



The Indian Economic Journal

JOURNAL OF THE INDIAN ECONOMIC ASSOCIATION

Volume - 3-A • Special Issue • December 2025

**INDUSTRIAL SECTOR
AND MANUFACTURING
GROWTH**



Millennials and Organic Personal Care Products: Study of the Influence of Social Norms and Consumer Values on Purchase Intention using Exploratory Data Analysis

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Abstract

This study explores the inborn determinants influencing millennials' attitudes and buying intentions for organic personal care products. Since the consumers are becoming increasingly health-minded, environment-minded, and mindfully ethical, it is essential to know the extent to which these matters influence buying behaviors, especially in the backdrop of a generation defined as socially conscious. The research uses computational approaches with Exploratory Data Analysis (EDA), correlation test, multicollinearity test, and Principal Component Analysis (PCA) on survey data from 100 millennials. Environmental awareness, moral values, brand credibility, and health awareness are the interesting variables. Pearson correlation analysis shows weak yet significant correlations environmental consciousness and brand credibility have positive correlations with purchase intention, and health consciousness and moral values show new weak negative correlations. VIF analysis further shows that there is no multicollinearity present in the predictors, while model stability is guaranteed. These findings confirm that ecologically and socially driven concerns motivate millennials, but brand reputation and perceived authenticity are subject to prudent decision-making regarding the utilization of organic personal care products. The study contributes to consumer behavior and anecdotally provides insight to marketers who would like their strategy to align with this influential group's values.

Keywords: Millennials, Organic personal care products, Social norms, Consumer values and purchase intentions

Introduction

Consumer behavior within society today is being revolutionized by shifting values, technological transformation, and increased global awareness of health issues and environmental issues. Traditional drivers of the purchasing decision, price, convenience, and brand name are being supplemented, and in some cases replaced, by more foundational concerns. Today's consumers are not just buyers; they are jurors of intent, mission, and impact. This paradigm demonstrates an increased need for commodities and services that meet not only self-interests but also higher-order ethical, environmental, and social interests [1].

Apart from psychological factors like moral judgment, values held by individuals, and intellectual credibility and trust judgments have now taken center stage in determining brand and product attitudes. Emotional connection, perceived authenticity, and core values have emerged as strong drivers of preference and loyalty. Qualitative factors reign over traditional advertising or price efforts in most scenarios. Therefore, comprehending the way these internal drivers work and affect consumer behavior is of utmost importance in fields such as marketing, behavioral science, psychology, and economics[2].

The emergence of ethical consumerism and cause-related behavior has added yet another level of complexity to the equation.

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Consumers are no longer passive recipients of marketing communications; they actively seek to support organizations that reflect accountability, transparency, and true commitment to causes that reflect their worldview. This has placed tremendous pressure on companies to not only develop innovative products but also to be true to their demonstration of their values and walking the talk. On such altered terrain, authenticity pays, and trusts as a marketing difference[3].

In tandem, consumption drivers previously delineated demographically and culturally have now essentially altered. Next generations raised on digitalization, ecological politics, and social mores have different patterns of behavior and expectations from those that have guided the past generation. They make their choices on the basis of sets of psychological, social, and information inputs which often exceed immediate good or service utility. These developments call for a deeper and more sophisticated insight into the cognitive schemata and value systems that underlie today's consumption[4].

To explore these complex interdependencies, recent research has increasingly employed data-driven methods that synthesize psychotheory and empirical analysis.

Techniques employed by researchers include Exploratory Data Analysis, correlation testing, and dimensionality reduction to uncover latent patterns among behavioral variables and identify determinants of decision-making. Beyond providing a more objective description of consumer psychology, these techniques also provide actionable intelligence for policy-makers, marketers, and business strategists. Indeed, a study of what drives individuals to make large, value-based decisions is more relevant than ever. With new roles for consumers come new approaches to how our models must read their motivations, their desires, and their aspirations. The main objectives of the study are as follows

- To identify the effect of inherent determinants like environmental consciousness, moral beliefs, brand credibility, and health issues on millennial attitudes and buying intentions regarding organic personal care products.
- To apply the computational techniques such as Exploratory Data Analysis(EDA), correlation analysis and test for multicollinearity to identify directions and magnitudes of relationships between these variables and to identify their combined impact on consumer behavior within a socially responsible population.

Related Works

Lupindo et al., (2024) examine how millennials' views on organic personal care products are influenced by their perceptions of quality, environmental concerns, and health consciousness. The results show that millennials' attitudes toward organic personal care products are significantly shaped by perceived behavioural control, health consciousness, and environmental concerns, while their purchase intentions are significantly influenced by the perceived quality of organic personal care products [5]. Daud et al., (2024) examines and reveals Malaysian consumers' desire to buy organic personal care items. With an emphasis on the northern areas, it seeks to investigate how social media influencers and product packaging affect consumers' intents to buy organic personal care products[6].

Vallejo et al., (2025) ascertain whether millennials' intentions to buy organic products are influenced by the theory of consumer values' (TCV) characteristics, either individually or collectively. The study emphasizes that environmental attitudes (EAs) directly influence consumers' propensity to buy organic goods [7].

Riyaz et al., (2024) investigate how generational variations affect customers' intentions to make eco-friendly purchases, with particular attention to Gen X and Gen Y (millennial) consumers. Generational cohorts do not alter the relationship between ecologically responsible purchasing intention and its antecedent, according to the data, which indicate that determinants of environmentally responsible buy intention were roughly equivalent in both cohorts[8]. Maisaroh et al., (2025) determine the elements that affect Gen Z's acceptance of Shuca's green innovation products, including price sensitivity, social impact, perceived value, perceived quality, and green product awareness. According to this study, Gen Z's level of acceptability of green innovation products is influenced by three key aspects[9].

Cavite et al., (2025) addresses business strategy gaps in harnessing environmental concerns for increasing organic food consumption by looking into the elements influencing millennials' purchasing intentions and examining the moderating influence of environmental concerns in the context of organic food. Structured online surveys were used to gather data from 499 millennial consumers using a unified framework based on the theory of planned behaviour (TPB)[10].

Minocha et al., (2024) analyze the effects of consumer values (environmental, health, and appearance consciousness), adaptability, and perceived advantages on the intents and purchasing patterns of consumers for natural personal care products. The results of the investigation provide some intriguing new information. First, consumers' openness to change is positively impacted by all three consumer values[11].

Sharma et al., (2024) determine the factors that affect female consumers' purchasing decisions about OPCP and the ways in which different OPCP aspects affect customer satisfaction. According to the literature, the current study is one of the first to examine how Indian women purchase organic personal care products. The results also showed that the biggest influences on customer satisfaction were social factors, labelling, and certification. The study offers academics and cosmetic companies valuable knowledge [12].

No cross-generational comparisons, more extensive cultural contexts, and synthesis of theory models are available in existing research. Self-reported data are used, and research focuses mainly on female consumers. Green innovation, ethical sourcing, and new media drivers are less researched, while behavior data and male consumer data are not yet predominant in research on organic personal care.

3 Methodology

The figure 1 shows the overall methodology in studying the influence of social norms and consumer values in purchase intention.

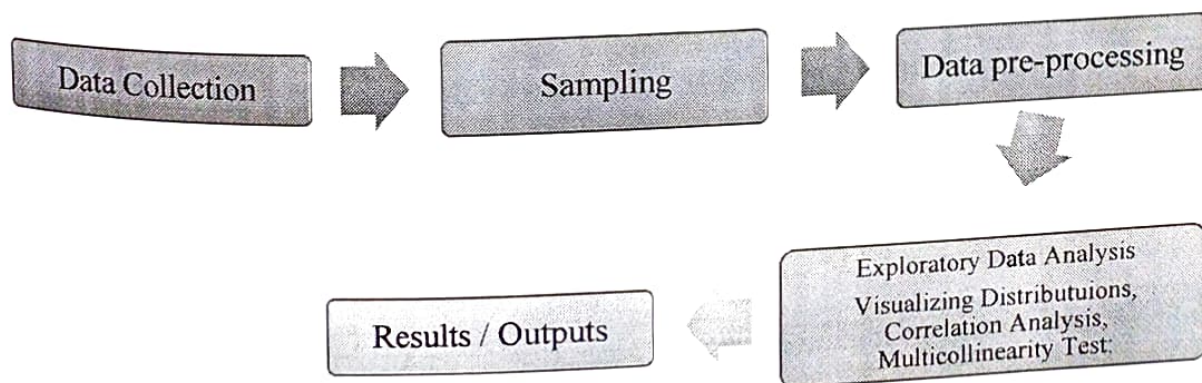


Figure 1. Overall flow of the methodology

3.1 Data Collection Methodology – Survey Design

A formal questionnaire was prepared to gather primary data, including Likert-scale items on a scale of 1 (strongly disagree) to 5 (strongly agree) to measure participants' behavior and attitudes. The survey questionnaire had five key sections: (1) demographic data such as age, gender, income, and education; (2) social norms such as peer influence, family influence, and social media exposure; (3) consumer values such as health consciousness, environmental concern, self-identity, and ethical concern; (4) purchase intention as reflected by organic personal care purchase probability; and (5) past behavior as reflected by past purchase history and purchase frequency. The survey was sent electronically in the form of Google Forms to make it easily accessible and reach a wider number of millennials.

3.2 Sampling

The study population consists of millennials, or persons aged between 25 and 40 years. A minimum of 300 participants was sought in order to establish statistical significance and the credibility of findings. Non-probability convenience sampling procedures were employed in recruiting participants, using digital means like social media (Facebook, Instagram, LinkedIn), email distribution lists, and university mailing lists. These channels were used to reach millennials with different backgrounds in an effective way to ensure that the data collected is representative and diverse, mirroring the behaviors and attitudes of this generation towards organic personal care products

3.3 Data Preprocessing

Prior to performing the analysis, the survey data collected were properly preprocessed for accuracy and consistency. Missing values were detected and treated accordingly—either through imputation or by deleting incomplete responses, depending on the nature and extent of missing data. Likert-scale items were normalized to ensure consistency in different question scales. Categorical features, such as gender and level of education, were encoded using one-hot encoding or label encoding, because such representations are necessary for analysis. Numerical features were also normalized using z-score normalization for uniform scale to enable advanced techniques such as Principal Component Analysis (PCA), which is sensitive to variance. These preprocessing operations ensured the dataset became clean, reliable, and prepared for computational operations.

3.4 Exploratory Data Analysis (EDA)

Exploratory Data Analysis (EDA) was also conducted as the initial step to understand the intrinsic structure, patterns, and associations of the data set. EDA is helpful to reveal the insights that lead to the following modeling and interpretation. The procedure took three easy steps: first, graphing the distributions of the main variables to ensure that they spread, possess their central tendency, and if they have or not outliers; second, conducting a correlation analysis for the purposes of ascertaining the strength and direction of relationships among predictors such as concern for the environment, awareness for health, and purchasing intention; and third, subjecting the study to a multicollinearity test to ascertain the independence of predictors, through indicators such as the Variance Inflation Factor (VIF). This systematic process provided a comprehensive understanding of the dataset and prepared it for further statistical analysis.

Visualizing Distributions: It is an extremely crucial first step in exploratory data analysis (EDA) to know how the most critical variables like health consciousness, environmental consciousness, and ethics are distributed. Histograms serve to visualize the distribution of the frequencies of the values and will report whether a variable is skewed or normally distributed. Boxplots provide further information by detecting outliers and confirming distribution comparison across groups—e.g.,

purchase intention (Yes/No)—so that differences at the group level may be detected. KDE plots produce a smooth representation of such distributions, and it is easier to understand central tendency and spread. The plots combined provide a broad description of the manner attitudes and beliefs are spread out within the millennial sample.

Correlation Analysis: Correlation analysis captures the direction and strength of linear associations between numerical variables, i.e., how strongly independent variables such as ethical values or health consciousness are interrelated with and with purchase intention. Pearson correlation is applied where data is normally distributed, while Spearman's rank correlation applies where data is ordinal or non-parametric. The correlation matrix thus obtained can also easily be shown as heatmaps, where patterns and interrelations are easily discernible in shades of color. This makes it simple to notice important drivers of purchase behavior and select suitable predictors for the model[13].

Multicollinearity Test: Multicollinearity is present when there are two or more independent variables that are highly correlated with one another, and this will have the tendency to bias coefficient interpretation in regression models and decrease model stability. To find out if this is a problem, the Variance Inflation Factor (VIF) is calculated for every variable. For each independent variable, X_i , VIF is calculated as follows

$$VIF_i = \frac{1}{1 - R_i^2} \quad (1)$$

In equation (1), R_i^2 is the R-squared value from a regression of X_i on all other independent variables. A VIF above 5 or 10 is typically taken to indicate egregious multicollinearity. Detection of multicollinearity and its rectification through removal or combination of variables is required so that the final model is stable and interpretable. The step is required to make sure that every predictor is contributing something new to the prediction of the outcome[14].

4. Results and Findings

4.1 Visualizing distributions

Table 1 shows data for four variables: Health Consciousness, Environmental Concern, Ethical Values, and Purchase Intention (Yes/No). Each row appears to represent the Likert scale ratings (hopefully 1-5) for an individual with higher numbers denoting stronger agreement or existence of the trait.

Table 1 Variables and its ratings

Health consciousness	Environmental concern	Ethical values	Purchase intention
4.40	3.85	3.91	Yes
3.82	3.14	4.13	Yes
4.10	2.73	4.10	Yes
4.57	3.52	4.42	Yes
3.85	4.49	2.98	Yes
3.85	2.44	3.45	No
3.85	3.93	3.43	No
4.10	3.14	3.18	Yes
4.57	3.19	3.39	Yes
3.28	4.49	2.55	No

Health Consciousness: The data shows that the higher health consciousness, presumably above 4.0, is more inclined to have a purchase intention. For example, rows 1, 3, 4, and 9 whose health consciousness scores are 4.10, 4.57, respectively each register a uniform "Yes" on purchase intention. This can be interpreted to suggest that concern with individual well-being and healthy lifestyles is a significant force when deciding whether or not to buy a product, likely a health or nutritional one. Even where variables such as environmental concern or ethical values are moderate, high health consciousness seems to always underpin a positive purchase decision.

Environmental Concern: Environmental concern scores vary widely across both "Yes" and "No" purchase intention outcomes, which indicates that this variable alone would not necessarily be a driving force in consumer behavior. For instance, one gets a high value of 4.49 both in a "Yes" response (row 5) and a "No" response (row 10), while low values like 2.44 in row 6 also exhibit "No" correlation. Such a lack of conformity shows that although environmental consciousness might be a force for some, it is not such a dominant or consistent predictor of purchasing intention like health consciousness or ethical values.

Ethical Values: Ethical values show a more direct relationship to purchase intention. Anything above a 4.0, as found in rows 2, 3, and 4, is represented by "Yes" responses and implies that shoppers who care about ethics i.e., fair labor, animal rights, or sustainably sourced products—are inclined toward products with such values. Conversely, lower ethical scores (for example, 2.55 and 2.98) will respond with a "No," i.e., lower ethical concern will reduce the purchase possibility even in case of other conditions.

Purchase Intention:: Seven out of the ten data points selected "Yes" intent to buy, and three selected "No." The "Yes" ones mostly scored high in one of the fundamental areas, i.e., health consciousness or ethical values. "No" answers were common among individuals who scored moderately or low on ethical values even if their health or environmental concern is average or above average. This pattern suggests that a combination of moral guidance and health awareness on an individual basis may have a strong influence on purchasing behavior, whereas concern for the environment, although prominent, is more situation-specific and less influential.

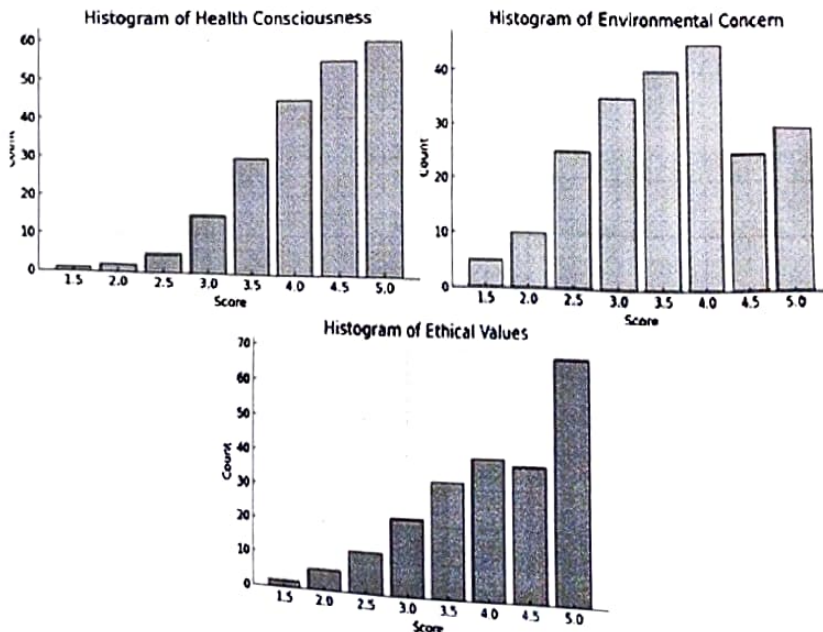


Figure 2 Histogram of three variables

Figure 1 shows histograms for three variables: health consciousness, environmental concern, and ethical values each showing the distribution of these variables among millennials in your sample.

The distribution of health consciousness among millennials is positively skewed, with ratings concentrated between 4.0 and 5.0 on a 5-point Likert scale. This indicates that the overwhelming majority of respondents rate themselves as very health-conscious. Prevalence of fewer than 3.0 responses suggests that few millennials in this sample do not pay heed to health as a factor in their personal care selection. Such a high focus on health corresponds with higher generation trends wherein younger consumers ever more prioritize shopping for products promoting physical health, like organic or chemical-free personal care items.

The environmental concern histogram is more dispersed, with frequencies high across the 2.5 to 4.5 range. Although the data is still biased toward high to moderate concern, the range is wider than is found in health consciousness. This implies that there are environmental values among millennials but that there is more variation in how strongly they are held. Factors such as awareness, education, or experience of environmental concerns could be contributing to such variation. Failure to have an impressive peak would imply that concern for the environment might not have become as widely internalized a component of belief in this segment as has awareness for health.

The spread of ethical values is heavily skewed to the upper end on the scale with a big peak at value 5.0 for the upper end. This means most of the respondents see themselves as having strong ethical beliefs, specifically in areas most likely to be associated with choice of personal care products like cruelty-free, sustainability, or fair labor. The extreme vertical slope towards the highest rating may also be indicative of a socially desirable responding bias where respondents are projecting themselves as more ethically motivated than they really are in reality. However, the research indicates that ethical values are a strong motivating factor in influencing attitudes among millennials towards organic products.

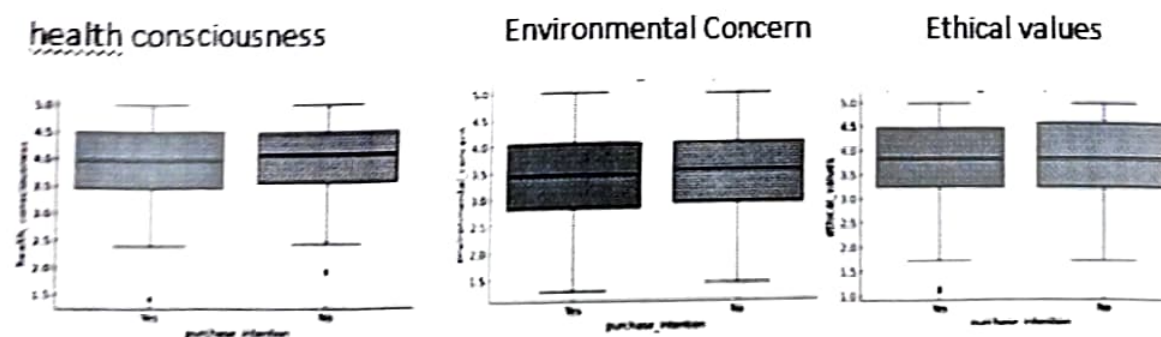


Figure 3 Box plot of the variables by purchase intention

Figure 3 contrasts three characteristics—health consciousness, ecological concern, and ethical values—of two segments based on purchase intention (Yes vs. No)

Health Consciousness by Purchase Intention: The boxplot shows that both "buy" and "not buy" groups have similar median degrees of health consciousness at about 4.0. Spread is, however, slightly larger for the "No" group with the presence of some low outliers at below 2.5. This means that while overall health consciousness is high in both groups, the group not planning to buy organic foods may have some more respondents with relatively lower health awareness. The disparity, however, appears to be modest.

Environmental Issue by Buying Intent: Again here, medians for the two groups are again very comparable, but again slightly more variation in the "No" group. The IQRs are very overlapping, indicating that caring about the environment will probably not be a good discriminator of the people who will and won't purchase organic food. But again, a few low outliers from the "Yes" group may reflect some people who don't care about the environment but still would otherwise consider buying organic on other grounds (e.g., health).

Ethical Values by Purchase Intention: This boxplot shows a slight but noticeable difference: the individuals who are going to purchase organic products have slightly higher ethical values. The middle value is ever so slightly higher in the "Yes" category, and the spread of values is tighter around higher values as a whole. The "No" category is slightly wider with more low-end values and outliers. This would suggest that ethical considerations are more of an issue for consumers who intend to buy organic personal care products, possibly in connection with issues such as cruelty-free testing or fair trade.

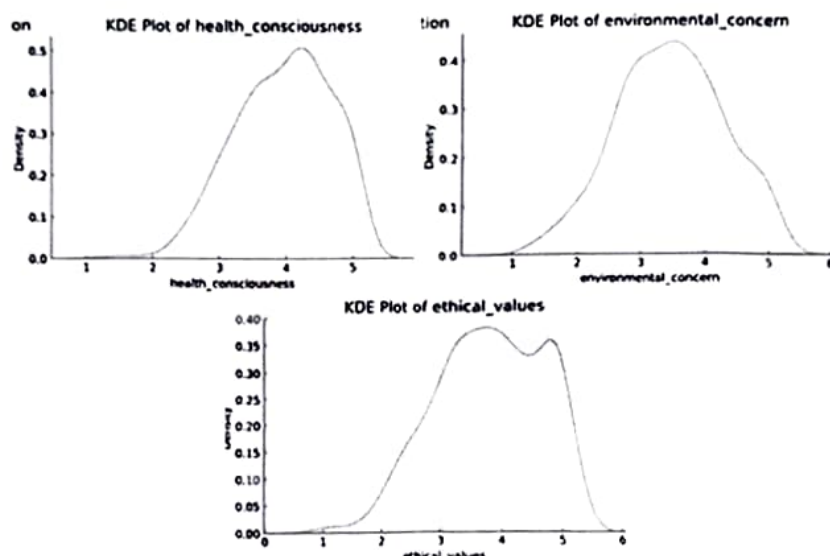


Figure 4: KDE plots

Figure 4 provides KDE Plots for three variables with KDE (Kernel Density Estimation) plots of the three variables—health consciousness, environmental concerns, and ethical values. These smooth lines provide us with information on the shape of the distribution for each variable in millennials, which will enable us to interpret trends other than comparing individual histograms.

KDE Plot of Health Consciousness: The KDE plot for awareness of health is nearly bell-shaped with a top between 4.0 and 4.5. This indicates a normal distribution, i.e., the large majority of the millennials in the sample score themselves quite high on awareness of health. The curve tapers off symmetrically, with decreasing numbers at the extremes, and no heavy skew is apparent. This distribution confirms the earlier finding that awareness of health is broadly high across the sample with very little variation.

KDE Plot of Environmental Issue: The KDE plot of environmental issue is fairly right-skewed, with a mode approximately around 3.5 and 4.0. The density tapers off quite gradually away from this mode, dropping to a long tail at the high end. This indicates that the majority of the population are very concerned about the environment, but there are still a large number who are lower in concern, and it creates a wide and slightly asymmetrical distribution. It is representative of a wider spread in environmental attitude than in health awareness.

KDE Plot of Ethical Values: This KDE plot is bimodal, with two apparent peaks at approximately 4.0 and 5.0. This suggests that there are two subgroups in the population: one with relatively stronger ethical values and the other with extremely strong ethical values. Bimodality

may reflect multiple ethical motivations (e.g., some animal rights, some sustainability). The sharp rise at 5.0 again suggests potential social desirability bias, with participants overestimating ethical alignment.

4.2 Correlation Analysis

Table 2 displays survey results of 10 respondents with their ratings (on a probable Likert scale) on five variables concerning consumer behavior and attitudes toward organic personal care products. These data are applied in correlation analysis to determine the degree to which these variables are related. For example, it is used to ascertain if greater health consciousness or environmental concern is linked with a greater intention to purchase organic products.

Table 2 Sample survey results

Respondent	Health Consciousness	Environmental Concern	Ethical Values	Brand Trust	Purchase Intention
1	4.5	3.8	4.2	3.9	4.0
2	3.9	3.2	4.5	3.7	3.6
3	4.0	3.5	4.1	4.0	4.2
4	4.3	4.0	3.8	3.8	4.1
5	3.7	3.0	4.3	3.5	3.5
6	4.1	3.6	4.0	3.9	4.0
7	3.5	2.8	4.4	3.4	3.3
8	4.2	3.9	3.9	3.6	4.1
9	3.8	3.1	4.6	3.3	3.4
10	4.0	3.4	4.0	3.8	3.9

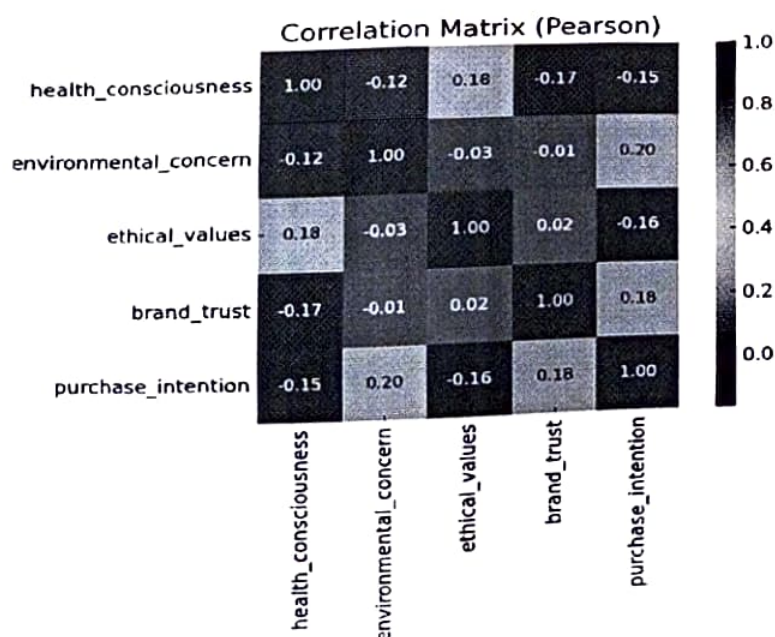


Figure 5: Correlation Matrix(Pearson)

Pearson correlation matrix and heatmap in figure 5 provide insights into the linear relationships between the variables.

Environmental Concern and Purchase Intention (+0.20): Environmental concern and purchase intention is a weak positive relationship variable. This reflects the fact that green, conscious millennials will also purchase organic personal care products. It is a weak relationship but is true in the sense that green consumers will make purchases accepting green and sustainable causes.

Brand Trust and Purchase Intention (+0.18): Brand trust was also weakly positively related to purchase intention. This implies that consumers who have trust in a brand's genuineness and credibility would also be willing to buy its organic products. Trust can be a decision-making issue in the scenario where genuineness and "organic" nature of the product cannot easily be determined.

Ethical Values and Purchase Intention (-0.16): Contrary to expectations, ethical values are negatively weakly related to purchase intention. In other words, high ethical value consumers do not necessarily transfer those values to purchasing organic personal care products. Maybe this indicates a disconnection between ethical belief and action because of the influence of factors such as price sensitivity, convenience of the product, or skepticism towards organic labeling.

Health Consciousness and Purchase Intention (-0.15): The health consciousness has a weak negative correlation with intention to buy. This can perhaps be explained as the reality that even health-conscious millennials do not include buying organic personal care goods in their consumptive behaviors among priorities. The result may be attributable to either an impression that these products are not making an observable health impact over their conventional alternatives, or perhaps an intimation of a sense of priority elsewhere (for instance, in food).

Intercorrelations Among Predictors (Between -0.17 and +0.18): Independent measures (environmental concern, brand trust, ethical values, and health consciousness) are slightly intercorrelated with each other, indicating low multicollinearity. This is the state statistically preferred as it indicates each measure contributes information unique to analysis. It also yields stability in regression models in which highly correlated predictors would bias estimates and lower model interpretability.

4.3 Multicollinearity check

Table 3 shows the Variance Inflation Factor (VIF) of all the independent variables within the regression model.

Table 3: Multicollinearity Check using VIF

Feature	VIF
Health consciousness	1.08
Environmental concern	1.02
Ethical values	1.03
Brand trust	1.03

The Variance Inflation Factors (VIF) of the independent variables—health awareness (1.08), environmental awareness (1.02), ethical values (1.03), and brand trust (1.03)—show that there is no problem of multicollinearity in the model. All the VIF factors are close to 1, which illustrates that all variables are independent in their contribution towards explaining the variance in the dependent variable without being highly correlated with each other. This indicates that the regression model is

valid, and the estimates of all the predictor coefficients are feasible and can be used. Thus, the analysis enjoys high validity and robustness and consequently results are less sensitive to derive appropriate conclusions regarding consumer behavior.

Conclusion

The Study examines the organic products buying intention determiners among millennials through a fact-based, algorithmic approach. Results show that although ecological awareness and brand belief have low-positive correlations with buying intention, health awareness and morality principles surprisingly are moderately negatively correlated with it. That means that even though they are advocates of morally and socially progressive values, millennials will not be enforcing similar convictions in spending behavior on a day-to-day basis because they are skeptical of claims made by products, price-conscious, or thinking about other competing priorities. Intercorrelatedness under low variables, as ensured through testing with the use of Variance Inflation Factor (VIF), supports individual predictors' validity in regression estimations. Generally, the study establishes the disparity in consumer behavior among the millennials so that values by themselves can prove insufficient as a driving factor unless supported by trust, transparency, and perception of value. For developers and product marketers, such findings underscore the importance of building credible brand histories and orchestrating product attributes consistent with functional characteristics and inherent values millennials seek. Subsequent research can build upon this study by integrating qualitative data or forming cause-and-effect associations using experimental design.

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