

Analysis of Generation Z and Perceptions of Conscious Consumption in the Light of Primary Data

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Abstract : In the present study, we investigate the cognitive aspects of conscious consumer behaviour among Generation Z members. In our view, conscious consumption can greatly help to foster social responsibility, environmental and health-conscious behaviour, and ethical consumerism. We believe that it is an important educational task to promote and reinforce consumer behaviour among young people that increases and creates community value. In this study, we analysed the dimensions of young people's conscious consumer behaviour and its manifestation in concrete forms of behaviour, purchasing, and consumer decisions. As a result of a survey conducted through a snowball sampling procedure, the responses of 200 respondents who are members of Generation Z were analysed. The research analysed young people's perceptions and opinions of conscious living and their perceptions of self-conscious consumer behaviour. The primary research used a pre-tested standardised online questionnaire. Data were evaluated using bivariate and multivariate analyses in addition to descriptive statistics. The research presents results that are valid for the sample, and we plan to continue with a larger sample survey and extend it to other generations. Our main objective is to analyse what conscious living means to young people, what behavioural elements they associate with it, and what activities they themselves undertake in this context.

Keywords : generation Z, conscious consumption, primary research, sustainability

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