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## Erasmus School of Economics

**BSc. Economics and Business Economics**
**Bachelor Thesis: Marketing**

**Title:** *The effect of green marketing on brand attitudes and purchase intentions in the make- up industry*

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## Executive Summary

Make- up represents a form of self- expression, which transcends centuries and continuously evolves through heavy investment in research and development. As consumers become more conscious about the impact that their decisions have on the environment, the beauty industry is rapidly adapting to these changes.

This paper aims to analyze the influence of green marketing in the make- up industry. From an academic point of view, the research on this topic is limited. Thus, this study will fill in the research gap by investigating the attitudes and the purchase intentions of customers related to green make- up brands. Socially, this paper is relevant as consumers are educated to make more sustainable choices, which will positively influence their decision- making process.

Taking into account the scope of the paper, marketers need to gain insight into the values that individuals attach to their green make- up products. That is why, the following central research question was formulated:

*What effect does green marketing have on brand attitudes and purchase intentions of students in the make-up industry?*

To extensively analyze the proposed research topic the following theoretical questions are considered:

1. What are the main components of green consumerism?
2. What is green marketing?

In addition, the following empirical supporting questions are interpreted:

1. What is the perceived value customers attach to green brands in the make-up industry?
2. What are the purchase intentions customers attribute to green make-up brands?
3. How much does brand trust influence customers when it comes to brands in the green make- up segment?

Recent academic papers argue that advertising of green appeal generates higher perceived value than the non- green one does. In addition, one of the most effective marketing tools

that provides a guarantee of value are ecolabels. Based on this information, *Hypothesis 1* is formulated:

*H1: The higher perceived value consumers get from green make- up products, the higher their attitudes they have towards green brands.*

Supporting literature indicates that to influence the purchase intentions of customers involves influencing the attitude of customer towards the green brand. Hence, *Hypothesis 2* is:

*H2: The higher brand attitudes consumers attach to green make- up products, the higher the purchase intention they have towards green products.*

Nevertheless, to build brand trust customers need to experience the make- up products and be provided with information about the brand so it stimulates brand familiarity. Consequently, brand trust will affect the purchase behavior. Thus, *Hypothesis 3* is:

*H3: The higher brand trust consumers have with green make- up products, the higher the purchase intention they have towards green products.*

An application of the study was conducted by comparing The Body Shop brand with the MAC brand to determine how the considered factors perform on the real market.

To investigate the formulated hypotheses, the analysis was conducted in the form of an online survey. Moreover, statistical analyses was performed on the collected data using STATA software through the means of descriptive statistics, linear regression and paired t- test.

By running the above- mentioned statistical analyses it was determined that all results are significant at 95% confidence interval. Thus, all three hypotheses are accepted. Based on this, purchase intentions, brand attitude, perceived value and brand trust are effective in evaluating the influence of green marketing on brands.

Specifically, the green cosmetic industry is poorly represented in terms of academic papers. Thus, further research could be conducted to investigate the considered factors i.e. brand attitude, purchase behavior, brand trust and perceived value and others that might have an influence on green marketing. Moreover, it is valuable to study the green beauty industry from the perspective of existing companies and not only from a general point of view.

Nevertheless, it can be argued that more sustainable brands should enter the market or companies should allocate resources to developing and rebranding their products in a more environmentally friendly way.

## 1. Introduction

### 1.1.    The green make- up industry background

"Make- up is an extraordinary tool that allows me to share my inspirations, my fantasies, and my vision with the world." This is how Pat McGrath, one of the most influential make-up artists in the world portrays the contribution of make- up to the life of costumers. As part of the worldwide beauty field, the authors of the website *Avenue Five Institute*[1] argue that the make- up industry can be traced back to 4,000 BC when the Ancient Egyptians used kohl i.e. a mix between different types of nuts, copper, and other ingredients to shape the well- known cat eyes. Early make- up products such as eyeshadow, lipstick and blush were based on natural ingredients, including charcoal, various plants, and fruits and even bugs that were used to create different colors.

With every passing century the make- up industry grew and diversified. In the late 19th and early 20th century, make- up developed as an important professional path for women such as Elizabeth Arden, who according to the website, *Biography*[2] opened her signature salon that would offer "make overs" to her clientele. Today, make- up knows no gender or limit in terms of product range and purpose. An industry that started from utilizing everything that nature provided individuals with, moved into laboratories, where based on advances in research and development, different chemicals are combined to create what it is now called cosmetics. Moreover, trends in make-up seem to be changing fast, with new styles and products being released all the time. This means that cosmetic brands need to find ways to differentiate themselves. One such point of differentiation is their promotional and advertising activity. Based on their marketing research, companies can identify what elements, such as brand identity and brand image trigger customers to purchase the items.

Such studies show that an increasing number of costumers experience a growing global consciousness, and they care more about their impact on the environment. Particularly to the beauty sector, *the Acme- Hardesty online page*[3] presents that individuals account for the cosmetic products with a greater contribution to sustainability, which implicitly are much more beneficial for the skin from a long- term perspective. Considering this, many new

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[1] https://www.avenuefive.edu/brief-history-beauty-industry/
[2] https://www.biography.com/business-figure/elizabeth-arden
[3] https://www.acme-hardesty.com/green-cosmetics-sustainable-beauty/

companies have entered the beauty market to create their own niche that is targeted towards green make- up products. In addition, brands such as the British make-up and skincare producer, Charlotte Tilbury Beauty Ltd and the American beauty company, Kat Von D Beauty have understood the shift in consumers' preferences and have branched out in offering customers green make- up products.
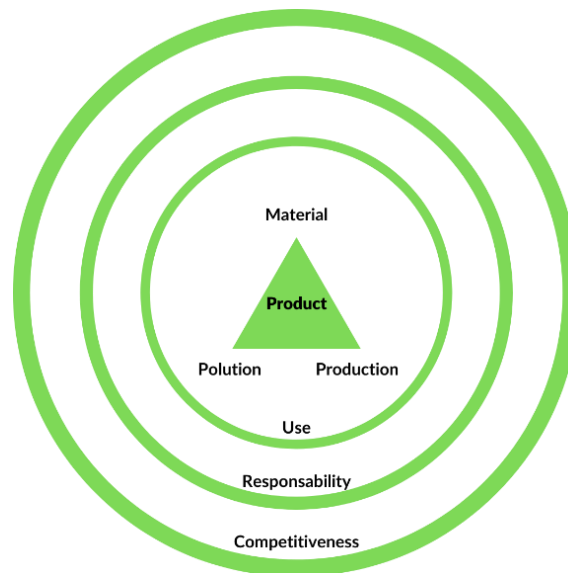


Figure 1: The augmented version of a green make- up product

A green make- up product describes an item that to Dangelico and Pujari (2010) involves a combination of three key types of environmental focus: material i.e. natural ingredients produced from renewable raw materials, the production process e.g. energy efficiency in production and pollution e.g. the packaging methods as shown in *Figure 1*. To further differentiate a green beauty item from its competitors, the brand identity should be associated with the adjective green as well. The identity can be established through a differentiated set of brand activities and benefits with an environmental impact (Hartmann, Ibáñez, & Sainz, 2005). This relates to all the aspects of the business including its logo and name, the design of the product and its packaging, and its marketing and promotional activity. The increased interest in organic cosmetics has determined companies to respond to sustainability challenges and transform them into opportunities by integrating them into their new product strategy and new product development process (Dangelico & Pujari, 2010) Moreover, according to Bonini and Oppenheim (2008) "consumers want to act green, but they expect businesses to lead the way". For the business, going green involves several benefits: improved product quality while reducing their energy consumption and their risks, meet competitive threats and governmental regulations, enhance their brand image, and increase their revenues (Bonini and Oppenheim, 2008). From the customer perspective, this

friendly attitude towards the environment has a major impact on their lives by influencing their purchase behavior to some extent. Thus, does producing green cosmetics mean that customers have understood the impact that they have on the environment, so they attach more value in utilising green brands over non- green ones?

### 1.2.    Research objective

From the point of view of customers, becoming more sustainable drives marketers to identify those factors affecting green purchase behavior. In this way, companies are provided with insights in how to utilize various environmental issues as their competitive advantage through their green marketing strategy. While analyzing the global cosmetic industry, the competitors' successful environmentally conscious activities, the governmental pressure as well as their moral obligation to reduce their carbon footprint (Bempong, 2017) determined businesses to adapt to green branding. According to *the Acme- Hardesty website*, this resulted in a steady overall 5 percent annual growth rate of the market. Moreover, analysts forecast that the organic beauty industry will increase to $25.11 billion by 2025.

Recent studies show that green product innovation is gradually becoming a standard part of different markets including the make- up industry. However, there is still a lot of confusion when it comes to understanding the implications of "going green", which are expressed by Ottman et al. (2006), who indicates that "although no consumer product has a zero impact on the environment, in business the terms 'green product' or 'environmental product' are used commonly to describe those that strive to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating use of toxic agents, pollution, and waste." Additionally, many academic articles focus on highlighting the multiple inferences of being sustainable, which companies may overlook. This means that a business entity should incorporate green solutions across different stages of the product development process such as selecting renewable raw materials and running green marketing campaigns.

Some researchers focus on analyzing the impact of green marketing without concentrating on a certain market. Others argue about the relevance of brand attitudes and purchase intention of green products in the beauty industry. However, there is little research on the impact that brand trust and the perceived customer value i.e. level of satisfaction have on green marketing purchases and the attitude of customers, particularly to the make- up

industry. All these components play a critical role in defining the identity of the brand and can enhance its competitiveness at the market place. According to Dangelico and Pujari (2010) this will "require not only an enhanced level of corporate environmental responsibility but also a sustained level of implementation of the firm's environmental policies to put green product ideas into practice and overcoming of challenges and risks."

For this reason, the purpose of this paper is to investigate the influence of the promotional and advertising activity of a green make- up product on brand identity. Primarily, the aim is to understand how purchasing behavior and the various attitudes of consumers have a direct effect on the way a green make- up brand is perceived. This is likely to provide valuable insights on how green product innovation transcends challenges and transforms opportunities into brand strengths. Moreover, this article aims to fill in the gap by investigating the effects of brand trust and how it relates to purchase intentions of green cosmetics by looking specifically at the student population.

The nature of the research is mainly confirmatory, analyzing how different papers expand on the attitudes and intentions towards green cosmetic brands. In addition, the paper is going to add to the current academia by running a short survey about the influence of brand trust on the willingness of students to buy and use green make- up brands. This research does not focus on the economic perspective, but it rather highlights the behavioral implications of a green make- up brand from the customer perspective.

### 1.3. Relevancy of Topic

The increased interest in the environmental crisis has determined the greening of public perception. This contributes to promoting green consumerism, which establishes an equilibrium between consumer's expectations and business profit motives (Todd, 2004). Taking this into account, this paper is going to increase the level of awareness towards the use of green make- up products. This means that consumers will have a much better understanding of the positive contribution that green cosmetics have for their well- being and the environment. For instance, as discussed by Liobikien and Bernatonien (2017) society faces various environmental issues such as pollution and waste generation which are partially the consequence of high levels of make- up consumption. To cope with the results of such environmental damage, consumers need to be educated to make more sustainable choices

that will positively affect both themselves and the world around them. However, to incentivize them, marketers need to gain insight into the values that consumers attach to their desired cosmetic products.

From the company perspective, this research will support their mission in producing sustainable make- up products by providing insights on why green products- are (more) profitable in the long- run, improve their brand image through their value proposition and add value to their competitive advantage. Thus, by the means of a sustainable supply chain i.e. improving the efficiency and reducing the costs of production by generating less waste, the company can market themselves as supporting a green mindset. This can be integrated as the core value of their brand identity.

Academically, the paper takes a step forward in investigating the attitudes and the purchase intentions of customers related to green make- up brands. It is of great significance to understand the strengths, the opportunities, the threats, and the weaknesses that green brands present towards different market players. Moreover, this will facilitate the optimization of their brand image and provide them with a better overview of the impact they create and how they can generate additional value through their competitive advantage.

## 1.4.   Central research question and related sub questions

The objective of this paper is to understand the influence that green marketing has on the way customers, in this case students, perceive a sustainable make- up brand and whether it significantly influences their purchase intentions. Additionally, the impact of a strong brand trust, which consumers might express towards the products will be investigated. Therefore, this paper will discuss the following central research question:

*What effect does green marketing have on brand attitudes and purchase intentions of students in the make-up industry?*

In sub- chapters, the paper will discuss and provide answers to the following theoretical questions:

1. What are the main components of green consumerism?
2. What is green marketing?

In addition, the following empirical supporting questions are considered:

1. What is the perceived value customers attach to green brands in the make-up industry?
2. What are the purchase intentions customers attribute to green make-up brands?
3. How much does brand trust influence customers when it comes to brands in the green make- up segment?

By formulating answers to these questions will in turn lead to interpreting the central research question.

## 1.5. *Possible ethical research issues*

From the societal impact point of view, many researchers argue that green consumerism is ethically misleading because it is not a positive answer to environmental issues since it promotes an increase in consumption. Furthermore, it encourages corporate greenwashing that is detrimental to the way consumers perceive the "sustainable" business conduct. This discussion puts green marketers in a particular ethical position.

Green marketing involves a variety of connotations that makes it challenging to grasp from an ethical point of view since none of its attributes is primarily predominant. As previously mentioned, promoting a green make- up product increases consumerism, which is beneficial for the producer, but it does not satisfy the principles established by being sustainable towards the environment.

## 1.6. *Limitations*

This paper contains several limitations, the main one being the lack of academic support when it comes to research articles about the green cosmetic industry. As mentioned by Dangelico and Pujari (2010) the green make- up industry is continuously growing and it faces numerous challenges regarding attracting, satisfying, and retaining consumers while addressing environmental concerns. Thus, "these changes and expectations make it essential for researchers to investigate green product innovation" in the cosmetic market (Dangelico and Pujari, 2010).

By relying mainly on descriptive research, the paper might lack understanding of what is currently happening on the market since the make- up industry is undergoing rapid changes in terms of environmental and societal expectations. Furthermore, the scope of the paper is narrow since the sample is representative of a certain age group i.e. students. In conducting the research, the survey was distributed through an anonymous link on different social media platforms to further contribute to the randomization of the sample. However, from a demographic point of view, the population of the sample might be represented by the Romanian nationality on average. This would adversely impact the generalization of the results.

Nevertheless, the method utilized in testing the formulated hypotheses is the inferential statistic paired t- test. Based on this statistical approach it will be determined whether there is a significant difference. However, this method might not be sufficient to greatly interpret the obtained data since it only investigates the difference between the means of two groups. This means that further analysis might be required.

## 1.7. *Thesis outline and summary chapter contents*

Chapter 1: Introduction

The background, the objectives and the challenges of the study are presented. This chapter introduces the topic, while outlining the structure of the thesis and briefly summarizing the main points of each of the study's chapters.

Chapter 2: Literature review

The literature study is conducted to assess the topics associated with the main research question. It reviews the body of literature related to green marketing and explains the concepts and previous research. The discussed terms are purchase intentions and brand attitudes. Nevertheless, different theories are analyzed and applied in the context of the green make- up industry.

Chapter 3: Research Methodology

This section expands on the rationale behind conducting the research and the objectives of the analysis. Hence, the selected research methodology, including the data collection, data

processing and data methodologies will be thoroughly presented. Moreover, the literature will be further interpreted within the context of the influence that green marketing has on beauty brands taking into consideration the level of satisfaction, the purchase intentions and the trustworthiness of the brand.

Chapter 4: Research Outcome

In this chapter, the results of the provided survey are presented and thoroughly interpreted in accordance with the formulated hypotheses.

Chapter 5: Conclusions and Recommendations

This part contains the final thoughts on the way green marketing influences brands in the make- up industry through brand trust, level of satisfaction and purchase intentions. It debates the research findings and links these to the discussed literature. Nevertheless, recommendations to increase the impact of green marketing on the image of beauty brands are formulated and guidelines for future research are presented.

## 2. Literature Study

### 2.1. Green Consumerism

To get a better understanding of the means, in which marketing influences the green make- up industry this sub- chapter will discuss one of the main concepts that form the basis in formulating in- depth answers for the supporting questions outlined in the *Introduction*.

Prior to developing a good marketing strategy, it is important to determine the factors that contribute to green purchase behavior. One such significant aspect is understanding who the targeted costumer is. While constructing the psychographic profile of the *green consumer*, Shrum, McCarthy and Lowrey (1995) consider the following factors as relevant: purchase behavior such as price consciousness and the attitude towards shopping as an activity, interest in new products, and brand loyalty. It is suggested that a green consumer is a "an opinion leader and a careful shopper" who pays attention to the information that they gather

from both the product itself and the marketing campaign (Shrum, McCarthy and Lowrey, 1995). Moreover, they have the tendency to be skeptical towards the advertising, so marketers need to make sure that the message comes across clearly and fully reflects the characteristics and purpose of the product. Based on consumer studies, it was determined that a green person fits the profile of a professional with a higher level of education and that is better represented by females than males (Shrum, McCarthy and Lowrey, 1995).

Generally, the ones that would like to adhere to the status of green consumer are millennials. They made it their mission to find ways to conserve the planet by decreasing the use of products that are based on chemicals and creating better conditions for all (Suntornpithug N. & Indiana S. K., 2017). Moreover, millennials represent the demographic cohort describing the current generation of students that on average live on a tight budget. Considering both their pro- environmental behavior and financial situation what motivates them to practice green consumerism?

According to Young et al. (2009), *green consumerism* defines the consumption behavior of an individual as a series of purchase decisions that can be inter- linked and influenced by the strength of their ethical green dynamics or not related- indicating that they might make these purchases due to the green product being perceived as better. Moreover, this perspective highlights different attributes which can be attached to the real- life decision processes that result in defining a series of purchase decisions (Peattie, 1999). When discussing the concept of green consumerism in the make- up industry, the evaluation is much more extensive. This category of products implies an interest for the aesthetic side that should evoke a certain reaction from the costumer. For instance, the sense of aesthetics is a guarantee that the product aims to improve one's self- image and thus self- esteem (Todd, 2004).

To generate green consumerism in the make- up industry, Todd (2004) argues that businesses base their marketing strategy on ideological values that expand on the notion of healthy beauty and well- being. This results from incorporating self- esteem into the marketing campaign while bridging the traditional cosmetic femininity with the contemporary natural beauty ideal. Moreover, the strategy focuses on establishing a sense of community. This in turn enhances the inclusion of environmental sustainability as a priority in analyzing the social impact of production and consumption. In this way, green consumerism represents a transformative ability for make- up supporters to practice their green values within society.

*2.2.    Green Marketing*

The mission of green marketing is to provide satisfaction to customers and have a positive impact on the environment. By solely focusing on one of the two objectives stated above, Ottman et al. (2006) characterizes it as "*green marketing myopia*". For instance, if the marketers and implicitly the company they work for, adopt a tunnel vision i.e. focusing on the product (its efficient manufacturing, the product functionality, and its features) instead of balancing their vision with "meeting customers' needs" (reach their expectations and understanding their future ambitions). Thus, the business might encounter failure in offering the benefits customers expect from the product. Furthermore, marketer's myopic focus could intervene when the product does not provide consumers with real and substantial environmental benefits. In this situation, the green product can become so common that it might not be recognized for its pro- environmental attributes, but it is purchased for non-green reasons.

Table 1. 4 green marketing strategies and their characteristics

| Nr crt. | Name of the strategy | | Characteristics |
|---|---|---|---|
| 1 | Defensive green strategy | | Inability for product differentiation due to resource and capability constraints |
| | | | It usually fails because the targeted segment of customers perceives their green contribution as minimal |
| 2 | Lean green strategy | | Improving their supply chain and manufacturing activities in a sustainable way (thus it contributes to reducing costs) |
| | | | Benefitting from governmental and environmental agencies' subsidies by focusing on their low- cost rather than green strength |
| 3 | Shaded green strategy | | Creating their competitive advantage based on providing the customer with innovative and pro- environmental alternatives; thus, they differentiate their product based on their green attitudes |
| | | | Promoting their green values as a second benefit |
| 4 | Extreme green strategy | | Integrating green values in the business core and the means of the product life cycle |
| | | | Meeting customer expectations by serving the green needs of niche markets |
| | | | It is built through the use of the holistic business approach |

To build a strong green brand, marketers can use the insights gathered by observing customers, their consumption habits and establishing a *green marketing strategy*. This type of strategy is difficult and costly to execute. For it to succeed, the business needs to clearly position itself in the minds of the customers they serve. By accomplishing this, the strategy will generate a successful brand identity i.e. "favorable brand associations, greater credibility,

enhanced perceptions of brand quality and higher brand loyalty" (Davari & Strutton, 2014). Additionally, according to the green marketing strategy matrix, the two factors that define one are the size of the green market and the ability of the product to differentiate itself from similar ones. Considering these, the nature of the strategy can be either assertive or defensive as shown in *Table 1* (Davari & Strutton, 2014). In this paper the focus will be on businesses that incorporate an extreme green strategy.

The green marketing strategy allows the business to be acknowledged on the market by actively contributing to its *green branding*. While working on its identity, the business creates pro- environmental impact by being involved in a variety of processes that deliver value to customers (Bempong, 2017). This means that by utilizing various products the particular green brand is committed to help consumers adapt to a more sustainable behavior by eliminating the gap between their intentions and their actions. According to Bonini and Oppenheim (2008) this is done by removing five barriers through exposing consumers to green products i.e. creating awareness, positively impacting their opinion regarding eco- friendly products' quality, increasing their trust in such items, decreasing the pricing points and improving the products' availability.

## 2.3. *The perceived value regarding green make- up brands*

The perceived value that customers attain is an intangible feeling about the product that differs from the objective value. However, to trigger this type of reaction, extrinsic indicators such as product reliability are utilized (Wei et al., 2012). This in turn provides consumers with both functional and hedonic gains (Wu & Chen, 2014). Notably to green products, the perceived value communicates the level of satisfaction that customer experiences from purchasing and utilising the item. This will contribute to their attitude with respect to sustainable products particularly towards the specific green brand.

The perceived risk plays an important role in determining the value consumers will benefit from. Wu & Chen (2014) describe perceived risk as "the possible loss incurred by consumers while in pursuit of the most satisfactory outcome". In relation to green products, the risk denotes the level of uncertainty that is attached to purchasing it. This might be influenced by the growing stage of the market that faces various challenges in establishing itself. Thus, consumer behavior is subjective to risk- taking and risk- reducing behaviors, which imply either gains or losses. This means that during the decision- making process, the individual

accounts for uncertainty and adverse results. When the perceived risk is high, the willingness to engage in purchasing behavior is lower. Taking this into account, the paper analyses whether the risk that is embedded in advertising messages of green make- up products decreases the value that consumers get.

### 2.3.1. Prospect Theory

As many scholars suggest, prospect theory enhances the assessment of the way consumers react to green marketing based on either gains or losses, where gains indicate an increase in perceived value while losses illustrate vice versa. According to Wei et al. (2012) "anticipated value of green products advertisements that appeal to environmental benefits is more than the anticipated value of advertisements appealing to personal benefits". This means that individuals purchase green make- up brands, acquire them because they portray them as environmental gains, which decisively contributes to their overall assessment of the products. To intensify the positive impact of green make- up brands, a pro- environmental state of mind should become central within the organizational culture of the business. Thus, functional areas of the firm such as design and production influence the end- product's ecological quality. Furthermore, the purchasers not only buy a green product, but they acquire the green image of the company (Chamorro & Bañegil, 2006). If the business commercializes its product as green while deciding to ignore the greening of the firm in its entirety, the communicated message might come across lacking credibility and negatively influence consumers in their decision- making process.

### 2.3.2. The use of ecolabels

The purpose of utilising ecolabels is to add value to the green product by reducing its risk that the customer might attach to purchasing it. Thus, Chamorro and Bañegil (2006) talk about the significance of using ecolabels as a confirmation that the product is in line with a series of criteria ensuring that it has a reduced harmful impact on the environment than is normal in its product category. Ecolabelling also allows customers to identify and select the greenest products on the market. However, it does not embody a guarantee that there is a true philosophy of green marketing behind the item. Behind eco labeled products there is a lot of effort invested in making sure that the schemes work properly and are effective but on one side, many research articles indicate that consumers do not get additional value by purchasing this type of commodities, which might suggest that the green dimension of the product is not a sufficient marketing incentive in promotional communication or that is poorly utilized by

the firm (Rex & Baumann, 2006). One the other side, environmental labels can enhance the competitive advantage of the company and help it gain more market share.

The green make-up segment of the market is still of modest size as a consequence of the low share of green products sold. By working on better interlinking the ecolabels, their effectiveness can be improved which will result in providing consumers with better information to be considered in the purchasing situation.

### 2.3.3. Formulation of *Hypothesis 1*

Taking everything into consideration, through prospect theory, Wei et al. (2012) argue that the advertising of green appeal generated higher perceived value than the non- green one did. This could imply that both consumers and the mainstream media express higher concerns regarding sustainability and green standards which "nudge" the market to become greener. Through the central concept of loss- aversion (Kahneman & Tversky, 1979) consumers would like to gain instead of making losses, in this context, it means that they "want to make environmental sustainability a social norm without sacrificing their needs for products with specific attributes" (Wei et al., 2012). Additionally, one of the most effective marketing tools that provides a guarantee of value are ecolabels. Nevertheless, Rex and Baumann (2006) indicate that all stakeholders such as policymakers, firms and consumers are "many actors or individuals" that actively influence each other and contribute to the greening of production and consumption processes. Hence this study proposes the following hypothesis:

*H1: The higher perceived value consumers get from green make- up products, the higher their attitudes they have towards green brands.*

### 2.4. *The purchase intentions attached to green make- up brands*

When placing the concept of purchase behavior in the green make- up industry, the authors Liobikien and Bernatonien (2017) argue that these type of commodities are seen as low-involvement products that do not require extended effort in forming an opinion about the brand before taking a (purchase) decision. However, the process of purchasing a green cosmetic is influenced by three categories of factors: internal factors i.e. values and attitudes, social factors and external factors that involve the way the market and its players impacts the decision. By social factors, Liobikien and Bernatonien (2017) identify a strong relationship between subjective norm and the intention to buy organic products. Moreover, consumers are heavily influenced- directly by their family, social circle, sale personnel and indirectly by

the product's marketing campaign such as celebrity endorsement. Considering the external context, ecolabelling works as a powerful tool in enhancing product differentiation. This means that brands recognized as green create a more positive public image. Therefore, consumers are more likely to purchase organic make- up.

From an internal perspective, the health benefits are the ones that rank high in influencing consumers towards organic make- up products. They consider that this type of commodities are safer than non- green brands and positively affect their lifestyle by improving their look in a chemical- free manner. Additionally, showcasing a pro- environmental attitude has an impact on purchase intention of green cosmetics.

In particular, environmental knowledge is a decisive element in shaping personal values and influencing purchase attitudes. That is why, several papers argue that there is a lack of information about green make- up on the market, which brands should fulfill through their marketing campaigns. Furthermore, individuals increase their behavioral intentions when they experience a positive attitude towards time, their financial resources and product assortment (Kim & Chung, 2011). Events such as the 2009 economic crisis have negatively influenced consumers making them price- sensitive, which resulted in a decrease of sales. However, as Hsu et al. (2017) showed that retailers could work on changing consumer's perception of higher prices to affordable ones by using the tools of the marketing mix.

### 2.4.1. The influence of the marketing mix on the purchase behavior of customers

To increase the purchase attitudes towards green make- up products, businesses need to promote them in an effective way by utilizing the right marketing tools. Thus, the execution of promotional, pricing and supply chain i.e. place, and product tactics should add value to the mission of conserving the environmental welfare. Davari A. & Strutton D. (2014) expand on the green marketing mix by discussing that *green products* are the final result of a pro-environmental supply chain. This means that they generally have a bigger life span, are less toxic and mainly produced from reusable materials. Specific tactics include combining one of the following actions and more: "recycling, repurposing; re- consumption". While expanding on a sustainable purchase attitude, *green prices* represent the core. They usually refer to premiums that costumers must pay to purchase the desired items. Setting a higher price point for this type of products is often unavoidable due to increased production costs. Peattie & Crane (2005) argue that higher green production costs are the result of socio- environmental costs which need to be internalized within the culture of the firm. Although, costumers are

required to spend more in acquiring a green product, their investment is valuable for themselves, future generations and ultimately for the environment. Therefore, product differentiation is key in communicating the higher (green) value. This is the result of possible design and performance improvements and added green features and purpose.

The essential component of the green marketing mix is the *green promotion* activity. Specifically, these advertising tools are utilized to communicate the added value that consumers benefit from by purchasing a green product. Furthermore, green promotions follow several criteria i.e. (1) they implicitly or explicitly expand on the environmental benefits of the product; (2) focus on showcasing the advantages of a greener lifestyle with/ without mentioning the product; (3) convey the image of an environmentally responsible corporate (Banerjee, Gulas & Iyer, 1995). Nevertheless, the notion of green place involves the process of distributing the green commodity across the supply chain i.e. from its manufacturing to its production to its consumption stage.

The values expressed through the marketing mix can be further integrated within the context of the *Theory of Planned Behavior*. This approach represents the theoretical basis in determining the (brand) attitudes that influence the purchase intentions of consumers.

### 2.4.2. The Theory of Planned Behavior

To get a better understanding, many scholars utilize the Theory of Planned Behavior (TPB) to determine the predictive validity of attitudes concerning specific behaviors. This is executed at an aggregate level by considering various occasions and situations (Ajzen, 1991). According to Paul et al. (2015) the model is built on "three predictors of intentions: attitude towards behavior, subjective norm, and perceived behavioral control". Expanding on the concept of intentions, Wu & Chen (2014) state that it measures one's willingness to execute a certain behavior considering the three factors previously mentioned.

In the context of a green brand, the *attitude* signifies the evaluation of the behavior i.e. determining if the specific behavior includes negative or positive consequences towards the environment. In addition, the term *subjective norm* implies "the perceived social pressure to perform or not to perform the behavior" (Ajzen, 1991). This dimension of the model analyses the way individuals feel when it comes to pressure from external factors concerning a given behavior. For example, if the consumers attaches a positive subjective norm towards a green brand then the concerned behavior intentions are likely to be positive. Nevertheless,

*perceived behavioral control* (PBC) involves "the perceived ease of difficulty of performing the behavior" (Ajzen, 1991) while considering foreseen obstacles and past interaction with the brand. Additionally, PBC includes non- motivational factors such as facilitating factors (Triandis, 1977) that connected to a green brand is represented by for instance, recycling, which positively affects the behavior of consumers.

On a different note, Yadav and Pathak (2017) affirm that perceived value and the willingness to pay premium are part of the extended TPB in measuring the green purchase intention. Thus, the perceived gain is significant in the analysis as costumers "will not compromise on the functional benefit of the product just for the sake of the environment" (Yadav and Pathak, 2017). In addition, the willingness to pay premium is considered as many research articles determined that consumers are price sensitive when purchasing green products.

### 2.4.3.  Formulation of *Hypothesis 2*

In this sub- chapter the exclusive attention was paid to better understand the purchase intentions of green products in the make- up industry. As argued by Liobikien and Bernatonien (2017) purchase intentions of green make- up products result from building a strong and cohesive brand image. This can be achieved by concentrating on internal factors such as added health benefits and increased level of environmental awareness that as discussed by Davari and Strutton (2014) are incorporated within the tools of the marketing mix.

The analysis of brand attitudes within the structure of the Theory of Planned Behavior that Paul et al. (2015) conducted, determined that "should attitude and perceived behavioral control be positive, consumers will be more likely to have purchase intentions for green products". Out of all 3 predictors, attitude resulted as the strongest one, which indicates that by experiencing a positive emotion towards the environment, consumers are more willing to become familiar with the brand. Moreover, while evaluating the extended version of TPB, Yadav and Pathak (2017) determined that perceived value positively influences the consumer green purchase intention while the willingness to pay premium was reported as not impacting the goal of purchasing green products. Nevertheless, from the perspective of a marketer, to influence the purchase intentions involves acknowledging the differences between customer attitude and customer behavior towards the green brand (Dangelico & Pujari, 2010). Accordingly, this study proposes the following hypothesis:

*H2: The higher brand attitudes consumers attach to green make- up products, the higher the purchase intention they have towards green products.*

*2.5.    The influence of brand trust on green make- up*

For customers to trust a brand means increasing their awareness towards the brand positioning. Thus, the strategic relevance of the concept consists of "deliberate and proactive actions aimed at the definition of distinct consumer perceptions" (Hartmann, Ibáñez, & Sainz, 2005). In addition, positioning a green brand involves actively communicating the value proposition to the target audience and highlighting the differentiation points of the brand from its competition through its pro- environmental characteristics.

Brand positioning is executed through functional and emotional attributes. The functional side of the brand attempts to build brand associations by communicating information about the environment and the ways the brand supports it. This is accomplished by concentrating on the green improvements that the product delivers compared to conventional ones. However, functional attributes are not tailored to provide the buyer with individual benefits. Thus, emotional brand advantages work as a complementary strategy from a triple perspective i.e. delivering personal satisfaction, facilitating auto- expression and showcasing the positive feelings that the individual has towards nature. The more customers are involved with the brand the higher their brand trust, which may result in an increase in brand loyalty (Hartmann, Ibáñez, & Sainz, 2005). Based on this, customers might increase their purchase behavior towards the brand.

Further analysis indicates that consumer's level of involvement is significant for processing information. When the individual trusts a brand and there is already a preestablished level of knowledge the process of identifying brand attitudes is intensified. Pickett- Baker and Ozaki (2008) indicate that the average consumer has a much higher opportunity to form an attitude towards a green product and implicitly increase their level of trust if the firm emphasizes on the green component in their advertising.

2.5.1.  Consumption Value Theory

To enhance the trustworthiness of the brand, customers should benefit from an increase in their level of satisfaction i.e. perceived value and a reduction in the risk attached to purchasing the product. Thus, the Consumption Value Theory is a marketing tool that provides a better understanding of the motivation behind increasing the level of trust towards

a brand. This theory combines an extended approach on value i.e. functional, social, emotional, conditional, and epistemic values. When considering the functional value, factors such as perception, price and quality are analyzed based on the level of trust that the customer experiences towards the brand. This means that if consumers trust a particular brand, they are willing to pay more, perceive it as of, for instance better quality than other products from the consumption basket.

For green products, the perceived utility is based on the performance that the costumer gets through characteristics like reliability, durability, and price (Lin & Huang, 2011) that contributes towards developing a trust relationship with the brand. The social value represents the perceived utility that the customer gets considering the opinion of specific social groups but also accounts for their personal norms and moral attitudes reflecting that they are better off by going green and implicitly caring about the environment. For instance, word of mouth is the confirmation that the green advertising campaign was valuable to both the company and customers. Suntornpithug and Indiana (2017) expand on the contribution of word of mouth by stating that it "involves a component of trust about the information of a product that is transmitted to a receiver and in turn helps them make a purchase while also solidifying the beliefs of the transmitter".

The emotional value constitutes in the perceived utility, which results from the affective states that are linked to the green product. For instance, by relating to an item the customer utilizes a combination of rational and emotional factors that illustrates a certain level of trust. The conditional value concerns the perceived utility that is connected to the way individuals react to external circumstances by responding to their needs and wants. Nevertheless, the epistemic value regards the perceived utility from satisfying a sense of curiosity for gathering more knowledge about acting green. This value influences all the stages of the decision process and is the foundation of developing a specific level of trust towards sustainable products. (Sheth et al., 1991).

### 2.5.2.   Formulation of *Hypothesis 3*

In their study Pickett- Baker and Ozaki (2008) determine that "brand trust is based on experience of the brand, information, familiarity and satisfaction. Moreover, they talk about the imperative function that emotions have on the decision-making process, the attitude formation towards brands and memory retrieval. Similar insights are gathered by Lin and Huang (2011) in their consumer choice behavior study. They argue that conditional, epistemic

and emotional values have a positive impact on the green purchase decision. Thus, marketers should offer support in further educating consumers about the benefits of "going green" by integrating these values in the brand identity. This would result in a higher level of customer involvement, which contributes to the development of trust attitudes towards the brand. In addition, the study determined that price does not have a significant influence on the purchase intentions. This suggests that the risk attitude attached to buying a green product might be rather strongly influenced by the level of trust consumers attach to the brand in terms of product performance. Nevertheless, this paper proposes the following hypothesis:

*H3: The higher brand trust consumers have with green make- up products, the higher the purchase intention they have towards green products.*

## 2.6. Conceptual research model

In this study, the exclusive attention is on determining the influence that green marketing has on brand attitudes and purchase intentions within the make- up industry. Starting from the concept that make-up is a statement of beauty and reflects the effort that costumers assign to their general appearance, green make- up takes the industry a step further by making sure that through producing and utilizing different products the environment is not highly damaged. This implies that the market should function as a sustainable chain of events. However, different players impose a variety of challenges such as determining the set of values that characterize a green brand, the attitudes of costumers when discussing purchase intentions and influencing the individuals in growing an affinity for nature by increasing their trust towards green make- up brands.

To propose a model that analyzes the determinants of attitudes and purchase intentions related to green make- up brands involves the inclusion of all factors that could have a direct influence on the research as seen in *Figure 2*. Thus, the study will investigate whether the following variables i.e. perceived value, purchase intention and brand trust have an effect on green marketing in the make- up industry.

Through perceived value, the paper weighs whether the various types of gains associated with utilizing organic make-up outweigh the losses that could be related to investing more financial resources than for conventional make- up. This in turn, would provide insights about the purchase intentions of customers. Nevertheless, the research will evaluate whether brand trust is significant in the decision- making process.
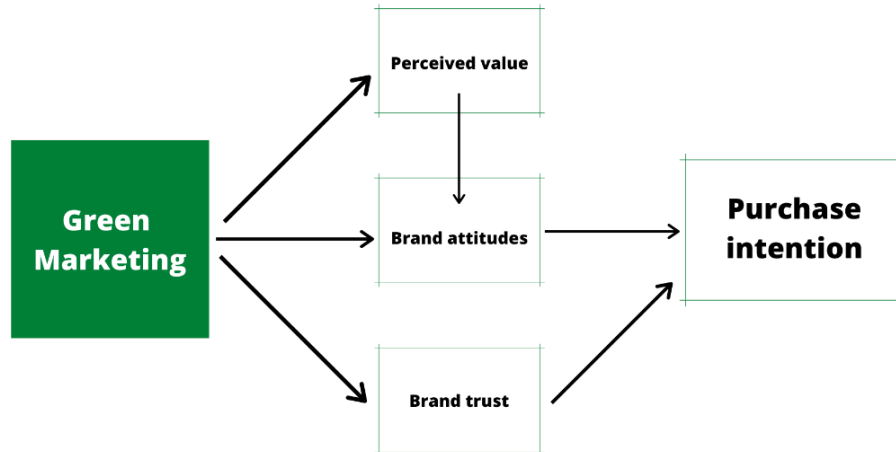
Figure 2: Model of the influence of green marketing in the make- up industry

## 2.7.    Summary of key findings

Present research on the role of green marketing in the make- up industry provides different perspectives on the ways firms and costumers influence each other. From the *consumer perspective*, if the individuals are highly involved with a certain green brand i.e. *brand trust,* their *attitude* towards the brand is intensified. Additionally, in the context of green products, factors such as social and emotional values have a positive impact on the costumer's *level of satisfaction*. When addressing the concept of *purchase intentions*, these are highly dependent on a good marketing mix, which represents the core of the marketing strategy.

From the company point of view, by delivering value to individuals, the firm should make sure that they meet the personal expectations of customers. Thus satisfying the needs of consumers implies enhancing the ability of the business to accommodate to unforeseen market changes while ensuring that their advertising activity "educates" costumers about the attained personal and environmental gains given the purchase of green products. This requires the "greening" of their supply chain, which might involve increased costs in the short-term. However, in the long term, the firm will benefit from process efficiency and a better consolidated competitive advantage. Thus, the goal of the company consists in providing additional satisfaction to customers, while maintaining a leading position in the market.

## 3. Research Methodology

### 3.1. Research design

The green make- up market is characterized by a fast-changing environment due to customers adjusting their attitudes towards different brands. The change in consumer perspective is the result of companies launching better products on the market by investing heavily in research and development. Thus, to be able to fully grasp the effect of green marketing on brands, it would be ideal to run a longitudinal, qualitative analysis. This method is used to gain an understanding of underlying attitudes and motivations related to the effectiveness of green marketing on brands over an extended time frame. Additionally, a qualitative study takes an idiographic approach by interpreting identity patterns of behavior at an individual level across a population of motivations. In fact, observing the same subject over a certain period of time offers a complete picture of the way perceptions of consumers related to green make- up brands fluctuate.

Given that for a bachelor thesis time is an eminent constraint, the nature of this research is, however, a cross- sectional, exploratory study. This method is less nuanced, but it allows to gain new insight in the way attitudes of consumers are altered when the level of satisfaction, their purchase intentions and the trustworthiness of the brand are analyzed. Moreover, the paper considers a quantitative study that takes a nomothetic approach i.e. observing a sample and drawing general inferences. The analysis will be conducted in the form of an online questionnaire which allows for the data to be recoded in an explicit manner that summarizes the gathered information more efficiently. Moreover, the survey is structured in several parts that on the aggregate level, aim to investigate the degree to which green marketing has an impact on brands in the make- up industry. This data collection method was chosen for several reasons. Firstly, it is conducted in an anonymous way which incentivizes respondents to be honest and less ambiguous with their answers. Secondly, a survey is relatively easy to administer and it is likely the most cost- effective research mode. Nevertheless, an extended range of data can be collected and interpreted such as attitudes, beliefs and values.

As previously discussed, measuring the effectiveness of green marketing on cosmetic brands imposes a challenge. For this reason its interpretation is not as explicit as for instance, the variable income, where the numerical value can be measured and precisely reported. Thus, it is essential to utilize a method that is adequate in decoding the information provided by

respondents. In this study, the effectiveness is analyzed by asking participants to express their opinion towards the application of green marketing strategy in the make- up industry. This is executed on a 7- point Likert's scale from strongly disagree to strongly agree.

Similarly, indicators such as perceived value, purchase intentions and brand trust are not explicitly perceived as well, which does not favor measurement in a direct, numeric way. For this very reason, quantifying the gathered information is achieved through the use of a 7- point Likert's scale from strongly disagree to strongly agree.

### 3.2.    *Data collection using an online survey*

Generally, the process of gathering information includes several stages. Firstly, the survey is built using Qualtrics XM, which is an experience management software platform. Moreover, its structure is based on the purpose of the research and utilising relevant literature. This questionnaire features a variety of close- ended questions that involve all the indicators mentioned above and can be found in **Appendix 2**. Based on the aggregated data, a comprehensive answer will be provided to the general research question. Secondly, the study is shared with the selected sample of individuals through the use of different social media platforms. Furthermore, the gathered data is analyzed, and several conclusions are drawn.

Particularly, the structure of the survey covers 3 different type of inquiries. The analysis starts with a statement of data privacy and a short overview of the main points of the paper. Then several demographic based questions are asked followed by some questions about the significance of green brands and some that relate specifically to the application of green marketing in the make- up industry. In the next sub- section, each part of the survey will be thoroughly discussed. Nevertheless, a summarizing table will be provided at the end of the chapter, which will incorporate the questions with their corresponding hypothesis.

3.2.1.   Demographic based questions

The first section of the questionnaire asks participants to indicate their country of residence. Next, questions related to gender with the options "Female", "Male" and "Other", the age of the respondent with the following intervals as reference points "below 18", "between 18 and 25" and "above 25", and whether they are currently students are inferred. All these questions provide background information about the sample population, which contributes to defining the profile of the customer that relates to the use of green brands in the make- up industry on average. In addition, the age and the student related questions help in further filtering relevant responses as the target of this paper is to interpret the brand attitudes and purchase

intentions of students that here are represented within the age interval of "between 18 and 25".

### 3.2.2. Pretest

To reduce selection bias the considered beauty brands i.e. The Body Shop (green brand) and MAC Cosmetics (non- green brand) were chosen based on the results provided by conducting a pre- study on a sample of 10 participants. In this analysis respondents were asked to rate 10 different make- up brands on the level of environmental friendliness and their level of satisfaction with the respective brands. The results are illustrated in *Table 2* and *Table 3*, whereas the corresponding graphic representations can be found in **Appendix 1.**

When observing the results in *Table 2*, it can be inferred that The Body Shop is on average considered the greenest with 55.56% of the answers corresponding to option "Agree". At the same time, MAC is perceived as one of the least environmentally friendly brands with 44.44% of the answers corresponding to option "Disagree".

In *Table 3* the results present that on average respondents are (extremely) satisfied (44.44%) with the MAC brand, while they are not as contended with The Body Shop (11.11%).

Table 2.  The perception of environmental friendliness of each considered brand

| Nr. crt | Brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---------|-------|---|---|---|---|---|---|---|
| 1 | L'Oréal | 0.00% | 11.11% | 44.44% | 0.00% | 22.22% | 22.22% | 0.00% |
| 2 | Lush | 0.00% | 0.00% | 11.11% | 0.00% | 22.22% | 33.33% | 33.33% |
| 3 | NYX | 0.00% | 33.33% | 22.22% | 22.22% | 22.22% | 0.00% | 0.00% |
| 4 | Urban Decay | 11.11% | 22.22% | 22.22% | 22.22% | 11.11% | 11.11% | 0.00% |
| 5 | **The Body Shop** | 0.00% | 0.00% | 11.11% | 11.11% | 11.11% | 55.56% | 11.11% |
| 6 | Honest Beauty | 0.00% | 0.00% | 11.11% | 11.11% | 22.22% | 0.00% | 55.56% |
| 7 | **MAC** | 0.00% | 44.44% | 22.22% | 11.11% | 22.22% | 0.00% | 0.00% |
| 8 | Nars | 0.00% | 22.22% | 11.11% | 44.44% | 22.22% | 0.00% | 0.00% |
| 9 | Milk Makeup | 0.00% | 22.22% | 11.11% | 22.22% | 11.11% | 11.11% | 22.22% |
| 10 | Fenty Beauty | 0.00% | 0.00% | 22.22% | 33.33% | 11.11% | 33.33% | 0.00% |

*Note*: 1- Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4- Neither agree nor disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree

Table 3. The level of satisfaction customers attach to the considered brands

| Nr. crt | Brand | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---------|-------|---|---|---|---|---|---|---|
| 1 | L'Oréal | 11.11% | 11.11% | 33.33% | 44.44% | 0.00% | 0.00% | 0.00% |
| 2 | Lush | 44.44% | 33.33% | 11.11% | 0.00% | 11.11% | 0.00% | 0.00% |
| 3 | NYX | 11.11% | 11.11% | 44.44% | 22.22% | 11.11% | 0.00% | 0.00% |
| 4 | Urban Decay | 22.22% | 0.00% | 22.22% | 55.55% | 0.00% | 0.00% | 0.00% |
| 5 | **The Body Shop** | 11.11% | 66.66% | 22.22% | 0.00% | 0.00% | 0.00% | 0.00% |
| 6 | Honest Beauty | 0.00% | 22.22% | 0.00% | 77.77% | 0.00% | 0.00% | 0.00% |
| 7 | **MAC** | 44.44% | 22.22% | 22.22% | 0.00% | 11.11% | 0.00% | 0.00% |
| 8 | Nars | 33.33% | 11.11% | 11.11% | 33.33% | 11.11% | 0.00% | 0.00% |
| 9 | Milk Makeup | 11.11% | 0.00% | 11.11% | 66.66% | 0.00% | 11.11% | 0.00% |
| 10 | Fenty Beauty | 33.33% | 22.22% | 11.11% | 22.22% | 11.11% | 0.00% | 0.00% |

*Note*: 1- Extremely satisfied; 2- Moderately satisfied; 3- Slightly satisfied; 4- Neither satisfied nor dissatisfied; 5- Slightly dissatisfied; 6- Moderately dissatisfied; 7- Extremely dissatisfied

### 3.2.3. Research

The second part of the survey includes a simplified view of what green marketing stands for and its influence on the relevant segment of the beauty industry. This way, respondents are explicitly reminded of the attributes that green marketing portrays in the context of cosmetic brands. Furthermore, the participants are inquired to specify their general perceived value and purchase intentions towards green cosmetic brands by selecting one of the options provided by the 7- point Likert's scale ranking values from strongly disagree to strongly agree. Furthermore, individuals are asked to signal their level of trustworthiness that they attach to green make- up brands as a result of their past purchase behavior and whether purchasing and utilising green make- up products influence their brand attitude. These are indicated yet again through the use of the 7- point Likert's scale ranking values from strongly disagree to strongly agree. Nevertheless, the 7- point Likert's scale that ranges from strongly disagree to strongly agree is used to determine whether acting green is important for the respondents or not.

It is to be noted that these questions are constructed based on the exploratory study conducted by Wu and Chen (2014) and their objective is to test whether the proposed hypotheses are significant or not.

The last section of the survey is largely an extension of the previous one. It concentrates on investigating the application of the considered hypotheses on existing make- up brands by using the 7- point Likert's scale ranking values from strongly disagree to strongly agree for evaluating purchase intentions and brand trust and from extremely dissatisfied to extremely satisfied for interpreting perceived value. Firstly, a brief view on the selected brands will be provided. Secondly, a comparison will be performed, where a green beauty brand will be analyzed against a non- green one. Furthermore, similar questions to the ones formulated in the previous section will be utilized to determine the degree of satisfaction and trust, and the likelihood to purchase products from one brand over the other. Moreover, the level of "greenness" corresponding to the particular make- up labels will be re- tested to validate the pre- study. Nevertheless, the survey will investigate whether participants experience a higher level of trust and satisfaction towards the make- up brands in general or specifically in connection to the cosmetic products within the specific brand.

### 3.2.4. The perceived value provided by the green marketing strategy of The Body Shop Inc.

As the pretest determined, respondents regard The Body Shop as providing on average a higher level of environmental friendliness. Thus, it is important to better understand the components that make this brand be considered eco- friendly.

The Body Shop International is a retailer that provides pro- environmental products by using renewable raw materials such as natural plants and investing in research and development. The company believes in educating their customers about the environment through their make- up products that range from lipsticks to foundation to eye products such as eyeliner and eyeshadows. Moreover, the integration of green values in the culture of the company extends to reducing electricity and water in the office and retail shops, utilizing both sides of paper and reusing the waste one for gift- wrapping. When discussing human rights and backing non- experiments on animals the company is a big supporter. For instance, Johri (1998) indicates that The Body Shop works on improving the quality of life of its suppliers in developing countries by offering them a healthy and safe work environment.

When it comes to eco- labelling, the company is a big advocate of providing the customer with as much information as possible boosting the sense of confidence that consumers have towards using the brand. According to their official website, The Body Shop is recognized as a B Corp, which means that they meet the "highest verified standards of social and environmental performance, transparency and accountability". In addition, Li and Tang (2010) indicate that the company took a step further towards their mission in being portrayed as a sustainable player in the beauty industry through the launch of the Community Trade Programme in 1987. This guarantees that the materials used in the manufacturing process are from a natural source. At the same time, their suppliers are indirectly contributing to the greening of the make- up industry by signing the Code of Conduct that supports the Ethical Trade Programme.

### 3.2.5. The sample

This study targets all individuals that can be identified by the usage of the label "student" and are consumers of green make- up products. The objective of the survey was to collect a minimum of 200 responses. That is why, it was shared on different social media platforms, particularly it was forwarded to various groups outside the reach of the personal network of the author as to avoid snowball sampling or other possible types of bias. Furthermore, to

reduce the drop- out rate, participants were provided with the prospect of earning a 25- euro gift voucher from a popular Dutch online store as an incentive.

On finalization of the data collection process, the survey indicated a total of 201 complete responses on which statistical tests can be conducted. All the respondents fit the profile of a student, whose age is between 18 and 25 years old. Of the 201 recorded responses, 78% of the sample is represented by females and 22% of the sample by males. In addition, *Figure 3* illustrates the nationality distribution of this study. It is important to mention that out of all 35 nationalities involved in the survey, 46% of the sample is represented by Romanian students, while 9% are German students. The rest of 33 nationalities cumulatively represent 45% of the sample, with 1% to 3% of the sample per nationality.
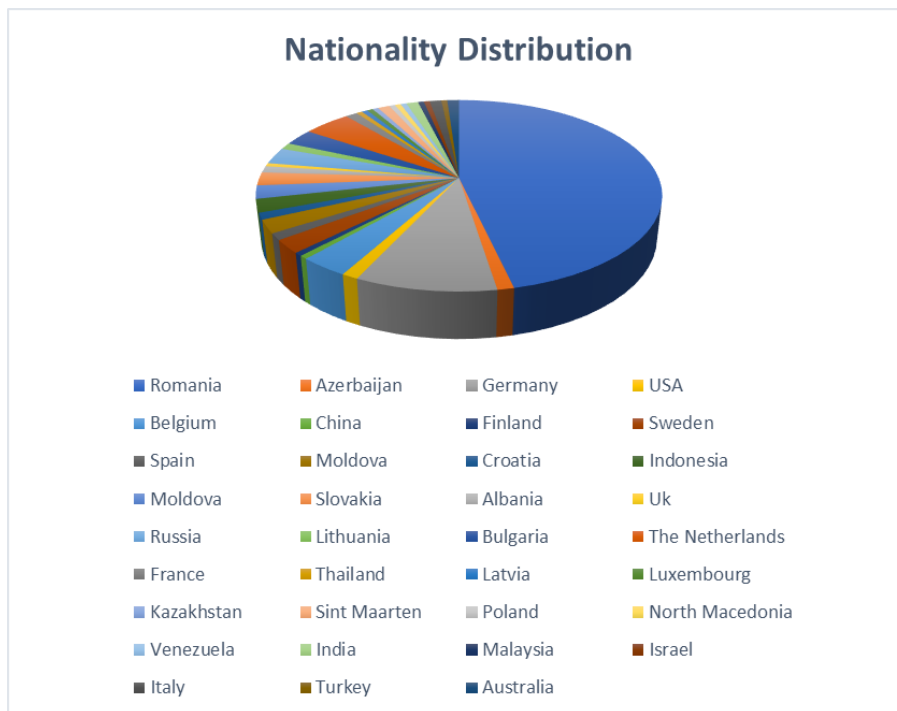


Figure 3: Visual representation of the nationality distribution

### 3.3. Methods

As this research is quantitative by nature, statistical analyses will be performed on the collected data using STATA software. *Table 4* summarizes the hypotheses and their corresponding survey questions. Moreover, the table specifies the type of test that is applied based on which the results will be interpreted.

As observed in *Table 4*, to test the three hypotheses, descriptive statistics and several linear regressions will be utilized. In this case, perceived value, brand trust and purchase intentions are analyzed in relation to green marketing to determine whether for instance, customer level

of satisfaction has an influence on brand attitudes. Additionally, to interpret whether the considered brands perform similarly from the consumer point of view, several paired t- test will be executed. This measurement allows for investigating whether there is a statistically significant difference between the means of two unrelated groups. Thus, the extent to which The Body Shop is identified as an environmentally- friendly brand compared to the non- green image of MAC Cosmetics will be thoroughly investigated.

Table 4. Summary of the hypotheses and their corresponding survey questions

| Nr. crt. | Hypothesis | Corresponding survey questions | Test |
|---|---|---|---|
| 1 | The higher perceived value consumers get from green make-up products, the higher their attitudes they have towards green brands. | I believe that purchasing and utilising environmentally friendly make- up products influences the attitude that I have towards the brands.<br><br>I value environmentally friendly brands. | Descriptive statistics and linear regression |
| | | How satisfied are you with The Body Shop/ MAC brand?<br><br>Please indicate on the following scale how satisfied you are with make-up from The Body Shop/ MAC brand. | Paired t- test |
| 2 | The higher brand attitudes consumers attach to green make-up products, the higher the purchase intention they have towards green products. | I believe that purchasing and utilising environmentally friendly make- up products influences the attitude that I have towards the brands.<br><br>I intend to purchase environmentally friendly brands compared to non- green ones. | Descriptive statistics and linear regression |
| | | Please indicate on the following scale your if you were to purchase make-up next month, how likely would you be to purchase from The Body Shop/ MAC brand. | Paired t- test |
| 3 | The higher brand trust consumers have with green make- up products, the higher the purchase intention they have towards green products. | I trust environmentally friendly brands.<br><br>I intend to purchase environmentally friendly brands compared to non- green ones. | Descriptive statistics and linear regression |
| | | Please indicate on the following scale your trust level towards The Body Shop/ MAC brand. | Paired t- test |

After grasping some information by way of the descriptors previously presented, it is now possible to move on to the research outcome section where in depth analysis will be conducted to adequately answer the research question.

## 4. Research Outcome

Taking into account cohesiveness, it is important to organize this section in two sub- sections, which are based on a particular part of the study. Hence, to comprehensively answer the research question i.e. whether green marketing has any influence on beauty brands, the two sub- sections that will be further elaborated on, are the influence of green marketing on make- up brands and consumer perception on utilising The Body Shop make- up brand compared to the MAC brand.

The analysis is conducted according to the three previously presented hypotheses. *Hypothesis 1* indicates that the higher the level of satisfaction i.e. perceived value costumers experience by utilising the green make- up product, the higher their attitude regarding the brand. *Hypothesis 2* presents that the higher the attitude of customers towards the brand, the higher their purchase intentions are. Nevertheless, *Hypothesis 3* illustrates that the higher the level of brand trust, the higher the purchase intention towards the brand is.

*4.1.    The influence of green marketing on make- up brands*

Based on the provided data, descriptive statistics were conducted to interpret the formulated hypotheses. The results of the descriptive statistics are summarized in *Table 5* and are recorded on a 7- point Likert's scale. The variable "Attitude green" denotes whether purchasing and utilising green cosmetic products influences their attitude towards the brand, while the variable "Purchase green" indicates if customers prefer buying green beauty items rather than non- organic ones.

The variable "Trust green" is used to investigate whether customers trust organic beauty brands, while "Value green" describes the level of satisfaction consumers attach to green cosmetic products. Nevertheless, the variable "Acting green" showcases how important is for costumers to be sustainable.

Table 5. Summary of the hypotheses and their corresponding results

| Variable | Mean | Standard deviation | Minimum value | Maximum value | IQR |
|---|---|---|---|---|---|
| Attitude green | 5.623 | 0.914 | 2 | 7 | 5 |
| Purchase green | 5.478 | 1.123 | 1 | 7 | 6 |
| Trust green | 5.473 | 1.035 | 1 | 7 | 6 |
| Value green | 5.940 | 0.852 | 3 | 7 | 4 |
| Acting green | 6.020 | 0.923 | 2 | 7 | 5 |

*Note* for Minimum and Maximum value variables: 1- Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4- Neither agree nor disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree

When accounting for the variable "Attitude green", the average respondent somewhat agrees (5.623) with the statement that purchasing and utilising green cosmetic products influences their attitude towards the brand. This can be observed in *Figure 6* in **Appendix 3,** where the aggregated results of the sample indicate that the majority of respondents stated their opinion between 4 (neither agree nor disagree) and 7 (strongly agree), 2 (disagree) and 3 (somewhat disagree) being the outliers. The highest number of answers is between 5 (somewhat agree) and 6 (agree), with the standard deviation of 0.914 from the mean.

For the variables "Purchase green" and "Trust green" participants to the survey somewhat agree that they purchase green make- up compared to non- green ones and that they trust environmentally- friendly brands on average. Moreover, *Figure 7* and *Figure 8* from **Appendix 3** illustrates that the majority of respondents selected an option between 4 and 7, with options 1 (strongly disagree), 2 and 3 being the outliers. The highest number of answers was recorded for options 5 and 6, with the standard deviation of 1.123 for "Purchase green" and respectively 1.035 for "Trust green" from the mean.

By interpreting the variable "Value green", the average respondent somewhat agrees (5.940) with the assertion that they value green make- up brands. This is graphically presented in *Figure 9* in **Appendix 3,** where on aggregate level the participants selected an option between 5 and 7, 3 and 4 being the outliers. The highest number of answers is for option 6, with the standard deviation of 0.852 from the mean.

Nevertheless, for the variable "Acting green", the average respondent agrees (6.020) that acting in a sustainable way is important to them. In *Figure 10* from **Appendix 3**, the aggregated results of the sample imply that the majority of participants chose an option between 4 and 7, with option 2 as an outlier. The highest number of answers was recorded for options 6 and 7, with the standard deviation of 0.923 from the mean.

### 4.1.1. Linear regression based on Hypothesis 1

Table 6. Regression results with Attitude green as dependent variable, Value green as independent variable and Acting green as control variable

| Attitude green | Coefficient | Robust Standard Error | t- value | P- value | {95% Confidence Interval} | |
|---|---|---|---|---|---|---|
| Value green | 0.3787 | 0.0849 | 4.46 | 0.0001 | 0.2113 | 0.5461 |
| Acting green | 0.2957 | 0.0710 | 4.16 | 0.0001 | 0.1556 | 0.4357 |
| Constant | 1.5971 | 0.4485 | 3.56 | 0.0001 | 0.7126 | 2.4817 |

Based on *Table 6*, by forming a regression with "Attitude green" as the dependent variable and "Value green" as the independent one, it is determined that while controlling for "Acting green", the value that participants attach to green make- up brands is significant at 95% level. The constant variable has a value of 1.5971. Essentially, this implies that someone that does not value green make- up brands has an attitude quantified by the value 1.5971. Furthermore, increasing "Value green" by 1 the "Attitude green" increases by 0.3787 on average. All the values of the model are significant. Therefore *Hypothesis 1* is accepted.

### 4.1.2. Linear regression based on Hypothesis 2

Table 7. Regression results with Purchase green as dependent variable, Attitude green as independent variable and Acting green as control variable

| Purchase green | Coefficient | Robust Standard Error | t- value | P- value | {95% Confidence Interval} | |
|---|---|---|---|---|---|---|
| Attitude green | 0.3476 | 0.0810 | 4.29 | 0.0001 | 0.1877 | 0.5074 |
| Acting green | 0.5123 | 0.0824 | 6.21 | 0.0001 | 0.3497 | 0.6748 |
| Constant | 0.4380 | 0.4996 | 0.88 | 0.3820 | -0.5471 | 1.4232 |

*Table 7* illustrates that when controlling for "Acting green", the independent variable "Attitude green" is significant at 95% level. This means that the attitude that the respondent attaches to green beauty products has an effect on the purchase behavior (the dependent variable). Thus, by increasing the value of "Attitude green" by 1 the "Purchase green" increases by 0.3476 on average. Therefore the null hypothesis is rejected.

### 4.1.3. Linear regression based on Hypothesis 3

Table 8. Regression results with Purchase green as dependent variable, Trust green as independent variable and Acting green as control variable

| Purchase green | Coefficient | Robust Standard Error | t- value | P- value | {95% Confidence Interval} | |
|---|---|---|---|---|---|---|
| Trust green | 0.3638 | 0.0726 | 5.01 | 0.0001 | 0.2206 | 0.5071 |
| Acting green | 0.5306 | 0.0733 | 7.24 | 0.0001 | 0.3860 | 0.6751 |
| Constant | 0.2924 | 0.4727 | 0.62 | 0.5370 | -0.6399 | 1.2248 |

*Table 8* portrays that the regression with "Trust green" as the independent variable, "Acting green" as the control and "Purchase green" as the dependent variable is significant at 95% level. Thus, while controlling for "Acting green" by increasing the value of "Trust green" by 1 the "Purchase green" increases by 0.3638 on average. This means that the level of trust participants attach to green beauty products has an influence on the purchase behavior. Therefore, *Hypothesis 3* is accepted.

### 4.2. *Consumer perception on utilising The Body Shop make- up brand compared to the MAC brand*

Based on the provided data, the statistical technique of paired t- test is utilized to interpret the two population means in the case of two samples being correlated. The results are summarized in *Table 9* and are recorded using the 7- point Likert's scale.

The variables "FamiliarBS" and "FamiliarMAC" describe whether the participant is familiar with The Body Shop brand and MAC brand respectively, while "ShopBS" and "ShopMAC" describe whether respondents exhibit a shopping behavior towards these brands. "GreenBS" and "GreenMAC" were chosen to investigate the level of sustainability that participants attach to these brands. Moreover, while "SatisfactionBS" and "SatisfactionMAC" describe whether consumers are satisfied with The Body Shop and MAC brands in general, the variables "SatisfactionMBS" and "SatisfactionMMAC" zoom in presenting whether customers are particularly satisfied with the green make- up brands within these brands. Nevertheless, "TrustBS" and "TrustMAC" provide the level of trust that respondents attach to The Body Shop and MAC while "PurchaseBS" and "PurchaseMAC" illustrate the willingness of participants to purchase green make- up products from these two brands.

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Table 9. Summary of the brand- based questions and their corresponding results

| Paired t- test | Brand | Mean | Standard deviation | t- test value | P- value |
|---|---|---|---|---|---|
| FamiliarBS = FamiliarMAC | The Body Shop | 5.5422 | 1.5619 | -2.7134 | 0.0072 |
| | MAC | 5.8756 | 1.1872 | | |
| ShopBS = ShopMAC | The Body Shop | 3.6617 | 1.8641 | -3.6613 | 0.0003 |
| | MAC | 4.2040 | 1.8876 | | |
| GreenBS = GreenMAC | The Body Shop | 5.4080 | 1.1801 | 15.2093 | 0.0001 |
| | MAC | 3.1940 | 1.4790 | | |
| SatisfactionBS = SatisfactionMAC | The Body Shop | 5.0945 | 1.0751 | 0.0522 | 0.9584 |
| | MAC | 5.0896 | 1.0918 | | |
| SatisfactionMBS = SatisfactionMMAC | The Body Shop | 4.4627 | 1.1090 | -5.2169 | 0.0001 |
| | MAC | 5.0846 | 1.1523 | | |
| TrustBS = TrustMAC | The Body Shop | 5.0598 | 0.9830 | 1.2761 | 0.2034 |
| | MAC | 4.9353 | 1.2251 | | |
| PurchaseBS = PurchaseMAC | The Body Shop | 4.2786 | 1.6346 | -2.0939 | 0.0375 |
| | MAC | 4.5821 | 1.5794 | | |

*Note* for the mean value of the variables: 1- Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4- Neither agree nor disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree

Based on the results depicted in *Table 9* the familiarity that respondents express towards The Body Shop is significantly different from the one involving the MAC brand. By looking at the means for The Body Shop respondents showcase a higher degree of similarity in expressing that they somewhat agree (5.5422) than the MAC brand (5.8756). This is illustrated by *Figure 11* in **Appendix 3,** where both brands are characterized by an outlier.

Taking into account the P- value of 0.0003, the MAC brand performs significantly different from The Body Shop brand when discussing whether survey participants currently shop products from these brands, which can be observed in *Figure 12* from **Appendix 3** as well. It can be argued that The Body Shop respondents are characterized by a higher degree of similarity in somewhat disagreeing (3.6617) compared to neither agreeing nor disagreeing for MAC (4.2040).

By looking at the distribution of survey answers on the level of environmental friendliness, the brands perform significantly different. While respondents somewhat agree (5.4080) that The Body Shop brand is green, they somewhat disagree (3.1940) that the MAC brand is environmentally friendly. This is portrayed in *Figure 13* from **Appendix 3** as well. Moreover, this figure shows that The Body Shop is characterized by three outliers.

When discussing the level of satisfaction respondents gain from using the considered brands the results are insignificant at a 95% confidence level with a P- value of 0.9584. This means that they have a similar level of satisfaction for both brands i.e. they somewhat agree, which can also be observed in *Figure 14* from **Appendix 3**. However, when researching whether respondents gain the same level of satisfaction by particularly utilising make- up under these brands, the results are significant with a P- value of 0.0001. Thus, their attitudes are different. While participants neither agree nor disagree (4.4627) with The Body Shop make- up providing them satisfaction, they are somewhat satisfied (5.0846) with the MAC make- up. This is illustrated in *Figure 15* from **Appendix 3**, where it can be observed that The Body Shop is characterized by three outliers.

Considering the trust level that participants attach to these brands, the results are insignificant at 95% confidence level with a P- value of 0.2034. This means that the level of trustworthiness does not significantly differ between MAC and The Body Shop brand, which is shown in *Figure 16* in **Appendix 3**.

Nevertheless, the purchase behavior of these two brands significantly differs with a P- value of 0.0375. Thus respondents showcase a higher degree of similarity in expressing that they neither agree nor disagree with purchasing The Body Shop brand (4.2786) compared to the MAC brand (4.5821). In addition, this is graphically presented in *Figure 17* from **Appendix 3**.

*4.3.    Summary of key findings*

Based on the utilized statistical methods, it was determined that *Hypothesis 1* is accepted, which means that an increase in the perceived value customers attach to green make- up brands positively affects their attitude towards the brand. Through *Hypothesis 2* is argued that a higher level of brand attitude positively influences the purchase behavior of customers. This hypothesis is accepted. Nevertheless, *Hypothesis 3* is accepted as well. This means that a higher level of brand trust has a positive impact on the purchase behavior of the green make- up brand.

To extensively comprehend how trustworthiness, purchase intentions and brand attitudes are represented when considering existing make- up brands, this study investigated whether respondents exhibit similar behavior towards The Body Shop brand and the MAC brand, respectively. The analysis determined that the two brands significantly differ when interpreting the familiarity, the shopping behavior, the level of environmental friendliness, the level of satisfaction with the make- up products and purchase behavior. However, they display similar results when interpreting satisfaction level of the brand and trustworthiness.

## 5. Conclusions and Recommendations

*5.1.    Central research question*

Finally, in this section, the central research question will be extensively answered. Once again, the research question is:

*What effect does green marketing have on brand attitudes and purchase intentions of students in the make-up industry?*

Thus, all the considered academic articles indicated a similar general pattern. First, green consumerism in the make- up industry is represented through the use of marketing tools that capture the idea of healthy beauty and well- being. Moreover, in their article, Shrum et al. (1995) determined that a green person fits the profile of a professional with a higher level of education and that is better represented by females than males.

To generate green consumerism, the practice of green marketing is important. For it to be effective, marketers can use the insights gathered by observing customers, their consumption habits and establishing a green marketing strategy. Thus, the business needs to clearly position itself in the minds of their target consumer segment.

To support *Hypothesis 1*, recent academic articles have shown that the advertising of green appeal generates higher perceived value than the non- green one does (Wei et al., 2012). This is likely to influence the attitude that consumers have towards green brands. Similarly, it was determined that increasing "Value green" by 1 the "Attitude green" increases by 0.3787 on average. This has been found by analyzing the data provided by the survey. That is why, *Hypothesis 1* is accepted.

For *Hypothesis 2*, the research article of Paul et al. (2015) determined that if perceived behavioral control and brand attitude are positive, there is a higher probability that consumers are willing to purchase green products. On the same note, this paper showed that the attitude that the respondent attaches to green beauty products has a positive effect on the purchase behavior. Thus, *Hypothesis 2* is accepted.

Nevertheless, for *Hypothesis 3* past researchers determined that brand trust is a key component of brand identity. This might influence the purchase behavior of green products. Correspondingly, the results of the survey indicate that by increasing the value of "Trust green" by 1 the "Purchase green" increases by 0.3638 on average. Hence, *Hypothesis 3* is accepted.

On the whole, purchase intentions, brand attitude, perceived value and brand trust are effective in evaluating the influence of green marketing on brands. It can be argued that green marketing significantly influences purchase intentions of green make- up products by building brand trust and attitude and providing additional customer value. This means that with customers that are conscious about the extent of the unethical and detrimental activities towards the environment that make- up industry involves, it is now more important than ever for the beauty industry to shift towards greener practices.

*5.2.    Recommendations*

5.2.1.  Recommendations to the cosmetic industry

It is significant that players within the beauty industry become more environmentally focused. Thus, based on the elaborate review of previous research and on the conducted analysis, it can be argued that more sustainable brands should enter the market or companies should allocate resources to developing and rebranding their products in a more environmentally friendly way. Although, perceived costs are higher in the short term, the company would benefit from customer retention and increased exposure. From a long-term perspective, the expanded customer database contributes to reducing variable costs and increasing profits.

5.2.2.  Recommendations for further research

Specifically, the green cosmetic industry is poorly represented in terms of academic papers. Thus, further research could be conducted to better understand what factors influence the marketing strategy of the company apart from the ones discussed in this paper. This would benefit businesses by allowing them to optimize their promotional activity and expand on their value proposition. Moreover, it is valuable to study the green beauty industry from the perspective of existing companies and not only from a general point of view. This way exploratory research is utilized to determine the characteristics of the market with a focus on formulating a better marketing strategy for the company.

Nevertheless, this paper only gives a general overview on the way different factors i.e. brand trust, perceived value, purchase behavior and brand attitude affect green marketing. Thus, it is important to investigate them in separate studies since there is more to them than presented in this study.

*5.3.    Reflection*

By writing this paper I learned more about the green make- up industry and how different marketing concepts are utilized by sustainable cosmetic businesses. Moreover, through interpreting the results of the survey, I gathered how students feel about this topic and what

can be done better to enhance their customer experience. Thus, several recommendations regarding future research and ways to effectively utilize marketing tools withing the green make- up industry were made.

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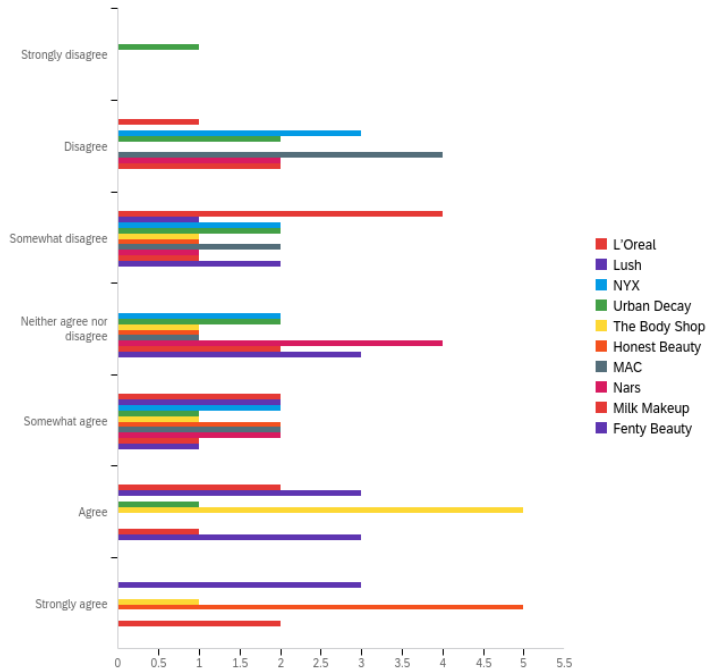
# Appendix

*Appendix 1*
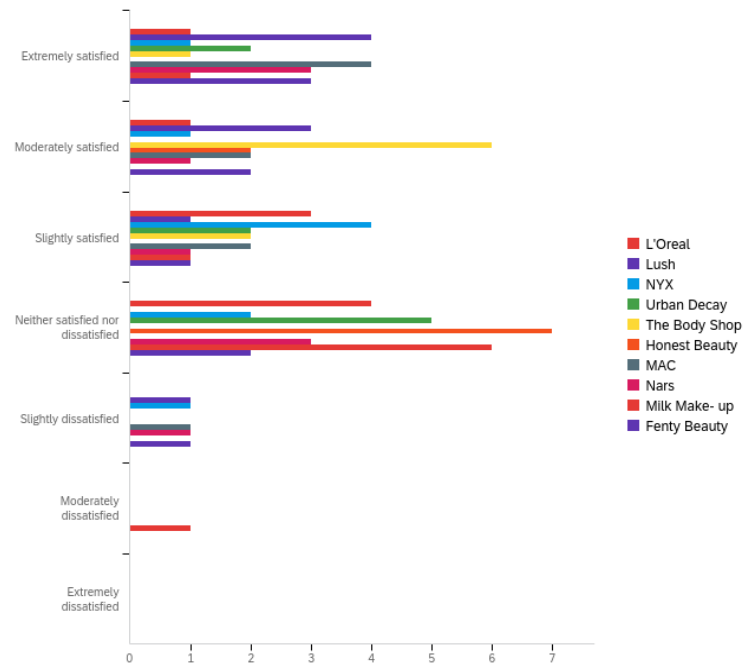


Figure 4: Pre- study question on impression



Figure 5: Pre- study question on level of satisfaction of brands being green

*Appendix 2*

Survey questions

Q1. Welcome to Green Make- up Brands consumer survey. Thank you for agreeing to partake. This survey is created with the purpose of determining whether green marketing has an effect on brand attitudes and purchase decisions of green make- up products. This research was inspired by my interest for make- up and my many questions regarding utilizing make- up products that benefit my skin and the environment. Moreover, there are not many papers that explore the role of green marketing in this particular industry. The survey should take about 5 minutes to complete. Be assured that all the answers you provide will be kept in the strictest confidentiality.

- I agree

Q2. Which country are you from?
_____

Q3. What is your gender?
- Male
- Female
- Other

Q4. How old are you?
- Below 18 years old
- Between 18- 25 years old
- Above 25 years old

Q5. Are you a student?
- Yes
- No

Q6. An increasing number of customers experience a growing global consciousness, and they care more about their impact on the environment. Particularly to the beauty sector, individuals account for the cosmetic products with a greater contribution to sustainability, which implicitly are much more beneficial for the skin from a long-term perspective.

Q7. I believe that purchasing and utilising environmentally friendly make- up products influences the attitude that I have towards the brand.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q8. I intend to purchase environmentally friendly make- up brands compared to non- green ones.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q9. I trust environmentally friendly make- up brands.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q10. I value environmentally friendly make- up brands.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q11. Acting in an environmentally friendly way is important to me.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q12. The Body Shop International is a beauty retailer that targets both female and male customers that seek natural and healthy cosmetics products and are concerned with the importance of sustainability.
MAC Cosmetics is a cosmetics manufacturer that is not only for makeup artists but also for the average consumer. Their value statement stands for "All ages. All races. All genders."

Q13. Please indicate on the following scale the level to which you agree with the following statements:

Q14. I am familiar with The Body Shop brand.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q15. I am familiar with the MAC brand.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q16. I currently shop at The Body Shop for my make-up products.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q17. I currently shop at MAC for my make-up products.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q18. Please indicate on the following scale how green you believe The Body Shop brand is.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q19. Please indicate on the following scale how green you believe MAC brand is.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q20. How satisfied are you with The Body Shop brand?
- Extremely dissatisfied
- Moderately dissatisfied
- Slightly dissatisfied
- Neither satisfied nor dissatisfied
- Slightly satisfied
- Moderately satisfied
- Extremely satisfied

Q21. How satisfied are you with the MAC brand?
- Extremely dissatisfied
- Moderately dissatisfied
- Slightly dissatisfied
- Neither satisfied nor dissatisfied
- Slightly satisfied
- Moderately satisfied
- Extremely satisfied

Q22. Please indicate on the following scale how satisfied you are with make-up from The Body Shop brand.
- Extremely dissatisfied
- Moderately dissatisfied
- Slightly dissatisfied
- Neither satisfied nor dissatisfied
- Slightly satisfied
- Moderately satisfied
- Extremely satisfied

Q23. Please indicate on the following scale how satisfied you are with the make- up from the MAC brand.
- Extremely dissatisfied
- Moderately dissatisfied
- Slightly dissatisfied
- Neither satisfied nor dissatisfied
- Slightly satisfied
- Moderately satisfied
- Extremely satisfied

Q24. Please indicate on the following scale your trust level towards The Body Shop brand.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q25. Please indicate on the following scale your trust level towards MAC brand.
- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

Q26. Please indicate on the following scale your if you were to purchase make-up next month, how likely would you be to purchase from The Body Shop brand.
- Extremely unlikely
- Moderately unlikely
- Slightly unlikely
- Neither likely nor unlikely
- Slightly likely
- Moderately likely
- Extremely likely

Q27. Please indicate on the following scale your if you were to purchase make-up next month, how likely would you be to purchase from the MAC brand.
- Extremely unlikely
- Moderately unlikely
- Slightly unlikely
- Neither likely nor unlikely
- Slightly likely
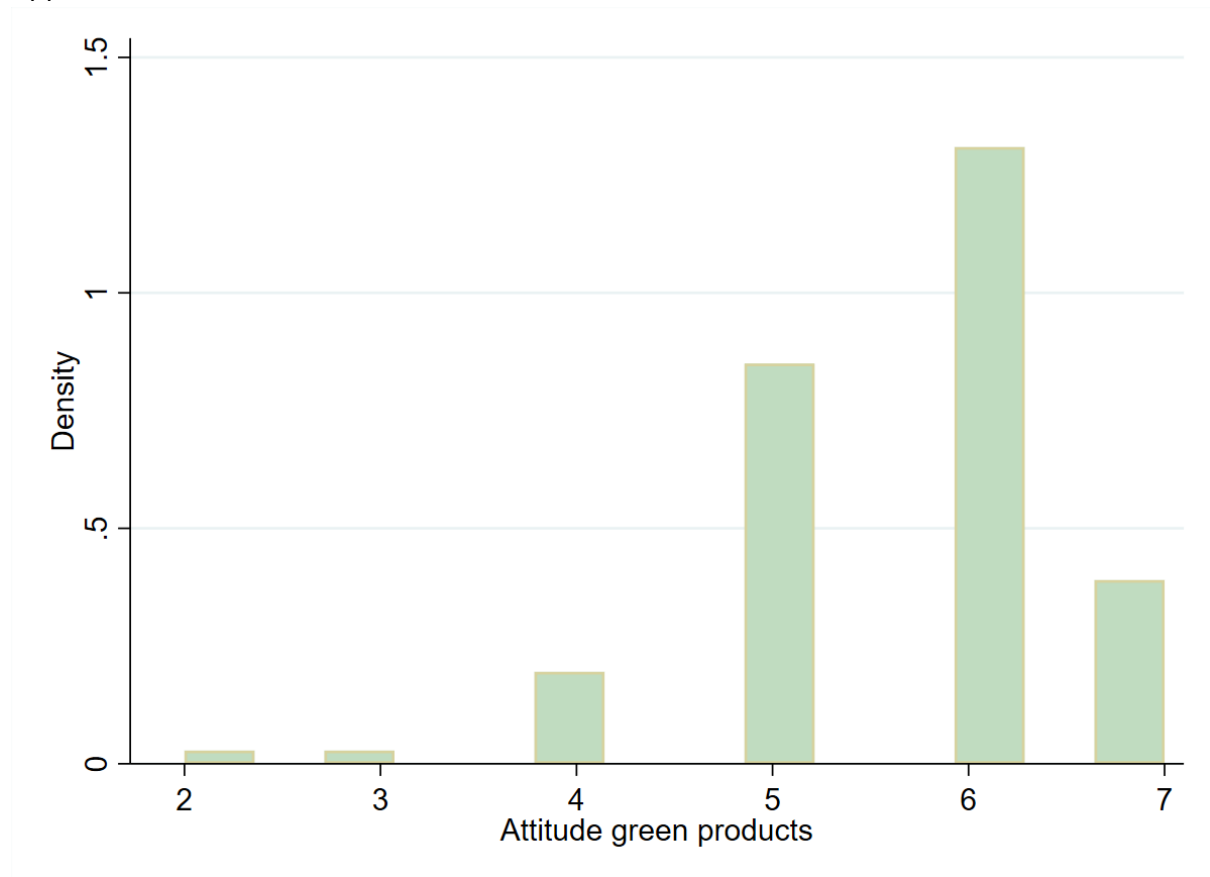- Moderately likely
- Extremely likely

*Appendix 3*



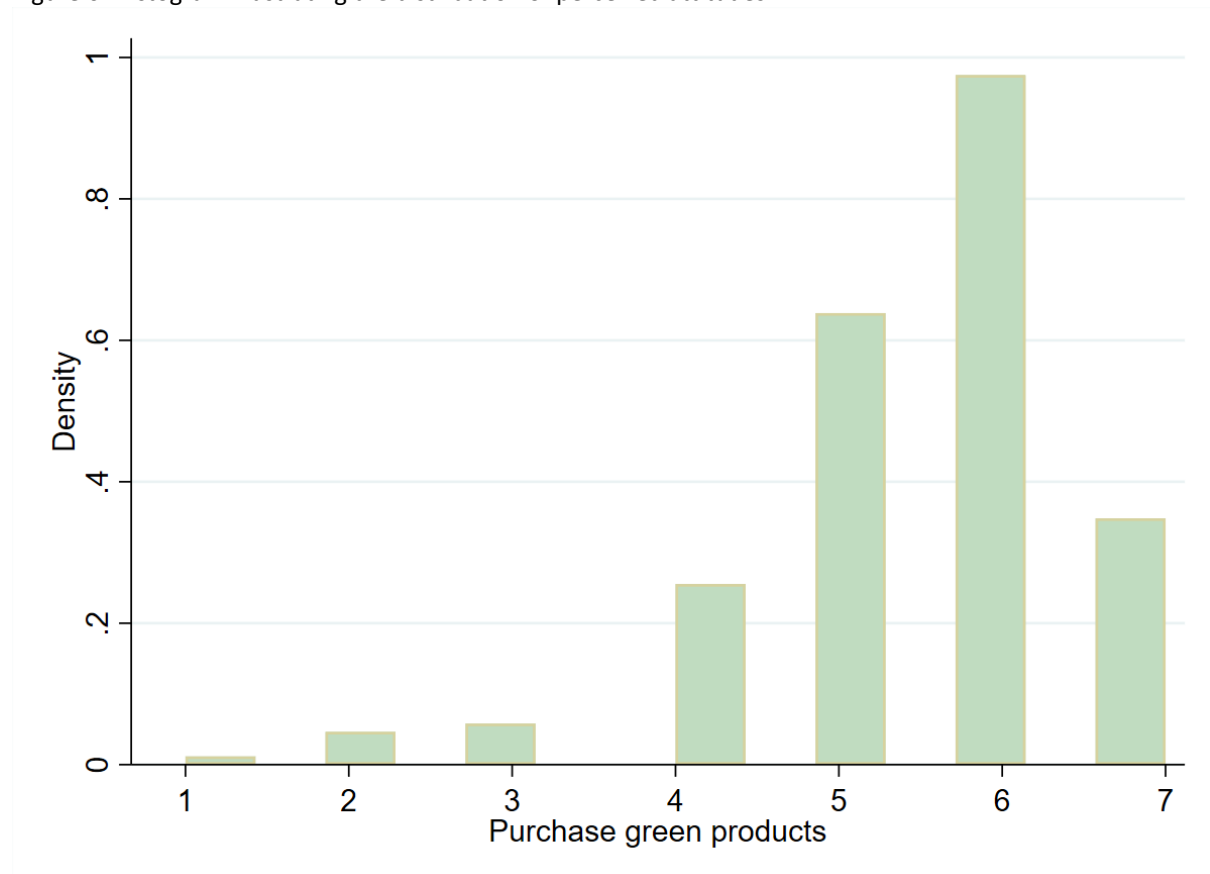Figure 6: Histogram illustrating the distribution of perceived attitudes



Figure 7: Histogram illustrating the distribution of perceived purchase intentions
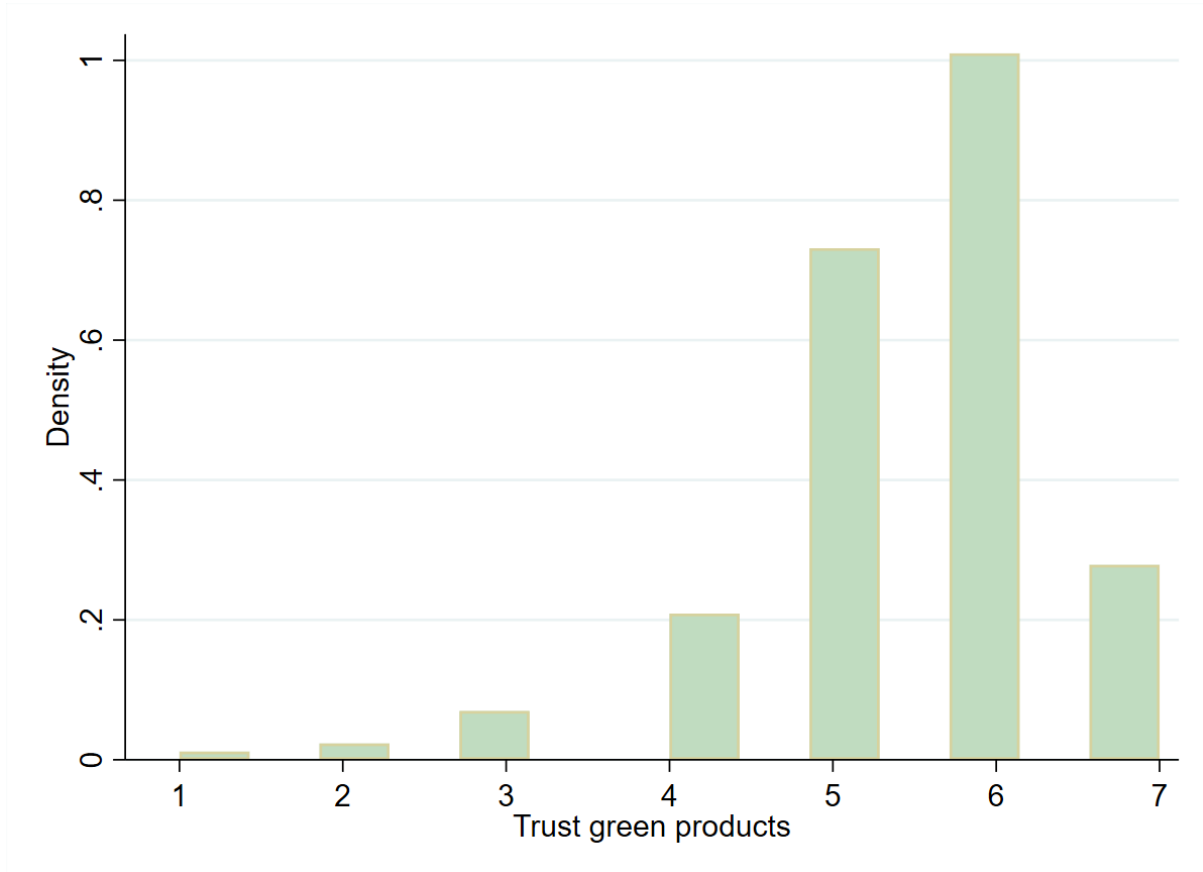
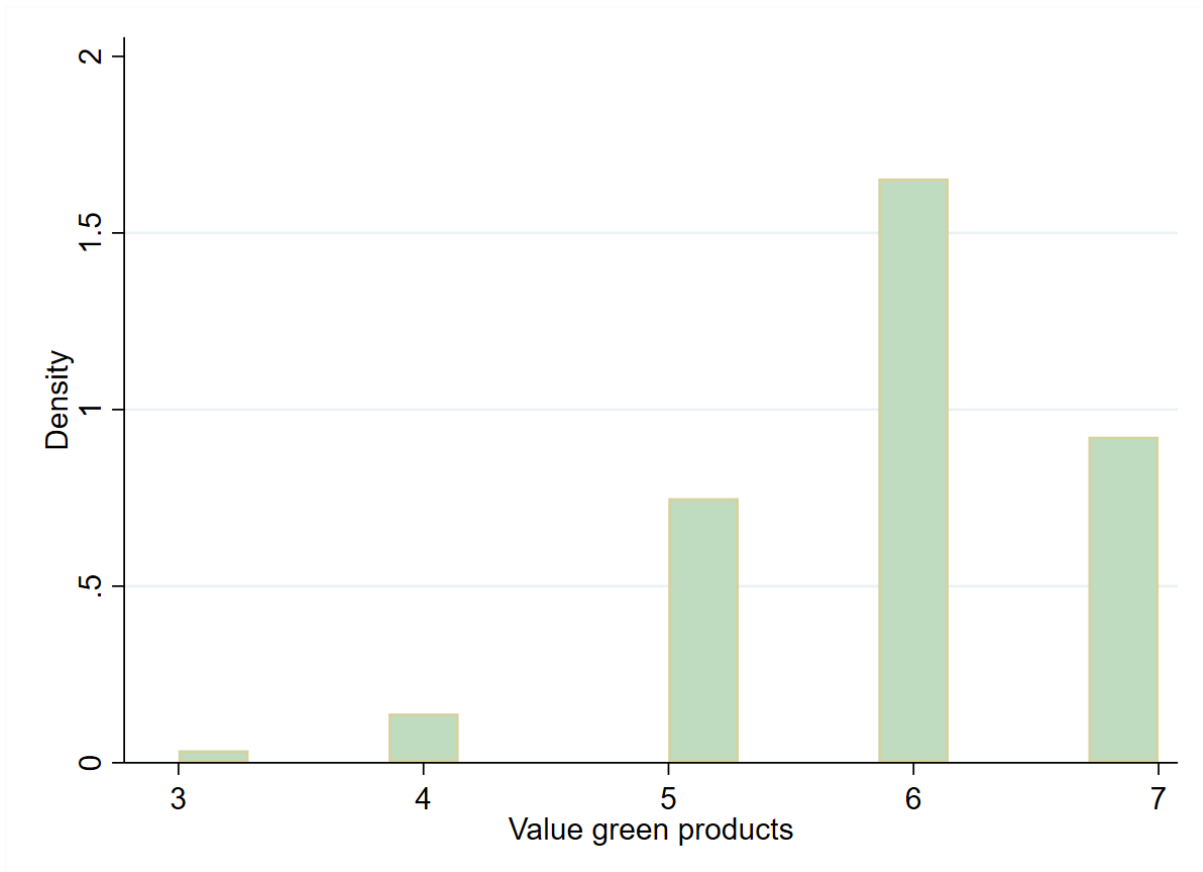Figure 8: Histogram illustrating the distribution of perceived trust level



Figure 9: Histogram illustrating the distribution of perceived value
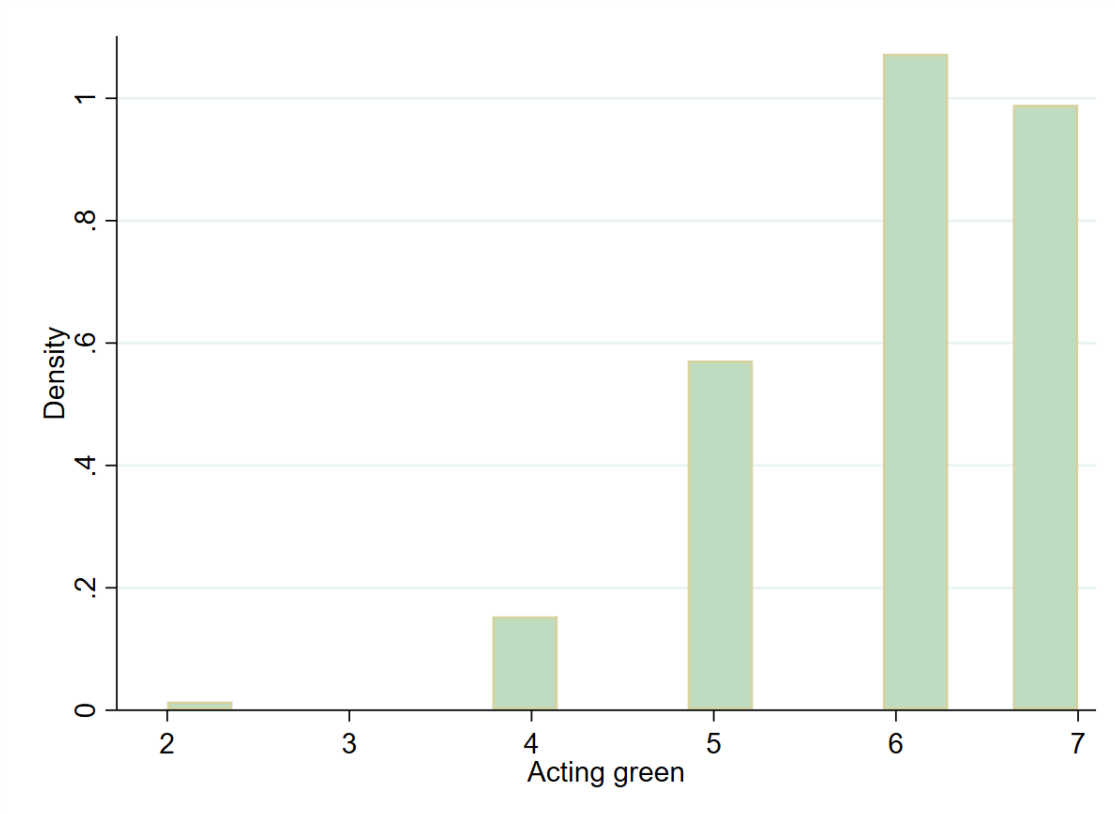
Figure 10: Histogram illustrating the distribution of perceived attitudes towards green beauty products
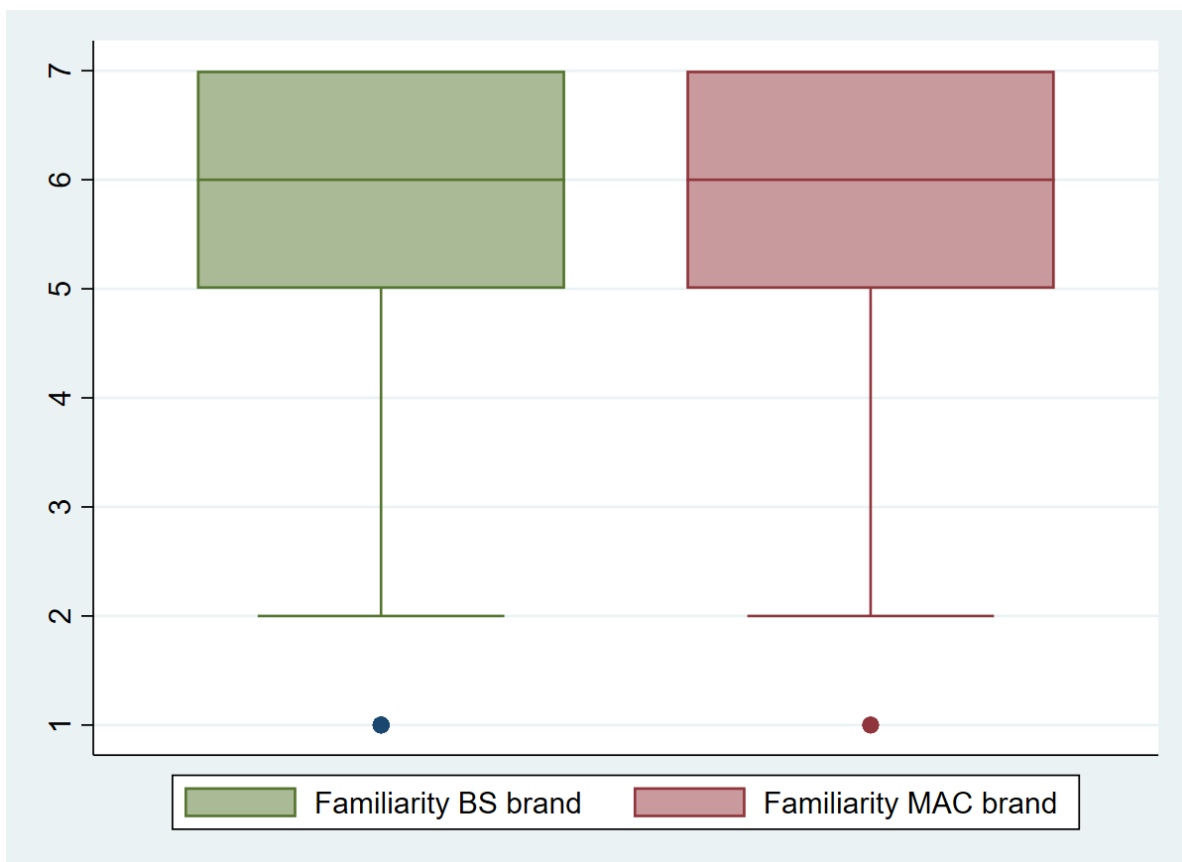


Figure 11: Plot illustrating the perceived familiarity with the considered brands

Figure 12: Plot illustrating the perceived purchase behavior of the considered brands



Figure 13: Plot illustrating the perceived level of sustainability of the considered brands

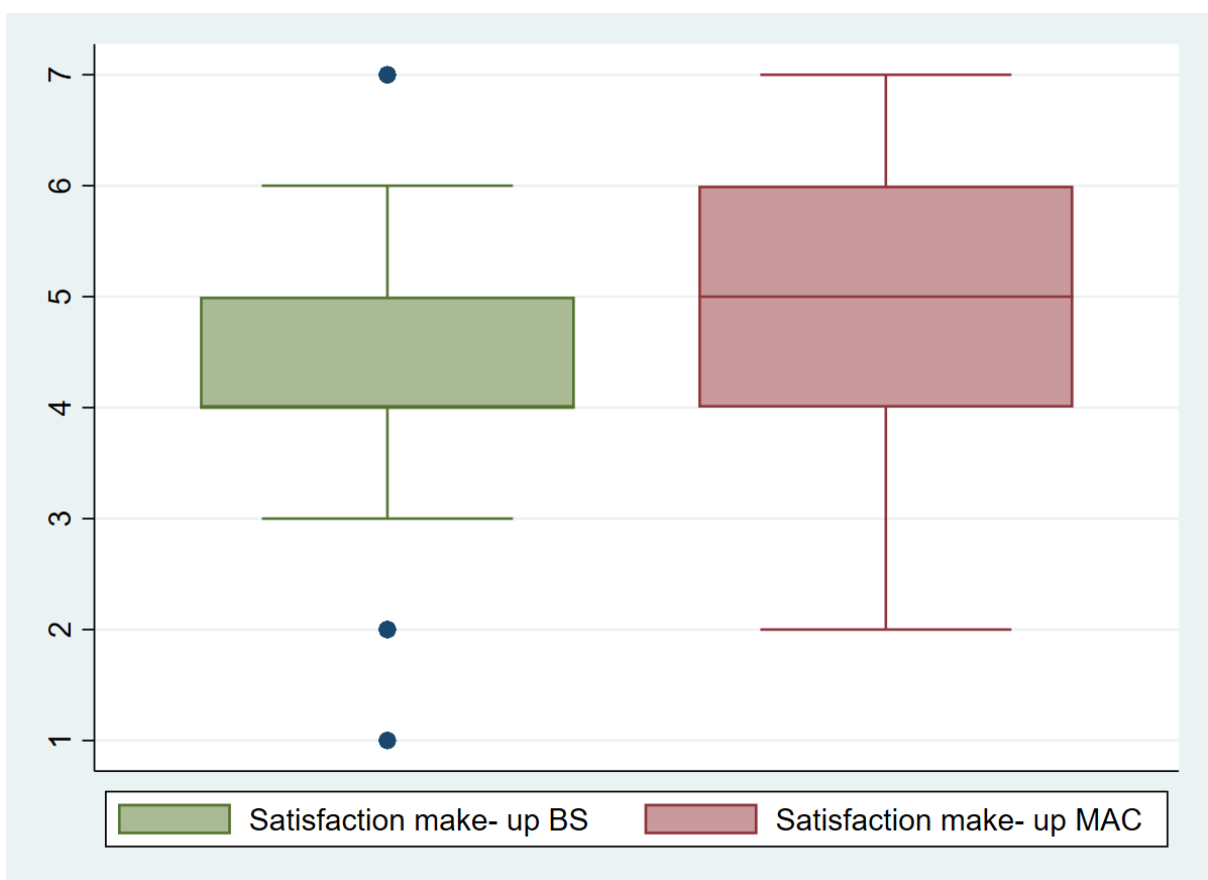Figure 14: Plot illustrating the perceived level of satisfaction with the considered brands



Figure 15: Plot illustrating the perceived level of satisfaction with the make- up of the considered brands
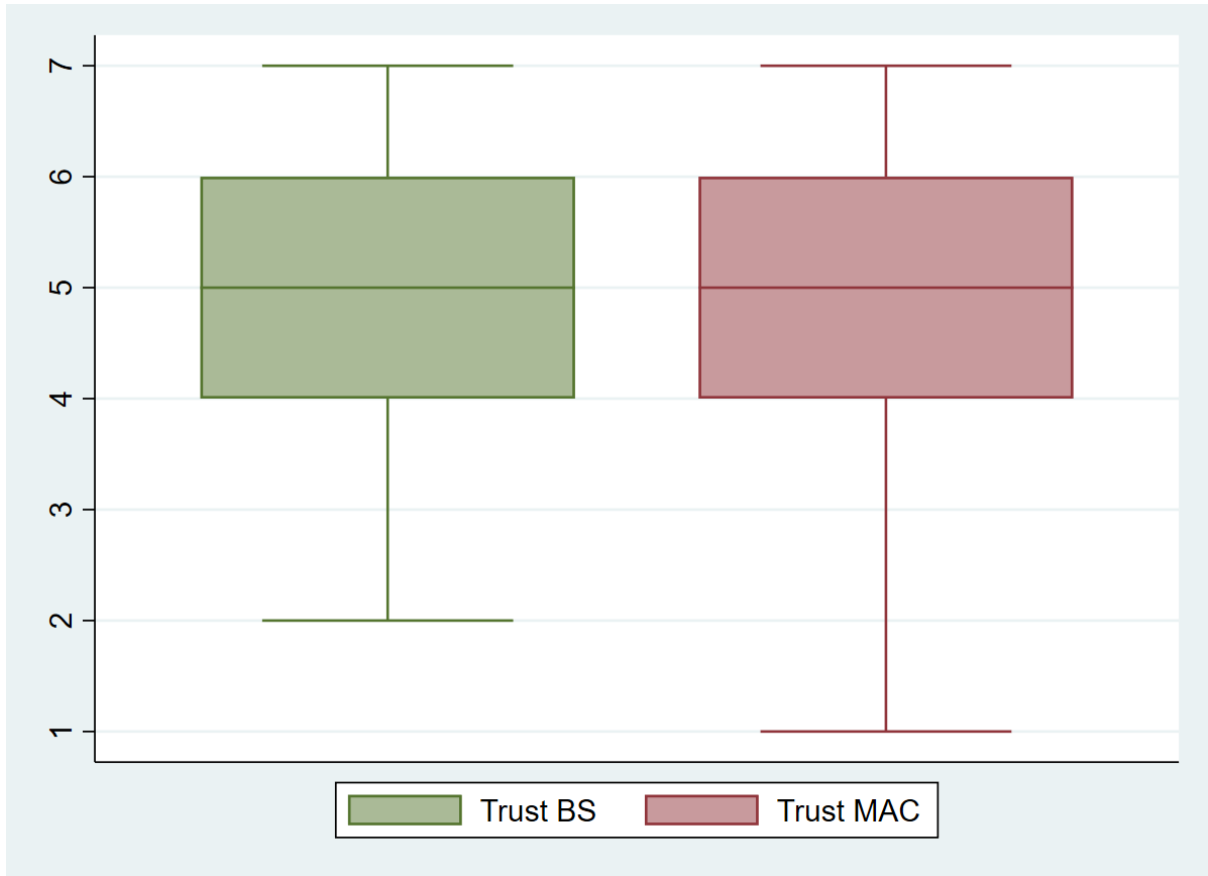
Figure 16: Plot illustrating the perceived level of trust for the considered brands
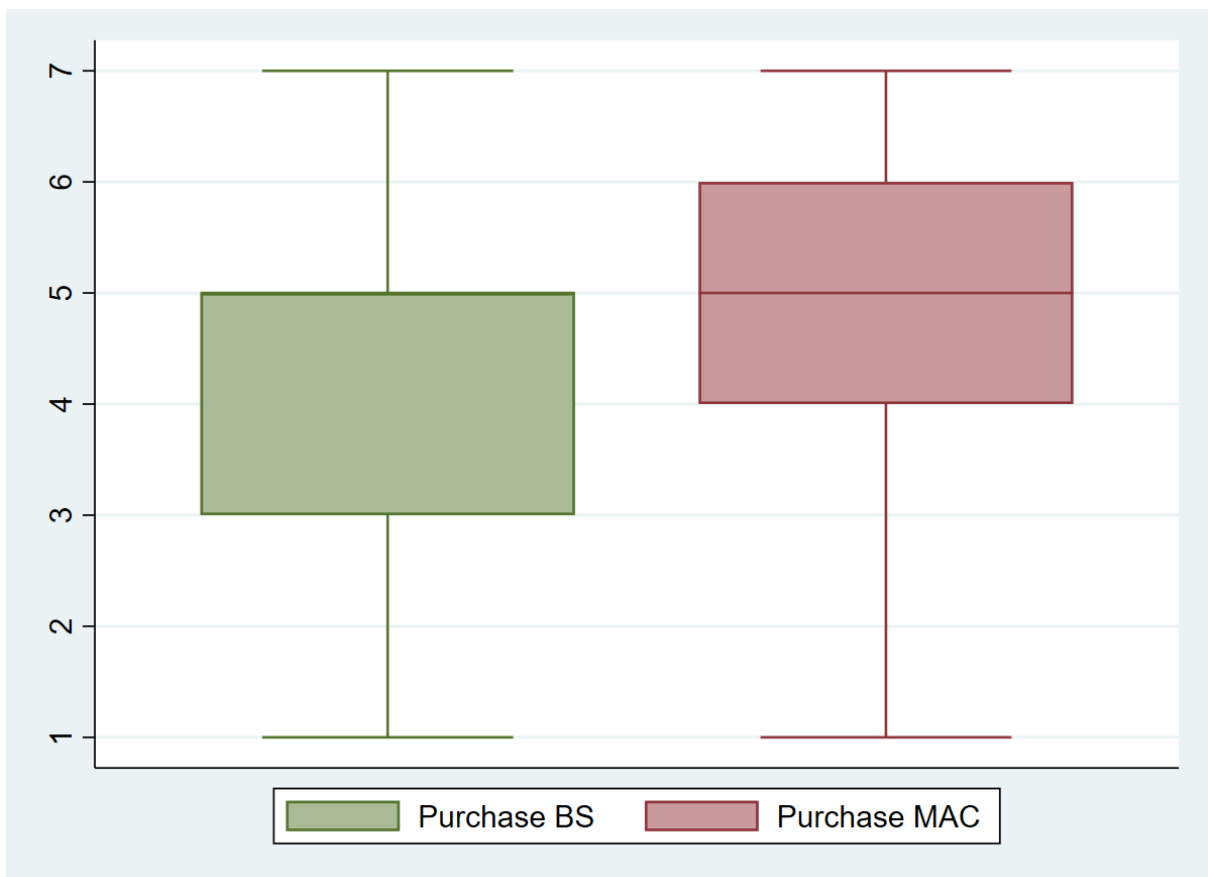


Figure 17: Plot illustrating the perceived purchase intentions for the considered brands