

To explore employee perceptions of their company as an environmentally sustainable brand, using  
The Body Shop as a case study

FINAL RESEARCH REPORT

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*I hereby declare that the Research Report submitted for the Bachelor of Commerce Honours in Strategic Brand Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.*

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## ABSTRACT

With the growing issues of climate change and global warming, companies are continuously incorporating environmental sustainability policies into their organisations (van der Werff, Steg & Keizer, 2013). Thus it is important for companies to ensure that their employees understand and engage with their environmental sustainability philosophy in order to effectively deliver the brand's environmentally sustainable brand identity to consumers (Rosenbluth & Peters, 2002; Raineri & Paillé; 2015). The research problem relates to evaluating how The Body Shop (an environmentally sustainable organisation) employees perceive the environmental sustainability philosophy and policies of their company. The purpose of this research is to explore how having a focus on environmental sustainability within a company needs to be incorporated throughout the organisation so that employees are also able to deliver on the brand's environmentally sustainable brand identity (Rosenbluth & Peters, 2002). The reasoned action theory by Fishbein and Ajzen (1975) was selected in order to evaluate how employee perceptions of their company as an environmentally sustainable brand are formed. The study was conducted amongst fourteen The Body Shop employees across seven Johannesburg branches, using qualitative surveys to collect the data from participants. The key finding of this research paper was that the majority of employees did not fully understand the environmental sustainability philosophy and policies of The Body Shop, which was found to be due to a lack of sufficient communication from The Body Shop, specifically regarding their environmental sustainability. This thus hinders their ability to effectively deliver on the environmentally sustainable brand identity of The Body Shop. This finding can assist The Body Shop, as well as other environmentally sustainable brands, to ensure that their environmental sustainability philosophy and policies are effectively implemented throughout their organisation.

CONTENTS PAGE	p
CHAPTER 1: BACKGROUND AND CONTEXT	1
1.1. INTRODUCTION	1
1.2. RATIONALE	2
1.3. PROBLEM STATEMENT	3
1.4. RESEARCH QUESTIONS	3
1.5. RESEARCH AIMS	4
1.6. CONCEPTUALIZATION	4
1.7. LIMITATIONS AND DELIMITATIONS OF THE STUDY	5
1.8. ETHICAL CONSIDERATIONS	6
1.9. CONCLUSION	6
1.10. FORTHCOMING CHAPTERS	7
 CHAPTER 2: LITERATURE REVIEW	 8
2.1. INTRODUCTION	8
2.2. DEFINING ENVIRONMENTAL SUSTAINABILITY IN THE CORPORATE CONTEXT	9
2.3. ENVIRONMENTAL VALUES AND BELIEFS	12
2.4. EMPLOYEE PERCEPTIONS	13
2.5. BRAND IDENTITY	14
2.6. THE ROLE OF EMPLOYEES IN AN ENVIRONMENTALLY SUSTAINABLE BRAND	14
2.7. IMPORTANCE OF INTERNAL COMMUNICATION	16
2.8. THE BODY SHOP: CASE STUDY	17
2.9. THEORETICAL FOUNDATION	20
2.10. CONCLUSION	25
 CHAPTER 3: METHODOLOGY	 27
3.1. INTRODUCTION	27
3.2. METHODOLOGICAL ORIENTATION	27
3.3. POPULATION AND SAMPLING	28
3.4. DATA COLLECTION METHOD	30
3.5. DATA ANALYSIS METHOD	33
3.6. RELIABILITY AND TRUSTWORTHINESS	35
3.7. ETHICAL CONSIDERATIONS	36
3.8. CONCLUSION	37

CHAPTER 4: FINDINGS AND INTERPRETATIONS	39
4.1. INTRODUCTION	39
4.2. BIOGRAPHICAL INFORMATION	39
4.3. EMPLOYEES' PERSONAL ENVIRONMENTAL PHILOSOPHIES	41
4.3.1. Protection	42
4.3.2. Passion	43
4.3.3. Knowledge	43
4.3.4. Interpretation	44
4.4. EMPLOYEES' PERCEIVED ROLE IN CARRYING OUT THEIR COMPANY'S ENVIRONMENTAL PHILOSOPHY	45
4.4.1. Educating others	46
4.4.2. Knowing the companies philosophy and policies	47
4.4.3. Interpretation	47
4.5. EMPLOYEES' UNDERSTANDING OF THE BODY SHOP'S ENVIRONMENTAL SUSTAINABILITY PHILOSOPHY AND POLICIES	48
4.5.1. Enriching and compassionate	50
4.5.2. The importance of all stakeholders	51
4.5.3. Economic and social sustainability philosophy and policies	51
4.5.4. Environmentally friendly	52
4.5.5. Interpretation	52
4.6. INTERNAL COMMUNICATION REGARDING ENVIRONMENTAL SUSTAINABILITY	53
4.6.1. Findings	54
4.6.2. Interpretation	55
4.7. EMPLOYEE PERCEPTIONS ABOUT THE ROLE OF THE BODY SHOP IN ENVIRONMENTAL SUSTAINABILITY	56
4.7.1. Protecting the environment	57
4.7.2. Against animal testing	58
4.7.3. Creating awareness	59
4.7.4. Interpretation	59
4.8. CONCLUSION	60
CHAPTER 5: CONCLUSION AND RECOMMENDATIONS	62
5.1. INTRODUCTION	62
5.2. RESEARCH QUESTION 1	62
5.3. RESEARCH QUESTION 2	63

5.4.	RESEARCH QUESTION 3	64
5.5.	ADDRESSING THE RESEARCH PROBLEM	65
5.6.	RECOMMENDATIONS	66
5.7.	CONCLUSION	68
6.	SOURCE LIST	69
	APPENDICES	79
	APPENDIX 1: ORIGINAL QUALITATIVE SURVEY QUESTIONS	79
	APPENDIX 2: FINAL QUALITATIVE SURVEY QUESTIONS	80
	APPENDIX 3: EMPLOYEE CONSENT	81
	APPENDIX 4: CONSENT FROM THE BODY SHOP	82
	APPENDIX 5: ETHICS CLEARANCE LETTER	83
	APPENDIX 6: ORIGINALITY REPORT	84
	LIST OF FIGURES	
	Figure 2.1. Reasoned Action Theory	22
	Pie chart 4.1 Duration of employment at The Body Shop	40
	Pie chart 4.2 Job title held at The Body Shop	40
	LIST OF TABLES	
	Table 3.1 The Body Shop employee survey record	32
	Table 4.1 Employees' personal environmental philosophies	41
	Table 4.2 Employees' perceived role in carrying out their company's environmental philosophy	46
	Table 4.3 Employees' understanding of The Body Shop's environmental sustainability philosophy and policies	49
	Table 4.4 Employee perceptions about the role of The Body Shop in environmental sustainability	57