

SKIN DEEP: AN EXPLORATORY CASE STUDY OF THE ATTITUDE- BEHAVIOURAL GAP PHENOMENON AMONGST FEMALE MILLENNIALS IN THE CONTEXT OF THE SKINCARE INDUSTRY

Supervisor:Monika Edwards

Research Methodology: RESM8419

I hereby declare that the Research Report submitted for the BA Honours 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.

Natalie Ransome

Word Count: 12393 [15019498]

Abstract

The conventional skincare industry has been put in the spotlight regarding its negative impacts on the environment, animals as well as human health. As such, the harmful impacts of the skincare industry and the cosmetics industry as a whole, have given rise to the green movement. However, despite the rise of the green movement, there is a gap between consumers green purchasing intentions and decisions – this is referred to as the attitude-behavioural gap phenomenon (ABGP) which exists amongst female millennials in the context of the skincare industry. The findings of the study revealed that the main factor contributing to the ABGP is that female millennials are driven by self-interest. Therefore, the cost of having natural skincare products negatively affect their appearance, greatly outweighs any benefits. Furthermore, the findings indicated that female millennials distrust natural skincare products and perceive them to be inconvenient – these factors inhibit female millennials' purchasing intentions. The findings of the study will provide marketers with possible interventions to shape consumers environmental attitudes towards the green skincare industry as well as influence their purchasing intentions. A focus group was used as this data collection method is useful for generating an in-depth understanding of participants' experience and perceptions.

Table of Contents

Abstract.....	1
Chapter 1: Introduction.....	5
1.1. Contextualisation	5
1.2. Rationale.....	7
1.3. Problem statement.....	8
1.4. Purpose Statement	9
1.5. Research Question	9
1.5.1. Sub-Questions	9
1.5.2. Objectives	9
Chapter 2: Literature Review.....	10
2.1. Introduction	10
2.2. Conceptualisation	10
2.2.1. Environmentally friendly consumption	10
2.2.2. Pro-environmental behaviour	10
2.2.3. Environmental Knowledge.....	11
2.2.4 Environmental Attitude	11
2.3 Theoretical Foundation	11
2.3.1. Psychographic Variable Model.....	12
2.3.2. Theory of Planned Behaviour	13
2.4. Review of Prior Literature	14
2.4.1 Environmental Awareness & Knowledge of consumers Regarding Green Consumption	14
2.4.2. Consumers' attitudes towards green consumption.....	15
2.4.3. Factors that influence Pro- Environmental Behaviour	16
2.4.4. Why consumers do not purchase green products	17
2.4.5. Interventions to close the gap	19
2.5. Gaps and Flaws in the Literature	20

2.6 Concluding Remarks About the Prior Literature.....	21
Chapter 3: Methodology	22
3.1 Research Paradigm	22
3.2 Research Approach	23
3.3 Research Design	24
3.4. Population and Sampling.....	25
3.5. Data Collection Method	27
3.6. Data Analysis Method.....	28
Chapter 4: Findings and Discussion	30
4.1. Theme 1: “I don’t know how bad it is” – Lack of Environmental Knowledge ..	30
Lack of Environmental Knowledge	30
Surface Level of Environmental Concern (EC).....	32
4.2. Theme 2: “You can’t do it all” – Perceptions and attitudes towards PEB	34
Forms of PEB.....	34
Attitudes towards PEB	35
Attitudes towards the green movement.....	37
4.3. Theme 3: “I don’t know if it’s going to benefit me” – Natural skincare products vs conventional skincare products.....	37
Negative Perceptions towards natural skincare products.....	37
Positive Perceptions of Natural Skincare Products	43
Negative Perceptions of Conventional Skincare Products	43
Positive perceptions towards conventional skincare products	44
4.4. Theme 4: “I need more” – factors impacting purchase	46
Barriers to purchase.....	46
Factors influencing purchase	49
Humans are Innately Selfish	51
4.5. Trustworthiness of The Study.....	53
Chapter 5: Conclusion	55

<i>5.1. Addressing the Research Problem, Questions and Objectives</i>	<i>55</i>
Factors inhibiting female millennials from purchasing NSP that contribute to the ABGP.....	55
Ways in which marketers could intervene in order to successfully promote PEB by positively influencing female millennials' intention to purchase NSP.....	56
How the ABGP applies to female millennials in the context of the skincare industry.	57
<i>5.2. Success of The Study.....</i>	<i>57</i>
<i>5.3. Ethical Considerations</i>	<i>58</i>
<i>5.4. Limitations of the study</i>	<i>58</i>
Reference List	60
Annexure A – Thesis Questionnaire.....	72
Annexure B – Consent Form.....	75
Annexure C – Ethics Clearance Letter	77
Annexure D – Originality Report.....	78
Annexure E –Summary Document Table	79

Chapter 1: Introduction

This study is primarily concerned with the exploration of the ABGP as it exists amongst female millennials in the context of the skincare industry. This phenomenon will be examined in terms of how it may inhibit female millennials from engaging in pro-environmental behaviour (PEB) regarding skincare products in a South African context. Although the ABGP has been investigated in prior research studies, it has not been understood in terms of female millennials in South Africa and is thus worthy of further analysis. The study will examine previous literature and determine the strengths and limitations in prior studies. Additionally, the study aims to grasp an understanding of what causes female millennials to not purchase natural skincare products (NSP) despite having a positive environmental attitude and may lead to conclusions that may help marketers better target female millennials.

1.1. Contextualisation

The cosmetic industry has raised significant concerns regarding its harmful impact on the environment, its animals as well as human health (Truong, 2016: 22). The process of manufacturing, selling and consuming cosmetic products have left a massive footprint on the earth which continues to grow (Truong, 2016: 22). The cosmetic industry is comprised of many categories - one of them being skincare – as cosmetics are defined as any substance or mixture that is purposefully placed in contact with the external parts of the body (Juliano & Magrini, 2017: 1). Cosmetics are considered one of the most serious cases of emerging pollutants as they are frequently released into the oceanic environment in large amounts (Juliano & Magrini, 2017: 1). According to Juliano & Magrini, cosmetics do not undergo the process of metabolic transformation and therefore enter the environment unaltered (Juliano & Magrini, 2017: 1). Consequently, they have the potential to be bioactive and possibly bioaccumulate, causing a potential threat to the environment and its ecosystems (Juliano & Magrini, 2017: 1). While the cosmetic industry as a whole is guilty of the above, the focus of this study will be on skincare products specifically. One of the most environmentally harmful ingredients used in conventional skincare products (CSP) is palm oil, which is predominantly sourced in the tropical rainforests of Indonesia and Malaysia (Truong,

2016: 23). Since the cosmetic industry is one of the biggest users of palm oil, it has resulted in the widespread loss of tropical rainforests and with that, orangutans which are endangered (Truong, 2016: 23).

Microplastics are another common ingredient used in CSP that are threatening to the environment – tiny plastic beads commonly used in exfoliating cleansers, soaps and scrubs (Truong, 2016: 22). Since microplastics are tiny and take long to biodegrade, they do not get filtered via wastewater management and end up flowing into the aquatic environment (Xanthos & Walker, 2017: 18). Consequently, these microplastics accumulate over time, disrupting the marine ecosystem and get ingested by marine species, causing illness and in some cases, death (Truong, 2016: 22). Approximately 8 trillion microbeads enter the aquatic environment through wastewater treatment plants daily (Rochman *et al.*, 2015, cited in Xanthos & Walker, 2017).

Additionally, the amount of plastic packaging used in most CSP is overwhelming. Not only is the excess use of plastic packaging unnecessary, but also the harmful impact on the environment is endless as once plastic ends up in landfills, they cause environmental pollution and take years to biodegrade (Truong, 2016: 23). Furthermore, plastic packaging gets released into the ocean, disrupting and killing marine life and ecosystems (Amarjit, 2013, cited in Truong, 2016).

Moreover, the skincare industry has received harsh criticism for the use of animal-testing that kills and poisons millions of animals every year (Peta, n.d). In sum, the skincare industry has been exploiting the environment more than it has been protecting it (Truong, 2016: 23). Worldwide concern regarding the abovementioned impacts of the skincare industry has given rise to the green movement (Truong, 2016: 23). Consequently, consumers are now concerned with natural ingredients, sustainable packaging and cruelty-free products. However, although green marketing has spread due to consumers' environmental concern (EC), there is a significant gap between the number of consumers who purchase green products (GP) versus those who are merely willing to do so – this is referred to as the attitude-behavioural gap phenomenon (ABGP) (Anvar & Venter, 2014: 183). This barrier exists amongst the green skincare industry as the global skincare market was valued at \$128 billion in

2017 (Insight Survey, 2018) whereas the global natural and organic personal care market was only valued at \$ 11.5 billion in 2017 (Market Watch, 2018).

1.2. Rationale

As a consequence of the ABGP, marketers are confronted with a difficult task of designing effective targeting strategies in order to make GP more appealing to pro-environmental customers (D'Souza, Taghian & Khosla, 2007, cited in Anvar & Venter, 2014). As a result of consumers changing preferences for GP, marketers have not yet succeeded in effectively selling these products despite growth in the green movement (Paul, Modi & Patel, 2015: 125).

As mentioned earlier, the skincare industry plays a noteworthy role in the destruction of the environment and its animals. Therefore, it is crucial that environmentally concerned consumers support NSP as opposed to CSP. In order to translate consumers' PEB into green purchases, marketers need to focus on consumer preferences and decision-making processes (Cherrier *et al.*, 2011, cited in Paul, Modi & Patel, 2015). To tackle this issue, it is important to study what factors influence consumers' environmental attitudes (EA), purchasing decisions and preferences regarding NSP in order to fully understand what causes the ABGP that acts as a barrier between consumers' green purchasing intentions and decisions (Paul, Modi & Patel, 2015: 125).

Although there has been a growing trend towards environmentally-friendly consumption (EFC), the ability of NSP to reach their desired effect of making a positive impact on the environment depends on consumers' preference towards it, as this ultimately shapes their environmental behaviour. This is something that the researcher realised when observing that people exhibit green attitudes and even PEB in other areas of their lifestyle, yet purchase CSP. Resultantly, the inconsistency between consumers' EA and behaviour despite having a pro-environmental attitude is what sparked the researcher's interest regarding the ABGP in the context of the green skincare industry (Johnstone & Tan, 2015: 312).

Millennials – those born between 1978 and 2000 (Kotler & Armstrong, 2010, cited Muposhi, Dhurup & Surujlal, 2015: 225) – represent the largest market of consumers (Ordun, 2015: 40) and make up 37% of South Africa's population (Statistics South Africa, 2011, cited in Muposhi, Dhurup & Surujlal, 2015). Therefore, it is important that green marketing appeals to this segment as they are essentially the future of environmentalism (Anvar & Venter, 2014: 183). Moreover, millennials are driving the trend of the green movement (Muposhi, Dhurup & Surujlal, 2015: 225) and as they make up a large portion of the South African market, they have the potential to propel green consumerism (Muposhi, Dhurup & Surujlal, 2015: 225). Since research shows that males are less likely to engage in PEB than women (Anvar & Venter, 2014: 192), the study will focus on female millennials. Corresponding to the above, the study is significant as it will provide marketers with a better understanding of what factors may inhibit female millennials from purchasing NSP despite their EA (Anvar & Venter, 2014: 184). By doing so, the study will help marketers to better align their marketing efforts to attract female millennials and thus gain a competitive advantage, while also making a difference to the environment (Anvar & Venter, 2014: 184).

1.3. Problem statement

Millennials are willing to spend more on GP as they care for the environment. For example, 73% of millennials claim they want NSP (Insight Survey, 2018). However, this willingness does not always convert into green purchases (Anvar & Venter, 2014: 183). In South Africa, millennials are recognised as a key target market for the green movement (Anvar & Venter, 2014: 183) – not only do they represent the future economy of South Africa, but they also represent the future of environmentalism (Anvar & Venter, 2014: 183). Therefore, it is crucial for marketers to understand how the ABGP applies to South African female millennials in the context of the skincare industry and determine how the gap can be eliminated.

1.4. Purpose Statement

The purpose of the study is to explore what factors influence the gap between female millennials' EA and purchasing behaviour towards green consumerism in the context of the skincare industry in Cape Town.

1.5. Research Question

- In what way does the ABGP apply to female millennials in the context of the skincare industry in Cape Town?

1.5.1. Sub-Questions

- What factors influence the ABGP among female millennials in the context of the skincare industry in Cape Town?
- What factors would contribute to closing the gap?

1.5.2. Objectives

- To determine what factors influence the ABGP in the context of the skincare industry in Cape Town.
- To determine what factors could contribute to closing the gap.

Chapter 2: Literature Review

2.1. Introduction

The purpose of this literature review is to examine previous research that has investigated factors that influence consumers attitudes towards green consumption in relation to the ABGP. Firstly, the research problem will be explained. Thereafter, two theoretical frameworks will be discussed and compared. This will be followed by the evaluation of existing literature, regarding consumers' environmental awareness and knowledge, consumers' EA towards green consumption, factors that influence PEB, why consumers do not purchase GP, as well as different implications aimed at eliminating the ABGP.

2.2. Conceptualisation

2.2.1. Environmentally friendly consumption

Environmentally friendly consumption (EFC) refers to reducing environmental harm and considering the negative impact of one's actions at every point of consumption (Ari & Yilmaz, 2016: 1780). As NSP are a type of EFC, the focus of the study is on the lack of EFC amongst female millennials regarding the skincare industry. EFC is thus a type of pro-environmental behaviour (PEB).

2.2.2. Pro-environmental behaviour

PEB is defined as a form of voluntary behaviour that purposefully attempts to harm the environment as little as possible – or even improve it (Ruepert et al., 2016: 59) – by reducing the negative footprint of one's actions on the environment (Kollmuss & Agyeman, 2002, cited in Afsar, Badir & Kiani, 2015).

2.2.3. Environmental Knowledge

This study will examine the depth of female millennials' environmental knowledge (EK) regarding the skincare industry. EK refers to an understanding people have regarding environmental issues and their ability to grasp and evaluate the harmful impacts of society on the environment as well as taking the necessary steps to solve environmental problems (Norfatin & Ismail, 2017: 15). The extent of one's knowledge regarding an environmental issue impacts their purchasing decisions (Haron, Paim & Yahaya, 2005: 427-428). EK is thus a prerequisite for PEB (Haron, Paim & Yahaya, 2005: 428) and is important in order to understand the amount of knowledge or lack thereof, that female millennials have about the skincare industry – as this may contribute to the ABGP.

2.2.4 Environmental Attitude

Moreover, the study will explore what factors influence the gap between female millennials' environmental attitudes (EA) and purchasing behaviour. EA can be described as a "psychological tendency" (Yumusak *et al.*, 2016: 1338) that is conveyed by assessing the natural environment with a certain extent of favour or disfavour (Yumusak *et al.*, 2016: 1338). Positive EA's are crucial for influencing PEB, as the reason for many environmental problems is careless behaviour, which is influenced by one's attitude towards the environment (Barber, Taylor & Strick, 2009: 62-63). Therefore, by analysing female millennial's EA towards the skincare industry, the researcher will grasp an understanding of what specific attitudes may inhibit their purchasing behaviour and thus contribute to the ABGP.

2.3 Theoretical Foundation

As this study is investigating the way in which the ABGP applies to female millennials regarding the skincare industry, it is crucial that the researcher understands what factors cause the gap, as this will help marketers generate effective solutions to eliminate the gap and reduce the skincare industry's harmful environmental effects. Consequently, two theoretical frameworks are examined. Firstly, a model developed

by Naderi and Van Steenburg applies four significant psychographic variables that may enable or PEB (Naderi & Van Steenburg, 2018: 281). Secondly, the Theory of Planned Behaviour (TPB) attempts to predict behaviours that arise from attitudes as well as explain how the two are linked (Oreg & Katz-Gerro, 2006: 2). Similarly, both theories are based on the assumption that each individuals' behaviour towards the environment reflects their own perceptions in relation to the environment (Oreg & Katz-Gerro, 2006: 2). Therefore, these theories aim to shed light on the motives that drive EFC as well as provide an explanation for consumers' "conflicting preconceptions" (Naderi & Van Steenburg, 2018: 281). For these reasons, both theoretical frameworks are pertinent to the problem being investigated – although millennials have shown concern towards the environment and claim that they are willing to purchase NSP, this has not resulted in green purchases.

2.3.1. Psychographic Variable Model

Regarding the psychographic variable model, although it is not as widely applied as the TPB and other theoretical viewpoints, it was developed with millennials in mind and is therefore relevant to the problem as the researcher is specifically focusing on the ABGP amongst female millennials. The four psychographic variables – selfless altruism, consumer frugality, time orientation and risk aversion - were used to determine how millennials' attitudes influence their PEB (Naderi & Van Steenburg, 2018: 281). Selfless altruism refers to an act of selflessness with the aim of elevating the well-being of others (Batson, 1991, cited in Naderi & Van Steenburg, 2018: 283) – something that millennials are lacking (Naderi & Van Steenburg, 2018: 283). The researchers suggest that one of the first antecedent's for engaging in PEB is an environmental concern (EC) as they are intrinsically mindful about others and the environment (Naderi & Van Steenburg, 2018: 283). Resultantly, altruism may be a strong factor that influences PEB (Naderi & Van Steenburg, 2018: 283). Additionally, both researchers propose that altruistic millennials are more inclined to engage in PEB (Naderi & Van Steenburg, 2018: 283). In relation to the study, female millennials who are higher in selfless altruism are more likely to purchase NSP over CSP.

Future orientation is defined as the degree to which individuals consider and pre-empt future consequences (Steinberg *et al.*, 2009, cited in Naderi & Van Steenburg, 2018). Although millennials tend to make decisions based on instant gratification, they are still mindful about the future (Naderi & Van Steenburg, 2018: 284). Consequently, both researchers propose that future-oriented millennials will engage in PEB. When applied to the study, female millennials who are more concerned about the consequences of their actions will be more likely to purchase NSP. Regarding risk aversion – environmental risk leads to PEB as individuals are concerned about possible environmental dangers (Seguin *et al.*, 1999, cited in Naderi & Van Steenburg, 2018). Millennials are becoming more risk-averse as they want to diminish the possibility of one day living in a decaying environment (Henry, 2017, cited in Naderi & Van Steenburg, 2018). In the context of the study, female millennials who are more risk-averse are predicted to engage in PEB. Lastly, consumer frugality refers to the “careful use of resources and avoidance of waste” (DeYoung, 1986, cited in Naderi & Van Steenburg, 2018) and is considered an important motive for EFC as consumers perceive PEB as saving money (Naderi & Van Steenburg, 2018: 283). As frugality is an important consideration for millennials, the researchers made the assumption that millennials who are more frugal tend to partake in PEB. In relation to the study, the assumption is that female millennials who are more frugal with their economic activities are more likely to purchase NSP.

2.3.2. Theory of Planned Behaviour

However, because NSP are not necessarily cheaper, nor do they balance out the cost in the long term – consumer frugality does not seem applicable to the problem and as a result, the researcher will not be using this model and will rather be using the TPB. TPB is based on the assumption that individuals are driven by self-interest as their choices are dependent on whether the benefits outweigh the costs (Lindenberg & Steg, 2007: 122). According to TPB, the intention to perform a certain behaviour forms the main antecedent and predictor of future behaviour (Harland, *et al.*: 2006: 2506). This intention is dependent on three determining factors. Firstly, individuals’ attitude towards the behaviour, as attitudes consider the entire evaluation of potentially partaking in the behaviour and are dependent on perceived costs and benefits of the

behaviour (Lindenberg & Steg, 2007: 124). Secondly, subjective norms refer to the perceived pressure that individuals face due to certain beliefs and expectations that other related groups have – this prompts the individual to conform to these beliefs. Resultantly, norms mirror costs and benefits in a social context (Lindenberg & Steg, 2007: 124). Thirdly, the degree to which individuals perceive the behaviour at hand to be at their disposal is referred to as perceived behavioural control (PBC) (Oreg & Katz-Gerro, 2006: 3). PBC depends on whether an individual has the conviction that his or her behaviour will effectively achieve the desired result (Oreg & Katz-Gerro, 2006: 3).

Applying the TPB to the study, a possible reason for female millennials not purchasing NSP, despite having a pro-environmental attitude, is because the cost of doing so (price and perceived quality) outweighs the benefits. The TPB is thus more applicable to the study as the researcher can accurately pinpoint certain factors that may hinder female millennials' PEB. Furthermore, TPB enables the researcher to understand motives from the consumers' perceptions rather than basing it on preconceived notions – which is what the previous model is grounded in. The latter indicates that the psychographic variable model is limited in terms of possible findings when compared to the TPB. By using the TPB, the researcher will be able to give valid suggestions for how marketers can close the ABGP in the green skincare industry.

2.4. Review of Prior Literature

2.4.1 Environmental Awareness & Knowledge of consumers Regarding Green Consumption

In 2018, Lin, Yang, Hanifah and Iqbal conducted a study in order to further understand consumers' attitudes towards green cosmetics in the UK market (Lin *et al.*, 2018: 1). The aim of the research was to uncover in-depth attitudes and feelings that consumers felt towards green cosmetics (Lin *et al.*, 2018: 1). Resultantly, the study used a qualitative approach where the researchers conducted five focus groups consisting of thirty British females- each group consisted of six members (Lin *et al.*, 2018: 4). Regarding environmental awareness and knowledge, the study found that respondents had a basic understanding of green cosmetics and had some awareness

on the topic (Lin *et al.*, 2018: 5 - 8). However, when providing a definition for green cosmetics, the respondents revealed their limited knowledge as their answers differed and some were unsure what the term 'green' meant (Lin *et al.*, 2018: 5). Regarding EK, the study revealed that respondents who were extremely supportive of green cosmetics had sufficient knowledge on the topic (Lin *et al.*, 2018: 5). However, the biggest concern was that most respondent's had inadequate knowledge regarding the level of quality of green cosmetics (Lin *et al.*, 2018: 5) Overall, these findings indicate that the extent of environmental awareness and knowledge regarding green cosmetics varies amongst female consumers in the UK. Furthermore, these findings indicate the lack of knowledge that consumers have regarding the standard of green cosmetics.

2.4.2. Consumers' attitudes towards green consumption

Following on from Lin, Yang, Hanifah and Iqbal's study (2018), they found that the overall attitude respondents held towards green cosmetics were neutral; they did not purchase green cosmetics specifically because of its environmental benefits, but rather focused on the performance, quality and price of green cosmetics (Lin *et al.*, 2018: 5). Additionally, the majority of respondents said they were willing to support the green cosmetic industry because of its safe products and positive environmental effects (Lin *et al.*, 2018: 6). Nevertheless, some respondents expressed little concern for green cosmetics and preferred conventional cosmetics as they focused on product performance rather than green elements (Lin *et al.*, 2018: 7).

When analysing behavioural tendencies, respondents took price and performance into account before purchasing cosmetic products (Lin *et al.*, 2018: 9). Consequently, some respondents identified green cosmetics as being expensive (Lin *et al.*, 2018: 9). Furthermore, several respondents did not trust cheaper cosmetic brands that claimed to be 'green' as they favoured green cosmetics with an extravagant appeal (Lin *et al.*, 2018: 9). Overall, these findings show that the majority of British female consumers have a neutral attitude towards EFC, some to a greater extent than others. Moreover, the consideration of price and performance is more important than green elements.

2.4.3. Factors that influence Pro- Environmental Behaviour

In 2014, Anvar and Venter conducted a quantitative study in order to ascertain what factors influence South African millennials to purchase GP (Anvar & Venter, 2014: 183). The aim of this study was to examine the degree to which consumers' attitudes influence their PEB using social influence, environmental awareness and price as factors (Anvar & Venter, 2014: 183). The researchers conducted self-administered questionnaires among two hundred students in Johannesburg (Anvar & Venter, 2014: 189). Overall, the findings of the study showed positive results for the relationship between social influence, environmental awareness, price and attitude (Anvar & Venter, 2014: 192). Furthermore, there was a significant relationship between consumers attitude and PEB. Therefore, the researchers concluded that consumers who hold a positive attitude towards EFC are more likely to make green purchasing decisions (Anvar & Venter, 2014: 192).

In South Africa, Muposhi, Dhurup and Surujlal (2015) conducted a qualitative study that aimed to understand the extent that the Social Dilemma Theory (SDT) influenced millennials PEB in the Gauteng province (Muposhi *et al.*, 2015: 225). The study was conducted in the form of semi-structured in-depth interviews consisting of sixteen participants (Muposhi *et al.*, 2015: 229). SDT refers to situations whereby individuals are conflicted by a desire to obtain short-term personal needs that may cause societal harm in the long-term (Dawes, 1980, cited in Muposhi *et al.*, 2015: 226). Regarding factors that influence PEB, the study found that peer influence was a big contributor – respondents stated that their peers and family members positively influence them to partake in PEB (Muposhi *et al.*, 2015: 232). Another identifying factor was perceived trust – respondents stated that, since GP are relatively new to them, they will only purchase GP from brands they trust (Muposhi *et al.*, 2015:232). Overall, these findings indicate that the views of peers and family members influence South African millennials to engage in PEB - this reflects the findings in the abovementioned study as social influence (peers and family members) affects the attitudes of millennials towards EFC. And lastly, transparency and authenticity are considered when purchasing GP.

Another study that focuses on millennials is one conducted by Naderi and Van Steenburg (2018) in the USA. Using a quantitative approach, their study aimed to explain millennials PEB by analysing four psychographic characteristics -selfless altruism, frugality, risk aversion, and time orientation- that may influence their PEB (Naderi & Van Steenburg, 2018: 281). A questionnaire was administered to a total of 276 students from a US public university (Naderi & Van Steenburg, 2018: 285). The results showed that millennials' frugality influences their intentions to act pro-environmentally (Naderi & Van Steenburg, 2018: 288). Furthermore, findings revealed that future-oriented millennials are more likely to engage in PEB (Naderi & Van Steenburg, 2018: 288). Regarding risk averseness, results showed that millennials' attitudes towards EFC were not influenced by risk avoidance (Naderi & Van Steenburg, 2018: 288). The researchers concluded that American college millennials are driven by rational and self-oriented motives when engaging in PEB (Naderi & Van Steenburg, 2018: 288). These findings are similar to the first study as frugality relates to price, which influences millennials to engage in green EFC and time orientation is influenced by consumers' environmental awareness to conserve the environment.

2.4.4. Why consumers do not purchase green products

Using a qualitative approach, Johnstone and Tan (2014) conducted a study in order to gain a better understanding of the ABGP by examining consumers' green perceptions (Jonhstone & Tan, 2014: 311). The study proposed that green perceptions may drive consumers to engage in EFC (Jonhstone & Tan, 2014: 311). The researchers conducted seven focus groups consisting of seven to eight participants in each focus group, making a total of fifty-one participants (Jonhstone & Tan, 2014: 314). Regarding consumers reasons for not purchasing GP, the key findings were divided into three sections. Firstly, 'It is too hard to be green'- consumers perceived external factors (time, effort, money) to hinder their ability to undertake green practices (Jonhstone & Tan, 2014: 316). Secondly, 'Green stigma'- some consumers perceive green consumers and messages in a negative light which impede their attitude towards PEB (Jonhstone & Tan, 2014: 316). Thirdly, 'Green reservations' - some consumers perceive that engaging in EFC will not positively impact the environment (Jonhstone & Tan, 2014: 316). The findings indicated that consumers' green

perceptions vary. Overall, the researchers concluded that green perceptions do influence consumers to engage in PEB (Jonhstone & Tan, 2014: 316).

Referring back to Muposhi, Dhurup and Surujlal's study (2015), they identified various factors that prevented millennials from purchasing GP. One of the main antecedents of SDT identified was self-efficacy- the degree to which an individual perceives their behavioural efforts to alleviate the current problem (Bandura, 1977, cited in Muposhi *et al.*, 2015:232). Researchers found that most participants felt that their individual efforts were too minuscule to make a positive impact on the environmental (Muposhi *et al.*, 2015: 232). Moreover, results indicated that consumers associated GP with high costs such as price, limited accessibility and strenuous effort required to uphold EFC (Muposhi *et al.*, 2015: 233). Another finding discovered that trust is important for promoting EFC among consumers. However, participants expressed their dissatisfaction with deceptive green marketing claims. Therefore, it is evident that consumers' perceptions of "green-washing" (Muposhi *et al.*, 2015: 233) impede their attitudes towards PEB (Muposhi *et al.*, 2015: 233). Lastly, findings revealed that participants are conflicted when purchasing GP as they weigh out their personal needs against social and environmental needs (Muposhi *et al.*, 2015: 233). Furthermore, participants showed that they are more likely to purchase products that boost their self-image. When compared to the previous study, two distinct links between the findings emerge. Firstly, both studies identified that PEB was perceived as a difficult undertaking by consumers due to external elements – both studies mentioned the price. Secondly, both studies revealed that consumers do not feel that their efforts toward EFC are enough to make a difference.

As mentioned in the American study, one of the psychographic variables used to examine millennials' PEB was selfless altruism. Interestingly, the study was found that altruism did not influence millennials' EFC (Naderi & Van Steenburg, 2018: 288). This indicates that millennials do not believe that their PEB will directly uplift the welfare of others (Naderi & Van Steenburg, 2018: 288) – similar to the abovementioned studies. Therefore, the researchers concluded that millennials are more inclined to "go green" (Naderi & Van Steenburg, 2018: 288) when their personal benefits exceed the costs – this contributes to the ABGP.

2.4.5. Interventions to close the gap

Anvar and Venter (2014) presented three suggestions for eliminating the ABGP in South Africa. Firstly, marketers should make use of social influence by formulating green marketing campaigns that target friends and family (Anvar & Venter, 2014: 192). Secondly, in order to shape attitudes, marketers need to spread more awareness in their green campaigns (Anvar & Venter, 2014: 192). Thirdly, since consumers perceived GP as expensive endeavours, marketers should make GP more affordable (Anvar & Venter, 2014: 192). In another South African study, Muposhi, Dhurup and Surujlal (2015) suggest that in order to eliminate the green dilemma amongst millennials, green marketers should focus on offering competitive prices, improving the quality of GP and make GP more accessible (Muposhi *et al.*, 2015: 234-235). Moreover, marketers need to communicate accurate and honest messages regarding the environmental benefits of GP (Muposhi *et al.*, 2015: 235). Finally, findings indicated the need for environmental messages to be communicated to millennials social networks (Muposhi *et al.*, 2015: 235). When comparing the two studies, it is clear that affordable pricing strategies need to be implemented and marketers need to target friends and family in order to influence millennials' PEB.

Regarding the American study (2018), the researchers propose that marketers should make the prices of GP more affordable as millennials have financial constraints (Naderi & Van Steenburg, 2018: 289). Furthermore, since frugality was revealed to have a positive influence on millennials' PEB, marketers need to prove the value of GP (Naderi & Van Steenburg, 2018: 289). Moreover, because millennials tend to be future-orientated, marketers should highlight the future results of using GP (Naderi & Van Steenburg, 2018: 289). When comparing the previous studies, there is clearly a need for more affordable pricing strategies that marketers need to address in order to influence millennials' PEB.

Johnstone and Tan's study (2014) identified ways in which marketers can overcome consumers' negative green perceptions. Firstly, they proposed that the "green hard sell approach" (Johnstone & Tan, 2014: 314) has hindered the perception of EFC.

Resultantly, marketers should focus on making GP more mainstream, accessible and easy to maintain (Johnstone & Tan, 2014: 314). Furthermore, marketers should focus on emphasising personal benefits rather than just environmental benefits – this has proven to be ineffective (Johnstone & Tan, 2014: 314). Lastly, marketers need to change consumers' distrusting perception of EFC (Johnstone & Tan, 2014: 314). Clearly, consumers are not convinced by GP environmental claims. Consequently, marketers should focus on promoting the personal benefits of GP and demonstrate their validity- similar to the previous study. Lastly, the UK study (2018) provided recommendations that will be fruitful to the green cosmetics industry in the UK market (Lin *et al.*, 2018: 14). Additionally, marketers should work towards affordable pricing strategies, promotions, truthful advertising and purchase accessibility (Lin., *et al.*, 2018: 14). Once again, affordable pricing strategies, availability and authentic advertising are factors that marketers need to consider in order to improve consumers' perception towards PEB.

2.5. Gaps and Flaws in the Literature

Regarding the aforementioned literature, there are three flaws. Firstly, none of the prior studies focuses on female millennials. Resultantly, the extant literature failed to provide an in-depth understanding of female millennials' reasonings for not purchasing GP. As the current study focuses on female millennials, it will add to the set of knowledge encompassing the ABGP by providing new insights regarding female millennials' attitudes towards EFC as well as understanding what factors hinder their PEB. Secondly, none of the previous literature focuses on factors surrounding the ABGP in the context of the skincare industry. Consequently, although one study examines consumers' attitudes towards green cosmetics in the UK, the prior literature provides a general outlook on factors that may motivate or impede EFC. The present study fills this gap by understanding female millennials' attitudes towards the skincare industry in a South African context – providing rich insights that marketers can use to overcome the ABGP. Thirdly, a contextual weakness is identified as only two studies were conducted in South Africa. Although both studies focused on South African millennials, they both provided general findings regarding their attitudes towards PEB. Furthermore, both studies were conducted more than four years ago. Resultantly, both

findings may not be relevant to today's South African millennials – the study will fill this gap by providing insights that are relevant to the modern-day female millennial.

2.6 Concluding Remarks About the Prior Literature

The abovementioned literature provides the current study with a stronger understanding of the key factors that may act as a barrier for female millennials' PEB in the context of the green skincare industry. Firstly, the prior research revealed that consumers are sceptical when purchasing GP as they value performance and quality over environmental benefits and express doubt regarding the quality of GP. In the context of the TPB, this shows that consumers' personal benefits outweigh the benefits to the environment which inhibits their PEB. This is further supported by prior research that indicated that millennials tend to only purchase GP when their personal benefits outweigh the costs – a focus that the current study will address using the TPB. Moreover, the researchers found that PEB is perceived as inconvenient and difficult to maintain due to factors such as price and availability – another factor that may hinder female millennials' PEB as NSP tend to be more expensive and less accessible than CSP.

Lastly, an intervention recommended by all prior studies to encourage millennials' PEB was to make GP more affordable and accessible. Furthermore, in order to change consumers' scepticism towards EFC, researchers suggested that marketers should emphasise the personal benefits of GP as well as demonstrate their environmental values. However, it must be done authentically by proving its validity and is thus an intervention that needs to be further researched – an area that the study will focus on.

Chapter 3: Methodology

3.1 Research Paradigm

The abovementioned problem is viewed through the lens of an interpretivist paradigm. A paradigm refers to a comprehensive framework based on a specific set of ideas, values and assumptions that are shared amongst researchers (Kuhn, 1977, cited in Antwi & Kasim, 2015). A research paradigm encompasses two major dimensions (TerreBlanche & Durrheim 1999, cited in Antwi & Kasim, 2015). Firstly, ontology is concerned with “the nature of our beliefs about reality” (Richards, 2003, cited in Rehman, 2016: 51). Secondly, epistemology refers to the nature and forms of knowledge (Rehman & Alharthi, 2016: 52). The interpretivist paradigm aims to understand a specific situation from “the world of human experience” (Cohen & Manion, 1994, cited in Thanh & Thanh, 2015) where reality is interpreted from the participants’ viewpoint and experiences (Thanh & Thanh, 2015: 25). This relates to ontology as interpretivism believes that reality is socially constructed – supporting the idea that there are multiple realities, all of which are equally valid (Willis, 2007, cited in Thanh & Thanh, 2015).

Regarding the research question, in order to fully understand the way in which the ABGP applies to female millennials, the researcher needs to understand it from the perceptions and experiences of each female millennial. Therefore, the interpretivist perception of reality mirrors the way in which the researcher views the problem as each female millennial who holds EC regarding skincare will have a different reason for doing so and will thus have their own subjective view of the world. By understanding these multiple ‘green’ perspectives that female millennials have towards skincare products, the researcher will gain a more comprehensive understanding of what factors cause the ABGP (Thanh & Thanh, 2015: 25).

Regarding the epistemological assumption, the interpretivist paradigm acquires knowledge by making sense of the world from the subjective perspectives of individuals (Antwi & Kasim, 2015: 219). By doing so, interpretivists eliminate the notion

of studying people objectively (Rehman & Alharthi, 2016: 52) and rather attempt to understand the subjective reasons and meanings people associate with social phenomena (Antwi & Kasim, 2015: 219). Consequently, interpretivists interact and converse with their subjects (Wahyuni, 2012: 71) as they seek to understand the world through direct-personal experience (Antwi & Kasim, 2015: 219).

This directly relates to the research question as the researcher aims to understand the ABGP by investigating why female millennials are not fully integrating their green beliefs into actions regarding the skincare industry, and thus requires subjectivity as their reasoning is based on personal views and experience – doing so would not be achievable in an objective manner as these reasonings are based on the consumers personal perception. Resultantly, their perceptions of the green skincare industry are crucial for determining what factors influence the ABGP in Cape Town. In order to grasp female millennials' subjective experiences of the skincare industry, the researcher must interpret them and thus make meaning of them by conversing with the subjects (Antwi & Kasim, 2015: 219).

3.2 Research Approach

In relation to the research approach, the study will use a qualitative approach as it is used to examine and comprehend the meanings that individuals or groups of people assign to a specific social or human problem (Cresswell, 2014: 32). This aligns with the interpretivist paradigm as interpretivists believe that reality is multifaceted and cannot be studied objectively. Rather, they study the social constructs of reality within its natural context (Candy, 1991, cited in Antwi & Kasim, 2015). Consequently, qualitative research is the most suited methodology as interpretivist researchers seek an in-depth understanding of their participants in relation to a specific phenomenon (Thanh & Thanh, 2015: 26). Moreover, the purpose of the interpretivist researcher is to gain rich insight and thorough data by viewing the world through the lens of their participants' eyes (Thanh & Thanh, 2015: 26) – something that cannot be achieved via numbers and measurements used in quantitative research (Thanh & Thanh, 2015:

26). By using a qualitative approach, interpretivists are able to provide rich and in-depth reports needed to thoroughly understand relevant contexts (Thanh & Thanh, 2015: 26).

Regarding the study, the researcher aims to understand what factors inhibit female millennials from purchasing NSP. Therefore, in order to fully comprehend how the ABGP applies to female millennials, the researcher needs to view it through the eyes of the participants. Consequently, a qualitative method is most suitable as the researcher cannot comprehend the meanings that participants assign to the ABGP using quantitative methods. It is crucial that the researcher gains rich insights and comprehensive data surrounding female millennials' reasonings for not purchasing NSP despite EC as this in-depth information can be used to reduce the gap. Using a qualitative methodology will enable the researcher to reveal the motives that inhibit female millennials' PEB as well as how their experiences and opinions influence their PEB.

3.3 Research Design

Regarding the research design, the study will be a case study – an empirical examination that is used to produce a comprehensive understanding of a social phenomenon within its natural context (Luck, Jackson & Usher, 2005: 104), (Crowe *et al.*, 2011). This method enables the researcher to go more in-depth by understanding the behavioural conditions through the lens of the participants' perspective (Zainal, 2007: 2). Furthermore, the data collected in a case study is explored and conducted in the condition in which the phenomenon occurs (Zainal, 2007: 2). Moreover, a qualitative methodology not only allows the researcher to examine information in its real-life context but also helps to make sense of the complex issues that exist in real life situations – something that cannot be achieved in other research designs such as experimental or survey studies (Zainal, 2007: 2).

Therefore, a case study design perfectly aligns with the current study as the ABGP is a social phenomenon that is being explored and investigated in a real-life situation in

which it occurs – in the context of the green skincare industry where female millennials' EA does not convert into EFC. By using a case study, the researcher will be able to grasp a detailed understanding of the ABGP as it exists in the minds of female millennials. Furthermore, the researcher will be able to uncover and explain certain real-life complexities that female millennials face regarding the green skincare industry which may prevent them to act pro-environmentally and thus contribute to the ABGP.

More specifically, the study will use an instrumental case study. Instrumental case studies are employed in order to achieve something aside from understanding a certain case (Baxter & Jack, 2008: 549). Additionally, it helps to give insight into a problem (Baxter & Jack, 2008: 549). According to Creswell, instrumental case studies play an important role in providing insight into an issue that may represent a much bigger set of issues (Creswell, 2014: 213). Therefore, the case is not of central interest as it rather assists in supporting the researcher's understanding of something else (Baxter & Jack, 2008: 549). The case of the ABGP existing amongst female millennials in the green skincare industry will be examined in order to provide insight into a bigger issue of the ABGP that exists amongst millennials.

3.4. Population and Sampling

The population of this study will be made up of female millennials in South Africa (ranging between 19 and 41 years) who regularly purchase CSP. Female millennials were chosen for three reasons. Firstly, millennials were born during a time of environmental awareness and are more inclined to adopt PEB than other generations (Muposhi, Dhurup & Surujlal, 2015: 225). Secondly, females are more likely to engage in EFC than males and are thus more likely to purchase NSP (Anvar & Venter, 2014: 192). Thirdly, according to statistics, the majority of green consumers are made up of young females (Gilg *et al.*, 2005, cited in Anvar & Venter, 2014). In order to set population boundaries, the study will be restricted to female millennial consumers who reside in Cape Town – the study will thus take place in this specific geographic location. Since consumers who engage in EFC are characterised as being affluent, well-informed and living in middle to upper market areas (D'Souza *et al.*, 2007, cited

in Anvar & Venter, 2014), participants will have to attain matric certificate and must fall under the SEM 8-10 group.

Participants will be selected using a purposive sampling method – participants are specifically chosen based on the qualities they possess (Etikan, 2016: 2). Purposive sampling signifies that the researcher makes decisions based on whom, where and how the research will be done (Palys, 2008: 697). Using this method, the researcher will select participants who have the ability and willingness to provide information, based on their knowledge and experience, that is needed to further understand the chosen phenomenon (Etikan, 2016: 2). Purposive sampling is generally synonymous with qualitative research and is thus appropriate for this study (Palys, 2008: 697).

Participants will be selected in the form of homogenous sampling where individuals are chosen based on similar traits and characteristics in order to make sense of a specific phenomenon (Nieuwenhuis, 2016: 86). Therefore, the researcher will choose participants who are female millennials that purchase CSP, despite being environmentally conscious. This will provide the researcher with essential information needed to understand the nature of the ABGP, what factors inhibit female millennials' PEB as well as what can be done to eliminate the gap. Furthermore, participants will be selected through Facebook as most individuals who use this social network fall in the same demographic and share similar characteristics regarding the environment. Participants will be recruited via a Facebook post in which the researcher will state the need for specific participants who fall in line with the abovementioned characteristics.

According to Patton, there are no set rules for sample size in qualitative research as the size depends on what the researcher wants to know, what will be beneficial and what can be done using the given time and resources (Patton, 2007, cited in Nieuwenhuis, 2016). However, the sample size should not be too large or too small as the researcher needs to be able to gather in-depth and rich data that will achieve data saturation (Nieuwenhuis, 2016: 86). Seidler (1974, cited in Tongo, 2007) suggests that at least five participants are needed in purposive sampling for the data to be credible. Therefore, the study will use a sample size of six participants in the form of a focus group. A smaller sample size was chosen due to time restrictions.

3.5. Data Collection Method

A focus group refers to a group discussion where individuals are selected and brought together to talk and comment on the topic of interest from their personal viewpoint (Powell & Single, 1996: 499). Unlike group interviews, focus groups capitalise on group interaction, where individuals are encouraged to converse with each other by asking questions, sharing stories and commenting on one another's lived experience and perspective (Kitzinger, 1995: 299). The data generated in focus groups are rich in detail as individuals reveal what they think, how they think and why they think in that particular way (Kitzinger, 1995: 299). This is useful for generating an in-depth understanding of participants' experience and perceptions as well as the meanings that lie behind them (Gil *et al.*, 2008: 291).

Resultantly, this data collection method is most suited for the current study – it will produce the necessary data that is essential to answer the research questions regarding the ABGP as well as what factors inhibit female millennials' from purchasing NSP despite their EC. Furthermore, group discussions are useful when the researcher intends to ask a series of open-ended questions designed to stimulate participants to explore issues that are important to them, in their own words, generating their own questions and expressing their own viewpoints (Kitzinger, 1995: 299). This aligns with the study as the researcher will ask a series of open-ended questions in order to encourage participants to express their reasons for not purchasing NSP and what factors inhibit their PEB. Thus, the researcher can view the ABGP through the eyes of the participants. In the focus group, the researcher will conduct a semi-structured interview of open-ended questions (See Annexure A).

Moreover, group discussions are beneficial for gaining a broad range of viewpoints, resurfacing forgotten experiences and encouraging participants to voice their own opinion and experiences without feeling self-conscious – something that may prevent participants from revealing information (Nieuwenhuis, 2016: 95). This is crucial regarding the current study, as using CSP that harm the environment may be frowned upon by people who are pro-environmental. However, when female millennials are in a group with others who share the same characteristic of not purchasing NSP,

participants will feel more relaxed and open to sharing their viewpoints and experiences. Regarding the actions to be taken to collect the data, the researcher will conduct one focus group. Although one to ten sessions are viewed as adequate for the majority of studies (Single & Powell, 1996: 501), one session was chosen due to time restrictions. The session will last between one to two hours long depending on the flow of discussion. When choosing a meeting setting, it is advised that the meeting place is deemed neutral – it must not be related or significant to the participants in any way and must not be connected to the study (Powell & Single, 1996: 501). Therefore, the researcher will ask permission to conduct the focus group session at Vega School in Cape Town prior to the session.

As the moderator, the researcher will be calm, non-judgmental and be an attentive listener, who should share some of the participants' characteristics (Powell & Single, 1996: 501) – since the moderator is a female millennial, she is suitable as a moderator for this study. In order to set the right atmosphere, participants will sit in a circle in order to encourage engagement (Powell & Single, 1996: 501). Each focus group will consist of semi-structured interviews using open-ended questions, probing will be conducted when necessary. Lastly, the session will be recorded using the researcher's phone. The recording will be transcribed once the session is over.

3.6. Data Analysis Method

The data will be analysed using a thematic analysis (TA) – a qualitative method that identifies, examines and assigns meaning to patterns (themes) that emerge across the data set (Braun & Clarke, 2012: 57). TA reveals which themes are significant in understanding the phenomenon of interest and enables the researcher to recognise and comprehend shared meanings and experiences (Joffe, 2012; Braun & Clarke, 2012: 57). Furthermore, TA helps the researcher to understand the different perspectives of each participant, emphasise similarities and differences and arrive at unexpected insights (Braun & Clarke, 2012: 57). Resultantly, TA suits the current study as it will help the researcher to uncover relevant themes that are crucial for understanding the nature of the ABGP that exists amongst female millennials in the context of the skincare industry. In order to ensure that the findings obtained from the

TA are reliable, the researcher will follow the six-phase approach to TA created by Braun and Clarke. During the first phase, the researcher will familiarise herself with the data through immersion (Nowell, et al, 2017: 4). This will be achieved by repeatedly reading the data in order to uncover meanings and patterns (Braun & Clarke, 2006, cited in Nowell *et al.*, 2017). During this phase, the researcher will document her own thoughts that arise through immersion (Nowell *et al.*, 2017: 2). In the second phase, the researcher will work systematically to code the data by continuously revisiting the data in order to identify anything interesting that may be used to form a theme that represents the phenomenon of focus (Braun and Clarke, 2006, cited in Nowell *et al.*, 2017). Furthermore, the researcher will use an inductive analysis where data is coded without attempting to fit it into the researcher's preconceptions (Braun & Clarke, 2006, cited in Nowell *et al.*, 2017).

Once all the data has been coded, the researcher can move onto the third phase (Nowell *et al.*, 2017: 8). In phase three, the researcher will collect and group relevant data into themes by utilising the raw data (Braun & Clarke, 2006, cited in Nowell *et al.*, 2017). This involves revisiting the coded data in order to identify areas that overlap and share similarities (Nowell *et al.*, 2017: 8). The fourth phase involves reviewing the themes that relate to the coded data as well as the entire data set (Braun & Clarke, 2012: 66). This requires the researcher to read over the data one last time in order to identify whether the themes indicate the significant features of the data (Braun & Clarke, 2012: 66). In the fifth phase, the researcher will define and name themes (Nowell *et al.*, 2017: 10). Firstly, the researcher will establish what characteristics of the data each theme encapsulates and identify what makes them interesting and why (Braun & Clarke, 2006, cited in Nowell *et al.*, 2017: 10). For each theme, the researcher needs to write up a detailed analysis relating to each themes' narrative (Braun & Clarke, 2006, cited in Nowell *et al.*, 2017). In phase six, the researcher will present a final write-up of the report based on her analysis – the report will provide a convincing narrative based on the data from the researcher's analysis (Nowell *et al.*, 2017: 10; Braun & Clarke, 2006). Furthermore, the researcher needs to ensure that the report makes a compelling argument that supports and answers the research question (Braun & Clark, 2012: 69).

Chapter 4: Findings and Discussion

4.1. Theme 1: “I don’t know how bad it is” – Lack of Environmental Knowledge

Lack of Environmental Knowledge

Aligning with the findings of Lin, Yang, Hanifah and Iqbal’s study, participants were able to identify some environmental benefits of using NSP, as participant 3 (P3) stated:

“Well obviously most of them don’t test on animals and it’s obviously better for the environment I guess.”

This indicates that participants have a basic understanding that NSP are environmentally beneficial. However, participants lacked EK as they did not know the extent to which CSP harm the environment. This was encapsulated in the following discussion:

Are you aware of the harmful impacts that conventional skincare products have on the environment such as microbeads/ microplastics?

Participant 1 (P1) : “Yeah microplastics and palm oil.”

Participant 2 (P2): “I didn’t actually know there was palm oil in skincare?”

Participant 1 (P1): “Yeah it’s literally in everything, it’s like the biggest preservative.”

Participant 6 (P6): “Yeah the only thing I was going to say was microplastics.”

This dialogue indicates that, although some participants were aware of what aspects of CSP are bad for the environment, they could not elaborate on why it was bad. Furthermore, the fact that P2 did not know that palm oil was used in CSP is an

indication that some participants' EK was limited. Furthermore, participants were aware of their lack of EK, this was encapsulated in the following discussion:

In your opinion, how serious are the negative environmental effects of using conventional skincare products?

P1: "I mean I guess it's it because it's such a massive industry like it must be a billion-dollar industry, almost every single person is using some form of cosmetics so yeah it must be quite wide spread but I don't know the exact extent ."

P2: "I also don't."

P3: "The only one that I'm aware of and I have been exposed to is the animal testing part of it cause I don't know anything else, I don't know how bad the microbeads problem is."

P4: "I don't know how bad it is, like I couldn't tell you the difference between the harmful effects of like cosmetics industry as opposed to like the food industry or anything other and then there's animal testing obviously."

P3: "And obviously plastic is bad as well but it's not like exclusive to the cosmetic industry."

This dialogue shows that participants are fully aware of their lack of EK. Furthermore, this also indicates that the most prominent harmful effect that participants are aware of is animal-testing and not the harm to the environment. Furthermore, participants expressed positive EA towards NSP and supported it. However, they lacked environmental awareness as a result of the fact that not enough attention has been drawn towards it. Additionally, participants feel as though NSP do not promote their environmental benefits enough to consumers, as P2 states:

“Yeah, but they don’t promote that, they not saying like if I look at Lush or whatever, their whole thing is animal testing, that’s their thing and a lot of these other brands what you look for that’s what everyone is saying like testing on animals is so bad but there’s not always brands saying the environmental benefits of it or this is so bad for the environment – I think that’s the whole thing of this vegan, beauty skincare like the main thing that’s in the spotlight right now is animal testing. You not as educated, as aware, like oh use this because these chemicals will do this to the environment.”

This indicates that the environmental benefits are not being communicated effectively to consumers and are thus not being put in the spotlight. However, as they aren’t really looking for NSP or are interested in finding them, they are not exposing themselves to this information. As suggested in Anvar and Venter’s study, marketers should focus on spreading environmental awareness by emphasising the environmental benefits of NSP in order to shape consumers’ attitudes and thus influence their intention to purchase NSP.

Surface Level of Environmental Concern

Participants showed EC as they all supported the green movement and acknowledged that the destruction of our planet is rooted in human behaviour, as participant 5 (P5) states:

"I think it's obviously a really good thing cause I feel like at the end of the day we are responsible for it and our consumption is probably like the number one thing that is killing the planet. I don't know like... I'm going to go all like philosophical but there's this whole theory that like its actually nobody's... No one can pinpoint one person for example, or a corporation, like society is responsible. And it's too complex, like even the way the environment works and the ozone layer, it's just such a complex process but I just feel like the fact that we are trying to do something, even if it's not going to make a massive difference. The fact that we are trying, even though everyone is not doing it, like obviously there's a significant amount of people who have started to make it a trend which is a really good thing and the people who are doing it, I look up to them cause it's not easy."

This indicates that while P2 believes that her individual efforts are not enough to make a difference, she does not want to be a part of the problem and is thus still willing to engage in PEB. Furthermore, participants admitted to feeling guilty as they are aware that their actions have negative consequences towards the environment, however, this does not stop them from changing their behaviour, as P3 states:

"It makes me feel quite guilty to be honest cause like as I said I do know that microplastics are bad and I do know that plastic packaging is bad but I still kind of do it you know, which is sh*t."

Additionally, P6 did not feel any EC towards using CSP as she stated:

"Honestly, the harmful effects are not harsh enough for me right now."

As EK and EC have been found to significantly influence young consumers' willingness to purchase GP (Li, *et al.*, 2019), participants lack thereof will have a direct influence on their EA towards NSP.

Therefore, as participants are unaware of the severity of how harmful CSP is to the environment, they lack EC as they perceive it to be less serious than other environmental problems. Moreover, participants expressed how their level of EC increases when it has a direct impact on their life. This was encapsulated in P3's statement:

"Yeah it's like you will go to the beach and you will be like ah f*ck there is so much litter but when you use a plastic bag you are contributing towards the rubbish and now you care about it because it's effecting your day at the beach. But the thing is you still going to use a plastic bag or plastic bottle or whatever but then it gets thrown away and it will probably end up somewhere like that."

This indicates that P3 only recognises the severity of environmental problems when she is physically exposed to it and it is affecting her personally. However, this is still not enough to make her change her habits.

4.2. Theme 2: "You can't do it all" – Perceptions and attitudes towards PEB

Forms of PEB

Regarding participants' engagement in PEB, some were more active than others. P1 was the most environmentally active by stating:

“Yeah my family is incredibly eco-friendly, we recycle glass, plastic, tins, paper, we have worm farms, we are off grid completely using solar panels. We also have a bore hole, so we really are trying to lift our footprint. My step-dad never drives to work anymore, he cycles to work and from, obviously not when it's raining and stuff like that. For me, driving here is a must because of safety wise otherwise I would walk but yeah otherwise I always carry reusable shopping bags in my car and even if I'm at Woolworths and I forget I will literally buy one to avoid the plastic but Pick n Pay has these new plastic bags that are completely recyclable. Woolworths still not which is shocking, you can't even recycle half of it. But yeah, I try to be aware because of my lack of awareness in skincare.”

This indicates that P1 has more EK and EC towards other environmental issues and is willing to put more effort into other forms of PEB. However, P1 perceives her efforts in other forms of PEB to compensate for her lack thereof regarding NSP. Furthermore, participants' justification for not purchasing NSP is that they already engage in other forms of PEB that do not harm animals. This is encapsulated in P3's statement:

“I think the whole fact that I'm vegetarian and the fact that I know I'm not killing an animal it's like the same thing how I won't buy skincare products that test on animals.”

Therefore, the fact that they are not contributing to the harm of an animal is seen as adequate. This indicates a gap in participants' EA and behaviour as they show EC in other aspects of their life, yet do not possess the same EC towards skincare.

Attitudes towards PEB

Similar to the findings identified in Johnstone and Tan's study, and Muposhi, Dhurup and Surujlal's study, all participants perceive PEB as a difficult task to maintain, as P3 states:

“The thing is a lot of the natural skincare brands like the Body Shop, they also use plastic you know and at the end of the day, whether it’s recyclable or not or whether you can bring it back it falls on the person who is using it so it’s like what you want to do with it depends on who you are. So at the end of the day, I think skincare in general, packaging as well like you throw it away – I just collect mine in my f*cking shower because I don’t know what to do with them.”

This statement shows that P3 feels that most NSP are not completely environmental as they still use plastic packaging. Furthermore, even if the product is recyclable, participants see this as a big responsibility as it is up to them to recycle the product. Resultantly, this responsibility is seen as an inconvenience for participants as it requires extra effort – something that may inhibit their ability to engage in EFC and is perceived as being personally costly. Furthermore, this shows that participants’ perception of PEB does not extend into their skincare as they do not even think to recycle their skincare products. This indicates an attitude-behavioural gap amongst participants as they will recycle in other areas of their life but not with skincare. As participants perceive PEB as being difficult, they compromise by choosing types of PEB that are easier to maintain, as P2 states:

“I mean other factors also come into to play when using skin products, like the other forms of pro-environmental behaviour could be seen as easier in a way and there’s less of like a thought process behind it and it’s very ingrained in you to do certain things whereas changing a skincare brand is maybe something that is more risky.”

This indicates that P2 perceives skincare as a challenging form of PEB as it requires more effort as well as the fact that she is unfamiliar with it.

Attitudes towards the green movement

In contrast to the findings of Muposhi, Dhurup and Surujlal's study, participants held positive attitudes towards the green movement and felt that their individual efforts could contribute to making a difference, as P1 states:

"Yeah I am definitely for it, I mean every little thing helps. Like people say agh but what are you going to do but it's like at least I'm doing something. So yeah I think it's a tiny impact but maybe it can ricochet it's way to like us telling our friends and then our friends using it and then telling their friends and family and so it goes."

This indicates that although P1 is aware her contribution might be minuscule, it is better than doing nothing as she believes that in doing so, more consumers will be influenced to engage in PEB. This shows that, although participants do not have the conviction that their individual effort will make a difference, they do not want to be complicit in contributing to the problem. This reveals a gap between participants' EA and behaviour as, despite having a pro-environmental attitude towards the green movement, participants still purchase CSP.

4.3. Theme 3: "I don't know if it's going to benefit me" – Natural skincare products vs conventional skincare products

Negative Perceptions towards natural skincare products

Participants are sceptical towards NSP as they are unsure whether it will work. Resultantly, participants refrain from trying NSP as there is too much risk associated with it. This is encapsulated by P3 who states:

"I think also the fact that I don't know if it will work you know, like if it will work I have nothing against it. It's only because I'm unsure whether it will do what it says it will do and if I know that then like great I'll start using it cause I have nothing to lose, it will benefit the environment, which is great. However, I'm just not willing to take that risk and my skin will be all f*cked up and worse."

This indicates that the possible cost of using NSP outweigh any potential benefits. Additionally, this imbalance between costs and benefits is so strong that neither cost nor benefit is actually known – it is all speculation. As participants are highly driven by self-interest, the benefits of using NSP need to be concrete – something that is lacking for participants, as P4 states:

"It's tough to say the disadvantages outweighs the benefits cause I think it's such a personal thing. Like for me, I don't think that there's a lot of disadvantages to using natural skincare, I just don't think that there are enough benefits – not enough for me to try it out."

This shows that in order for participants to have the intention to use NSP, there must be clear benefits. Marketers should thus focus on proving the validity of NSP, as suggested in Naderi and Van Steenburg's study. For example, participants stated that they would trust NSP more if it was professionally proven or recommended by a dermatologist. This was encapsulated by P3 who states:

"If a dermatologist has a natural skincare product and he was like it's been tested or whatever, that would be a lot better because it would be more trusted and what not."

By having NSP tested and approved by experts in the field, consumers would be more inclined to purchase them as this will add credibility. Additionally, participants who

have used NSP in the past have found it to be ineffective – this is encapsulated in the following discussion:

Have you ever considered using natural skincare products?

P4: “I actually do use natural ones sometimes, like the things that work I will use and even a supplement like flaxseed oil, primrose – I did go on the tablets but I felt like it was never as effective, like I need to use it in conjunction with other things. So yeah it can’t be like the only thing I use because it doesn’t always do the job.”

P6: “I don’t actually know what the brand is called but I think it’s called like Himalayan or something, you can get it at Wellness – I used to use it when I was swimming cause obviously the chlorine would dry my skin but I did find that it wasn’t enough – it was very light so yeah I just never stuck to that.”

P5: “Yeah that’s the thing, it’s so light you know so you don’t even notice the difference between that one or that one.”

P4: “Yeah and because there’s only so much. Like if you going to use natural elements there’s only so much you have available to you so there’s only really so much that it can do or even if it’s made of different things – it’s going to have the same effect.”

This shows that participants’ experience with NSP have not been effective enough for them to switch over. The fact that NSP only use natural ingredients is perceived as limiting for participants due to its light impact. Therefore, there is no known benefit to using NSP which prevents participants from purchasing it. Furthermore, some participants have experienced negative reactions to NSP, as P1 states:

"I actually bought this face scrub thing from Amsterdam that's eco-friendly and uses all natural ingredients but my skin had such a bad reaction to it. It was so bad, and I didn't scrub my face hard I just gently exfoliated it and I just had all these bumps everywhere. I still have remnants of it around here from it and my skin was perfectly fine before I used it so that now has really made me scared."

This indicates that one bad experience was enough to act as a significant barrier to ever trying it again. Additionally, participants do not trust NSP as they feel that the products have not been scientifically proven to have benefits, unlike CSP. This is indicated in P1's statement:

"Yeah like you know they say on products like dermatologically-tested or approved or whatever – those natural products aren't sometimes approved so I'm just like hmmm, it's just risky so yeah I don't know. It would be nice if it was really tested on people and approved."

As participants are driven by self-interest, they need to have concrete proof of the personal benefits of NSP as the environmental benefits are not enough for them. This aligns with the findings in Lin, Yang, Hanifah and Iqbal's study as participants perceive performance as more important than green benefits. Moreover, this indicates that the personal cost of not having any knowledge regarding NSP's performance outweighs the benefits of it potentially working. Similar to the findings of Muposhi, Dhurup and Surujlal's study, participants are sceptical towards deceptive environmental marketing claims made by NSP. This was summed up in the following discussion:

P4: "Yeah some of their claims I just don't trust, like even in the wording in something you can say like natural something and if I look at it I'm like cool its natural but actually it isn't natural – they just use it as a name so it comes down to how the trick us."

P3: "Yeah another thing I've noticed is a lot of places will say – oh yes like that toothpaste that gave me a rash on my face – I was like oh my god it's got charcoal in it cool and then it's actually still not natural, it's still full of chemicals and that's the annoying thing cause it will still have all the kak stuff in it which is bad for the environment, but then they will put like charcoal or one good natural ingredient in it."

P5: "Yeah when you think of organics, it's like a perfect example of how shampoos will say 100% organic, like how can that be true? Same as with cruelty-free, but meanwhile they use like palm oil or something."

This indicates that participants do not trust the environmental claims made by NSP as products will only emphasise the natural ingredients used in order to make the product appear more environmentally friendly than it actually is. This form of 'greenwashing' negatively influences participants' EA towards NSP and inhibits them from purchasing them. In order to change consumers' distrusting perception of NSP, marketers need to communicate accurate and honest messaging regarding the environmental benefits of NSP as well as the ingredients used – as suggested in Muposhi, Dhurup and Surujlal's study. Moreover, participants feel that there are so many new NSP's that they have become saturated – this overwhelms participants as NSP are relatively new to them and they do not have the knowledge of which ones to use. This is encapsulated in P3's statement:

"I just feel like at the moment there's so many of them you know like as I said, they all relatively new so if you had to start using it, I wouldn't really know where to begin, it's pretty overwhelming. There's so many of them so you like okay there's this one that has these things in it and then there's this one – you just don't know which one."

This shows that NSP require too much effort as participants will have to conduct their own research – this cost of researching each product is perceived as highly inconvenient for participants. Additionally, participants find NSP's ingredients confusing as there are so many different ingredients that are marketed to be effective for so many different things. This is shown in P3's statement:

"The thing with natural skincare products is it will be like charcoal is good for acne, then another one will be like this is good for this – there's so many different ones so you think okay will which one is actually going to work better. Whereas if you look at the more conventional products, they will have a specific ingredient because that has been scientifically proven to be good for treating your skin condition you know."

The many different claims overwhelm participants as they do not know which one is more effective. Whereas with CSP, they trust it more as they use one ingredient that is proven to be effective. Moreover, participants are sceptical of NSP that offer various uses, as P4 states:

"It's such a broad spectrum, so they will market it as so many things like it does this, this, this and this and you can use it for cleansing and whatever so you think it's less effective cause it's like a one for all."

The fact that some NSP claim to be good for too many things makes it less effective in the minds of participants as this makes it appear unrealistic.

Positive Perceptions of Natural Skincare Products

Participants exhibited positive attitudes towards NSP as they are aware of the overall consequences of harming the environment and believe that society should be moving towards being environmental. As P1 states:

"I mean I like it and we should be moving forward and be environmentally friendly and using natural ingredients."

This shows that participants are not completely opposed to using NSP. However, their EA towards NSP is still inhibited by other factors. Moreover, participants perceive NSP to have a less harmful effect on their skin as it is completely natural, unlike CSP. This is shown in P3's statement:

"I think the main thing is that I don't think it will do any harm, unless you have an actual allergic reaction to something in it. It doesn't have any synthetic chemicals in it so it's not going to do you any wrong because it's natural. I know like a lot of skincare products and a lot of medication, it kind of stops your own natural process so if you use certain types of moisturiser, your skin won't produce moisturiser or if you use eye drops your eyes will become dry or like lip ice your lips will become dry. So I think in that sense, natural skincare is better for you because it's not such an intense change and your body is actually adapting to it."

This indicates that participants are aware of the personal benefits that could come about by using NSP. However, this potential benefit is not enough for participants.

Negative Perceptions of Conventional Skincare Products

Participants are aware that CSP uses many chemicals that can potentially cause an adverse reaction to their skin, as P4 states:

"I know a lot of conventional skincare products are made for the average person who doesn't really have issues with their skin, and they just market it towards the masses, so they use a lot of chemicals a lot of people are hyper sensitive to – like nine out of ten products are marketed towards people who have little issues with their skin. So yes, nine out of ten people will be able to use it but there's always going to be that 1% or whatever that has a really bad effect on them and I've had that with a lot of products."

This indicates that participants perceive CSP to target a broad market that has 'normal' skin and uses chemical ingredients that might be harmful to those who have problematic skin. However, although participants may have experienced a negative reaction to CSP, they are still willing to purchase it. This is interesting as participants are aware of the known risk that comes with CSP, yet they still purchase them. Unlike NSP, there is no known risk associated with it, yet participants are still sceptical to purchase it.

Positive perceptions towards conventional skincare products

As most participants have problematic skin, they trust CSP more as their dermatologist has recommended it to them which has proven to be beneficial. This is encapsulated in the following discussion:

So you obviously trust your Dermatologist?

P1: "Yeah like whatever he says I'll do. "

P3: "Yeah same like I will trust whatever he recommends as I have problematic skin so I need a product that I know will work."

This shows that participants trust dermatologists as they are an expert in the field and thus trust their opinion as it holds great credibility. Participants also trust CSP more

as they have been scientifically tested and made in laboratories which is perceived as more effective, as P3 states:

"You just kind of feel like stuff that has just been made in a laboratory is going to work more."

This indicates that participants need scientific evidence in order to perceive products as trustworthy. Moreover, participants are content with the CSP they are currently using as it works. Therefore, they do not feel the need to change, as P5 states:

"What I'm using now works for me. So, I'm not even going to think about moving to natural to be honest because if I'm happy with what I am using, I don't see a point in changing."

Similar to the findings in Lin, Yang, Hanifah and Iqbal's study, participants are more focused on product performance than environmental benefits and thus prefer CSP. Participants are driven by self-interest as the personal cost of having a product work outweighs the benefit to the environment. Participants are also more familiar with CSP and therefore trust it more than NSP, as P3 states:

"I also think we didn't grow up with natural products, it's a very new thing you know. So I just think like you have been using all these things or your parents have been using these things for such a long time and you've seen them being advertised in magazines since you were little. Whereas now, there's all these new brands where you kind of trust the ones that you've seen around your whole life in a sense – and there's not a lot of awareness or stress around it."

As participants have been exposed to CSP their whole life, they trust it more as it is perceived as the norm whereas NSP is relatively new and seen as an alternative.

4.4. Theme 4: “I need more” – factors impacting purchase

Barriers to purchase

Aligning with Lin, Yang, Hanifah and Iqbal’s study, participants associate NSP as being extremely expensive, as P1 states:

“The thing is that the products that I have seen – even though they have been very few – have been incredibly expensive, like R700 for a little face wash and you know we wash our face at least twice a day so that is going to go within a month and then its again another R700 – and that’s just the wash so yeah the high price is just extremely off-putting. And if it’s so natural, then why is it so expensive?”

The high price of NSP acts as a barrier for participants to engage in PEB as they take price into account before purchasing. Additionally, participants feel that the high price is not justified as they have not been exposed to any proven benefits. Therefore, as participants perceive NSP as expensive, marketers should implement a more affordable pricing strategy, similar to the recommendations made in Anvar and Venter’s study. Furthermore, participants also perceive NSP in a negative light which inhibits their EA. This is encapsulated by P4:

“The negative effect of what is trendy is that there’s also the whole like oh because it’s trendy like we going to monopolise on that and we going to try and over-charge for it and we going to make it into like a status thing when it shouldn’t be like that. If anything, they should be trying to make it more affordable.”

Similar to the findings of Johnstone and Tan’s study, participants expressed a ‘green stigma’ towards expensive NSP as they feel that NSP have taken advantage of the green movement. Resultantly, participants perceive NSP as unauthentic and non-transparent. Additionally, participants suggested that they would be more inclined to purchase NSP if they offered samples, as P2 states:

"Yeah and maybe if they also gave testers out or something so you don't have to buy like a R1000 product, So you can get a sample that will last you like a week or two weeks and then you can see if it works for your skin – then I'd definitely be more ready to buy a natural skincare product if I didn't have to commit to such an intense price."

In order for participants to be more inclined to purchase NSP, they need to test it out for themselves in order to gain concrete evidence of the products' performance. Therefore, marketers should offer samples of NSP so that consumers have the chance to try it out and see if it works. This will remove the barrier of uncertainty amongst participants that currently inhibit their intention to purchase NSP. Moreover, participants were favourable towards NSP being in glass packaging and having refillable services, as P1 states:

"Yes, I think it's a really good idea because when you refill it it's not as expensive as buying the whole thing so I would definitely be interested."

This shows that participants are driven by self-interest as they are more concerned about their own personal benefits, such as the refillable service being less expensive, rather than the benefits to the environment. Limited availability of NSP also acts as a barrier for participants – they are only a limited amount available at convenient retailers. Unlike CSP that offer more variety at retailers, as P3 states:

"Yeah, I also think availability is important because if there were natural skincare products, like even one natural skincare product to every five conventional skincare products and I can see them in like a Pick n Pay or a Clicks, I would probably go for it. But yeah it's just very limiting. There's like one to one hundred you know."

Participants are more inclined to have the intention of purchasing NSP if there were more options available at convenient locations – as there are only a limited amount of

NSP to choose from compared to CSP. Therefore, the cost of going the extra mile to find NSP requires too much effort. Moreover, participants find that NSP are inaccessible as they are only available in limited locations, as P3 states:

"Yeah that's the thing, I can just buy my products from Clicks to be honest it's so easy. It's not like for example, I know the one natural brand Hey Gorgeous is only in Claremont and I haven't been there but I've only driven past it but I've never seen one anywhere else so if you buying your sh*t from there, you either have to trek to Claremont or order online."

As participants seek convenience, they find that CSP is much easier to come across as they are more accessible in convenient locations and thus requires minimum effort to maintain. Whereas with NSP, participants feel that they are only accessible in limited locations that are inconvenient. Similar to the findings in Muposhi, Dhurup and Surujlal's study, the cost of limited accessibility impedes participants' intention of purchasing NSP. A solution to this barrier is to make NSP more accessible in convenient locations. For example, instead of only having NSP available in health shops and niche stores, brands can expand their distribution points to more mainstream retailers, such as Clicks, in order to make it more accessible to consumers. Aligning with the findings in Muposhi, Dhurup and Surujlal's study, social influence from peers contributes to participants' intention to partake in PEB. However, there is a lack of social influence regarding NSP that impedes participants' intention to purchase them, as P1 states:

"Yeah also not a lot of people I know are using them so there's not a lot of input and for me with things like that. Like beauty things or whatever, I really like to hear opinions of my close friends so if they aren't really using them then it doesn't really influence me to use it."

This shows that participants are highly influenced by their peers as their opinions add credibility to products. As there are not many people using and speaking about NSP, participants are not encouraged to purchase them – this inhibits the formation of the intention to purchase them. As suggested in Anvar and Venter's study, marketers

should utilise social influence by aiming NSP campaigns at friends and family. Furthermore, participants do not feel any social pressure to purchase NSP compared to other forms of PEB, as P3 states:

"I just think that with regards to social pressure, there's this whole thing of don't use straws and the whole thing of going vegan but there's no people going on about using natural skincare products. Which is probably equally as important because of the effects but there's no people who have made it into a thing. For example, people have vegan pages on Instagram, but there's no like green skincare movement. Well obviously there is cause it's become a trend but it's not like people are advocating for why you should do it, nobody is shouting at you for buying like Bioderma whereas if you using a straw someone is going to be like you killing a turtle you know."

Participants feel that not a lot of emphasis has been placed on NSP in terms of its environmental benefits compared to other forms of PEB. As there are no prominent associations regarding the harmful environmental consequences of CSP, participants lack EK and thus do not think NSP is as important as other green practices. As there is no social norm to purchase NSP, participants do not feel pressurised to purchase them – the cost thus outweighs benefits. As suggested in Anvar and Venter's study, in order to advocate NSP, marketers should focus on spreading environmental awareness through their campaigns.

Factors influencing purchase

Before purchasing skincare products, participants consider whether products will suit their skin type as some have problematic skin. Furthermore, effectiveness is a significant considering factor as participants want products that will work for their skin type, as P5 states:

"For me, the biggest factor is that it works, and what I'm using now does the job."

Similar to the findings of Lin, Yang, Hanifah and Iqbal's study, participants take performance into account before purchasing skincare products. As participants are driven by self-interest, the consideration of performance is perceived as more important than environmental benefits. As suggested in Johnstone and Tan's study, in order to gain consumers trust, marketers should focus on emphasising the personal benefits of NSP as well as proving its validity. As previously mentioned, the consideration of price is crucial for participants as they have financial constraints, as P1 states:

"Price is also very important for me because I have to buy my own products so I can't be paying an arm and a leg."

This indicates that participants do not have the financial independence to purchase expensive skincare products, let alone natural NSP that they perceive as overpriced in addition to being unfamiliar with. As indicated before, social influence contributes to participants' EA's and purchasing behaviour. All participants' current CSP have been a result of social factors such as recommendations by dermatologists, friends, family or social media – as P3 states:

"Yeah for example I'll see a model like Jess Lee Buchannan posted how she is using that Cold pressed Skin and I was like oh maybe I should like try it out but it's not like a pressure it's more like I'll see someone doing it and ill consider it."

Participants' attitudes are thus influenced by social media influencers and could be a tool for marketers to use in order to encourage the intention of consumers to purchase NSP. Furthermore, participants are influenced by reputation as they perceive a good reputation to be proof of a brand's performance and quality, as P5 states:

"The brands reputation is also really important, like if it's got a good reputation, if people will actually say it works then that's a massive factor."

This enhances the fact that participants trust the opinions of others and is thus a possible approach that marketers can implement in order to target friends and family. Additionally, participants always read online reviews before purchasing skincare products which ultimately influences their purchasing intentions, as P2 states:

"Like I said, online reviews are such a massive thing – I don't buy anything without reading a review cause I want to know if it works."

Reviews therefore act as a testament to a product's quality and effectiveness and is something that marketers should focus on implementing in order to provide a platform that promotes the quality of NSP.

Humans are Innately Selfish

As participants are driven by self-interest, they are more concerned about their appearance than the environment and this is the reason as to why the potential cost of NSP, such as having a bad reaction, greatly outweighs any benefits. This is encapsulated in the following discussion:

If so, why do you think you engage in these types of behaviour but do not purchase natural skincare products?

P1: "Yeah cause it's not like effecting you, I mean you are doing it for the environment but like, you don't put the plastic on your skin. But for me, I think it's more for an insecurity reason to not have my skin flare up you know like I just want things to be chilled in this department."

P5: Yeah that's the thing it's going got have an effect on your appearance if it doesn't work. Yeah like if you can start to not throw your cigarette out cool but if I use a natural skincare product and my face like rejects it, that's something everyone can see so it's quite hectic."

P4: "That's exactly it, I think skin is especially such a thing that's part of your identity. If you have a pimple you just feel ugly, like it's not something that you can f*ck around with."

This indicates that, although other forms of PEB might be a little bit inconvenient, it is far less risky than engaging in PEB that may directly impact one's identity, such as NSP. Moreover, participants are aware of their self-interest, however, they feel that they have to put themselves first as their skin is a huge part of their identity and is thus of great significance to them, as P4 states:

"Yeah like you do feel kak about it but you got to put yourself first when it comes to skincare – it's important to people."

This indicates that participants have a superficial level of EC as they perceive their self-interest to be more important than the environment. Moreover, participants are aware that humans are innately selfish, this is summed up in the following discussion:

P5: "I just think people are naturally selfish so they like okay it's not directly effecting me so why should I care?"

P4: "Yeah I think the problem is that people don't sit down and see how its effecting them. Not just them, but people have no empathy as well for things that are happening around them and because of that they don't care as it's not effecting them."

This shows that participants recognise the flaws in their EA which make them apart of the problem. However, this lack of empathy is perceived as a social norm which is the reason as to why participants are not putting effort into changing their attitudes – this contributes to the ABGP as, despite having a pro-environmental attitude, participants are more inclined to engage in forms of PEB that do not directly impact their identity.

4.5. Trustworthiness of The Study

The rigour of a study refers to the level of confidence a researcher has regarding the data, interpretation and methods used in order to ensure the study meets the required quality standards (Pilot & Beck, 2014, cited in Connolly, 2016) – this was achieved in two ways (Mays & Pope, 1995:110). Firstly, the researcher explained the methods and data in a way that allows another researcher to arrive at a similar conclusion by applying the same methods to the data (Mays & Pope, 1995:110). Secondly, researchers provided a credible explanation of the phenomenon of interest (Mays & Pope, 1995:110). In order to ensure that the research study was acceptable and useful, the researcher applied Lincoln and Guba's four criteria for ensuring trustworthiness (Halldorsson & Aastrup, 2003: 326).

The first and most significant criterion is credibility, which refers to how well the researcher's findings fit the views of respondents (Tobin & Begley, 2004, cited in Nowell *et al.*, 2017). One of the techniques that Loncoln and Guba (1985) propose to achieve credibility is through engaging with participants over an extended period of time (Nowell *et al.*, 2017: 3). Regarding the study, the researcher addressed this by conducting a focus group that lasted one hour and a half which allowed the researcher

to gather rich and detailed data that contributed to the findings of the study. The second criterion is transferability – the degree to which the research study's findings are relevant to researchers in a different setting (Connelly, 2016: 435). The researcher ensured that readers are able to identify the transferability of the study by illustrating a clear image of the context of the study and by providing an in-depth description regarding the location and people used in the study (Connelly, 2016: 435).

The third criterion is dependability, which refers to how stable the data is overtime throughout the study (Polit & Beck, 2014, cited in Connelly, 2016). The researcher achieved this by ensuring that the entire research process was easily tracible, had a logical flow and was clearly documented (Tobin & Begley, 2004, cited in Nowell *et al.*, 2017). Another way of ensuring dependability is by auditing the process via an audit trail, which involves leaving a clear trail of evidence that supports the decisions and choices made throughout the research process (Koch, 1994, cited in Nowell *et al.*, 2017) – something that the researcher implemented throughout the study. Once the abovementioned criterions are achieved, the last criterion, confirmability will have been fulfilled (Nowell *et al.*, 2017: 3). Confirmability requires the researcher to explain how conclusions and findings have been achieved in order to show how they relate to the data (Nowell *et al.*, 2017: 3). The researcher ensured this by providing reasons for choices made throughout the research process (Nowell *et al.*, 2017: 3).

Chapter 5: Conclusion

5.1. Addressing the Research Problem, Questions and Objectives

In order to address the research problem, the study aimed to explore how the ABGP applies to female millennials in the context of the skincare industry. Additionally, the researcher intended to understand what factors influence the ABGP amongst female millennials that inhibit their intention to purchase NSP. Lastly, this study intended to investigate what factors green marketers could implement in order to positively influence female consumers' intention to purchase NSP and thus contribute to closing the gap.

Factors inhibiting female millennials from purchasing NSP that contribute to the ABGP.

Regarding EK, while participants had a basic understanding that CSP are bad for the environment, they were unaware of the extent to which CSP harm the environment. Consequently, participants' lack of EK directly influenced their lack of EC – as participants were unaware of the severity and damage caused by CSP, they perceived other forms of PEB to be more serious than using NSP. The findings suggest that female millennial consumers lack EK and EC regarding the negative environmental impacts of CSP and thus perceive the use of NSP to be an insignificant environmental issue – this ultimately impedes their intention to purchase NSP.

As participants perceive other forms of PEB to be more pressing than CSP, they perceive their other environmental efforts to compensate for their lack of concern regarding NSP. This finding suggests that female millennial consumers are more likely to engage in forms of PEB that are perceived as more significant – something that is lacking for consumers regarding NSP and thus impedes their intention to purchase it. Moreover, participants perceive NSP as a difficult form of PEB to maintain as it requires effort and responsibility which is perceived as an inconvenience for participants. Consequently, this personal cost inhibits their intention to purchase NSP. The findings suggest that female millennial consumers perceive maintaining a natural skincare routine as inconvenient and thus refrain from purchasing it.

Although there were many factors that inhibited participants from purchasing NSP, the most significant factor was their distrust in NSP. This distrust was rooted in the fact that participants had not been exposed to any proven benefits of using NSP and thus associated NSP with too much risk. This finding suggests that female millennial consumers are sceptical of the potential benefits that NSP offer. Additionally, participants trust CSP more as they have been professionally proven to be effective – suggesting that consumers are likely to feel the same. Moreover, participants perceive NSP to be inaccessible in terms of finances and locations which act as a barrier for female millennials. Additionally, participants perceive there to be a lack of social pressure and influence to conform to engaging in PEB regarding NSP. Consequently, these are all barriers that can be inhibiting female millennials consumers from purchasing NSP.

Ways in which marketers could intervene in order to successfully promote PEB by positively influencing female millennials' intention to purchase NSP.

Regarding ways in which marketers could effectively promote consumers to purchase NSP, there are various interventions – as participants feel that their lack of EK and EC is a result of NSP not promoting the environmental benefits enough, marketers should focus on spreading environmental awareness and education through their green campaigns in order to emphasise the severity of the environmental issue as well as promote the environmental benefits to consumers. Furthermore, as participants stated that they would trust NSP more if they had been scientifically proven, marketers should focus on proving NSP validity – this will provide consumers with more concrete evidence of NSP benefits and thus influence their purchasing intention. As consumers distrust NSP claims, marketers should ensure that environmental claims made are perceived as credible. This will remove consumers negative perceptions towards NSP and thus positively influence them to purchase NSP. Furthermore, as participants associated NSP as being over-priced, marketers should make NSP more affordable as this will remove the price barrier for consumers. Moreover, marketers should offer samples of NSP so that consumers have the opportunity to test the product's quality

and performance before committing – this addresses the obstacle of uncertainty felt by participants. Additionally, in order to tackle the issue of accessibility and availability perceived by participants, marketers need to ensure that a variety of NSP are available at mainstream retailers. Lastly, as participants are influenced by the opinions of their peers, marketers should implement campaigns that target friends and family as this will create social pressure.

How the ABGP applies to female millennials in the context of the skincare industry.

Taking the above into consideration, although significant contributors to the ABGP were distrust and inconvenience – the main contributor is more complex. The biggest factor is that, unlike other forms of PEB that are in alignment with female millennials pro-environmental attitude, NSP are a form of PEB that have the risk of negatively impacting consumers personally. Namely, products might be ineffective or potentially cause a bad reaction to their skin. As consumers are image-driven, they value their appearance more than the environment – since NSP can have a direct negative effect on their appearance, the potential cost of a bad reaction or the product not working impacting their appearance greatly outweighs any potential benefits to themselves.

5.2. Success of The Study

This study has provided a deeper understanding of the way in which the ABGP applies to South African female millennials in the context of the skincare industry. By doing so, the study has identified what factors inhibit female millennials from purchasing NSP, despite having a pro-environmental attitude. Consequently, this study provides marketers with interventions that will help better align their marketing efforts in order to influence female millennials to purchase NSP and thus mitigate the harmful effects caused by CSP.

However, as the study used a qualitative approach, the findings cannot be a representative of the larger population, unlike quantitative research (Queiros, Faria, Almeida, 2017:370). Therefore, future research should be conducted using a quantitative approach to address the same issue. Additionally, the findings of the

study are in the context of female millennials residing in Cape Town and thus future studies should address the same issue in a different context such as gender, location and age.

5.3. Ethical Considerations

As the study involves human subjects, it is crucial that the researcher respects participants by recognising their human rights which include the right to be fully aware of the study, the right to decide on their own terms whether or not to participate in the study and the right to withdraw from the study at any given time without any consequence (Orb, Eisenhauer, Wynaden, 2000: 95). In order to ensure that participants' rights are honoured, the researcher ensured to obtain participants informed consent in the form of a contract whereby each participant chose to participate on their own terms through voluntary participation and were fully aware of the procedures that were to take place (see Annexure B).

Moving onto confidentiality, this refers to not disclosing any information about the individual without their consent during the research process (Wiles *et al.*, 2006: 418). The researcher ensured participant confidentiality by reporting the findings in a way that cannot be linked to the participants' identity (Wiles *et al.*, 2006: 418). Regarding anonymity, the researcher did not disclose the names and identities of participants through the use of pseudonyms. Furthermore, the researcher protected participants from harm by ensuring that questions asked did not cause any stress for the participant or make them uncomfortable or upset in any way.

5.4. Limitations of the study

The study faces two main limitations. Firstly, one of the concerns regarding focus groups is that it depends on participants to present their honest opinions, beliefs and experiences regarding the topic of interest. Unfortunately, participants might be inclined to present themselves in a favourable way in order to 'fit in' with current social norms or avoid being criticised (Van de Mortel, 2008: 41) – this is referred to as Socially desirable responding (SDR) (Zerbe & Paulhus, 1987: 250). One way that SDR

occurs is when participants are faced with questions that are socially sensitive – this may cause them to not answer truthfully in order to protect their self-esteem (Fisher, 1993: 303). This relates to the study as female millennials who claim to be pro-environmental yet purchase conventional skincare products instead of their sustainable counterparts can be seen as a shameful act. Therefore, participants might distort their responses. In order to prevent SDR, the researcher created a safe space by ensuring that participants felt comfortable and open to speak freely without fear of being judged or looked down upon.

Regarding the second limitation, the researcher's sample size was small and only one focus group was held due to time restrictions. Consequently, the researcher might not reach data saturation, which refers to the stage in which all themes have been saturated and no new information is produced (Nieuwenhuis, 2016: 84). However, the researcher counteracted this by ensuring that the data collected was rich and detailed in order to produce in-depth data.

Reference List

Amarjit, S. 2013. Environmental Impacts of Cosmetic Products. In: Wiley, J. ed. 2013. Sustainability: How the Cosmetics Industry is Greening Up, Chapter 3: 17-46. cited in Truong, N. H. 2016. Market Segmentation for Pro-Environmental Cosmetic Products: Finnish Cosmetic Markets. Dissertation. University of Applied Sciences. [Online] Available at: <https://www.theseus.fi/bitstream/handle/10024/114012/AAA.pdf?sequence=1&isAllo wed=y> [Accessed 17 July, 2019]

Cresswell, J. 2014: Design Qualitative, Quantitative, And Mixed Method Approaches. . *International Journal of Social Research Methodology*, 11 (5): 417-428. [Online]. DOI: <https://doi.org/10.1080/13645570701622231> [Accessed 30 July, 2019]

Antwi, S. Kasim, H. 2015. Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, 7 (3): 207-225. [Online]. DOI: https://www.researchgate.net/publication/295087782_Qualitative_and_Quantitative_Research_Paradigms_in_Business_Research_A_Philosophical_Reflection [Accessed 22 May, 2019].

Anvar, M. Venter, M. 2014. Attitudes and Purchase Behaviour of Green Products among Generation Y Consumers in South Africa. *Mediterranean Journal of Social Sciences*, 5 (21): 183-194. [Online]. DOI:10.5901/mjss.2014.v5n21p183 [Accessed 20 July, 2019]

Ari, E., Yilmaz, V. 2016. Effects of environmental illiteracy and environmental awareness among middle school students on environmental behaviour. *Environment, Development and Sustainability*, 19 (5): 1779–1793. [Online] Available

at: <https://link.springer.com/article/10.1007/s10668-016-9826-3> [Accessed 25 July, 2019]

Aschemann-Witzel, J., Aagaard, E, 2014. Elaborating on the attitude–behaviour gap regarding organic products: young Danish consumers and in-store food choice. *International Journal of Consumer Studies*, 38 (1): 550–558. [Online]. DOI: 10.1111/ijcs.12115. [Accessed 24 July, 2019]

Bandura, A.1977. *Self-efficacy: Toward a unifying theory of behavioral change*. *Psychological Review*. US, American Psychological Association. Cited in Muposhi, A., et al, 2015. The green dilemma: Reflections of a Generation Y consumer cohort on green purchase behaviour. *The Journal for Transdisciplinary Research in Southern Africa*, 11 (3): 225-240. [Online]. Available at: <https://www.ingentaconnect.com/content/sabinet/transd/2015/00000011/00000003/art00005> [Accessed 20 July, 2019]

Barber, N., Taylor, C., Strick, S. 2009. Wine consumers' environmental knowledge
Baxter, P., & Jack, S. 2008. Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers . *The Qualitative Report*, 13(4): 544-559. [Online] Available at: <https://nsuworks.nova.edu/tqr/vol13/iss4/2/> [Accessed 27 July, 2019].

Braun, V. & Clarke, V. 2012. Thematic Analysis. In: Cooper, H. ed. *APA Handbook of Research Methods in Psychology: Vol. 2. Research Design*. Washington, D.C.: American Psychological Association. [eBook]. DOI: 10.1037/13620-004 [Accessed 28 July 2019].

Braun, V., Clarke, V. 2006. Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3 (2): 77–101. [Online]. DOI: 10.1191/1478088706qp063oa, cited in Nowell, L., Norris, J., White, E., Moules, N. 2017. Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, 16 (1): 1–13. [Online]. DOI: 10.1177/1609406917733847. [Accessed 29 July, 2019]

Cohen, L. ed. 1994. *Research Methods in Education*. London & new York: Routledge.
Cited in Thanh, N. Tanh, T. 2015. The Interconnection Between Interpretivist Paradigm and Qualitative Methods in Education. *American Journal of Educational Science*, 1 (2): 24-27. [Online]. Available at: <http://www.aiscience.org/journal/allissues/ajes.html;jsessionid=937D14C1F1D2423E4EF651737A410F89.tomcat1> [Accessed 23 May, 2019].

Cresswell, J. ed. 2014. *Research Design*. London: SAGE Publications Ltd, Chapter 2: 1-342. Accessed 26 July, 2019].

Crowe, S., Cresswell, K., Robertson, A., Huby, G., Avery, A., Sheikh, A. 2011. The case study approach. *BMC Medical Research Methodology*, 100 (11): 1-9. [Online] Available at: <https://bmcmmedresmethodol.biomedcentral.com/articles/10.1186/1471-2288-11-100> [Accessed 27 July, 2019].

D'Souza, C., Taghian, M. & Khosla, R. 2007. Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2): 69-78. [Online]. DOI: 10.1057/palgrave.jt.5750039, cited in Anvar, M. Venter, M. 2014. Attitudes and Purchase Behaviour of Green Products among Generation Y Consumers in South Africa. *Mediterranean Journal of Social Sciences*, 5 (21): 183-194. [Online]. DOI:10.5901/mjss.2014.v5n21p183 [Accessed 18 July, 2019]

Dawes, R. 1980. Messick, D. Social Dilemmas. *International Journal of Psychology*, 35 (2): 111-116. [Online]. DOI: 10.1080/002075900399402. [Accessed 23 May, 2019].

Etikan, I. 2016. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5 (1): 1-4. [Online]. DOI: 10.11648/j.ajtas.20160501.11 [Accessed 30 July, 2019]

Fisher, R. 1993. Social desirability bias and the validity of indirect questioning. *Journal of Consumer Research*, 20 (2): 304-315. [Online]. DOI: 10.2307/2489277. [Accessed 30 July, 2019]

Gall, M., Gall, J. and Borg, W. 2003, *Educational Research: An Introduction*, 7th Edition. London: Pearson. Cited in Rehman, A., Alharthi, K. 2016. An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 3 (8): 51-59. [Online]. Available at: <https://www.researchgate.net/publication/325022648> [Accessed 26 May, 2019].

Gilg, A., Barr, S., Ford, N. 2005. Green consumption or sustainable lifestyles? Identifying the sustainable consumer. *Futures*, 37 (6): 481-504, cited in Anvar, M. Venter, M. 2014. Attitudes and Purchase Behaviour of Green Products among Generation Y Consumers in South Africa. *Mediterranean Journal of Social Sciences*, 5 (21): 183-194. [Online]. DOI:10.5901/mjss.2014.v5n21p183 [Accessed 27 July, 2019]

Gill, P., Steward, K, Treasure, E., Chadwick, B. 2008. Methods of data collection Halldorsson, A., Aastrup, J. 2003. Quality criteria for qualitative inquiries in logistics. *European Journal of Operational Research*, 144 (2): 321-332. [Online]. DOI: [https://doi.org/10.1016/S0377-2217\(02\)00397-1](https://doi.org/10.1016/S0377-2217(02)00397-1) j.1365-2648.1994.tb01177.x, cited in Nowell, L., Norris, J., White, E., Moules, N. 2017. Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, 16 (1): 1–13. [Online]. DOI: 10.1177/1609406917733847. [Accessed 29 July, 2019]

Harland, P., Staats, H., Wilke, H. 2006. Explaining Proenvironmental Intention and Behavior by Personal Norms and the Theory of Planned Behavior. *Journal of Applied Social Psychology*, 29 (12): 2505-2528. [Online].

DOI: <https://doi.org/10.1111/j.1559-1816.1999.tb00123.x> [Accessed 22 May, 2019].

Haron, S., Paim, L., Yahaya, N. 2005. Towards sustainable consumption: an examination of environmental knowledge among Malaysians. *International Journal of Consumer Studies*, 29 (5): 426-436. [Online]. DOI: <https://doi.org/10.1111/j.1470-6431.2005.00460.x>. [Accessed 25 July, 2019]

Henry, L. 2017. Are young people becoming more risk averse? An analysis of factors contributing to the rise of precautionary savings among young adults. *Business Economics*. 52 (1): 32-40. Cited in Naderi, I., Van Steenburg, E. 2018. Me first, then the environment: young Millennials as green consumers. *Young Consumers*, 19 (3): 280-295. [Online]. DOI: <https://doi.org/10.1108/YC-08-2017-00722> [Accessed 22 May, 2019].

Joffe, H. 2012. Thematic Analysis. In: Harper, D., Thompson, A. eds. *Qualitative Research Methods in Mental Health and Psychotherapy*. West Sussex: A John Wiley & Sons, Ltd., Publication. [eBook]. DOI: 10.1002/9781119973249. [Accessed 29 July, 2019]

Jonhstone, M., Tan, L. 2014. Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour. *Journal of Business Ethics*, 132 (2): 311–328. [Online]. DOI: 10.1007/s10551-014-2316-3. [Accessed 20 July, 2019].

Juliano, C., Magrini, G. 2017. Cosmetic Ingredients as Emerging Pollutants of Environmental and Health Concern. A Mini-Review. *Cosmetics*, 4 (2): 1-18. [Online]. DOI: :10.3390/cosmetics4020011. [Accessed 24 May, 2019].

Kitzinger, J. 1995. Introducing focus groups. *BMJ Clinical Research*, 311(7000): 299-302. [Online]. DOI: 10.1136/bmj.311.7000.299. [Accessed 28 July, 2019]
10.1111/j.1365-2648.2004.03207.x, cited in Nowell, L., Norris, J., White, E., Moules, N. 2017. Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, 16 (1): 1–13. [Online]. DOI: 10.1177/1609406917733847. [Accessed 29 July, 2019]

Kollmuss, A., Agyeman, J. 2002. Mind the gap: why do people act environmentally and what are the barriers to pro-environmental behavior? *Environmental Education Research*, 8 (3): 239-260. [Online]. DOI: <https://doi.org/10.1080/13504620220145401>, cited in Afsar, B., Badir, Y., Kiani, U. 2015. Linking spiritual leadership and employee pro-environmental behavior: In Organizational Behavior: A Reconciliation. *Academy of Management Review*, 12 (2): 250-264. [Online]. DOI: 10.2307/258533 [Accessed 30 July, 2019]

Kotler, P., Armstrong, G. eds. 2010, Principles of marketing. New Jersey: Upper Saddle River, cited in Muposhi, A., Surujlal, J., Dhurup, M. 2015. The green dilemma: reflections of a Generation Y consumer cohort on green purchase behaviour. *The Journal for Transdisciplinary Research in Southern Africa*, 11 (3): 225-240. [Online]. Available at: <https://www.ingentaconnect.com/content/sabinet/transd/2015/00000011/00000003/art00005> [Accessed 21 July, 2019]

Kuhn, T. 1977. *Second Thoughts on Paradigms*. The Essential Tension. University of Chicago Press. Cited in Antwi, S. Kasim, H. 2015. Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, 7 (3): 207-225. [Online]. DOI: https://www.researchgate.net/publication/295087782_Qualitative_and_Quantitative_Research_Paradigms_in_Business_Research_A_Philosophical_Reflection [Accessed 22 May, 2019].

Li, G., Li, W., Jin, Z., Wang, Z. Influence of Environmental Concern and Knowledge on Households' Willingness to Purchase Energy-Efficient Appliances: A Case Study in Shanxi, China. *School of Economics and Management*, 1073 (11): 2-18. [Online]. DOI: 10.3390/su11041073. [Accessed 19 October, 2019].

Lin. Y., Yang, S., Hanifah, H., Iqbal, Q. 2018. An Exploratory Study of Consumer Attitudes toward Green Cosmetics in the UK Market. *Adm. Sci*, 8 (4): 2014. [Online]. DOI: <https://doi.org/10.3390/admsci8040071> [Accessed 22 May, 2019].

Lindenberg, S., Steg, L. 2007. Normative, gain and hedonic goal frames guiding environmental behavior. *Journal of Social Issues*, 63(1), 117-137. [Online]. DOI: <https://doi.org/10.1111/j.1540-4560.2007.00499.x> [Accessed 22 May, 2019].

Market Watch. 2015. *Global Natural and Organic Personal Care Products Market Revenue Expected to Increase to US\$ 29.5 Bn by 2028*. 4 September 2015. [Online]. Available at: <https://www.marketwatch.com/press-release/global-natural-and-organic-personal-care-products-market-revenue-expected-to-increase-to-us-295-bn-by-2028-2018-09-04> [Accessed 23 May, 2019].

Mays. N., Pope, C. 1995. Rigour and qualitative research. *BMJ*, 311 (1): 109-112. [Online]. DOI: <https://doi.org/10.1136/bmj.311.6997.109>. [Accessed 30 July, 2019]

Muposhi, A., Surujlal, J., Dhurup, M. 2015. The green dilemma: reflections of a Generation Y consumer cohort on green purchase behaviour. *The Journal for Transdisciplinary Research in Southern Africa*, 11 (3): 225-240. [Online]. Available at: <https://www.ingentaconnect.com/content/sabinet/transd/2015/00000011/00000003/art00005> [Accessed 20 July, 2019]

Naderi, I., Van Steenburg, E. 2018. Me first, then the environment: young Millennials as green consumers. *Young Consumers*, 19 (3): 280-295. [Online]. DOI: <https://doi.org/10.1108/YC-08-2017-00722> [Accessed 22 May, 2019].

Nieuwenhuis, J. 2016. Qualitative research designs and data-gathering techniques. In: Maree, K. ed. *First Steps in Research*. Pretoria: Van Schaik, Chapter 5: 72-102 [Accessed 27 July, 2019].

Norfatin, S., Ismail, A. 2017. Environmental knowledge sharing behaviour: The Theory of Panned Beaviour. Dissertation. Universiti Utara Malaysia.

Nowell, L., Norris, J., White, E., Moules, N. 2017. Thematic Analysis: Striving to Meet the Trustworthiness Criteria. *International Journal of Qualitative Methods*, 16 (1): 1–13. [Online]. DOI: 10.1177/1609406917733847. [Accessed 29 July, 2019]
on green purchase behaviour. *The Journal for Transdisciplinary Research in Southern Africa*, 11 (3): 225-240. [Online]. Available at: <https://www.ingentaconnect.com/content/sabinet/transd/2015/00000011/00000003/art00005> [Accessed 23 May, 2019].

Orb, A., Eisenhauer, A., Wynaden, D. 2000. Ethics in Qualitative Research. *Journal of Nursing Scholarship*, 33 (1): 93-96. [Online]. DOI: <https://doi.org/10.1111/j.1547-5069.2001.00093.x> [Accessed 30 July, 2019]

Oreg, S., Gerro, T. 2006. Predicting Proenvironmental Behavior Cross-Nationally Values, the Theory of Planned Behavior, and Value-Belief-Norm Theory. *Environment and Behavior*, 38 (4): 62-483. [Online]. DOI: 10.1177/0013916505286012. [Accessed 26 May, 2019].

Palys, T. 2008. Purposive sampling. In Given, L .Ed. *The Sage Encyclopedia of passion*. *Journal of Environmental Psychology*, 45 (1): 79-88. [Online]. DOI: 10.1016/j.jenvp.2015.11.011. [Accessed 23 July, 2019]

Patton, W. 2007. Theoretical underpinnings and practical application of constructivist approaches to career counseling. In: Maree, G. ed. *Shaping the story*. Pretoria: Van Schaik, cited in Nieuwenhuis, J. 2016. Qualitative research designs and data-gathering techniques. In: Maree, K. ed. *First Steps in Research*. Pretoria: Van Schaik, Chapter 5: 72-102. [Accessed 28 July, 2019]

Paul, J., Modi, A., Patel, J. 2015. Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29 (1): 123–134. [Online]. DOI: <https://doi.org/10.1016/j.jretconser.2015.11.006> [Accessed 18 July, 2019]

Peta, n.d. Product Testing: Toxic and Tragic, n.d. [Online] Available at: <https://www.peta.org/issues/animals-used-for-experimentation/animals-used-experimentation-factsheets/product-testing-toxic-tragic/> [Accessed 17 July, 2019]

Pilot, D., Beck, C. 2014. Essentials of nursing research: Appraising evidence for nursing practice. *Open Journal of Nursing*, 6 (9): 3-572, cited in Connolly, L. 2016. Trustworthiness in qualitative research. *Medsurg Nursing*, 25 (6): 435-436. [Accessed 30 July, 2019]

Powell, R., Single, M. 1996. Focus Groups. *International Journal for Quality in Health Care*. *Journal of Computer and Communications*, 3 (5): 499-504. [Online] Available at: <http://dx.doi.org/10.1093/intqhc/8.5.499>. [Accessed 28 July, 2019]
qualitative framework. *Journal of Advanced Nursing*, 48 (1): 388–396. [Online]. DOI: Qualitative Research Methods. Los Angeles: Sage. [Accessed 27 July, 2019]

Queirós, A., Faria, D., Almeida, F. Strengths and Limitations of Qualitative and Quantitative Research Methods. *European Journal of Education Studies*, 3 (9): 369-387. [Online]. DOI: 10.5281/zenodo.887089. [Accessed 23 October, 2019]

Rehman, A., Alharthi, K. 2016. An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 3 (8): 51-59. [Online]. Available at: <https://www.researchgate.net/publication/325022648> [Accessed 26 May, 2019].

Richards, K. 2003. Qualitative inquiry in TESOL. New York, NY: Palgrave Macmillan. Cited in Rehman, A., Alharthi, K. 2016. An Introduction to Research Paradigms. *International Journal of Educational Investigations*, 3 (8): 51-59. [Online]. Available at: <https://www.researchgate.net/publication/325022648> [Accessed 26 May, 2019].

Rochman, C., Kross, S., Armstrong, J., Boga, M., Darling, E., Green, S., Smyth, A. Verissimo, D. 2015. Scientific Evidence Supports a Ban on Microbeads. *Environmental Science and Technology*, 49 (18): 1-4. [Online]. DOI: 10.1021/acs.est.5b03909, cited in Xanthos, D., Walker, T. 2017. International policies to reduce plastic marine pollution from single-use plastics (plastic bags and microbeads): A review. *Marine Pollution Bulletin*, 118 (1): 17-26. [Online]. DOI: 10.1016/j.marpolbul.2017.02.048 [Accessed 17 July, 2019]

Ruepert, A., Keizer, K., Steg, L., Maricchiolo, F., Carrus, G., Dumitro, A., Mira, R., Stancu, A., Moza, D. 2016. Environmental considerations in the organizational context: A pathway to pro-environmental behaviour at work. *Energy Research & Social Science*, 17 (1): 59-70. [Online]. DOI: <https://doi.org/10.1016/j.erss.2016.04.004>. [Accessed 23 July, 2019]

Seguin, C., Pelletier, L.G. and Hunsley, J. 1999. Predicting environmental behaviors: the influence of self-determined motivation and information about perceived environmental health risks. *Journal of Applied Social Psychology*, 29 (8)1582-1604. cited in Naderi, I., Van Steenburg, E. 2018. Me first, then the environment: young Millennials as green consumers. *Young Consumers*, 19 (3): 280-295. [Online]. DOI: <https://doi.org/10.1108/YC-08-2017-00722> [Accessed 22 May, 2019].

Seidler, J. 1974. On using informants: a technique for collecting quantitative data and controlling measurement error in organization analysis. *American Sociological Review*, 39 (6): 816-831. [Online]. DOI: <http://dx.doi.org/10.2307/2094155>, cited in TerreBlanche, M. and Durrheim, K. 1999. *Research in Practice: Applied Methods for the Social Sciences*. Cape Town: University of Cape Town. Cited in Antwi, S. Kasim, H. 2015. Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, 7 (3): 207-225. [Online]. DOI: https://www.researchgate.net/publication/295087782_Qualitative_and_Quantitative_Research_Paradigms_in_Business_Research_A_Philosophical_Reflection [Accessed 22 May, 2019].

Thanh, N. Tanh, T. 2015. The Interconnection Between Interpretivist Paradigm and Qualitative Methods in Education. *American Journal of Educational Science*, 1 (2): 24-27. [Online]. Available at: <http://www.aiscience.org/journal/allissues/ajes.html;jsessionid=937D14C1F1D2423E4EF651737A410F89.tomcat1> [Accessed 26 July, 2019].

Tobin, G. A., Begley, C. M. 2004. Methodological rigour within a

Tongco, M. 2007. Purposive Sampling as a Tool for Informant Selection. *Ethnobotany Research and Applications*, 5 (1): 147-158. [Online]. DOI: 10.17348/era.5.0.147-158. [Accessed 28 July, 2019]

Truong, N. H. 2016. Market Segmentation for Pro-Environmental Cosmetic Products: Finnish Cosmetic Markets. Dissertation. University of Applied Sciences.

Van de Mortel, T. 2008. Faking it: social desirability response bias in self-report research. *Australian Journal of Advanced Nursing*, 25 (4): 40-48.

Wahyuni, D. 2012. The Research Design Maze: Understanding Paradigms, Cases, Methods and Methodologies. *Journal of Applied Management Accounting Research*, 10 (1): 69-80. [Online]. Available at:

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2103082 [Accessed 25 May, 2019].

Wiles, R., Crow, G., Health, S., Charles, V. 2006. The Management of Confidentiality

Willis, J. W. 2007. *Foundations of qualitative research: interpretive and critical approaches*. London: Sage. Cited in Thanh, N. Tanh, T. 2015. The Interconnection

Xanthos, D., Walker, T. 2017. International policies to reduce plastic marine pollution from single-use plastics (plastic bags and microbeads): A review. *Marine Pollution Bulletin*, 118 (1): 17-26. [Online]. DOI :10.1016/j.marpolbul.2017.02.048 [Accessed 17 July, 2019]

Yumuşak, A *et al.*, 2016. Science and Mathematics Teacher Candidates' Zainal, Z. 2007. Case study as a research method. *Journal Kemanusiaan*, 5 (1): 1-6. [Online] Available at: <https://jurnalkemanusiaan.utm.my/index.php/kemanusiaan/article/view/165> [Accessed 27 July, 2019].

Zerbe, W., Paulhus, D. 1987. Socially Desirable Responding in qualitative research: interviews and focus groups. *British Dental Journal*, 204 (6): 291-295. [Online]. DOI: 10.1038/bdj.2008.192. [Accessed 29 July, 2019]

influence of workplace spirituality, intrinsic motivation, and environmental Insight Survey, 2018. *Maybe she's born with it... or is it good skincare?* 4 June 2018. [Online]. Available at: <https://www.bizcommunity.com/Article/196/19/177859.html> [Accessed 22 May, 2019].

Annexure A – Thesis Questionnaire

1. First, I'd like everyone to introduce themselves, can you tell me your name?
2. What skincare products do you currently use?
 - a. Why do you use this brand in particular?
3. What natural/ eco-friendly skincare brands do you know of?
4. What are the main factors you consider when choosing a skincare brand?
5. Have you ever considered using natural skincare products?
 - a. Why?
6. What are your thoughts/ attitudes about natural skincare products in general?
 - a. Do you trust natural skincare products?
7. What are the disadvantages of using natural skincare products?
 - a. Do these factors prevent you from purchasing them?
 - b. Are there any other factors that prevent you from purchasing them?
8. If the abovementioned factors changed, would you consider purchasing natural skincare products as opposed to conventional skincare products?
9. What are the advantages of using natural skincare products?
 - a. Have these factors made you consider using natural skincare products?
 - b. Are there any other factors that appeal to you?

10. In your opinion, do the disadvantages of using natural skincare products outweigh the advantages of using them?

11. Are you aware of the harmful impacts that conventional skincare products have on the environment such as microbeads/ microplastics?

- Microbeads: tiny plastic beads commonly used in exfoliating cleansers, soaps and scrubs - these microplastics accumulate over time, disrupting the marine ecosystem and get ingested by marine species, causing illness and in some cases, death.

12. In what ways could using green skincare products positively impact the environment?

13. Based on your knowledge, are you aware of any other harmful effects that conventional skincare products have on the environment, human health and animals?

- a. How do these factors make you feel?

14. In your opinion, how serious are the negative environmental effects of using conventional skincare products?

15. How do you feel about the trend of the green movement?

- a. Why?

16. Do you currently engage in any forms of pro-environmental behaviour? E.g. recycling?

- a. If so, why do you think you engage in these types of behaviour but do not purchase natural skincare products?

17. Have you ever felt social pressure to use natural skincare products? E.g. your friends are doing it etc.

18. In your friend group, do you think that using natural or environmentally friendly skincare products has become the norm?

a. Has this ever made you consider purchasing natural skincare products?

19. In your opinion, what are the main barriers that currently stop you from purchasing eco-friendly skincare products?

20. Do you think that switching over to natural skincare products is something that you could do in the future?

a. Why or why not?

21. If you had to switch over to natural skincare products, do you think that your actions could positively impact the environment?

22. What would encourage you to use natural skincare products?

Annexure B – Consent Form

To whom it may concern,

My name is Natalie Ransome and I am a student at Vega. I am currently conducting research under the supervision of Monika Edwards in order to understand what barriers prevent female millennials from purchasing green skincare products, despite their environmental attitude, as well as how marketers can engineer consumer preference towards green skincare products. I hope that this research will enhance our understanding of the factors currently inhibiting female millennials from purchasing green skincare products. By pinpointing these factors, as well as gaining insight into what acts as a barrier for female millennials, the study will provide marketers with possible interventions to contribute to reducing the gap that currently exists.

I would like to invite you to participate in my study. In order to enable you to make an informed decision about whether or not to participate, I have listed what participation in my study involves:

1. Answering questions and discussing your experiences, opinions, attitudes and behaviour regarding:
 - What skincare products you currently use
 - Your environmental knowledge surrounding the negative effects that conventional skincare products have on the environment
 - Your environmental concern surrounding these effects
2. Voluntary participation: If you wish to discontinue your participation in this study at any point, you are free to do so; You may refuse to answer questions that you are not comfortable with.
3. Anonymity: Your name will not be disclosed in the final report of this study.
4. Confidentiality: The findings will be reported in a manner that ensures that readers cannot link your responses to your identity and will thus omit any identifiable characteristics of your identity.
5. Avoiding harm: You will not be asked any questions of a sensitive nature that could cause you emotional or psychological distress.

If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

By signing the consent form, you have given the researcher permission to include your responses in the final report of this study, as well as to audio-record your participation in the focus group as part of the data-collection.

I _____ hereby agree to participate in the research mentioned above.

Signature: _____

Date: _____

Annexure C – Ethics Clearance Letter



29th August 2019

Student name: Natalie Ransome

Student number: 15019498

Campus: Vega School



Re: Approval of BA Honours in Strategic Brand Communication Proposal and Ethics Clearance



Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.



There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

In the event of you deciding to change your research topic or methodology in any way, kindly consult your supervisor to ensure that all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued in such instances.

We wish you all the best with your research!

Yours sincerely,

Monika Edwards
Supervisor
Coordinator

Dr Franci Cronje
Campus Postgraduate

ADVTECH HOUSE

Inanda Greens
54 Wienda Rd West
Wienda Valley 2196
P.O. Box 2369
Randburg 2125

T. (011) 676 8021
F. (011) 783 2574
E. info@iie.ac.za
www.iie.ac.za



Directors: RJ Douglas (UK), JDR Oesch (Non-Executive), MD Aitken (Non-Executive) **Company Secretary:** DM Dickson

The Independent Institute of Education (Pty) Ltd is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.

Annexure D – Originality Report

Abstract

The conventional skincare industry has been put in the spotlight regarding its negative impacts on the environment, animals as well as human health. As such, the harmful impacts of the skincare industry and the cosmetics industry as a whole, have given rise to the green movement. However, despite the rise of the green movement, there is a gap between consumers green purchasing intentions and decisions – this is referred to as the attitude-behavioural gap phenomenon (ABGP) which exists amongst female millennials in the context of the skincare industry. The findings of the study revealed that the main factor contributing to the ABGP is that female millennials are driven by self-interest. Therefore, the cost of having natural skincare products negatively affect their appearance, greatly outweighs any benefits. Furthermore, the findings indicated that female millennials distrust natural skincare products and perceive them to be inconvenient – these factors inhibit female millennials' purchasing intentions. The findings of the study will provide marketers with possible interventions to shape consumers environmental attitudes towards the green skincare industry as well as influence their purchasing intentions. A focus group was used as this data collection method is useful for generating an in-depth understanding of participants' experience and perceptions.

1 Table of Contents

Abstract 1

Chapter 1: Introduction 5

1.1 Contextualisation 5

RESM8419_2019_ALL_VGCT - RESM8419_VGCT1

Research Report 1

Natalie Ransome on Fri, Oct 25 2019, 12:45 PM

Submission ID: e26b71d7-74f9-4d90-924b-6917cd4675a8 32% highest match

RESMPOE, Natalie ra...

Word Count: 18,479
Attachment ID: 2263954123

32%

Citations (26/26)

- 1 <https://areu.org.af/wp-co...>
- 2 Another student's paper
- 3 Another student's paper
- 4 Another student's paper
- 5 ProQuest Document
- 6 <https://www.mcser.org/jo...>
- 7 <https://digitalcommons.ri...>
- 8 <http://wvs.princeton.edu/...>

Annexure E –Summary Document Table

TITLE: SKIN DEEP: AN EXPLORATORY CASE STUDY OF THE ATTITUDE-BEHAVIOURAL GAP PHENOMENON AMONGST FEMALE MILLENNIALS IN THE CONTEXT OF THE SKINCARE INDUSTRY

Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	References
The purpose of the study is to explore what factors influence the gap between female millennials' EA and purchasing behaviour towards green consumerism in the context of the skincare industry in Cape Town.	In what way does the ABGP apply to female millennials in the context of the skincare industry in Cape Town?	The skincare industry has many harmful effects on the environment and it tests on animals – closing the gap will mitigate these effects. It is important to understand the gap between millennials-this will help benefit the environment & help marketers address the issue effectively.	Naderi, L., Van Steenburg, E. 2018 Jonhstone, M., Tan, L. 2014 Alzen, I. Flahbein, M. 1985 Braun, V. & Clarke, V. 2012 Lincoln, Y., Guba, E. 1985	Theme 1: The rise of the green movement on a global scale and within a South African context. Theme 2: Harmful effects of the skincare industry on the environment. Theme 3: The attitude-behaviour gap that exists amongst millennials in the context of the skincare industry Theme 4: Factors that influence the attitude-behavioral gap amongst millennials.	Paradigm: Interpretivism Epistemology: I want to understand the subjective meanings and social phenomena amongst female millennials with regards to the attitude behavior gap phenomenon in the context of the skincare industry Ontology: Reality is social construction Axiology: Research is value bound, the researcher is part of what is being researched, cannot be separated and so will be subjective	Qualitative method Population: female millennials that reside in Cape Town. Characteristics: Female millennials in Cape Town who use conventional skincare products	Focus groups that consisted of semi-structured interviews using open-ended questions. The researcher conducted one focus group consisting of 6 participants due to time constraints	The researcher ensured to obtain participants informed consent in the form of a contract The researcher ensured confidentiality by reporting the findings in a way that cannot be linked to the participants' identity The researcher did not disclose the names and identities of participants through the use of pseudonyms The researcher protected participants from harm by ensuring that questions asked did not cause any stress for the participant or make them uncomfortable or upset in any way.	The significant factors impeding female millennials from purchasing NSP is that they distrust it and perceive it as inconvenient. NSP are a form of PEB that has the risk of negatively impacting consumers personally - Since NSP can have a direct negative effect on their appearance, the potential cost greatly outweighs any potential benefits to themselves	Naderi, L., Van Steenburg, E. 2018. We first, then the environment: young Millennials as green consumers. <i>Young Consumers</i>, 19 (3): 280-295. [Online]. Available at: http://www.researchgate.net/publication/32607799_Meeting_Millennials_as_green_consumers Johnstone, M., Peng Tan, L. 2015. Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour. <i>Journal of Business Ethics</i>, 132 (2): 311-328. [Online]. Available at: http://link.springer.com/doi/10.1007/s10551-015-2411-1 Braun, V. & Clarke, V. 2012. Thematic Analysis. In: Cooper, H. ed. <i>APA Handbook of Research Methods in Psychology: Vol. 2. Research Design</i>. Washington, D.C.: American Psychological Association. (ebook). DOI: 10.1037/13620-004 [Accessed 28 July 2019].

Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories	Sampling	Data Analysis Method(s)	Limitations	Key Contribution
Millennials are willing to spend more on green products, but they are not doing so for the environment. However, this willingness does not always convert into green purchases	What factors influence the ABGP among female millennials in the context of the skincare industry in Cape Town? What factors would contribute to closing the gap?	Environmentally friendly consumption Attitude-behavioural gap phenomenon Pro-environmental behaviour Environmental Knowledge Environmental Attitude	Alzen, I. 1985 – Theory of planned behaviour is based on the assumption that individuals are driven by self-interest as their choices are dependent on whether the benefits outweigh the costs.	Probability or non-probability: Non-probability Sampling method purposive sample method Size 6 participants	Unit of Analysis One focus group Data Analysis Method(s) Thematic analysis	Since the study used focus groups, participants might be influenced by a desirable responding which may result in false answers. the researcher's sample size is small and only one focus group was held due to time restrictions. Consequently, the researcher might not reach data saturation	The study has identified what factors inhibit female millennials from purchasing NSP this study provides marketers with interventions that will help to better align their marketing efforts in order to influence female millennials to purchase NSP and thus mitigate the harmful effects caused by CSP.