty products ($\beta = 0.561$, $p<0.01$; $\beta =0.237$, $p<0.01$). Preparing a plan of action for marketing and promoting the natural beauty products are practical improvisations as a result of the study. As it empirically illustrates, Gen Z's intention to purchase is driven by personal values. To meet the needs of the potential consumers, it has been suggested that markets need to be creative and interactive and thus highlighting on natural beauty or product wellbeing. Having the knowledge of the value that drive these young consumers will assist in designing more influential messages.

Keywords: Gen Z, natural beauty products, personal values

INTRODUCTION

Consumers' inclination for health and environment concerning products produced from natural substances are increasingly popular nowadays (Dimitrova, Kaneva, & Gallucci, 2009). Utilising contents that are natural, a lot of items were manufactured from medicine to supplementary food as well as personal care and beauty products (Nagasawa & Kizu, 2013). Beauty products are among the many manufactured utilising derivations from nature and ceaselessly increasing in sale which have become a trend among consumers who are inclined toward a healthier lifestyle (Girotto, 2013).

According to Shilling (2003), human body is frequently well-thought-out as a person's physical wealth in this new society in which this concept helps to explain the behaviour like food hunting, socialising, and putting on make-up. When humans see their body as representing themselves, therefore the concern on one's physical appearance has become the reason in consuming beauty products (Gimlin, 2006). Besides, the concern on self-appearance by selecting trusted beauty products, buyers' concern on their well-being and surrounding is

becoming the latest consumer trend. Consumers started to believe that beauty products produced in a more natural method have a higher standard of quality (APCOWorldwide, 2013). These organic beauty products are assumed to possess less manufactured chemicals in comparison with customary items (Giritto, 2013). It has been proposed by researchers that purchasers' anxiety for the earth is the ethical premise of certain consumption beliefs from a sociological perspective (Shaw & Newholm, 2002). As per studies were done in the context of consumption, it was proposed that the theory of sign value which was based on sign theory, has agreed on the idea of consuming environmentally friendly products as an indication of purchasers' morals and ethics (Baudrillard, 1981). Based on the Department of Statistics report in 2012, imported cosmetic items represented nearly 20 percent from the whole sale.

Brought in from Germany, France, the United States and the United Kingdom, these are the leading suppliers of Malaysia's cosmetics. Imported brands like Skin Food, Yves, Origin, Juice Beauty and L'Occitance, Rocher, Yes to Carrots, Garnier Bio Active, as well as various others were launched in Malaysian market and within a short period of time created demand among the locals. With the information shared from social media and websites, consumers have become more well-informed of the contents in beauty items, which leads the market of natural beauty products to grow considerably quicker as compared to the common ones (Organic Consumer Association, 2007). Based on a sociological perspective, it has been recommended by researchers that purchasers' awareness for the earth is an ethical consideration for some of their consuming habits (Nga & Soo, 2010). Initially, studies on consumption put forth the sign value theory, i.e., environmentally friendly consumption, which shows profound moral and ethics from the social setting (Jayanti & Rajeev Gowda, 2014).

Ecological problems have been the most important issue for humanity since the start of the 21st century as it will certainly influence the following generations. In order to address this issue, governments and environmentalists have influenced organisations to use more ecological approaches in their business offerings. These advancements have created the introduction of green marketing (Bodur, Gao, & Grohmann, 2014). Ever since then, the communities have begun to be more conscious about the environment. Along with expanding demand from the market, the production and supply chain processes were forced to make improvements towards greener movement. In today's business world, growing environmentally friendly products have turned into an essential business and marketing strategy, which is not constrained to the general features of the products. In addition, the perception that consumers have toward these organic products was also reflected by their personal values.

Gen Z purchasers were the primary focus of the present research. Although there are those who demand for environmentally friendly beauty products, only few studies have been conducted to investigate the young consumers' behaviours and attitude toward products of natural beauty. Hence, the research focused on exploring the Gen Zs' purchase intention of beauty products. It also wished to examine the influence of Gen Zs' personal values on their health concern, appearance concern, environment concern, and their need for uniqueness with regards to their purchase intention of natural beauty products. Hence, the authors were focused on the definition of Gen Z, which is also known as the iGeneration. This generation was born after the year 1995, which means the eldest among them have graduated from colleges and may already be part of the workforce or internship programs (You & For, 2015).

Gen Z are portrayed as responsible consumers who are concern about their surrounding hence, the use of green products. Being naturally introduced to profound worldwide brutality alongside ecological cataclysms since birth, for instance, bad climate and haze that regularly happened, is the reason for their concern (The Star Online, 2014).

The expectation of this research is to find the purposes for recognising the influence of personal value on consumer purchase intention towards natural beauty products. Due to previous studies, a few researchers have analysed the impact of value on customers' purchase

intentions (Cervellon & Shammas, 2013; Doval, Singh, & Batra, 2013). Past studies have indicated a positive relationship between service quality and perceived value (Gherghina, 2005), which has shown to bring about reliability among the customers. Similarly, research demonstrated a positive relationship in most cases between these two variables (Hsu, 2006; Eggert & Ulaga, 2002). Many research additionally discovered direct relationship of perceived value with word-of-mouth communication and repurchase intentions (M. Cervellon, 2013).

Hence, diverse countries have diverse views toward natural beauty products suggestion and, therefore, have different purchase intentions, implying that the purchase intentions are varied depending on values that influenced. There is presently an unevenness between the increasing use of natural cosmetics in the marketplace. Due to the limited research in consideration of paying attention to personal value on natural beauty products type, this research study intended to take initiative in filling the gap by conducting a research in Klang Valley, Malaysia.

As late teenage years and early 20's purchasers represented some important beauty products' target sale as they spent more in comparison to older generation in similar product category, they were made the focus of this study (The Nielsen Company, 2007). The objective of the study was specifically to investigate the personal values of Gen Z purchasers, such as health concern, appearance concern, environmental concern, and need for uniqueness in relation to purchase intention of natural beauty products. The findings from the study will assist the marketers to understand better the consumers' behaviour when it comes to natural beauty products. Moreover, the current study helps to present empirical evidence and contribute novel understanding to the literature relevant to the habits of the consumers, which already existed.   This investigation looks at the purchasing habits of natural beauty products that has been understudied. It will help business entrepreneurs and marketing strategists to have better comprehension of the central aspects impacting behavioural expectation towards natural beauty items among the younger generation.

GENERATION Z

According to Westlund (2010), Generation Z was born mostly during the digital era with most concern on the use of technology, PCs, mobiles, devices, and the Internet. Individuals of Gen Z are known for their character of being creative, multi-takers, and instant indulgence. They desire for the newest style and the luxurious labels existed in the worldwide market (Jain & Patel, 2013). These youngsters express, become associated, as well as fit themselves into groups of peers with common interests. Based on Swain (2007), Generation Z consumers mostly mingle with people in the circle where they share similar interests, such as groups of electronic devices, entertainment, video games, fashion trends, including virtual games (Do, 2016). They share and exchange opinions which allow them the freedom of thinking. Gen Z is known as the teenagers of Gen X and they are the supporters of Gen Y (Wells, 2015). These youngsters are peculiar by nature and believe in expressing their opinion. They have high sense in branding and materialistic hence they are not in favour of compromising on the latest item for consumption in which their companions and associates are using (Turner, 2015). The truth behind such bewildering condition makes them surge forward to accomplish the goal of their lives without reluctance and doing all they are capable of to be perceived differently by their peers. Additionally, Gen Z are not only becoming more conscious of security aspects, but also becoming more cautious, and more connected. In fact, friends have great influence on their purchase decisions (Sophocleous, 2013; Clarke et al., 2010).

PERSONAL VALUES

Personal values give an internal reference to what is good, beneficial, important, valuable, excellent, desirable, and helpful on observation of consumer behaviour (Schwartz, 2003). According to Schwartz (2006), values are concepts or beliefs about desirable end-states or practices that rise above particular circumstances, guide choice or evaluation of behaviour and events, and are requested by relative importance. Personal values of consumers serve as a focal point in many cognitive tasks, for example, attitude formation or decision-making about a brand purchase. However, the experiential relationships between a person's personal values and behaviours are commonly low (Michael, 1984). Personal values are documented as a significant aspect in decision of buying too (Burgess, 1992), with the support by a number of studies endorsing the connection between personal values with ecologically friendly behaviour (Lee, 2011; Van der Werff, Steg, & Keizer, 2013), as well as between personal values and ethical behaviour (Mirosa et al., 2013). Personal values are additionally affecting the decision of product consumption with regards to natural items (Kriway & Mecking, 2012; Schosler, De Boer, & Boersema, 2013). Hence, personal values are changing in line with an increase of anxiety towards the changing environment. Consequently, it is vital for businesses to understand the consumer behaviour from the perspective of the implication towards the environment (Fraj & Martinez, 2006).

The integration of personal values into the conceptual model is still limited in the literature review. Matters concerning natural consumption and consumers' purchasing behaviour may not totally depend on the social and functional values, instead of the environmental concerns (Achabou & Dekhili, 2013). The impacts resemble the idea that consumer beliefs of natural products to be healthier and more environmentally friendly than conventional products. Henceforth, the current research incorporated four dimensions of personal values namely health consciousness, appearance consciousness, environmental consciousness, and need for uniqueness. It was based on existing literature that these dimensions were selected and clarified next. Below is the illustration of the model:

HEALTH CONCERN

According to Schifferstein and Oude Ophuis (1998), health consciousness refers to consumer's behavioural act in relation to health actions. Based on past studies, health-conscious consumers think about the preferred position of prosperity and put forward a push to keep up a healthy life (Newsom et al., 2005). Consumers who are health-conscious understand that their health will be affected by their actions. Consumers who purchase products that are environmentally friendly are concerned with both the environment as well as their own health. Arvanitoyannis et al. (2004) studied Greek consumers and discovered that most purchasers of organic food regard it as safer compared to food that is traditionally grown. In fact, almost half of purchasers do not mind paying extra for food that is organic. Hence, people who are health-conscious not only anxious of their well-being but also have the tendency of being keen in improving their state of health and living (Lee, Conklin, Cranage, & Lee, 2014). Furthermore, in recent years, the utilisation of natural beautifying products has turned into a fad as consumers even more mindful believing that the people are accountable for the world they live in (Kotler & Armstrong, 2004). Among the concerns of cosmetic users is their preference in utilising products that are environmentally-friendly which users find safe and harmless as well as to the earth in appreciation of the sensitive stability of the world naturally and working hard in sustaining the harmony.
Hence, the proposed hypothesis was:

> H1: Gen Z's Health concern is positively related to their purchase intention of natural beauty products

ENVIRONMENTAL CONCERN

The issue with regards to environmentalism has turned to be a significant problem in consequence to environmental destruction which is triggered by products, manufacturing procedures, and environmental calamity (Easterling et al., 1996). On the consumption of environmentally friendly products, the part of environmental anxieties on the purchasing intention of the consumers is getting vivid. Between the periods of 1960s to 1990s, the change in consumerism has taken place in the power of consumers' voice (Makower, 1993). Consumers have been reported to have higher awareness in the delicateness of the environment than they once thought as well as boundaries in the use of natural resources (Krause, 1993). Particularly, consumers with a higher concern of the environment are thought of likely to be engaged in environmentally friendly behaviour. Supported by several past studies, such claims reported that some consumers are inclined to voice out their environmental concerns and use products that are environmentally friendly (Roberts, 1991; Shetzer et al., 1991). Nevertheless, quite a number of studies on the relationship of environmental consciousness and organic consumption were carried out (Salleh et al., 2010). Being environmentally conscious was identified by other studies as an essential aspect in consumers' decision-making of purchasing automobile (Hellier et al., 2003) and green hotel (Davies et al., 2012), but rarely on natural beauty products. As a result, the hypothesis being developed is:

> H2: Gen Z's Environmental concern is positively related to their purchase intention of natural beauty products

APPEARANCE CONCERN

A lot of research were carried out to examine the relationship between appearance and behaviour (Kim & Chung, 2011). Jain et al. (2013) conducted a study on students which found that while purchasing fashion clothing and luxury apparel, their concern on physical appearance is easily affected. It was also found by other studies that women who possess deep interest in enhancing their physical appearance scored high on their consciousness of appearance too (O'Mahiny, 2007). Moreover, luxury car, dietary product, cosmetic surgery, and other consumptions are very much linked to consciousness of physical appearance too (Wang & Waller, 2006). With regards to this, appearance consciousness was presumed a determinant of purchase intention toward natural beauty products. Hence, the proposed hypothesis is as follows:

> H3: Gen Z's Appearance concern is positively related to their purchase intention of natural beauty products

NEED FOR UNIQUENESS

Using their common consumption habits, consumers make themselves feel special and unique as well as to differentiate themselves from other consumers (Lynn & Harris, 1997). In an effort for a consumer to make himself distinctive from others, it is considered as finding the need to be unique as referred to in the theory of uniqueness. The theory indicated that being participative in various activities, actions, and consumption behaviours help the consumers to preserve certain sense of differences from others. This was confirmed by a study from Snyder and Fromkin (1980) which has shown that the feeling for uniqueness may influence someone's attitudes, beliefs, behaviours, product choices, and even choice of partners. In other words, the intention to distinguish oneself from another is referred as a behaviour of determined and pervasive psychological phenomenon. In this study, the role that Generation Z play in the form of need for uniqueness is denoted as the characteristic of differentness comparative to the rest via purchase and owning goods or services for the sake of improving one's social and self-portrayal (Tian, Bearden, & Hunter, 2001). Consequently, this resulted in the following hypothesis:

H4: Gen Z's Need for uniqueness is positively related to their purchase intention of natural beauty products.

METHODOLOGY
SAMPLE AND DATA COLLECTION METHOD

In this study, personal values based on consumers' perception of natural beauty products are the determining factors. The impact of personal values on consumers' purchase intention which was the outcome of the study is to be examined. In the present investigation, foreseeing factors are viewed as imperative as they assume a part in the consumption of natural beauty products. Therefore, the set of relationship and hypotheses between constructs were studied. Hence, in this study, the post-positivist conventions were encountered. Therefore, in choosing the approach for the present study, a quantitative research method was deemed suitable. The research focused on the customers' part which was vital for creating the drive to purchase natural beauty product brand through the examination of the level of value consumers placed on their own beliefs that orientated their consumer actions. This phase used quantitative approach specifically questionnaires designed for the customers of these natural type of beauty products. The focus of this phase was to assess the consumer behaviours and motivations, where associations of likelihood, and measures of prediction will be sought, therefore, questionnaires survey was deemed appropriate.

Universities students, aged between 18 and 23, were involved in the present study. They are currently in their undergraduate programs. The researcher approached the consumers of selected universities in Klang Valley. Over 80% of these respondents stay in the urban area. The respondents approached by the researchers must fulfil certain criteria. First, the consumers must be between the age of 18 to 23 years old and they may not have the experience of purchasing or using any natural beauty products. Based on systematic random sampling, 200 respondents were given questionnaires to be completed. Nevertheless, the amount of returned and usable questionnaires were only 168. Besides the customers' purchase intention on natural beauty products, their socio-demographic, economic background, and personal values' response were covered by the questionnaire items as well.

INSTRUMENTATION

The following Table 1 indicates the measures of the study variables used in the study. The instrument items were adopted from previous studies by Michaelidou and Hassan (2008), Roberts (1996), Wang and Waller (2006), Tian et al. (2001), and Sondoh et al. (2007).

Table 1: Instruments of the Study Variables

Study Variable	No of items	Source of Scale	Type of Scale
Health Consciousness	6	Michaelidou and Hassan (2008)	5-point likert scale
Environmental Consciousness	8	Roberts (1996)	5-point likert scale
Appearance Consciousness	6	Wang and Waller (2006)	5-point likert scale
Need for Uniqueness	8	Tian et al. (2001)	5-point likert scale
Purchase Intention	4	Sondoh et al. (2007)	5-point likert scale

RESULTS

In this study, Partial Least Squares (PLS) analysis technique using SmartPLS 3.0 software was used to analyse the research model (Ringle et al., 2015). As suggested by Anderson and Gerbing (1988), two-stage analytical procedures were conducted. The measurement model reliability of the measures was tested, including an examination of the structural model (Hair et al., 2014; Ramayah et al., 2013) and Bootstrapping method was also used to test the significant path coefficients and the loadings.

Measurement Model Evaluation
Two types of validity were engaged in order to evaluate the measurement model. The first was known as the convergent validity followed by discriminant validity. In the case of convergent validity, it is a measurement model that examines the loadings, average variance extracted (AVE), and also the composite reliability (Gholami et al., 2013). As Hair et al. (2014) suggested, Table 2 shows all loadings were above 0.7, all composite reliabilities were above 0.7, while the AVEs were above 0.5 too.

Table 2: Convergent Validity of Measurement Model

CONSTRUCT	ITEMS	LOADINGS	AVE	CR
Appearance Concern	APC1	0.822	0.626	0.909
	APC2	0.781		
	APC3	0.703		
	APC4	0.823		
	APC5	0.813		
	APC6	0.799		
Environment Concern	EC4	0.771	0.575	0.871
	EC5	0.833		
	EC6	0.752		
	EC7	0.705		
	EC8	0.724		
Health Concern	HC1	0.843	0.709	0.907
	HC2	0.857		
	HC3	0.821		
	HC4	0.847		
Need for Uniqueness	NFU1	0.813	0.634	0.933
	NFU2	0.814		
	NFU3	0.845		
	NFU4	0.828		
	NFU5	0.781		
	NFU6	0.846		
	NFU7	0.722		
	NFU8	0.712		
Purchase Intention	PURCHASE1	0.889	0.787	0.917
	PURCHASE2	0.898		
	PURCHASE3	0.873		

Note: Environment Concern 1, 2 and 3, Health Concern 4 and 6, and Purchase Intention 4 were deleted due to low loadings

The discriminant validity of the measures was tested according to Fornell and Larcker (1981) criterion of comparing the correlations between constructs and the square root of the AVE for the construct (Refer to Table 3). Based on Table 3, the AVEs' square root, as characterised by

the bolded values on the diagonals, were greater than the corresponding row and column values (correlation between constructs) representing discriminant measures.

Table 3: Discriminant Validity of Measurement Model

	Appearance Concern	Environment Concern	Health Concern	Need for Uniqueness	Purchase Intention
Appearance Concern	**0.791**				
Environment Concern	0.463	**0.758**			
Health Concern	0.355	0.471	**0.842**		
Need for Uniqueness	0.35	0.259	0.205	**0.796**	
Purchase Intention	0.67	0.394	0.361	0.368	**0.887**

Note: The square a root of AVE is represented by values on the diagonal (bolded) while the correlation is represented by the off-diagonals

Structural Model Evaluation
The structural model involved calculating R^2, beta, and the corresponding t-value (Hair et al., 2014), and a bootstrapping procedure with 5000 resamples was applied. The researchers also reported on the predictive relevance (Q^2) and effect sizes (f^2) (Hair et al., 2014). Based on the test conducted, not all relationships were found significant. Only two types of personal values were significant. The first was appearance consciousness (B=0,561, p<0.01), followed by need for uniqueness (B=0.237, p<0.01). These factors explained 48.4% of the variance in purchase intention of natural beauty products, thus, supporting the hypotheses H3 and H4. The full result of the structural model analysis (hypothesis testing) is summarised in Table 4. Unlike the 0.35 (substantial) value suggested by Cohen (1988), the R^2 value of 0.484 was higher.

The study also measured effect sizes ($f2$) as recommended by Sullivan and Feinn (2012). Hair et al. (2014) proposed that the variation showed in the R^2 value must be studied too. The recommended method is to look at the R^2 change during the absence of an exogenous construct from the model. As suggested by Cohen (1988), 0.02 (small), 0.15 (medium), and 0.35 (large) are the standard to measure the magnitude of the effect size. Looking at the f^2 value in Table 4, it can be perceived that the relationships of both significant predictors ranged from medium to large. Using the blindfolding procedure, the predictive relevance of the model was calculated. According to Chin (1998) and Henseler et al. (2009), a sample reuse procedure known as blindfolding omits each *d*th data point in the endogenous construct markers and using the rest of data points to determine the parameters. Furthermore, Hair et al. (2014) stated that if the value of Q^2 is larger than 0, the model has predictive relevance for a certain endogenous construct and otherwise if the value is less than 0. From Table 4, we can see that all the Q^2 values 0.359 suggested that the model has appropriate prognostic applicability. The overall model of the study is presented in Diagram 1 that captured the result of AVE for each construct.

Table 4: Result of the Structural Model Analysis (Hypotheses Testing)

	Relationship	std beta	std error	t value	Decision	R2	F2	Q2
H1	Appearance Concern -> Purchase Intention	0.561	0.071	7.933	Support	0.484	0.433	0.359

H2	Environment Concern -> Purchase Intention	0.046	0.08	0.572	Reject	0.003
H3	Health Concern -> Purchase Intention	0.112	0.063	1.788	Reject	0.018
H4	Need for Uniqueness -> Purchase Intention	0.237	0.062	2.459	Support	0.031

In this study, the standardized root mean square residual (SRMR) is reported with a value of 0.069. According to Hu and Bentler (1998), the square root of the sum of the squared differences between the model-implied and the empirical correlation matrix, i.e., the Euclidean distance between the two matrices. A value of 0 for SRMR would indicate a perfect fit and generally, an SRMR value less than 0.05 indicates an acceptable fit (Gholami, Sulaiman, Ramayah, & Molla, 2013). A recent simulation study showed that even entirely correctly specified model could yield SRMR values of 0.06 and higher (Henseler, Ringle, & Sarstedt, 2014). Therefore, a cut-off value of 0.08 as proposed by Hu and Bentler (1998) appears to be more adequate for PLS path models. SRMR is a measure of approximate fit of the researcher's model. It measures the difference between the observed correlation matrix and the model-implied correlation matrix. Putting it another way, the SRMR reflects the average magnitude of such differences, with lower SRMR being a better fit. By convention, a model has a good fit when SRMR is less than 0.8 (Hu & Bentler, 1998). Some used the more lenient cut-off of less than 0.10.

Diagram 1
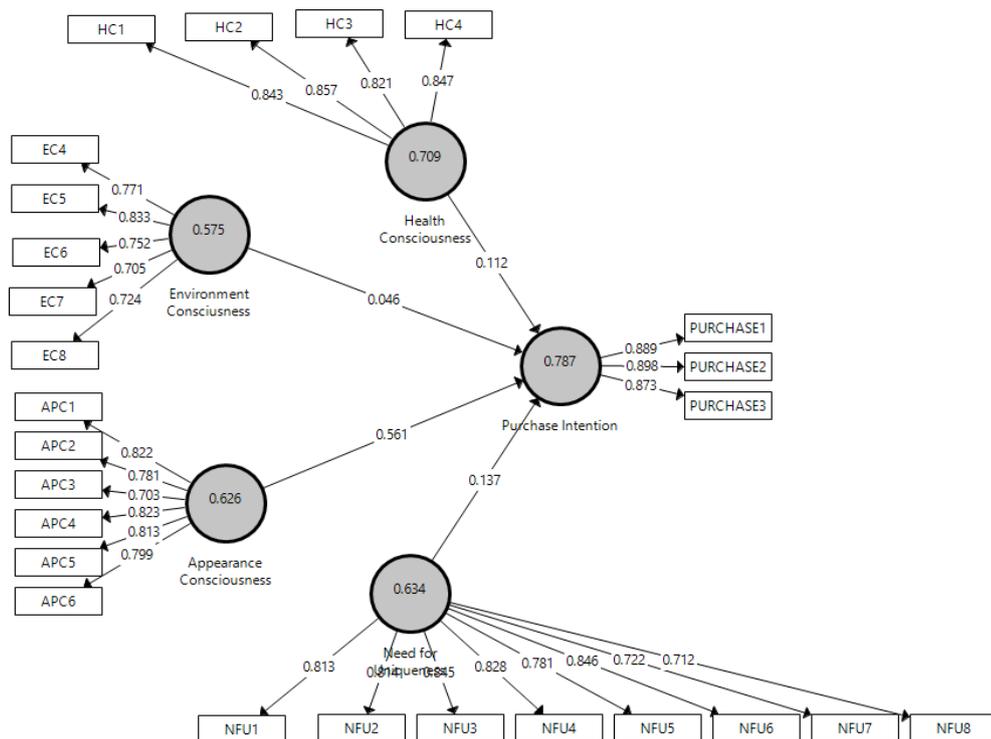
DISCUSSION AND CONCLUSION

This study should leave a great impact on various aspects as it involved different parties such as companies and individuals. From the company aspect, those that manufacture environmental-friendly products can improve their bottom-line as it provides new business opportunities with better products, as well as creates more loyal customers. While increasing their sales rate, they also contribute to campaigns of saving the environment by encouraging consumers to purchase their eco-green products through advertisements and promotions. Products with higher quality that complement both the consumers and the environment could easily gain the trust from consumers. Companies that have a production process that can be labelled as environmentally-friendly, is contributing substantially via controlling pollutant outputs, such as air pollution and water pollution since these detrimental wastages from factories would be reduced.

Other than that, companies that sell environmentally-friendly products should devise more creative campaign strategies that provide better promotions and stronger advertisement literature of their products. So that consumers are aware of the products that these companies manufacture and their beneficial justifications in terms of use. The exposure provided will benefit both sides as the manufacturers are able to unlock a potentially new business segment and capitalise on a new consumer preference. Meanwhile, the consumers are given the chance to make a wiser purchase decision of obtaining eco-green products. Sales will gradually accelerate once each side understands their roles and start preferring eco-green products as opposed to the usual product offerings. As can be seen, there is a limited number of advertisements that focuses on environmentally-friendly products made by companies and showcases their intended benefits.

In the present research, intrinsic values operationalised through aspects of health consciousness, environmental consciousness, appearance consciousness, and need for uniqueness, these were regarded as personal values. Despite previous studies reported that environmental consciousness was a priority reason when it comes to buying natural products; however, it was not the case in this present study. The results indicated that appearance consciousness and need for uniqueness are the only two factors that were considered by these young consumers when it comes to buying natural beauty products. Therefore, the main reason for Generation Z to purchase natural beauty products is to be seen and perceived differently from their peers and others. They will not compromise with a brand that is commonly used by their friends and peers. While the earlier studies on Generation Z merely considered devices, the Internet, and facts on labels which young consumers are interested in (Swain, 2007), the current research focused on more serious matters. However, concern on the environment is not a priority to these young consumers. This is significantly inconsistent with the research findings of prior studies which illustrated that environmental issues impacted the consumers' purchasing intention toward natural beauty products (Kim & Seock, 2009). One of the reasons is perhaps the profile of respondents in the current study, as compared to the previous studies, was of a different generation. Based on past studies, this may be due to lack of social involvement in the usage of eco-green products as these products are usually used at home, which are not visible to others or are aware of it. So to understand the situation, it means that purchase of these products does not need other people's approval, as its purpose is not to fulfil their needs, but of the consumers' individual needs only. Thus, to conclude this study, it could be stated that there are several reasons why consumers make repeated purchase of eco-green products. It could be concluded that this is another attempt towards saving the environment, which is highly crucial as the planet is in need of our help and us as residents should be adept in our own responsibility in taking care of it. All changes start from an individual, hence, all of us have our own part to play in making the world a better place.

However, this study has established that in purchasing natural beauty products, the consumers' intention has always been to appear differently and unique in their own ways. Thus, it is suggested that efforts in taking care of the environment are by using eco-green products that are safer for both the consumers and the environment should be publicised. There is a group

of people who are supportive by purchasing this kind of products, but there are also those who do not for various reasons.

Several future recommendations are formulated according to the limitations of the study. First, a higher number of tertiary learners from different government and private universities should be involved to make up the studied population. As majority of the present respondents stay in the urban area, it is predicted that dissimilar findings will probably be drawn from respondents who stay in the urban area.

To compensate the weakness every method, both online and offline research must be considered in the future. This is because online communication (social media) like Facebook is mainly used by most tertiary students. Second, factors influencing habits and re-purchase objectives concerning retail outlets that sell natural beauty products should also gain the emphasis of future research. Third, it would be much contributing, if the same study to be extended to other groups of Generation Z in other Asian countries, in order to see whether there will be a different set of values hold according to culture and way of living.

Based on the results of the study, several practical implications can be drawn. As practising marketer, different advertising strategies may work for a group of consumers but not with the others (Basil & Weber, 2006). Similarly, by comprehending the knowledge concerning consumer values will probably impact implementation of public policy too. By having the knowledge of what message may appeal to different market segments, this will assist the retailers to design better persuasive messages. Furthermore, future studies will be able to assist the manufacturers and marketers of natural beauty products to comprehend how individual values could lead to consumer's being loyal to a brand or a store. It is suggested that a unique communication tactic either through offline or online medium is can possibly perform a crucial part in increasing store purchase among the consumers including augmenting store preferences. Retailers are suggested to come up with marketing strategies that are effective giving emphasis on unique personalities to be associated with being ecologically beautiful or harmless products to meet potential consumers' expectations.

Because Generation Z were the target respondents in this study, the young consumers are identified as natural beauty products potential buyers. Henceforth, retailers are suggested to use various marketing strategies to alter the purchasers' impression of expensive costs to reasonable ones in order to influence the youthful purchasers into believing that the natural beauty products are affordable.

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