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From Personal and Environmental Values to Green Beauty Loyalty: The Role of Satisfaction and Green Reward

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ABSTRACT

Growing environmental awareness among Generation Z has increased demand for sustainable consumption, particularly in the cosmetics industry. However, the mechanisms through which value orientation influences green beauty loyalty remain unclear. This study examines the effects of altruistic and egoistic values on green beauty loyalty, with green satisfaction as a mediating variable and green reward as both a direct predictor and moderating factor. A quantitative approach was employed using data collected from 280 Indonesian Generation Z consumers who have prior experience with green cosmetic products. The data were measured using a seven-point Likert scale and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that egoistic value ($\beta = 0.424$, $p = 0.006$) and altruistic value ($\beta = 0.443$, $p = 0.003$) significantly enhance green satisfaction, which strongly influences green beauty loyalty ($\beta = 0.788$, $p < 0.001$), indicating full mediation. However, the direct effects of both values on loyalty are not significant. Green reward exerts a significant direct effect on loyalty ($\beta = 0.402$, $p < 0.001$) but does not moderate the satisfaction–loyalty relationship ($p = 0.980$). These results highlight the pivotal role of satisfaction and suggest that reward mechanisms function as independent drivers of sustainable consumer loyalty, offering both theoretical and managerial implications.

Keywords: Altruistic Value; Egoistic Value; Generation Z; Green Beauty Loyalty; Green Reward; Green Satisfaction

INTRODUCTION

The cosmetics industry has long been associated with beauty enhancement and personal care. However, a growing paradox emerges as many conventional cosmetic products contain synthetic chemicals, microplastics, and non-biodegradable ingredients that may harm both human health and the environment. This concern has driven the emergence of green cosmetics, which emphasize natural ingredients, environmentally friendly production processes, and reduced ecological impact. The global green cosmetics market has shown substantial growth, increasing from USD 33.7 billion in 2023 and projected to reach USD 70.6 billion by 2034, indicating a significant shift toward sustainable consumption (Transparency Market Research, 2024).

This shift is particularly evident among Generation Z (Gen Z), a consumer segment known for its strong environmental awareness and positive attitudes toward sustainable products (Andika et al., 2023; Gomes et al., 2023). However, despite this awareness, an attitude–behavior gap persists, where consumers express environmental concern but do not consistently translate it into actual purchasing behavior (Limbu & Ahamed, 2023; Prakash et al., 2024). Such inconsistency emphasizes the fundamental significance of understanding the factors that can strengthen long-term consumer commitment, particularly in the form of green loyalty.

Green loyalty is essential for ensuring business sustainability, as it reflects consumers' commitment to repeatedly purchase environmentally friendly products (Wu et al., 2018; Zhang et al., 2023). However, developing such loyalty remains challenging due to barriers such as higher prices, limited availability, and skepticism toward green claims. To address this issue, value-based approaches have been widely used to explain consumer behavior. Based on Schwartz's Theory of Basic Human Values, consumer decisions are influenced by value orientations, particularly egoistic values, which emphasize personal benefits, and altruistic values, which reflect concern for the environment and society (De Groot & Steg, 2008; Schwartz, 2012).

In addition to values, satisfaction among consumers exerts a significant influence on shaping loyalty. Drawing on Expectation Confirmation Theory, satisfaction arises when product performance meets or exceeds expectations (Oliver, 1980). In the realm of eco-friendly cosmetics, green satisfaction reflects consumers' evaluation of product effectiveness, safety, and environmental performance. Previous studies have shown that green satisfaction significantly influences loyalty toward environmentally friendly products (Cho et al., 2024; González-Viralta et al., 2023; Saputra et al., 2024). Furthermore, the Theory of Planned Behavior suggests that positive evaluations strengthen behavioral intentions and repeated actions (Ajzen, 1991). Marketing strategies such as reward programs may further reinforce consumer behavior by encouraging repeated purchases (Prayoga et al., 2025).

In spite of the substantial development of studies on green consumer behavior, numerous gaps have yet to be addressed. First, prior studies have predominantly focused on green purchase intention, while research on green loyalty in the context of green cosmetics remains limited (Limbu & Ahamed, 2023; Zhang et al., 2023). Second, although consumer values are widely examined, the underlying mechanism linking values to loyalty through green satisfaction has not been sufficiently explored (Saputra et al., 2024; Septiarini et al., 2025). Third, the role of green reward as a moderating factor in strengthening the relationship between green satisfaction and green loyalty remains underdeveloped in the literature, particularly in the context of green cosmetic products.

Therefore, this study aims to examine the influence of egoistic and altruistic values on green beauty loyalty through the mediating role of green satisfaction and to investigate the moderating role of green reward in strengthening this relationship. By integrating value orientation, satisfaction, and reward-based mechanisms, this study contributes to the advancement of sustainable consumer behavior literature and provides practical insights for strengthening consumer loyalty in the green cosmetics industry.

LITERATURE REVIEW

Value Orientation and Green Consumption Behavior

Consumer behavior toward environmentally friendly products is strongly influenced by individuals' underlying value systems. According to Value Orientation Theory (De Groot & Steg, 2008), pro-environmental behavior is driven by internalized values that guide individuals' decision-making processes. In the context of sustainable consumption, value orientation is commonly classified into egoistic, altruistic, and biospheric values. However, this study focuses on egoistic and altruistic values, as these two dimensions are more directly associated with consumer decision-making in consumption contexts, particularly in balancing personal benefits and social responsibility (Gomes et al., 2023; Royani & Imaningsih, 2024).

Egoistic values emphasize personal benefits such as health, safety, and product effectiveness, while altruistic values reflect concern for the welfare of others and environmental sustainability. These value orientations act as cognitive drivers that shape how consumers evaluate green products. In the green cosmetics industry, consumers simultaneously consider functional performance and environmental impact when making purchasing decisions. Prior studies have demonstrated that value orientation significantly influences consumers' attitudes, satisfaction, and loyalty toward environmentally friendly products (Cho et al., 2024; Prayoga et al., 2025).

Importantly, this study proposes that value orientation not only directly influences green loyalty but also operates through psychological mechanisms, particularly green satisfaction. This perspective extends prior research by integrating value-based and post-consumption evaluation frameworks to better explain sustainable consumer behavior.

Hypotheses Development

Egoistic Value and Green Beauty Loyalty

Egoistic values drive consumers to prioritize personal benefits when evaluating products. In the context of green cosmetics, these benefits include product safety, effectiveness, and health advantages derived from natural ingredients. Consumers who perceive that green cosmetic products deliver superior personal benefits are more likely to develop favorable evaluations and long-term commitment toward the brand.

Previous studies have confirmed that perceived functional and health benefits significantly influence consumer loyalty toward green products (González-Viralta et al., 2023; Le et al., 2025). From a value-based perspective, when products align with consumers' self-interest, they reinforce repeated purchasing behavior and strengthen loyalty. Therefore, egoistic values are expected to influence green beauty loyalty.

H1: Egoistic value has a significant effect on green beauty loyalty.

Altruistic Value and Green Beauty Loyalty

Altruistic values capture the extent to which individuals prioritize the well-being of others and the ecosystem, playing a pivotal role in shaping pro-environmental behavior. Consumers with strong altruistic values tend to evaluate products not only based on personal benefits but also on their broader social and environmental impact. In the context of green cosmetics, such consumers exhibit a higher propensity to prefer brands that demonstrate environmentally responsible practices, including sustainable sourcing, eco-friendly packaging, and ethical production processes.

From a value-based perspective, when consumption decisions align with individuals' moral and social values, they create a sense of psychological fulfillment and moral satisfaction, which can strengthen long-term commitment toward the brand. Prior studies have shown that pro-social and environmental values significantly influence consumer loyalty toward environmentally friendly products (Limbu & Ahamed, 2023; Zhang et al., 2023).

H2: Altruistic value has a significant effect on green beauty loyalty.

Egoistic Value and Green Satisfaction

Egoistic values emphasize personal benefits such as product effectiveness, safety, and overall performance. Consumers who hold strong egoistic values tend to evaluate products based on their ability to fulfill these personal expectations. In the context of green cosmetics, consumers often perceive environmentally friendly products as safer and healthier alternatives due to the use of natural ingredients and the absence of harmful chemicals.

Drawing on Expectation Confirmation Theory, satisfaction arises when the perceived performance of a product meets or exceeds consumers' initial expectations (Oliver, 1980). When green cosmetic products successfully deliver functional benefits and personal well-being, consumers are more likely to experience higher levels of satisfaction. Previous studies have confirmed that perceived functional and health-related benefits significantly contribute to consumer satisfaction with green products (Cho et al., 2024; González-Viralta et al., 2023).

H3: Egoistic value has a significant effect on green satisfaction.

Altruistic Value and Green Satisfaction

Altruistic values encourage individuals to consider the broader environmental and social consequences of their consumption behavior. Consumers with strong altruistic values are more likely to derive not only functional benefits but also psychological satisfaction from purchasing environmentally friendly products. This satisfaction is often linked to the perception that their consumption contributes positively to environmental protection and societal well-being.

From a value-satisfaction perspective, when consumers perceive alignment between their environmental values and the sustainability attributes of a product, they are more likely to experience positive emotional responses and higher satisfaction levels. In the green cosmetics context, satisfaction may arise from both the product's environmental performance and the perceived contribution to sustainable practices. Prior studies have shown that environmental values significantly influence satisfaction with green products (Saputra et al., 2024; Septiarini et al., 2025).

H4: Altruistic value has a significant effect on green satisfaction.

Green Satisfaction and Green Beauty Loyalty

Green satisfaction plays a central role in explaining consumer loyalty toward environmentally friendly products. Drawing on Expectation Confirmation Theory, satisfaction arises when perceived product performance meets or exceeds consumer expectations (Oliver, 1980). In the context of green cosmetics, satisfaction reflects not only functional performance but also the fulfillment of environmental expectations.

When consumers experience satisfaction with both the quality and sustainability aspects of a product, they are more likely to develop a strong emotional and behavioral commitment toward the brand. Prior studies have consistently shown that green satisfaction significantly influences green loyalty (González-Viralta et al., 2023; Septiarini et al., 2025). Therefore, green satisfaction is expected to serve as a key driver of green beauty loyalty.

H5: Green satisfaction has a significant effect on green beauty loyalty.

The Mediating Role of Green Satisfaction

While value orientation can directly influence consumer loyalty, this relationship may not occur automatically. Instead, it is likely to operate through post-consumption evaluation processes. Consumers who perceive that green products align with their personal and environmental values are more likely to form positive consumption experiences, which are reflected in green satisfaction.

From an integrated theoretical perspective, value orientation (pre-consumption) influences satisfaction (post-consumption), which subsequently drives loyalty (behavioral outcome). This mechanism provides a more comprehensive explanation of how internal values are translated into actual consumer behavior. Previous studies have supported the mediating role of satisfaction in linking values and loyalty in sustainable consumption contexts (Cho et al., 2024; Saputra et al., 2024). Therefore, green satisfaction is expected to mediate the relationship between value orientation and green beauty loyalty.

H6: Green satisfaction mediates the relationship between egoistic value and green beauty loyalty.
H7: Green satisfaction mediates the relationship between altruistic value and green beauty loyalty**.**

The Moderating Role of Green Reward

In addition to psychological factors, external marketing stimuli may strengthen the relationship between satisfaction and loyalty. Reward-based mechanisms are grounded in reinforcement theory, which suggests that behavior can be strengthened through incentives. In the context of green consumption, green reward programs such as eco-points, cashback, or discounts can serve as additional motivation for consumers to maintain sustainable purchasing behavior.

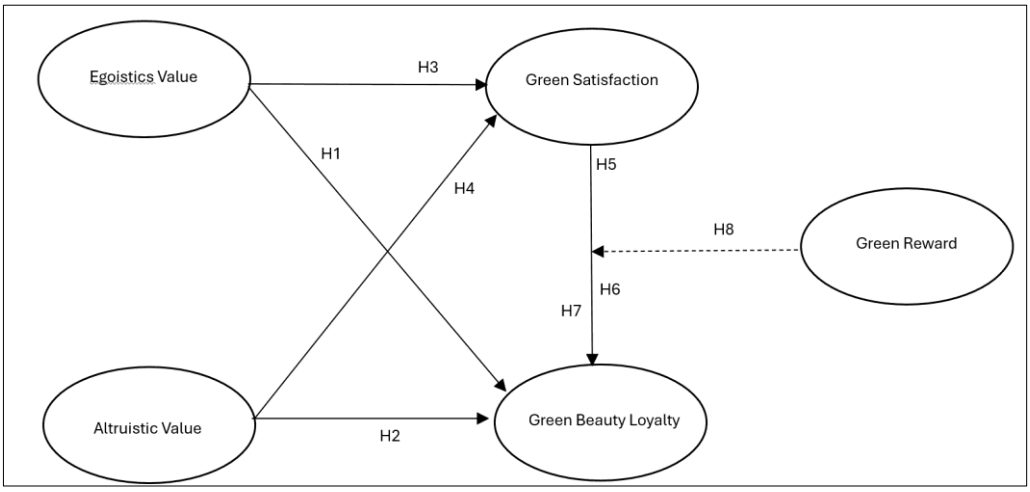
When consumers receive rewards for purchasing environmentally friendly products, the positive effect of satisfaction on loyalty may become stronger. This is because rewards not only reinforce past behavior but also increase the perceived value of continued engagement with the brand. Empirical evidence suggests that reward mechanisms can amplify the impact of satisfaction on consumer loyalty (Prayoga et al., 2025).

H8: Green reward moderates the relationship between green satisfaction and green beauty loyalty.

Conceptual Framework

The conceptual framework of this study explains the relationships between value orientation, green satisfaction, green reward, and green beauty loyalty. Egoistic value and altruistic value are proposed to influence green beauty loyalty directly and indirectly through green satisfaction as a mediating variable. In addition, green reward is expected to strengthen the relationship between green satisfaction and green beauty loyalty. The conceptual framework of this study is presented in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

Research Design

A quantitative research design was employed in this study through a survey approach to explore the interrelationships among value orientation, green satisfaction, green reward, and green beauty loyalty in the context of green cosmetic consumption. This approach was considered appropriate due to its capacity to gather structured and comparable data from a large sample, supporting empirical validation and statistical examination.

The study adopts an explanatory research design to investigate causal relationships among the variables. The unit of analysis in this study is individual consumers, focusing on their perceptions, attitudes, and behavioral intentions toward environmentally friendly cosmetic products.

Population and Sampling

This study focuses on a target population consisting of Gen Z consumers in Indonesia who have experience using green cosmetic products. Gen Z was selected due to their increasing environmental awareness and strong tendency toward sustainable consumption behavior. The study employed purposive sampling to ensure that only respondents meeting relevant criteria were included in the research objectives.

The eligibility criteria for inclusion in this study were as follows: (1) respondents belong to Gen Z and are at least 18 years old to ensure cognitive maturity in answering the questionnaire, and (2) respondents have prior experience in purchasing or using green cosmetic products. These criteria ensure that the data collected is relevant, informed, and capable of reflecting actual consumer behavior. Although purposive sampling may

limit generalizability, it is appropriate for this study as it focuses on a specific and relevant consumer segment.

Research Instrument

The research instrument was developed based on established measurement scales adapted from prior studies to ensure content validity. All constructs were measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree), which allows for greater response variability and improves measurement sensitivity.

The measurement items for egoistic value and altruistic value were adapted from previous studies on value orientation, while green satisfaction and green beauty loyalty were measured using validated scales from prior research in green marketing and consumer behavior. Green reward was operationalized based on previous studies on reward-based marketing programs.

Prior to the main data collection, the questionnaire was pre-tested (pilot tested) with a small group of respondents to ensure clarity, readability, and relevance of the items. Based on the feedback, minor revisions were made to improve the comprehensibility and validity of the instrument. All measurement items and their sources are presented in Table 1.

Table 1. Measurement Items

Variable	Indicator		Source
Altruistic Value	AV1	Equality	Imaningsih (2019), Schwartz (2012)
	AV2	Social justice	
	AV3	Helpful	
	AV4	Mature love	
	AV5	Care for others	
Egoistic Value	EV1	Social power	Imaningsih (2019), Schwartz (2012)
	EV2	Wealth	
	EV3	Authority	
	EV4	Influential	
	EV5	Ambitious	
	EV6	Hedonism	
	EV7	Self-direction	
	EV8	Achievement/social recognition	
Green Satisfaction	GS1	Happy with decision	Braimah et al. (2023), Gelderman et al. (2021)
	GS2	Satisfied with decision	
	GS3	Satisfied with contribution	
	GS4	Overall satisfied	
Green Beauty Loyalty	GBL1	Repeat purchase intention	Gelderman et al. (2021), Sun et al. (2022), Wu et al. (2021)
	GBL2	Recommendation intention	
	GBL3	Preference over conventional products	
	GBL4	Willingness to pay premium	
Green Reward	GR1	Attract	Kim & Ahn (2017), Nastasoiu & Vandenbosch (2019)
	GR2	Retain	
	GR3	Motivate	
	GR4	Ambiguity	
	GR5	Uniqueness	
	GR6	Custom fit	
	GR7	Choice	

Data Collection

The data were obtained using an online survey instrument distributed via social media platforms, online communities, and direct messaging channels to effectively reach Gen Z consumers. The online distribution method was chosen due to its efficiency, accessibility, and suitability for targeting digitally active respondents. The data collection process ensured that only respondents who met the predefined inclusion criteria could participate in the survey.

Data Analysis

The collected data were analyzed using Partial Least Squares- Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. This method was selected due to its suitability for exploratory research, its ability to analyze complex relationships among latent variables, and its robustness in handling non-normal data distributions.

The analytical procedure comprised two main phases: (1) evaluation of the measurement model to ensure construct validity and reliability, covering convergent validity, discriminant validity, and internal consistency, and (2) evaluation of the structural model to test the proposed relationships among variables.

Moreover, an assessment of common method bias (CMB) was conducted to ensure the robustness of the results assessed using statistical techniques such as the full collinearity approach by examining variance inflation factor (VIF) values to detect potential bias arising from the use of a single data source. The results indicate that the VIF values range from 1,718 to 2,874, all of which are below the conservative threshold of 3,3. This suggests that CMB is not a critical concern in this study. The use of these procedures enhances the credibility and reliability of the findings.

Sample Size Determination

The minimum sample size was determined using the rule of thumb for PLS-SEM, which suggests that the sample size should be at least ten times the maximum number of indicators used in the research model (Hair et al., 2021). Given that the model consists of 28 indicators, the appropriate sample size is 280 respondents. To enhance the robustness and generalizability of the results, the actual number of collected responses exceeded the minimum requirement.

RESULTS

Respondent Characteristics

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	84	30
	Female	196	70
Age (Gen Z category only)	18–20	17	6.07
	21–23	64	22.86
	24–26	101	36.07
	27–28	98	35
Education	Senior High School	10	3.57
	Diploma (D3)	24	8.57
	Bachelor's Degree (S1)	189	67.50
	Master's Degree (S2) or above	57	20.36
Monthly Income / Allowance	Less than IDR 3,000,000	12	4.29
	IDR 3,000,000 – 5,000,000	42	15

	IDR 5,000,000 – 10,000,000	167	59.64
	More than IDR 10,000,000	59	21.07
Occupation	Freelancer / Gig Worker	52	18.57
	Employee (Private/Government)	141	50.36
	Entrepreneur	87	31.07

Table 2 indicates that the sample is predominantly female (70%), which reflects a potential gender bias in the dataset. While this is common in green cosmetic studies, such a distribution may limit the generalizability of the findings across male consumers. This suggests that future studies should consider a more balanced gender representation to capture potential differences in sustainability-related perceptions and behaviors.

The age distribution shows that the respondents are mainly in the late Gen Z segment (24–28 years old), accounting for over 70% of the sample. This concentration implies that the findings are more representative of financially independent and behaviorally mature Gen Z consumers, rather than younger individuals who may still be in early stages of consumption autonomy. Consequently, the results may overestimate the stability of green purchase behavior, as younger Gen Z consumers might exhibit more exploratory or less consistent purchasing patterns.

In terms of education, the dominance of respondents with a Bachelor's degree or higher (87.86%) suggests a highly educated sample. This may introduce a cognitive bias, as higher education levels are often associated with greater environmental awareness and stronger critical evaluation of green claims. Therefore, the findings might reflect a more environmentally conscious segment, potentially limiting applicability to less-educated populations who may respond differently to green marketing stimuli.

The income distribution further supports this notion, as most respondents fall within the middle to upper-income categories (above IDR 5,000,000). This indicates that the sample has relatively strong purchasing power, which is an important factor in green product adoption, given that such products are often priced at a premium. However, this also suggests that the study may not fully capture the constraints faced by lower-income consumers, where price sensitivity could significantly alter green purchase intention and loyalty.

Regarding occupation, the majority of respondents are employed in the private or government sector (50.36%), followed by entrepreneurs and freelancers. This indicates a relatively stable income profile, which may reinforce the observed purchasing behavior. However, the presence of freelancers and entrepreneurs introduces some heterogeneity, suggesting that future research could explore whether employment type moderates the relationship between economic stability and green consumption behavior.

Overall, while the demographic profile provides a solid basis for analyzing green consumption behavior among Gen Z, it also highlights several limitations in terms of representativeness. The sample is skewed toward educated, financially stable, and late-stage Gen Z individuals, which may lead to an overestimation of green purchase intention and loyalty. These factors should be considered when interpreting the findings and generalizing the results to broader populations.

This study utilized PLS-SEM to examine the proposed research model. The analytical procedure was carried out in two stages, namely the evaluation of the measurement model and the structural model. The assessment of the measurement model was

conducted to ensure that the constructs satisfied the criteria for reliability and validity prior to testing the hypothesized relationships. In this phase, indicator reliability, internal consistency reliability, and convergent validity were evaluated based on outer loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. The outcomes of the measurement model assessment are reported in Table 3.

Table 3. Measurement Model Assessment

Variable	Indicator	Outer Loading	AVE	CR	Cronbach's Alpha
Altruistic Value	AV1	0.578	0.548	0.713	0.699
	AV2	0.582			
	AV3	0.776			
	AV4	0.659			
	AV5	0.729			
Egoistic Value	EV1	0.612	0.527	0.819	0.813
	EV2	0.596			
	EV3	0.566			
	EV4	0.690			
	EV5	0.665			
	EV6	0.706			
	EV7	0.677			
	EV8	0.703			
Green Satisfaction	GS1	0.764	0.572	0.661	0.655
	GS2	0.665			
	GS3	0.651			
	GS4	0.720			
Green Beauty Loyalty	GBL1	0.734	0.552	0.732	0.729
	GBL2	0.733			
	GBL3	0.702			
	GBL4	0.800			
Green Reward	GR1	0.676	0.595	0.842	0.831
	GR2	0.699			
	GR3	0.692			
	GR4	0.620			
	GR5	0.787			
	GR6	0.755			
	GR7	0.685			

As shown in Table 3, the outer loading values of all indicators exceed the cut-off value of 0.50, indicating that each item reliably reflects its corresponding construct. This threshold is considered appropriate for exploratory research, where indicators slightly below 0.60 can still be acceptable as long as other validity criteria are met (Hair et al., 2021). High outer loading values suggest that the items have a strong contribution to their latent constructs, and no item demonstrates problematic cross-loading that might compromise construct distinctiveness.

The AVE values for the constructs range from 0.527 to 0.595, which are above the minimum threshold of 0.50. This indicates adequate convergent validity, meaning that each construct explains more than half of the variance in its indicators. In other words, the items for each construct are sufficiently correlated to capture the underlying theoretical concept. The AVE values also provide preliminary evidence that the constructs are distinct from one another, which is essential before proceeding to test

structural relationships in SEM-PLS. Regarding internal consistency, the CR values range from 0.661 to 0.842, and the Cronbach's Alpha values range from 0.655 to 0.831, both exceeding the recommended minimum threshold of 0.60.

These results confirm that the constructs demonstrate satisfactory reliability, meaning that the items consistently measure the intended latent variable. While Cronbach's Alpha assesses the internal consistency assuming equal factor loadings, CR provides a more precise estimate that considers the actual loadings of the items, and both indicators together provide robust evidence of construct reliability. Overall, these findings indicate that the measurement model meets the requirements for reliability and convergent validity, supporting the use of these constructs in subsequent analyses. The satisfactory values of outer loading, AVE, CR, and Cronbach's Alpha provide confidence that the latent variables are accurately measured and conceptually sound. With these results, the analysis can proceed to evaluate the structural model, where the hypothesized relationships among value orientation, green satisfaction, green reward, and green beauty loyalty will be tested.

Further evaluation of the measurement model was conducted to assess its validity, and discriminant validity was evaluated. Discriminant validity examines whether a construct is truly distinct from other constructs in the model, ensuring that each latent variable captures phenomena not explained by other constructs. In this study, discriminant validity was assessed using the Fornell-Larcker criterion, which compares the square root of the AVE of each construct with its correlations with other constructs. According to Hair et al. (2021), a construct demonstrates adequate discriminant validity if the square root of its AVE is greater than its correlations with all other constructs. The results of this assessment are presented in Table 4.

Table 4. Assessment of Discriminant Validity (Fornell-Larcker Criterion)

Variable	Altruistic Value	Egoistic Value	Green Beauty Loyalty	Green Reward	Green Satisfaction
Altruistic Value	0.869				
Egoistic Value	0.764	0.714			
Green Beauty Loyalty	0.705	0.528	0.743		
Green Reward	0.816	0.605	0.601	0.784	
Green Satisfaction	0.802	0.652	0.630	0.727	0.731

As shown in Table 4, the square root of the AVE values for each construct (diagonal values) ranges from 0.714 to 0.869, all of which are higher than the correlations between constructs (off-diagonal values). Specifically, Altruistic Value has a square root of AVE of 0.869, exceeding its correlations with Egoistic Value (0.764), Green Beauty Loyalty (0.705), Green Reward (0.816), and Green Satisfaction (0.802). Egoistic Value has a square root of AVE of 0.714, which is higher than its correlations with Green Beauty Loyalty (0.528), Green Reward (0.605), and Green Satisfaction (0.652). Similarly, Green Beauty Loyalty (0.743), Green Reward (0.784), and Green Satisfaction (0.731) all demonstrate diagonal AVE square roots greater than their inter-construct correlations.

These results indicate that each construct shares more variance with its own indicators than with other constructs, satisfying the Fornell-Larcker criterion. Therefore, the constructs in this study exhibit adequate discriminant validity, confirming that they are conceptually distinct from one another and appropriate for inclusion in the structural model analysis.

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Structural Model Evaluation

After establishing the reliability and validity of the measurement model, the structural model was subsequently evaluated using PLS-SEM with SmartPLS 4.0, employing a bootstrapping procedure with 5,000 resamples. This assessment aimed to examine the strength and statistical significance of the hypothesized paths, as well as the model's explanatory power, as indicated by the coefficient of determination (R^2). The structural relationships are shown in Figure 2, displaying the path coefficients and R^2 values, while the detailed hypothesis testing results are summarized in Table 5.

Figure 2. Structural Model with Path Coefficients and R

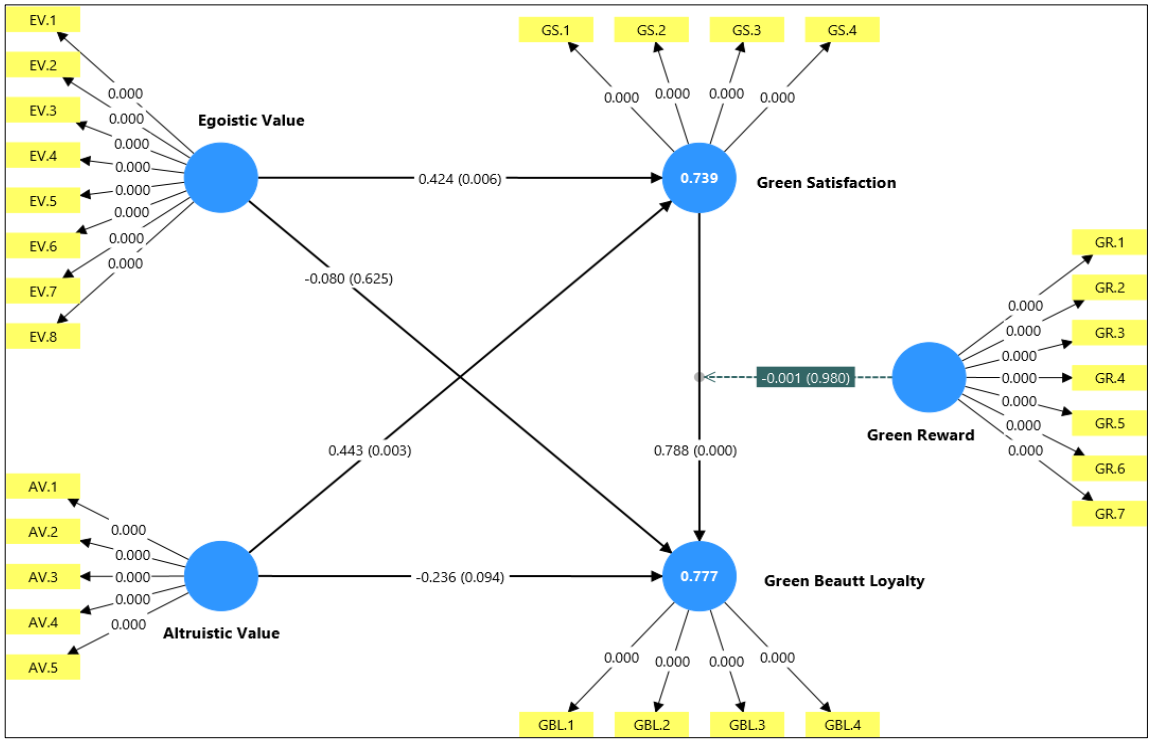

Table 5. Summary of Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	P-Value	Result
H1	EV → GBL	-0.080	0.625	Not Supported
H2	AV → GBL	-0.236	0.094	Not Supported
H3	EV → GS	0.424	0.006	Supported
H4	AV → GS	0.443	0.003	Supported
H5	GS → GBL	0.788	0.000	Supported
H6	EV → GS → GBL	0.334	0.008	Supported
H7	AV → GS → GBL	0.349	0.006	Supported
H8	GR × GS → GBL	-0.001	0.980	Not Supported
—	GR → GBL	0.402	0.000	Predictor

Table 5 presents the results of hypothesis testing, including path coefficients and significance levels. The findings indicate that H1 and H2 are not supported, as egoistic value (β = −0.080, p = 0.625) and altruistic value (β = −0.236, p = 0.094) do not have significant direct effects on green beauty loyalty. In contrast, H3 and H4 are supported, with egoistic value (β = 0.424, p = 0.006) and altruistic value (β = 0.443, p = 0.003) showing positive and significant effects on green satisfaction. Furthermore, H5 is supported, as green satisfaction has a strong and significant influence on green beauty loyalty (β = 0.788, p < 0.001).

The mediation analysis confirms that H6 and H7 are supported, as the indirect effects of egoistic value (β = 0.334, p = 0.008) and altruistic value (β = 0.349, p = 0.006) on green beauty loyalty through green satisfaction are statistically significant. Given that the direct effects are not significant while the indirect effects are significant, the results indicate full mediation. This suggests that value orientation influences green beauty loyalty only through green satisfaction.

However, H8 is not supported, as the interaction effect between green reward and green satisfaction is not significant (β = −0.001, p = 0.980). This indicates that green reward does not moderate the relationship between green satisfaction and green beauty loyalty. Nevertheless, the direct effect of green reward on green beauty loyalty is positive and significant (β = 0.402, p < 0.001), suggesting that green reward functions as an independent predictor of loyalty.

To determine the model's explanatory power, the coefficient of determination (R^2) was examined, indicating the share of variance in endogenous constructs explained by the predictor variables. In the context of this study, R^2 provides an indication of how well value orientation, green satisfaction, and green reward collectively account for variations in green beauty loyalty and green satisfaction among Gen Z consumers. An increased R^2 value signifies enhanced predictive accuracy, suggesting that the model captures the key factors influencing consumer attitudes and behaviors toward green cosmetic products.

Table 6. Coefficient of Determination (R^2)

Variable	R-square	R-square Adjusted
Green Beauty Loyalty	0.777	0.773
Green Satisfaction	0.739	0.737

As shown in Table 6, the model explains 77.7% of the variance in Green Beauty Loyalty, with an adjusted R^2 of 0.773, indicating a substantial level of explanatory power. Similarly, the model accounts for 73.9% of the variance in Green Satisfaction, with an adjusted R^2 of 0.737, demonstrating that the predictors (value orientation and green reward) effectively explain the variations in consumer satisfaction with green cosmetics. According to conventional standards (Hair et al., 2021), R^2 values above 0.67 are considered substantial, suggesting that the proposed model has strong predictive relevance and adequately captures the determinants of both green satisfaction and green beauty loyalty among Gen Z consumers.

DISCUSSION

The Effect of Egoistic Value on Green Beauty Loyalty

The findings reveal that egoistic value does not significantly influence green beauty loyalty, indicating that self-oriented motivations such as personal health, safety, and functional benefits are insufficient to sustain long-term loyalty. This suggests that although consumers may initially be attracted to green cosmetic products due to their perceived personal advantages, these motivations alone do not guarantee repeated purchase behavior. A possible explanation lies in the nature of egoistic value itself, which is inherently outcome-driven and short-term oriented. Consumers guided by egoistic motives tend to continuously evaluate alternatives and may easily switch brands when better personal benefits are offered elsewhere.

This finding contrasts with prior studies that highlight the role of personal benefits in fostering loyalty (González-Viralta et al., 2023; Le et al., 2025), suggesting that in the green beauty context, particularly among Gen Z, loyalty is less driven by functional utility and more by experiential and emotional factors.

Theoretically, this finding implies that egoistic value operates more effectively at the evaluation stage rather than at the behavioral commitment stage. Thus, its influence on loyalty is indirect and contingent upon intervening psychological mechanisms such as satisfaction.

The Effect of Altruistic Value on Green Beauty Loyalty
Similarly, altruistic value does not have a significant effect on green beauty loyalty, indicating that environmental concern and social responsibility do not directly translate into loyal purchasing behavior. This finding challenges the assumption that pro-environmental values naturally lead to consistent consumption patterns.

One explanation is the well-documented attitude–behavior gap in sustainable consumption. While consumers may express strong environmental concern, their actual purchasing behavior remains contingent on practical considerations such as product performance, price, and overall experience. This is particularly relevant in the green beauty industry, where consumers still demand high product efficacy alongside sustainability claims.

This finding is consistent with previous studies (Limbu & Ahamed, 2023; Zhang et al., 2023), which argue that environmental concern alone is insufficient to drive loyalty without reinforcing consumption experiences. Therefore, altruistic value appears to function as a moral orientation that shapes attitudes, but not as a direct driver of behavioral loyalty.

The Effect of Egoistic Value on Green Satisfaction
Empirical evidence suggests that egoistic value positively and significantly contributes to green satisfaction, suggesting that self-oriented consumers derive satisfaction when green cosmetic products deliver tangible personal benefits. This indicates that satisfaction is closely tied to the confirmation of expectations regarding functional performance, safety, and health-related outcomes.

Unlike its non-significant effect on loyalty, egoistic value plays a crucial role in shaping post-consumption evaluation. This supports the argument that egoistic motivations are more relevant in the cognitive appraisal stage, where consumers assess whether a product meets their personal needs. Prior studies (Cho et al., 2024; González-Viralta et al., 2023) also confirm that perceived functional benefits are key drivers of satisfaction in green consumption. This finding reinforces the idea that personal value fulfillment is a necessary condition for satisfaction, but not sufficient for loyalty.

The Effect of Altruistic Value on Green Satisfaction
Altruistic value is also found to significantly influence green satisfaction, indicating that consumers experience satisfaction not only from product performance but also from the alignment between their values and their consumption choices. This suggests that satisfaction in the green beauty context is both functional and moral in nature.

Consumers with strong environmental concerns may experience a sense of moral fulfillment when their purchasing behavior contributes to sustainability. This dual-source

satisfaction functional and ethical highlights the unique nature of green consumption, where emotional and value-based rewards complement utilitarian benefits.

This finding extends prior research (Saputra et al., 2024; Septiarini et al., 2025) by demonstrating that altruistic value contributes to satisfaction through psychological alignment, reinforcing the role of values as internal drivers of positive consumption experiences.

The Effect of Green Satisfaction on Green Beauty Loyalty

The results confirm that green satisfaction has a strong and significant effect on green beauty loyalty, indicating that satisfaction is a key determinant of repeated purchase and long-term commitment. This outcome is in line with Expectation Confirmation Theory (ECT), which maintains that satisfaction develops when performance meets or exceeds expectations and, in turn, drives loyalty.

However, beyond confirming ECT, this finding suggests that satisfaction plays a more dominant role than value orientation in shaping loyalty. While values may initiate consumption, it is the actual experience that determines whether consumers remain loyal. This highlights the importance of experiential validation in green consumption, where consumers must not only believe in the product but also feel satisfied with its performance.

Full Mediation Effect of Green Satisfaction between Value Orientation and Green Beauty Loyalty

The mediation analysis reveals a full mediation effect of green satisfaction in the relationship between value orientation and green beauty loyalty. This finding offers a more nuanced theoretical insight by demonstrating that value orientation alone is insufficient to directly translate into loyalty unless it is internalized through a positive consumption experience. While prior studies have acknowledged the mediating role of satisfaction (Brigitta et al., 2023; Dewi et al., 2025; Imaningsih, 2019; Imaningsih et al., 2019; Widiarti et al., 2025), the present study extends this perspective by showing that the mediation is not partial but full, thereby indicating a complete dependence of loyalty formation on experiential evaluation rather than merely value alignment.

This result provides strong empirical support for the Stimulus–Organism–Response (S–O–R) framework (Imbayani & Gama, 2024), but at the same time refines it. While S–O–R traditionally assumes a sequential process from stimulus to response, the absence of direct effects from both egoistic and altruistic values to loyalty suggests that not all stimuli possess equal behavioral immediacy. Instead, value-based stimuli appear to require deeper cognitive and affective processing before influencing behavior. This finding challenges the implicit assumption within S–O–R applications that stimuli can directly trigger responses, highlighting that in sustainability contexts, internal states are not merely intervening variables but necessary conditions.

Importantly, this finding also provides a theoretical explanation for the non-significant direct relationships observed in H1 and H2. Contrary to dominant assumptions in value-based research, which often posit that pro-environmental or self-interest values can directly predict loyalty, this study demonstrates that such values may remain abstract and behaviorally inert without experiential reinforcement. This aligns with Imaningsih et al. (2019; 2020), but goes further by suggesting that even strong value orientations are insufficient unless consumers perceive tangible satisfaction from their consumption experience. In other words, values motivate intention at a cognitive level, but satisfaction legitimizes and stabilizes behavior at a practical level.

From a broader theoretical perspective, these findings challenge the value-centric view of sustainable consumption. The results indicate that sustainable consumer behavior is not purely driven by internalized values, but is highly contingent on experiential outcomes. This shifts the discussion from "what consumers believe" to "what consumers experience," suggesting that loyalty in green markets is constructed through post-consumption evaluation rather than pre-existing value systems. This insight contributes to the literature by bridging the gap between value theory and experiential consumption, reinforcing the argument that satisfaction is not merely a mediator but a critical transformation mechanism that converts abstract values into consistent behavioral loyalty (Brigitta et al., 2023; Ocho et al., 2025).

Green Reward as a Predictor of Green Beauty Loyalty

The findings indicate that green reward has a significant direct effect on green beauty loyalty, suggesting that external incentives can effectively reinforce repeat purchasing behavior. This implies that, beyond intrinsic motivations and satisfaction, extrinsic rewards play an independent role in shaping consumer loyalty by providing additional economic and psychological benefits.

However, the non-significant moderating effect suggests that rewards do not strengthen the relationship between satisfaction and loyalty. This indicates that satisfaction and rewards operate through fundamentally different psychological mechanisms. While satisfaction reflects intrinsic evaluation based on consumption experience, rewards function as extrinsic reinforcement that encourages behavioral repetition without necessarily enhancing emotional attachment.

One possible explanation is that reward programs may shift consumers' focus from experiential evaluation to incentive-driven behavior, thereby weakening the role of satisfaction in driving loyalty. This finding aligns with the notion of a "crowding-out effect," where external incentives reduce the influence of intrinsic motivations. As a result, although rewards can independently promote loyalty, they do not deepen the satisfaction–loyalty linkage.

From a theoretical perspective, this suggests that loyalty in the green beauty context is primarily experience-driven rather than incentive-driven. Therefore, reward programs should be positioned as a complementary strategy to support, rather than replace, the role of satisfaction in fostering long-term customer loyalty.

CONCLUSION

This study examined the relationships between value orientation, green satisfaction, green reward, and green beauty loyalty in the context of green cosmetic consumption among Gen Z consumers. The findings show that egoistic value and altruistic value do not have a direct effect on green beauty loyalty. However, both value orientations significantly influence green satisfaction, which in turn exerts a strong positive effect on loyalty. These results demonstrate that value orientation alone is insufficient to generate loyal behavior; instead, it must first be translated into a satisfying consumption experience. In this regard, green satisfaction emerges as a critical mechanism through which consumers' personal and environmental values are converted into consistent loyalty toward green cosmetic products.

The mediation analysis further confirms that green satisfaction fully mediates the relationship between value orientation and green beauty loyalty. This indicates that

satisfaction functions as a central psychological pathway linking consumers' internal values with their behavioral outcomes. Consumers who perceive that green cosmetic products align with their expectations and environmental concerns are more likely to develop higher satisfaction, which subsequently leads to stronger loyalty. This finding contributes to the literature by clarifying that the influence of value orientation operates indirectly, reinforcing the importance of experiential evaluation in sustainable consumption behavior.

In addition, the results reveal that green reward does not moderate the relationship between green satisfaction and green beauty loyalty. Nevertheless, green reward has a significant direct effect on loyalty, suggesting that it operates as an independent driver rather than a contingent factor. This implies that reward-based incentives, such as discounts, cashback, or eco-points, can directly stimulate repeat purchasing behavior regardless of consumers' satisfaction levels. Therefore, green reward complements, rather than strengthens, the satisfaction–loyalty relationship, offering an alternative pathway in explaining consumer loyalty within the green beauty context.

From a managerial perspective, these findings suggest that companies should prioritize enhancing product performance, safety, and environmental attributes to ensure high levels of consumer satisfaction, as satisfaction remains the primary determinant of loyalty. At the same time, firms may implement reward programs as a supporting strategy to reinforce repeat purchase behavior and maintain consumer engagement. However, reliance on rewards alone is insufficient without delivering meaningful and satisfying product experiences.

LIMITATION

This study has several limitations that should be considered when interpreting the findings. The use of self-reported data collected through an online questionnaire may introduce response bias. However, to mitigate this concern, CMB was assessed, and the results indicate that it does not pose a serious threat to the validity of the findings, particularly in questions related to environmental values and sustainable consumption behavior. In addition, the research model included a limited number of variables, focusing mainly on value orientation, green satisfaction, green reward, and green beauty loyalty. Other factors that may influence green consumer behavior, such as green trust, perceived value, or brand image, were not included in this study. Future research may incorporate these variables to provide a more comprehensive understanding of green consumer loyalty.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no potential conflicts of interest regarding the research, authorship, and/or publication of this article.

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