



An Exploratory Study on Consumers Perceptions of Green Branding in the Cosmetics Industry

Carla van der Merwe



HBSM422

RESE8419

Dr Tish Taylor

Summative Research Report

14 December 2020

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

Word Count: **11 767**

Abstract

Consumers are becoming environmentally conscious and are considering the protection of the environment as part of their purchase decision due to the increasing rise of global pollution (White, Hardisty & Habib, 2019). Therefore, organisations are adapting to this increasing demand for environmentally friendly products in order to increase brand equity (Amberg & Fogarassy, 2019). Due to the above information, this qualitative study explores the consumer perceptions of green branding in the cosmetics industry. The research was conducted using an interpretivist paradigm and an exploratory research design. Data was collected through use of open-ended, online questionnaires which enabled the researcher to gain an in-depth understanding of the participants' perceptions of green branding in the cosmetics industry (Dawer, 2019). Findings indicated that consumers encourage cosmetics brands to incorporate green branding into organisational practices and have positive perceptions of cosmetics brands that utilize green branding. However, green branding is not an overarching determinant on consumer purchase intentions. Quality and how well the products work are the main determinants for consumer loyalty or consumer purchase intention. Therefore, the results of the study contribute to providing cosmetics brands with evidence to utilize green branding as a tool to increase brand equity and develop positive consumer perceptions.

Table of Contents

Abstract.....	2
INTRODUCTION	5
Contextualisation	5
Rationale	6
Problem Statement.....	7
Research goal	8
Research Questions.....	8
Research Objectives	8
LITERATURE REVIEW	8
Theoretical Foundation	8
<i>Brand Awareness</i>	9
<i>Brand Associations</i>	11
<i>Perceived Quality</i>	11
<i>Brand Loyalty</i>	12
Conceptualisation	13
Review of Previous Literature.....	14
METHODOLOGY	18
Research Paradigm.....	18
Research Design	19
Population	20
Sampling	21
Data Collection Method	22
Data Analysis Method	24
FINDINGS AND INTERPRETATION	26
Trustworthiness.....	34
CONCLUSION.....	35

Evaluation of Research.....	35
Anticipated Contribution	35
Ethical Considerations	36
Limitations.....	36
Conclusion	37
Appendix A: Final Research Report Summary Table	Error! Bookmark not defined.
Appendix B: Questionnaire	Error! Bookmark not defined.
Appendix C: Letter of Consent.....	Error! Bookmark not defined.
Annexure D: Ethical Clearance Letter.....	Error! Bookmark not defined.
REFERENCE LIST	Error! Bookmark not defined.
Table 1: Summary of Identified Themes	27

INTRODUCTION

The following study will explore consumer perceptions of green branding in the cosmetics industry. The study will explore how green branding and environmentally friendly products in the cosmetics industry are perceived by consumers and will be discussed in more detail below.

Contextualisation

In recent years, environmental protection and green branding trends have resulted in the change of consumer demand and behaviour. Due to the increasing rise of global pollution, consumers are becoming more interested in leading an environmentally friendly lifestyle as they realise their choices may influence future generations. Therefore, these consumers are considering the protection of the environment as part of the purchase decision (White, Hardisty & Habib, 2019).

In modern marketing, the term “green” has become associated with the words “organic” or “sustainable” and when consumers see the term “green”, they will automatically make eco-friendly assumptions about the brand or product (March, 2018). Consumer concerns for the environment have progressively increased and keeping the environment clean, as well as, maintaining a healthier lifestyle is becoming a purchase decision consideration (White, Hardisty & Habib, 2019). Awareness of environmental deterioration has made consumers conscious of the importance of purchasing green products (Stagia, 2020). Green branding refers to the production of products that are presumed to be environmentally safe and includes packaging changes, product modifications, and changes to the production process of the products to produce a less negative effect on the environment (Ward, 2020).

Modern consumers are also becoming more concerned about physical appearance, due to the influence of social media, resulting in the cosmetics industry witnessing a significant change in the 21st century (Moore, 2019). Previous research has shown that modern consumers will be more likely to purchase environmentally friendly cosmetics products, in an attempt to reduce their negative environmental impact (March, 2018). Due to this higher demand for environmentally friendly products, the cosmetics industry has become one of the largest industries to adopt a green branding approach, producing sustainable and animal cruelty free products which contribute to the organisations overall brand equity (Amberg & Fogarassy, 2019).

A lot of research has been conducted on green branding, however many approach the topic from a quantitative perspective and focus on the drivers of green brand equity (Bhat, Darzi & Parrey, 2014; Chen, 2010), antecedents of green brand equity (Ng, Butt, Khong & Ong, 2013), measuring green brand equity (Li, Li & Sun, 2019), green consumer behaviour (Amberg & Fogarassy, 2019), the influence of green branding on brand effect (Kim & Periyayya, 2013), consumer attitudes toward green cosmetics (Lin, Yang, Hanifah & Iqbal, 2018) and the role of green marketing and brand equity on green purchasing decision (Sanidewi & Paramita, 2018). Limited studies have explored green branding from a consumer's perspective, specifically within the cosmetics industry. This project aims to fill the gap by providing a qualitative perspective of consumers perceptions of green branding within the cosmetics industry.

Rationale

A study conducted by Strauss at Zero Waste (2019) found that more than 120 billion units of packaging are produced every year by the global cosmetics industry where most are not recyclable as many come packaged in plastic. Research conducted by Garnier found that 4.5 million people do not recycle their cosmetics products due to the inconvenience, therefore further harmfully impacting the environment (March, 2018).

However, consumers are still showing a great interest in the need for more sustainable cosmetics brands as they want to feel better about their purchases without the effort or inconvenience of recycling the products (Moore, 2019). Amed and Berg (2019) revealed that 66% of global millennials are willing to spend more on sustainable brands, therefore creating more opportunities for cosmetics brands to rebuild their identities by becoming environmentally friendly and sustainable.

According to Lin *et al.*, (2018) there has been a progression in the environmental consciousness of consumers, which has become more of a mainstream issue. As a result, consumers are becoming concerned with the organisational practices of cosmetics brands, forcing them to change their behaviour and become greener (White, Hardisty & Habib, 2019). Studies have shown that consumers are now actively seeking further information when considering cosmetic purchases, which results in a competitive advantage, loyal consumers and increased brand equity for brands that are more sustainable and who transparently communicate (Khandelwal, 2019).

The study will explore consumer perceptions of green branding in the cosmetics industry by means of Aaker's brand equity theory/model. Organisations may be able to use the information obtained from the study to gain a better understanding of potential consumers as well as how to target consumers with similar values. Organisations may also be able to use the study as the basis from which to retain current consumers and attract new consumers thereby creating a competitive advantage in the industry.

Problem Statement

The cosmetics industry has become incredibly competitive and global, where quality, efficiency, and safety are all highly important factors (Bhat *et al.*, 2014). Consumers have become more aware of how their actions have an influence on the environment as well as becoming extremely refined, demanding scientific product development and environmental protection from sustainable brands (Khandelwal, 2019).

Therefore, in response to consumer demands for organisations to become more environmentally responsible, more cosmetics brands have taken a strategic approach to practice green branding. This is done in order to strengthen brand equity and potentially increase the organisation's long-term success by creating a loyal consumer base (Camilleri, 2017).

According to Cosmoprof (2019), 66% of global Millennials are willing to spend more on sustainable products, creating opportunities for cosmetics brands and their supply chains to rebuild their identities and go green. This environmental era allows cosmetics brands to identify opportunities to augment their products' environmental credentials in order to strengthen their brand equity (Chen, 2010). Brand equity is perceived as the whole set of consumers' perceptions about a brand, leading to a consumer's knowledge about the brand (Šalkovska *et al.*, 2015). It is important for consumers to remember the brand, believe in the value of the brand and maintain positive associations with the brand (Šalkovska *et al.*, 2015).

The study therefore aims to explore consumers perceptions of green branding in the cosmetics industry to understand brand equity. The researcher hopes to enable cosmetics brands to utilize green branding as a tool for brand equity in order to increase organisational success.

Research goal

The purpose of this qualitative study is to explore consumer perceptions of green branding in the cosmetics industry. The researcher aims to explore green brand equity in terms of brand awareness, brand associations, consumer loyalty, as well as perceived quality of cosmetics.

Research Questions

- What are the consumer perceptions of green branding in the cosmetics industry?
- How do consumers respond to green branding in the cosmetics industry?
- How does green branding contribute towards consumer purchase intention in the cosmetics industry?

Research Objectives

- To explore consumer perceptions of green branding in the cosmetics industry.
- To explore consumer response towards green branding in the cosmetics industry.
- To explore if the pursuit of green branding contributes towards consumer purchase intention in the cosmetics industry.

LITERATURE REVIEW

The following literature review will serve to evaluate the theoretical foundation and previous literature surrounding brand equity and green branding in the cosmetics industry in order to gain an understanding of consumer perceptions on this phenomenon. The purpose of this is to gain relevant material to enhance this study and address the research problem ensuring that a valuable contribution is made to the field of research (Du Plooy-Cilliers, 2014)

Theoretical Foundation

For the purpose of the study, the researcher will make use of Aaker's Brand Equity model (1991) which theorises that brand equity adds value to an organisation and acts as a framework for understanding the power of consumer perceptions. This value may be reflected in how consumers think, feel and act with respect towards the brand and consists

of four components: perceived quality, brand awareness, brand image and brand loyalty (Aaker, 2016).

Keller (1993) suggests that consumer-based brand equity is the result of various influences of brand knowledge on consumer response to the brand. However, Aaker (1991) suggests that brand equity is a different response from the consumer to the product due to the knowledge of the brand due to the marketing efforts of the product.

Once consumers are exposed to green branding information, previous perceptions of brand awareness, brand associations, perceived quality, brand loyalty and overall brand equity will change. These consumers will then form perceptions about the brand that are based on the previous brand knowledge as well as the new information that they are receiving therefore changing the overall consumer perceptions as well as brand equity (Aaker, 2016). Therefore, understanding the relationship between consumer perceptions and green branding requires the understanding of the consumers perceptions of green branding in terms of brand awareness, brand associations, perceived quality, and brand loyalty.

Brand Awareness

Aaker (1991) has defined brand awareness as “the strength of a brand’s presence in the customer’s mind”. Brand awareness emphasises the recognition of a brand when customers purchase a product or service, and higher brand awareness leads to customers having higher purchase intentions thus increasing future profitability of the organisation (Aaker, 1991).

Aaker (1991) proposes green brand awareness is the ability for a buyer to recognise and recall that a brand is environmentally friendly. Consumers who have environmental concerns will often search for brands that are in line with their beliefs and values, where purchase decisions are positively influenced by green products and brand awareness (Young, 2018). Exploring consumers perceptions of green brand awareness will provide the researcher with an understanding of the cosmetics brands considered by consumers during the decision-making process.

As previously stated, an increase of environmentally consciousness by consumers drives an increase in cosmetics brands participating in green branding. According to Aaker (1991),

top-of-mind, brand knowledge and brand recall creates more meaning and more value to the brand. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall and Aaker (2016), states that brand awareness must precede brand associations where a consumer must first be aware of a brand in order to develop a set of associations.

Strong brand awareness occurs through multiple simultaneous efforts conducted by a brand in order to create a lasting impact on consumers such as by developing a brand personality, socialising with consumers online to create a greater online presence as well as creating an impact through interacting with various content that is in line with the organisational values (Camilleri, 2017). Consumers that are impacted by the brands efforts will often do more research on the brand as well as enable consumers to share the brand's content online and create awareness in other consumers that may have similar values therefore resulting in increased brand equity (Kapoor *et al.*, 2019). Once consumers are aware of a brand, they start to recognise the brand without assistance and will seek out the brand to make purchases as well as potentially prefer the brand over similar brands, therefore establishing brand loyalty and positive associations (Aaker, 1991).

Modern consumers often look for brands that add the most value to their lives and their purchasing decisions may be determined by peer recommendations either directly, or through social media (Kapoor *et al.*, 2019). Modern consumers can be defined as consumers that look to the internet or technology to search for information, consumers that are embracing technology for smart shopping experiences and are part of the social media community on various online platforms (Fromm, 2019). Previous studies have shown that modern consumers take purchase decisions seriously and are willing to spend more time online to research the brand as well as research consumer reviews to determine whether the brand may create value and whether the brand has similar values (Amberg & Fogarassy, 2019).

Studies by Shavit and Barnes (2009) and Nadeem *et al.*, (2020) have shown that modern consumers consider peer acceptance to be an important aspect to create a sense of belonging. Brand awareness can be created by word-of-mouth where consumers will become aware of a brand through peer recommendation. These consumers will use the information received to conduct more research about the recommended brand online (Tariq, 2017).

Brand Associations

Brand associations refers to “perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller, 1993). Positive brand associations enable brands to differentiate themselves from their competitors and help consumers understand information as well as provide consumers more reasons to purchase products or services from a particular brand (Aaker, 1991). This may potentially stimulate consumer loyalty and result in an increase in competitive advantage for the organisation (Pahwa, 2020).

Consumers increasing awareness of environmental factors, results in brands incorporating sustainable practices into the organisation’s core values. Green branding not only creates brand awareness among consumers, but also leads to positive brand associations in the minds of potential consumers (Young, 2018). The cosmetics industry is focused on personal image and perceptions of beauty, therefore, these brands must be inspirational in a responsible way to stand out from competitors and to also gain brand value from their consumers (Luenendonk, 2016). A successful way to achieve this is by participating in green branding practices and creating positive brand associations that correspond with modern consumers’ growing demands for sustainable and eco-friendly products.

According to the research conducted by Huang (2017), brand associations play an important role in creating value and differentiation. These findings suggest that consumers would pay a premium price for their favourite brand compared to purchasing a generic or an unfamiliar brand (Huang, 2017). The researcher acknowledges that this may not always be the case as many consumers are price conscious and will often consider switching to a more affordable brand with similar qualities. However, brand associations may cause consumers to stay loyal to a brand despite having a more affordable option.

Perceived Quality

Perceived quality refers to a consumer’s judgments on the overall features of a brands' product or service and higher levels of quality result in higher levels of consumer satisfaction (Kotler & Keller, 2012). The perceived quality of a product or service can vary based on different consumer perceptions and the level of perceived quality determines the level of brand equity (Marakanon, 2016). Various studies have shown a positive relationship between consumers’ perceived quality of products and a brands profitability (Tariq, 2017).

Boulding, Staelin and Zeithaml (1993) argued that quality is directly influenced by brand associations. Since consumers are unable to make complete judgements of the actual quality of a brand, these consumers use the perceived quality of a product to judge other aspects of the brand as well (Rivera, 2016).

Smith (1996) proposes that one of the benefits that consumers can obtain through purchasing from brands that are involved in green branding is the benefit of feeling good for contributing towards the environment or by giving back through purchasing. Other authors have argued that the feeling of being helpful to other people or the environment, through the act of purchasing, brings emotional benefits to consumers thus increasing the overall perceived quality of the brand (Dias, 2015).

Rudominer (2016) found that consumers are willing to pay more for products that are eco-friendly, where 73% of modern consumers are willing to pay more for sustainable offerings. Therefore, green branding can affect the profitability, the perceived quality and target market of the brand (Rudominer, 2016).

Green branding is associated with terms such as 'organic', 'natural' and 'animal cruelty free' and these terms are also associated with health benefits and promoting a more sustainable lifestyle (March, 2018). This has contributed towards the higher demand for sustainable products, as consumers want to feel good about their purchases as well as receive additional benefits such as the thought of better health, therefore increasing the perceived quality of the brand (Moore, 2019).

Brand Loyalty

Brand loyalty is defined as a deep commitment to purchasing favourable products from the same brand in the future on a regular basis (Wachtel, 2020). Due to this, brand loyalty is often viewed as the most important source in brand equity and provides an indication of the organisation's performance through a competitive advantage (Taplin, 2017). In order to establish brand loyalty, a brand has to develop similar goals and objectives to that of their target audience that can result in consumer retention or encourage consumers to switch as well as create a barrier to competition (Shaw, 2018).

Aaker (1996) states that green branding may be valuable in strengthening trust and the consumers attachment to the brand. Previous research by Youjae and Bagozzi (2015) indicates that cosmetics brands that practice green branding have a direct influence on brand loyalty as modern consumers develop a more positive brand evaluation and are able to identify more strongly with the brand (Shaw, 2018). It is arguable that a consumer's previous level of brand loyalty may be affected by the exposure to green branding information about a brand, thus positively influencing the change in overall brand equity.

Due to the increasing rise of eco-friendly cosmetics brands, the researcher acknowledges that consumers may be easily persuaded by competing brands as many brands are becoming more conscious of ingredients and animal testing, thus it is important to note that consumers may be loyal to more than one brand where they may prefer certain products over others. However, brands that are taking additional initiatives by including recycled packaging and donations to environmental causes, such as Lush, have shown a higher response from modern consumers as the overall brand value has ultimately increased (Landrum, 2017).

In light of the growing demand for eco-friendly and sustainable products, researchers such as He and Lai (2014) have examined the relationship between green branding and the dimensions of brand equity and found that green branding practices can have a positive influence on brand loyalty and organisational performance regarding the reputation of an organisation. Other researchers such as Huang and Watson (2015) have agreed that green branding can perform positive impacts and change on the organisation's performance due to the increase in brand equity. It may be argued that consumers are still supportive of cosmetics brands due to other reasons such as personal preference, however, in light of the above information it can be seen that green branding has a significant impact on the growing consumer demand and may have a positive influence on consumer perceptions.

Conceptualisation

Brand: An identifying symbol, name or word that distinguishes one organisation from another (Kenton, 2020). A brand can also be defined as a person's perception of a product, service or organisation (McLaughlin, 2011).

Brand Equity: A set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand (Aaker, 1991).

Brand Value: Refers to the financial worth of a brand where a set of brand assets and liabilities adds to or subtracts from the value provided by a product or service to a brand and the brands customers (Aaker, 1991).

Consumer Perceptions: Refers to a marketing concept that encompasses a consumer's impression, awareness or consciousness about an organisation or its offerings (LaMarco, 2018).

Cosmetics Industry: An industry that manufactures and distributes cosmetic products such as make-up, skincare, haircare, and toiletries (Rajput, 2016). The study will specifically reflect on products such as make-up and skincare.

Green Branding: Organisations that go beyond traditional marketing by promoting environmental core values and becoming a sustainable brand that cares about conservation and responsible business practices in addition to making a profit (Grant, 2019).

Review of Previous Literature

Previous research indicates that consumers are becoming more environmentally and socially aware, therefore, in response to consumers and society demands for organisations to become more environmentally responsible, more brands have taken a strategic approach to incorporate green branding into the brands' core value propositions in order to strengthen brand equity and potentially increase the brands long-term success (Camilleri, 2017). Previous research also shows that green branding has an influence on consumer perceptions. By incorporating green branding factors such as environmentally friendly packaging, recycled materials and animal cruelty free production, brands are able to increase their brand equity as well as create a positive influence on consumer perceptions (Amberg & Fogarassy, 2019). The researcher will address these key issues in more detail below.

There are various views regarding the relationship between green branding and brand equity as some researchers believe that brands are able to increase long-term success while other researchers argue that green branding would only distract these brands from the economic role of profit generation (Hasan, 2017).

Consumers play an important factor in the success of an organisation and it can be argued that a brands green branding practices are largely influenced or determined by the brands' target audience, therefore placing more importance on understanding the target audience (Stankovic, 2019). It is debatable whether some cosmetics brands are interested in becoming more environmentally conscious to reduce their carbon footprint, while attracting like-minded consumers, or whether these brands are simply following consumer purchasing trends for financial gain.

Green cosmetics can be defined as a multileveled concept for the preservation of the environment, minimal production of pollution, minimal use of non-renewable resources and animal welfare (March, 2018). Thus, according to Chen (2010) green brand equity can be defined as a set of assets and liabilities of the commitment of the environment and various environmental factors that are associated with the brand. Studies have shown that current marketing trends are turning towards natural solutions for cosmetics as there is a rising concern for health and the environment. Due to this, there has been a noticeable change in consumer purchasing behaviour for green products, despite the comparatively higher prices (Stagia, 2020). Modern consumers who are more open to innovation are more likely to purchase green cosmetics and a study conducted by Tariq (2017) states that by purchasing green products, consumers feel a sense of personal responsibility towards the environment while still maintaining the same level of satisfaction received from the product itself.

Studies by McDonald *et al.*, (2012) and Kapoor *et al.*, (2019) have shown that more cosmetics brands are considering adopting green branding as a strategic move as they are able to attract the growing numbers of environmentally aware consumers as well as retain these consumers (Strauss, 2019). Aulina and Yulianti (2017) state that addressing consumer demands are highly important in order to influence the consumer perceptions of the brand as well as achieve the most successful and profitable results.

Green and Peloza (2011) believe that consumers only support firms that practice green branding if they are able to receive some form of value from the purchase. Green branding

assertations such as '100% recyclable' or 'animal cruelty free' may add to the overall value proposition when making a purchase (Green & Peloza, 2011). This research indicates that consumers are more motivated by self-interest rather than the interest of society (D'Astous & Legendre, 2009).

Very few researchers have focused on green branding from an added value point of view and it may be argued that consumers are motivated more by self-interest as they have no interest in environmental factors or the eco-friendliness of a product. Instead, consumers' willing involvement with a brand that practices green branding can be due to a positive feeling for contributing towards a good cause. In this case, the consumer's decision to purchase a product is based on the self-satisfaction received from buying a product that they feel may result in good Karma (Cox, 2019).

In relation to this, social psychologists claim that millennials are more susceptible to emotional appeals in social marketing as they are dealing with self-acceptance and seek peer approval (White, Hardisty & Habib, 2019). As a result, these consumers are more easily manipulated into altering their consumer behaviour to seem more socially involved (Cox, 2019). Cosmetics brands are able to use the drive for self-acceptance and peer approval to generate a higher demand for their eco-friendly products, while catering to an eco-friendly target market, as well as potentially complying with governmental rules and regulations.

In consideration of this, brand equity is understood through brand awareness, brand associations, brand loyalty and perceived quality. Aggarwal (2004) suggests that information provided by a family member or friend can influence consumer perceptions about the brand and the formation of brand equity. Recent social norms, such as becoming vegan, or supporting environmentally friendly products are causing consumers to behave in certain ways, in order to seek social approval (Peattie, 2010). Therefore, the brand equity of a brand may be influenced by peer acceptance, resulting in consumers who are not necessarily loyal consumers, but rather influenced by their peers to gain acceptance.

With the evolution of dietary habits, such as veganism, many consumers are actively looking to purchase cruelty free products to match their ethical and environmentally sustainable lifestyles (Hammett, 2019). Brands such as Lush and The Body Shop have benefited from establishing themselves as the ultimate animal friendly cosmetics range through their green branding initiatives (Hammett, 2019). The ambition of these brands was to change consumer

perceptions and purchasing behaviours by gaining consumer trust (Hammett, 2019). These brands have managed to compete with other larger brands such as Mac, by differentiating themselves and creating the sense that consumers are benefiting from the brand by giving back.

A recent study shows an increase of 175% in vegan cosmetics launches over the past five years, which will permanently change how cosmetics are produced, tested, and sold (Igbal, 2019). Fact.MR (2019) determined that due to the rise of veganism in the cosmetics market, the worth of vegan beauty products is rising. The report states that the market for vegan cosmetics products is rising dramatically, due to the ever-growing consumer aversion to animal products. There is a growing desire to purchase products that address environmental issues, without compromising on quality, therefore fuelling the growth of the eco-friendly cosmetics industry, in an attempt to influence consumer perceptions and gain consumer loyalty (Fact.MR, 2019). As a result, we are seeing more established brands experiment and innovate to keep up with consumer demand, while eco-friendly and sustainable brands are disrupting the market entirely.

Since consumers use cosmetics products on themselves, it creates a personal interaction with the industry and, as a result, consumers are more willing to be informed about the green branding activities of cosmetics organisations. The cosmetics industry is known for pioneering natural and environmentally friendly products and, by practicing green branding, consumers are able to determine whether a cosmetics brand is reliable and honest or of high quality (Ponkanen & Wedendal, 2018). Majority of the green topics in the cosmetics industry are linked with the ingredients used in the products, packaging and animal testing therefore this will be the main focus of the study to explore consumer perceptions of green branding in the cosmetics industry.

METHODOLOGY

The following will outline the specific procedures the researcher will use to collect and analyse the information according to the phenomenon of this study.

Research Paradigm

The researcher wants to explore consumer perceptions of green branding in the cosmetics industry to gain a deeper understanding of this phenomenon. Due to the qualitative nature of the study, the researcher will make use of an interpretivist approach as the researcher aims to gain an in-depth understanding of consumer perceptions of green branding in the cosmetics industry (Du Plooy-Cilliers, 2014).

Interpretivism emphasises that people are fundamentally different and allows the researcher to gain an in-depth understanding of the topic in question, thus emphasising the use of a qualitative analysis (Dudovskiy, 2019). An interpretivist believes that knowledge of the perceived world is meaningful in its own terms and can be understood through careful use of interpretivist procedures (Dudovskiy, 2019).

Interpretivism enables researchers to interpret elements of the study, thus integrating human interest into a study (Stainton, 2020). Interpretivism also usually focuses on meaning to reflect on different aspects of the phenomenon (Stainton, 2020). Thus, since the researcher will make use of human subjects, with the aim of gaining an insight into participant's real life experiences of the research topic, the researcher deemed interpretivism to be the most appropriate paradigm for the purpose of the study.

Researchers Shamshad, Sarim, Akhtar and Tabash (2018) as well as Joseph (2015), made use of an interpretivist approach for similar studies, therefore this supports the researchers use of interpretivism as an appropriate paradigm for the purpose of the study. The study is focused on the perceptions of women, as women are the main target audience in the cosmetics industry, and the purpose of the study is to determine consumer perceptions of green branding within the cosmetics industry.

Ontology can be defined as the science or study of being and focuses on the nature of reality. Ontology is a system of belief that reflects an interpretation by an individual about what constitutes as a fact (Dudovskiy, 2019). The research will make use of humans to study

each participant's reality and perceptions towards green branding in the cosmetics industry as each individual has a unique reality or perception.

Epistemology is concerned with possibilities, nature, sources, and limitations of knowledge in the field of study and focuses on what is known to be true (Vanson, 2014). The researcher will gain knowledge through use of open-ended questionnaires in order to understand the various perceptions of the participants during the interviews (Du Plooy-Cilliers, 2014).

Axiology studies judgments about value and is engaged with the assessment of the role of the researcher's own value on all stages of the research process. Axiology primarily refers to the aims of the research (Deane, 2018). The unique perceptions of each participant will enable the researcher to gain a better understanding of how these perceptions have an influence on the brand equity of various cosmetics brands.

Research Design

The qualitative nature of the study will enable the researcher to study human motivation through the understanding of consumer perceptions. This will allow the researcher to gain a thorough understanding of the stated topic through qualitative data collection methods such as open-ended questionnaires (Pharm, 2015).

The researcher does not aim to offer conclusive results but rather to gain an in-depth understanding of the research problem, thus exploratory research was deemed as an appropriate research design (Dudovskiy, 2019). The researcher hopes to provide cosmetics brands with the information on how green branding can be utilized to increase brand equity in the future, thus exploratory research is flexible and provides a groundwork for future research (Pratap, 2018).

Previous studies conducted by Cowan and Guzman (2018) and Abdolvand and Charsetad (2013) have made use of an exploratory design, thus supporting the researchers use of an exploratory research design. The researcher also deemed an exploratory research design to be suitable for the purpose of the study due to the scarce amount of previous research conducted on consumer perceptions of green branding in the cosmetics industry in South Africa. This will further enable the researcher to explore the research questions, without the

intention of providing conclusive evidence but rather to gain a better understanding of the research problem (Dudovskiy, 2019).

Due to the explorative aim of the researcher, the researcher will make use of an inductive approach, which will enable the researcher to establish clear links between the research objectives and summary findings that have been derived from the raw data (Trochim, 2020). An inductive approach also provides the researcher with a systematic set of procedures for analysing qualitative data that can produce reliable findings (Thomas, 2006).

Aaker's Theory of Brand Equity (1991) applies to this research due to the similar purpose of brand equity and the researcher aims to use Aaker's (1991) theory to form more generalised assumptions to determine consumer perceptions of green branding in the cosmetics industry and whether green branding is important to increase brand equity.

The researcher will make use of a cross-sectional time dimension as the researcher wants to understand the influence of green branding on consumer perceptions at a specific point in time (Setia, 2016). Due to the social distancing implications of COVID-19, the researcher will draw data from online in-depth questionnaires to gain an understanding of the current consumer perceptions of green branding.

Population

Due to the focus of the study being on consumer perceptions of green branding in the cosmetics industry, the targeted population must be consumers that purchase their own cosmetics and make use of cosmetics products. In order to gain an in-depth understanding of the research problem, the targeted population is not required to be environmentally conscious. However, some form of understanding of eco-friendly practices, through previous exposure to green branding efforts or personal research, that are being used by various cosmetics brands such as animal testing on products, recyclability of materials or organic materials will be required for an in-depth understanding.

According to a study conducted by White, Hardisty & Habib (2019) more consumers are becoming environmentally aware and look to brands to embrace purpose and sustainability. According to another study conducted by TABS Analytics (2017), the group that purchases the most cosmetics are female consumers, thus female consumers were deemed as the

targeted population for the purpose of this study. Due to the size of the population, the researcher made use of the following parameters in order to gather research that is relevant to the research question:

Nature of population: Involves people as the unit of analysis (Du Plessis, 2012). Involves women that purchase and make use of cosmetics products, such as facial skin care and make-up products, to gain the necessary information required for the research problem.

The unique characteristics of the population: The targeted women would need to purchase their own cosmetics products, such as facial skin care and make-up products, as well as make use of these cosmetics products. These characteristics would provide the researcher with the necessary information required to gain an understanding on the phenomenon.

Target population: Due to time constraints and social distancing, the targeted population are women that purchase their own cosmetics products and make use of these products, such as facial skin care and make-up products, and live within Johannesburg.

Accessible population: The accessible population are women who live in Johannesburg and purchase and make use of cosmetics products, such as facial skin care and make-up products.

Sampling

Due to the qualitative nature of the research, the researcher deemed non-probability sampling as the most appropriate, which enabled the researcher to select samples based on the subjective judgement of the researcher to further conduct the qualitative study and gain an in-depth understanding (Foley, 2018).

Due to the qualitative nature of the study and limited access to participants, the researcher identified purposive sampling to be the most appropriate sampling method as the researcher will be able to purposively select participants based on the specific required characteristics for the purpose of the study (Crossman, 2020). As previously stated, the study sample must be female consumers that purchase and make use cosmetics brands, and based on these characteristics, the researcher used purposive sampling in order to gain the information

required to reach the research objectives. Due to the researcher also being within the targeted population, the researcher was able to easily select the participants from the researcher's personal contact list. As potential participants were known to the researcher, the researcher was able to select participants based on the characteristics required.

The researcher wants to gain an in-depth understanding of consumer perceptions of green branding and due to the limited time and the qualitative nature of the study, the researcher purposively selected specific participants that the researcher knows purchases cosmetics products and makes use of these cosmetics products themselves. The research compiled a list of women that the researcher knows to make use of and purchase cosmetics products. If a participant was unable to take part in the study, the researcher asked the next person on the list, through use of the messaging app, WhatsApp. The researcher stopped once samples have been collected from enough participants to achieve an in-depth understanding of the phenomenon, and these participants were then sent a link to the Survey Monkey questionnaire on WhatsApp.

The researcher understands that the sampling method used may be subjected to bias, however, due to exploratory nature and small sample size of the study, as a result of social distancing, the researcher aims at gaining a deeper understanding of each participants lived experience, and as such is expected to be subjective in nature (McCombes, 2020).

Data Collection Method

Due to COVID-19 and social distancing, the researcher is unable to approach participants to take part in the study as well as interview the participants face-to-face. Therefore, in order to ensure the safety of the participants and limit the spread of COVID-19, the researcher made use of open-ended online questionnaires through use of the online survey app, Survey Monkey. Open-ended questions supported the qualitative nature of the study as they required the participants to elaborate on their responses which enabled the researcher to gain a more in-depth perspective from the participants and an understanding of the research problem (Pharm, 2015).

Open-ended questions enabled the participants to express their opinion in their own words, therefore providing the researcher with real and unique consumer insights, as well as qualitative rich data (Cates, 2020). Open-ended questions would also enable the

participants to provide detailed information which would allow the researcher to gain a thorough understanding of the participants lived experience as well as support the exploratory nature of the study (Dawer, 2019).

The use of open-ended, online questionnaires will also limit the findings of the study, as probing questions could not be asked and non-verbal cues could not be interpreted, and the researcher will not be able to further investigate the complex opinions and emotions of the participants due to the researcher being unable to conduct these questionnaires in person. This will restrict the researcher from gaining a more in-depth understanding to the unique consumer perceptions (Bolderston, 2012).

The researcher made use of this data collection method by purposively selecting the sample participants to participate in the questionnaire. Once permission from participants was obtained, the consent form was completed, and the questionnaire was sent to participants via WhatsApp. Therefore, the data collected was of the targeted population of females that live in Johannesburg and make use of and purchase cosmetics products such as facial skin products and make-up.

The questionnaire consisted of a total of thirteen open-ended questions intended on exploring participant's perceptions on green branding in the cosmetics industry. The questionnaire consisted of open-ended questions to enable participants to provide answers according to their own insights and perceptions of the research question (Cates, 2020). The questionnaire includes the purpose of the study, which was explained to the participants prior to completing the questionnaire. All of the questions in the questionnaire required answering, therefore before participating in the study, the researcher informed participants that their details will remain secure and anonymous and that the collected data will only be used for the purpose that it was intended and described to the participants. The researcher also informed participants that they were free to end their participation in the questionnaire at any time and their data will not be included in the study.

The participants were encouraged to partake in the questionnaire at a time that was suitable to them, therefore once the participants have completed the questionnaires in their own time, the researcher was notified through the Survey Monkey app and the data was automatically recorded on the app. By encouraging the participants to complete the questionnaire at a time that was suitable to them, they were able to provide more in-depth

responses as well as provide more detailed feedback of the different consumer perceptions on the research problem. Transcripts of the data collected from the questionnaires are available on request.

Data Analysis Method

The researcher will make use of qualitative content analysis which is used to explore and identify overt and covert themes and patterns that are embedded in a certain text (Marvasti, 2019). Qualitative content analysis pays attention to unique themes that illustrate the range of the meanings of the phenomenon rather than the statistical significance of the occurrence of certain concepts (Bengtsson, 2016). Qualitative content analysis will enable the researcher to analyse the meaning of certain words or themes and reveal patterns in the collected data to provide insight into complex models of human thought (Marvasti, 2019). Content analysis can be more appropriately applied to textual data compared to thematic analysis, which is more often used to analyse interviews due to the extent of in-depth analysis required for non-verbal and verbal analysis (Marks & Yardley, 2004). Therefore, content analysis was deemed as the most appropriate for the purpose of this study.

Due to the explorative aim of the study, the researcher made use of an inductive approach in order to establish a clear link between the research objectives and the findings derived from the data (Bradford, 2017). By making use of an inductive approach, the researcher is able to analyse qualitative data in order to produce reliable and valid findings that relate to the research topic by enabling themes to emerge from the data instead of assigning priori codes and analysing the data as in a deductive approach (Gabriel, 2013).

By working inductively, the researcher will start by collecting data that is the most appropriate to enable the researcher to gain an in-depth understanding of consumer perceptions of green branding in the cosmetics industry (Bradford, 2017). Once collected, the data was reviewed for understanding as well as to identify codes based on the information provided by participants (DeCarlo, 2018). Therefore, enabling themes to emerge from the data, which were then aligned to the literature theory on consumer perceptions of green branding in the cosmetics industry (Gabriel, 2013). In order to analyse the data appropriately, the researcher made use of the eight content analysis steps by Zhang and Wildemuth (2009).

Preparing the data

First the researcher prepared the data by downloading the data collected from Survey Monkey onto a Word document. The researcher was also able to determine which data should be included according to the research goal and research question (Zhang & Wildemuth, 2009).

Defining the coding unit to be analysed

Next the researcher assigned a code to a single theme of relevance to the research question and goal. The researcher then examined this data and determined the most appropriate way to break down the data according to similarities from the other data collected. The researcher highlighted the sections in different colours, with similar sections in the same colour in order to organise the data appropriately (Bezuidenhout & Cronje, 2014).

Developing categories and a coding scheme

The researcher developed specific categories and a coding scheme to group the related units together with use of a colouring scheme and labels. Due to the inductive nature of the study, the researcher was able to develop the coding scheme from the raw data that has been collected (Zhang & Wildemuth, 2009). The researcher made use of 'in vivo' labels for the codes, which makes use of terms used by the participants in the questionnaire (Bezuidenhout & Cronje, 2014). The researcher ensured that the coding schemes were exhaustive, specific and mutually exclusive, which refers to developing specific themes, enough categories being identified to include all of the data and that there is no overlapping meaning in the data (Zhang & Wildemuth, 2009). These characteristics will enable the researcher to clearly define each theme and apply it to the text as consistently as possible (Bezuidenhout & Cronje, 2014) clearly and systematically.

Testing the coding scheme on a sample text

Once the above steps have been completed, the researcher tested the coding scheme on a sample text to determine the clarity and consistency of the identified categories. The sample text was chosen as one of the participants from the researchers contact list via WhatsApp, who was only used for the purpose of testing the coding scheme and was not included in the research. During this step, the researcher was able to resolve any doubts or inconsistencies in the coding categories by testing potential themes and grouping text into these themes (Bezuidenhout & Cronje, 2014).

Coding all text

The researcher then coded all of the text by making use of open coding which is where the researcher read through all of the data in order to get an overall understanding of the data (Bezuidenhout & Cronje, 2014). The researcher then identified related concepts and phrases and grouped these concepts into larger categories (Bezuidenhout & Cronje, 2014)

Assessing the coding consistency

Once the coding was completed, the researcher rechecked all of the codes by rereading the text and recoding the data to ensure the consistency of the coding (Bezuidenhout & Cronje, 2014). The recoded data was then checked alongside the coded data to determine the consistency of the coding.

Interpreting the data

The researcher was then able to draw conclusions from the coded data by making sense of the identified themes and their properties (Zhang & Wildemuth, 2009). The researcher explored the properties and dimensions of the themes by uncovering patterns and testing these categories against the data. The researcher then drew conclusions by taking the information and all of the relevant factors affecting the research problem into account to appropriately explain the consumer perceptions of green branding in the cosmetics industry.

Reporting the methods and findings

Finally, the researcher will be able to report on the process that was applied during the coding, analysis, and interpretation as truthfully as possible with use of quotations from the textual data as well as relevance to the research questions (Bezuidenhout & Cronje, 2014).

FINDINGS AND INTERPRETATION

The following section provides a summary and discussion of the findings of the data collected via an online, open-ended questionnaire in the context of the study. The template of the questionnaire which can be found in Appendix B and participant responses are available on request. Coincidentally, all of the participants were between the ages of 18-25, as the researcher is within the same population and had access to these participants.

The research questions identified for the study were defined as: 1) What are the consumer perceptions of green branding in the cosmetics industry? 2) How do consumers respond to

green branding in the cosmetics industry? 3) How does green branding contribute towards consumer purchase intention in the cosmetics industry? Due to the qualitative nature of the study, the open-ended questionnaire was structured in such a way to achieve unique responses from each participant and to enable the researcher to answer the questions stipulated above.

The researcher grouped the responses obtained from the questionnaires according to themes of related meanings to enable the researcher to identify potential patterns in the collected data (Vaismoradi & Snelgrove, 2019). The table below provides a summary of the identified themes, the related questions in the questionnaire as well as the research question that has been addressed.

Table 1: Summary of Identified Themes

Identified Theme	Questionnaire	Research Question
1. Feelings towards green branding	Q. 7 and 10	Question 1
2. Loyalty	Q. 8 and 12	Question 2
3. Consideration	Q. 6 and 9	Question 3
4. Perceived quality	Q. 3, 5 and 11	Question 3

Findings will be presented, discussed, and interpreted in the context of previous literature. Research objectives will be aligned to the findings and synthesized to achieve the research aim.

Theme 1: Feelings Towards Green Branding

This identified theme encompasses the participants' feelings towards green branding practices in the cosmetics industry, which is aligned with research question one attempting to understand what the consumer perceptions of green branding in the cosmetics industry are. Lee (2008) defined feelings toward green branding as a concept that is developed from the consumers evaluation process and rational judgement toward the green brand. The identified theme focuses on questions seven and ten in the questionnaire.

Question seven asked participants how they feel about cosmetics brands incorporating eco-friendly practices into their business operations. Huang *et al.*, (2018) states that a consumer's environmental concern is positively related to their behaviour toward green brands. This question would allow the researcher to gain a deeper understanding of

participants' knowledge of eco-friendly practices as they would be able to express their feelings on cosmetics brands incorporating eco-friendly practices into their business operations.

Participant's responses were analysed for similarities and differences in question seven. All participants had similar responses, with Participant A stating *"honestly I feel it is the way to go, brands who contribute back to the environment and allow their consumers to become eco-friendly is a big step in which could potentially be an example to other brands and help them become more sustainable themselves"*, Participant B *"I encourage them to do it"* and Participant C expressing, *"I feel very strongly about this because I think it is very important for brands to move to a more eco-friendly standing point"*.

As per the above responses, all participants indicated an awareness of and support for green branding of cosmetics, thus leading to positive consumer perceptions of green branding. This is an important finding as according to Lin *et al.*, (2018), consumers who lack sufficient knowledge of green cosmetics display neutral attitudes, which affects behavioural tendency. According to Alamsyah, Othman and Bakri (2019) positive consumer perceptions of green branding changes how consumers view conventional product consumption, prompting them to recommend and select environmentally friendly products. Green brand awareness relates closely to consumers' knowledge of environment-friendly product characteristics as well as consumer perceptions of green branding (Tjarnemo & Sodahl, 2015), and consumer purchase intention is determined by the green awareness of the environment-friendly product (Chang, 2012). Kim and Periyayya (2013) state that consumers become more willing to purchase products which are more environmentally friendly.

Question ten asked participants whether the eco-friendliness of a cosmetics brand influenced their perception of the brand. Consumer perceptions and beliefs of a brand creates the consumers attitude towards the brand (Šalkovska *et al.*, 2015). This question would once again resemble consumer perceptions of green branding. Participants A and C stated that *"this would influence my perception of the brand,"* whereas Participant B stated, *"sort of."* Participant B's response enables the researcher to determine that the Participant is not as environmentally conscious compared to Participant A, thus Participant B's response is neutral regarding eco-friendly brand practices. This response from Participant B is in contrast with the participant's earlier statement in question seven.

In the previous statement Participant B states “*I encourage them to do it*” when asked how they feel about cosmetics brands incorporating eco-friendly practices into their business operations. The Participants responses enable the researcher to deem Participant B as a neutral consumer in terms of green branding initiatives in the cosmetics industry. According to Kapoor, Singh and Misrah (2019), consumers’ interests have grown remarkably with green cosmetics as they understand the positive impact of green cosmetics on both health and the environment. This is relevant to Participant A and Participant C’s responses as both consumers have positive feelings and perceptions of green branding in the cosmetics industry.

Knowledge and awareness of the changing environment have become major influences on consumers’ perceptions towards green branding (Bonnel, 2015). Aaker and Joachimsthaler (2002) stated that brand awareness and positive brand image will influence the consumers attitude toward a green brand. Thus, the above responses enabled the researcher to determine that the participants have an awareness of green branding and were therefore enabled to provide the researcher with relevant information of their perceptions related to green branding. The above findings are consistent with the findings of previous researchers, Polonsky *et al.*, (2012), who found that consumers who had more environmental knowledge were more inclined to act positively when supporting green products.

Theme 2: Loyalty

This theme is aligned with research question two attempting to understand if green branding in the cosmetics industry contributed to consumer loyalty. This identified theme encompasses participants’ desire to repurchase their current cosmetics brands due to brand trust and preference (Stewart, 2019).

The theme was analysed using responses to question eight and twelve in the questionnaire and determined that consumers are particularly loyal to the brands that they use as they are familiar with them and know that they work. This is similar to a previous study conducted by Lee (2008) where it was determined that familiar brands are highly salient in the minds of consumers and the brand has the ability to differentiate itself from its competition. Another study conducted by Chen and Wu (2015) has also found that consumers often decide to buy products due to brand familiarity, thus impacting consumer response to brands.

Question eight asked the participants whether they consider themselves loyal to specific cosmetics brands and to explain why. Participant C stated that *“I am loyal to two of the cosmetics brands that I use because the quality is outstanding”* and *“I have positive associations with each of the brands”*. Panaswich (2020) states that positive brand associations that are developed by consumers through past experiences with the brand will increase consumer loyalty and brand equity. Participant B said that *“I repurchase my cosmetics because they work well”*. Participant A said, *“I’m only sort of loyal to the cosmetics brands that I use because I feel as though no brand has all of the qualities I would have liked,”* however further participant stated that *“I purchase these cosmetics brands again because they have most of the qualities I’m looking for and they work”*.

From Participant A’s responses, the researcher is able to determine that the participant will switch to an alternative brand if the brand meets more of the Participants specific requirements. None of the participants made any reference to green branding in terms of their loyalty to a cosmetics brand, and more reference was made to quality and how well the products work.

These findings are similar to research conducted by Argyriou and Melewar (2011) that found that consumers form attitudes towards brands according to past experiences and change consumer response towards the brands. Past experiences refer to the experience of using different cosmetics brands and enable the consumer to form an attitude towards a brand (Panaswich, 2020). These attitudes towards a brand may either be positive or negative and will impact the consumers response to repurchase a product or become loyal to a brand (Sharp *et al.*, 2015).

Question 12 asked participants to identify any circumstances that could cause them to change their current cosmetics brand. Both Participant A and C stated that they *“would only change their current cosmetics brands if they had a bad reaction to the products”* and Participant B stated, *“probably only if my brand was discontinued”*. Participant C added *“I may also switch if another brand comes out with funky new products”* and *“really positions themselves as very eco-friendly”*. It is clear that Participant C is the participant that is environmentally conscious compared to Participant A and Participant B. Participant C’s response aligns with Kim and Seock (2009) who also found that a consumer’s level of environmental consciousness will affect brand loyalty and consumer response towards green brands as well as researchers Nguyen and Gizaw (2014) who found that green

branding is a strong influencer of brand loyalty. However, the responses from Participant A and B do not refer to eco-friendliness, thus contradicting the findings from the above researchers and indicating that brand loyalty is rather influenced by quality and how well the products work.

Theme 3: Consideration

Theme 3 and theme 4 both address research question three of how green branding contributes towards consumer purchase intention in the cosmetics industry. This identified theme will reflect on brand consideration which depicts the consumer's likelihood of purchasing a brand according to what the consumer is looking for when purchasing a brand (Foster, 2018). This theme will relate to questions six and nine in the questionnaire.

Question six asked participants what they notice first about a cosmetics brand. All participants stated in their opinions that they notice *"the packing of the products first"*. Product packaging has been the most significant marketing tool helping to communicate and influence the behaviour of consumers (Khanna, 2019). Product packaging is the first thing the consumer sees, and it communicates the message of the brand, showing why the brand is better than other brands (Khanna, 2019). Oaya, Newmann and Ezie (2017) state that packaging attracts consumers' attention to a brand, enhances the brand's image and impacts the consumers purchase intention and consideration of the product. Thus, packaging and labelling arouse the interest of the consumer and can affect the purchase decision. Oaya *et al.*, (2017) found that there was a significant relationship between labelling and consumer awareness. A study on the relationship of packaging elements with purchase behaviour of consumers proved a significant relationship between image of a product and the purchase behaviour of consumers (Karimi, 2013).

Question nine asked participants what factors would influence their cosmetics purchase decision. All participants expressed that *"packaging influences my purchasing decisions."* This is relevant to question six and further enables the researcher to determine the importance of packaging in terms of brand consideration and consumer purchase intention. This therefore leads to the first step of consideration and purchasing intention where packaging can influence the consumer perception of value and benefits that they will receive from the product inside (Lane, 2019). Boz, Korhonen and Sand (2020) found that eco-labelling, as part of the packaging, is significant in its immediate impact on the consumers' purchase decision. Oaya *et al.*, (2017) stated that a theoretical analysis of package elements

and their impacts on consumer purchase decisions empirically revealed that these elements have the ultimate effect on consumer consideration and purchase intention.

Additionally, Participant A and C also expressed that “*the eco-friendliness is also important when considering which cosmetics brand to purchase*”. These responses do not however indicate specifically what was meant by “*eco-friendliness*” which is important to understanding purchase decisions. Based on previous answers related to packaging, it is assumed for the purpose of this research that “*eco-friendliness*” refers to the packaging of the product and not the product itself. Environmentally friendly products are produced without chemical substances, something that has not been mentioned by participants.

According to Chen and Deng (2016), a positive attitude towards green branding will influence green purchase intention and consideration. This is supported by Huang *et al.*, (2014) who concluded that consumers with a high level of attitude toward green products would form a strong desire towards green purchase intention and product consideration. This is supported by the data collected from Participant C, as green branding is an important consideration in the consideration and purchase intention of the participant.

Theme 4: Perceived Quality

This theme addresses the perceived quality of participants’ current cosmetics brand which is also linked to research question three of how green branding contributes towards consumer purchase intention in the cosmetics industry. How perceived quality contributes towards consumer purchase intention is supported by researchers Lin *et al.*, (2018) who determined that perceived quality plays an important role in consumers’ purchasing decision. Perceived quality is related to consumer judgment of the consistency of product specification and superiority of a product, thus contributing towards consumer purchase intentions (Somma, 2014). The identified theme relates to questions three, five and 11 in the questionnaire and aims to answer the third research question of how green branding contributes towards consumer purchase intention in the cosmetics industry.

Question five in the questionnaire asked participants what their reasons were for their current cosmetics brand choice. All participants expressed that their chosen cosmetics products “*work well*”. This led the researcher to determine that the participants are satisfied with their choice of cosmetics products. Chen *et al.*, (2015) defines satisfaction as the overall pleasure that consumers obtained from the quality of a product or service and fulfilling

consumer expectation and demand is considered a determining factor in consumer purchase decisions. Participant C stated that “*health factors*” and “*whether the products are animal friendly*” were other reasons for cosmetics brands choice. Participant C’s statements enable the researcher to determine that the Participant is satisfied with their choice in cosmetics brand’s and that green branding is also an important factor when deciding whether to purchase the product. Participant C’s response is also relevant to the research question of how green branding contributes towards consumer purchase intention in the cosmetics industry.

Question 11 asked participants to describe the quality of their chosen cosmetics brands. Once again, all participants responded similarly with Participant A explaining that the cosmetics products used were “*particularly good quality*”. Participant B’s cosmetics were “*flawless and high quality*” and Participant C used cosmetics that are “*between middle and high range quality*”. Question three asked participants what cosmetics brands participants currently make use of and participants listed products such as Garner, Nivea, Avene and Bidoderma. The researcher found that all the listed brands participate in green branding in some way, where some of the listed brands are more eco-friendly compared to others, such as use of natural ingredients or use of recycled materials. The mentioned products all range from middle to higher priced products.

Previous research conducted by Chen and Chang (2012) argued that consumers are more likely to purchase eco-friendly products due to environmental and social benefits and are willing to pay more for sustainable products. However, based on the limited responses to eco-friendly products by participants it could be interpreted as consumers’ belief that high priced products are of higher quality, suggesting that consumers use price as an indication of quality, regardless of the eco-friendliness of the product (Shirai, 2015). This enables the researcher to determine that price may be used as an indication for perceived quality in the cosmetics industry, and green branding is perceived as an additional benefit of purchasing the higher quality and higher priced product.

Research conducted by Amberg and Fogarassy (2019) has shown that higher perceived price results in higher trust from the consumer in the case of green products, and therefore has a higher effect on purchase intent as well. Consumers who have higher environmental concerns are more interested in green products and often consider these brands to be of excellent quality (Martins, 2019). This is evident in Participant C’s responses who can be

seen as an environmentally conscious consumer and considers green products as middle to high quality products, as well as Participant A and Participant B who are less environmentally conscious consumers and consider green branding as an additional benefit, but not entirely an indication of quality.

Chin et al. (2018) found that perceived quality positively influences consumers' purchase intention, and more consumers perceive green cosmetics to be of higher quality due to the higher price margin. These findings are relevant to the research question of how green branding contributes towards consumer purchase intention in the cosmetics industry, however the researcher found that the participants mostly considered higher prices as an indication of quality and green branding as an additional benefit. All of the participants deemed green branding as an important factor to be considered in the cosmetics industry, however the purchase intention of consumers mostly lies with the perceived quality of the cosmetics product, rather than the eco-friendliness of the products.

Trustworthiness

Due to the qualitative nature of this research, trustworthiness needs to be considered. Trustworthiness refers to being able to trust the findings of the research and verifies that evidence is presented in an authentic way to obtain relevant and credible results (Devault, 2019). The purpose of this research was not to determine conclusive evidence but rather to establish an in-depth understanding of consumer perceptions of green branding in the cosmetics industry. Due to this, validity and reliability can be disregarded for the purpose of this study (Devault, 2019). However, the researcher considered four criteria, such as credibility, transferability, dependability and confirmability, in order to enhance the trustworthiness of the research (Korstjens & Moser, 2018).

Credibility refers to clearly linking the research findings with reality to demonstrate the truth of the research findings (Korstjens & Moser, 2018). This was established through in-depth interviews and thorough analysis methods. Transferability refers to the degree in which the results of the research can be transferred to other contexts with other participants (Korstjens & Moser, 2018). The researcher achieved transferability by offering a thorough description of the research through the literature review (Connelly, 2018). Dependability refers to the consistency and stability of the research findings and the degree to which research procedures are documented (Stumpfegger, 2017). The researcher achieved dependability

by fully describing and documenting this research process (Connelly, 2018). Confirmability refers to the degree in which the findings of the research could be confirmed by other researchers (Korstjens & Moser, 2018). The researcher detailed each step of the data analysis process to accurately portray the participants responses and ensure transparency. The researcher also excluded any personal bias to ensure confirmability.

CONCLUSION

The following will evaluate the success of the research as well as detail the anticipated contribution, ethical considerations and limitations found in the research. Furthermore, the research will be concluded with a summary of the research findings.

Evaluation of Research

The data collected enabled the researcher to address the research questions and objectives. The research explored the consumer perceptions of green branding in the cosmetics industry and found that green branding contributes towards positive consumer perceptions and brand equity. Thus, green branding is an important tool for cosmetics brands to consider in order to increase brand equity. The researcher also found that perceived quality of the product is the main determinant of consumer purchase intentions and brand loyalty. In light of this, the research has also addressed the main goal of the research.

Anticipated Contribution

The researcher understands that many brands or managers are not fully aware of the potential impact that brand equity or consumer perceptions may have on organisational performance (Chirani *et al.*, 2012). Therefore, the researcher hopes that the study may contribute towards enabling cosmetics brands, and possibly other brands and managers in similar industries, to gain a deeper understanding of how green branding may be perceived by consumers, and how these perceptions form brand equity. The researcher hopes to provide cosmetics brands with insight into the perceptions of consumers towards green branding and brand equity. This will assist cosmetics brands with strategic alignment and marketing activities.

Ethical Considerations

Ethical considerations are important in conducting research as the participants may be impacted by the study (Resnik, 2015). By being considerate of ethical issues, the researcher will be able to minimize any harmful effects that may be caused by the study. The study was conducted on a homogenous sample of women, over the ages of 18, and the questionnaire was sent to Vega School for ethical clearance before conducting the study. The stakeholders that may be affected by the study will be discussed below.

Participants

The researcher explained the nature and purpose of the study to participants prior to the questionnaire and informed participants that they are free to end their involvement in the interview at any time. Participants were also required to fill in a consent form prior to interviews and anonymity was guaranteed by the researcher to ensure that all of the participants data and information is kept secure and used only for the purpose which was explained to the participants (Smith, 2003).

The Institution

The research was conducted in line with the guidelines that have been provided by Vega School to ensure that the researcher adheres with the appropriate ethical considerations.

The Researcher

Due to the researcher being a branding student, it is important for the researcher to ensure that the research was conducted in an ethical and unbiased manner to ensure that that data collected is true (Du Plooy-Cilliers, 2014).

Limitations

The following limitations guided the researcher in reporting of the findings as well supporting the reliability and validity of the findings in the study (Du Plooy-Cilliers, 2014). The following limitations were identified as relevant to the study:

Time constraints

Time constraints restricted the researcher from obtaining qualitative rich and thorough responses from participants which limited the researcher's ability to gain a more in-depth understanding of the phenomenon.

Sample size

Due to the time constraints of the study, the researcher was unable to target a larger sample size and was limited to participants that live in Johannesburg. As a result, the researcher ensured that in-depth and open-ended questions were asked to ensure that the feedback is unique, and this also enabled the researcher to gain a more in-depth understanding of the phenomenon.

Change in conditions

Due to the global pandemic, COVID-19, the researcher was unable to conduct the questionnaires in person and was limited to online questionnaires. This restricted the researcher from studying the participants behaviours and reactions to certain questions and also limited the researcher in obtaining a thorough understanding of the relationship between consumer perceptions and green branding. The researcher was not able to approach targeted participants, therefore reducing the sample size of the study.

Conclusion

The purpose of this research was to explore consumer perceptions of green branding in the cosmetics industry. The researcher applied Aaker's Brand Equity theory and made use of open-ended, online questionnaires in order to gain an in-depth understanding of this phenomenon.

The findings of the research showed that consumers encourage cosmetics brands to become eco-friendly and that consumers have positive perceptions of cosmetics brands that adopt green branding practices. Findings indicated that the eco-friendliness of the product played a role in product consideration and purchase intention. However, green branding is not considered as the overarching determinant for brand loyalty and consumer purchase intentions but rather as an additional component for increased brand equity and positive consumer perceptions. Findings indicated that consumers consider quality and how well the products work to be the main determinants. It was also found that product packaging is a determinant for consideration and purchase intention. The data also indicated that green branding is not seen as an indication of quality by consumers, where price is rather considered to be an indication of the product quality.

Furthermore, to achieve brand equity, cosmetics brands should consider adopting green branding practices to reduce the brand's negative impact on the environment as well as create positive consumer perceptions. In doing this, it is important for brands to not compensate on the quality of the product, as perceived quality is the main determinant of consumer purchase intentions and consumer loyalty. As such, the research has effectively answered the research questions and addressed the research problem of the phenomenon. Thus, the study has heuristic value as it allowed for the exploration of consumer perceptions of green branding in the cosmetics industry and has contributed to the field of study.

Appendix A: Final Research Report Summary Table

Research Purpose	Primary Research Question	Research Rationale	Seminal Authors	Literature Review – Conceptual Framework	References	
To explore green brand equity in terms of brand awareness, brand associations, consumer loyalty, as well as perceived quality of cosmetics.	What are the consumer perceptions of green branding in the cosmetics industry?	It was revealed that 66% of global millennials are willing to spend more on sustainable brands, therefore creating more opportunities for cosmetics brands to become environmentally friendly and sustainable. The study will explore consumer perceptions of green branding in the cosmetics industry by means of Aaker's brand equity theory.	Aaker, D. A. 1991. Aaker, D. A. Joachimsthaler, E. 2002 Keller, K. L. 1993. Bezuidenhout, R.M. and Cronje, F. 2014 Chen, Y. S. 2010. Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. 2014. Green, T. and Peloza, J. 2011. He, Y. and Lai, K. K. 2014.	Brand Awareness Brand Associations Perceived Quality Brand Loyalty	Aaker, D. A. 1991. <i>Managing Brand Equity</i> . New York: The Free Press. Aaker, D. A. Joachimsthaler, E. 2002. <i>Brand Leadership</i> . New York: The Free Press. Bezuidenhout, R.M. and Cronje, F. 2014. <i>Qualitative Data Analysis</i> . In: du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. eds. 2014. <i>Research Matters</i> . Claremont: Juta, Chapter 16: 234-243. Chen, Y. S. 2010. <i>The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust</i> . 2nd ed. New York: Journal of Business Ethics. Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. 2014. <i>Research Matters</i> . 1st ed. Claremont: Juta & Company Ltd. Green, T. and Peloza, J. 2011. <i>How Does Corporate Social Responsibility Create Value for Customers</i> . Journal of Consumer Marketing. pp. 48-56 He, Y. and Lai, K. K. 2014. <i>The Effect of Corporate Social Responsibility on Brand Loyalty, The Mediating Role of Brand Image</i> . Total Quality Management & Business Excellence. pp. 249-263.	
Research Problem	Secondary Questions	Key Concepts	Key Theories			
To explore consumers perceptions of green branding in the cosmetics industry to understand brand equity.	• How do consumers respond to green branding in the cosmetics industry? • How does green branding contribute towards consumer purchase intention in the cosmetics industry?	- Brand - Brand Equity - Brand Value - Consumer Perceptions - Cosmetics Industry - Green Branding	Aaker's Brand Equity model (1991)			
Paradigm	Sampling	Data Analysis Methods	Limitations	Anticipated Contribution		
Due to the qualitative nature of the study, the researcher will make use of an interpretivist approach as the researcher aims to gain an in-depth understanding of the phenomenon.	Due to the qualitative nature of the study the researcher will make use of purposive sampling	Qualitative content analysis	Time constraints restricted the researcher from obtaining qualitative rich and thorough responses from participants, the researcher was unable to target a larger sample size and was limited to participants that live in Johannesburg. Due to the global pandemic, COVID-19, the researcher was limited to online questionnaires	Therefore, the researcher hopes that the study may contribute towards enabling cosmetics brands, and possibly other brands and managers in similar industries, to gain a deeper understanding of how green branding may be perceived by consumers, and how these perceptions form brand equity. This will assist cosmetics brands with strategic alignment and marketing activities.		

					Keller, K. L. 1993. <i>Conceptualizing, Measuring, and Managing Customer-based Brand Equity</i>. The Journal of Marketing. Issue 1. pp. 1-22. Smith, N. 1996. <i>Ethics and the typology of customer value</i>, <i>Advances in Consumer Research</i>. pp. 53-148. Tjarnemo, H. and Sodahl, L. 2015. <i>Swedish food retailers promoting climate smarter food choices-Trapped between visions and reality</i>. Journal of Retailing and Consumer Services. 130–139.
--	--	--	--	--	---

Appendix B: Questionnaire

Please only complete the survey if you are female and living in South Africa. Please note that all your answers will only be used for research purposes and your identity will be kept as anonymous. Thank you for taking the time to participate in this survey.

Please complete the following questions below. Tick the option most applicable to you and expand where required.

1. Are you a Female living in South Africa?

- ☐ Yes
- ☐ No

2. How often do you purchase cosmetics products, such as make-up and skin products?

- ☐ Never
- ☐ Special occasions
- ☐ Occasionally (Less than once per month)
- ☐ Often (More than once per month)

3. Please state some of the current cosmetics brands that you use:

4. Do you follow any cosmetics brands on social media?

- ☐ Yes
- ☐ No

4.1. If yes, please state which brands content you enjoy.

5. How aware are you of your current cosmetics brands' eco-friendly practices?

- ☐ Very
- ☐ Kind of
- ☐ Not at all

6. Please rate the following according to level of importance to you in terms of cosmetics (5= Most, 1= Least).

- ☐ Quality
- ☐ Effectiveness
- ☐ Price
- ☐ Eco-friendliness
- ☐ Convenience

7. Does the eco-friendliness of a cosmetics brand influence your decision to buy their product?

- ☐ Yes
- ☐ No
- ☐ Sometimes

8. Which aspects would influence your decision **not** to buy a cosmetics product?

- ☐ Recyclability
- ☐ Natural ingredients
- ☐ Animal cruelty free
- ☐ Packaging free
- ☐ Other (please specify)

9. Would you still purchase from your current cosmetics brand if their prices increased slightly to become more eco-friendly?

- ☐ Yes
- ☐ No
- ☐ I don't care
- ☐ Strongly disagree

10. Do you think of a brand in a more positive light if they are involved in green practices such as eco-friendliness?

- ☐ Yes
- ☐ Sort of
- ☐ No

Appendix C: Letter of Consent

Date: _____

Letter of consent for interview to be used in research study conducted by Carla van der Merwe.

I _____ hereby give my permission for my interview answers to be used in the research study conducted by the researcher, Carla van der Merwe. I understand that my details will only be used for the purpose of the study and that my identity will remain anonymous.

Signature of participant: _____

Signature of researcher: _____

Annexure D: Ethical Clearance Letter



18 September 2020



Campus: Bordeaux



Re: Approval of RESE 8419 Proposal and Ethics Clearance



HONOURS/PGDIP 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) may only use the data collected for research purposes and in no other way.
3. 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.
4. 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.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. 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: Dr Tish Taylor



Campus Postgraduate Coordinator (CPCD): Dr Tish Taylor



REFERENCE LIST

Aaker, D. A. 1991. *Managing Brand Equity*. New York: The Free Press.

Aaker, D. A. 2016. *Brand Equity vs. Brand Value: What's the Difference*. [Online] Available at: <https://www.prophet.com/2016/09/brand-equity-vs-brand-value/> [Accessed 16 June 2020].

Aaker, D. A. Joachimsthaler, E. 2002. *Brand Leadership*. New York: The Free Press.

Abdolvand, M. and Charsetad, P. 2013. *Corporate Social Responsibility and Brand Equity in Industrial Marketing*. [Online] Available at: [http://hrmars.com/hrmars_papers/Corporate Social Responsibility and Brand Equity in Industrial Marketing.pdf](http://hrmars.com/hrmars_papers/Corporate_Social_Responsibility_and_Brand_Equity_in_Industrial_Marketing.pdf) [Accessed 08 July 2020].

Aggarwal, P. 2004. *The Effects of Brand Relationship Norms on Consumer Attitudes and Behaviour*. [Online] Available at: https://www.jstor.org/stable/10.1086/383426?seq=1#metadata_info_tab_contents [Accessed 01 August 2020].

Alamsyah, D. P., Othman, N. A. and Bakri, M. H. 2019. *Confirmatory factor analysis of green advertising and its impact on green awareness*. [Online] Available at: https://www.researchgate.net/publication/343353075_Confirmatory_factor_analysis_of_green_advertising_and_its_impact_on_green_awareness [Accessed 02 December 2020].

Amberg, N. and Fogarassy, C. 2019. *Green Consumer Behaviour in the Cosmetics Market*. [Online] Available at: [file:///C:/Users/carla/Downloads/resources-08-00137%20\(3\).pdf](file:///C:/Users/carla/Downloads/resources-08-00137%20(3).pdf) [Accessed 28 July 2020].

Amed, I. and Berg, I. 2019. *What Radical Transparency Could Mean for the Fashion Industry*. [Online] Available at: <https://www.mckinsey.com/industries/retail/our-insights/what-radical-transparency-could-mean-for-the-fashion-industry> [Accessed 28 July 2020].

Argyriou, E. and Melewar, T. C. 2011. *Consumer Attitudes Revisited, a Review of Attitude Theory in Marketing Research*. [Online] Available at: <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1468-2370.2011.00299.x> [Accessed 15 October 2020].

Aulina, L. and Yuliati, E. 2017. *The Effects of Green Brand Positioning, Green Brand Knowledge, and Attitude towards Green Brand on Green Products Purchase Intention*. [Online] Available at: [file:///C:/Users/carla/Downloads/25887803%20\(1\).pdf](file:///C:/Users/carla/Downloads/25887803%20(1).pdf) [Accessed 01 August 2020].

Bengtsson, M. 2016. *How to Plan and Perform a Qualitative Study using Content Analysis*. [Online] Available at: <https://www.sciencedirect.com/science/article/pii/S2352900816000029> [Accessed 03 August 2020].

Bezuidenhout, R.M. and Cronje, F. 2014. Qualitative Data Analysis. In: du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. eds. 2014. *Research Matters*. Claremont: Juta, Chapter 16: 234-243.

Bhat, S. A., Darzi, M. A. and Parrey, S. H. 2014. *Green Marketing: A Driver for Green Brand Equity and Sustainable Development*. [Online] Available at: <file:///C:/Users/carla/Downloads/Green%20Marketing.pdf> [Accessed 20 July 2020].

Bolderston, A. 2012. *Conducting a Research Interview*. [Online] Available at: [https://www.jmirs.org/article/S1939-8654\(11\)00132-9/pdf](https://www.jmirs.org/article/S1939-8654(11)00132-9/pdf) [Accessed 02 May 2020].

Bonnel, A. 2015. *Consumer Attitudes Toward Green Brands Reach All-Time High*. [Online] Available at: <https://blog.marketresearch.com/sustainability-in-america-consumer-attitudes-toward-green-brands-reach-all-time-high> [Accessed 13 October 2020].

Boulding, W., Staelin, R. and Zeithaml, V. A. 1993. *A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions*. [Online] Available at: https://www.researchgate.net/publication/235356679_A_Dynamic_Process_Model_of_Service_Quality_From_Expectations_to_Behavioral_Intentions [Accessed 22 November 2020].

Boz, Z., Korhonen, V. and Sand, C. K. 2020. *Consumer Considerations for the Implementation of Sustainable Packaging*. [Online] Available at: <file:///C:/Users/carla/Downloads/sustainability-12-02192.pdf> [Accessed 03 December 2020].

Bradford, A. 2017. *Deductive Reasoning vs. Inductive Reasoning*. [Online] Available at: <https://www.livescience.com/21569-deduction-vs-induction.html> [Accessed 14 September 2020].

Camilleri, M. 2017. *Corporate Sustainability and Responsibility: Creating Value for Business, Society and the Environment*. Springer Link [ONLINE] Available at: <https://link.springer.com/article/10.1186/s41180-017-0016-5> [Accessed on 15 April 2020]

Cates, B. 2020. *The Art of Asking Open-Ended Questions*. [Online] Available at: <https://blog.hubspot.com/sales/the-art-of-asking-open-ended-questions> [Accessed 14 September 2020].

Chang, C. T. 2012. *Are guilt appeals a panacea in green advertising*. [Online] Available at: <https://doi.org/10.2501/IJA-31-4-741-771> [Accessed 03 December 2020].

Chen, Y. S. 2010. *The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust*. 2nd ed. New York: Journal of Business Ethics.

Chen, Y. S. and Chang, C. H. 2012. *Enhance Green Purchase Intentions, the Roles of Green Perceived Value, Green Perceived Risk, and Green Trust*. [Online] Available at: <https://www.emerald.com/insight/content/doi/10.1108/00251741211216250/full/html> [Accessed 18 October 2020].

Chen, Y. S., Lin, C. Y. and Weng, C. S. 2015. *The Influence of Environmental Friendliness on Green Trust, the Mediation Effects of Green Satisfaction and Green Perceived Quality*. [Online] Available at: <https://www.mdpi.com/2071-1050/7/8/10135/htm> [Accessed 06 December 2020].

Cheng, K. and Deng, T. 2016. *Research on the Green Purchase Intentions from the Perspective of Product Knowledge*. [Online] Available at:

file:///C:/Users/carla/Downloads/sustainability-08-00943-v2.pdf [Accessed 17 October 2020].

Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F. and Noer, B. A. 2018. *The Investigation of Consumers' Behavior Intention in Using Green Skincare Products*. [Online] Available at: [file:///C:/Users/carla/Downloads/sustainability-10-03922-v2%20\(1\).pdf](file:///C:/Users/carla/Downloads/sustainability-10-03922-v2%20(1).pdf) [Accessed 19 October 2020].

Chirani, E., Taleghani, M. and Moghadam, N. E. 2012. Brand Performance and Brand Equity. [Online] Available at: <https://journal-archieves14.webs.com/1033-1036.pdf> [Accessed 07 December 2020].

Connelly, L. M. 2016. *Trustworthiness in qualitative research*. [Online] Available at: <https://go.gale.com/ps/anonymouse?id=GALE%7CA476729520&sid=googleScholar&v=2.1&it=r&linkaccess=abs&issn=10920811&p=AONE&sw=w> [Accessed 07 December 2020].

Cosmoprof, 2019. *Sustainability in the Cosmetic Industry 2019*. [Online] Available at: [https://www.cosmoprof.com/media/cosmoprof/cosmotalks/Aziende%20impactxbeauty/CPBO IMPACT FOR BEAUTY.pdf?utm_campaign=Promozione CPBO2019&utm_source=hs_email&utm_medium=email&utm_content=2&hsenc=p2ANqtz-990W X-SeCZvql6RvTOqDp3zntOgAwSIZJuv0tLJl9NnkJCBjYd1sY3407BO030i7touP6x3_Zgk1AJWUw3sDKJYI-U184RZSfIMUiK5oyjqw-14&hsmi=2](https://www.cosmoprof.com/media/cosmoprof/cosmotalks/Aziende%20impactxbeauty/CPBO%20IMPACT%20FOR%20BEAUTY.pdf?utm_campaign=Promozione%20CPBO2019&utm_source=hs_email&utm_medium=email&utm_content=2&hsenc=p2ANqtz-990W_X-SeCZvql6RvTOqDp3zntOgAwSIZJuv0tLJl9NnkJCBjYd1sY3407BO030i7touP6x3_Zgk1AJWUw3sDKJYI-U184RZSfIMUiK5oyjqw-14&hsmi=2) [Accessed 22 November 2020].

Cowan, K. and Guzman, F. 2018. *How CSR Reputation, Sustainability Signals, and Country-of-Origin Sustainability Reputation Contribute to Corporate Brand Performance: An exploratory study*. [Online] Available at: https://www.researchgate.net/publication/328971000_How_CSR_reputation_sustainability_signals_and_country-of-origin_sustainability_reputation_contribute_to_corporate_brand_performance_An_exploratory_study [Accessed 08 July 2020].

Cox, T. 2019. *How Corporate Social Responsibility Influences Buying Decisions*. [Online] Available at: <https://clutch.co/pr-firms/resources/how-corporate-social-responsibility-influences-buying-decisions> [Accessed 04 June 2020].

Crossman, A. 2020. *Understanding Purposive Sampling*. [Online] Available at: <https://www.thoughtco.com/purposive-sampling-3026727> [Accessed 08 July 2020].

D'Astous, A. and Legendre, A. 2009. *Understanding Consumers' Ethical Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically*. [Online] Available at: <https://link.springer.com/article/10.1007/s10551-008-9883-0> [Accessed 05 June 2020].

Dawer, N. 2019. *Advantages and Disadvantages of Open-Ended Survey Questions*. [Online] Available at: <https://www.zonkafeedback.com/blog/advantages-and-disadvantages-of-open-ended-questions> [Accessed 14 September 2020].

Deane, P. 2018. *A Guide for Interdisciplinary Researchers, Adding Axiology Alongside Ontology and Epistemology*. [Online] Available at: <https://i2insights.org/2018/05/22/axiology-and-interdisciplinarity/> [Accessed 08 July 2020].

DeCarlo, M. 2018. *Inductive and Deductive Reasoning*. [Online] Available at: <https://scientificinquiryinsocialwork.pressbooks.com/chapter/6-3-inductive-and-deductive-reasoning/> [Accessed 14 September 2020].

Devault, G. 2019. *Establishing Trustworthiness in Qualitative Research*. [Online] Available at: <https://www.thebalancesmb.com/establishing-trustworthiness-in-qualitative-research-2297042#:~:text=Qualitative%20market%20research%20focuses%20on,be%20defined%20as%20quantitative%20research.&text=Data%20trustworthiness%20has%20four%20key,t ransferability%2C%20dependability%2C%20and%20confirmability> [Accessed 07 December 2020].

Dias, M. 2015. *Corporate Social Responsibility and Consumer's Perception of Price*. [Online] Available at: https://www.researchgate.net/publication/281206870_Corporate_Social_Responsibility_and_Consumer's_Perception_of_Price [Accessed 07 June 2020].

Du Plessis, J. 2012. *Studying the Nature of Population*. [Online] Available at: <https://www.sowetanlive.co.za/business/2012-05-22-studying-the-nature-of-populations/> [Accessed 04 August 2020].

Du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R.M. 2014. *Research Matters*. 1st ed. Claremont: Juta & Company Ltd.

Dudovskiy, J. 2019. *Exploratory Research*. [Online] Available at: <https://research-methodology.net/research-methodology/research-design/exploratory-research/> [Accessed 01 May 2020].

Dudovskiy, J. 2019. *Interpretivism Research Philosophy*. [Online] Available at: <https://research-methodology.net/research-philosophy/interpretivism/> [Accessed 01 May 2020].

Dudovskiy, J. 2019. Ontology. *Research Methodology*. [Online] Available at: <https://research-methodology.net/research-philosophy/ontology/#:~:text=Ontology%20and%20epistemology%20are%20two,about%20what%20constitutes%20a%20fact> [Accessed 08 July 2020].

Fact.MR, 2019. *Vegan Beauty Products Market Forecast, Trend Analysis & Competition Tracking, Global Market Insights 2018 to 2028*. [Online] Available at: <https://www.factmr.com/report/3338/vegan-beauty-products-market> [Accessed 11 June 2020].

Foley, B. 2018. *Purposive Sampling 101*. [Online] Available at: <https://www.surveygizmo.com/resources/blog/purposive-sampling-101/> [Accessed 13 September 2020].

Foster, S. 2018. *Understanding Brand Awareness, Consideration and Preference*. [Online] Available at: <https://www.marketingiq.co.uk/understanding-brand-awareness-consideration-and-preference/> [Accessed 17 October 2020].

Fromm, J. 2019. *Marketing Convenience to The Modern Consumer*. [Online] Available at: <https://www.forbes.com/sites/jefffromm/2019/01/04/marketing-convenience-to-the-modern-consumer/?sh=7a34ae66127f> [Accessed 11 September 2020].

Gabriel, D. 2013. *Inductive and Deductive Approaches to Research*. [Online] Available at: <https://deborahgabriel.com/2013/03/17/inductive-and-deductive-approaches-to-research/> [Accessed 14 September 2020].

Grant, H. 2019. *The Good and the Bad of Sustainable Branding*. [Online] Available at: <https://www.superside.com/blog/sustainable-branding> [Accessed 02 August 2020].

Green, T. and Peloza, J. 2011. *How Does Corporate Social Responsibility Create Value for Customers*. *Journal of Consumer Marketing*. pp. 48-56.

Hammett, E. 2019. *Vegan Beauty: How Conscious Consumers are Driving Innovation in Ethical Cosmetics*. [Online] Available at: <https://www.marketingweek.com/how-conscious-consumers-are-driving-vegan-beauty/> [Accessed 05 June 2020].

Hasan, R. 2017. *Consumerism in Cosmetics Industry, The Case Study of Corporate Social Responsibility Practices of The Body Shop in Pakistan*. [Online] Available at: <https://grdspublishing.org/index.php/people/article/view/1039> [Accessed 01 June 2020].

He, Y. and Lai, K. K. 2014. *The Effect of Corporate Social Responsibility on Brand Loyalty, The Mediating Role of Brand Image*. *Total Quality Management & Business Excellence*. pp. 249-263.

Huang, C. 2017. *The Study of The Relationship Between Brand Image and CSR Purchasing Behaviour*. [Online] Available at: <https://repositorio.iscte-iul.pt/bitstream/10071/14627/1/dissertation%20-%20Huang%20Chujun%20Final.pdf> [Accessed 15 June 2020].

Huang, X. T. and Watson, L. 2015. *Corporate social responsibility research in accounting*. [Online] Available at: https://www.researchgate.net/publication/281766003_Corporate_social_responsibility_research_in_accounting [Accessed 22 November 2020].

Huang, Y. and Yang, M. 2018. *Greenwash and Green Purchase Behaviour, the Mediation of Green Brand Image and Green Brand Loyalty*. [Online] Available at:

<https://www.tandfonline.com/doi/abs/10.1080/14783363.2018.1426450?scroll=top&needAccess=true&journalCode=ctqm20> [Accessed 13 October 2020].

Huang, Y. C., Yang, M. and Wang, Y. C. 2014. *Effects of Green Brand on Green Purchase Intention*. [Online] Available at: <https://www.emerald.com/insight/content/doi/10.1108/MIP-10-2012-0105/full/html> [Accessed 17 October 2020].

Igbal, A. 2019. *The Rise of Vegan Beauty*. [Online] Available at: <https://www.csgtalent.com/blog/2019/11/the-rise-vegan-beauty> [Accessed 11 June 2020].

Joseph, A. 2015. *Exploring How Conscious Consumerism Affects Brand Equity at Conscious Café*. [Online] Available at: <http://iiespace.iie.ac.za/bitstream/handle/11622/118/VEGA-Amy%20Joseph-DBN-2015%20pdf.pdf?sequence=1&isAllowed=y> [Accessed 08 July 2020].

Kapoor, R., Singh, A. B. and Misra, R. 2019. *Green Cosmetics, Changing Young Consumer Preference and Reforming Cosmetic Industry*. [Online] Available at: <https://www.ijrte.org/wp-content/uploads/papers/v8i4/D6927118419.pdf> [Accessed 30 July 2020].

Karimi, P. O. 2013. *The Study of Relationship between Packaging Elements and Purchase Behavior: Consumers of Food, Cosmetics and Health Products*. 5th ed. Interdisciplinary Journal of Contemporary Research in Business. pp. 281-295.

Keller, K. L. 1993. *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*. [Online] Available at: [https://www.scirp.org/\(S\(i43dyn45teexjx455qlt3d2q\)\)/reference/ReferencesPapers.aspx?ReferenceID=1388466](https://www.scirp.org/(S(i43dyn45teexjx455qlt3d2q))/reference/ReferencesPapers.aspx?ReferenceID=1388466) [Accessed 11 June 2020].

Kenton, W. 2020. *Brand*. [Online] Available at: <https://www.investopedia.com/terms/b/brand.asp> [Accessed 06 December 2020].

Khandelwal, U. 2019. *Importance of Consumer-based Green Brand Equity: Empirical Evidence*. [Online] Available at:

<https://journals.sagepub.com/doi/pdf/10.1177/0971890719844428> [Accessed 28 July 2020].

Khanna, A. 2019. *How Does Product Packaging Influence Consumer Behaviour*. [Online] Available at: https://medium.com/@adityakhanna_51780/how-does-product-packaging-influence-consumer-behaviour-48dfd428f17 [Accessed 02 December 2020].

Kim, S. and Seock, Y. K. 2009. *Impacts of Health and Environmental Consciousness on Young Female Consumers' Attitude Towards and Purchase of Natural Beauty Products*. [Online] Available at: <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1470-6431.2009.00817.x> [Accessed 16 October 2020].

Kim, V. W. and Periyayya, T. 2013. *The Beauty of "Green Branding", Way to the Future*. [Online] Available at: <file:///C:/Users/carla/Downloads/Beauty%20of%20green%20branding.pdf> [Accessed 20 July 2020].

Korstjens, I. and Moser, A. 2018. *Practical guidance to qualitative research, Trustworthiness and publishing*. [Online] Available at: <https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375092#:~:text=Transferability%20The%20degree%20to%20which,stability%20of%20findings%20over%20time> [Accessed 08 December 2020].

Kotler, P. and Keller, K. L. 2012. *Marketing Management*. Boston: Pearson Education.

LaMarco, N. 2018. *Consumer Perception Theory*. [Online] Available at: <https://smallbusiness.chron.com/consumer-perception-theory-40176.html#:~:text=The%20Concept%20of%20Consumer%20Perception,a%20company%20or%20its%20offerings> [Accessed 02 August 2020].

Landrum, S. 2017. *Millennials Driving Brands to Practice Socially Responsible Marketing*. [Online] Available at: <https://www.forbes.com/sites/sarahlandrum/2017/03/17/millennials-driving-brands-to-practice-socially-responsible-marketing/#1ccc00fa4990> [Accessed 16 June 2020].

Lane, T. 2019. *How Does Packaging Affect Consumers*. [Online] Available at: <https://smallbusiness.chron.com/packaging-affect-consumers-70612.html> [Accessed 17 October 2020].

Lee, K. 2008. *Opportunities for Green Marketing, Young Consumers*. [Online] Available at: <https://www.emerald.com/insight/content/doi/10.1108/02634500810902839/full/html> [Accessed 13 October 2020].

Li, G., Li, J. and Sun, X. 2019. *Measuring Green Brand Equity in Relationship Interactions and its Impact on Brand Loyalty*. [Online] Available at: <https://mail.google.com/mail/u/0/?tab=rm&ogbl#search/tish/FMfcgxwJWjBjKsfKcmTMfgfRVRVPzMN?projector=1&messagePartId=0.1> [Accessed 20 July 2020].

Lin, Y., Yang, S., Hanifah, H. and Iqbal, Q. 2018. *An Exploratory Study of Consumer Attitudes Toward Green Cosmetics in the UK Market*. [Online] Available at: [file:///C:/Users/carla/Downloads/admsci-08-00071%20\(2\).pdf](file:///C:/Users/carla/Downloads/admsci-08-00071%20(2).pdf) [Accessed 18 October 2020].

Lin, Y., Yang, S., Hanifah, H. and Iqbal, Q. 2018. *An Exploratory Study of Consumer Attitudes Toward Green Cosmetics in the UK Market*. [Online] Available at: <https://mail.google.com/mail/u/0/?tab=rm&ogbl#search/tish/FMfcgxwJWjBjKsfKcmTMfgfRVRVPzMN?projector=1&messagePartId=0.8> [Accessed 20 July 2020].

Luenendonk, M. 2016. *Using Corporate Social Responsibility (CSR) to Improve Your Brand*. [Online] Available at: <https://www.cleverism.com/using-corporate-social-responsibility-improve-brand/> [Accessed 07 June 2020].

Marakanon, L. 2016. *Perceived Quality, Perceived Risk and Customer Trust Affecting Customer Loyalty of Environmentally Friendly Electronics Products*. [Online] Available at: <https://www.sciencedirect.com/science/article/pii/S2452315116301564> [Accessed 04 June 2020].

March, B. 2018. *Beauty and the environment: Eco-Friendly Choices Made Easier*. [Online] Available at: <https://www.harpersbazaar.com/uk/beauty/a19848167/beauty-environmental-impact-sustainability/> [Accessed 28 July 2020].

Marks, D. F. and Yardley, L. 2004. *Content and Thematic Analysis*. [Online] Available at: <https://methods.sagepub.com/book/research-methods-for-clinical-and-health-psychology/n4.xml> [Accessed 03 December 2020].

Martins, A. 2019. *Most Consumers Want Sustainable Products and Packaging*. [Online] Available at: <https://www.businessnewsdaily.com/15087-consumers-want-sustainable-products.html> [Accessed 19 October 2020].

Marvasti, A. B. 2019. *Qualitative Content Analysis, a Novice's Perspective*. [Online] Available at: <https://www.qualitative-research.net/index.php/fqs/article/view/3387/4487> [Accessed 01 December 2020].

McCombes, S. 2020. *An Introduction to Sampling Methods*. [Online] Available at: <https://www.scribbr.com/methodology/sampling-methods/> [Accessed 13 September 2020].

McDonald, S., Oates, C., Alevizou, P. and Young, W. 2012. *Individual strategies for sustainable consumption*. [Online] Available at: https://www.researchgate.net/publication/254316187_Individual_strategies_for_sustainable_consumption [Accessed 06 December 2020].

McLaughlin, J. 2011. *What is a Brand, Anyway*. [Online] Available at: <https://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/?sh=19d9e46f2a1b> [Accessed 06 December 2020].

Moore, K. 2019. *New Ways the Beauty Industry is Testing Sustainable Practices*. [Online] Available at: <https://www.forbes.com/sites/kaleighmoore/2019/06/11/new-ways-the-beauty-industry-is-testing--sustainable-practices/#710f218aeb55> [Accessed 28 July 2020].

Nadeem, W., Juntunen, M., Shiraz, F. and Hajlic, N. 2020. *Consumers' value co-creation in sharing economy, The role of social support, consumers' ethical perceptions and relationship quality*. [Online] Available at: <https://www.sciencedirect.com/science/article/pii/S0040162519305943> [Accessed 12 September 2020].

Ng, P. F., Butt, M. M., Khong, K. W. and Ong, F. S. 2013. *Antecedents of Green Brand Equity: An Integrated Approach*. [Online] Available at: <https://mail.google.com/mail/u/0/?tab=rm&ogbl#search/tish/FMfcgxwJWjBjKsfKcmTMfgfRVRVPzMn?projector=1&messagePartId=0.4> [Accessed 20 July 2020].

Nguyen, T. H. and Gizaw. A. 2014. *Factors that influence consumer purchasing decisions of Private Label Food Products*. [Online] Available at: <http://www.diva-portal.org/smash/get/diva2:705384/FULLTEXT01.pdf> [Accessed 16 October 2020].

Oaya, C. Z., Newmann, O. and Ezie, O. 2017. *Impact of Packaging on Consumer Buying Behavior in Nasarawa State*. [Online] Available at: <https://core.ac.uk/download/pdf/249336062.pdf> [Accessed 02 December 2020].

Pahwa, A. 2020. *What is Brand Image*. [Online] Available at: <https://www.feedough.com/brand-image-explanation-examples/> [Accessed 04 June 2020].

Panaswich, L. 2020. *How Beauty Brands are Capturing Gen Z & Millennials with Best-in-Class Digital Experiences*. [Online] Available at: <https://zoovu.com/blog/beauty-brands-experiences/> [Accessed 15 October 2020].

Peattie, K. 2010. *Green Consumption: Behaviour and Norms* [Online] Available at: https://www.researchgate.net/publication/228243240_Green_Consumption_Behavior_and_Norms [Accessed 01 August 2020].

Pharm, C. 2015. *Qualitative Research: Data Collection, Analysis, and Management*. [Online] Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4485510/> [Accessed 29 April 2020].

Polonsky, M., Vocino, A. and Garma, R. 2012. *The Impact of General and Carbon Related Environmental Knowledge on Attitudes and Behaviour of US Consumers*. [Online] Available at: https://www.researchgate.net/publication/234035220_The_Impact_of_General_and_Carbon_Related_Environmental_Knowledge_on_Attitudes_and_Behaviour_of_US_Consumers_A_Structural_Equation_Modelling_Approach [Accessed 13 October 2020].

Ponkanen, P. and Wedendal E. 2018. *External CSR Communication in the Cosmetic Industry*. [Online] Available at: <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=8958913&fileId=8958915> [Accessed 05 June 2020].

Pratap, A. 2018. *Research design and its types, Exploratory, descriptive and causal*. [Online] Available at: <https://notesmatic.com/2018/07/research-design-and-its-types-exploratory-descriptive-and-causal/> [Accessed 04 December 2020].

Rajput, N. 2016. *Cosmetics Market by Category and by Distribution Channel*. [Online] Available at: <https://www.alliedmarketresearch.com/cosmetics-market> [Accessed 01 December 2020].

Resnik, D. B. 2015. *What Is Ethics in Research & Why Is It Important*. [Online] Available at: <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm> [Accessed 27 August 2020].

Rivera, J. J. 2016. *Effects of Corporate Social Responsibility on consumer brand loyalty*. [Online] Available at: https://www.scielo.br/scielo.php?script=sci_arttext&pid=S1806-48922019000300395 [Accessed 04 June 2020].

Rudominer, R. 2016. *Corporate Social Responsibility Matters, Ignore Millennials at Your Peril*. [Online] Available at: http://www.huffingtonpost.com/ryan-rudominer/corporate-social-responsi_9_b_9155670.html [Accessed 18 June 2020].

Šalkovska, J., Batraga, A. and Mežpapa, A. 2015. *Cosmetics Brand Equity Formation in Awareness of Latvian Consumer*. [Online] Available at: <file:///C:/Users/carla/Downloads/Brand%20equity%20cosmetics%20Latvia.pdf> [Accessed 20 July 2020].

Sanidewi, H. and Paramita, E. L. 2018. *The role of perceived green marketing and brand equity on green purchasing decision*. [Online] Available at: <file:///C:/Users/carla/Downloads/Green%20Purchasing%20decision%20cosmetics.pdf> [Accessed 20 July 2020].

Setia, M. S. 2016. *Methodology Series Module 3, Cross-sectional Studies*. [Online] Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4885177/> [Accessed 08 August 2020].

Shamshad, M., Sarim, M., Akhtar, A. and Tabash, M. 2018. *Identifying Critical Success Factors for Sustainable Growth of Indian Banking Sector using Interpretive Structural Modelling*. [Online] Available at: <https://www.emerald.com/insight/content/doi/10.1108/IJSE-10-2017-0436/full/html> [Accessed 08 July 2020].

Sharp, B., Sharp, A. and Wright, M. 2015. *Questioning the Value of the True Brand Loyalty Distinction*. [Online] Available at: <https://www.marketingscience.info/wp-content/uploads/staff/2015/08/6427.pdf> [Accessed 15 October 2020].

Shavit, S. and Barnes, A. J. 2020. *Culture and the Consumer Journey*. [Online] Available at: <https://www.sciencedirect.com/science/article/pii/S0022435919300867> [Accessed 12 September 2020].

Shaw, A. 2018. *Brand Loyalty Definition and Examples*. [Online] Available at: <https://www.marketingtutor.net/what-is-brand-loyalty/> [Accessed 04 June 2020].

Shirai, M. 2015. *Impact of “High Quality, Low Price” Appeal on Consumer Evaluations*. [Online] Available at: <https://www.tandfonline.com/doi/full/10.1080/10496491.2015.1088922> [Accessed 03 December 2020].

Smith, D. 2003. *Five Principles for Research Ethics*. [Online] Available at: <https://www.apa.org/monitor/jan03/principles> [Accessed 03 May 2020].

Smith, N. 1996. *Ethics and the typology of customer value, Advances in Consumer Research*. pp. 53-148.

Somma, D. M. 2014. *Brand Perception, Perceived Quality Rules the Day*. [Online] Available at: <https://www.brandingstrategyinsider.com/brand-perceptions-perceived-quality-rules-the-day/> [Accessed 19 October 2020].

Stagia, I. 2020. *Consumers are Seeking out Eco-Friendly Beauty Brands: Exploring the Rise of Conscious Capitalism*. [Online] Available at: <https://marketingtechnews.net/news/2020/jan/29/consumers-are-seeking-out-eco-friendly-beauty-brands-exploring-rise-conscious-capitalism/> [Accessed 28 July 2020].

Stainton, H. 2020. *Positivism and Interpretivism, a Simple Explanation*. [Online] Available at: <https://tourismteacher.com/positivism-and-interpretivism-simple-explanation/> [Accessed 03 December 2020].

Stankovic, K. 2019. *Do Consumers Actually Care about Corporate Social Responsibility*. [Online] Available at: <https://blog.globalwebindex.com/chart-of-the-week/corporate-social-responsibility/> [Accessed 04 June 2020].

Stewart, B. 2019. *What is Brand Loyalty, Definition, Examples & More*. [Online] Available at: <https://emarsys.com/learn/blog/what-is-brand-loyalty/> [Accessed 14 October 2020].

Strauss, R. 2019. *Graham Fish's mission to address the cosmetic industry's plastic problem*. [Online] Available at: <https://www.zerowasteweek.co.uk/graham-fish-men-u-mens-grooming/> [Accessed 28 July 2020].

Stumpfegger, E. 2017. *Trustworthiness of Research*. [Online] Available at: <https://www.munich-business-school.de/insights/en/2017/trustworthiness-of-research/> [Accessed 07 December 2020].

TABS Analytics, 2017. *2017 TABS Cosmetics Study*. [Online] Available at: https://cdn2.hubspot.net/hubfs/544043/2017_Webinars/2017%20Cosmetics/White%20Paper/11-21-17%20Cosmetics%20Survey%20FINAL.pdf?t=1511794533245 [Accessed 13 September 2020].

Taplin, C. 2017. *What is Brand Equity*. [Online] Available at: <https://becausebranding.wordpress.com/2017/01/16/what-is-brand-equity/> [Accessed 31 July 2020].

Tariq, M. 2017. *Impact of Green Advertisement and Green Brand Awareness on Green Satisfaction with Mediating Effect of Buying Behaviour*. [Online] Available at: <https://pdfs.semanticscholar.org/7f35/f238512ef5d96032ca862be5215bd7152ad8.pdf> [Accessed 30 July 2020].

Thomas, D. R. 2006. *A General Inductive Approach for Analyzing Qualitative Evaluation Data*. [Online] Available at: <https://journals.sagepub.com/doi/abs/10.1177/1098214005283748?journalCode=ajec> [Accessed 29 November 2020].

Tjarnemo, H. and Sodahl, L. 2015. *Swedish food retailers promoting climate smarter food choices-Trapped between visions and reality*. *Journal of Retailing and Consumer Services*. 130–139.

Trochim, W. M. 2020. *Deduction & Induction*. [Online] Available at: <https://conjointly.com/kb/deduction-and-induction/> [Accessed 26 November 2020].

Vaismoradi, M. and Snelgrove, S. 2019. *Theme in Qualitative Content Analysis and Thematic Analysis*. [Online] Available at: <https://www.qualitative-research.net/index.php/fqs/article/view/3376/4470> [Accessed 13 October 2020].

Vanson, S. 2014. *What on earth are Ontology and Epistemology*. [Online] Available at: <https://theperformancesolution.com/earth-ontology-epistemology/> [Accessed 08 July 2020].

Wachtel, T. 2020. *What Brand Loyalty Means for Your Business and Why it Matters*. [Online] Available at: <https://elementthree.com/blog/what-brand-loyalty-means-for-your-business/> [Accessed 28 July 2020].

Ward, S. 2020. *What Is Green Marketing*. [Online] Available at: <https://www.thebalancesmb.com/green-marketing-2948347> [Accessed 28 July 2020].

White, K., Hardisty, D. and Habib, R. 2019. *The Elusive Green Consumer*. [Online] Available at: <https://hbr.org/2019/07/the-elusive-green-consumer> [Accessed 27 July 2020].

Youjae, Y. and Bagozzi, R. 2015. *Effects of Customer Participation in Corporate Social Responsibility (CSR) Programs on the CSR-Brand Fit and Brand Loyalty*. [Online] Available at:

https://www.researchgate.net/publication/288683286_Effects_of_Customer_Participation_in_Corporate_Social_Responsibility_CSR_Programs_on_the_CSR-Brand_Fit_and_Brand_Loyalty [Accessed 07 June 2020].

Young, K. 2018. *The Rise of Green Consumerism: What do Brands Need to Know*.

[Online] Available at: <https://blog.globalwebindex.com/chart-of-the-week/green-consumerism/> [Accessed 30 July 2020].

Zhang, Y. and Wildemuth, B. M. 2009. *Qualitative Analysis of Content*. [Online] Available at: https://www.ischool.utexas.edu/~yanz/Content_analysis.pdf [Accessed 02 May 2020].