Gen Z Consumers and Product Usage and Disposal: Attitudes, Behaviours, and Emerging Trends

M. Gnanaprakash
Part-Time Research Scholar, Madurai Kamaraj University, Research Centre in Business Administration, V. H. N. Senthikumara Nadar College, Virudhunagar, Tamil Nadu, India

Dr. M. Jaisun
Assistant Professor, Research Centre in Business Administration, V. H. N. Senthikumara Nadar College, Virudhunagar, Tamil Nadu, India

Abstract

Global Generation Z (Gen Z) consumers, born between 1997 and 2012, are significantly shaping the consumer landscape. As a digitally native, environmentally conscious generation, their attitudes toward product disposal and sustainability present a key area for study. This research article explores how Gen Z approaches product usage and disposal, emphasizing their awareness of environmental issues, the role of digital media in shaping consumer behaviour, and their growing preference for sustainable disposal practices. Gen Z is a generation increasingly motivated by sustainability exhibiting a preference for recycling, upcycling, and second-hand markets over traditional disposal methods. The study highlights the potential for brands and policymakers to leverage Gen Z's environmental concerns to promote circular economies and responsible consumption.