

**‘An investigation into the extent to which a consumer’s perspectives and loyalties are impacted by cosmetic brands testing their products on animals’**

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**Submitted to National College of Ireland July 2018**

### **Abstract:**

This topic is being studied to show how consumer's perspectives and loyalties towards cosmetic brands can be changed. In today's society in comparison to the 90's or early 2000's there is a more significant focus on animal welfare and animal rights. Animal testing for the creation of cosmetic products can cause a cosmetic consumer to change the way they view a cosmetic brand. This study aims to investigate the extent to which a consumer's perspectives and loyalties are changed towards a cosmetic brand conducting animal testing. Today there are alternative methods to animal testing when creating cosmetic products. However, China is a large cosmetic market that sees animal testing as the only way to test new cosmetic products. The methods of research undertaken in this thesis included both quantitative and qualitative methods. The process involved distributing email questionnaires to individuals working in the cosmetic industry who are now cruelty-free. The research involved conducting surveys with cosmetic consumers to see if and how their perspectives and loyalties have changed towards cosmetic brands testing their products on animals. The results that were gathered from the research showed that consumer's perspectives and loyalties changed towards cosmetic brands that test their products on animals. Interestingly, this study indicates that current cruelty-free cosmetic customers would be prepared to consider using cosmetics produced by other brands that aren't cruelty-free if they stopped animal testing. The corollary is that brands that comprise their cruelty-free ways to enter the Chinese market could lose their cruelty-free customers here.

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### **Acknowledgements:**

I would like to thank my supervisor Dr. Danielle McCartan-Quinn for all the help and guidance during this stressful time. None of it would have been possible without her support and advice.

I would also like to thank all my lecturers and NCI itself for being supportive during my past four years of college, for the lessons they have taught me and the guidance they have given me.

I would lastly like to thank my parents Henry and Belinda and my brother Harry. My time in both life and education wouldn't be as successful as it is today. I would not have reached this far without their constant guidance and support.

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## **Chapter 1: Introduction:**

### **1.1 Background of the study**

An animal test is any form of a scientific experiment that is carried out on a living animal that can cause harm, distress or pain to the animals being tested on. These tests are conducted in laboratories that intentionally hurt the animal.

(Crueltyfreeinternational.org, 2016). In today's society there is more significant focus on animal welfare and protection of animals. As this change is taking place throughout the world it is changing consumer's behaviours and loyalties towards cosmetic brands. Today the cosmetic industry is an expanding industry that is worth an estimated \$532.43 billion. However by 2023 it is expected to be worth \$805.61 billion globally. In Europe alone the cosmetic industry is expected to grow by 4.4% from 2016-2021. (Global Cosmetics Products Market expected to reach USD 805.61 billion by 2023 – Industry Size & Share Analysis, 2018). Of the \$805.61 that the cosmetic industry is expected to be the vegan cosmetic industry by 2025 is expected to be worth \$3.16 billion, showing that the demand for vegan cosmetics is growing. (PR, N 2018). It is clearly seen that there is a strong demand in this market by consumers. With this constantly expanding market, many consumers are beginning to opt for cosmetic brands that haven't been tested on animals. However large cosmetic brands such as M.A.C and Estee Lauder that are cosmetic brand leaders in that marketplace still test on animals. (Scheler, 2018). To sell cosmetic products in the Chinese market brands must test their products being sold in this market on animals. (Baird-Murray, 2016).

Although the E.U. banned animal testing in 2013 shortly followed by countries such as India, Norway, Argentina, Canada, Taiwan and many more, China still sees it as the only method of testing cosmetic products. Cosmetic companies chose to move to the Chinese market because it is the second largest cosmetic industry with America being the largest. (Park, 2018). Brands such as MAC and L'Oréal and newly recruited NARS cosmetics are giving into Chinese regulations. (Chitrakorn, 2016). With this males and females are now opting for beauty brands that aren't conducting animal testing. This thesis will be investigating the extent to which a consumer's loyalties and perspectives are changed towards a cosmetic brand that tests their products on animals. This statement will be investigated by reviewing previous literature that has been written on this topic. There will also

be both quantitative and qualitative research carried out with cosmetic consumers to see how they feel about the research topic in question. By using these forms of research throughout this investigation it will clarify the extent to which consumer's loyalties and perspectives are changed towards brands testing their products on animals.

## **1.2 Aims:**

The aim of this thesis is to investigate to what extent testing on animals has an effect on a consumer's loyalty and perspective towards a cosmetic brand. To discover this statement precisely many sections must be looked into. This thesis will firstly involve examining consumer's behaviours and influences. It will also include looking into brand loyalty and what exactly it means for a consumer to be loyal to a brand. In addition to the above it will involve examining animal cruelty laws worldwide with the primary focus being the Chinese market as they are the only market that uses animal testing for cosmetic purposes. Finally, the thesis will involve researching cosmetic brands that at present test on animals. Once this research is concluded the public opinion on this topic is gathered. This involves conducting email questionnaires with cruelty-free makeup artists. Two surveys one for all members of the public to discover if they know that cosmetic products they use are being tested on animals. A second survey will be issued to users of cosmetic products who only use cruelty-free cosmetics. Once all these tasks are carried out, the thesis can investigate if loyalties and perspectives are changed towards cosmetic brands that test on animals. To conclude the primary aim of this thesis is to investigate the extent to which consumer perspectives and loyalties are changed towards cosmetic brands testing their products on animals.

## **1.3. Objectives:**

The objective of this research is to investigate the extent to which a consumers perspectives and loyalties are changed towards a cosmetic brand that tests their cosmetic products on animals. Other objectives of this thesis that need to be investigated to get the result of the overall objective are:

- 1.3.1. Using a general online survey to see how the general cosmetic consumer feels about animal testing, if they are aware of it and if their loyalty and opinion would change towards a cosmetic brand carrying out animal testing.

- 1.3.2. Investigate if consumers who currently use products that are tested on animals would consider stopping using those products.
- 1.3.3. With the use of an online survey completed by participants that only use cruelty-free cosmetics identifying the extent to which their perspectives and loyalties changed towards a cosmetic brand that test their products on animals.
- 1.3.4. Using email questionnaires with individuals working in the cosmetic industry that are now cruelty-free, to find out how their perspectives of and loyalties towards a cosmetic brand conducting animal testing changed towards a cosmetic brand. These questionnaires will be performed with these makeup artists to see what their feelings are towards cosmetic brands that test on animals.
- 1.3.5. Investigate how a cosmetic user who is now cruelty-free stopped using a brand that tested on animals. Whether they kept using the brand for some time after or stopped using said brand straight away.
- 1.3.6. Investigating whether or not a cruelty-free consumer would go back to or start using a cosmetic brand if they stopped conducting animal testing.

In conclusion the objective of this thesis is to investigate how perspectives and loyalties are changed. However, to investigate this thesis topic successfully the objectives stated above must also be researched.

The following chapter of this research will be showing all the literature that was gathered in relation to the topic of this research.

## **Chapter 2: Literature Review**

### **2.1. Introduction**

This chapter presenting all the literature that was researched relating to the topic being investigated. Literature pertaining to consumer behaviour was researched to examine what makes a consumer behave the way they do. Research related to brand loyalty will also be seen in order to discover what makes a consumer loyal to a brand. Findings from academic journals in relation to consumers' perspectives on animal cruelty will also be seen in this chapter. Research in relation to the Chinese market will also be seen in this chapter to show why animal testing is still happening in today's world.

### **2.2. Consumer Behaviour:**

'Consumer behaviour is the activities people undertake when obtaining, consuming and disposing of products and services' (Blackwell et al., 2006). It focuses on how individuals make decisions on how to spend their available resources such as time and money. This includes 'when they buy it, how they buy it, why they buy it where they buy it and how they evaluate it after purchase. It also assesses the impact of such evaluations on future purchases.' (Schiffman, Kanuk, & Hansen, 2012). In light of what Schiffman, Kanuk, and Hansen stated Gangai and Agrawal said that 'personality is one of the most critical factors that will impact consumer's behaviour.' What a consumer buys and when or how they purchase an item is influenced by the personality they have. (Gangai, & Agrawal, 2016).

### **2.3. Brand Loyalty:**

Brand loyalty is a consumer's conscious or unconscious decision that is expressed through their intention on whether or not to repurchase a product from a brand. (Reichheld & Schefer , 2000). In addition, brand loyalty also consists of a consumer's commitment to repurchase a brand's products or to purchase them through word of mouth. This is showing that the consumer's decision to repurchase a product is dependent on the trust and quality performance of the product. (Chaudhuri & Holbrook, 2001). Therefore, brand loyalty is strongly seen when consumers are continuously purchasing from the same brand even when there are alternative brands in the market (Ryan et al., 1999). 'Seven factors

influence brand loyalty for a consumer, and these are the brand name, product quality, price, design, store environment, promotion and service quality.' (Lau et al., 2006). A brand name can differentiate a brand from a brand with a less famous name or reputation (Keller, 2003). Product quality is based on whether or not the product carries out the task in which it was made to fulfil. By a product doing this, it can make a consumer gain brand loyalty (Salim Khraim, 2011).

#### **2.4. Consumer's perspective on animal cruelty:**

Troy Seidle shows that A-list celebrities such as Paul McCartney, Leona Lewis, and Ricky Gervais teamed up with Be free cruelty in holding a petition to stop the sale of cosmetic products that were being created by animal testing. This petition helped to prevent the purchase of products being tested on animals in Europe, but the sale of animal-tested of products is still dominant in countries like China which is something that needs to be cracked down on (Seidle, 2013). Seidle is actively showing how celebrity influencers are using their fame to stop animal testing that is occurring.

In June 2017 Nars cosmetics expanded their market share to the Chinese market. With this market expansion, it resulted in them being legally obliged to test their cosmetic on animals. NARS before this movement were a cruelty-free makeup brand. This move for Nars cosmetics resulted in previous consumers boycotting the cosmetic brand. The hashtag boycott Nars became a global hashtag once Nars cosmetics made the announcement (Cosmopolitan, 2017). After the release of this news about the cosmetic brand, an online petition for NARS to become a cruelty-free makeup brand again was created. After being created four months ago, this petition has received over 347,458 signatures (Thepetitionsite.com, 2017). As well as customers taking action and having reaction towards NARS move to the Chinese market cosmetic brand owner Kat Von D had a negative reaction towards NARS cosmetics also ' For years I have supported NARS beauty products because they were one of the few artistry brands that didn't test on animals.. I am so confused/heartbroken after all these years they would choose a pay check over compassion.' (Connell, 2017)

In 2012 Pervin, Ranchhod, and Wilman conducted a questionnaire in the UK and Bangladesh. This questionnaire was about how customers felt about 'green

environment and animal welfare issues affect their purchase decisions when buying cosmetics products'. They had 150 women take part in the surveys from Bangladesh and 142 from the UK with a total of 292 surveys. The survey showed that the British women between the age of 22-29 and 30-33 showed strong indication they wouldn't buy cosmetics from a brand that had tested on animals. In 2012 they discovered that nearly 60% of the young British females didn't feel comfortable buying cosmetic products that tested on animals because they knew it was ethically and morally wrong and that alternative methods should be used (Pervin, Ranchhod, & Willman, 2014). Pervin, Ranchhod, & Willman are showing that consumer's perspectives and loyalties towards a brand will be changed if they find out the brand conducts animal testing. This survey will be used as a comparison to a survey conducted by the general cosmetic consumer in section 4.2

In line with this Mate Matic and Barbara Puh from the University of Dubrovnik conducted an online survey for consumers in Dubrovnik Croatia. They performed this survey as they noticed in 2013 that there was a 3.8% growth in the global cosmetic industry and this was due to the increase of natural cosmetic brand entering the cosmetic market. The survey was conducted by a total of 204 consumers between March and April in 2015. The study they conducted showed that over half of the surveyors stated that they intend to buy natural cosmetics, and that 23.5% would go for the option of purchasing new brands of cosmetics that are natural sources (Matić & Puh, 2015). This survey shows that consumers are now becoming aware of other brands that don't test on animals.

Corresponding with (Matić & Puh, 2015) similar research by (Pervin, Ranchhod, & Willman, 2014) research carried out by Close up media, Inc found that 36% of women prefer to purchase cruelty-free beauty products. This research was conducted on the Perfect365 app in which 15,000 women took part in. This survey was run in light of Hawaii's motion to introduce a bill to ban the use of cruelty makeup products. The same law was passed in California when the users of Perfect365 were asked if they would be happy to see the ban of beauty products that were tested on animals of which 46% answered yes. Consumers were asked if they take any notice to cruelty associated makeup products. Interestingly 24% of the women stated that they use PETA's website to gather information on

cruelty-free make-up brands along with 43% of women reporting that they would be happy to stop using cosmetic products that are tested on animals (Entertainment Close - Up, 2018). The research conducted also found that the younger generation is actively taking testing on animals into consideration and brands that test on animals should consider this if they want to meet their consumer's demands (Entertainment Close - Up, 2018). It can be seen that cosmetic users are starting to use cosmetic brands products that were not tested on animals, which is backing up the aim of this thesis as seen in section 1.2.

It is clear that this literature is showing that consumer's perspectives towards a brand are changed if a brand tests on animals, backing up this investigation.

### **2.5. Chinese Regulations:**

Although cosmetic brands may claim to not test on animals, selling cosmetic products in China means that brands must obey the law that states all cosmetic products must be tested on animals (Mone, 2014). According to (Mone, 2014) 'In-vitro and Insilco testing will play a much larger part in how we assess chemical in the future.' Mone is showing here that with the help of in-vitro testing animals will no longer need to be tested on with harsh life threatening chemicals (Mone, 2014). Comparatively to Mone (Sun, 2012) research shows tissues culture and computer modelling can also be used as an alternative to animal testing. However, in contrast to in-vitro testing, this form of testing doesn't show a full body reaction that invitro testing would show. Scientists may also use a computer modelling as a means of testing (Sun, 2012). The research above suggests there are alternative means for chemicals used in the cosmetic industry.

In China animal testing is an outdated method of testing ingredients used in cosmetic products. However, China is slow to adapt to this change and use new methods of testing as seen by (Mone, 2014) and (Sun, 2012). In the United States in 2016 animal testing was legal but was not conducted by cosmetic brands as they realised that the other methods of testing ingredients and chemicals used in cosmetics are more efficient and customer friendly (Baird-Murray, 2016). In light of (Baird-Murray, 2016) it is clear that many brands realise the seriousness of the issue of animal testing in China. Baird Murray in her article is showing how big cosmetic brands such as Unilever and Estee Lauder are trying to introduce

alternative methods of testing chemicals other than by the use of animals. There is a mounting body of evidence found by (Xu & Zhang, 2013) that cosmetic brands such as the Body Shop and Lush would be a huge success in the Chinese market. However, these brands refuse to condone animal testing and have turned down many opportunities to enter the Chinese market until China change their regulations on animal testing (Xu & Zhang, 2013). Concerning (Baird-Murray, 2016), (Mone, 2014) and (Xu & Zhang, 2013), they show that China has no laws about other methods of testing chemicals used in cosmetics hence why animal testing is used.

## **2.6. Conclusion:**

To conclude it is clear from the literature provided above that consumer behaviour causes consumers to act in a certain way. Brand loyalty is a consumer's intention to repurchase a brand. It is also clear that brand loyalty is something that is important for a brand. Furthermore the literature provided above suggests that cosmetic users who once used animal tested products now opt for cruelty-free cosmetics. In addition the research presented shows that there is a growth of 3.8% in the natural cosmetic range. The results provided by (Mone, 2014) present alternative methods when testing chemical products. With the use of these new forms of testing cosmetic brands that lost their customers due to animal testing are be able to gain back customers that they lost in the past as seen in section 6.1.5.

The following chapter of this research will be displaying the methods of research that were used in gathering the data that was needed for this thesis. The section will also include reasoning for using each method and an overview of the sample that was used to gather the information.

## **Chapter 3: Methodology:**

### **3.1. Introduction:**

This chapter is going to outline in-depth the methods of research that were used to gather the information that was needed for this thesis. The hypothesis that frames this thesis is the extent to which a customer's perspectives and loyalties are affected by a cosmetic brand that tests their products on animals. Research in both the form of qualitative and quantitative was necessary to discover the extent to which people have changed their perspective of and loyalties towards cosmetic brands that sell products tested on animals. This research question is very open-ended questions because of this various forms of research are being used to help an accurate overall question be answered. This chapter is going to outline the reasoning for methods undertaken. This researcher will display many different forms of information such as theoretical reasoning for the choice of methods, an overview of the research design and lastly a full description of the target audience of this study and why exactly they were the chosen targets. Any ethical considerations that had to be taken into account during this research are also highlighted in this chapter. The primary objective of this thesis is to research and investigate perspectives and loyalties of individuals between the ages of 16-26. In addition it will also research and investigate how their perspectives and loyalties are changed or if they even are changed at all towards a cosmetic brand that tests their products on animals as seen in section 1.2.

### **3.2. Research design:**

In this thesis, both quantitative and qualitative research methods are going to be strongly seen throughout. In accordance to MRS qualitative research is described to us in their guidelines as 'the basic methodology that involves techniques that aim to reach an understanding with the use of observation, dialogue, and evocation instead of measurement. The qualitative research method is a data collection process that has open-ended, non-directive techniques and the data analysis is descriptive, rather than statistical.' Qualitative research will be seen throughout this thesis in the form of email questionnaires. The reasons as to why this method of study was used to discover the findings is because it is best suited to explore the research inquiries and researching complex issues (McGivern, 2013). According to Keegan he sees this as a way of 'understanding why

individuals and groups think and behave the way they do.’ (Keegan, 2009). Concerning the email questionnaires that were conducted in the research for this thesis by Ailsha Davey, Aisling Kelly and Sarah. The email questionnaires were about understanding in full detail their thoughts on brands that still test their products on animals, and why they no longer use products that are tested on animals. To get this information from these people working in the cosmetic industry, qualitative research methods were used. The second form of research that was used to collect data was quantitative research. This form of research is a structured way of gathering and examining data that is obtained from different sources. Unlike qualitative data, quantitative data involves the use of mathematical, statistical and computational tools to explore the results. The purpose of quantitative research is conclusive as it tries to quantify the problem and understand how relevant it is by looking for projectable results to a larger population (Sisinternational.com, 2018). The forms of quantitative research that will be seen throughout this thesis are online surveys.

### **3.3. Research instruments:**

#### **3.3.1. Online Surveys:**

An online survey was used in this thesis as it is the most convenient and minimal cost form of research. The online surveys for this thesis took a maximum 3 minutes to complete and were anonymous to give security for participants. There was also no cost in conducting or creating the online surveys as survey monkey. Over 100 participants participated in the online surveys. They were posted on social media sites to get a mixed variety of candidates to get honest opinions. These surveys intended to see how many people use products from cosmetic brands that test on animals, would they try to use an alternative brand and if they don't use these products is it because they are tested on animals.

The reason why online surveys were used is because there are many advantages with them which are:

Speed: in comparison to other survey methods online surveys are quick to complete by participants. Online surveys allow you to reach international participants in some minutes rather than having to send it manually which could take up to a week to receive the results of that survey (Malhotra, Birks and Wills,

2012). This was strongly seen in the surveys that were carried out for this thesis as the average time for completing the survey was 2.5 minutes.

Cost: There is little to no fees associated with creating online surveys. In the making of the online surveys used to gather information for this survey, there were no costs associated with them (Malhotra, Birks & Wills, 2012).

User Anonymity: the participant is unknown to the researcher when taking part in the survey. This encourages the participant to answer truthfully and put them at ease whilst completing the survey (Debois, 2016).

### **3.3.2. Email questionnaires:**

Email questionnaires were conducted to gather information for this thesis as due to busy schedules the researcher and participants were unable to meet face to face. Email questionnaires suited best as the participants' thoughts were gathered on the subject. Due to the busy schedules, email questionnaires were well adapted as they are convenient for the participants as they do not require any facilities to complete them just an internet connection. They are suitable for the participant as they can be conducted at home, at work or on mobile devices (Malhotra, Birks & Wills, 2012). The questions asked in the email questionnaires were open-ended questions to get the participants full opinion on the topic making this qualitative research. The email questionnaires were sent to three different participants who each have a career in different parts of the cosmetic industry. The first participant was Ailsha Davey. Ailsha was chosen as she is the creator of a blog that helps to promote cruelty-free makeup. Ailsha is also a person who has been using cruelty-free makeup for over three years. (See appendix 3). The second participant is Aisling Kelly. Aisling is a makeup artist who has been working in the cosmetic industry for over six years. For the past 1 ½ years Aisling Kelly has been using cruelty-free makeup in both her personal and professional life. Aisling has also been using her social media sites to promote cruelty-free makeup products and no longer supports cruelty associated makeup brands. (See appendix 4). Lastly was Sarah. Sarah is a vlogger and blogger who has been using cruelty-free products for over five years. (See appendix 5). It is clear that each of these participants has a different presence in the cosmetic industry. Therefore, it was essential to get an opinion on this topic from people in various aspects of the cosmetic industry. For

a participant to complete an email questionnaire or respond to you asking for them to take part, it must be a topic that is of interest to them (Michaelidou & Dibb, 2016). It is evident that cruelty-free cosmetics are of interest to these participants which is another reason as to why they were chosen to take part in the questionnaire.

### **3.3.3. Sampling overview:**

After deciding the methods of research that were going to be used the sample of this research was chosen. This part of the study was tricky to decide on as the primary objective of this research was to discover the extent to which a person's perspectives were changed towards a cosmetic brand that tests on animals. It was essential to have a broad sample age wise to really discover just how much these perspectives and loyalties were changed as an older person may have more loyalties to a cosmetic brand than a younger person who has been wearing makeup only one or two years who yet doesn't have any loyalties to a cosmetic brand. The researcher decided that the sample of people in this research would be all genders between the ages of 16-26. The reason why this age sample was chosen was because a 16-18-year-old is wearing and buying cosmetics they do not have any real loyalties to a cosmetic brand were as someone who is over the age of 21 has created loyalties to a cosmetic brand. Furthermore this young age group was chosen to take part is because in section 2.3 it was stated that young people today feel uncomfortable buying cosmetic products tested on animals (Pervin, Ranchhod, & Willman, 2014). By the age of 25, this is strongly seen. The age gap of 11 years was used to establish if people were breaking their loyalties to a cosmetic brand if they found out that said brand was testing on animals. In addition to the above the 20-26 age group is included in this study because in accordance to Park 'Generation Y is the biggest driver for the global cosmetic market' (Park, 2018) making their thoughts on this topic very relevant. The participants were either male or female. There is a mix of people who use animal tested cosmetic products and people who don't use animal tested cosmetic products to help get an overall and equal opinion on the subject matter in talks.

### **3.4. Ethical considerations:**

The ethical considerations that had to be put in place for this study were permission from the online interviewees for them to be included in this thesis. A

non-judgemental approach was taken towards the questions put forwarded to participants.

### **3.5. Conclusion**

To conclude the previous research suggests that both quantitative and qualitative forms of research are best suited for this thesis. Using qualitative research via email questionnaires was necessary to gather in depth information on how participants feel towards brands that test their products on animals. Open-ended questions were required to get participants full opinion on the topic being researched. The quantitative research used in this study was online surveys. Online surveys were necessary to gather the general public's opinion on animals testing.

The following chapter will be a presentation of all the findings that were gathered using the research methods that were outlined in this chapter.

## **Chapter 4: Findings**

### **4.1. Introduction**

This chapter is a presentation of all the key results that were identified from the email questionnaire completed by three people from the cosmetic industry and two surveys completed by participants via social media. The email questionnaire was completed by three participants who have a presence in the cosmetic industry as seen in section 3.3.2. The general public completed the first online survey. Consumers of the cosmetic industry who do not look into if cosmetic brands they are purchasing are tested on animals. (See appendix 1). The second survey is a cruelty-free survey. This survey was completed by individuals who are intentionally buying cruelty-free cosmetics. (See appendix 2). In this chapter, it will be shown how the participants that were included in this thesis helped to provide information on the extent to which a consumer's perspectives and loyalties changed towards cosmetic brands that test their products on animals, which is seen in the aims of this thesis in section 1.2.

### **4.2. Email questionnaire:**

The table below is a presentation of all the information gathered from participants working in the cosmetic industry. These individuals were chosen to take part in this thesis as they firstly use cruelty-free makeup products in their careers and secondly use their presence on social media to promote cruelty-free cosmetics. In the questionnaire completed via email, their responses show why they started using cruelty-free cosmetics. Additional responses show how their perspectives changed towards cosmetic brands that test their products on animals. The first participant in this questionnaire was Ailsha Davey. Ailsha is a blogger that created the blog *flawless and pawless* that launched in 2017 as a way to promote cruelty-free products to her readers. Ailsha felt no Irish beauty blogger specifically promoted cruelty-free cosmetic products. Ailsha has a significant amount of experience working in the cosmetic industry. She always chose to work for a cruelty-free cosmetic brand and turned down the opportunity to work for a cruelty associated makeup brand. She has used cruelty-free cosmetic brands for over three years. Ailsha was chosen to take part in this thesis because she has a great interest in cruelty-free cosmetics. The second participant in this thesis is a makeup artist called Aisling Kelly. Aisling Kelly has a strong presence on social

media sites such as Facebook and Instagram. Aisling Kelly has worked in the cosmetic industry as a makeup artist for over five years, working on many photoshoot sets and TV sets. Aisling has now been cruelty-free in her personal life for over a year and a half and as much as she can be in her professional life as a makeup artist. Aisling was included in this thesis is because the researcher felt that it was essential to get the opinion of a make-up artist working in the cosmetic industry to see what exactly her opinion was on animal testing. The third participant in this email questionnaire was a blogger and vlogger who runs social media sites called cruelty-free kitty. Sarah was chosen to take part in this thesis as her interest in cruelty-free makeup over the past few years gives a substantial insight into how her perspectives change towards cosmetic brands testing on animals.

Table B: Results of the individual's responses that were involved in the email questionnaires:

<b>Participant:</b>	<b>Social media name:</b>	<b>Occupation:</b>	<b>Length of time using cruelty-free make-up:</b>	<b>The reasoning for using cruelty-free make-up:</b>	<b>Did perspectives and loyalties change towards cruelty associated cosmetic brands?</b>
Aisling Kelly	Aisling Kelly Makeup (Facebook & Instagram)	Freelance make-up artist	1 ½ years	Animal testing	Yes, her perspectives and loyalties towards M.A.C. strongly changed
Ailsha Davey	Flawless and Pawless (Blog, Instagram & Facebook)	Cruelty-free blogger and make-up artist	3 Years	Animal testing	Yes, her perspectives and loyalties towards Rimmel London changed
Sarah	Kitty approved beauty (YouTube, Blog Instagram & Facebook)	Career in the health sector, vlogger and blogger	5 Years	Animal testing	Yes, her perspectives and loyalty towards Maybelline changed

#### **4.2.1. Reasoning for using cruelty-free makeup products.**

In recent years Sarah, Aisling, and Ailsha started introducing cruelty-free cosmetics into their careers in the makeup industry.

*'I started purposely seeking out cruelty-free makeup products for my kit over the last year' – Aisling Kelly (Aisling Kelly Makeup)*

*'It wasn't until I was 17 or 18 that I actually started purchasing exclusively cruelty-free products' – Sarah (Kitty approved beauty)*

All participants in this question stated they began to introduce cruelty-free makeup into their careers and general lifestyle when they realised the serious issues associated with animal testing.

#### **4.2.2. Promoting cruelty-free make-up**

Each of these participants has a strong presence on social media sites such as Instagram and Facebook. They use their platforms to support cruelty-free makeup. Ailsha and Sarah set up their blogs which are just to promote cruelty-free makeup and to help make followers aware of which products are cruelty-free.

*'I set up flawless and pawless to provide an honest service to the Irish market about the cruelty-free as well as vegan cosmetic brands available in Ireland' – Ailsha Davey*

*'I've completely stopped mentioning/promoting brands at all if they are not cruelty-free but will make sure to state that whatever product I'm talking about is cruelty-free as I think it's a good reminder to my audience that affordable and accessible products of both high street and high-end brand quality are readily available now' – Aisling Kelly*

*'It started out as a blog in 2014. I started it because I had slowly started enjoying makeup more and more... I knew the blog had to be focused on cruelty-free beauty and the name Kitty Approved Beauty just kind of came to me.'* – Sarah

From the answers gathered in this section of the email questionnaires, it is clear that the participants are using their social media platforms to help promote cruelty-free makeup brands to their followers.

#### **4.2.3. Perspective and loyalties changing towards cosmetic brands that test their products on animals:**

Each participant involved in this research stated that their perspectives and loyalties changed towards brands that they test their products on animals.

*'Yes! I was absolutely gutted when I discovered that Rimmel London tests on animals. I was a collector of their nail Polishes as I thought their colour range and quality was brilliant' – Ailsha Davey*

*'Defiantly... Was really loyal to certain brands, namely MAC cosmetics, in both my personal and professional use... they are the ideal brand for a professional makeup artist to use and be loyal to, so it really disappoints me that they refuse to pull out of the Chinese market... I defiantly see them in a more negative light because of it now' – Aisling Kelly*

Each participant in the email questionnaire has stated that their views have changed towards cosmetic brands that test their products on animals. This is helping to prove that consumer's perspectives towards a cosmetic brand that tests their products on animals do change when they become aware that said brand is conducting animal testing, which is one of the objectives of this thesis as seen in section 1.3.1. Each participant has shown how they disassociated with a cosmetic they were once extremely loyal to but no longer want to be associated with them. This is strongly seen in regards to Aisling Kelly's response as working as a make-up artist she is entitled to many special discounts and offers with MAC cosmetics,

*'MAC are a really great brand for professional artists as they have an amazing artist relations team who supply many professional makeup artists with kit restocks and sponsorships for celebrity, fashion and TV/Film work' – Aisling Kelly*

However even with all of these fantastic offers that Aisling Kelly can avail of for her career from MAC she has chosen no longer to associate with them because of they are testing their products on animals to sell their cosmetic products in the Chinese market.

#### **4.2.4. Consumers opinion on a brand moving from being a cruelty associated cosmetic brand to being a cruelty-free cosmetic brand:**

Each participant agreed that if a cosmetic brand that currently tests their products on animals were to move out of the Chinese market becoming cruelty-free there would be a positive reaction for the cosmetic brand. They believe that a cosmetic brand moving away from the Chinese market would show movement in the demand by customers in recent years to put a worldwide ban on animal testing.

*'Yes. If a brand that currently tests on animals determinedly made the change to become cruelty-free, I would respect that. In the end, that is what I am hoping will happen- that all brands will see the demand for ethically produced cosmetic products' – Ailsha Davey.*

*'If animal testing was banned worldwide I'd be happy to buy from any and every brand available to me as all of them would finally be cruelty-free!' – Aisling Kelly*

*'I defiantly would start purchasing from a brand like MAC or NARS if they became cruelty-free because I would want to show my support for the decision to stop testing on animals' – Sarah*

This reaction by the participants is showing that if a cosmetic brand were to stop testing on animals many more consumers would start purchasing their products. This will also be strongly seen further on in this chapter in section 4.3.6 as participants in the cruelty-free survey stated that they would start using a cosmetic brand that stopped testing their products on animals. This is helping to show that consumers who don't use animal tested products they aren't doing so because they don't like the products themselves it is because of how the products are tested in different markets. It is evident that a consumer who doesn't use cosmetic brands that test on animals is because of how they view the cosmetic brand has changed. However, if the brand were to lose their association with animal testing consumers would change their perspective towards them and start to purchase their products. This was one of the objectives of this thesis as seen in section 1.3.4.

#### **4.2.5. Opinion on cosmetic consumers' awareness of animal testing:**

The participants in this survey stated that they feel as though the general public is starting to become aware of the issue that is animal testing.

*'I believe that our society is still 50% ignorant about animal testing and 50% conscientiously purchasing cruelty-free products' – Ailsha Davey*

*'For sure. There are still many consumers who are oblivious to the situation of animal testing but the more we speak about it the more people are making conscious efforts to only buy cruelty-free cosmetics... I do think that many people are making an effort to choose ethical products now' – Aisling Kelly*

*'I do think people are becoming increasingly aware of animal testing, especially as we are seeing more cruelty-free bloggers and influencers on social media.'* – Sarah

From these reactions, we can see that they believe that today people are starting to become aware of animal testing. Although Ailsha stated she believes that half of the cosmetic consumers are ignorant towards the problem and it can be seen in the survey conducted in section 4.3.1. People are not completely aware of it but do oppose of it happening. In Aisling's questionnaire, she also stated that working in the cosmetic industry as a makeup artist she has noticed other makeup artists are trying to be cruelty-free

*'Definitely- it's something that regularly comes up in conversation with other makeup artists... Many makeup artists I know do the same as me and where we use cruelty-free alternatives as much as we possibly can.'*

Aisling Kelly also stated in her questionnaire that she has had clients ask her to try to use only cruelty-free cosmetics while doing their makeup.

*'I have been asked by clients to use as many cruelty-free Make-up products as I can on them, yes.'*

It is clear from the answers given by Ailsha, Aisling and Sarah people are becoming increasingly aware of animal testing. Some people are still in denial about it. However, the public is becoming aware of it and are opting for cruelty-free products which are showing that consumers' perspectives are changing towards cosmetic brands that test on animals, which is the aim of this thesis as seen in section 1.2.

### **4.3. General public & Cruelty-free survey**

This segment of the findings is a presentation of all of the information that was gathered from both of the surveys that were conducted for this research. Each of these surveys was shared on Facebook and Instagram. In this part of the findings, it will be clear that the results from both of the surveys interlink with each other and the email questionnaires that were conducted in section 4.2. The first survey that was performed was a survey completed by the general, cosmetic consumer. The general consumer is classified in this thesis as someone who doesn't intentionally purchase cruelty-free cosmetic products, who isn't aware of which brands test products on animals and doesn't care if cosmetic brands test on animals. The second survey that was carried out for this thesis was a cruelty-free survey. This survey was completed by cosmetic consumers who intentionally do not purchase any products that are tested on animals. The figures that are stated below are figures that are calculated dependent on the number of people that answered the question in the survey as some of the questions were skipped by participants.

#### **4.3.1. Table representation of cosmetic brands and consumers favourite brands:**

The table below is a presentation of cosmetic brands that are tested on animals and that are cruelty-free. The cosmetic brands presented in the table below were chosen as they are the most popular cosmetic brands for cosmetic users between the ages of 16-26. In accordance to a blog called influenster, it was stated that the younger generation has voted that the beauty brands they can't live without are MAC with 19% of the votes, NYX with 7% of the votes and Kat von D with 7% of the votes (Rodgers, 2016). From the research gathered from this blog, it is clear that these cosmetic brands are the favourite brands among cosmetic consumers which is why they were included in the survey options.

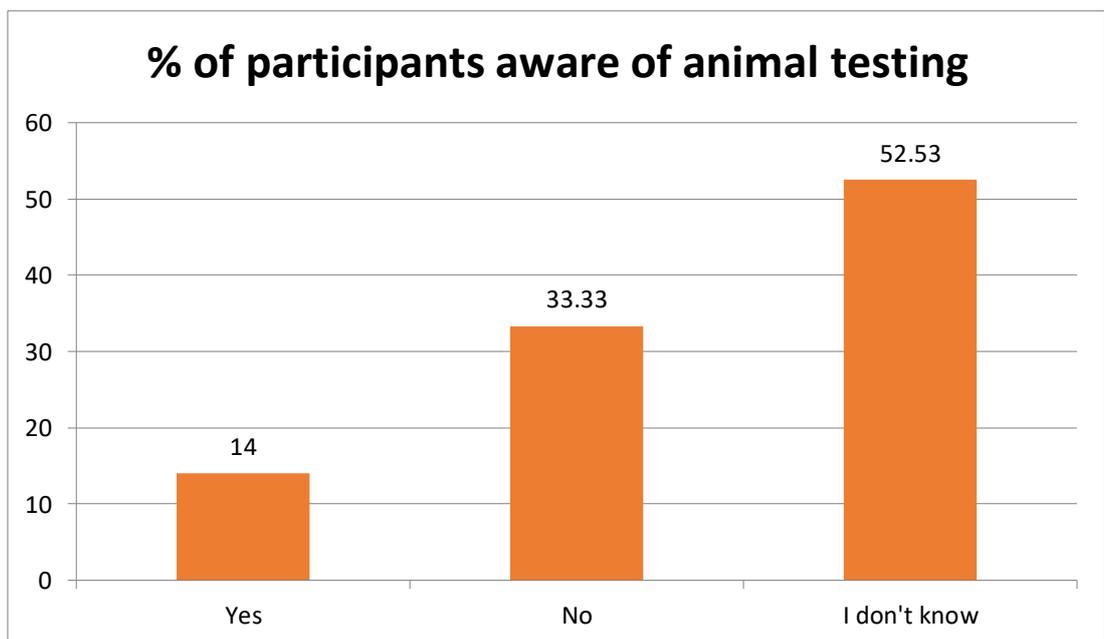
Table C: This table illustrates the percentage of participants in this survey purchasing cruelty-free or animal tested products. The figures on this table are figures gathered by 100 applicants.

<b>Cosmetic brand</b>	<b>Cruelty-free</b>	<b>Tests on Animals</b>	<b>% of participants purchasing the brand</b>	<b>Number of Participants buying the brand</b>
MAC	No	Yes	28.57%	24/100
Inglot	Yes	No	17.86%	15/100
NYX	Yes	No	11.90%	10/100
Urban Decay	Yes	No	7.14%	6/100
Kat Von D	Yes	No	11.90%	10/100
NARS	No	Yes	2.38%	2/100
Benefit	No	Yes	5.95%	5/100
L'Oréal	Yes	No	2.38%	2/100
Anastasia Beverly Hills	No	Yes	9.52%	8/100
Maybelline	Yes	No	2.38%	2/100
Estee Lauder	Yes	No		3/100*
Rimmel	Yes	No		4/100*
Elf	Yes	No		1/100*
Clarins	Yes	No		1/100*
The Ordinary	Yes	No		1/100*
Charlotte Tilbury	Yes	No		1/100*
B by Superdrug	Yes	No		1/100*
The Balm	Yes	No		1/100*
Lavera	Yes	No		1/100*

\* Percentages were unavailable for these results as they were written in the other section of the question on the questionnaire.

### 4.3.2. Cosmetic brands purchased by consumers

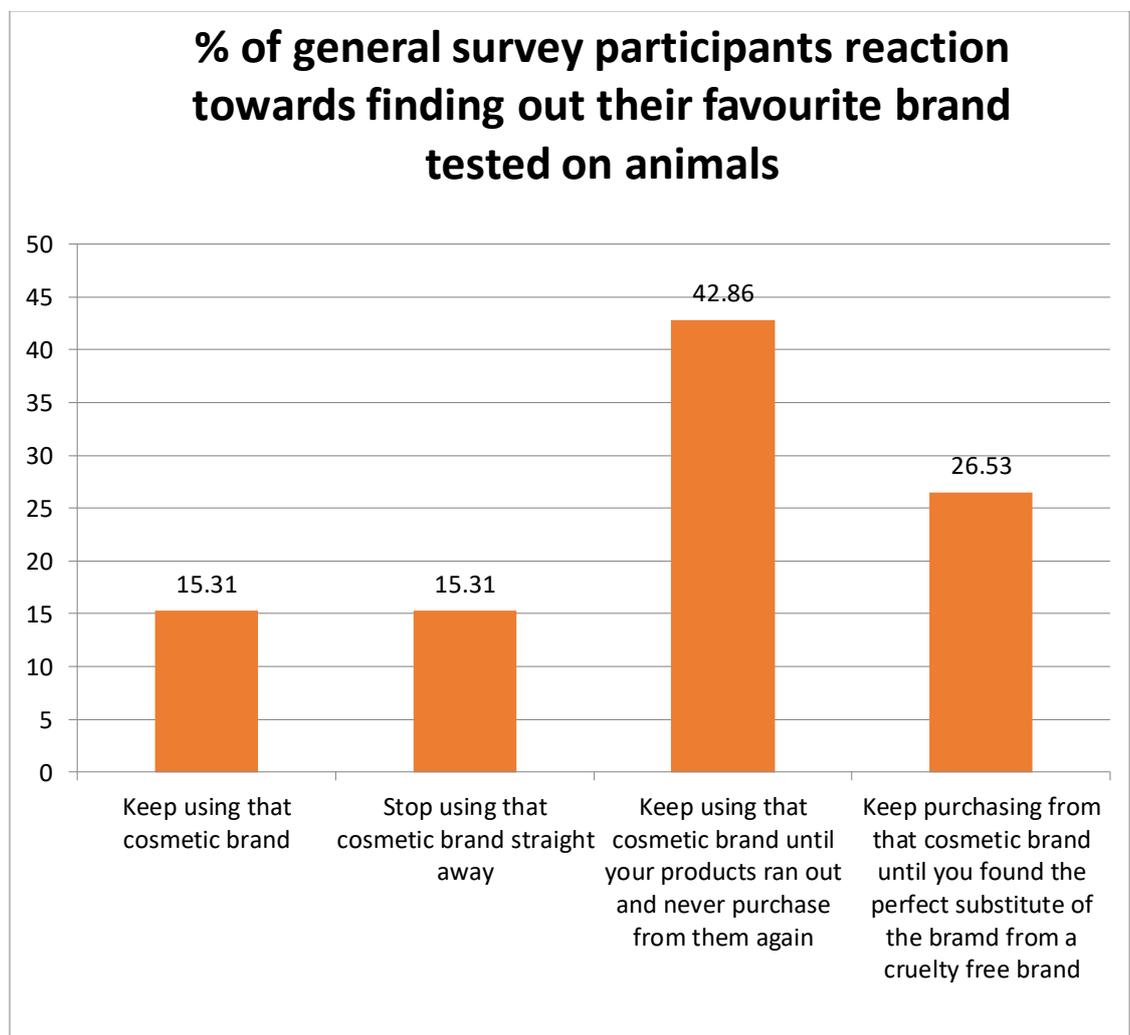
This table above is showing that the most purchased cosmetic brand by consumers in this survey is MAC with 28.57% of participants, however MAC conducts animal testing. This information is in line with the blog influencer that indicated that 19% of their voters stated that MAC is the cosmetic brand that they can't live without (Rodgers, 2016). After MAC is Inglot with 17.86% of participants stating this is their favourite brand, which is a cruelty-free brand. The results of this survey are showing that 52.53% (52/99) of participants are unaware if their favourite cosmetic brand is tested on animals. This result is in line with a statement made by Ailsha Davey in 4.1.7 that 50% of the general public is ignorant about animal testing. However, 33.33% (33/99) of participants stated that their favourite brand isn't tested on animals which is backing up Aisling Kelly's statement in 4.1.7 which is consumers are starting to make a conscious decision to choose cruelty-free cosmetics. With 14% of participants stating that their favourite cosmetic brand does test on animals.

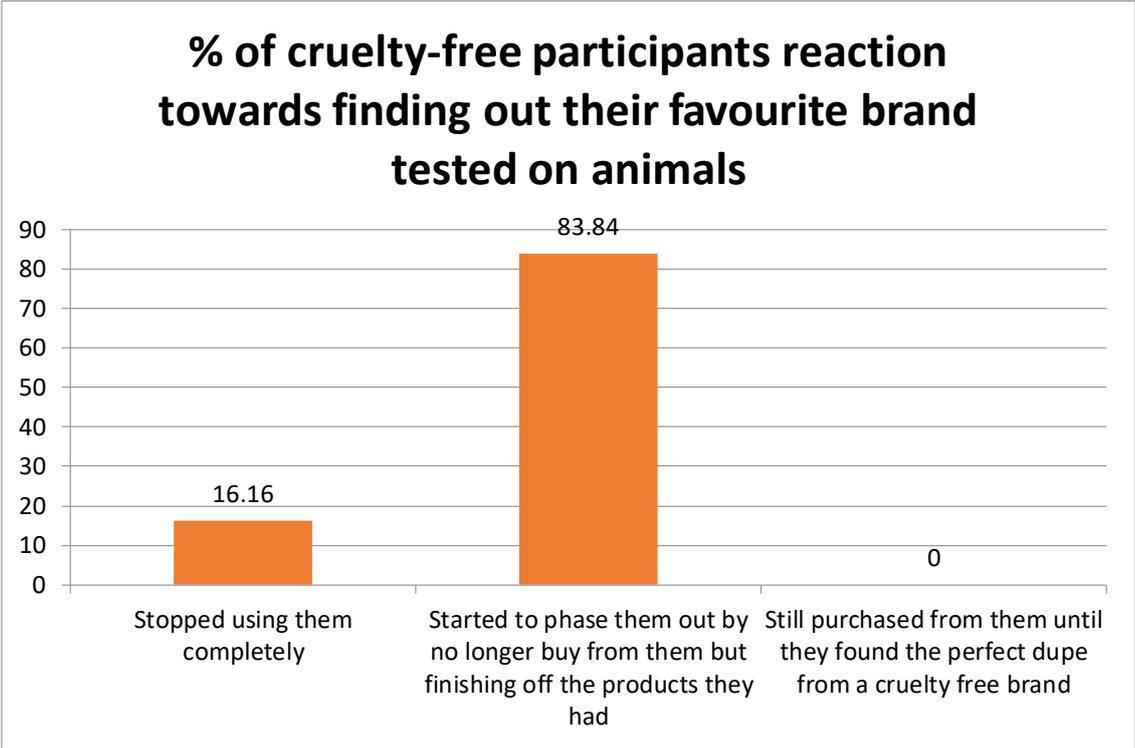


### 4.3.3. Consumers reaction towards cosmetic brands participating in animal testing

When participants were asked in both the general and cruelty-free survey what they would do if / what they did do when they found out that their favourite cosmetic brand was tested on animals. In the general survey 42.48% (42/98) of participants stated that they would keep using that cosmetic brand's cosmetics that

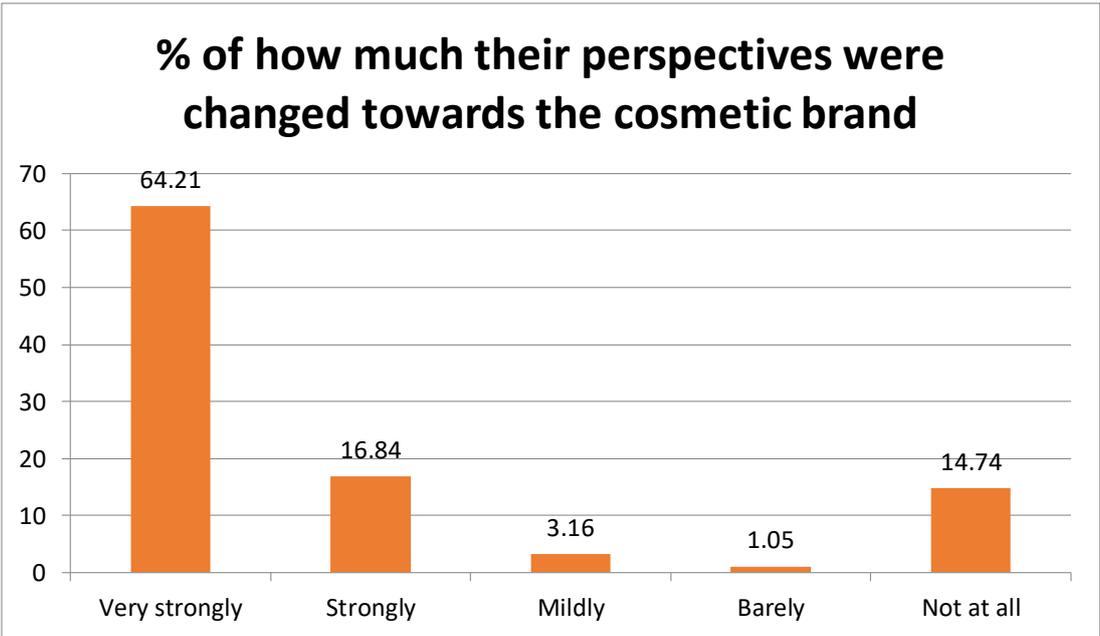
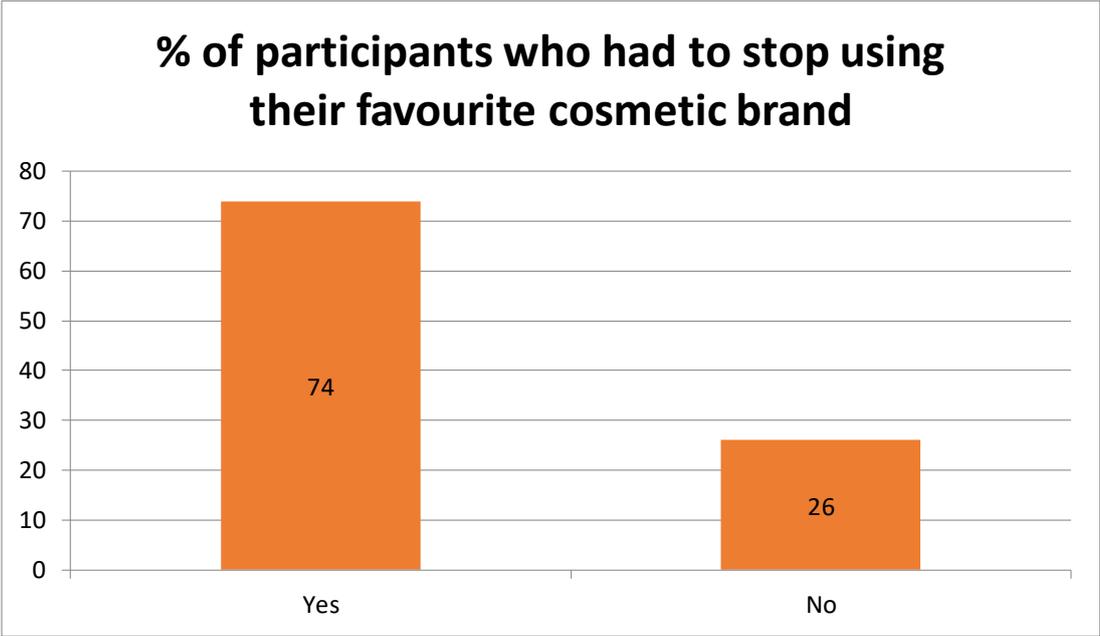
they already owned until they were finished and never purchase from them again. In the cruelty-free survey 83.84% (83/99) participants stated that they stopped using animal tested products by phasing them out by finishing off the products they had previously purchased and never purchased products from that brand again. The results from this survey are showing that both the general participants and participants that intentionally use cruelty-free cosmetic products have the same outlook on animal tested products. They don't want to contribute profits towards a cosmetic brand that tests their products on animals which was an objective of this thesis as seen in section 1.3.5.





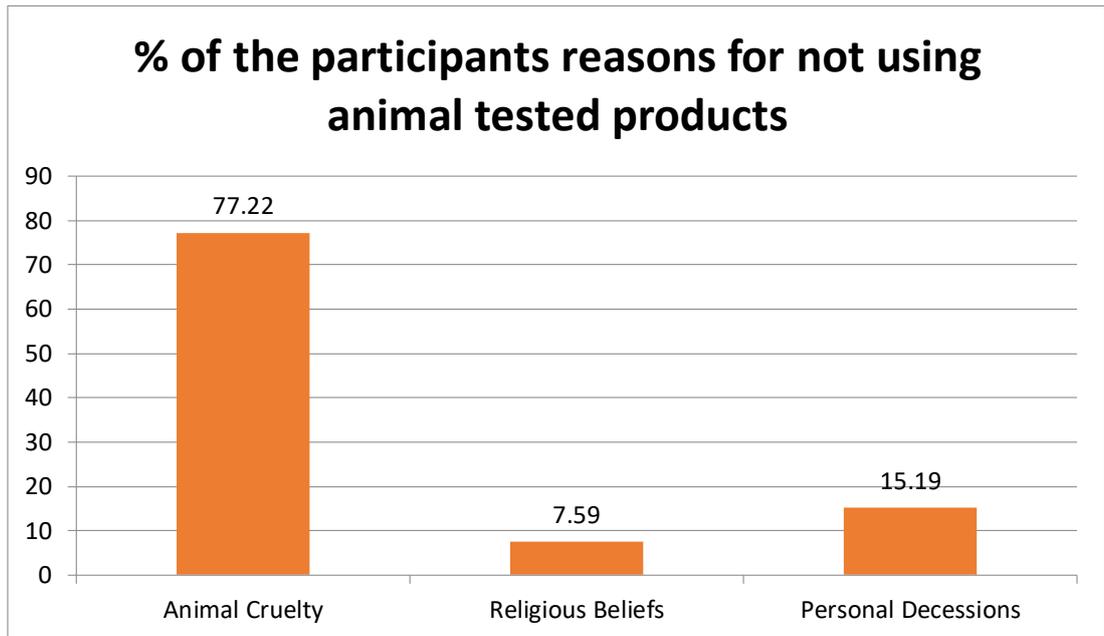
**4.3.4. Perceptions changing towards cosmetic brands testing on animals**

In the cruelty-free survey when asked if they had to stop using their favourite cosmetic brand because the brand was tested on animals, 74 % (74/100) participants stated that they did have to stop using the said brand. Following this 64.21 % (61/95) of participants reported that finding out that their once favourite cosmetic brand tested on animals actively changed their perspectives towards, the cosmetic brand. This information is in line with how Aisling Kelly and Ailsha Davey both answered this question in section 4.1.5. They both stated they had to stop using their favourite brand because it was tested on animals. They stopped using this brand as their perspectives towards the brand changed when they found out that they sold their products in the Chinese market meaning they used animal testing.



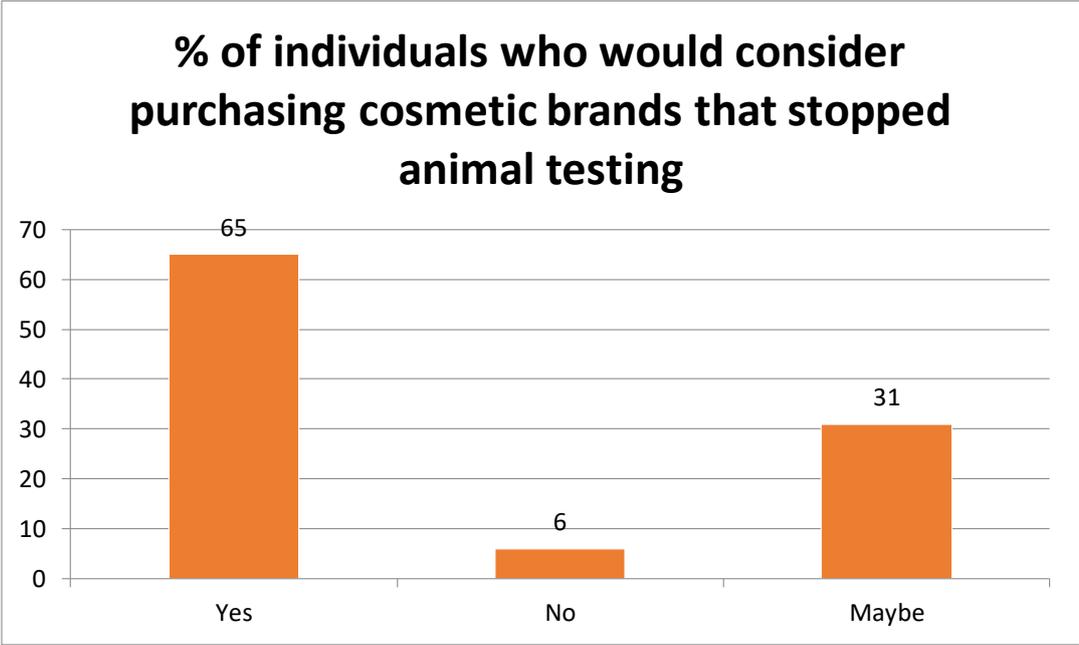
**4.3.5. Reasons for not using products associated with animal testing**

When asked in the general survey if they don't or wouldn't use cosmetic products that are tested on animals 77.22% (61/79) participants stated the reason would be because of animal testing. This information is on par with the information gathered in section 4.1.2 as all participants in the email questionnaire noted the reason why they don't use products that are tested on animals is because of animals testing.



#### **4.3.6. Consideration of purchasing cosmetic brands no longer tested on animals:**

When the participants were asked in the cruelty-free survey if they would go back to using cosmetic brands that test on animals if they stopped testing on animals worldwide 65% (65/100) answered that they would go back to using these products. This information that was given by people who are cruelty-free is in line with the information that was gathered by the participants of the email questionnaires. In Section 4.1.6 each participant stated that they would go back to using a cosmetic brand if they stopped testing products that are sold in China on animals or pulled out of the Chinese market because evidentially what they want to happen is a worldwide ban on animal testing as seen in section 1.3.4.



**4.4. Conclusion:**

The email questionnaires results provide an understanding that consumer’s perspectives and loyalties are changed towards a cosmetic brand that tests their products on animals. The email questionnaires that were completed by Aisling Kelly, Ailsha Davey and Sarah highlight a change in their perspectives towards cosmetic brands that test their products on animals. In regards to Aisling Kelly as a professional Makeup Artist, she received many benefits from MAC Cosmetics. However she no longer associate's with this brand as they are still conducting animal testing within their Chinese market. Although they have changed the way they view cosmetic brands that test on animals in today's society they have stated that if the said brand were to stop conducting animal testing, they would start to purchase products from the said brand as they would want to support the deaccession they made. The responses that were gathered from the email questionnaires are comparable with the knowledge that was collected from both the general public and the Cruelty-free survey. The cruelty-free survey that was carried identified the majority of participants stated that they would go back to using a cosmetic brand that currently tests on animals if they stopped conducting animals testing. This response is complementary with the reaction of Ailing Kelly, Ailsha Davey and Sarah from the email questionnaires.

The following chapter will be a discussion of the literature that was gathered for this thesis and the findings that were gathered from the research conducted and how they interlink with each other.

## **Chapter 5: Discussion**

### **5.1. Introduction**

This chapter will highlight the key themes that arose throughout this thesis. It will also identify the connection between the data collected and the literature review. In addition, the limitations that were faced during the research will be highlighted.

### **5.2. Brand Loyalty:**

From the literature displayed at the start of this thesis, we can see the importance of brand loyalty. Brand loyalty highlights how committed consumers are to a brand when consumers choose to purchase something (Ryan et al.,1999). Aisling Kelly a makeup artist who was once loyal to MAC cosmetics discontinued her loyalty with them when she discovered that in the Chinese market they are testing their products on animals. MAC is a brand that offers great discounts and sponsorships for makeup artists however when Aisling started to become aware that MAC was conducting animal testing to sell their products in the Chinese market she stopped purchasing their products. Both the literature and thesis findings suggest while brand loyalty is essential to a brand, consumer loyalty can be lost negatively impacting that brand.

### **5.3. Consumers perspectives and loyalties changing towards a cosmetic brand that test on animals:**

Research findings show that consumers' perspectives and loyalties have changed towards cosmetic brands that test their products on animals. Research literature suggests, consumers' perspectives are changing towards cosmetic brands that test on animals. When moving to the Chinese market to sell their products NARS cosmetics faced serious repercussions from their consumer's with 'boycott NARS' becoming a common hashtag on twitter because of their move to the Chinese market (Cosmopolitan, 2017). As well as this hashtag becoming a worldwide trending hashtag, there was then a global petition with over 347,458 signatures for the brand to become cruelty-free again (Thepetitionsite.com, 2017). From this information that was gathered in the literature, consumers don't have a positive reaction towards cosmetic brands testing their products on animals. The literature suggests, consumers' perspective and loyalties changed towards cosmetic brands testing their products on animals. A survey conducted on British

females purchasing products that were tested on animals found 60% of participants said they didn't feel comfortable buying animal tested products (Pervin, Ranchhod, & Willman, 2014). The general survey saw that 42.86% of participants stated that if they found out that their favourite cosmetic brands tested products on animals, they would stop purchasing from these brands. (Pervin, Ranchhod, & Willman, 2014) and the results from the general survey conducted in this thesis show comparable results that consumers aren't comfortable purchasing from brands that test on animals. This statistic from the online survey is also reinforcing a statement that 43% of women are happy to start using cosmetics products that aren't tested on animals (Entertainment Close - Up, 2018). As seen in section 1.3.

#### **5.4. Purchasing from cosmetic brands if animal testing is put to an end.**

Cruelty-free cosmetic users would start repurchasing from brands that put a stop to animal testing as it would be a sign of supporting their decision to put an end to testing on animals. Responses from the email questionnaires found that individuals working in the cosmetic industry would go back to using a cosmetic brand if they stopped testing their products on animals. In the cruelty-free survey highlighted 65% of participants stated they would go back to using cosmetic brands if they stopped testing their products on animals. Results from the email questionnaire and cruelty-free survey show consumers would start purchasing products from a brand if they stopped testing on animals.

#### **5.5. Limitations of the research:**

The first limitation faced in this study was cost. When using survey monkey to create the general public and cruelty-free surveys the researcher was unable to access all the participant's answers due to a yearly subscription fee requirement. The general survey had a total of 101 participants but the researcher was only able to access 100 responses. In the cruelty-free survey, there were 127 participants but the researcher was only able to access 100 of the participant's answers due to costs. Having only 100 responses for this study is limitation as this is only a small sample size of cosmetic users. Findings from the surveys are limited due to only 100 responses in each survey. Another limitation that was faced during the research for this thesis was finding cruelty-free makeup users in the cosmetic industry to participate in this thesis. Individuals declined to take part in the email

questionnaires due to time constraints. Limitations on this thesis stems from not a lot of research or academic journals being researched on this topic. In addition to the previous limitations social media platforms were used to get participants for convenience purposes.

The following chapter will be a summary of the investigation that was carried out into the extent to which a consumer's perspectives and loyalties are changed towards a cosmetic brand testing their products on animals.

## **Chapter 6: Conclusion and recommendations**

### **6.1. Summary of findings:**

The purpose of this thesis was to investigate the extent to which a consumer's perspectives and loyalties are changed towards a cosmetic brand that tests their products on animals. For this statement to be investigated both qualitative and quantitative methods were undertaken. Email questionnaires were conducted with makeup artists who use cruelty-free makeup in order to see how their perspectives and loyalties changed towards cosmetic brands that test their products on animals. In addition, two surveys were conducted. One survey carried out was completed by the general cosmetic consumer to see what their opinion was on animal testing and if it was something that would change their loyalties and perspectives towards a makeup brand. The second survey that was carried out was a survey completed by individuals who only use cruelty-free makeup. This survey was introduced as a method of research to see how these individuals' perspectives and loyalties changed towards cosmetic brands that test their products on animals. These three methods were used for similarity purposes as it was essential to see if the information that was gathered from them was comparable with each other, results showed this to be true. The findings that were discovered from both the quantitative and qualitative research carried out was:

- 6.1.1. In section 1.3.1 the objective was to see how the public felt towards animal testing and if they were aware of it. From the general survey, results show general cosmetic consumer is still oblivious towards animal testing, with 52.53% of participants stating they don't know if their favourite cosmetics are tested on animals. This information is in line with Ailsha Davey stating in her email questionnaire that the public is still ignorant towards the topic of animal testing.
- 6.1.2. In section 1.3.2 an objective was to investigate if a cosmetic user would stop using a cosmetic brand if they found out the brand tested on animals. In the general survey as seen in section 4.3.3 42.48% of participants stated that if they were to find out that a cosmetic brand they use tests their products on animals, they would stop using that brand. This is showing that the majority of participants would make this change.
- 6.1.3. In section 1.3.3 and 1.3.4 an objective was to discover if perspectives and loyalties changed towards cosmetic brands that test products on animals. From the

cruelty-free survey and email questionnaires cosmetic users who don't use products tested on animals have stated that their perspectives and loyalties changed towards cosmetic brands.

- 6.1.4. In section 1.3.5 an objective was to discover how a cruelty-free cosmetic user stopped using products tested on animals. Responses show from the cruelty-free survey that 83.84% of participants stopped using animal tested products by using up the products they had and not purchasing from the brand again. Additional responses in the general survey show that 42.86% of participants stated this is the way they would stop using animal tested brands.
- 6.1.5. In section 1.3.6 the objective was to discover if a cruelty-free consumer would go back to using a brand if they stopped testing on animals. From the email questionnaires and cruelty-free surveys, consumers who no longer use cosmetic brands that test on animals have stated they would go back to using a cosmetic brands that test on animals if the brand put a stop to it. The reason they would start to purchase from that brand is that they would want to show support to them for making that decision.

In conclusion to these findings and literature provided, it is evident that the majority of cosmetic users both male and female perspectives and loyalties change towards a cosmetic brand that tests their products on animals. They are changed to the extent where they no longer want to purchase cosmetic brands that test on animals. In addition, consumers then see these brands in a negative way. However, if a cosmetic brand were to stop testing their products on animals they would have previous & new customers become loyal to their cosmetic brand again. These customers would begin to see them in a favourable light for taking action against animal testing.

## **6.2. Further research:**

It is seen that a consumer's perspectives and loyalties are changed towards a cosmetic brand that tests their products on animals. The majority of participants in this study stated they would no longer purchase from a brand if they found out they were conducting animal testing. Furthermore, a focus group should be conducted with a mixture of cosmetic consumers. A focus group would give the researcher the opportunity to talk face to face with the participants as the current researcher didn't get this opportunity. This would help to see how the participants

react to animal testing which can help to improve the accuracy of the research. In addition, the researcher should investigate to see if there is a relationship between people who use cruelty-free make up and follow a vegan diet. In 2018 in the UK 542,000 citizens are vegan. This figure is three and a half times the amount of vegan citizens in comparison to 2006. With this 42% are between the ages of 15-36 (Senkul, 2018). Vegan lifestyles are becoming very popular very fast, which is why it would be important for the researcher to see if there is a relationship between the two.

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## **Appendix:**

### **Appendix 1:**

General online survey for consumer research:

This is a general online survey where I asked people to fill out on social media pages to get the opinion of the public on this issue. I had a total of 100 participants in this survey.

Q1. Are you male or female?

Q2. What is your age?

Q3. What is your favourite cosmetic brand?

Q4. Does your favourite cosmetic brand test on animals?

Q5. If you found out your favourite cosmetic brand tested on animals what would you do?

Q6. Do you use products that test on animals?

Q7. If you don't use products that don't test on animals is it because of any of the following:

Q8. If you sometimes use products that test on animals would you try to first use a dupe of that the product that is tested on animals? E.g. instead of using MAC's fix spray would you opt for UD all-nighter spray which is cruelty-free.

Q9. Do you know what the bunny logo looks like and what that signifies when it is labelled on a cosmetic product?

Q10. Do you think that there should be a worldwide ban on cosmetic products being tested on animals?

## **Appendix 2:**

Online survey for cosmetic consumers who do not use any cosmetic brands that test on animals:

This is a survey was completed by people who use cruelty-free makeup. There was 127 responses for this survey but could only access 100 responses.

Q1. When did you stop using cosmetic brands that were tested on animals?

Q2. When you stopped using cosmetic brands that test on animals how did you do so?

Q4. How did you become aware of cosmetic brands that tested on animals?

Q5. Did you have to stop using your favourite cosmetic brand because of animal testing?

Q6. If yes, how much did this change your perspective towards this cosmetic brand?

Q7. Would you go back to using this cosmetic brand if it stopped testing products on animals?

Q8. Are you aware as to why cosmetic brands are still tested on animals today?

Q9. When considering purchasing a product from a new cosmetic brand would you research if that cosmetic brands tests products on animals?

Q10. In your own opinion do you think that the issue of animal testing for the creation of cosmetic products is an issue that people are beginning to become aware of and trying to stop using these cosmetic brands?

### **Appendix 3:**

Alisha Davey Questionnaire:

Q1. Why did you set up your blog flawless and pawless, and how long ago did you set it up?

Q2. Do you think your blog is helping to create awareness about cosmetic products that are tested on animals?

Q3. You have worked in the beauty industry for many years now did you in the past use to work for a particular brand that tested their products on animals? If so how did that make you feel?

Q4. How did you become aware of the issue that is animal testing?

Q5. As females we tend to have a 'holy grail' make up product did you ever find out that your favourite makeup product was tested on animals?

Q6. If yes to the question above, did it change your perspectives and loyalties towards that cosmetic brand?

Q7. If make up brands that currently test on animals were to stop testing on animals in the future would you start to use that make up brand again e.g. M.A.C. & NARS?

Q8. As you work in the beauty industry do you find that there is now more people questioning if a brand is cruelty-free than in the past?

Q9. China is a multimillion dollar cosmetic industry, do you think it is fair to say that brands that test on animals in china care more about profits being made for their brand rather than the welfare of animals?

Q10. In your own personal opinion do you feel that animal testing for cosmetic reasons is an issue that people are growing aware of? Do you think people are trying to stop using cosmetic products that are tested on animals?

#### **Appendix 4:**

Aisling Kelly Email Questionnaire:

Q1. When did you knowingly begin to introduce cruelty-free make up products into your career?

Q2. What was the main reason as to why you have begun to introduce cruelty-free products into your career?

Q3. On your Instagram stories when you are talking about new products you have purchased or received you always state whether they are cruelty-free. Do you feel as though it is important for a person with a big following like you to promote cruelty-free makeup?

Q4. Do you still use products that are tested on animals in your career? Would you find that lately you are trying to choose products that are not tested on animals?

Q5. When you began to develop an interest for cruelty-free cosmetic brands did you in anyway find that your perspective and loyalties towards brands that still tested on animals changed in a negative way?

Q6. If animal testing was put to a stop worldwide would you go back to using those cosmetic brands that once tested their products on animals?

Q7. Have you ever had a client ask you to only use your cruelty-free makeup products with them?

Q8. Before you purchase a new cosmetic brand would you look into whether or not that brand tests on animals?

Q9. As you are working in the makeup industry have you noticed if other make-up artists have begun to increase their use of cruelty-free cosmetic brands?

Q10. In your own personal opinion do you feel that animal testing for cosmetic reasons is an issue that people are growing aware of? Do you think people are trying to stop using cosmetic products that are tested on animals?

## **Appendix 5:**

Sarah Email Questionnaire:

Q1. Tell me about yourself?

Q2. What is your favourite cruelty-free cosmetic product?

Q3. Why did you set up your blog and YouTube channel Kitty approved make-up, and how long ago did you set it up?

Q4. Do you think your blog and social media platforms are helping to create awareness about cosmetic products that are tested on animals?

Q5. You have had a social media presence for quite some time from creating a blog, then a YouTube channel, Facebook and Instagram page have you in recent times noticed that there are more people creating social media pages to help promote cruelty-free cosmetic products?

Q6. How did you become aware of the issue that is animal testing?

Q7. As females we tend to have a 'holy grail' make up product did you ever find out that your favourite makeup product was tested on animals?

Q8. If yes to the question above, did it change your perspectives and loyalties towards that cosmetic brand?

Q9. If make up brands that currently test on animals were to stop testing on animals in the future would you start to use that make up brand again e.g. M.A.C. & NARS?

Q10. When you started to use cruelty-free make-up products how did you do so did you completely stop using brands that were tested on animals when you came to this realisation or did you keep using animal tested products until you found new cruelty-free products to replace your old products?

Q11. China is a multimillion dollar cosmetic industry, do you think it is fair to say that brands that test on animals in china care more about profits being made for their brand rather than the welfare of animals?

Q12. Do you find there is a correlation between status of cosmetic brands and cosmetic brands that are tested on animals? What I mean by this is do you find

that the more elite cosmetic brands such as Lancôme, Chanel and Giorgio Armani are the brands that are in the Chinese market that are testing their products on animals?

Q13. In your own personal opinion do you feel that animal testing for cosmetic reasons is an issue that people are growing aware of? Do you think people are trying to stop using cosmetic products that are tested on animals?

## **Appendix 6:**

Consent for each participant taking part in the email questionnaires:

Hi (Insert name)

It's Etáin I'm in my final year of college and for my thesis I am conducting an investigation into the extent in which a person's perspectives and loyalties are changed towards a cosmetic brand that tests their products on animals. From following you on Instagram and talking to you personally I have noticed that you have started to use a lot of products that are now cruelty-free. I would greatly appreciate it in the following weeks I could send you a short few questions that will take less than 10 mins of your time to answer as I am aware you are extremely busy working full time to take part in my investigation as I feel it would be beneficial to my research to have a person with a major following like you. The questions will just consist of where you aware of products that were tested on animals, what has encouraged you to use and support brands that don't test on animals, to what extent you don't use them ( for example would you try to substitute cosmetic brands that are tested on animals for cosmetic brands that don't test on animals. For instance choosing a Kat Von D concealer over a M.A.C. concealer) and so on. I will have these questions completed properly within the next two weeks if you would wish to participate. I would greatly appreciate if you could let me know if you would be able to participate in my investigation on cosmetic brands testing on animals, but I completely understand if you do not wish to take part, if you wish to take part I can also keep you anonymous in my thesis if you please. Thank you for taking the time to read my email.

Thank You,

Etáin Cahill