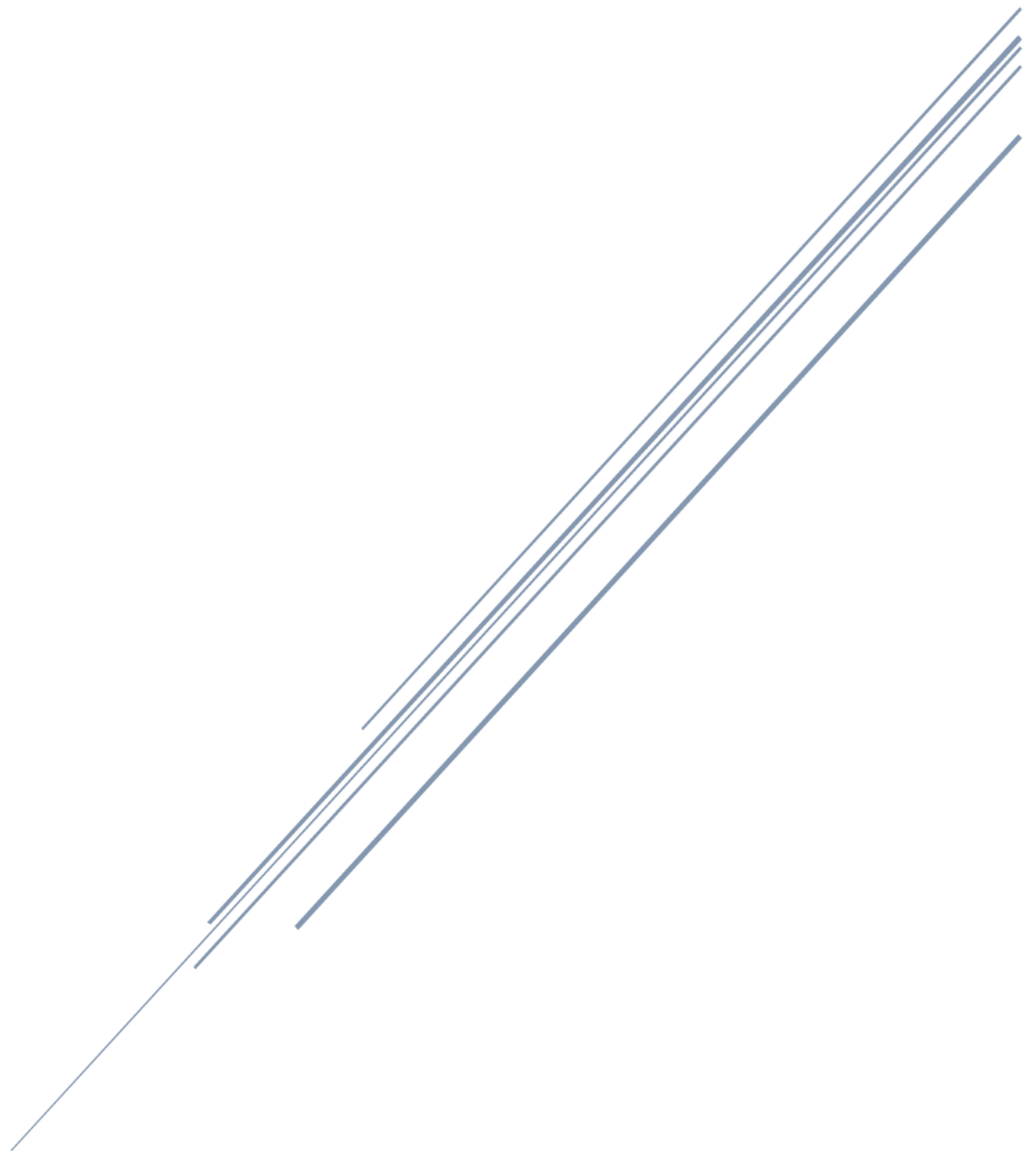


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The effect of environmentally friendly packaging on consumer preference within the
cosmetics industry in KwaZulu-Natal

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

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Abstract

The effects of packaging waste from cosmetic products is a worldwide problem and has been described by many academics as a severe environmental threat. Environmental sustainability is growing in importance as consumers become increasingly aware of its necessity. This quantitative research study focuses on whether environmentally friendly packaged cosmetic products has an effect on consumer preference in KwaZulu-Natal. South Africa has an emerging cosmetic market which could benefit from the use of environmentally friendly packaging. Icek Ajzen's Theory of Planned Behaviour (1991) has been used as a foundation to describe consumer behaviour. Data was collected using a closed-ended questionnaire as objectivity was important and the data obtained was easy to analyse and quantify. The research indicated that cost plays an important role in consumer spending in the cosmetic market. It was also found that cosmetic consumers are brand loyal and that the primary household shopper has control over products individuals in the household use. The results indicate that there is a link between consumer purchasing preference and cosmetic products that make use of environmentally friendly packaging. Therefore, cosmetic manufacturers in KwaZulu-Natal should incorporate environmentally friendly packaging into their products, potentially leading to an increase in sales and market share.

Title

The effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal

Introduction

The focus of this study is to analyse the effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal (KZN). It will aim to answer the following question; how does the use of environmentally friendly packaging on cosmetic products influence a consumer's purchasing preference?

It has been described by Bom, Jorge, Ribeiro and Marto (2019) that packaging of cosmetic products poses an environmental threat. Plastic is the most used packaging material

(Knoblauch, 2017) as it is cheap and can be mass-produced (Davies, 2016). Recently there has been a global initiative to move away from plastic and other non-biodegradable packaging materials to more environmentally friendly alternatives (Lifshitz, 2019). It is necessary to examine this trend, as South Africa has an emerging cosmetics industry (Shand, 2017; Wood, 2019) which could lead to increased waste (Bom et al., 2019). South Africa produces and exports a large variety of cosmetic products as opposed to many other African countries (Shand, 2017). Environmental sustainability is more important than ever before, and people have become more educated thus leading to an increase in the use of sustainable packaging (Bryan, 2017).

A consideration to manufacturers is whether environmentally friendly packaging can lead to increased sales and profit. This study will investigate whether people are interested in purchasing these products and thus driving consumer preference. This research aims to find out if it is economically viable for cosmetic manufacturers in KZN to make use of environmentally friendly packaging by analysing consumer preference.

This research sets out to understand the effect of environmentally friendly cosmetic packaging on consumer preference. Examine the link between consumer willingness to purchase cosmetic products that make use of environmentally friendly packaging and the products price. Determine the effect of consumer awareness of environmentally friendly cosmetic packaging on their purchasing decision. Investigate the impact of brand loyalty on consumer decision making when purchasing cosmetics that make use of environmentally friendly packaging.

Rationale

This study is relevant as South Africa has a large (Wood, 2019) and growing cosmetics industry (Shand, 2017). South Africa manufactures and sells a broad range of cosmetics to other African countries (Shand, 2017). These factors lead to a large amount of waste according to Bom et al. (2019) that ends up in landfill or the ocean which further highlights the importance of this research. Almost every product sold will make use of packaging in some way, this is to ensure that the product is protected and can be used the way it was intended. Globally, consumers are becoming more aware of sustainability and its importance (Ruzzier, Ruzzier & Hojnik, 2019). It is necessary to examine if South Africa is

following this trend. This study will promote the awareness of environmentally friendly packaging. Environmental sustainability is of increasing importance due to the increase in supply and demand of products. Bryan (2017) suggests that sustainable packaging use has increased as a result of an increase in awareness and education amongst consumers.

Consumers drive demand and this study will gauge whether consumer preference is changing as there has been a global shift away from traditional packaging towards more sustainable packaging (Lifshitz, 2019). The research will contribute towards the gap in knowledge specifically in terms of providing evidence to this effect. It will aid in solving the problem that many local manufacturers are facing, whether there are financial benefits from incorporating environmentally friendly packaging into their products. These benefits would be in the form of increased sales and profit. Whether consumers are interested in purchasing these products will also be analysed. This study will reveal valuable insight into why environmentally friendly packaging is not being used in many product lines within the industry. The research can also be adapted to explain consumer preference on other products that use environmentally friendly packaging.

Problem statement

The packaging of cosmetics products are known to pose a threat to the environment as documented by Bom et al. (2019) since they are harmful both during production and disposal. This is exacerbated by the fact that they are consumed in a continuous cycle. Plastic is the most used packaging material according to Knoblauch (2017). The main reason for this is because single use plastic is cheap and mass-produced (Davies, 2016). These two factors are why plastic dominates other packaging materials since they bear higher costs. This indicates a clear need for the increased use of environmentally friendly packaging. The concern is that consumers are still purchasing cosmetic products that make use of plastic packaging. There is also a knowledge gap as to whether there are financial benefits in using environmentally friendly cosmetic packaging specifically in KZN. There is also a gap in the existing knowledge as to whether environmentally friendly cosmetic packaging influences consumer preference.

Purpose statement and research question

Purpose statement

The purpose of this study is to investigate if the use of environmentally friendly cosmetic packaging leads to an increase in consumer preference in the cosmetics industry. This will show if consumers are interested in purchasing these products. The study will determine whether increased raw material cost is offset by an increase in sales. It has been suggested by Ruzzier et al. (2019) that consumers around the world are becoming more aware of sustainability and its importance, thus this research study will examine if South Africa is following this trend. This will further assist in assessing whether it is economically viable for cosmetic manufacturers in KZN to use more environmentally friendly packaging by analysing consumer preference.

Primary Question

How does the use of environmentally friendly cosmetic packaging, influence a consumer's purchasing preference?

Sub-questions

1. How does price impact a consumer's purchasing decision with regards to cosmetic products that make use of environmentally friendly packaging?
2. How does awareness of environmentally friendly packaging impact a consumer's cosmetic purchasing decision?
3. How does brand loyalty affect a consumer's decisions when purchasing cosmetics that make use of environmentally friendly packaging?

Objectives

1. To understand the effect of environmentally friendly cosmetic packaging on consumer preference.
2. To examine the link between consumer willingness to purchase cosmetic products that make use of environmentally friendly packaging and the products price.
3. To determine the effect of consumer awareness of environmentally friendly cosmetic packaging on their purchasing decision.
4. To investigate the impact of brand loyalty on consumer decision making when purchasing cosmetics that make use of environmentally friendly packaging.

Theoretical foundation

The Theory of Planned Behaviour by Icek Ajzen (1991)

The Theory of Planned Behaviour is the framework used in this study and will be referred to as 'TPB hereinafter. TPB was created by Icek Ajzen in 1991 and sets out to explain how one can change the behaviour of people (Kumar, 2012).

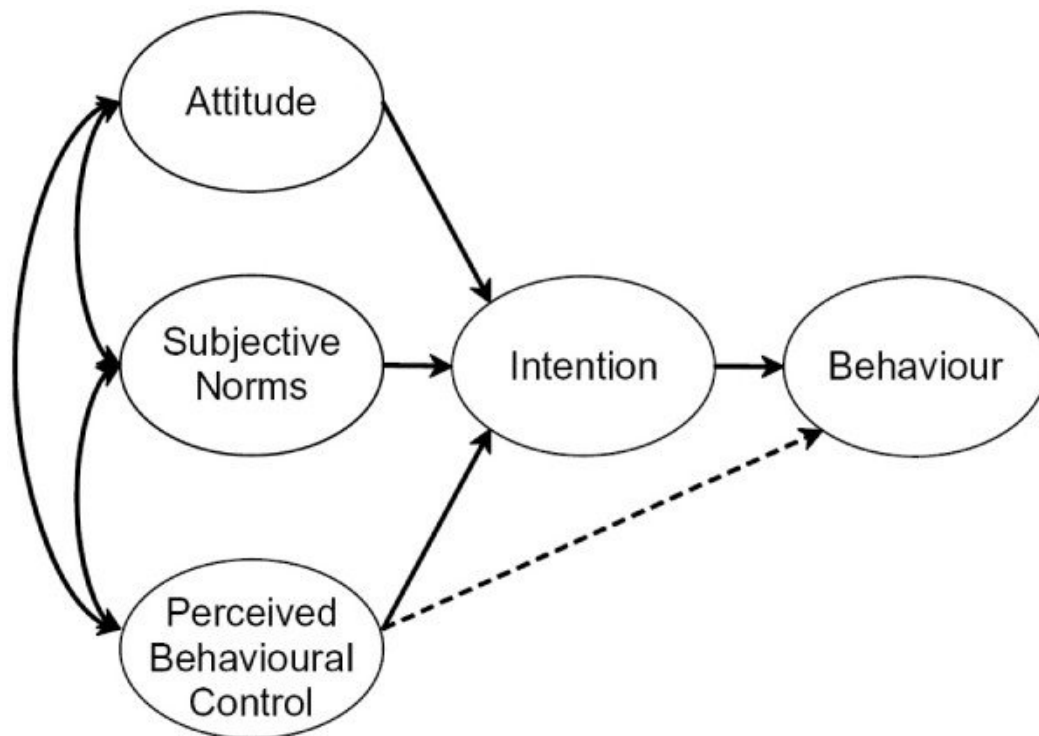


Figure 1: Theory of Planned Behaviour (Ajzen 1991, as cited in Luzzi & Spencer, 2008: 2)

TPB has been incorporated to aid in the understanding of consumer preference when it comes to environmentally friendly cosmetic packaging. This is done through evaluating individuals' intentions to perform various behaviours and whether these behaviours can be predicted accurately (Ajzen, 1991). It can be used to explain why people buy environmentally friendly products, how people's behaviour changes towards these products over time, society's views on environmentally friendly products and how it affects people's behaviour. Amberg and Fogarassy (2019) and Ferguson, Hair, Silver and Mollah (2017) state that according to TPB, behavioural intentions follow three main approaches namely: attitudes towards a behaviour, the subjective norms and perceived behaviour control.

Attitudes towards a behaviour

The attitude towards a behaviour is described as the expected outcome that should take place if certain actions are taken (Ajzen, 1991). A consumer's attitude towards the environment and sustainability will affect their cosmetic purchasing decisions. The attitudes consumers have towards environmentally friendly products will be reflected in the way they view environmentally friendly packaging, thus, if consumers have a positive perception of these products they will feel the same way towards the packaging.

Subjective norms

The subjective norm is the perceived perception of performing a certain behaviour (Ajzen, 1991). Due to subjective norms, individuals will act in a certain way when exposed to different choices (Ferguson et al., 2017). An individual's subjective norm, values and influence of the reference group they associate with, will influence their decisions (Amberg & Fogarassy, 2019). Individuals in the consumers environment will affect the way they feel about environmentally friendly products. If they have been around family, friends or society in general that is in support of environmentally friendly products they will most likely reflect this belief.

Perceived behavioural control

If a consumer has the resources necessary to act on an intention, they will act on these intentions in a way that is based on their perceived behavioural control. This will drive a consumer to purchase a product that makes use of environmentally friendly packaging if they have the necessary resources (Ferguson et al., 2017). This could be whether they can afford to pay a premium for cosmetic products that use environmentally friendly packaging or whether these products are conveniently available to them. If more consumers had

access to environmentally friendly packaged cosmetic products and these products were priced affordably then naturally more consumers would purchase them. A consumers perceived behavioural control will lead to intention and then their actual behaviour. This will then link back to their perceived behavioural control.

The relevance of TPB is found in its ability to quantify the relationship between consumers' willingness to purchase cosmetic products that use environmentally friendly packaging versus products that do not use environmentally friendly packaging. Consumers could be purchasing cosmetic products that use environmentally friendly packaging because they have a positive attitude towards the packaging or because they have a negative attitude towards packaging that is not environmentally friendly. TPB has been used in this study to understand consumers purchasing decisions based on the environmental impact of the packaging used. This theory will allow the researcher to gauge whether consumer purchasing preference is driven by environmentally friendly packaging. This will also allow the researcher to understand if companies selling environmentally friendly packaged cosmetics have an increase in consumer preference. TPB can also be used to explain why consumers purchase cosmetic products that make use of traditional packaging such as plastic. This could be because of their positive or neutral attitude towards traditional packaging or negative attitude towards environmentally friendly packaging.

It is important to analyse consumers' intentions when it comes to purchasing products as it may be possible that they want to purchase products that are more environmentally friendly but are not recognised by businesses. Kumar (2012) mentions that there has been an increase in the supply of environmentally friendly products, but because of the increase in consumption of these products the positive effects are not as apparent. A consumer's purchasing decision will be affected by their environmental concerns and TPB helps determine these.

Literature Review

The cost considerations of environmentally friendly packaging

Plastic is the single most common mass-produced material used in packaging today (Davies, 2016; Knoblauch, 2017). This is because of its low production cost according to Davies (2016) which allows it to dominate other packaging materials since they bear higher costs. Lin (2018) mentions that the Cosmetic Toiletry and Perfumery Association (CTPA) state that price and packaging affect purchasing behaviour. Amberg and Fogarassy (2019) also state that packaging does have an effect on purchasing behaviour. The packaging of a product is usually the first thing a consumer sees and one of the most important factors to sell products (Ahmad, Billo & Lakhan, 2012). Aidnik (2013: 7) describes cosmetic packaging as the “silent salesman”. Magnier and Crie (2015) conclude that it is important for brands to make their environmentally friendly cosmetic packaging aesthetically pleasing in order for it to be perceived as high quality.

Amber and Fogarassy (2019) mention that the use of natural, green and sustainable cosmetic products is increasing. This is a clear indication that consumer preference is changing and that more people are overlooking the potentially higher price (Amber & Fogarassy, 2019). For a product to qualify as being green its packaging must be environmentally friendly. Amberg and Fogarassy (2019) state that 70% of participants in their study were willing to pay extra for natural cosmetics. Amber and Fogarassy (2019) mention that green cosmetics are often more expensive, although this is a holistic view of the product and not just its packaging. The quality of the product inside an environmentally friendly packaged item should remain the same.

Scott and Vigar-Ellis (2014) oppose Amberg and Fogarassy (2019) by stating that most consumers are not willing to pay a premium for environmentally friendly packaging. Cosmetic products that make use of environmentally friendly packaging do not appeal to price sensitive consumers; this is because these products usually cost more. Scott and Vigar-Ellis (2014) point out that most price conscious consumers would rather purchase cheaper alternatives. Scott and Vigar-Ellis (2014) acknowledge that there is a large income gap between the rich and poor in South Africa.

Although cosmetic products that use environmentally friendly packaging are generally more expensive to manufacture and purchase, they may still have a place in the South Africa or

more specifically in the KZN market. This is because there are some consumers who would purchase them even at a higher price and others that would purchase them at the same price. Borin (2013) mentions that businesses use sustainability as a key differentiator in the market. Magnier and Crie (2015) state that for consumers who are less concerned with the environmental impacts of cosmetic packaging, products that make use of environmentally friendly packaging would need additional benefits in order for an increased price to be justified.

Consumer awareness as a determinant of consumer preference

Most consumers have heard about and are aware of environmentally friendly packaging, although they may not have an in-depth understanding (Orzan, Cruceru, Balaceanu & Chivu, 2018). In recent years there has been a change in consumer behaviour towards cosmetic purchasing as the environmental and health effects of these products are taken into consideration more than before (Amberg & Fogarassy, 2019).

A consumer cannot have a calculated preference if they do not know the difference between two products. This leads to one of the biggest problems when it comes to products that are environmentally friendly or make use of environmentally friendly packaging. Green consumers look at how much they like the product, the price in terms of its performance and the quality when it comes to consumer preference (Amber & Fogarassy, 2019). Amberg and Fogarassy (2019) explain that knowledge can influence a consumer's decision-making process and knowing about cosmetics that make use of environmentally friendly packaging would need to take place before a consumer can make an informed purchasing decision. Amberg and Fogarassy (2019) mention that there is preference shown towards natural and biodegradable packaging as opposed to plastic packaging.

Recently environmentally friendly marketing trends have led to many consumers becoming aware of the problems and allowed for a change in consumer behaviour (Amberg & Fogarassy, 2019; Divyapriyadharshini, Devayani, Agalya & Gokulapriya, 2019). Consumers are putting thought into environmental preservation for future generations as mentioned by Amberg and Fogarassy (2019). Consumers have also become more interested in the 'environmentally friendly' lifestyle. Amberg and Fogarassy (2019) state that the green cosmetic market is the fastest growing green market in the world which would mean that cosmetic products that use environmentally friendly packaging are also on the rise. Kumar

(2012) and Moser (2012) both agree that consumers are becoming greener in their purchasing habits.

If a consumer is not aware of a product category or subcategory, they will not be able to make an informed decision on whether it best suits their needs. This is a real threat to products that make use of environmentally friendly packaging as a whole. Scott and Vigar-Ellis (2014) suggest that South African consumers need to be better educated on environmentally friendly packaging. It has been noted that consumers who earn less are generally less educated and subsequently less aware of environmentally friendly packaging (Scott & Vigar-Ellis, 2014).

Kapoor, Singh and Misra (2019) mention that millennials are a cosmetic products biggest market and in order to advertise to them effectively such advertisements should be done through a digital medium. Cosmetic products that use environmentally friendly packaging should be labelled as such to allow for the customer to be made aware and satisfy their wants (Kapoor et al., 2019). Davies (2016) discusses the importance of the look, size and usability while Tran (2016) mentions how honest marketing is required for environmentally friendly cosmetic packaging.

Brand loyalty in the cosmetics industry

Brand loyalty within the cosmetics industry influences consumer preference when it comes to cosmetics (Mashavha, 2016). This research will help gauge whether it would make sense for some brands to switch to more environmentally friendly packaging.

Larger brands already have established trust within the market (Amberg & Fogarassy, 2019). Whether they sell products that make use of environmentally friendly packaging or not, many consumers will still purchase from them. Small or new entrants making use of environmentally friendly packaging may have their size as an advantage at being quick to market and nimble, but they do not have the power of an established brand with a large customer base (Amberg & Fogarassy, 2019). For some consumers, the thought of changing from a trusted brand that does not make use of environmentally friendly packaging to another brand that does would not be considered. This would prevent a fair comparison from being made. Amberg and Fogarassy (2019) mention that some consumers prefer traditional brands that have been around for a long time, when it comes to cosmetics. This could

prevent a consumer from purchasing a superior product from a competitor, at a better price and one that makes use of environmentally friendly packaging.

However, many consumers are unhappy with big brands due to their unethical and greedy behaviour (Seares, 2017). According to Amberg and Fogarassy (2019) 56% of participants who want to buy natural cosmetics wish to buy brands that are newcomers. Although this statistic does not mention the percentage of consumers who want to buy environmentally friendly packaging, it can still be used to show consumer preference in the market. Many large cosmetic brands overlook the environmental effects of sourcing, producing, and manufacturing of their products (Seares, 2017). This includes the use of raw materials that undergo testing on animals as well as have adverse health and environmental effects (Seares, 2017). A considerable amount of the raw materials used are harmful to humans yet are used by cosmetic companies (Bray, 2016). According to The Story of Plastic (2019) many large established cosmetic houses have resorted to marketing their products packaging as recyclable, this is misleading as just because a product has the potential to be recycled does not mean it will be. Some of these products end up in landfill or the ocean (The Story of Plastic, 2019). Consumers are becoming more aware and standing together to fight these companies (Seares, 2017). This creates a market that has the potential to favour small family owned businesses that produce locally (Seares, 2017; Amberg & Fogarassy, 2019).

Amber and Fogarassy (2019) mention that if a product is purchased by a consumer and does not meet expectations in terms of quality or function then they will have a negative experience. This will have an effect on brand loyalty as they may be less likely to purchase that product again. This could be problematic if a consumer purchased a product that made use of environmentally friendly packaging and they now have a negative perception. Brand loyalty has adverse effects on consumer preference. It is interesting to note that word of mouth referrals and marketing lead to an increase in brand loyalty when it comes to cosmetics (Kitrungpaiboon & Kim, 2016). Feng (2016) mentions that company image building is something sustainable cosmetic companies should be mindful of. Some consumers prefer to buy from large existing established brands while others prefer smaller local brands that allow them to feel unique (Seares, 2017; Amberg & Fogarassy, 2019). Cosmetics purchasers can be referred to as highly brand loyal, but this could be changing especially with the expansion of environmentally friendly products. Additionally, some of the

brands they are loyal to do not have environmentally friendly packaged equivalents for them to purchase.

The influence of a households primary shopper on purchasing decisions

The primary household shopper is the person who purchases most of the household's goods. Adams (2019) suggests that the primary shopper of a household is generally female. This will impact the way products are designed and marketed to different genders (van Tilburg, Lieven, Herrmann & Townsend, 2015). According to Matic and Puh (2015) and Amberg and Fogarassy (2019) women are more likely to purchase natural cosmetic products that make use of environmentally friendly packaging than men. This makes marketing easier as it can be focused on a specific gender. According to CPG, FMCG and Retail (2019) women are responsible for 71% of all grocery purchases and make up 60% of the primary purchasers. It is expected by 2025 that the female consumer market in South Africa will increase to 25 million individuals (CPG et al., 2019). An important fact that CPG et al. (2019) identified is that the most common items South African women purchased were cosmetic products. According to CPG et al. (2019) over time a woman's purchases change, they purchase less personal luxuries and more family goods when they start a family. According to Infante, Calixto and Campos (2016) men and women look for different things when purchasing cosmetic products.

If cosmetic products that make use of environmentally friendly packaging are solely marketed at female consumers, this could push male consumers away from purchasing them, creating a negative cycle. Thus, making the use of environmentally friendly packaging or cosmetic products in general seem more feminine. If women perform most of the purchasing in a household according to Adams (2019) it would make sense to market cosmetic products to them. Women seek advice from friends on the cosmetic products they use (Infante et al., 2016). Therefore, environmentally friendly packaged cosmetics could do well with referral or word of mouth marketing which is also known to increase brand loyalty (Kitrungpaiboon & Kim, 2016). Kapoor et al. (2019) state that gender is less important than age when it comes to marketing cosmetic products that use environmentally friendly packaging which opposes other researchers' perspectives.

In conclusion the above research describes how consumer preference has changed over time and more importantly will continue to change as environmental product purchasing increases (Ruzzier et al., 2019). As quality of life increases, more people will look beyond

just trying to survive and have money to spend on goods that are considered 'luxury'. However, it must be noted that if a product makes use of environmentally friendly materials does not mean that it is premium or inherently more expensive since there are some cost advantages. The cosmetic industry is highly brand loyal although many studies on environmentally friendly packaging show that consumers are willing to change from more traditional brands (Amberg & Fogarassy, 2019). The primary shopper of a household affects consumer preference when it comes to cosmetic products with environmentally friendly packaging (Matic & Puh, 2015; Adams, 2019; Amberg & Fogarassy, 2019).

The literature points to the fact that environmentally friendly cosmetic packaging does have an effect on consumer preference (Amberg & Fogarassy, 2019). Although this is not the case with all consumers, as some are price conscious (Scott & Vigar-Ellis, 2014). This is especially prevalent in KZN, in which the study is based, due to widespread poverty (Kgaphola, 2015). Amberg and Fogarassy (2019) mention that consumers as well as producers are becoming more open to the use of natural cosmetics.

Conceptualisation

Environmentally friendly

Haws, Winterich and Naylor (2014: 336-354) state that environmentally friendly products are "a product with at least one positive environmental attribute. An "environmental attribute" is an attribute that reflects the impact of the product on the environment. As such, environmental product attributes can be positive (i.e., the product has little to no negative impact on the environment and is considered environmentally friendly) or negative (i.e., the product harms the environment)." In this study environmentally friendly will refer to something that does not have a negative effect on the environment. This differs from green products which benefit the environment in some way.

Green consumer behaviour

Lakra, Bedi and Gupta (2014: 5) state "green consumer behaviour is the behaviour of an individual who considers environmental or social issues while making purchases or non-purchasing decisions." Green consumer behaviour will be referred to as the way consumers treat green products in this study. Each consumer is unique and different, this is reflected in consumption behaviour.

Sustainable packaging

Gonzalez, van Huynh and Yousef (2009: 6) state “sustainable packaging represents packaging that will create less waste and that will eventually decompose.” In this study sustainable packaging will refer to packaging that can be used indefinitely by society. It does not use unsustainable natural resources such as crude oil and favours materials that do not have harmful effects on the environment.

Traditional cosmetic packaging

According to Lexico (2020), traditional means “habitually done, used, or found.” According to Entrepreneur (2020), packaging means “The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.” Therefore, in this study traditional packaging will be used to describe cosmetic packaging that has been commonly used over the last few decades. An example of this would be plastic which has widespread packaging use and was initially a petroleum by-product.

Consumer preference

In this study consumer preference will refer to a consumer’s subjective taste measured by satisfaction (Weedmark, 2018). It can be simplified as a consumers’ choice of one product over another.

Cosmetic products

De Groot and White (2001: 663) state “in current usage, a cosmetic (or toiletry) is any preparation which is applied to the skin, eyes, mouth, hair or nails for the purpose of cleansing, enhancing appearance, giving a pleasant smell or giving protection.” In this study any substance or product produced to come in contact with the human body for cleansing, beautifying, promoting attractiveness or altering appearance will be considered a cosmetic product.

Research paradigm

Positivism

Du Plooy-Cilliers, Davies and Bezuidenhout (2014: 24) define positivism simply as “the approach of the natural sciences.” Positivists view reality in an objective manner as most research is driven by theory (Du Plooy-Cilliers et al., 2014) and (Tronvoll, 2011). Du Plooy-Cilliers et al. (2014) mentions that researches who follow a positivistic approach do so to find a relationship between variables. This suits the purpose of this study as it sets out to investigate the effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KZN. Positivism has been chosen as the intended research method, as the results can be quantified using hard observable facts. Positivists prefer to use quantitative data as it can be measured and is considered real (Du Plooy-Cilliers et al., 2014). It will also allow the research to cover a broader topic in a shorter period of time. Quantitative research uses deductive logic (Du Plooy-Cilliers et al., 2014).

The research will be data-based in accordance with a quantitative approach. This approach will help answer the research question accurately. The KZN cosmetic market is large and therefore needs a large sample population in order to be accurate. This approach will allow the research to be conducted in a time efficient manner. Quantitative research is also easier to compile (Du Plooy-Cilliers et al., 2014). This research style will allow for a more focused research approach that can be generalised and repeated (Du Plooy-Cilliers et al., 2014). Quantitative data also follows a more structured approach and is more credible (Du Plooy-Cilliers et al., 2014). The quantitative approach is the most relevant as it aims to obtain research that is free from bias (Du Plooy-Cilliers et al., 2014). Positivists are known to use natural science methods to study phenomena and view reality in an objective manner as most of the research is driven by theory (Du Plooy-Cilliers et al., 2014).

Epistemology

Epistemology is one's beliefs about knowledge (Du Plooy-Cilliers et al., 2014) and is based around the idea of valid knowledge. Positivists also believe that valid knowledge can only be gained from objective, observable/empirical evidence and that they want to predict how the world works. (Du Plooy-Cilliers et al., 2014). According to positivists, only knowledge confirmed by the senses can be considered real knowledge (Du Plooy-Cilliers et al., 2014). Positivist's primary aim is to discover the causal relationships to predict and control the natural world (Du Plooy-Cilliers et al., 2014). Positivists want to learn how the world functions

and use this knowledge to predict future events. If future events are predicted, then action can be taken beforehand to prevent or minimise their effects. Knowledge is obtained through testing of assumptions against reality (Du Plooy-Cilliers et al., 2014). Positivists rely on experiments, control groups and experimental groups (Du Plooy-Cilliers et al., 2014). For this study, observations will be made on the effect of environmentally friendly cosmetic packaging on consumer preference in KZN.

Ontology

According to Studer (1998:161-197, cited in Neuhaus, 2017) “An ontology is formal, explicit specification of a shared conceptualisation.” The ontological position on positivism is the researcher’s view of reality (Du Plooy-Cilliers et al., 2014). Positivists believe that there is one objective view and constant social and physical external reality that is controlled by strict laws (Du Plooy-Cilliers et al., 2014). They believe that reality can be measured, observed and known (Du Plooy-Cilliers et al., 2014). They feel that their duty as the researcher is to discover these laws (Du Plooy-Cilliers et al., 2014). They believe reality is full of order and regularity; and use past events to quantify future events (Du Plooy-Cilliers et al., 2014). The researcher sets out to uncover these laws in this research study.

Positivists believe that all people will react the same way when experiencing something and do not take into consideration cultural, historical, psychological, or social effects as well as various other effects on behaviour (Du Plooy-Cilliers et al., 2014). As they believe in an external reality, they often do not show interest in examining unobservable internal motivations of someone’s behaviour (Du Plooy-Cilliers et al., 2014) and put down the idea of objectivism. Cultural, historical, psychological, social affects as well as other effects on behaviour have not been taken into consideration in this study. This study attempted to find whether a cosmetic product’s use of environmentally friendly packaging will impact its consumer preference. The researcher attempted to discover if laws do exist that govern this reality. An assessment will also be made as to whether this phenomenon is regular.

Axiology

Axiology refers to ones’ values (Du Plooy-Cilliers et al., 2014). The positivist paradigm has an objectivist axiology that is fundamental to the paradigm and values research that is not biased (Du Plooy-Cilliers et al., 2014). When it comes to honesty and personal integrity, positivists place importance on these values as they create trust (Du Plooy-Cilliers et al., 2014). They want to trust that the findings are accurate and fairly represent the objective

reality (Du Plooy-Cilliers et al., 2014). A positivist's aim is to investigate an objective reality and gain an understanding that can be used to control and predict nature, people and events (Du Plooy-Cilliers et al., 2014).

Emphasis is put on honest reputation of facts and rigorous logic by positivists (Du Plooy-Cilliers et al., 2014). All results must be described exactly as they are and cannot be altered in any way (Du Plooy-Cilliers et al., 2014).

Positivists believe that a precise research measurement will lead to a more accurate study and subsequently a conclusion that is exact (Du Plooy-Cilliers et al., 2014). Only precise information that relates to this study will be considered as information suitable for use. Objective information takes preference over information that requires interpretation.

Methodology

Positivists believe that science is based on empirical data formed using observation (Du Plooy-Cilliers et al., 2014). They prefer to record data in the form of quantities or numbers that are processable in terms of statistical techniques to increase validity and reliability (Du Plooy-Cilliers et al., 2014). Emphasis is put on quantification of data (Du Plooy-Cilliers et al., 2014).

Researchers apply methods when conducting research and positivists believe these must be used to study reality in an objective manner (Du Plooy-Cilliers et al., 2014). Direct observation, measurement and experiments are favoured as the researcher can control the conditions or variables (Du Plooy-Cilliers et al., 2014). Positivists prefer methods that are more reliable so that if the research is repeated with the same parameters, the same outcome will be achieved (Du Plooy-Cilliers et al., 2014). They support deductive reasoning as they aim to test and verify theories and hypothesis (Du Plooy-Cilliers et al., 2014).

Conceptual approach and design

The chosen approach for this research study is quantitative research and data was gathered using an online survey. This research approach was relevant as the researcher aimed to attain bias free objective information (Du Plooy-Cilliers et al., 2014). The focus of quantitative research is to gather numerical data and generalise it across a group of people or explain a particular phenomenon (Du Plooy-Cilliers et al., 2014). The research will be data-based as it suits a quantitative approach (Du Plooy-Cilliers et al., 2014). This approach will help answer the research question accurately (Du Plooy-Cilliers et al., 2014).

The cosmetic market is large and needs a large sample population in order to be more accurate. This research approach will allow the research to be conducted in a time efficient way which is important for this study due to time limitations (Du Plooy-Cilliers et al., 2014). The research style will allow for a more focused research approach that can be repeated and generalised (Du Plooy-Cilliers et al., 2014). Quantitative data follows a more structured approach and is more credible (Du Plooy-Cilliers et al., 2014). The quantitative approach is the most relevant as it aims to obtain research that is free from bias (Du Plooy-Cilliers et al., 2014). Quantitative research is also easier to compile (Du Plooy-Cilliers et al., 2014). Quantitative research does not allow for in-depth understanding (Du Plooy-Cilliers et al., 2014).

The research will be done using deductive reasoning as the study follows a quantitative approach. Quantitative research uses deductive logic as mentioned by Du Plooy-Cilliers et al. (2014). Deductive reasoning has been used for this study. Deductive reasoning is generalised and then refined into a specific conclusion. The research focused on numerical and statistical data as evidence supporting the claim, justifying the study.

Non-experimental design will be used as the variable selected as units are all relevant. The chosen collection method will be online questionnaires. Surveys make use of non-experimental design. This will allow the research to take place during the Covid-19 lockdown as they can be done online. Descriptive research has been used as it describes the relationship between variables according to Du Plooy-Cilliers et al. (2014). The timeline will be a Cross-sectional study as it will be a once off study and will require participants once. A cross-sectional time dimension was utilised as the researcher wanted to create an overall picture of the phenomenon at one point in time (Du Plooy-Cilliers et al., 2014).

Population

Unit of analysis

The unit of analysis can be described as the major element being studied in order to obtain relevant data for the study (Du Plooy-Cilliers et al., 2014). In this study this will be individual consumers who use cosmetic products in KZN.

Population

Population is made up of two types, namely target population and accessible population (Du Plooy-Cilliers et al., 2014).

Target population

The target population is all consumers in KZN who purchase cosmetic products.

Accessible population

This is the part of the population which is accessible by the researcher (Du Plooy-Cilliers et al., 2014). Due to the entire population not being accessible, the accessible population will be consumers who are known to the researcher on WhatsApp and purchase cosmetic products in KZN.

Population Parameters

Du Plooy-Cilliers et al. (2014) describes population parameters as the people, shared characteristics and size of the population. The study's population will be consumers who purchase cosmetics in KZN. These consumers will be over the age of 18 so that legal consent from a guardian will not be required. The participants could be any gender, race and age, provided they meet the minimum age requirements. The sample will be drawn from an online questionnaire. This has been done due to the Covid-19 pandemic which restricts travel and social interaction. The participants in this survey will be people known to the researcher on WhatsApp.

Sampling

Sampling unit of analysis

The unit of analysis can be described as the major element being studied in order to obtain relevant data for the study (Du Plooy-Cilliers et al., 2014). Individual consumers who use cosmetic products in KZN, will be the sampling unit of analysis for this research study and all participants included in the sample were relevant to the study.

Sampling method/technique

The sample group will be selected from the accessible population. Non-probability sampling is described by Du Plooy-Cilliers et al. (2014) as the method in which members of a population do not have an equal chance of being selected. Non-probability sampling will be used for this research study as it is not easy to determine or access the entire population (Du Plooy-Cilliers et al., 2014). Additionally, this type of sampling was the most convenient way to gather the required data as it is not viable to access the entire population. One of the disadvantages of this sampling type is that it can lead to bias (Du Plooy-Cilliers et al., 2014).

Sampling type

Convenience sampling has been chosen because it is easily accessible (Du Plooy-Cilliers et al., 2014). The sampling type is convenience sampling as the participants were easy to access as they were known by the researcher on WhatsApp. Convenience sampling is usually simple, cost effective and time efficient (Du Plooy-Cilliers et al., 2014). It's easy and affordable to send a survey to participants over WhatsApp. This is important as the researcher is subject to financial and time constraints. Convenience sampling findings cannot be generalised to a broader population and will involve some form of bias due to the researcher knowing them (Du Plooy-Cilliers et al., 2014). A survey in the form of a questionnaire will be used as the research is quantitative (Du Plooy-Cilliers et al., 2014). Surveys in the form of questionnaires further simplify the research study (Du Plooy-Cilliers et al., 2014). One of the disadvantages of questionnaires is that they are considered superficial as there is no way of knowing if the participant is telling the truth (Du Plooy-Cilliers et al., 2014).

Sample size

The sample size will be 25 participants which is the maximum allowed for this study. The reason the maximum number of participants will be used is to increase the study's accuracy as the larger the sample population the more accurate the data collected and research findings will be (Du Plooy-Cilliers et al., 2014). This sample size is a disadvantage as the reliability is limited and the findings cannot be generalised. The sample group will include a variety of races and genders, but will not aim to fill specific quotas as the sample is based purely on convenience. The sample group will only include participants over the age of 18, this will ensure that no guardian consent or supervision is necessary. It will also make it easy to receive ethical clearance as no children are involved in the study.

Data-collection method

The data collection method used will be a survey as the research is quantitative. The measuring instrument will be a questionnaire, which will be drawn up by the researcher and self-administered. Questionnaires will be used to collect the data and make answers easy to quantify (Du Plooy-Cilliers et al., 2014). This will also help reduce the data collection time frame as one of the study's limiting factors is time. It will then be published using SurveyMonkey and distributed on WhatsApp. This is due to the Covid-19 pandemic as other distribution methods are deemed unsafe. Questionnaires will also help keep the research study's costs to a minimum as no funding has been provided.

The participants must live within KZN for the study to be kept within its geographical constraints. Only objective data can be used for a quantitative study (Du Plooy-Cilliers et al., 2014). Subjectivity will be avoided by using closed ended questions. This data collection method will not be biased as no attention will be made to an individual's race or gender.

Du Plooy-Cilliers et al. (2014) states that incorrect data collection can lead to errors. One of the downsides would be misinterpretation by participants, hence the need for the questionnaire to be clear and concise. The questionnaire will first state to the participants what the research is about, what it sets out to study and will request informed consent. It will also explain that participation is voluntary and that information provided will be anonymous and confidential. The data recorded in the study will only be used for academic purposes.

The surveys will make use of closed-ended questions to make the data easier to compile as well as more accurate. These questions will also be easier for participants to answer. Most of the questions will use a Likert scale to accurately measure the varying levels of feedback, thus allowing the study to have greater accuracy and better insight.

Once the data has been collected it will then be compiled. The questions asked in the questionnaire will be about what consumers look for in a cosmetic product and its packaging, how important the role of price is and if they purchase different products from the same brand as well as various other questions. These will be asked to gauge the participants purchasing behaviour and understand how they think.

Some of the disadvantages with questionnaires are errors that may take place during collection and analysis (Du Plooy-Cilliers et al., 2014). The answers are deemed superficial if it takes long for the participant to answer (Du Plooy-Cilliers et al., 2014). Due to the survey being done online it will not be possible to measure how long a participant took to answer a specific question. Participants are not always truthful when answering questions and there will be no way of ensuring the validity (Du Plooy-Cilliers et al., 2014). It is not possible to explain questions in a survey especially if the researcher is conducting it online which may lead to misinterpretation. To counteract this a pilot study will be done for the survey using two participants from the sample population. This will reduce the chance of incorrect answers being provided unknowingly.

Method explanation

The following research method steps were followed.

1. Research questions were formulated.
2. A questionnaire was created on SurveyMonkey.
3. The researcher approached participants through WhatsApp, asking whether they would mind participating in a short questionnaire.
4. Once the participant agreed, the researcher indicated what the study was about.
5. A link to the questionnaire was then sent to each participant.
6. The researcher accessed all 25 questionnaires from the participants.

Data analysis method

Method of data analysis

Non-experimental descriptive statistics will be used for this research study. According to Du Plooy-Cilliers et al. (2014) descriptive statistics allows fundamental questions to be answered and summarises the data. Surveys are done to obtain quantitative information that can describe certain topics. Once the surveys have been completed, the data will be captured and processed in order to be analysed. SurveyMonkey allows easy and free access to the survey's results. The data will be analysed using descriptive statistics as the research is quantitative. This method is ideal as the research is limited to the sample group.

The data will be recorded and compiled to promote simplicity. Microsoft Office Excel will be used as it is an all-in-one platform that can be used by most devices. This will allow the researcher to find absolute numbers that summarise the raw data from the questionnaires. The data will be expressed in percentages to explain the entire data set and the data can be represented graphically. Graphs in the form of pie charts will be used to show the findings obtained on the effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KZN. Pie charts are best suited as they will show the breakdown of all participants as part of a whole. These will allow the reader to easily compare answers to each other. In this study Microsoft Office Excel will be used to infer the data.

Method explanation

The following research method steps were followed.

1. The questionnaires will be completed by the participants.
2. The researcher will collect the questionnaires and analyse the results.
3. The answers to each question will be tallied.
4. The answers to each question will then be totalled.
5. The information will be plotted using Microsoft Office Excel.
6. The results of each question will be converted into percentages.
7. The data will be displayed as pie charts.
8. The findings will be analysed and discussed by the researcher.
9. The pie charts will be used as an illustration in the research for the reader to visualise.
10. The results will be compared to the literature reviewed.
11. Conclusions will be drawn using this data as well as the reviewed literature.

Validity and reliability

Validity and reliability will be discussed as this is a quantitative study and relates to the measurability of results (Du Plooy-Cilliers et al., 2014). Quantitative research generates quantifiable results and looks for causal effects of those results (Du Plooy-Cilliers et al., 2014). This allows for the research to be redone using the same methods and will ensure the outcome will be the same. Du Plooy-Cilliers et al. (2014) describes the following as factors that increase reliability and validity; large sample size, random sampling and reliable research tools.

Validity

Validity is gauging whether the research achieved what it was supposed to and whether the instrument reflects the reality of the situation (Du Plooy-Cilliers et al., 2014). According to Du Plooy-Cilliers et al. (2014) the two forms of validity are internal and external validity.

Internal validity

Internal validity is whether the research performed answers the research question accurately (Du Plooy-Cilliers et al., 2014). Internal validity errors may still emerge, and all research studies have a small margin of error even if the researcher was careful throughout the study (Du Plooy-Cilliers et al., 2014). In this study the research question will be compared to the research performed to make sure they are aligned.

External validity

Du Plooy-Cilliers et al. (2014) describe external validity as the extent in which the same research results will be achieved if the research method and design that was applied to the selected sample population was applied to the rest of the population. External validity is focused on generalising findings from the sample group to the larger population (Du Plooy-Cilliers et al., 2014). If this research study was conducted again using the same parameters, it will yield the same results.

Pilot Studies

Pilot studies (also referred to as feasibility studies) are used to increase the validity and reliability of quantitative research studies (Du Plooy-Cilliers et al., 2014). These are simplified versions of the study and are used to pre-test the measurement instruments (Du

Plooy-Cilliers et al., 2014). Participants are used from the population but are not used for the actual sample (Du Plooy-Cilliers et al., 2014). Errors can be identified and rectified during this pre-study (Du Plooy-Cilliers et al., 2014). These studies will also help gauge whether participants understood the questions sufficiently in the questionnaires (Du Plooy-Cilliers et al., 2014). For this research study a pilot study was used, to increase its validity by testing the measurement instruments. The feedback from the pilot study participants was that some of the questions were unclear, these questions were then rephrased for the primary study.

Reliability

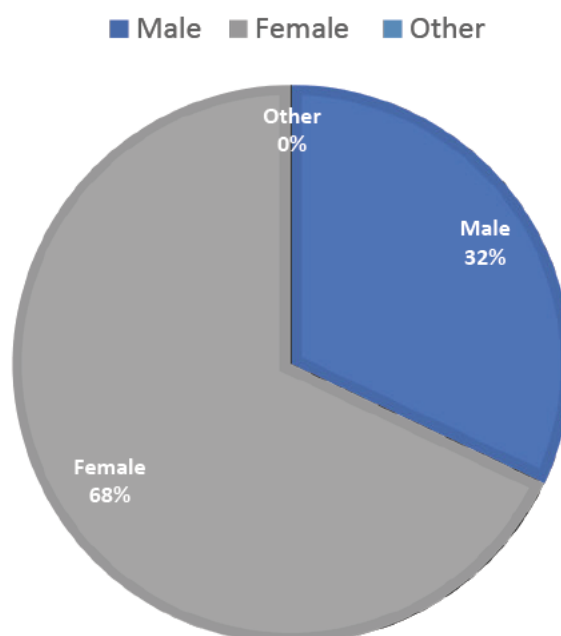
The reliability of a research study is based on the findings (Du Plooy-Cilliers et al., 2014). Du Plooy-Cilliers et al. (2014) describes reliability of a research study as the measurement of how reliable the research method is. Closed ended questions will be used in the survey to increase the validity. This will also allow for the answers to be standardised and will make compiling the data simpler (Du Plooy-Cilliers et al., 2014). Mouton (1996, cited in by Du Plooy-Cilliers et al., 2014: 254) states that “reliability refers to the fact that different research participants being tested by the same instrument at different times should respond identically to the instrument.” Reliability also refers to the extent at which the research can be generalised.

Data collection can be compromised if the input data is incorrect, this could be due to participants misinterpreting the questions (Du Plooy-Cilliers et al., 2014). This has been avoided by making the questions straightforward and simple. The ability to generalise the data is important as it should be used to describe the entire population or used to describe similar situations in other industries (Du Plooy-Cilliers et al., 2014). The bigger the sample population the more accurate the research (Du Plooy-Cilliers et al., 2014). 25 participants will be used in the study, which is the maximum allowed, to further promote reliability. The set sample size will also prevent the researcher from increasing or decreasing the number of participants in order to skew results. In the beginning of the questionnaire it states that participants must only answer the questions if they purchase cosmetic products within KZN and are over the age of 18, further promoting reliability in the study.

Presentation and Interpretation of findings

The sample group consisted of 25 participants which was the maximum permitted for the study. The participants had diversity in ages (all over the age of 18), race and gender. A variety of questions were asked on the effect of environmentally friendly cosmetic products in KZN. The survey included questions on cost, awareness, consumer loyalty and the effect of the primary household shopper.

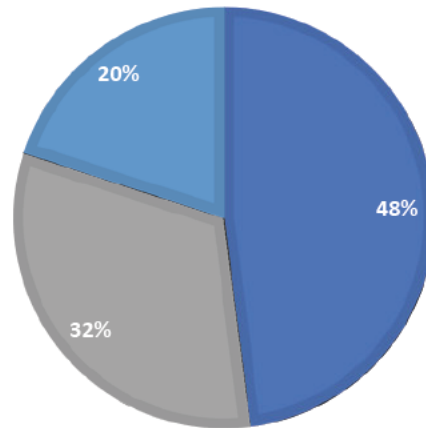
Q1. WHAT IS YOUR GENDER?



Question 1 established the gender of the participants. It has been noted by Infante et al. (2016) that there is a difference between the genders when it comes to cosmetic product purchases. Matic and Puh (2015) and Amberg and Fogarassy (2019) also noticed a difference in the way genders act when purchasing products that are environmentally friendly, notably that women are more likely to purchase these products. At 68%, mostly women answered the questionnaire with only 32% being men. This could be because more women had access to the questionnaire, women are more inclined to answer questionnaires and it is the most common item women purchase according to CPG et al. (2019).

Q2. ARE YOU THE PRIMARY HOUSEHOLD SHOPPER AND IF SO DO YOU CHOOSE WHAT PRODUCTS INDIVIDUALS IN YOUR HOUSEHOLD USE OR DO THEY CHOOSE FOR THEMSELVES?

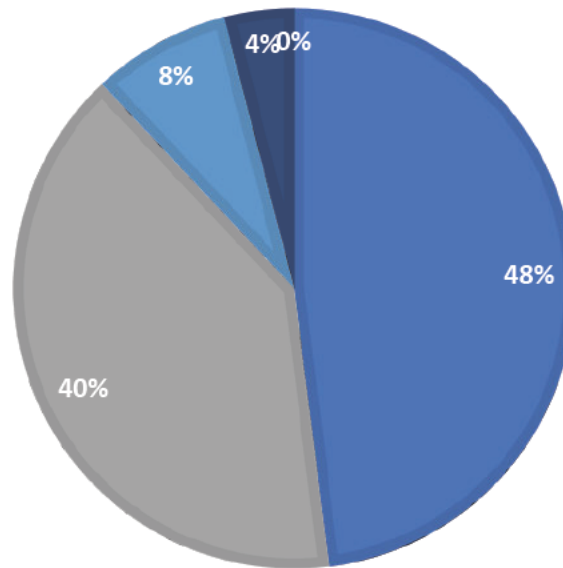
■ Yes, you choose ■ Yes, they choose ■ No, I'm not the primary household shopper



Question 2 measures the number of participants who are the primary household shoppers and to what degree they influence the products individuals in their household use. At 80%, most of the participants in the study were the primary household shopper. This could be because more women answered the survey than men and according to Adams (2019) and CPG et al. (2019) women are more likely to be the primary household shopper. Of those that are the primary household shopper, 60% choose the products the rest of the household uses, while the other 40% allowed members of the household to dictate what products they purchased for them. This further promotes the idea that women are a key group to market environmentally friendly cosmetic products to as proven by the reviewed literature and fieldwork performed. Only 20% of the participants were not the primary household shopper in this study. Although this question was not specifically aimed at cosmetic products, it does allow the role and power the primary household shopper has over the products a household consumes to be analysed.

Q3. A COSMETIC PRODUCT'S PACKAGING IS IMPORTANT.

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

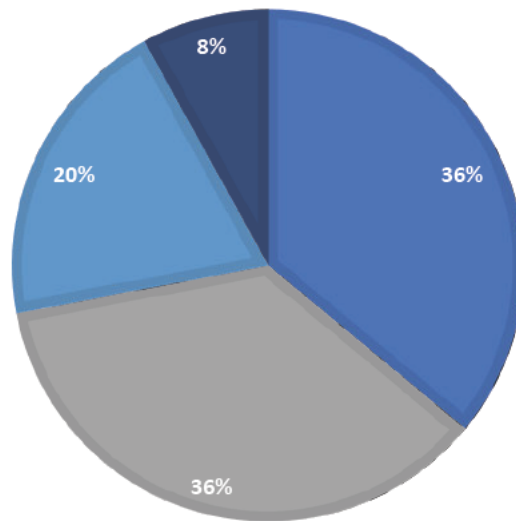


Question 3 was used to determine whether cosmetic products packaging is important to the participants. This data clearly indicates that cosmetic product packaging is important and that consumers care about it. Almost all of the participants either chose strongly agree or agree at 48% and 40% respectively. Only 4% of participants chose to disagree and none chose to strongly disagree. 8% of participants felt that they neither agreed nor disagreed with the statement.

Amberg and Fogarassy (2019) state that there is an effect of packaging on purchasing behaviour. Magnier and Crie (2015) mention that it is important for brands to make their environmentally friendly cosmetic packaging aesthetically pleasing in order for it to be perceived as high quality.

Q4. ARE YOU AWARE OF ENVIRONMENTALLY FRIENDLY COSMETIC PACKAGING?

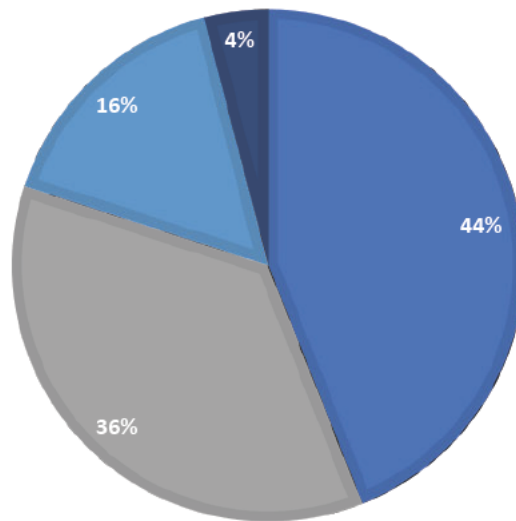
■ Very aware ■ Aware ■ Somewhat aware ■ Unaware



Question 4 establishes whether the participants were aware of environmentally friendly packaging. 36% of participants were very aware, with 36% aware and 20% somewhat aware. The results prove that consumers are indeed aware of environmentally friendly cosmetic packaging with only 8% of participants who were unaware. This proves what the reviewed literature pointed out, that consumer awareness is increasing (Amberg & Fogarassy, 2019; Divyapriyadharshini et al., 2019). The number of participants who were aware would change with different demographics due to different education levels (Scott & Vigar-Ellis, 2014). An increase in awareness could result in an increase in demand as more people would be aware of the benefits.

Q5. ARE YOU AWARE OF THE IMPACT COSMETIC PACKAGING HAS ON THE ENVIRONMENT?

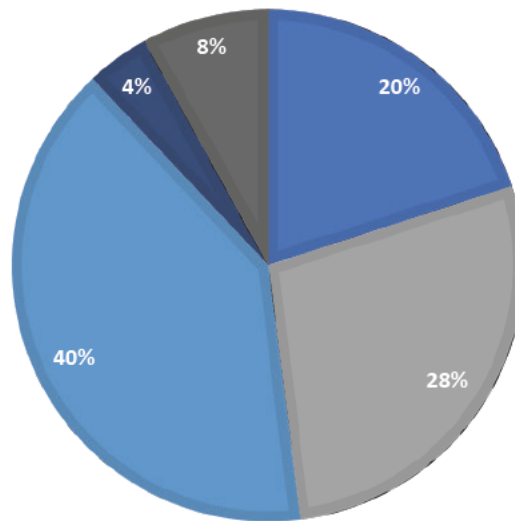
■ Very aware ■ Aware ■ Somewhat aware ■ Unaware



Question 5 evaluates the participants awareness of the environmental impact cosmetic packaging has. These results show that only 4% of participants were not aware of the environmental effects of cosmetic packaging on the environment. Although they may be aware of the environmental effects of packaging in general and not specifically the effects of cosmetic packaging. 44% of participants were very aware, 36% were aware and 16% were somewhat aware. These findings go against Scott and Vigar-Ellis (2014) who suggested that consumers in South Africa need to be better educated on environmentally friendly packaging. Although the participants in this study were mostly educated and from an upper-middle class area which could have influenced the results. However, Scott and Vigar-Ellis (2014) also mentioned that consumers who are less educated are less aware of environmentally friendly packaging.

Q6. ENVIRONMENTALLY FRIENDLY COSMETIC PACKAGING INFLUENCES YOUR PURCHASING DECISION.

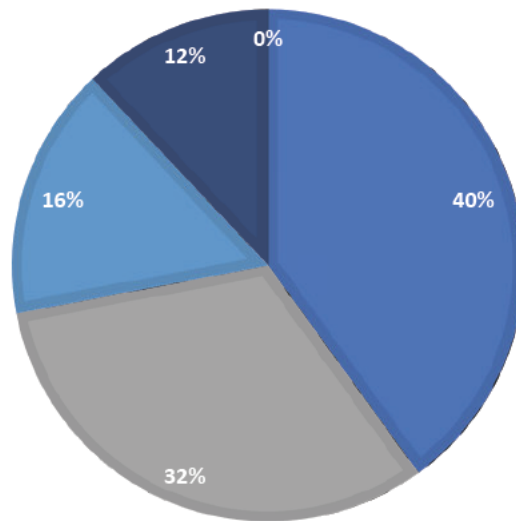
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree



Question 6 shows how environmentally friendly packaged cosmetic products influence the participants purchasing decisions. This data indicates that even though some participants believe that environmentally friendly cosmetic packaging influences their purchasing decision, most believe that they neither agreed nor disagreed (40%), disagreed (4%) or strongly disagreed (8%). 20% of the participants strongly agreed and 28% agreed. The results align with Amberg and Fogarassy (2019) who stated that environmentally friendly packaging does influence purchasing decisions. Participants that felt neutral about the question could easily be swayed by a manufacturer through incentives as they were not disinclined.

Q7. THE PRICE OF A COSMETIC PRODUCT INFLUENCES YOUR PURCHASING DECISION.

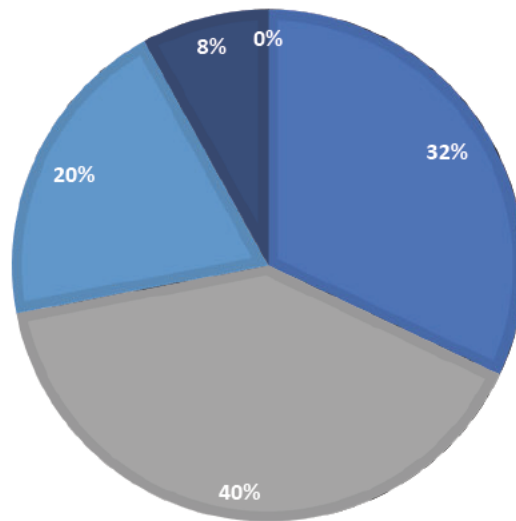
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree



Question 7 evaluates whether the price of cosmetic products influence participants' purchasing decision. Most of the participants believe that the price of a cosmetic product strongly influences their purchasing decision with 40% strongly agreeing and 32% agreeing. 16% of the participants said that they neither agreed nor disagreed and 12% said they disagree. None of the participants stated that they strongly disagree with this statement. This is in line with Lin (2018) who mentioned that the Cosmetic Toiletry and Perfumery Association (CTPA) stated that the price of a cosmetic product influenced purchasing decision.

**Q8. PRODUCTS THAT ARE ENVIRONMENTALLY FRIENDLY ARE
THOUGHT OF AS BEING MORE EXPENSIVE.**

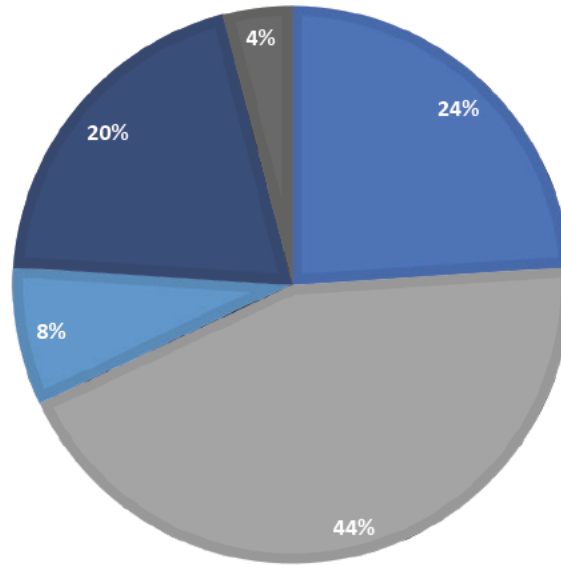
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree



Question 8 shows that products that are environmentally friendly are thought of as more expensive by the participants. Most of the participants either strongly agreed or agreed with this statement, with 32% strongly agreeing and 40% agreeing. 20% neither agreed nor disagreed, 8% disagreed and interestingly no-one strongly disagreed. Scott and Vigar-Ellis (2014) stated that most consumers are not willing to pay a premium for environmentally friendly packaging. If a consumer has the perception that cosmetic products that make use of environmentally friendly packaging are more expensive, they may not consider purchasing them if they are price conscious.

Q9. WOULD YOU CONSIDER YOURSELF BRAND LOYAL?

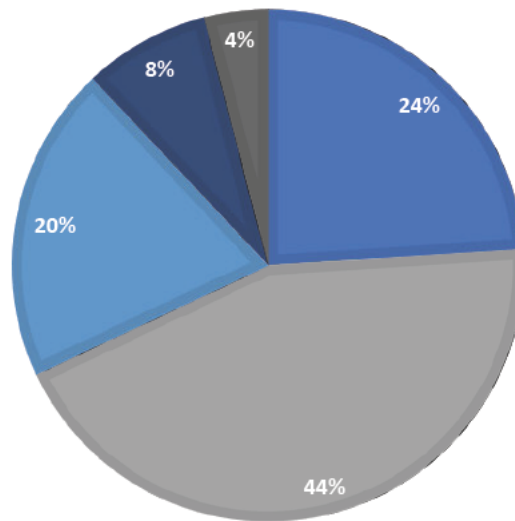
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree



Question 9 indicates whether participants thought of themselves as being brand loyal. This question was focused around gaining an understanding of whether the participants viewed themselves as brand loyal. The results of this question could then be compared to the following question which asked whether brand loyalty affected cosmetic purchasing decisions. This would aid in evaluating whether the cosmetic market's customers were more or less brand loyal than they were on all products in general. The results showed that most participants either strongly agreed or agreed with the statement, with 24% strongly agreeing and 44% agreeing. 8% neither agreed nor disagreed and 20% disagreed. Only 4% of the participants strongly disagreed with the statement implying that they are not brand loyal at all and would probably evaluate each product individually when making a purchasing decision not taking into consideration what brand it is associated with.

**Q10. DOES BRAND LOYALTY IMPACT YOUR PURCHASING
DECISION RELATING TO COSMETIC PRODUCTS.**

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree



Question 10 analyses participants brand loyalty specifically when looking at cosmetic products. The results of this question can be compared to the previous question which showed that the participants were more brand loyal when it comes to cosmetic products compared to purchasing in general. The only difference was a 12% increase in consumers who considered themselves to neither agree nor disagree and a 12% reduction of participants who stated that they disagreed with being brand loyal when it comes to cosmetic products. This indicates a clear, however marginal difference in how participants were more brand loyal when it comes to cosmetic products than products or services in general. This proves that the cosmetic market is indeed a brand loyal market and that large established brands have a clear advantage in consumer preference according to (Amberg & Fogarassy, 2019). This makes it clear that large established brands would benefit the most from the use of environmentally friendly cosmetic packaging.

Conclusion

The research question was, “how does the use of environmentally friendly cosmetic packaging, influence a consumer’s purchasing preference?” The first objective was to identify the effect environmentally friendly cosmetic packaging has on consumer preference. The reviewed literature as well as the quantitative research conducted proved the use of environmentally friendly cosmetic packaging has a positive influence on consumer purchasing preference. The research performed was specific to KwaZulu-Natal, South Africa and the survey done was in the form of a questionnaire. These findings proved that it could be financially beneficial for large established cosmetic manufacturers to make use of environmentally friendly packaging. This is because they have a clear advantage when it comes to consumer loyalty as deduced from the reviewed literature and fieldwork (Amberg & Fogarassy, 2019).

However, the use of environmentally friendly cosmetic packaging will not result in a large increase in consumer purchasing. It would still make sense to transition from more traditional packaging to packaging that is environmentally friendly. This would lead to an increase in consumer preference over equivalent products.

One of the objectives was to examine the link between consumer willingness to purchase cosmetic products that make use of environmentally friendly packaging and the products price. The price of a product would affect the increase in sales and the reviewed literature indicates that many consumers are price conscious especially in South Africa with widespread inequality according to Scott and Vigar-Ellis (2014).

Another objective was to determine the effect of consumer awareness of environmentally friendly cosmetic packaging on their purchasing decision. A consumers’ awareness of environmentally friendly packaging would also play a role. Almost all consumers are aware of environmentally friendly packaging and the effects of traditional packaging on the environment (Orzan et al., 2018).

The impact of brand loyalty on consumer decision making when purchasing cosmetics that make use of environmentally friendly packaging was also analysed. As the cosmetic market is more brand loyal this could also prevent consumers switching to a brand that makes use of environmentally friendly packaging from one that does not. Environmentally friendly

packaging will not diminish consumer preference and would make sense for larger cosmetic manufacturers to incorporate it.

It was noted that the primary household shopper has a significant say over what cosmetic products other individuals in the household consume. It was discovered that most primary household shoppers are female (Adams, 2019; CPG et al., 2019), that women are more likely to purchase natural cosmetic products (Matic & Puh, 2015; Amberg & Fogarassy, 2019) and their most purchased items were cosmetic products (CPG et al., 2019). It could be said that they are the most important group to market products to.

A consideration to be made would be that consumers purchase cosmetic products for their consumption and not for the packaging. The effectiveness of them as a product will supersede the packaging, however sustainable it may be.

Heuristic value of the study

The research could be expanded in future to include the whole of South Africa with a larger sample population increasing accuracy and allowing the findings to be generalisable. Research can also be done on how the age of consumers affects their purchasing decisions regarding environmentally friendly products. This is supported by Kapoor et al. (2019), who suggests that consumer preference changes more with age than it does with gender. Research could be specifically done on low income groups which make up the majority of the market.

Ethical considerations and limitations

Ethical considerations

1. Informed consent

Participants were briefed about the research study. The reason why the study was being conducted was explained to each participant. The researcher was honest with participants about the intended use of the research. They signed and acknowledge that they were informed on the purpose of the research. Participants gave written informed consent for their answers to be used in the study.

2. Voluntary participation

Participation in this study was voluntary and no individuals were obligated to take part.

3. Anonymity and confidentiality

The participant's answers will always be kept confidential and anonymous. All data was shared in a group context, to protect the identity of the participants. The privacy of all participants was taken seriously, and personal information will not be shared unless required by law.

4. Rights to accept or withdraw from the study

The participants were not forced into participating in the study. Participants had the option to opt out of the study at any time. Participants can also retract or ask for their answers not to be used should they change their mind.

5. Data is used for academic purposes only

The data collected in the study will only be used for academic research. The data will not be distributed or resold without consent. Only the researcher and supervisor have access to the data.

6. Avoiding harm

The data will not cause harm on any of the participants or the public. The study was done purely for research. The surveys were done individually which would limit participants feeling embarrassed in front of others. Considerations were given to the phrasing of questions to ensure no harm was caused.

7. Bias

The data will not be manipulated in any way. The research supervisor will ensure that the researcher did not demonstrate bias.

Limitations

Research limitations are a research study's constraints that are out of the researcher's control (Du Plooy-Cilliers et al., 2014).

Sample Size

- Difficult to access required sample size due to Covid-19 pandemic.
- Sample size limited to 25 participants.
- Sample size relatively small in comparison to population.

Sample Profile

- Covid-19 affected accessible population.
- Accessible population are more financially well off than the average population due to accessibility which would skew the results.

Data-collection method

- Originally chosen data-collection method not possible due to Covid-19 pandemic.
- Recruitment through WhatsApp.
- Surveys completed using SurveyMonkey.
- Data is limited to statistical results.
- Online survey misinterpretation.

Time and timing of study

- Specific deadlines.
- Covid-19 pandemic affected deadlines.
- Relatively short period of time.
- Working full-time while studying in the evenings left researcher with little time.

Geographical

- Accessible population is limited to an upper-middle class area.
- Other areas not accessible due to Covid-19 lockdown.
- Lockdown limitations with traveling.

Generalising

- Not being able to generalise results to a broader population.
- Surveys were done online which would mean the participants have internet access.
- Not a true representation of the entire population.
- Assumption was made that everyone understood the questions.

Financial limitations

- Researcher has financial limitations.
- No funding received for the research.

Language barriers

- The study was done in English.
- Not all of the target population can read or speak English fluently.

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Annexure A: Consent Form

Explanatory information sheet and consent form for participants

To whom it may concern, my name is Daniel Jeffrey Cooper and I am a student at Varsity College. I am currently conducting research under the supervision of Kogie Moodley about the effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal. I hope that this research will enhance our understanding of the cosmetics market and consumers attitude towards environmentally friendly packaged cosmetic products. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. 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.

What will I be doing if I participate in your study?

Your participation will involve filling out a questionnaire. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. No one including anybody at Varsity College, will have access to your interview information.

What will happen to the information that participants provide?

The questionnaires will be compiled and included in my research report, which is a requirement to complete my Bachelor of Commerce Honours in Management. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Daniel Cooper

The contact details of my supervisor are as follows:

Kogie Moodley

Consent form for participants

I, _____, agree to participate in the research conducted by Daniel Cooper about the effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal. This research has been explained to me and I understand what participation in this research will involve. I understand that

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

Annexure B: Questionnaire

The effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal.

Only answer the below questions if you purchase cosmetic products in KwaZulu-Natal and are over the age of 18.

1. What is your gender?
 - a. Male
 - b. Female
 - c. Other
2. Are you the primary household shopper and if so do you choose what products individuals in your household use or do they choose for themselves?
 - a. Yes, you choose
 - b. Yes, they choose
 - c. No, I'm not the primary household shopper
3. A cosmetic product's packaging is important.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
4. Are you aware of environmentally friendly cosmetic packaging?
 - a. Very aware
 - b. Aware
 - c. Somewhat aware
 - d. Unaware
5. Are you aware of the impact cosmetic packaging has on the environment?
 - a. Very aware
 - b. Aware
 - c. Somewhat aware
 - d. Unaware
6. Environmentally friendly cosmetic packaging influences your purchasing decision.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
7. The price of a cosmetic product influences your purchasing decision.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree

8. Products that are environmentally friendly are thought of as being more expensive.
- a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
9. Would you consider yourself brand loyal?
- a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
10. Does brand loyalty impact your purchasing decision relating to cosmetic products?
- a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree

Done

Annexure C: Ethical Clearance



21 July 2020

Student name: Daniel Cooper

Student number: 15005969

Campus: Varsity College Durban North

Re: Approval of HBCM Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

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 your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

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

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) will need to obtain Gatekeeper approval/permission letter/s and have handed this to the supervisor for verifying.
3. The researcher(s) may only use the data collected for research purposes and in no other way.
4. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
5. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
6. No names or identifying information of participants may be used within the research and the research must be voluntary.
7. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:

Campus Postgraduate Coordinator (CPC):

Dr Razia Khan

Annexure D: Originality Report

8

Daniel Cooper

6

VClean

VC Support

My Library

RESM8419P_2020_HBC1P_VCDN1

Safe Assign

Review Submission History: Research Report 1

RESM8419P_2020_HBC1P_VCDN1

Module Home Page

GETTING STARTED:
Module Information
Module Lecturer
Calendar

MODULE CONTENT:
Learning Units
More Resources
Blackboard Collaborate

QUICK LINKS:
Blogs
Journal
Wiki
Discussions
Safe Assign
Screen layout
OneNote Class Notebook and Office 365

Review Submission History: Research Report 1

Assignment Instructions

1 / 59

DANIEL COOPER

15005969

10 901 Words

Assignment Details

MARK

LAST MARKED ATTEMPT

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ATTEMPT 2

24/08/20 21:16

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SafeAssign

81% overall match

Submission

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OK

Start New

Annexure E: Concept Document

The effect of environmentally friendly packaging on consumer preference within the cosmetics industry in KwaZulu-Natal.

Research Purpose	Primary research question	Research rationale	Seminal authors	Literature Review	Paradigm	Approach	Data collection method	Ethics	Key findings
Correlation between cosmetic products that make use of environmentally friendly packaging and consumer preference.	How does the use of environmentally friendly cosmetic packaging influence a consumer's purchasing preference?	The impact of waste in the environment as a result of packaging is important for organisations to become more environmentally sustainable. Packaging of cosmetic products poses an environmental threat since they are harmful both during production and disposal	(Ajzen 1991) (Kumar 2012) (Amberg & Fogarassy 2019) (Moser 2015) (Lin et al 2018) (Borin et al 2013) (Kapoor et al 2019) (Magnier & Crie 2015) (Feng 2016) (Mashavha 2016)	Theme 1 The cost considerations of environmentally friendly packaging Theme 2 Consumer awareness as a determinant of consumer preference Theme 3 Brand loyalty in the cosmetics industry Theme 4 The influence of a household's primary shopper on purchasing decisions	Positivism Epistemology Objective observable evidence Ontology Single objective and stable social and physical external reality that is governed by laws Axiology Research that is objective in nature and free of personal bias Methodology Experimentalist	Quantitative	Survey/Questionnaire	Informed consent Voluntary participation Anonymity and confidentiality Rights to accept or withdraw from the study Data is used for academic purposes only Avoiding harm Bias	Environmentally friendly cosmetic packaging has an effect on consumer preference Consumers are price conscious Consumers are aware of environmentally friendly cosmetic packaging Cosmetic consumers are brand loyal The primary household shopper has power over the products individuals in the household use Key contribution Whether it makes financial sense for cosmetic manufacturers in KZN to incorporate more environmentally friendly packaging into their products Increased environmentally friendly cosmetic packaging awareness
	Sub- research questions					Population	Data analysis		
How does price impact a consumer's purchasing decision with regards to cosmetic products that make use of environmentally friendly packaging?	Consumers who purchase cosmetics in KZN					Descriptive statistics			
How does awareness of environmentally friendly packaging impact a consumer's cosmetic purchasing decision?	Sampling								
How does brand loyalty affect a consumer's decisions when purchasing cosmetics that make use of environmentally friendly packaging?									
Objectives									
To understand the effect of environmentally friendly cosmetic packaging on consumer preference									
To examine the link between consumer willingness to purchase cosmetic products that make use of environmentally friendly packaging and the products price	Non-probability Non-experimental Convenience sampling 25 participants								
To determine the effect of consumer awareness of environmentally friendly cosmetic packaging on their purchasing decision									
To investigate the impact of brand loyalty on consumer decision making when purchasing cosmetics that make use of environmentally friendly packaging									
Limitation Sample size Sample profile Data-collection method Time and timing of study Geographical Generalising Financial limitations Language barriers									