

Sustainable Beauty: Examining the Influence of Ethical Concerns and Perceived Value on
Green Cosmetics Consumption in the GCC.

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Abstract

The paper explores the growing interest in eco-friendly beauty and grooming products among consumers in the GCC, with a specific focus on the UAE. The study examines the link between green consumption and ethical values, investigating how these factors influence consumer behavior. A survey conducted via Google Forms, with approximately 205 responses, reveals that both values and emotions play a significant role in shaping purchasing decisions. The findings emphasize the importance of understanding consumer values, particularly ethical considerations, in predicting the intention to purchase eco-friendly products. The study suggests that brands can leverage these insights to build stronger emotional and ethical connections with consumers, particularly through initiatives such as sustainable packaging. This approach can help companies meet the rising demand for environmentally conscious beauty and grooming products in the GCC region.

1. Introduction

Green cosmetics is a highly demanded substitute that is free of harmful chemicals with health risks (None Mamta & Prakash, 2025). As a result, Green cosmetics are pro-environment and rely on ethically sourced cruelty free substances, avoiding mass materials such as synthetic fertilisers and toxic genetically modified organisms (Grappe et al., 2021; Ali et al., 2022; Khan & Salim, 2020; Amberg & Fogarassy, 2019; Limbu & Huhmann, 2021). Product greening occurs throughout all stages of product life-cycle from design, procurement, manufacturing, storage, distribution, consumer usage and post usage activities (Kumar & Ghodeswar, 2015). Green manufacturing process is implemented to optimize environmental conservation, in addition to using natural resources. Research by Kumar & Yadav (202) has indicated that environmental damage through waste is influenced by 30-40% of consumer practices. Holistic practices in manufacturing, marketing, consumption and waste generation with an environmental appeal is referred to as green marketing (Fonseca-Santos et al., 2015).

Despite the global movement for sustainability, 80% of the world consent organizations to pursue animal testing in the cosmetic industry. This accumulates for more than half a million of tested animals (Taylor and Rego Alvarez, 2020). Due to the rise of unethical organizational behaviour that is driven by the sole motive of profitability, ethical consumerism was developed and became a prominent area for marketing research. In the research for consumer green buying behaviour, ethics is an antecedent (Lu et al., 2015).

Substances used to enhance human appearance or body odour are referred to as cosmetics. Parabens, petrochemicals, artificial coloring and preservatives are some of the many massive chemicals used in cosmetics production that cause cancer and dermatitis (Amberg & Fogarassy, 2019).

Factors influencing consumer attitudes and beliefs include environmental concern and social factors. To illustrate, family, friends and convenience that impact customer purchase decisions (Li et al., 2021). Attitude linked to consumer environmental behavior or value orientation is classified as environmental concern (Fransson and Garling, 1999; Stern, 1992). This has been inspired from Schwartz (2012) value model. Eventually, Stern and Dietz (1994) and Stern et al. (1993) contributed to the literature by exploring linkages of values, environmental attitude and the how the knowledge of environmental cost for valued objects influence environmental behavior (Maduku, 2024). Certification standards, eco-labeling, green marketing and advertising, awareness on environmental issues, psychological benefits, peer influence, product novelty and personal factors has a significant role in consumer purchase process (Kumar & Yadav, 2021; Pedro Pereira Luzio & Lemke, 2013). Exploring the dynamics influencing pro-environmental behavior of green cosmetics is crucial to identify sustainability challenges (Suphasomboon & Vassanadumrongdee, 2022; Zeynalova & Namazova, 2022; Han & Yoon, 2015).

Consumers that are ecologically conscious are defined as those that consumer products with minimal to no impact on the environment (Roberts, 1996). A green consumer is the one that associates purchasing decisions with the concern for environmental preservation (Hailes, 2007). As a result, green consumers are aware of the impact of their purchase decision on the environment (Akehurst et al., 2012).

Research by Young et al. (2010) has illustrated that consumers with a sustainable lifestyle tend to have more complex decision making than the regular customer. As a result, an 'attitude-behavior gap' or 'value-action gap' exists due to 30% of consumers do not shop sustainably despite their environmental concerns (Akehurst et al., 2012).

In addition, Schlegelmilch et al. (1996) stated that green consumers are aware of their green buying behaviour and that is due to their environmental knowledge/concern. Straughan and Roberts (1999) has argued that environmental knowledge is a key influencer to buying behavior. Research by Wheale and Hinton (2007) indicates that buying behavior is influenced by brand, cultural factors, demography, consumer finances, habits and lifestyle, personality, ethics and lack of information.

Consumers assessment of product/service utility driven by perception of what is received versus given is defined as perceived value (Zeithaml, 1988, p. 14). Although the low prices of oil in the GCC in 2016, healthy demand has been gauged for personal care market ("GCC Personal Care Products Report: Happy to Spend," 2017).

The cosmetics industry has realized substantial growth and is one of the most fastest growing sectors globally, with 100.5bn USD worth of revenue (Statista, 2022). The GCC Beauty and Personal care market accounts for an annual growth of 3.26% (CAGR 2025-2030) and revenue worth US\$9.61bn (Statista, 2024). Personal care market is the most dominant, with a volume of US\$4.30bn in 2025 (Statista, 2024). The average spending of a GCC consumer contributes to US\$157.36 in revenue in 2025 (Statista, 2024). Ecommerce Beauty and Personal care sales account for 42.1% of the total revenue in the market.

UAE customers have spent \$2.2 bn in 2016 and is expected to increase by \$2.7 bn by 2020. The UAE beauty and personal care market growth will be driven by hair care (\$283 M), skin care (\$300 M), men's grooming (\$300 M), colour cosmetics (\$400 M) and fragrances (\$642 M). In 2016, Saudi Arabia skincare sector grew by 10% and is expected to grow by 7% further. Qatar's skincare sector was worth \$233 M in 2015 and is expected to grow by 4.8% in 2020 ("GCC Personal Care Products Report: Happy to Spend," 2017). The Beauty and Personal Care market is lead by the Skincare category in 2021, followed by Haircare, Makeup, Fragrances, Toiletries and Deodorants and Oral Cosmetics (Statista, 2023). Beauty market leaders are multi-national companies such as L'Oreal, accounting for a global revenue of 35bn U.S. dollars in 2021 (Petruzzi, 2024).

Research suggests that 41% of UAE consumers and 36.5% of Saudi consumers prefer sustainable and organic cosmetics (Imarc, 2025). Another factor leading to the increased demand in the Beauty industry is the rise of working women in the GCC. In Saudi Arabia, research in Q3 2024 revealed that female labor force participation increased by 0.8%, positively impacting the beauty market as women prioritise a professional appearance. As a result, the increased competition in the Beauty market has driven brands to invest in clean and sustainable beauty products to meet changing demands (Imarc, 2025).

GCC consumers in the Beauty and Personal Care market are favoring sustainable products due to increased environmental concern and awareness (Statista, 2024). The change in consumer behaviour is due to the increase of the demographics for Gen Z and Gen X that value ethical sourcing (Statista, 2024). Due to change in societal norms, demand for gender neutral beauty that are inclusive are on the rise (Statista, 2024). Driving forces to the GCC Beauty Market are culture and the climate conditions that shape consumer purchasing behavior (Statista, 2024). The hot and dry climate has surged demand for sun protection, moisturizers and anti-aging products that are dermatologically tested and are high quality (Imarc, 2025). Beauty products are also localized to meet cultural preferences of ingredients such as honey, oud, saffron and more (Statista, 2024). Regulations for halal-certified products that are alcohol free is a essential for the Muslim population (Statista, 2024). Macroeconomic factors influencing the market include oil price fluctuations, demography and consumer spending patterns (Statista, 2024). Disposable income is highly impacted by the fluctuations in the oil price which in return affect consumer spending on beauty products (Statista, 2024). Due to the high disposable income and consumer spending power in the GCC, premium and high end cosmetic market demand has boomed (Imarc, 2025). In addition, the emergence of middle and high class citizens and residents in the GCC like Saudi Arabia and UAE has lead the trend for high end brands (Imarc, 2025).

Hair care market is growing in the GCC due to consumers weak hair health (Imarc, 2025). Scalp solutions, hair loss and dryness treatments along with a range of other products demand are on the rise (Imarc, 2025). Fragrance and deodorant are essential personal care products in the region due to the hot environment which drives demand for high performing products (Imarc, 2025). Change in makeup trends has increased the range of product offerings to attune to a diverse base of customers (Imarc, 2025). Female shoppers in the GCC dominate the Beauty Market, representing 55% higher average spend than men (Chalhoub, 2023). Fragrance has demonstrated the highest market spend followed by Makeup category (Chalhoub, 2023). Research has indicated that Emirati women spend twice as much as the average GCC female, strongly preferring multi-branded beauty stores as the purchasing channel (Chalhoub, 2023). As for the Makeup category, it is driven by Masstige brands such as L'Oreal Paris across regions and diverse age groups (Chalhoub, 2023). KSA consumers are the highest spenders on Makeup in the GCC region (Chalhoub, 2023). The Skincare and Body Care category demonstrate over index performance by Kuwait Gen Z and Nationals, particularly for Mass brands (Chalhoub, 2023). The key touchpoints for GCC consumers is primarily Word of Mouth, followed by Social Media, Beauty advisors and outdoor advertising (Chalhoub, 2023).

Influencers have a prominent role in the Beauty market on a global level, brands increasingly rely on influencers to raise product awareness and to attract and convert customer sales. Rising beauty trends, expansion in distribution channels and high purchasing power are the driving forces to the GCC Beauty Market (Mordor Intelligence, 2019). Research conducted by Dubai World Trade center in 2023 has indicated that a Beauty Survey demonstrated that 38% of consumers preferred organic brands with a penetrated price versus 28% preferred a organic product with a premium price. To achieve this, new market entrants are mandated to undergo elaborative ingredient analysis, receiving Ecocert or Cosmos certification and PETA or Leaping Bunny cruelty free credibility (Dubai World Trade Centre, 2023).

Research on green consumer behavior has indicated expanding environmental awareness through sample testing in several countries. This has investigated the consumer decision

making process, understand determinants of buying behavior and purchasing habits. Behavioral studies have explored the role of purchase intentions, decisions, willingness to pay and actual purchase behavior. As majority of research spans across America and Europe, there is an evident literature gap to expand research universally to understand cross cultural similarities and differences. This is potent as green consumerism is on the rise in the Asian region (Lee, 2008; Gurau and Ranchhod, 2005; Yam-Tang and Chan, 1998).

From a theoretical standpoint, the aim of the research is to inflate the research by Sweeney and Soutar (2001) on the Theory of Perceived Value and integrate it with the framework for Consumer Ethics proposed by Holbrook (1999). The integration is empirically tested to explore the role of consumes perceived value and ethical concern to drive customers purchase decision in the context of green cosmetics and grooming products in the GCC. The research contributes to the academia by exploring the direct and indirect relationship between the two antecedents.

The finding results from the study is to present precious implications for organizations, marketers, managers and policy makers to have an articulate understanding of green consumer behaviour. Results may be utilized to drive business by understanding motives for sustainable behaviour and purchase intention in GCC green beauty products and grooming product industry. The research explores the previous literature, proposes a hypothesis and theoretical framework and presents a research methodology, result as well as a discussion. Finally, the conclusion, the implications, the limitations and the future research directions covered.

2. Literature review

2.1. Perceived value theory

Customers perceive the value of goods or services through assessing the utility as per the cost to benefit comparison. This includes an evaluation of the intrinsic and extrinsic attributes and underlying benefits from using the product/service (Aksoy and Basaran, 2017; Singh et al., 2021; Sweeney and Soutar, 2001; Lee et al., 2019)

Perceived cost is an underlying element that is evaluated through the monetary and non-monetary attributes against the value received (Lee et al., 2019; Sinha and Verma, 2020). High customer perception when assimilated with different values, lead to myriad purchase intentions upon different purchase circumstances (Sheth et al., 1991)

Initially, perceived value means how the customer evaluates the products and what is the benefit from it. In other words, customers will buy the product when the benefit is more than the cost. As Sheth's Theory of Consumption Value, several perceived values can affect customers buying decisions like functional, social, conditional, emotional and epistemic values (Sheth et al. 1991)

Later, Sweeney & Soutar improved another popular model called the PERVAL scale, considering only the first three values: functional, emotional, and social. This scale is mostly used in cosmetics studies because it focuses on the main three factors that affect customers decisions in buying beauty products Sweeney and Soutar (2001).

2.2 Ethical concerns

Customer awareness on the long-term toll of unsustainable business practices has resulted in a shift in demand towards ethical consumption and clean production (Pelsmacker et al., 2005a). Ethical consumption relates to customers conscious consumption that align with sustainable practices such as child labor, animal welfare, fair trade and organic production methods (Pelsmacker et al., 2005a; Ghvanidze et al., 2016). Ethical concern extends to purchasing products that refrain or limit harming the environment, animals or society (Chatterjee et al., 2021; Ryoo et al., 2020).

This has been evidently proven in previous research, ethical motives are an influential factor to purchase intentions and consumer attitudes to organic production (Honkanen et al., 2006; Michaelidou & Hassan, 2008). Although attitude is an influential factor, price may act as an obstacle that blocks customers decision to shop organically (Magnusson et al., 2001).

Perceived value focuses on functional, emotional and social factors, however, it doesn't consider ethics or spirituality. Different models introduced by Holbrook consider more values measurements such as: extrinsic (useful) vs. intrinsic (important by itself), self-oriented (personal) versus other oriented (for others) & active (what you do) versus reactive (what you feel) (Holbrook, 1999).

Holbrook Model considers significant values like ethics and spirituality. By this model, ethics are considered as intrinsic, other oriented value, which means that ethical values are supported by others concerns. Consumer choices are affected by ethical values especially with the eco-friendly Products (Ryoo et al., 2020).

Ethical consumption supports the idea of respecting environmental issues and animal welfare. Since the awareness of environmental issues is increasing, consumers preferences are changing to become more caring and considering products that are supporting environmental and social issues.

Studies show that consumers who are considering environmental issues, they have more tendency to buy sustainable products that are natural. Additionally, studies show that ethical concerns also affect consumers' buying decisions. However, still a lack of research about effect of ethical concerns & perceived value together on buying decisions (Sreen et al., 2021) (Zollo et al., 2021).

The following research will cover the bridge and explore how the perceived value types (functional, emotional and social) affect people's intention towards green cosmetics.

- **H1.** The perceived functional value is positively associated with ethical concern (H1a) and purchase intention (H1b) of green cosmetics and personal care products.
- **H2.** The perceived emotional value is positively associated with ethical concern (H2a) and purchase intention (H2b) of green cosmetics and personal care products.
- **H3.** The perceived social value is positively associated with ethical concern (H3a) and purchase intention (H3b) of green cosmetics and personal care product
- **H4.** Ethical concern is positively associated with purchase intention of green cosmetics and personal care products
- **H5a.** Ethical concern mediates the positive impact of functional value on purchase intention.

- **H5b.** Ethical concern mediates the positive impact of emotional value on purchase intention.
- **H5c.** Ethical concern mediates the positive impact of social value on purchase intention.

2.3 Control variables

Control variables include the factors that affect the buying decisions like consumers age, consumer's gender and consumer's profession. Control variables are important to consider because age and gender differences might affect preferences and expectations and jobs can affect persons buying decision. Considering control variables can better understand the impact on the relationship between ethical concerns and buying decisions.

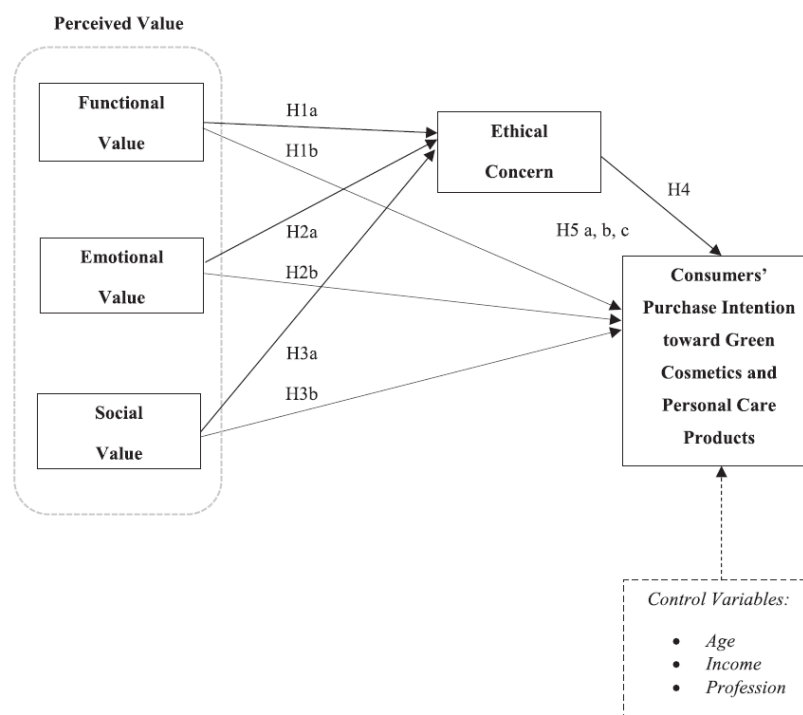


Fig.1. Research Theoretical Framework

3. Methodology

The study evaluates the hypothesis among variables in the framework to examine the relationship between perceived value and ethical concern. Hence, exploring positive impact of customers intention for buying green beauty/grooming products. In addition, the role of ethical concern as a mediator among relation to perceived values (functional, emotional and social). Data collection method was quantitative to test the variables relations in achieving the main objectives of the paper. A survey questionnaire was referenced from (Suphasomboon & Vassanadumrongdee, 2022) which developed constructs on perceived values, ethical concerns & buying intention.

3.1. Measures

At the beginning of the survey, respondents consent of survey participation was requested upon understanding the general background and objectives of the study which was shared in the introduction. Additionally, an informative video was linked which explained the concept of green beauty and ethical considerations. Product category and definition of green cosmetics products & grooming products was clearly stated to inform that the survey targeted both genders, male and female.

The survey was structured into four main sections. The first section focused on customers' shopping behaviour and experience. Secondly, the customers purchase decisions factors such as perceived value, ethical concerns and purchase intentions. Thirdly, initiatives such as policies or perceptions that promoted green cosmetics products & grooming product purchase. Finally, demographic factors of respondents such as age, occupation, education, country of residency and others.

To test the hypothesized relationship between the constructs, a five-point Likert type scale questions were utilized. The response measures ranged from 1 (strongly disagree) to 5 (strongly agree). The measurements used to test perceived functional, emotional & social value were adapted from Sweeney and Soutar (2001). As for the measures in ethical concern were modified from Mohd Suki. (2016), Lin and Huang. (2012), Ghazali et al. (2017), & Jaini et al. (2019) which conducted studies on green cosmetics.

The pilot test was developed online on a 10 participants group to evaluate the effectiveness of the questions and structure. The questionnaire was modified to adapt the feedback shared to improve the user-friendliness and ensure respondents are well informed about green beauty. Pilot study participants found the survey questions and answer choices easy to understand and were able to complete the survey successfully.

3.2. Collection of data.

An online survey conducted by Google Forms was running for 2 months starting from October until November 2024. And a follow-up data collection was done in June 2025. An online survey was utilized due to the efficiency of sharing it with a wide audience, reliability of tracking responses and effectiveness of collecting and visualizing the data in a secure manner. The survey was spread region wide throughout the GCC targeting all nationals and residents of both genders in countries such as UAE, KSA, Kuwait, Bahrain and Oman. The research participants were selected due to authors personal relations at work, university and through shared links on social media like LinkedIn, Instagram, WhatsApp & Facebook groups. Respondents of the survey were requested to share the survey with their connections to boost the repetitiveness of findings. Altogether, we received 205 responses for our study which were included in the final analysis.

3.3. Demographic Data

Research on respondents' country of citizenship or residency in the GCC indicates that 92% of respondents are residents of the UAE, which is the majority, followed by 29.0% which are citizens of the UAE. The percentage of non-GCC citizens or residents that participate in the survey are 6% and 2% are citizens of other GCC countries.

92% of respondents were living in the UAE, and the remaining 8 % were in Palestine, Jordan, Canada, Egypt, Kuwait, Qatar, Bahrain and Sudan.

As for the gender representation of respondents illustrated in Table.1, women were the majority with 153 female responses (74.6%). However, male responses were 53 accounting for

25.4%. Females are the dominating respondents as they may be the main target audience for green beauty products and grooming products, that are relative to men.

Results identified that 52.2% of respondents ranged from the age 18 to 25. Similarly, 22% belonged to the age group 26-35 years. As for 36–45-year aged respondents, they represented 13.2% of the total respondents. Respondents under 18 and above 56 ranged were a minority ranging from 9-10%.

Bachelor's degree holders represented 59.5% of the survey respondents as demonstrated in Table.1. Master's degree holders were 14.1% and Diploma graduates are 18% accordingly. Doctoral degree holders and Highschool graduates ranged 1-5%.

As for the occupational results of the survey, 24.9% are employees, 54.6% are students and 10.7% are unemployed, housewife's or retired. Table.1 illustrates remaining occupations such as entrepreneur, academic, freelancer and public sector employee results which are a minority.

Table 1. *Demographic data of respondents*

Profile	Category	N	%
Gender	Male	52	25.4%
	Female	153	74.6%
Age	Under 18	14	6.8%
	18-25	107	52.2%
	26-35	45	22.0%
	36-45	27	13.2%
	46-55	6	2.9%
	56 and above	6	2.9%
Education	Highschool	10	4.8%
	Diploma or equivalent	37	18.0%
	Bachelor degree or equivalent	122	59.5%
	Master degree or equivalent	29	14.1%
	Doctoral degree and above	7	3.4%
Occupation	Student	112	54.6%
	Employee	51	24.9%
	Government or state enterprise officer	7	3.4%
	Academic Staff or researcher	5	2.4%
	Freelance or general trade	1	0.5%
	Business owner	5	2.4%
	Unemployed, retired, housewife	22	10.7%

4. Results

4.1 Descriptive statistics

Table 2 presents the Mean, Standard Deviation, Cronbach's alpha and correlations among the study variables. Means and standard deviations of the study variables are as follows: Functional value (M= 3.5512, S.D = .479), Emotional value (M= 4.0358, S.D = .711), Social value (M = 4.0659, S.D = .727), Ethical concern (M = 4.0341, S.D = .599) and Consumers' purchase intention (M = 3.7545, S.D = .574). These findings indicate that the predictor variables are positively correlated with the mediating and outcome variables. Hence, the findings are in the expected directions.

Table 2. Means, standard deviations and correlations of the research variables

No	Variables	Mean	SD	1	2	3	4
1	FV	3.55	0.48				
2	EV	3.43	0.84	0.07			
3	SV	4.06	0.72	0.33**	0.95***		
4	EC	4.03	0.59	0.40**	0.62**	0.56**	
5	PI	3.75	0.57	0.47**	0.53**	0.49**	0.54**

Note: FV= Functional value; EV = Emotional value;

SV= Social value; EC= Ethical concern; PI= Purchase intention.

(n= 205. ** $p < 0.01$, *** $p < 0.001$).

4.2 Regression analysis

To test the hypothesized relationships among the study variables, we adopted the hierarchical regression analysis. Age, gender and occupation were entered in the regression in the very first step, followed by the main effect variables. Tables 3 presents the results for the main effect of functional value on the ethical concern, showing that functional value (FV) was positively correlated with ethical concern (EC) ($\beta = 0.40$, $p < 0.01$), and table 4 presents the results of the main effect of functional value (FV) on purchase intention (PI) ($\beta = 0.47$, $p < 0.01$). Hence, these results lend support for hypotheses (1a) and (1b). Tables 5 presents the results for the main effect of emotional value on the ethical concern, showing that emotional value (EV) was positively correlated with ethical concern (EC) ($\beta = 0.63$, $p < 0.01$), and table 6 presents the results of the main effect of emotional value (EV) on purchase intention (PI) ($\beta = 0.52$, $p < 0.01$). Hence, these results lend support for hypotheses (2a) and (2b). Similarly, Tables 7 presents the results for the main effect of social value on the ethical concern, showing that social value (SV) was positively correlated with ethical concern (EC) ($\beta = 0.56$, $p < 0.01$), and table 8 presents the results of the main effect of social value (SV) on purchase intention (PI) ($\beta = 0.49$, $p < 0.01$). Hence, these results lend support for hypotheses (3a) and (3b). Table 9 presents the results for the main effect of ethical concern on purchase intention, showing

that ethical concern (EC) was positively correlated with purchase intention (PI) ($\beta = 0.54, p < 0.01$). Hence, these results lend support for hypothesis 4.

Finally, we tested the mediating role of ethical concerns between the predictors and outcome variables (see table 10). A 95% confidence interval (CI) follows the indirect effect, which is the outcome of multiple resampling based on bootstrapping technique. In table 10, the direct effects are shown to verify that whether the indirect effect is either partial or full. In other words, the indirect effect is either a substitute for the direct effect or it is a complement. Analysis revealed that ethical concern partially mediates the relationship between functional value and purchase intention (indirect = 0.20, $p < 0.01$), providing support to hypothesis 5a. Similarly, ethical concern partially mediates the relationship between emotional value and purchase intention (indirect = 0.17, $p < 0.01$), providing support to hypothesis 5b. Lastly, we found that ethical concern partially mediates the relationship between social value and purchase intention (indirect = 0.17, $p < 0.01$), providing support to hypothesis 5c.

Table 3. *The results of main effects analysis*

EC		
	β	ΔR^2
Step 1		
Age	-.005	
Gender	-.069	
Occupation	.013	.005
Step 2		
FV	.40**	.16**

Note. * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 4. *The results of main effects analysis*

PI		
	β	ΔR^2
Step 1		
Age	-.035	
Gender	-.100	
Occupation	.05	.01

Step 2

FV

.47**

.21**

Note. * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 5. *The results of main effects analysis*

EC		
	β	ΔR^2
Step 1		
Age	-.005	
Gender	-.069	
Occupation	.013	.005
Step 2		
EV	.63**	.39**

Note. * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 6. *The results of main effects analysis*

PI		
	β	ΔR^2
Step 1		
Age	-.035	
Gender	-.100	
Occupation	.05	.01
Step 2		
EV	.52**	.27**

Note. * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 7. *The results of main effects analysis*

EC		
	β	ΔR^2
Step 1		
Age	-.005	
Gender	-.069	
Occupation	.013	.005
Step 2		
SV	.56**	.32**
Note. * $p < .05$; ** $p < .01$; *** $p < .001$.		

Table 8. *The results of main effects analysis*

PI		
	β	ΔR^2
Step 1		
Age	-.035	
Gender	-.100	
Occupation	.05	.01
Step 2		
SV	.49**	.23**
Note. * $p < .05$; ** $p < .01$; *** $p < .001$.		

Table 9. *The results of main effects analysis*

	PI	
	β	ΔR^2
Step 1		
Age	-.035	
Gender	-.100	
Occupation	.05	.01
Step 2		
EC	.54**	.29**

Note. * $p < .05$; ** $p < .01$; *** $p < .001$.

Table 10. *Indirect effects, unstandardized coefficients*

Indirect path	Indirect	95% CI LL UL	Direct	Total
FV-EC-PI	0.20** (0.02)	.1089-.3145	0.36*** (.00)	0.56*** (.00)
EV-EC-PI	0.17** (0.03)	.0860-.2737	0.25*** (.00)	0.42*** (.00)
SV-EC-PI	0.17** (0.03)	.0951-.2620	0.21*** (.00)	0.39*** (.00)

Note(s): * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$; LL= lower limit; UL= upper limit Source(s)

5. Discussion and implications

The main goal of the research was to explore the effects of customers perceived value on green beauty products and the underlying ethical concern as a motive to influence their purchase intention. The relation between perceived value of green beauty products and the buying intention was mediated by the customer's ethical concern.

The research findings indicate a significant relationship between perceived functional value on the buying intention & ethical concerns of customers. Hence, there is a direct relationship between the functional values of green beauty products & the buying intention, supporting hypothesis H1a & H1b. As a result, Hypothesis 5a is supported as customers in the GCC consider the ethical implications of green cosmetics when evaluating product quality during decision making process. Recent literature findings on ethical values have additionally identified a positive linkage between functional values and customer's buying behaviour (Sivapalan et al. 2021; Ryoo et al., 2020; Lee and Jin, 2019). Additionally, studies conducted by Lavuri et al. (2022), Lee et al. (2019), Kumar et al. (2021b) indicated a significant relation between customers perceived functional value and buying intention. As well as an association between product quality, ethical buying behaviour and perceived functional value (Oe and Yamaoka, 2022). Due to customers increased environmental concerns their intention to sustainably source

their purchases rise. To illustrate, products that are ethically sourced and are environmentally friendly prompt the customers to perceive functional value, and as a result drives the purchase intention. Hence, customers environmental concerns in sourcing ethical cosmetic products drive a positive relation with purchase intention and perception of functional values.

Moreover, hypothesis 2a and 2b are supported due to a positive relationship between customer emotional value, ethical concern & buying intention. Ethical concern indicated a positive mediator with emotional value & buying intention, supporting Hypothesis 5b. Studies by Prakash et al. (2019) imply that altruistic values have a important effect in prompting customer buying intention for sustainably packaged products, contrary to egoistic values. High emotional values are attributed to products that are environmentally friendly. This is illustrated through product labels, claims on sustainable sourcing as well as animal/employee welfare which incorporates positive ethical perception and increase buying intention for green beauty products.

In addition, hypotheses H3a & H3b are supported indicating a positive relation between social value, ethical concern and buying intention for green beauty products and grooming products.

This is evidential in a previous study which identifies positive association among purchase intention & social values for beauty and grooming products (Liobikienė and Bernatoniene, 2017; Song et al., 2019; Ajitha and Sivakumar, 2017). Lin et al. (2018) identified that beauty customers purchasing intention to buy green beauty products was positively impacted by word of mouth among social groups such as friends & families. Social pressure to adopt sustainable buying behaviour due to rising environmental concerns has increased the need for social acceptance. As a result, customers seek to buy eco-friendly and cruelty free beauty and grooming products (Grappe et al. 2021).

Furthermore, hypothesis 4 identifies a significant relationship between purchase intention and ethical concern for green beauty/grooming items. Altruistic values are a major motive for customers' pro-environmental behaviour which influences sustainable shopping, based on research conducted by de Moraes et al. (2021). Hence, as ethical concern rises so does the behavioral and purchase intention.

5.1.Theoretical implications

The empirical results of this study add to the literature body in three ways. To begin with, Sweeney and Soutar (2001)'s model was utilized to investigate factors influencing customers purchase intention. This was achieved through extending the perceived value theory with altruistic characteristics like ethics, utilizing value typology of Holbrook (1999).

As a result, the multidimensional view of customers perceived value & prominent role of ethics in the green customer behaviour is reflected in the theoretical framework in the research. An exploratory study is conducted on the GCC to examine concepts of value in the context of green beauty and grooming items, contributing to literature body.

Additionally, the interrelationship between perceived value & ethical concern on buying intention is examined. As a result, considering intrinsic ethical concern & extrinsic perceived value. The results empirically contribute to knowledge as perceived & customer ethics may intersect, thus, are mutually unexclusive.

5.2. Managerial Implications

The research findings possess a plethora of managerial implications for practitioners in the GCC beauty industry, with emphasis on green beauty products. Offering a guide for market

segmentation based on buying intention for green beauty & grooming products. Additionally, is resourceful in analyzing the optimal channels to promote green beauty products to target audience.

It is empirically concluded that the two most pivotal drivers to purchase intention are perceived functional value and ethical concern for green beauty & grooming products. As a result, when customers' needs intersect with the functional benefits of green cosmetics, purchase intention and ethical concern are achieved.

From a commercial perspective, companies are the catalysts in driving green consumer behaviour through incorporating ethical practices. This includes reduced environmental footprint, fair-trade, no-animal testing in their green grooming products and cosmetics.

Green sourcing is a proactive initiative to drive quality and safety through highlighting ingredients in the labels for environmentally conscious buyers. This acts as a strong driver to purchase intention as it meets customer ethical concerns. Credible measures of promoting environmentally friendly products are through eco-labelling, leveraging customer trust.

Emotional value has an important role in the ethical concern of customers for green beauty products and grooming products. CSR & green marketing procedures promote purchase intention through emphasizing the ethical impact of shopping for green cosmetics.

6. Conclusion.

The goal of this research was to find out the role of perceived values with ethical concern on consumers buying intention in the context of green beauty/grooming products in the GCC especially in the UAE.

Future research directions may be developed through the limitations mentioned. To begin with, the role of customers psychology/personality may be explored to evaluate its role on purchase intention for green beauty products.

Cross cultural studies on customers' intentions to purchase green beauty/grooming products may be evaluated. This could be achieved through a time-lagged research design to reduce research bias. Exploring the mediating role of government (Sreen et al., 2020), country of origin (Cheah et al., 2020; Cheah & Shimul, 2018) and self-concept (Sharma et al., 2020) may be explored to determine green cosmetics purchase intention. Experimental research design may be utilized to explore customers knowledge, attitude and involvement as well as purchase intention.

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