

**TITLE OF DISSERTATION**

**An Investigation On Whether The Awareness Of Animal Testing Improves  
Consumer Behavioral Patterns Vis-À-Vis, Brand Loyalty And Ethical  
Consumerism Towards Animal Testing**

Research dissertation presented in partial fulfilment of the requirements  
for the degree of

**MSc in International Procurement & Supply Management**



Griffith College Dublin

**Dissertation Supervisor: Dr. Dhafer Alahmari**

**Student Name: Rukaiyat Adetunji**

**Date of submission: 22<sup>nd</sup> May 2020**

## **Candidate Declaration**

**Candidate Name: Rukaiyat Adetunji**

I certify that the dissertation entitled:

*An Investigation On Whether The Awareness Of Animal Testing Improves Consumer Behavioural Patterns Vis-Á-Vis, Brand Loyalty And Ethical Consumerism Towards Animal Testing* Submitted for the degree of: **MSc in International Procurement & Supply Management** is the result of the my own work and that where reference is made to the work of others, due acknowledgment is given.

Candidate signature: *Rukaiyat Adetunji*

Date: 22<sup>nd</sup> May 2020

**Supervisor Name: Dr. Dhafer Alahmari**

Supervisor signature: *Dhafer Alahmari*

Date: 22<sup>nd</sup> May 2020

## **DEDICATION**

Firstly, I dedicate my work to **Allah** (swt) for my life and the opportunity to be able to go through this educational journey in the best possible way.

Secondly, I honour and thank my parents (**Alh. Abdulwaheed and Dr. Amina Adetunji**) for their prayers, support and unconditional love all through my life till this stage, and pray that I can continue to put a smile on your faces and hearts always. I thank you for being my pillars especially during this stage of my education growth. **Thank you daddy** for our long hours of calls and helping with proof-reading and always knowing the right words based on my numerous explanations. **Thank you momma** for your prayers and guidance it made the process easy. May Allah bless you both abundantly!

Thirdly, I would like to express my warm appreciation to **my awesome siblings** for your calls and encouraging messages, you have no idea how much they drove me to work hard and be better. Thank you so much and I love you all.

## **ACKNOWLEDGEMENTS**

I would like to acknowledge and thank my supervisor **Dr. Dhafer Alahmari** for your guidance, support and patience with me during the process of my dissertation. I could not have written this any better without your feedbacks and encouragements all the way.

To my **friends and lecturers** both home and abroad, you all are wonderful, thanks for listening to me complain and letting me know it's okay and cheering so loud once I was done.

I would like to also appreciate all **my participants** that took time out of your busy schedules to respond to my interview questions and making my data collection experience simple during this unusual time.

Finally, I would like to say thank you to **entire Graduate Business School & library department** for responding to my countless email emergencies and finding the right solutions to my worries.

## **ABSTRACT**

Today's generation level of awareness has extended far beyond technology to the welfare of animal rights, especially those animals that are being tested on for cosmetics brands worldwide. Now consumers have ready information at the tip of their fingers to track and even locate brands not complying with these rights and call them out on their practices. Thus, the research was inspired to investigate how the awareness of animal testing improves consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing. In order to examine this topic, data was collected using qualitative approach (telephone interview) as the primary aim was to discover the in-depth behaviour and attitude of these cosmetic consumers. These comprises of 10 participants that agreed to both the telephone interview and audio-recording. This led to the key findings that the attitude of these consumers remained unchanged regardless of whether their chosen cosmetic brand(s) testing were good on animals or not. Some of the participants also view animal testing as a necessary sacrifice for the wellbeing of humanity. They would rather focus on value, convenience and trends when purchasing or remaining loyal to a cosmetic brand(s). Though there were a few participants who admitted to the possible change of their polarised attitudes into being supportive against the use of cosmetics that will be tested on animals in the future. Besides, the consumers believe that the price to pay for changing cosmetics was far too expensive in comparison to the animal testing claims. It was therefore recommended that in order for the cosmetic industry to compete favourably in the global market, they must endeavour to follow standard procedure in the testing of their cosmetics. On the other hand, the consumer must show concern for how their cosmetic are being tested in accordance with the standard to be able to enjoy continuity of their chosen cosmetic products.

## Table of Contents

CANDIDATE DECLARATION .....	II
DEDICATION .....	III
ACKNOWLEDGEMENTS .....	IV
ABSTRACT .....	V
LIST OF FIGURES .....	VIII
<b>1 INTRODUCTION .....</b>	<b>1</b>
1.1 RESEARCH PURPOSE .....	1
1.2 SIGNIFICANCE OF THE STUDY .....	1
1.3 RESEARCH AIM AND OBJECTIVES .....	3
1.4 STRUCTURE OF THE STUDY .....	3
<b>2 LITERATURE REVIEW .....</b>	<b>5</b>
2.1 OVERVIEW .....	5
2.2 CONSUMER BEHAVIOUR .....	5
2.3 BRAND LOYALTY .....	6
2.4 ETHICAL CONSUMERISM .....	7
2.5 CONSUMERS BEHAVIOUR TOWARDS ANIMAL TESTING .....	8
2.6 CONCEPTUAL FRAMEWORK .....	10
2.7 CONCLUSION .....	13
<b>3. METHODOLOGY AND RESEARCH DESIGN .....</b>	<b>13</b>
3.1 OVERVIEW .....	13
3.2 RESEARCH METHODOLOGY .....	14
3.3 RESEARCH PHILOSOPHY (LAYER I) .....	14
3.4 RESEARCH APPROACH (LAYER II) .....	16
3.5 RESEARCH STRATEGY (LAYER III) .....	17
3.6 RESEARCH CHOICES (LAYER IV) .....	19
3.7 TIME HORIZON (LAYER V) .....	19
3.8 RESEARCH DESIGN .....	20
3.9 COLLECTION OF PRIMARY DATA .....	20
<b>3.9.1 PROCEDURE &amp; SAMPLE .....</b>	<b>21</b>
<b>3.9.2 ETHICAL &amp; ACCESS ISSUES .....</b>	<b>22</b>
3.10 APPROACH TO DATA ANALYSIS .....	24
3.11 CONCLUSION .....	25
<b>4. PRESENTATION AND DISCUSSION OF THE FINDINGS .....</b>	<b>25</b>
4.1 OVERVIEW .....	25
4.2 FINDINGS .....	25
<b>4.2.1 Consumer Behaviour .....</b>	<b>26</b>
<b>4.2.2 Subjective Norms .....</b>	<b>30</b>
<b>4.2.3 Perceived Behavioural Control (PBC) .....</b>	<b>32</b>

4.3	<b>DISCUSSION</b>	34
4.3.1	<i>Consumer Behaviour</i>	35
4.3.2	<i>What brand have you been loyal to and why?</i>	36
4.3.3	<i>Normative (Principled) Beliefs</i>	38
4.4	<b>CONCLUSION</b>	41
<b>5.</b>	<b>CONCLUDING THOUGHTS ON THE CONTRIBUTION OF THIS RESEARCH, ITS LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH</b>	<b>42</b>
5.1	OVERVIEW	42
5.2	IMPLICATIONS OF FINDINGS FOR THE RESEARCH QUESTIONS	42
5.3	CONTRIBUTIONS AND LIMITATIONS OF THE RESEARCH	43
5.4	RECOMMENDATIONS FOR PRACTICE	44
5.5	RECOMMENDATIONS FOR FUTURE RESEARCH	45
5.6	FINAL CONCLUSION AND REFLECTIONS	45
	<b>REFERENCES AND BIBLIOGRAPHY</b>	<b>47</b>
	APPENDICES	A
	Appendix A – Questionnaire for interview	A
	Appendix B – Participant Consent Form	B
	Appendix C – Low risk project	C
	<b>PLAIN LANGUAGE STATEMENT</b>	<b>E</b>
	<b>INFORMED CONSENT FORM</b>	<b>F</b>
	Appendix D – Learner Guidelines on Research Ethics	G

## List of Figures

Figure 1: <b>Theory of Planned Behaviour</b> (Tornikoski and Maalaoui, 2019); (Ajzen and Fishbein, 1977) .....	11
Figure 2: <b>Theory of Reasoned Action</b> (Ajzen and Fishbein, 1977).....	13
Figure 3: <b>Research Onion</b> (Saunders et al., 2012) .....	14
Figure 4: <b>Types of research approach (reasoning)</b> (Saunders et al., 2012).....	16

## List of Tables

Table 2: <b>Research philosophy &amp; definition</b> (Saunders et al., 2012).....	15
Table 3: <b>Research Strategy &amp; definitions</b> .....	18

## List of Abbreviations

<b>TPB</b>	Theory of Planned Behaviour
<b>PBC</b>	Perceived Behavioural Control
<b>TA</b>	Thematic Analysis
<b>PETA</b>	People for the Ethical Treatment of Animals
<b>UK</b>	United Kingdom
<b>EU</b>	European Union



# **1 INTRODUCTION**

Today's generation level of awareness has extended far beyond technology to the welfare of animal rights, especially those animals that are being tested on for cosmetics brands worldwide. Now consumers have ready information at the tip of their fingers to track and even locate brands not complying with these rights and call them out on their practices. Thus, the research was inspired to investigate how the awareness of animal testing improves consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing. For the years gone by, many academic literatures have dealt with such issues like; tackling animal welfare, consumer attitude, willingness to pay and actual intent to make purchases. There has, however, been very little research into the literature related to the use of animals in cosmetic testing vis-à-vis the attitude of consumers on what to purchase and on what not to in the form of cosmetic brands. Particularly as it affects animal testing.

## **1.1 RESEARCH PURPOSE**

The fundamentals of this research work is to investigate how consumers reactions on animal testing carried out by cosmetic brands. This study will also access whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent.

This research work further investigates the United Kingdom cosmetic consumers notions on their impact on consumer behaviour, brand loyalty and ethical consumerism on cosmetic brands that carry out animal testing. Finally, the research will also investigate whether the awareness of animal testing improves consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing.

## **1.2 SIGNIFICANCE OF THE STUDY**

The key focus of the study was the urge to investigate whether consumers behaviour and loyalty towards animal testing would change. This topic is also interlinked with ethical consumerism which has come a long way in academic citations.

Many influential thinkers and activists have been advocating as far back as the 19<sup>th</sup> century against animal testing for cosmetics products as well as for pharmaceutical purposes. "They are of the opinion that the use of non-human materials be used for research of goods that will primarily be beneficial for humanity" (Balls, 1994);(Ruhdel,

2004). In recent decades, both social and political movements have been debated extensively on their resistance of scientific research to the use of animals. Their collaborative efforts have evidently limited the use of animal research though it was negligible in some instances (The Guardian, 2017).

In today's business world, the rights of individuals, natural resources and animal are being catered for as a mean of ensuring that companies act responsibly and are held accountable for their actions (Rangan *et al.*, 2015). This plays a major and unquestioned role in how customers regard beauty products and businesses in order to gain a strategic edge over other rivals in the market. The use of animals for cosmetic research is often conducted in labs that can harm or damage a living organism in order to check cosmetic items before they are exposed to general public use (Brønstad *et al.*, 2016); (Comestics Europe, 2017).

The beauty market is currently on an upward trajectory statistically and stood at \$532.43 billion market and is expected to rise by \$805.61 billion worldwide in the next 2 to 3 years. From the overall income produced by cosmetics products; it is estimated that green-sourced cosmetics industry amounts to \$25.11 billion (Cosmetics Europe, 2016). This illustrates that there is an increasing customer niche demand for such goods (Biron, 2019). And with this expansion comes a growth in the awareness of consumers against such practices as animal testing for cosmetic procedures of any form. As for these reasons, companies are aiming to meet up to this expectations while being profitable, but the umbrella enterprises such as: L'Oréal, M.A.C and NARS etc. are still found wanting for animal testing (Bu and Harrison, 2017).

Even though there has been a UK and EU ban since 2013 on the sale of cosmetics tested on animals, this includes both beauty and skincare products. There are still some key firms that claim cruelty-free and this may not be the case and in some situation they allow third-parties in China to test on animals (Bruculieri, 2018); (Ruhdel, 2004). As there is no national law that restricts such cosmetics testing. As they still see it as the only methods of ensuring that their products have no harm to the general public (Festing and Wilkinson, 2007). However, after Brexit, this means that England will cease to be an EU member and will no longer participate actively in the process of legislation in the European Union. While it may look like nothing is happening, the UK 11-month transition period allows the country stay and maintain the status-quo until new regulation and future relationship are fashioned out with the EU (Henley and O'Carroll, 2020).

### **1.3 RESEARCH AIM AND OBJECTIVES**

The objectives of this research work is to investigate how consumers reactions on animal testing carried out by cosmetic brands. So to successfully achieve these objective the use of telephone interview as a way of extracting questionnaire will be used to explain consumer behaviour, brand loyalty to either purchase or not animal tested products in a qualitative approach. The research will also investigate whether the awareness of animal testing improves consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing. As this will enable the researcher access whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent. The research objectives will be focusing on the following:

- i. To understand consumers reactions on animal testing carried out by cosmetic brands
- ii. To access whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent.
- iii. To investigate how the awareness of animal testing improve consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing

The following research questions form the basis for this hypotheses which are:

- i. What are consumers reactions to animal testing by cosmetic brands?
- ii. Why would consumer remain a candidate of their chosen cometic brands or be indifferent?
- iii. How does the awareness of animal testing improve consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing?

### **1.4 STRUCTURE OF THE STUDY**

This study is made up of five segments namely, introduction, analysis of the literature, methodology of study, research findings, recommendations and conclusion.

#### ***Chapter 1***

This provides a brief summary that includes the full review of the research work. The purpose of this chapter is to show the importance of the study, research objectives, hypotheses and the research framework will all be addressed extensively.

## ***Chapter 2***

This section contains relevant literatures and publications on which the research subject was adequately explored for the better understanding of the research study. The section also synthesizes and summarizes views of other academic scholars towards the growth of the overall research methodology. The analysis will then be followed by an equally essential and detailed conceptual framework using the hypotheses formed earlier.

## ***Chapter 3***

In this section, the use of qualitative methodology will be examined. This research methodology seeks to ventilate the stories of a group of people together with their experience particularly as it relates to the animal testing on cosmetic products. This forms part of the research methodology in-view of its authenticity in achieving the objectives of this research work. This section will also analyse a wide range of information from both primary and secondary data to decide which methods should be selected, how the study design can be interpreted and why the selected target market should be examined.

## ***Chapter 4***

This aims to explore and examine perceptions or opinions expressed by British customers via telephone interview on the research topic. The goal of this research was to investigate if consumer behaviour, brand loyalty and ethical consumerism have an impact on cosmetic brands that carry out animal testing in the United Kingdom. The telephone interview was made up of 10 questions and the estimated time for each of the interview was between 15-40 mins depending on the participants' level of awareness and perceptions. Finally, the data collected shall be examined and analysed in order to establish a meaningful conclusion for better and deeper understanding of the goals of this research study.

## ***Chapter 5***

In this concluding chapter, the findings, constraint and recommendations for future studies are the highlight of the research work. It also contains recommendations for future research work and deals with the review of the conclusion of all the analysis herein contained.

## **2 LITERATURE REVIEW**

### **2.1 OVERVIEW**

This section contains relevant literatures and publications on which the research subject was adequately explored for the better understanding of the research study. The section also synthesizes and summarizes views of other academic scholars towards the growth of the overall research methodology. The analysis will then be followed by an equally essential and detailed conceptual framework using the hypotheses formed earlier.

### **2.2 CONSUMER BEHAVIOUR**

There are various literature on customer behaviour, used to illustrate to businesses and organisations the value of appreciating, recognizing and creating valued goods and services that meet the needs of their clients. Misra and Agrawal (2003); Myers and Scott (1981) also revealed that this concept of consumer behaviour as an activity that considers all those people from ordering till buying of these product and services as elements of consumer behaviour(Misra and Agrawal, 2003); (Myers and Scott, 1981). While Malar and Ganapathi (2008) were of the opinion that consumer behaviour refers to what people choose to purchase for their personal and household products with the available money, time and energy at hand(Malar and Ganapathi, 2008).

Kollat et al. (1970) and Kesari et al. (2018), in addition, explained the general concept of consumer behaviour as behaviour and processes about what people want to buy or disposed of products and services on the basis of their individual perceptions and feelings. (Kollat *et al.*, 1970); (Kesari *et al.*, 2018). Frederick and Salter (1995) suggested that a customer's satisfaction is the combination of interest in consumer preferences such as price, product quality, and brand identity.

“According to Hornik and Zakay (1996), stated that consumer behaviour is the personality, mood, thinking and action (which can be positive or negative) that plays an important role when buying a product”(Hornik and Zakay, 1996). Perner (2010), described this concept as the “behaviour of the consumers merely as a compound between a consumer’s beliefs, emotions and expectations towards an item in the marketing

perspective”. While Kotler and Keller (2009) argued that consumer behaviour is simply influenced by experiences and learning which impact their purchasing behaviour.

When examining the influence of consumer behaviour among the numerous affecting factors was that a positive effect or behavioural intention of the individual will end up making the purchase. Examples of customer behaviour; can also be explored in these research study by other academic scholar such as; Dass et al., (2019) research shows the influencing factors that affected the consumer behaviours of the rural people buying hair oils (Dass *et al.*, 2019). And based on her study she found out that the reasons for buying the hair oils was instigated by, television advertisements, branding, creative packaging and favourable cost. While Schiffman, L.G. (1993) states that, external stimuli can also impact customer behaviour as much as the internal factors. The study of Graffigna and Gambetti (2015) also explored the impact of brand engagement and social attitudes, traits such as extraversion, self-esteem and leadership (Graffigna and Gambetti, 2015).

### **2.3 BRAND LOYALTY**

Brand loyalty is what keeps an individual or company dedicated to a product or brand name. This is a situation whereby the customer perceives that; the brand provides all the objectives or needs he/she may require from the product. Such as the features, image, cost and uniqueness etc. (Fazal and Kanwal, 2017); (Singla and Gupta, 2019). On the basis of this impression, he / she can then purchase this product / service again or spread a good word of mouth that in turn leads more customers into this brand. This shows that consumer repurchasing decisions are focused on confidence and the particular product / service quality (Koçak Alan and Kabadayi, 2012).

It is most times considered that in order for a person or an organization to come to the conclusion that consumers are loyal to a certain brand, repeated purchases from similar brands is required for a period of time. Even though there are alternatives or near substitute available in the market (Maheshwari *et al.*, 2014). Six factors influencing a consumer loyalty are distinguished by: trust, price, satisfaction, relationship, customer engagement, brand identity (Aaker, 1996). And once at least a high degree of the factors is perceived to be met by the consumers the brand can gain loyalty from the customer.

The subject of brand loyalty has been discussed many times over whether purchases of a brand are simply due to the behavioural approach that frequent buying or something else defines as customer loyalty to a brand (Cummings and Venkatesan, 1976); (Back and

Parks, 2003). Many researchers based their work on this aspect and established another element of attitude loyalty known as being loyal to a given brand, since customers have a sense of commitment to the brand (Lee and Back, 2009). Some scholars have said that loyalty cannot be measured by mere purchasing behaviour. For example: “A Market research on the Buying Trend of Cosmetic Products in South Haryana”. In this study, the researcher found that consistency and price were the main factors for the purchase of cosmetics(Huang *et al.*, 2016). Which is why the cost of these cosmetics was given more significance by consumers of low purchasing power, unlike those with a higher purchasing power were focused on quality and satisfaction derived from the brand name (Azuizkulov, 2013).

Academic studies in business contexts have discovered that brands with a broad market-share have a competitive advantage and more loyal customers, in comparison to brands with a limited share. As Aaker (1991:19-32); (Mittal and Kamakura, 2001) also clarify that maintaining a successful returning customer is simpler and cheaper than gaining a new customer. But then Keller (1998); argues that even though a business has a regular client, it does not automatically mean they are faithful to a product. This undermines much of the organisation’s key goal of attaining brand loyalty. And the major factor affecting this was identified as the consumers.

In terms of customer awareness, authors such as: (Vanaken and Masand, 2019); (Hariraj and Aziz, 2018); (Willison *et al.*, 2019);(Gouthier and Schmid, 2003) claimed brand loyalty is a significant principle for awareness of consumer behaviour. “It is a deep commitment to buy an ordered product or service continuously in the future, resulting in repeated purchases of the same or similar brand in the light of potential changes to the marketing and situation”(Oliver, 1999). Brand loyalty also has a respected financial and development impact to the brand or organisation over time.

## **2.4 ETHICAL CONSUMERISM**

Researchers over a time span have stressed on the importance of consumer purchasing behaviour towards ethical products. There was an overshoot of consumer advocacy in the late 1900s and late 2000s and researchers emphasized "alternatives of consumption," which included political, social and environmental elements of consumer behaviour (Creyer, 1997);(Caruana and Crane, 2008);(Wooliscroft *et al.*, 2014); (Carrington *et al.*, 2016).

Ethical consumerism often implies moral consumption. Price also plays a role in consumption, which means that consumers are increasingly focused on their convictions and expectations of ethical values (Papaoikonomou *et al.*, 2016). Chowdhury (2018) and Ha-Brookshire *et al.*, (2009) includes social consumerism and a variety of ethics problems that affect its buying decision (Chowdhury, 2018);(Ha-Brookshire and Hodges, 2009).

A variety of fields of ethical conduct are addressed in market research such as environmental protection, safety and health risks, fair trade, working conditions and freedoms(Gonzalez *et al.*, 2009). Increasing number of consumers believe that cosmetic brands are responsible for preventing animal testing by purchasing from these cosmetic industry, thereby infringing in the areas of animal protection, fair trade and human rights (Murphy and Zajonc, 1993).

More research has shown the real desire of customers to go beyond the mark, pay even more for ethical cosmetic products [e.g. free from cosmetic animal testing] (Vesely and Klöckner, 2018). Yet, in several of these reports, consumer attitude/behaviour towards brand has only been studied closely and more intervention and knowledge has begun only recently towards animal cruelty / testing.

## **2.5 CONSUMERS BEHAVIOUR TOWARDS ANIMAL TESTING**

The main reasons for purchasing cosmetic products was because they have the capacity to affect or alter the physical appearances of the individual with the use of (e.g.: make-up, skincare, anti-age cosmetics) (Narvaez and Lapsley, 2009). Cosmetic is known by consumers as vanity items brought by people only to feel more confident (Etcoff *et al.*, 2011). These products range from skincare, shampoos and make-up all used to make a person look better and more beautify. The beauty industry is being scrutinized more than other sectors in today's mainstream society (Niven-Phillips, 2019). The use of animal research for cosmetic or other practices that influence culture is a source of concern to be investigated. Before being sold to the public, cosmetics firms had regulated their products for many decades and tested goods on animals to ensure its safety (European Commission, 2016). Using this method, however, remains a controversial subject.

The animal care professional and former animal technician at the University of Queen's, Dr. Sarah Millsopp (2014), said that she would weep when such animals are used for testing purposes. That is how completely disgusting it was. She did not see why those animals had to suffer, and despite our level of advancement technologically we are still



yet to discover better and less gruesome means of cosmetic testing (Dickens *et al.*, 1993);(Clarke, 2014). Postlewhite (2018) calls to action can be achieved with a collective effort from us all. To avoid purchasing products/brands that have no cruelty-free support (Postlewhite, 2018).

Celebrities using their fame as a platform to stand against animal testing. For example: Ian Somerhalder, Ellen DeGeneres and Kristen Bell have taken stands on their social networks individually to raise awareness and to avoid the buying of goods tested on or poached from wildlife, tusks, etc (Pike, 2019). This has significantly changed the way customers perceive and make purchase on animal tested products, but there are still cosmetics brands that have claimed non-cruelty free products and others in affiliation with third party countries that have no regulations on animal welfare [e.g.: China] (Yan, 2017).

A questionnaire was conducted in both United Kingdom and Bangladesh in order to investigate how customers perceived animal and environment welfare issues and if it would affect their ability to repurchase or remain loyal to the cosmetic brands. It involved 150 women from Bangladesh and 142 women participated from the United Kingdom (Pervin, 2016). According to that statistics, nearly 60% of the total participants of the questionnaire were displeased with cosmetics that carried out animal testing as they felt extremely guilty for using such products as it violates their personal morals. Pervin, Ranchhod and Willman (2016) used this questionnaire to show that customers behaviours and loyalty are likely to shift from one cosmetic brand to the other, if they find out that there is any level of unethical behaviour (which in this case is animal cruelty for cosmetics products).

Mate Matic and Barbara Puh of the University of Dubrovnik in Croatia have pointed to the consumer's approach to animal testing. This two-month research involved 204 cosmetic consumers and the survey showed that over half of the participants choose to purchase cosmetics that are exempted from animal testing. While the remaining opted to change to brands that made use of other safer and more natural resources (Matić and Puh, 2016). And what this survey was aiming to compare was the fact the end users of these cosmetic products were becoming more aware about ethical behaviours but are also willing to leave a brand for a substitute that would not take pride in harming innocent creatures for quick turnovers and hefty accounts (Joshi and McKendall, 2018).

Similar to the survey by Pervin (2016) and Matic & Puh (2016); another example of consumers showing their firm stand against animal cruelty is shown in the research done by Perfect365(Matic and Puh, 2016);(Pervin, 2016). During this research, they discovered that nearly 36% wanted only cosmetic free from animal testing. According to the Perfect365 App which was used to introduce the Hawaii & California's bill to ban animal cruelty for cosmetic procedures, 46% of the participants agreed that it was a horrific act and would like the establishment of the ban (Perfect365, 2018).

Another interesting fact is that when the participants were asked, if they took notice and 24% of the women said they went as far as to check the PETA<sup>1</sup> website to find out cosmetic brands that were free from animal testing (PETA, 2020). While 43% of women responded that they would be happy to completely disregard a brand that engaged or affiliated with animal testing of any form (Burnett *et al.*, 2014). Even the younger generation are taking an active stand and even suggested that cosmetic brands should consider cruelty- free products, if they are hoping to meet the demands of their customers (Perfect365, 2018); (Fazio and Roskos-Ewoldsen, 2004). Based on the perspectives drawn from surveys, questionnaire and interviews above it can be seen that this back-up the aim of the research, which is to determine whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent.

## **2.6 CONCEPTUAL FRAMEWORK**

The conceptual structure is an outline of how you plan to perform your research. It also demonstrates that the variables and keywords in the wider area of actual study are placed and linked (Jabareen, 2009). Theory of Planed Behaviour (TBP) developed by Ajzen (1977; 1991) offers a valuable context for guiding this project's study(Ajzen and Fishbein, 1977). While the model of the TPB for this topic has been traditionally used to understand the purpose and behaviour for consumers to indulge in the purchasing of organic foodstuffs. These studies can also be used to understand the behaviour of consumers and the objective of buying goods not tested on animals. This can help customers avoid the purchase of tested animal brands.

---

<sup>1</sup> PETA: people for the Ethical Treatment of Animals

The TPB was based on Fishbein and Ajzen's theory of reasoned behaviour (1975) which was an extension of the concept known as Perceived Behavioural Control (PBC). This was expected to improve the predictive efficiency for customers and their buying intentions. The three constructs according to Ajzen (1977; 1991): Behaviour, Subjective Norms and Perceived Behaviour Control help predict the consumer's intention and takes account of their general variance(s) in the decision to buy or be indifferent about a product or service (Ajzen and Fishbein, 1977).

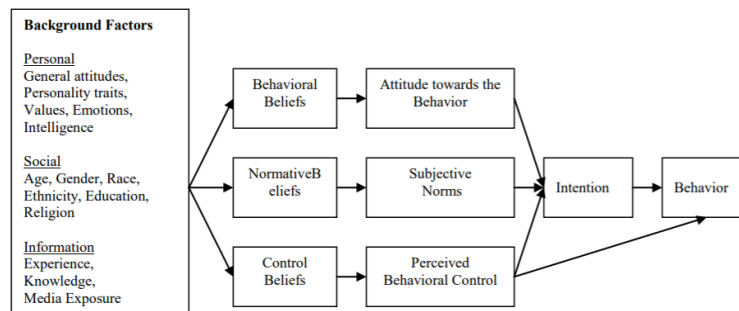


Figure 1: Theory of Planned Behaviour (Tornikoski and Maalaoui, 2019)

### ➤ Behaviour

A behaviour means an attitude or personal judgments that is beneficial to or not when performing an activity, influenced by cognition, values and emotions (Schuppli *et al.*, 2015); (Hagelin *et al.*, 2003). The effects are crucial in moving consumers towards organic consumption, such as environmental and animal welfare (Michaelidou and Hassan, 2008). A wide range of studies further support this idea by showing that consumers' attitude and their behavioural intentions are related positively to animal friendly, non-tested (cruelty-free) and organic cosmetics (Durrani *et al.*, 2015). Consumers who object to animal testing do not purchase from brands that are found to be unethical, but rather will purchase unfair, ethical products.

### ➤ Subjective Norms

Recent studies have shown a strong relationship to subjective norms (Vallerand *et al.*, 1992); (Morris and Liu, 2015); (Bonfield, 1974). Subjective norms are structured to promote and endorse actions by a significant person or community (Belleau *et al.*, 2007). It refers to the perceived pressure of a person to conduct him/herself in a particular manner. According to Zhang *et al.* (2019) whose studies have shown that social norms are not related to individual intent (Zhang *et al.*, 2019). Unlike Chen (2007), there was a considerably positive connection between social standards and the consumer's

willingness to buy both organic and natural food. This concept was reinforced by Vesely and Klochner (2018) from their studies and an important move from arbitrary expectations to organic food purchases (Vesely and Klöckner, 2018). Gender discrepancies have also shown that women are more likely to be influenced by others than men. (Varshneya *et al.*, 2017). The interpretation of social norms according to Venkatesh *et al.* (2000) is influential in the decision-making process and women are more influenced in the purchase of natural cosmetic products by their peers.

➤ **Perceived Behavioural Control (PBC)**

As a determinant of both behavioural intention and behaviour, Ajzen (1977) introduced the construct 'perceived behavioural control' into his theory of intended behaviour. Conceptually, the behavioural control perceived is similar to self-efficacy both theories refer to the assumption that the behaviour, however, is often measured operatively by the ease or complexity of the action (Ajzen and Fishbein, 1977); (Ajzen, 2011). (e.g. 'I find it hard to practice three times a week'), while the self-efficacy of the person is transformed into confidence in the ability to conduct himself under challenging conditions (e.g., 'I'm sure I can practice three times a week while I'm away on holiday'). Kothe *et al.*, (2015) indicated that their expectations of power and thus their behavioural intentions are strong if people feel that they have more resources, including time, money and skills (Kothe *et al.*, 2015). PBC in this study means the idea that customers believe they have personal influence over what they can or can-not buy as regards to animal tested cosmetics products (Wall *et al.*, 2008).

➤ **Theory of Reasoned Action**

Fishbein and Ajzen 's logical method (1975; 1977) was successfully used in order to predict behavioural intentions and behaviour. The fundamental principle of theory is that the objective of behaviour, which is subjective norms, are similar to those already stated in the theories of planned behaviour, based on one's own attitudes and pressure from others (Vallerand *et al.*, 1992 cited Fishbein and Ajzen). The action attitude includes possible reactions to the goal or concept. This study focuses on animal testing in cosmetic products, whereas subjective norms are concerned with the impact of others that affect or does not affect one's code of conduct (Birdsall and France, 2011).

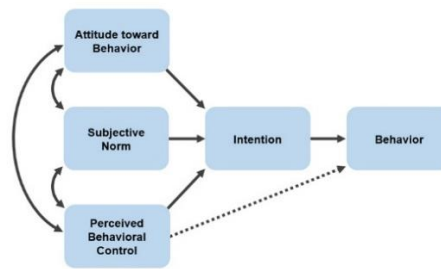


Figure 2: *Theory of Reasoned Action* (Ajzen and Fishbein, 1977)

## 2.7 CONCLUSION

To conclude the issue of animal use, which has been discussed from a consumer point of view, remains a contentious topic for many years. The thought of the customers is split to see whether animals can be used for cosmetic research or other works. Many customers agree that animal research is justifiable, while others oppose it, if the study is safe and suitable for human use. However, the attitude towards animal research does not explicitly indicate how it translates into actual behaviour. This suggests that customers may have ethics and oppose firms using animals to check their cosmetic products and the desire that such businesses (e.g. M.A.C and L'Oreal) avoid purchasing them but may not be able to traduce their attitude and desire to purchase them properly. Many researches on consumer behaviour and green product purchases have been carried out primarily on organic food products and less on 'animal testing' and consumers who were not British (Larson and Farac, 2019).

## 3. METHODOLOGY AND RESEARCH DESIGN

### 3.1 OVERVIEW

In this section, the use of qualitative methodology will be examined. This research methodology seeks to ventilate the stories of a group of people together with their experiences particularly as it relates to the animal testing on cosmetic products. This forms part of the research methodology in-view of its authenticity in achieving the objectives of this research work. The interview questions collected will be **open-ended** as it will give room for the participants to provide more information that will provide a deeper insight into their perception towards animal testing among cosmetic brands (Popping, 2015). This section will also analyse a wide range of information from both

primary and secondary data to decide which methods should be selected, how the study design can be interpreted and why the selected target market should be examined.

### 3.2 RESEARCH METHODOLOGY

This section will provide a detailed summary and analysis of the research methodology. The topic of research methodology is important for each analysis, since the reliability and validity of the research largely depends on the research method employed (Morse *et al.*, 2002). In general, a research method or approach is a system of data collection. While a research methodology answers the concerns and the nature of knowledge obtained.

While a research methodology is therefore been argued as a body of knowledge which makes it possible for researchers to evaluate and examine methods. The research method can therefore be interpreted as a research onion. According to Saunders *et al.* (2012), as this segment has been developed according to the definitions of the research onion (Saunders *et al.*, 2012).

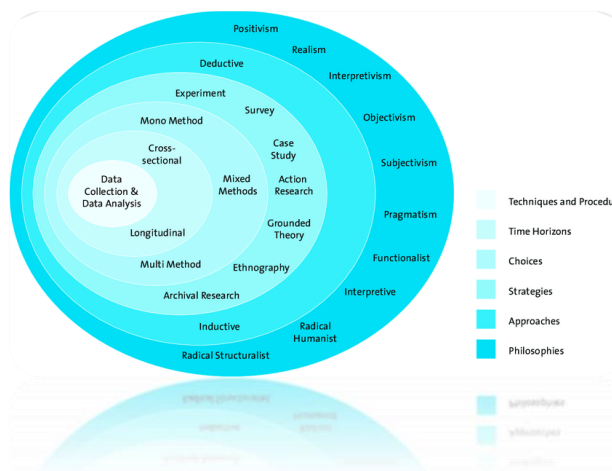


Figure 3: **Research Onion** (Saunders *et al.*, 2012)

### 3.3 RESEARCH PHILOSOPHY (Layer i)

The philosophy of research is a belief or an approach for collecting, interpreting and assessing data. It can also be called information as a by-product from the analysed data of a very specific knowledge are. A researcher's philosophy of study reflects his beliefs and how he views the world. This theory is also focused on a sound research process, designing research and collection of data, as EasterbySmith *et al.*, (2002). The research thus, was based on the theory available, given previous opinions, focuses on the

exploration of the facts. There are (4) main types of research philosophy identified in the research onion namely: Pragmatism, Interpretivism, Positivism and Realism.

<b>Research Philosophy</b>	<b>Definitions</b>
Pragmatism	This philosophy study results generate practical consequences that is important for pragmatism researchers. They assert that the entire picture cannot be obtained from one perspective and that different realities must be taken into account in each research issue.
<b>Interpretivism*</b>	This theory is often related to the exploration of social phenomena in its natural environment. It is not objects, but studies between individuals with a empathic attitude to understand their world view.
Positivism	Researchers that are optimistic maintain an appropriate distance from the respondents and avoid contact. As this may affect the findings obtained when feelings and biasness come into place. For this reason it is usually focused on the arithmetical aspects of the study.
Realism	Realistic philosophy of research is focused on the theories of positivism and interpretation. The practical theory of science is based on premises required for the comprehension of the human subjectivity.

*Table 1: Research philosophy & definition (Saunders et al., 2012)*

This research design explores various styles for which the research can be approached, but the ones **most significant to this research** will be the **interpretivism philosophy** (Hollweck, 2016). The researcher has used concise and explainable research methods for testing, analysing research theories and the relationships between independent and dependent variables (Sansonetti, 2004).

### 3.4 RESEARCH APPROACH (Layer ii)

In the second stage of analysis, logic reasoning were divided into at least three different reasoning approach. Inductive Deductive and Abductive (Saunders *et al.*, 2012).

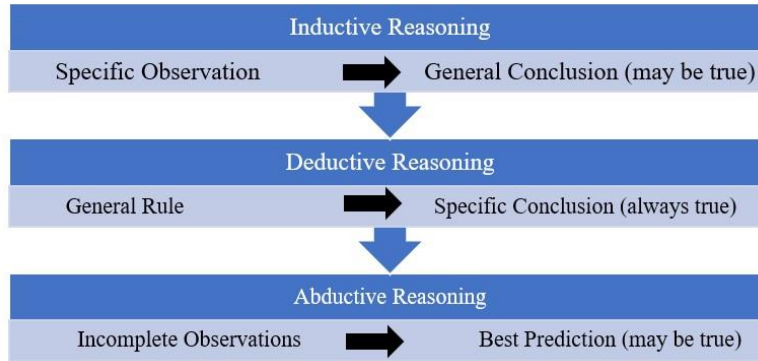


Figure 4: Types of research approach (reasoning) (Saunders *et al.*, 2012)

The qualitative data are being evaluated in an inductive way to explicitly interpret them according to the specific objectives. Although the deductive analysis refers to data analysis to test if the data is in line with established theories, ideas or hypotheses formed or produced by the researcher (Thomas, 2006). But for this research, the use of an ***inductive approach*** has been implemented as it is the most appropriate that will aid the researcher's ability to collect the necessary qualitative data and develop a theory-based on data analysis techniques used.

Instead of using a deductive approach, an inductive method is used according to the interpretivist principle. The explanation for this approach is the quest for patterns of observation and the development of pattern theories by various hypotheses (Kruboltz and Yabroff, 1965). According to Saunders *et al.* (2012) as we put together pieces of relevant information and use our own intelligence and experience to make an inference of what must be real, a major feature of the inductive method arises. This includes a series of observations with a view to reaching a valid conclusion (Saunders *et al.*, 2012).

The main purpose for using this approach for this research is to investigate whether the awareness of animal testing improves consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing. Therefore, this inductive methodology was adopted. The research findings will then be compared with current literature and public views to check that they are in-line and in agreement with what has



already been found to be the norms of animal testing by cosmetic brands Below are the research questions the inductive approach attempts to answer:

- i. What are consumers reactions to animal testing by cosmetic brands?
- ii. Why would consumer remain a candidate of their chosen cometic brands or be indifferent?
- iii. How does the awareness of animal testing improve consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing?

### 3.5 RESEARCH STRATEGY (Layer iii)

In the market research, there are broadly seven form or type of research which is associated with authentic and valid information gathering to complete the research and deliver an appropriate solution to the research. The table clearly identifies the types of research strategies and their definitions:

<b>Research Strategy</b>	<b>Definitions</b>
Experiment Research	This is the production of a research project that investigates the anticipated effects. It also measures the correlation between these factors collected and interpreted on the basis of the results predicted.
Action Research	It tends to concentrate on a reflective process that is a systemic practise that evaluates the practitioners' professional practise and experience.
<b>Interviews*</b>	it is the most common tool used for data collection. As interviews allow rich information and insights from various outlets to be collected, accessed and interpreted.
Case Study Research	This strategy enables the researcher funnel a broad research into a manageable topic or to test an existing theory in the field of study.

<b>Grounded Theory*</b>	This is a type of methodology of research which is systematic and qualitative in nature and which follows an inductive approach in which the research data are a prerequisite for the study. Information from an interview can for example be transcribed, coded and then collected based on the factors common among the interviewees.
Survey	This is used and quantitative data can be empirically analysed. This requires the production of a representative population sample
Ethnography	This examines people's closely observed society and economic processes. This type of study focuses on interpreting meaning and significance in the study from the perspective of individuals being studied.

*Table 2: Research Strategy & definitions*

The use of a **grounded theory** is being implemented in this research. Though a little aspect of the research design comprises of the phenomenological method which is also an appropriate qualitative method for this research topic (Chun Tie *et al.*, 2019). As the use of interview and reading documents helped in understanding the theoretical components of the consumer behaviour and behavioural intention towards animal-tested cosmetics (Küpers *et al.*, 2013). The researcher also had to rely on the opinions and perceptions of the consumers to enable the researcher to understand the drive behind their actions and choices.

While a phenomenological analysis aims at explaining the essential characteristics of an action or occurrence. **Grounded theory attempts to describe the facts or theories, In order to construct hypotheses based on the evidence** (Charmaz and Belgrave, 2019). And because this style of research strategy allows the sample sizes may range from small to large, enabling the researcher gain a clearer insight and understanding of the theory on the discussed research topic (Miller and Fredericks, 1999).

### 3.6 RESEARCH CHOICES (Layer iv)

The fourth layer of the research onion focuses on the research choices. Which are divided into (3) segments known as:



- **Mono Method;** This type of approach arises when the researcher gathers qualitative data OR quantitative data based on decisions taken during the course of the study. Which is visible and forms the basis for the development of this research (Vass *et al.*, 2017). Hence the decision to apply the **qualitative method** across this research thereby obtaining rich data, opinions and personal experiences from the participants.
- **Mixed-Method;** This occurs when a researcher gathers both quantitative and qualitative data to use them together for data collection and analysis. It is also a popular framework, in which quantitative data is complemented by qualitative data to overcome the constraints of a mono-method (Bergman, 2010).
- **Multi-Method;** It ensures that the methods for the analysis of qualitative and quantitative data are used. But only one viewpoint is used to evaluate the collected data (Ayrton, 2020).

### 3.7 TIME HORIZON (Layer v)

The analysis of the fifth layer of the onion is concerned with the research timeline. A researcher can choose within the (2) choices namely: Cross-Sectional and Longitudinal.

- **Cross-Sectional** – This method offers a one-time, snapshot view of a certain situation and restricts data collection and analysis to a limited period.
- **Longitudinal** – This method of study examines events and habits over long periods using small samples.

This research will be adopting the cross-sectional study because there is a time limit of four months for this research, as such a longitudinal study is not suited as it requires an ample time to be properly conducted (Philips *et al.*, 2008).

### 3.8 RESEARCH DESIGN

Research design is a strategy for collecting and analysing data which helps the researchers deal with the research questions (Stead, 1997). In order to achieve the research aims, the researcher has opted to use qualitative methods of analysis (Hammersley, 1996). This qualitative analysis is used to get an understanding of the research subject through an in-depth interview to collect these data from the respective participants. Therefore, a formal questionnaire was used to address the research question through the adoption of a *descriptive and explanatory research* to gather information from the 10 participants via a telephone interview.

According to Frank and Strain (1972), stated that this method allows the researcher to understand why an individual or a group of people behave and act the way they do at times (Frank and Strain, 1972). The questionnaire for the telephone interviews draws on customer awareness of cosmetic brands doing animal experiments. The explanation for the questionnaire is “to investigate whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent”.

### 3.9 COLLECTION OF PRIMARY DATA

Data collection is an important phase in the process of this research work. The sampled data is collected using several means to examine the consumer behaviour of the general population from which data is sampled. The data is then analysed against the general population. Saunders, Lewis & Thornhill (2012), says that there are two kinds of data collections known as *primary and secondary data*. The two methods were used to collect data for the purpose and objectives of the research study (Saunders *et al.*, 2012).

The qualitative primary research was conducted within a series of semi-structured questions in the form of in-depth interview addressing the primary aim of the study. While the secondary data was to explain and support the literature review, as well as a theory for other aspects of the data analysis process (Schuppli *et al.*, 2015); (Roulston, 2018). As a result, the most efficient way to convey sensitive data of participants experiences was actualised through an in-depth interview (Mittal and Kamakura, 2001).

As stated earlier, the qualitative research techniques led to the researcher choosing of a telephone interview (known WhatsApp) which was used to aid data collection (Couper and Burt, 1994). The benefit for using this method of data collection was because it can be used for multiple interviews. It is also known for reaching a larger geographical scope

and very fast medium for reaching the intended audiences. Though as there are benefits, so also are the disadvantages to this data collection method. Example: It takes away the ability to notice subtle body languages, the network could fluctuate causing an abrupt ending of the call interview at any time or even cause miscommunication as both the interviewer and participants are deprived from visual meeting (Vogl, 2013).

The goal is to know what they think, what they do or what they feel as they can help answer the questions of study (Abdulai and Owusu-Ansah, 2014). In addition, a pilot study (of 4 participants) was performed before the final interview in order to prevent issues with data collection and evaluate the reactions from the participants. It provided for the possibility of validating the preliminary review (Saunders *et al.*, 2012). In order to achieve a sound result this pilot study needed to be tested on a similar group of individuals as the actual sample (Fraser *et al.*, 2018). Though the number of participants was not enough to ascertain its understating by a larger group of participants. It enabled the interviewer spot potholes in the pilot study and guided the final research questionnaire.

### **3.9.1 PROCEDURE & SAMPLE**

In compliance with the Griffith College Dublin guidelines and regulations, an ethical consent form was collected prior the interviews. Which commenced in week 4-5 whereby a pilot study of 4 participants was first conducted to test the reliability and authenticity of the data collection questions. But the pilot study failed to achieve that leading to some alternations and adjustments to the final study questionnaire.

Next, the interviews was arranged individually to suit each participants' schedule, focusing on their convenience and time availability between 15-40 minutes time frame by the researcher. Then the type of sampling used was the *purposive sampling*, which is a type of non-probability sampling technique also referred to as decision sampling. Purposive sampling was deemed appropriate because it required the detection and collection of individuals or groups of people who know or experience a specific /similar phenomenon of interest. This formed the basis when obtaining the 10 participants from different walks of life of the general public for this research (Barratt *et al.*, 2015). (Van Ryzin, 1995).

Every one of the participants were also selected for this study based on their behavioural characteristics as well of either using or purchasing at some stage in their daily lives

British brand cosmetics. However, the disadvantages to using this form of sampling tool is that the researchers ‘judgment in the collection and identification of the sample size may be flawed or biased’ (Van Ryzin, 1995). Due the covid-19 pandemic, accessibility to reach the interviewer became a problem as there was a global lockdown. Thus, a safer approach was carried out via telephone interviews between participants and interviewer, which was further discussed in this research.

Before the commencement of each interview, an audio-based briefing by the researcher was given to each participant to explaining the purpose of the study and why it was carried out (Blumberg *et al.*, 2005). A consent form was also sent to each participant via e-mail to sign, stating that their identity would be completely confidential, and that an audio record of their interview will also be granted (Rutakumwa *et al.*, 2019). They were also informed that they had the right to withdraw at any time from the interview, if they so choose. After having understood and agreed upon all conditions and criteria, the telephone interviews were performed as well as the audio recording were simultaneously carried out.

The process of the interview began with specific questions relating to animal testing awareness, and then progressed to questions on animal tests used in cosmetics brands were asked. Finally, questions concerning the TPB model were addressed to the participants. In order to explore their attitudes towards animal research and animal testing in cosmetics while questions were raised about subjective norms, Perceived Behavioural Control (PBC) to enable the research understand the behavioural motives of the participants.

### **3.9.2 ETHICAL & ACCESS ISSUES**

Ethical issues can occur at any stage of the research, for this reason the researcher must take the necessary precautions as much as they can before beginning any research work (Machin and Shardlow, 2018). Due to the sensitivity and likely controversies with this research work, it is necessary to avoid both the participants and cosmetics brands credibility from being compromised (Matteson and Lincoln, 2009). This is why this disclaimer has been noted by the researcher through the following steps. Such as the choice of research methodologies, data collection, sampling techniques and approach to data analysis was collected and evaluated morally and responsibly when presenting the result findings (Akaranga and Makau, 2016).

It is also extremely important to consider the correct sources of primary and secondary data, so as to establish a clear and coherent data analysis. For this purpose, the researcher has a great responsibility during the qualitative research to report the process of the research from start to finish taking into account anonymity, ambiguity, informed consent etc. (McGee, 2005).

An informed consent is a standard method in the evaluation and study of humans in data collection, including awareness of research subjects on research goals and risks and consent for participation (Rodham and Gavin, 2006). That explains why '***why a consent form was sent to participants before any information was collected and a brief detailed description was also submitted previously***'. The research study carried out remained candid regarding information gathered during the interview and did not misuse or exaggerate any of the data acquired. The researcher of this study also approached customers using British cosmetic brands and those with basic awareness of animal testing or experience. The researcher also ensured that participants were as truthful as possible and that, their privacy and identity would not be disclosed at any stage during and after the study (Kromrey, 1993).

Another crucial ethical consideration requires an unbiased perspective when the ***data is obtained, compiled and managed***. Decides on which participants to select and to ensure not to misrepresent or delete data collected. The reason is so as not to reduce the probability or accuracy of the data analysis. The researcher also has an ethical responsibility to represent the data transcripts only when necessary or requested (Aluwihare-Samaranayake, 2012). Though as individuals there is still a window for miscommunication while interpreting the data acquired. Therefore the interviewed data collected have been evaluated critically and as accurately as possible in order to better reflect the opinions and experiences of the findings for this research study (Saunders *et al.*, 2012).

Finally, the initial plan was to meet with the participants in person and carry out an interview in the United Kingdom as it was the researcher's preferred location for study due to familiarity with the chosen country. Unfortunately, as a result of the (Covid-19) this could not occur due to the lockdown in the area of research caused by the exponential rates at which the ***virus was spreading. Thereby preventing the accessibility and mobility*** of both the ***researcher*** and ***participants*** alike (RTE, 2020).

### 3.10 APPROACH TO DATA ANALYSIS

This chapter will be exploring the key findings outlined from the analysis tested from the interview carried out (see Appendix) and new topics have been identified that have not already been found in previous studies (Mackieson *et al.*, 2019). Leading to the researcher to apply the thematic analysis tool to analysis the primary data collected. Thematic analysis (TA) can be referred to as the method, for which patterns and topics are defined, analysed and interpreted. TA is also regarded as the most preferred and most popular approach for qualitative data analysis as it helps to simplify the huge data collected into smaller easier information (Lester *et al.*, 2020); This study was analysed in line with Braun and Clarke (2006); which includes the researcher familiarising with the transcripts after multiple times. This is to be able to generate initial codes that will lead to formulating themes. These themes will be then be reviewed, defined and re-named for the purpose of the result (Braun and Clarke, 2006).

The information was approached from an investigation perspective, so that findings could be not only be analysed and interpreted for a meaningful understanding to the readers of this research work (Dean *et al.*, 2018).The method also involved that the researcher refer to data collected (transcripts) collated in English language as well as the audio recording for clarity and reference. (Hultsch *et al.*, 2002). The questions were captured in a bold and italics font, while the responses were defined had the intense emphasis font style. ‘Open-coding and thematic analysis was the information analysis approach for this research. This strategy involved the arrangement of knowledge by classes linked to the theoretical framework. An abbreviated code was given to any class or theme recognised (Caplan and Purser, 2019). The purpose behind the code is to connect topics in the collected information and to draw conclusions about the analysis assumption.

Lastly, the final data were analysed by summarizing, establishing categories and the meaning of the system using narratives following three procedures (Davidson, 2009); (Scott, 2005). The qualitative data were used to identify themes and main concepts, to correlate the theories of the literature review and theoretical frameworks, to identify the links of subjects and hypotheses and to reach conclusions for the understanding procedure.



### **3.11 CONCLUSION**

The importance of the research methodology cannot be over-emphasised, which is due to the fact that it serves as the cornerstone for all the research investigations. The detailed description of the research approach and strategy has been provided in the third chapter on methodology and research design. This approach has led to qualitative approaches for data collection, semi-structured interviews and how the results of those interviews were explained for data analysis. Information of the participants interviewed, and the entire interviewing process was shared. In addition to the information, the interview has discussed the ethical concerns and their implications. It also defined analyses and interpretations of the collected data using the correct coding and analysis process.

## **4. PRESENTATION AND DISCUSSION OF THE FINDINGS**

### **4.1 OVERVIEW**

This aims to explore and examine the British consumers reactions on animal testing carried out by cosmetic brands. The goal of this research investigate on whether the awareness of animal testing improves consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing. This study will also assess whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent. The telephone interview was made up of 10 questions and the estimated time for each of the interview was between 15-40 mins depending on the participants' level of awareness and perceptions. Finally, the data collected shall be examined and analysed to establish a meaningful conclusion for a better and deeper understanding of the goals of this research study.

### **4.2 FINDINGS**

The themes found during this qualitative interview will be listed for better understanding in this section. The content of each subject is represented in the form of quotes that will be critically reviewed afterwards alongside with the response of participants for this research study.

#### 4.2.1 Consumer Behaviour

In reaction to the question, "*How well informed and aware are you on animal testing? And what is your take on cosmetic brands testing on animals?*" Only four participants out of ten, had a decent knowledge about the issue raised above, but their interpretations and beliefs differ. However, the four out of ten participants, all held a strong view against the idea of animal testing. Though, they all equally do not agree with the act of using any living being for cosmetic testing. Due to the responses, we can tell that majority of the participants do not agree to the use of animals for testing. But they became uncertain when they were asked how they feel with regards to the use of animal testing as a research study for their cosmetic products. Consequently, these participants failed to reach a consensus thereby leading to the various paradoxical opinions from the interview held.

*"For real, if I tell you I know about animal testing, I do not know. But what I do know is that they normally use rats before they start telling us to use the products/take the medicine. And if the rat dies then they will know that it is not too good for the public"* Participant (1).

*"...To be honest, when I am searching for something then I go and find out about it. But it is not usually available everywhere and sometimes it is not something that I go searching for. Unless maybe it is being advertised or seen in the papers. So, I would say that the level of awareness they show to the public is not enough for the population to be adequately informed. So, I guess people may go out of their way if it mattered to them to find out about this"* Participant (2).

*"I would say I am not too well informed on animal testing, well because I am not properly informed on how these testing is being carried out on the animals from these products that are used for everyday purpose. But what I do know is I have got some information on botch which people use to inject in their facial muscles to make them look younger"* Participant (3)

*I am partially informed about it and just about what I briefly understand; animal testing is skincare products that have been tested in animals before they can be used on human beings just because their skins with ours are closely related. They must test it on animals before they are used on human beings so that any human being will not have to sue them for using what is not compatible with them. So that is animal testing, that is all I know on animal testing"* Participant (6).

*"I think I only started hearing on animal testing about a year ago while working and someone came up to me asking about animal testing. And that was when I heard about it and started to read about it. And that was when I realized the meaning that cosmetic*

*brands especially use animals to test their products to see if it is harmful before releasing their products to the public”.* Participant (8).

Many of the participants knew nothing about animal testing, but they vaguely associated animal testing for cosmetic and medical research. Whilst the remaining participants were more inclined towards the ethical manner for which animal testing were conducted and how it should be considered, such as: against animal testing. Unlike Participant 1, 2, 3, 6 and 8 whose perceptions are based on what they believe or understood as the reasons for carrying out animal testing. They do have enough knowledge on the awareness and informative opinions on the research topic. However, this will show in their consumer behaviour and their loyalty to the brand that they purchase.

*Very well informed as I am in pharmaceutical industry. So, I know that animals are being tested for clinical trials for both cosmetic and pharmaceuticals. So, the use of animals for these cosmetics testing as well as medical research is something, she has seen quite frequently* Participant (4).

*“...I do not know about animal testing, but I do the ethical-ness on animal testing. Though not knowing what is not suitable, but I do not know specifics in this regard”* Participant (5).

*I just know a little bit, in terms of. Well I know some companies that are against animal testing like Superdrug, Body Shop, Renee. I do buy from them, but I am not sort of had any research on whether they carry out animal testing. So, I just know as much as the cosmetic brands lets me know. So, I can only say I know as much as they are transparent with either through their company website or in the newspapers”* Participant (10).

But when participant 4, 5 and 10 were inquired about their level of awareness as regards to animal testing. Their responses provided a robust and sound insight, as participant 4 had experiences in that field of study during the course of her career. While participant 10 seemed more knowledgeable on animal testing based on her advocacy that demands for fairness and transparency from such organisations or businesses as will be seen in her responses during the course of the interview.

Though the reason for such polarised ideas from our participants was mainly because some of them did not agree with animal testing as a procedure to be carried out by these cosmetic brands. While still mentioning that if it were to occur in a medical sector they would not disagree, since it is required for the safety of the users of those products being

produced in the laboratory. Although, when the participants were asked the following question as to: *Which animals do you consider favourable for these cosmetic testing?* All the participants agreed that no animal should be put through such cruel methods. As they believed these animals could not give a written or oral consent for these procedures to be carried out. In the case, that procedure does not go as expected the negative impact on the animals can *neither sue nor express their discomfort* is far greater as demonstrated in by the following comments by participants (1,2 and 8 respectively):

*“I actually cannot say for sure, which animal is right for animal testing, but the most used are rats and rabbits but I totally do not agree on it, but it still goes on”* (1).

*“It depends there are methods for which we can substitute the testing of animals there are a lot of simulations programs available but there are limited resources and as said. Animal testing should be regulated and only used for medical purposes but for cosmetic procedures that is something I do not support”* (2).

*“There are just there for the well-being of man, but man must still love, protect and cherish these creatures. What I mean is they should not be cruel to these animals when using them but in the long run these animals are meant to where they are for the betterment of humanity”*(8).

Participants would argue that it was not alright to use animals for cosmetic testing; however, they said that if animals are used for medical purposes they would consent. Thus, this implies a polarised view which means, that one may oppose to a certain action or behaviour but when the same notion is put in a slightly rephrased situation they would agree. For instance, based on the interview carried out participants heavily condemned animal testing by cosmetic industry (brands) or any form of animal research testing, but at least eight of the ten participants still agreed to the use of animal testing for medical research purposes. As this supports Goldsmith, Clark and Lafferty (2006) claims that consumers may be conflicted in their opinions on animal testing, regardless of their strong notions against the practices (Goldsmith *et al.*, 2006).

Throughout the course of the interview, the stance of each participant(s) about the research topic became even clearer, sometimes they will be in an agreement and in some other times they may be indifferent. It was also notable that gender did not play any part as to who felt animal testing was good or bad. As an article by Hagelin, Carlsson and Hau (2003), stated that gender should play a part in consumer behaviour and purchasing activity, through this interview we can also see a scenario that clearly does not follow into such concept (Hagelin *et al.*, 2003). Rather it was based on everyone’s behaviour, subjective norms and ethical consumerism intent. The most reoccurring term used was *“do not” was used 87 times in total from all participants* combined to stated how they

felt or their level of awareness. Whilst the word **'knowledge'** was called out **at least 8 times** within the course of the interview by one or more participant to clear how the perceived or as a justification for their behaviour. This was used by participants 1, 2, 3, 4, 6, 8 and 10. Participant (3) went on to express his opinion by saying thus:

*"It depends, there are methods through which we can substitute testing on animals, there are a lot of simulation, programs available but there is limitation for these methods. As such animal testing should be a regulated and used only for medical purposes. And using them for cosmetic purposes is not something that in which I would support. So for example, with the present situation Covid-19 pandemic I would not say they should directly test on animals, so but testing for medical purposes for drugs should be permitted and the use of animals allowed, but with very strict regulations.*

*But they should keep the animals from being abused. I just know the case with the botch, so the manufacturers of these products **do not** usually have any other methods to determine the strength of each product so what they would do is to try it on animals and if this is not done properly then it may poison the animals. But it is carried out just to satisfy the need and greed of the consumers, which in all sense what they are really doing is just killing the animals. So that is something I **do not** support or condone for the cosmetic field. But for other research for example the pharmaceutical line then it's okay but again only through strictly regulations. But in other sectors of animal testing or places where they are being used, I **do not** know what they are doing or not doing".*

Furthermore, did you know that your chosen cosmetic brands carried out animal testing or outsourced to third party countries? The reactions to the above comments were "I feel sad" "I feel so bad" "like why they are behaving like that". Additionally, most of the participants agreed that it was unethical and displayed clear remorse to the animals being used in cosmetic testing. This can be seen in the comment made by participant 8 whereby she stated the following but the most significant to how she felt about discovering that her brand was or still is carrying out animal testing with their cosmetic brands:

*"I use M.A.C, to be honest most of my foundations last up to a year. But I buy more of my powder like every 6months and every other cosmetic product of mine except for my foundation. And I have also been using M.A.C for the past 4 years. Well not that I had been checking before now but after the interview last year I did check whether my favourite brand (M.A.C) actually practice animal testing and during that time **I read how they wanted to stop, because they are doing it but they wrote how they wanted to be known as an animal cruelty free brand so they want to stop animal testing and all that but I do not know if now they have stopped.** But yes, they were once doing this. Yes, and, I am going to **question their morals and question everything about them, their company and all that.** I think I am just going to do most of the talking **"like why they are behaving like that?"** I will see them like from a different perspective because they are one of my favourite brands like every of their products I have used before, so it is really going to be hard. It is going to be hard to leave the brand".*

This was also quoted in the response provided by participant 2, though she expressed that she was not curious to discover, whether or not her brand was carrying out animal testing. Though she also expressed guilt in her words through the following comment:

*“I feel sad, if I think about it because that is a very real statement and I do not agree with such a statement that humans are superior to animals. But I agree that if they can be used in a non-harmful way to develop and help things that will be essentially useful for our betterment then I would agree. I feel so bad listening to these, but either way these tests must happen. But everything in life is 50/50 chance”.*

Participant (5) has this to say in agreement with participant (2) response above: *It is not an easy thing because it's based on your moral judgements. And cosmetics have a basic understanding of their ingredients.*

In general, an adverse animal disposition for cosmetic research is being used in accordance with participants opinions, but it did not create an action to desist from the cosmetics brands that did so. This should have been decided that those who supported or rejected animal research/testing should not be able to endorse or buy products from the cosmetic brands found guilty of such issue. This refers to the research question (1) **“What are consumers reactions to animal testing by cosmetic brands?”** and the responses above demonstrate what their opinions and feelings were as regards to the above.

#### **4.2.2 Subjective Norms**

The main theme that was identified from the detailed interviews was value, convenience and trends. Five of the ten participants believe that when these cosmetics products value meets their satisfaction, they purchase the desired brand cosmetics. In fact, a few of the participants suggested that if the value suits the cost, they ‘care-less’, whether it is animal tested they would go ahead to purchase the product. Participant (1) for example, claimed that:

*“I do not go out of my way to find out if these products have been tested on animals, but once its good on my skin and it is a trendy one and affordable. And sometimes I go for sustainability with products I can sustain then I keep buying it. So, for real, I have never checked on whose body or skin it has been tested upon.”*

It was also similarly mentioned by participant (4) stating that:

*“I do not know if any as I would not walk into a store or market asking anyone working there if these products have been tested on animals, before selling it out. So, I do not know about that, but I use cosmetics but not that I inquire about these characteristics, once I know that it is of good quality, I buy it that is it. I'm not really a fan of cosmetics and have been very loyal to home-made products like Shea-butter and usually these brand cosmetics are costly”*

Based on the responses obtained within the context of subjective norms; the word ‘trendy’ and ‘cost’ were emphasized as an influencing factor for why they purchase the cosmetics or brand that they prefer. This is also demonstrated by participant (5) who says:

*“I do not actively go looking for that sign of non-animal cruelty every time I go to buy my cosmetics. Mostly as it is not my highest priority when buying these products. I am what you call a late buyer, so I am making the purchase because my cosmetics have just finished. So, I just need to make a quick purchase to get a new one. This means I am more concerned about the price, availability of the product and how much time I have before I must get one again. So, the only times I would outrightly search for a cosmetic that is non-animal tested is if I were to be purchasing something for myself. Maybe like a bronzer, eyeshadow those type of things that I know that I do not wear daily. But if its products like foundation, eyeliner or lipstick then I am less likely to check for animal testing... I know what I want and the brands and that it.”*

Furthermore, another influencing factor that played a part in whether or not these participants purchase was asked in the following question **‘How often do you find yourself and/or using cosmetic that have been tested on animals? which led to the questions about which brands have you been loyal to in the last 10 years and motives?’**.

Four out of the ten participants did not stop using these cosmetics products because their family and friends stopped but rather, they were influenced by their normative norms (beliefs), affordability and being able to sustain the products (e.g.: Durability). Although two of the participants said they will feel compelled to stop should they find out that the brands they use engage in animal testing. But they individually showed unison in their separate answer that they might take a while considering that they are already loyal to that brand. And shifting might take them a while to establish until they can find another brand that fulfils the same quality or something higher for them to move forward. As mentioned by participant (4):

*“...No, I don’t have a particular brand, but I am a trendy person which makes it difficult for me to be loyal to one brand.”*

Which was also supported by participant (8) and (9) respectively:

*“I am going to question their morals of the cosmetic brand and question everything about the company and all that...I would see them from a different perspective because they are one of my favourite brand and I like everyone of their products so it is going to be a hard decision to make...it is going to be hard to leave the brand.”*

*“As far as cosmetic testing on animal I don’t think it’s that necessary only because we should be able to live without makeup.”*

This response suggests that the majority of the female participants are less likely than their male participant to switch or change brands as a result of their loyalty to the cosmetic brand. It was also discovered from the findings, that the male participant pointed out that

he did not care so much on cosmetics and had a minimal use of the products except the necessities. Not because he was fully aware of the animal testing but as a result of his personal beliefs and preferences. This interprets to a low subjective norm effect on the participants that took the interview.

Demonstrating how others attitude, intention and behaviour towards the cosmetic brands did not influence their purchasing habits, but rather were driven by their distinct and yet similar personal motives. This means that even if others perceived or deemed a cosmetic brand for behaving unethical or that it was popular among their friends and family, this did not stop the participants from either sticking to the brand or purchasing it. But through the research finding, if it didn't fall within reasonable price, satisfying a need or sustainable for a long time then the participants were more likely to look for an alternative that fulfilled two out the three purposes listed above.

The findings revealed by Fu et al., (2010) subjective norms as regards to animal testing by cosmetic brands. It can still be linked to understand the point derived from the interview which suggests that: "Subjective norms (expectations) not only are less efficient in creating sales intentions but also lessen the positive impact on persons' intentions of attitudes and performance for a product or service" (Fu *et al.*, 2010). This theory is in agreement of the responses derived from the participants, which supports research question (2) that asked: ***Why would consumer remain a candidate of their chosen cometic brands or be indifferent?***

#### ***4.2.3 Perceived Behavioural Control (PBC)***

The perceived behavioural control (PBC) theory was very difficult to interpret and to obtain a valid opinion from the participants asked. This is because not all the participants seemed to understand the issue or what this concept meant. Therefore, just what participants said was interpreted. ***"How often do you find yourself purchasing and/or using cosmetics that have not been tested on animals?"***

*I do not use much cosmetics, I do not use much cosmetics, the first time I used a moisturizing cream was only about a year ago. I purchase a lip balm and moisturizer from Nivea. And the rest of the products I use are perfumes, which I put on my clothes not my skin and none of this products catalogues that come with them or the inscriptions or labelling in them suggest any sort of animal testing. Or maybe because they test or maybe they deliberately avoid mentioning these things. And then there is a lack of clarity on this. So, I was never concerned on these things before, so I do not know how these products are being tested. And I have never come across the supposed animal cruelty free logo on any of the cosmetic products I purchased"*



On the other hand, male participant (3) was more likely affected by personal fulfillment as opposed to the female participants who were influenced by subjective/normative norms and liable to stick with the brand they were already loyal to or in trend with. This led to the question on: *Where is the fine line between animal testing and animal exploitation? And if there is how does one identify it?* The reply given by participant (2) declared that;

*“...Its kind of both ways because if you do not test on animals then you can-not find the answers you’re looking for so you would not be developing anything, but on the other hand they can-not decide on anything,so one is just making them an instrument of these testing which is cruel to think of”. Like a double-edged sword, but the way it is done is not usually the right way.”*

But participant (10) had strong opinions, in the sense that she could not any reasonable justification between animal testing and animal exploitation. As can be seen in her choice of words as regard to the question:

*“Animal testing and animal exploitation is practically the same thing. By using these animals for these cosmetic testing that brand or company is already exploiting them. In all fairness, it is pretty much the same thing in their respects”.*

Participant (3) also had an agreeing notion as participant (10). He stated that: *“Basically where is the thin line between animal testing and animal exploitation. None. There are cultivated human-like tissues in laboratories these days, which is less likely to cause any serious damage or harm to anyone, so I do not understand why they would not just use those. If these tissues get damaged, then they can always use subsequent ones to evaluate the impact of these cosmetics being produced”.*

Participant (8) response was that; *In some way it is because we do not care about what’s happening to animals, they have to suffer the irritations and burns from the testing because they are going to be affected in some way or the other. So, if you look at it from that perceptive then animal testing is animal exploitation. You can say 40-50% of the times, it can be counted as animal exploitation.*

Whereby participant (8) believed that a method that might help curb such cruel practices could be.

- We can always stop using the cosmetics brands that undergo animal exploitation and there are many articles that have been written on companies that perform animal testing/ exploitation.
- Which sparked another query that government has so much responsibilities and this action may take, so much time to be attended to. So, what could be the next line of action. As we known people may claim to be ethically, but I cannot stop using a cosmetic brand simply because of this action. Even though they feel bad about it. Participant (8) claimed that:

*That is just the way the government works; you cannot help it. Departments must work because this is business. These people are going to be concerned with their business and government is going to think about the profits it yields form the businesses. So, there is always a compromise that happens.*

### 4.3 DISCUSSION

The study has helped determine the consumer attitude of the cosmetic brand towards animal testing. All three hypotheses focussing on theory of planned behaviour (TPB) were endorsed, based on the results of the detailed interviews. The detailed interview results show that most customers are indifferent to animal testing, which influences the decision they make when purchasing their chosen cosmetics products. The scope for this detailed interview, was limited to the information provided by the participants during the course of this research work. And as a result the researcher does not feel absolutely comfortable using these data to generalise on the outcome.

Also subjective norms as postulate that friends and families can influence ones decision. But the research findings showed the participants needs influences their purchasing habits and not vice versa. Meaning that most of the participants acted on their personal fulfilment or desires, with only two participants which claimed to be driven by trend<sup>2</sup>. In addition, inquiries about perceived behavioural control interpretation was answered with difficulties from all the participants. The PBC theory was therefore excluded from the theoretical context for this study, and a new theory was developed that took into consideration the elements from which the interviewees were influenced by.

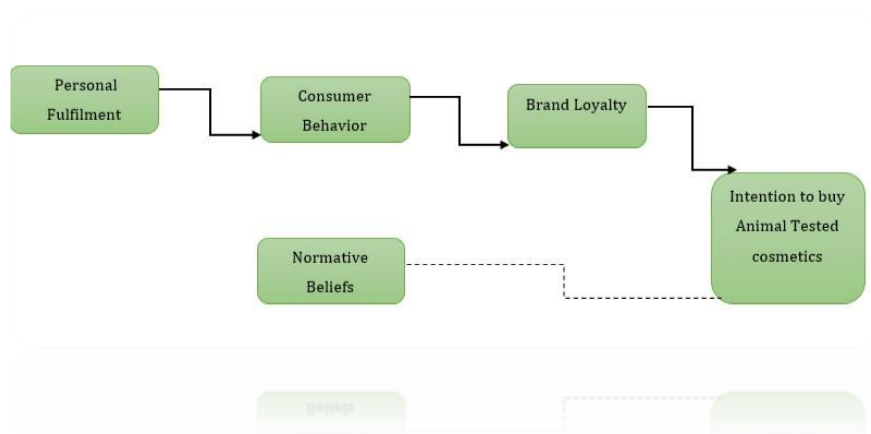


Figure 5: Revised Conceptual framework from the TPB theory (Researcher, 2020)

<sup>2</sup> This is the latest cosmetic products that are popular at a particular point in time.

There are thus factors which proved to be the most important in the population studied within the above-mentioned revised conceptual framework. As shown above, personal fulfilment, consumer behaviour and brand loyalty have a direct effect on intention to buy animal tested cosmetics. Whereas normative (principled) beliefs has an indirect effect on purchase intention. The reason for the zig-zag arrow was to indicate the communication flow as it occurs. An example of the personal fulfilment may be to look attractive, which would trigger the consumer behaviour to acquire the cosmetic products that serves that purpose. Once that cosmetic performs such action over time, then the consumer becomes attached leading to wanting to use just that brand (brand loyalty). This process directly come together into the purchase of the cosmetics products disregarding whether it might be animal tested. While in the normative beliefs, the consumer is either aware or knowledgeable enough to identify cosmetics that have been tested on animals. Leading to whether the intention to purchase these cosmetic products occur.

#### **4.3.1 Consumer Behaviour**

This refers to measure or those impulses that make up a customer purchasing decision or ability to follow through. Which in this research is the ability to purchase animal tested products? *How well informed or aware are you on animal testing, how do you feel about cosmetic brands testing on animals?'* Only four participants learned briefly about animal testing and had a certain knowledge on the topic. Though their interpretations and beliefs differed. But the common ground from the four participants was that they strongly opposed to the idea of animal testing and did not agree to any living being used for these cosmetic testing. However, majority of the participants were uncertain about how they thought about animal testing and failing to reach consensus and often leading to paradoxically opinions.

The next case is the issue of brand loyalty based upon their personal fulfilment. Being loyal to a brand is when a consumer repeatedly purchases a brand, rather other substitutes in similar market(Tucker, 2018). Which in this case we had some participants stating how long they had been committed to a brand and why they stuck to it over the last ten years or more.

#### 4.3.2 What brand have you been loyal to and why?

- I have been *loyal to L'Oréal*, but I have never goggled that. I do not know what are the components that are being used when testing out their products on these animals. Neither do I go out of my way to find out if it is free from animal testing. But if I get to find out about these testing and it is not done properly that is when I will change, I try to be more responsible as much as I can. But if I get to know something like that will change a little bit. *Lack of curiosity*. Though I have not checked it or been curious about it until now.
- Really, I do not know the ones that have been tested on animals and those that have not. I go with the trend. I go with the fashion trend. So maybe everyone is fascinated or intrigued by a specific brand at that time, then I tend to fall towards that products and such if it changes, I change as well. This means that I do not also check to see if it has been tested on animals or not. So once its good on my skin, it is trendy and affordable then I am all for it. I also sometimes *go for sustainability*, so something I can sustain over time, so I will keep purchasing it. So, I have never checked to find out on which animals these products have been tested. And no, I have never come across or acknowledged the animal-cruelty free logo on my cosmetic products.
- Many at times, and even most of our cosmetics are tested on animals. I do not think many of the companies avoid it. In the last 10 years, I do not know if the brands I have used have engaged in animal testing, but that is because I *am not loyal to any cosmetic brand*. I am more of trendy person.
- I do not know, because I would not go shopping and ask anybody if they have used it on animals before selling it. Yes, so I use cosmetics, but I do not confirm whether it has been tested on animals, before buying it. Once I know it is of good quality, I buy it that is it. I have not come across the animal testing logo or identification of such. Literally the first time I am hearing about this. Well I am not a fan of cosmetics I mostly use home-made ones like shea-butter for 10 years that is what I use majorly. And I do not really buy cosmetics like that because most of them are costly.

- Yes, for the *last 10 or more years* I have always used palmers' cocoa butter I have never had a reason to change, so I always go back. I have also been loyal to M.A.C foundation powder and lipsticks going to 4years now because I love its texture and colour it has on me when I apply it on my skin. Every month I purchase a minimum of 2 bottles of the 400ml for the palmers cocoa butter, for makeup and foundation I do not use it often so I use for important occasions I can use one bottle of foundation for about a year or more. Or minimum 2 bottles in a year. That is, it. Because in my opinion I do not think I would change but the topic on animal testing is something I would like to read and investigate because I have a vague knowledge on this like earlier mentioned. So if I found out for example that M.A.C engages in animal testing I would not stop immediately it will take me time to look for another product that is closer or gives as much results as I want and I would probably read into this and get my answers that they did animal testing mostly likely stop it.
- I do move around brands, but I have been loyal to Body Shop or Superdrug. But I would say I have stayed longest to *Body Shop for 9/10years*. And I make purchases of these products from Body Shop twice a year. Why I remained loyal to this Body Shop is because they are *quite honest and there is value for your money*, the things you buy and about how they help people and the impact it has on the society and resources being used. And they do *nice reward offers*, like when it is your birthday, they give you rewards, and gift skincare set based on your skin type already known in their system from your purchases or skin type checks. So that and the transparency is what keeps me stuck to Body shop. But if I were to discover they were lying about it I would cut off a little until I can find an alternative then I can change. So, it all depends on the perception and loyalty I have for Body Shop will change.
- I use *M.A.C*, to be honest most of my foundations last up to a year. But I buy more of my powder like every 6months and every other cosmetic product of mine except for my foundation. And I have also been using M.A.C for the past 4 years. Well not that I had been checking before now but after the interview last year I did check whether my favourite brand (M.A.C) actually practice animal testing and during that time I read how they wanted to stop, because they are doing it but they wrote how they wanted to be known as an animal cruelty free brand so they want to stop animal testing and all that but I do not know if now they have stopped. But yes, they were once doing

this. Yes, and, I am going to question their morals and question everything about them, their company and all that. I think I am just going to do most of the talking “like why they are behaving like that?” I will see them like from a different perspective because they are one of my favourite brands like every of their products I have used before, so it is really going to be hard. It is going to be hard to leave the brand.

The researchers is able to understand from the answers obtained that most participants are loyal to a brand based on their needs. What shows that customers typically stick with their chosen brands if the needs and expectations are fulfilled. And also, some of the clients did not noticed how long they had been loyal to the brand until they were asked, which was noticeable to the interviewer by her gasped reaction when responding during the telephonic interview. Among the common value obtained includes the need to look and be good looking was one, the second was adaptability to skin type, the third was affordability/durability and lastly was as a result of the incentives received.

Which encouraged the participant to remained with the brand for 10years or more. This shows that the ability for a brand to fulfil the main objective or need of the buyer will result in a repeat customer, who over time becomes loyal and minimal advert will be needed to bring them again. And as regard to purchasing animal tested cosmetic products, the participants would be reluctant to change their brands. An example can be seen by this participant who mentioned that: *Even if my favourite brand were found wanting, I would not think of switching brands as it just perfect for me. And if I have switch it would be a very difficult action for me to take.*

#### **4.3.3 Normative (Principled) Beliefs**

This consist of principles and behaviours that establish requirements for the difference between right and wrong, or what may be clearly unfair. An example in which the researcher asked to investigate the normative beliefs of the participants a question was asked: ***What is your viewpoint on the quote below: “That animals are not as important as humans, so if they can be used to make life easier, why not use them for our advantage”?*** Below were the responses given by these participants 3, 6, 7 and 9 respectively:

*“It is a very narrow-minded viewpoint and a very heartless view. Because we cannot say that animals are not important or that animals are less important to humans. Because they are an essential part of our planet. it has been scientifically proved that every organism has its important role to play to make the earth more inhabitable. And everyone animal or organism has its part to play in the circle of life. And so, everything should be given proper consideration and remember that everything has its own value to sustain life on earth. So, what I am saying is that we can still use them as a source of food, but we should not use these animals more than they can be replenished. Then we will have*

*made them extinct and not only will these testing units be left without any animals to be tested on, they will have no source of animal-based meals. We should be rational about every decision we make and take regarding animals. And with that they will be a sustainable future for all of us”.*

Though it was not completely condoned by participant (3) as he stated above that it was a repulsive mindset for anyone to have, he did not state that we should stop the use rather he hammered on the fact that we must be sustainable in our use of these animals for the cosmetic purpose. While participant (6) and (7) agreed to certain degree whereby the stated that the viewpoint was not worded rightly but that animals were reproduced for the purpose of being an advantage to us. The emerging theme that was spotted was that “two-way decision: they make our lives easier but using them to our advantage is exploitation”, “Allah wants us to be kind to them”, “The author’s viewpoint was right as they do not have any purpose”

*“Based on my opinion, I do agree. As these animals are not advantageous to me. So, I feel that there are a few reasons why people use animals for example: Companionship, security and the rest. But really what is their purpose, they do not have any purpose, they do not have anything that serves as a purposeful. So, whatever will enable them to make good sales then I think they should go ahead and use them. So, I think the author of that viewpoint was right, as they do not have any purpose. So, whatever you think you need to do on them to help you make good sales I make emphasis, then use it, and use them well”.*

*“It is a two-way decision, I agree that these animals being used for the cosmetic testing make our lives easier, by the part where we take advantage of them is one, I do not approve or agree with. That’s the point where I believe its exploitative and an abuse”.*

*“I understand that animals are living things, as well and Allah wants us to be kind to them. However, HE created human beings differently and have given everything else as a gift and means of living.”*

Which led to the researcher to ask whether the participants would adhere to their viewpoints and opinions when purchasing their cosmetics that may be found for animal testing. By asking this question: ***Except for chimpanzees, after completion of the cosmetic testing study, can the animals which survived the process and testing be killed?*** To which most of their response were to have these animals be put into an animal rehab. This is to help them regain their health and continue to watch for any after effect of the cosmetics that have been tested. And this was clearly represented by participant (4) when she said:

*“We should send to an animal rehabilitation that is the best thing to do. I would not suggest adoption of these animals as most people are likely to reject them knowing they have been tested on and have suffered and ended up with burns and irritations. So, you can just put them in an animal rehab. And the government may decide to look out for ways that sponsors this facility and these cosmetic companies should also invest in that*

*because there are always funds for social activity. Encourage donations for the welfare of these animals that have been through this. Yes if they are better recovered sure you can go ahead with using them again for another research but be considerate that they had just gone through a rigorous physical and emotional testing earlier so give them a lot of time to recuperate”.*

When asked **“if these animal testing products should be continued or stopped completely”**? And this also triggered a following question: **What aspect do you feel it is all right to conduct animal testing?** The participants replied with following opinions:

- I think it should be **continued with strict regulations**, because I do not think it should be stopped entirely. For example, if animal testing helps to reduce the number of rats, rodents and animals that carry out diseases in our streets then that is fine. They can go ahead and use these animals for their cosmetic testing
- Yes, it should be **continued though under strict regulations** in order to regulate the amount of testing being carried out on these animals.
- Like I have already explained it should **be allowed only for medical purposes under strict regulations and legislations** so that it is not misused, and minimal harm is being done to these animals for a better cause. I feel it is a more philosophical question because we humans in our perspective believe we are the ones who matter. But from an animal perspective everything has its own value. But from a human perspective, we eat meat, so we usually do all these things for our own sake. And so, to make it a little bit more ethical, to let us sleep well during the night we should allow more transparency and more regulatory for medical testing. But under no circumstances we should allow the testing on animals for the cosmetics.
- See I do not think we are able to come up with such solutions that we cannot eliminate animals from being tested. Yes, it is cruel in some part that we are using the as dummies to get tested, but it is like we do not have any other better options than that. **There must be compromise, so we get our cosmetics safe and they take the hit.** But if you must you could try and reduce the cruelty that they allow on these animals during the testing. And what I mean by cruelty I simply mean: being starved, not taking adequate care of these animals and if the reactions from these tests are not yielding positive results rather than trying them again and again. Take some time, to make the necessary adjustments giving the animals time to recuperate before testing



on them again. Because continuous trials not yielding to anything useful is plain harassment.

As such we can see that most of the participants would only go for what they view is convenient for them or services their purposes. Rather than acting on what they consider to be right or wrong. They know that animal testing is unfair, and they know that animals suffer, are harassed and left in awful conditions, but if it does not actively affect them why bother. *“There must be compromise, so we get our cosmetics safe and they take the hit”* in some where shows a justification of the theory the if an action serves a purpose even if it is a negative outcome is deemed *“a necessary evil”* (Balls, 2006). This response to the third question of the research which was: *“How does the awareness of animal testing improve consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing?”*

#### 4.4 CONCLUSION

The thematic study (analysis) shows that behaviour, normative beliefs strongly influenced by participants desire to purchase cosmetics products to satisfy their needs at a particular time and that they did not actively go out of their way to source whether or not these products were free from animal testing or not. This answers the question 1, 2 and 3 of the research questions, which were: *(Q1)What are consumers reactions to animal testing by cosmetic brands? (Q2)Why would consumer remain a candidate of their chosen cometic brands or be indifferent? (Q3)How does the awareness of animal testing improve consumer behavioural patterns vis-à-vis, brand loyalty and ethical consumerism towards animal testing?*

As discovered in this research study, both female and male participants were influenced by their personal fulfilment (ideals) and this was a deciding factor on whether they purchase animal tested cosmetic products or not. Which led to the development of a revised conceptual framework, which took into consideration the factors that influenced or drove the participants of this interview (consumers) which was showed by how they felt about animal testing, it also identified the reasons why these consumers would stick to a particular brand. In order to effectively analyse if consumer behaviour, brand loyalty and ethical consumerism had an impact on whether consumer.

## **5. CONCLUDING THOUGHTS ON THE CONTRIBUTION OF THIS RESEARCH, ITS LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH**

### **5.1 OVERVIEW**

In this concluding chapter, the findings, constraint and recommendations for future studies are the highlight of the research work. It also contains recommendations for future research work and deals with the review of the conclusion of all the analysis herein contained.

### **5.2 IMPLICATIONS OF FINDINGS FOR THE RESEARCH QUESTIONS**

The implications and outcome of the findings in for this research study question will be of great value to the continuing marketing campaigns and strategies for cosmetic brands. Although the results were unsatisfactory, as the response from many of the participants to the in-depth interview indicated that their strong disposition to these laboratory experiments on animals used by cosmetics brands and insisted, it must not be condoned.

While it is also showed how many participants frowns at such procedures particularly animal cruelty, but nearly all the participants were not willing to take action or ‘walk their talk’ when asked whether they would still make purchases of these cosmetics that have been tested on animals. With even some implying that to conduct research on animals is a necessary evil. Which stands for a realistic implication for cosmetic brands and future research and other factors (whether direct or indirect) that causes such adamant behaviour from the participants (consumers).

Based on customer influence and their purchasing power relative to the market behaviour for the cosmetic companies. The need for transparency and accountability was still mentioned by one or two of the participants which shows that in the means of those influenced by satisfaction and value for money. There are those who would still go out of their way for their normative beliefs (personal fulfilment) as such cosmetics advertisers and marketers need to consider customer attitude and how that can impact on their purchasing intentions especially for cosmetic companies for high brands and customer profile. Therefore, it is important for these brands to have this awareness incorporated

into their mission and vision statement as well as their corporate strategies for both short and long term.

One way to resolve this, is by either placement of a complete ban of animal testing or/and if it must be carried out, it must be strictly done to test the quality of their product for consistency. As part of the overall strategy, a full disclosure from the cosmetic brands should tell it as it is on their company websites and medium of advert. This is to assure its customers that alternative methods were considered beforehand before resulting to animal testing as the last method. Which should be documented by a non-related third-party company for the audience to evaluate the level of cruelty or non-cruelty that occurred during the animal testing of these cosmetic brands.

### **5.3 CONTRIBUTIONS AND LIMITATIONS OF THE RESEARCH**

The contribution and findings of this study will go a long way to identify consumer behaviour and intention towards cosmetic brands that carry out animal testing. Based on the results of the detailed interviews, *two of the research questions based on the Theory of Planned Behaviour (TPB) were supported, though the third question on Perceived Behavioural Control not fully understood by the participants of interviews*. For which a revised conceptual framework was established incorporating a recurring concept discovered known as normative beliefs. The findings of the in-depth interview suggested that most *consumers felt unfavourable about animal testing* and but that *did not affect their intention to purchase these animal tested cosmetics* from their *particular brands*.

The key drawback for this research work was experienced during the collection and compilation of data. Though it was easy to collect once each participant had shared their schedule and time availability for the researcher to effectively carry out the telephonic interview. However, one or two of the participants called in advance for the questions for the interview, so that they could prepare. Some of the participants would also *guess the purpose* for this research and *tried to sound ethical rather than stating how they felt about animal testing*.

Even after a consent form had been sent to each participant, and before the interview a review of the consent was acknowledged. There were some participants that *proved hesitant to reveal their true behaviours and ideals*, which was reflected by the responses they provided in the transcripts(Fitt, 2018). This led to *interruptions during the interviews* as a result, the researcher having to reassure the participants. Their hesitation

was not *because of fear of being judged* but it seemed to come from not being viewed as '*moral person in the society*'. During the course of interpreting the findings from the interviewees, the researcher may have misinterpreted the meaning of the participants due to insufficient training and different viewpoints.

#### **5.4 RECOMMENDATIONS FOR PRACTICE**

Since most of the research was carried out on consumers based in the United Kingdom, the generalisation of the findings does not provide solid results for future practice. As the research may need to consider diversity and socio-economic characteristics of the participants involved. Probably the use of an uninformed observation may show the true nature of the buying intent of the consumers without biasness. With regards to the practical benefit, the growth in consumer awareness and Corporate Social Responsibility (CSR) in United Kingdom will positively help their businesses and growth.

The consumers can stop using those brands or find alternatives. But if people must still use these brands for whatever reasons, then group of individuals can appeal to the government. Because there are rules and regulations in place regarding animal testing which have been put forward by government to protect animal welfare. So, this will be their ethical cry for help.

Within this analysis multiple measures were established to improve the cosmetic industry and cosmetic brands including identifying and maximising the strengths, minimising the weaknesses (and harm caused). Identifying the opportunities and turning threats into advantages for their marketing strategies. This work identified many strategies for expanding the market for green cosmetics, including an appreciation of target markets and shortcomings progress and the evaluation of marketing policies. With advertisers having insights into customer perceptions it would be possible to grow green cosmetics, supplemented by enticing marketing tactics like price management and promotion, realistic advertisements, and easy shopping platforms.

It was therefore recommended that in order for the cosmetic industry to compete favourably in the global market, they must endeavour to follow standard procedure in the testing of their cosmetics. On the other hand, the consumer must show concern for how their cosmetic are being tested in accordance with the standard to be able to enjoy continuity of their chosen cosmetic products.

## **5.5 RECOMMENDATIONS FOR FUTURE RESEARCH**

Future studies may also use a quantitative approach to help analysis, identify and reach larger groups of the population. In addition, the use of focus group with a mixture of cosmetic users will encourage the researcher speak to the participants face-to-face. This will help show the subtle reactions to how the participants response to animal testing and that can boost the accuracy of the study.

Rather than an in-depth interview, a focus group may be preferable for such a sensitive issue. Which can be better learned from focus groups for more information rather than the in-depth interview. Since the issue of animal testing was not taken very closely into consideration and research carried out was narrowly based on a consumers' perspectives alone. It can be argued that more research can be done on both the physical and psychological mechanisms/variables involved in consumer behaviour that could stop cosmetic brands from animal testing.

Also, with the number of male buyers of cosmetic products growing. The researcher suggests that male participants opinions towards animal testing by cosmetic brands they use be considered and analysed, which could provide a more detailed analysis. Since consumer preferences could change as the cosmetics brands/industry evolves, in two years' time the researcher proposes that a future research be carried out on similar topic comparing the current research findings, focusing on consumer behaviour, brand loyalty and their beliefs as it is reflected in the purchasing intent or buying habits.

A larger group should have been used for the pilot study in order to effectively assess the adequacy of the research tool in the context of quantitative data in the future to evaluate whether the research method is realistic and unbiased, which came up while collating the data from the interview.

## **5.6 FINAL CONCLUSION AND REFLECTIONS**

The entire course of the research was rigorous, inspiring & insightful and the findings helped develop the research's expertise into the understanding of consumer behaviour and the influencing factors that determine their loyalty to a brand and their approach to social responsibility. It has also answered some questions the researcher wanted to understand like the discovery of the normative beliefs as it played a key role in the finding and the theory of planned behaviour.

The literature also brought better and deeper insights making references to notes from previous authors on similar topic. Though the research on this topic by some authors were met with inconclusive endings, which could be from the ever-changing nature of the consumers' needs and want. Although there are many cosmetic brands that make up the beauty industry, there is still greater rivalry between them. Which is not only in terms of providing cosmetic for beautification and other purposes, but also in the retention and fulfilment of its commitment towards its consumers through direct and indirect approaches. Besides, the consumers believe that the price to pay for changing cosmetics would be far too expensive in comparison to the animal testing claims

## REFERENCES and BIBLIOGRAPHY

- Aaker, D.A. (1996) 'Measuring Brand Equity Across Products and Markets'. *California Management Review*, 38(3), pp. 102–120. DOI: 10.2307/41165845.
- Abdulai, R.T. and Owusu-Ansah, A. (2014) 'Essential Ingredients of a Good Research Proposal for Undergraduate and Postgraduate Students in the Social Sciences'. *SAGE Open*, 4(3), p. 215824401454817. DOI: 10.1177/2158244014548178.
- Ajzen, I. (2011) 'The Theory of Planned Behaviour: Reactions and Reflections'. *Psychology & Health*, 26(9), pp. 1113–1127. DOI: 10.1080/08870446.2011.613995.
- Ajzen, I. and Fishbein, M. (1977) 'Attitude-Behavior Relations: A Theoretical Analysis And'. *Review of Empirical Research, Psychological Bulletin*, pp. 888–918.
- Akaranga, S.I. and Makau, B.K. (2016) 'Ethical Considerations and Their Applications to Research: A Case of the University of Nairobi'. . . *Pp*, 3(12), p. 9.
- Aluwihare-Samaranayake, D. (2012) 'Ethics in Qualitative Research: A View of the Participants' and Researchers' World from a Critical Standpoint'. *International Journal of Qualitative Methods*, 11(2), pp. 64–81. DOI: 10.1177/160940691201100208.
- Ayrton, R. (2020) 'The Case for Creative, Visual and Multimodal Methods in Operationalising Concepts in Research Design: An Examination of Storyboarding Trust Stories'. *The Sociological Review*, p. 0038026120903918. DOI: 10.1177/0038026120903918.
- Azuizkulov, D. (2013) 'Country of Origin and Brand Loyalty on Cosmetic Products among Universiti Utara Malaysia Students'. p. 40.
- Back, K.-J. and Parks, S.C. (2003) 'A Brand Loyalty Model Involving Cognitive, Affective, and Conative Brand Loyalty and Customer Satisfaction'. *Journal of Hospitality & Tourism Research*, 27(4), pp. 419–435. DOI: 10.1177/10963480030274003.
- Balls, M. (2006) 'Animal Experimentation: Should the Three Rs Be Abandoned?' *Alternatives to Laboratory Animals*, 34(2), pp. 139–141. DOI: 10.1177/026119290603400208.
- Balls, M. (1994) 'Replacement of Animal Procedures: Alternatives in Research, Education and Testing'. *Laboratory Animals*, 28(3), pp. 193–211. DOI: 10.1258/002367794780681714.
- Barratt, M.J., Ferris, J.A. and Lenton, S. (2015) 'Hidden Populations, Online Purposive Sampling, and External Validity: Taking off the Blindfold'. *Field Methods*, 27(1), pp. 3–21. DOI: 10.1177/1525822X14526838.
- Belleau, B.D. *et al.* (2007) 'Theory of Reasoned Action: Purchase Intention of Young Consumers'. *Clothing and Textiles Research Journal*, 25(3), pp. 244–257. DOI: 10.1177/0887302X07302768.

- Bergman, M.M. (2010) 'On Concepts and Paradigms in Mixed Methods Research'. *Journal of Mixed Methods Research*, 4(3), pp. 171–175. DOI: 10.1177/1558689810376950.
- Birdsall, S. and France, B. (2011) 'Attitudes towards Using Animals in Research and Teaching: Opinions from a Selected Group of Female Secondary School Students'. *Kōtuitui: New Zealand Journal of Social Sciences Online*, 6(1–2), pp. 15–25. DOI: 10.1080/1177083X.2011.614263.
- Biron, B. (2019) 'Beauty Has Blown up to Be a \$532 Billion Industry — and Analysts Say That These 4 Trends Will Make It Even Bigger'. *Business Insider*, 7 September. Available at: <https://www.businessinsider.com/beauty-multibillion-industry-trends-future-2019-7> (Accessed: 20 February 2020).
- Blumberg, B., Cooper, D.R. and Schindler, P.S. (2005) 'Case Studies and Qualitative Interviews'. In *Business Research Methods*. McGraw-Hill. Available at: [https://moodle.griffith.ie/pluginfile.php/264649/mod\\_resource/content/1/Blumberg%20et%20al%20-%20Case%20Studies%20and%20Qual%20Interviews.pdf](https://moodle.griffith.ie/pluginfile.php/264649/mod_resource/content/1/Blumberg%20et%20al%20-%20Case%20Studies%20and%20Qual%20Interviews.pdf) (Accessed: 3 May 2020).
- Bonfield, E.H. (1974) 'Attitude, Social Influence, Personal Norm, and Intention Interactions as Related to Brand Purchase Behavior'. *Journal of Marketing Research*, 11(4), pp. 379–389. DOI: 10.1177/002224377401100403.
- Braun, V. and Clarke, V. (2006) 'Using Thematic Analysis in Psychology'. *Qualitative Research in Psychology*, 3(2), pp. 77–101. DOI: 10.1191/1478088706qp063oa.
- Brønstad, A. *et al.* (2016) 'Current Concepts of Harm–Benefit Analysis of Animal Experiments – Report from the AALAS–FELASA Working Group on Harm–Benefit Analysis – Part 1'. *Laboratory Animals*, 50(1\_suppl), pp. 1–20. DOI: 10.1177/0023677216642398.
- Brucculieri, J. (2018) 'Why You Can't Always Trust The "Cruelty-Free" Label On Beauty Products'. *HuffPost*, 9 July. Available at: [https://www.huffpost.com/entry/animal-testing-beauty-industry\\_n\\_5b3be34ee4b09e4a8b284996](https://www.huffpost.com/entry/animal-testing-beauty-industry_n_5b3be34ee4b09e4a8b284996) (Accessed: 20 February 2020).
- Bu, B.T. and Harrison, R. (2017) 'Ethical Consumer'. p. 52.
- Burnett, C. *et al.* (2014) 'Safety Assessment of Animal- and Plant-Derived Amino Acids as Used in Cosmetics'. *International Journal of Toxicology*, 33(4\_suppl), pp. 5S–12S. DOI: 10.1177/1091581814554774.
- Caplan, M.A. and Purser, G. (2019) 'Qualitative Inquiry Using Social Media: A Field-Tested Example'. *Qualitative Social Work*, 18(3), pp. 417–435. DOI: 10.1177/1473325017725802.
- Carrington, M.J., Zwick, D. and Neville, B. (2016) 'The Ideology of the Ethical Consumption Gap'. *Marketing Theory*, 16(1), pp. 21–38. DOI: 10.1177/1470593115595674.
- Caruana, R. and Crane, A. (2008) 'Constructing Consumer Responsibility: Exploring the Role of Corporate Communications'. *Organization Studies*, 29(12), pp. 1495–1519. DOI: 10.1177/0170840607096387.
- Charmaz, K. and Belgrave, L.L. (2019) 'Thinking About Data With Grounded Theory'. *Qualitative Inquiry*, 25(8), pp. 743–753. DOI: 10.1177/1077800418809455.
- Chowdhury, R.M.M.I. (2018) 'Religious Orientations and Consumer Ethics: The Mediating Role of Personal Moral Philosophies'. *Journal of Macromarketing*, 38(3), pp. 315–330. DOI: 10.1177/0276146718787003.



- Chun Tie, Y., Birks, M. and Francis, K. (2019) 'Grounded Theory Research: A Design Framework for Novice Researchers'. *SAGE Open Medicine*, 7, p. 2050312118822927. DOI: 10.1177/2050312118822927.
- Clarke, L. (2014) '14,000 Animals Killed for University Research at Queen's and University of Ulster'. *Belfasttelegraph*, 10 February. Available at: <https://www.belfasttelegraph.co.uk/news/northern-ireland/14000-animals-killed-for-university-research-at-queens-and-university-of-ulster-29994676.html> (Accessed: 27 February 2020).
- Cosmetics Europe (2017) 'Environmental Sustainability: The European Cosmetics Industry's Contribution 2017 -2018'. Available at: [https://www.cosmeticseurope.eu/files/9615/2872/3399/CE\\_Environmental\\_Sustainability\\_Report\\_2018.pdf](https://www.cosmeticseurope.eu/files/9615/2872/3399/CE_Environmental_Sustainability_Report_2018.pdf) (Accessed: 15 October 2019).
- Cosmetics Europe (2016) 'Cosmetics\_Europe\_Socio-Economic\_Contribution\_of\_the\_European\_Cosmetics\_Industry\_2016.Pdf'. p. 44.
- Couper, M.P. and Burt, G. (1994) 'Interviewer Attitudes Toward Computer-Assisted Personal Interviewing (CAPI)'. *Social Science Computer Review*, 12(1), pp. 38–54. DOI: 10.1177/089443939401200103.
- Creyer, E.H. (1997) 'The Influence of Firm Behavior on Purchase Intention: Do Consumers Really Care about Business Ethics?'. *Journal of Consumer Marketing*, 14(6), pp. 421–432. DOI: 10.1108/07363769710185999.
- Cummings, W.H. and Venkatesan, M. (1976) 'Cognitive Dissonance and Consumer Behavior: A Review of the Evidence'. *Journal of Marketing Research*, 13(3), pp. 303–308. DOI: 10.1177/002224377601300313.
- Dass, S. *et al.* (2019) 'Drivers of Brand Engagement: The Role of Brand Communities'. *Global Business Review*, p. 0972150919825516. DOI: 10.1177/0972150919825516.
- Davidson, C. (2009) 'Transcription: Imperatives for Qualitative Research'. *International Journal of Qualitative Methods*, 8(2), pp. 35–52. DOI: 10.1177/160940690900800206.
- Dean, J. *et al.* (2018) 'Desert Island Data: An Investigation into Researcher Positionality'. *Qualitative Research*, 18(3), pp. 273–289. DOI: 10.1177/1468794117714612.
- Dickens, M.S. *et al.* (1993) 'Framework for Validation and Implementation of In Vitro Toxicity Tests: Report of the Validation and Technology Transfer Committee of the Johns Hopkins Center for Alternatives to Animal Testing'. *Journal of the American College of Toxicology*, 12(1), pp. 23–30. DOI: 10.3109/10915819309140619.
- Durrani, B.A. *et al.* (2015) 'IMPACT OF BRAND IMAGE ON BUYING BEHAVIOUR AMONG TEENAGERS'. p. 14.
- Etcoff, N.L. *et al.* (2011) 'Cosmetics as a Feature of the Extended Human Phenotype: Modulation of the Perception of Biologically Important Facial Signals'. *PLoS ONE*, 6(10). DOI: 10.1371/journal.pone.0025656.
- European Commission (2016) *Notes of Guidance for the Testing of Cosmetic Ingredients and Their Safety Evaluation*. Luxembourg: Publications Office Available at: <http://dx.publications.europa.eu/10.2875/806397> (Accessed: 20 March 2020).
- Fazal, O. and Kanwal, S. (2017) 'Determinants of Brand Loyalty: A Case Study of Asian Mobile Phone Users'. 7(12), p. 11.

- Fazio, R.H. and Roskos-Ewoldsen, D.R. (2004) 'When and How Attitudes Guide Behavior'. p. 22.
- Festing, S. and Wilkinson, R. (2007) 'The Ethics of Animal Research. Talking Point on the Use of Animals in Scientific Research'. *EMBO Reports*, 8(6), pp. 526–530. DOI: 10.1038/sj.embor.7400993.
- Fitt, H. (2018) 'Researching Mobile Practices: Participant Reflection and Audio-Recording in Repeat Question Diaries'. *Qualitative Research*, 18(6), pp. 654–670. DOI: 10.1177/1468794117743462.
- Frank, R.E. and Strain, C.E. (1972) 'A Segmentation Research Design Using Consumer Panel Data'. *Journal of Marketing Research*, 9(4), pp. 385–390. DOI: 10.1177/002224377200900404.
- Fraser, J. *et al.* (2018) 'Pilot Testing for Feasibility in a Study of Student Retention and Attrition in Online Undergraduate Programs'. *The International Review of Research in Open and Distributed Learning*, 19(1). DOI: 10.19173/irrodl.v19i1.3326.
- Fu, F.Q. *et al.* (2010) 'Motivating Salespeople to Sell New Products: The Relative Influence of Attitudes, Subjective Norms, and Self-Efficacy'. *Journal of Marketing*, 74(6), pp. 61–76. DOI: 10.1509/jmkg.74.6.61.
- Goldsmith, R.E., Clark, R.A. and Lafferty, B. (2006) 'Intention to Oppose Animal Research: The Role of Individual Differences in Nonconformity'. *Social Behavior and Personality*, 34(8), pp. 955–964. DOI: 10.2224/sbp.2006.34.8.955.
- Gonzalez, C. *et al.* (2009) 'How Do Socially Responsible Consumers Consider Consumption? An Approach with the Free Associations Method'. *Recherche et Applications En Marketing (English Edition)*, 24(3), pp. 25–41. DOI: 10.1177/205157070902400301.
- Gouthier, M. and Schmid, S. (2003) 'Customers and Customer Relationships in Service Firms: The Perspective of the Resource-Based View'. *Marketing Theory*, 3(1), pp. 119–143. DOI: 10.1177/1470593103003001007.
- Graffigna, G. and Gambetti, R.C. (2015) 'Grounding Consumer-Brand Engagement: A Field-Driven Conceptualisation'. *International Journal of Market Research*, 57(4), pp. 605–630. DOI: 10.2501/IJMR-2015-049.
- Ha-Brookshire, J.E. and Hodges, N.N. (2009) 'Socially Responsible Consumer Behavior?: Exploring Used Clothing Donation Behavior'. *Clothing and Textiles Research Journal*, 27(3), pp. 179–196. DOI: 10.1177/0887302X08327199.
- Hagelin, J., Carlsson, H.-E. and Hau, J. (2003) 'An Overview of Surveys on How People View Animal Experimentation: Some Factors That May Influence the Outcome'. *Public Understanding of Science*, 12(1), pp. 67–81. DOI: 10.1177/0963662503012001247.
- Hammersley, M. (1996) 'Book Review: Qualitative Research Design: An Interactive Approach'. *Sociological Research Online*, 1(4), pp. 53–53. DOI: 10.1177/136078049600100405.
- Hariraj, V. and Aziz, Z. (2018) 'Patient Reporting of Adverse Drug Reactions (ADRs): Survey of Public Awareness and Predictors of Confidence to Report'. *Therapeutic Innovation & Regulatory Science*, 52(6), pp. 757–763. DOI: 10.1177/2168479017745025.
- Henley, J. and O'Carroll, L. (2020) 'Britain Has Left the EU – but What Happens Now?' *The Guardian*, 1 February. Available at: <https://www.theguardian.com/politics/2020/jan/31/britain-has-left-the-eu-what-happens-now-guide-negotiations> (Accessed: 20 February 2020).

- Hollweck, T. (2016) 'Robert K. Yin. (2014). Case Study Research Design and Methods (5th Ed.). Thousand Oaks, CA: Sage. 282 Pages.' *The Canadian Journal of Program Evaluation*. DOI: 10.3138/cjpe.30.1.108.
- Hornik, J. and Zakay, D. (1996) 'Psychological Time: The Case of Time and Consumer Behaviour'. *Time & Society*, 5(3), pp. 385–397. DOI: 10.1177/0961463X96005003007.
- Huang, S.-M. *et al.* (2016) 'The Influences of Brand Benefits on Brand Loyalty: Intermediate Mechanisms'. *Australian Journal of Management*, 41(1), pp. 141–160. DOI: 10.1177/0312896214553516.
- Hultsch, D.F. *et al.* (2002) 'Sampling and Generalisability in Developmental Research: Comparison of Random and Convenience Samples of Older Adults'. *International Journal of Behavioral Development*, 26(4), pp. 345–359. DOI: 10.1080/01650250143000247.
- Jabareen, Y. (2009) 'Building a Conceptual Framework: Philosophy, Definitions, and Procedure'. *International Journal of Qualitative Methods*, 8(4), pp. 49–62. DOI: 10.1177/160940690900800406.
- Joshi, M. and McKendall, M. (2018) 'Responses to the Discovery of Unethical Acts: An Organizational Identity and Reputation Perspective'. *Business & Society*, 57(4), pp. 706–741. DOI: 10.1177/0007650315623953.
- Kesari, B., Atulkar, S. and Pandey, S. (2018) 'Consumer Purchasing Behaviour towards Eco-Environment Residential Photovoltaic Solar Lighting Systems'. *Global Business Review*, p. 0972150918795550. DOI: 10.1177/0972150918795550.
- Koçak Alan, A. and Kabadayi, E.T. (2012) 'BRAND TRUST AND BRAND AFFECT: THEIR STRATEGIC IMPORTANCE ON BRAND LOYALTY'. *Journal of Global Strategic Management*, 1(6), pp. 80–80. DOI: 10.20460/JGSM.2012615788.
- Kollat, D.T., Engel, J.F. and Blackwell, R.D. (1970) 'Current Problems in Consumer Behavior Research'. *Journal of Marketing Research*, 7(3), pp. 327–332. DOI: 10.1177/002224377000700307.
- Kothe, E.J. *et al.* (2015) 'Explaining the Intention–Behaviour Gap in Gluten-Free Diet Adherence: The Moderating Roles of Habit and Perceived Behavioural Control'. *Journal of Health Psychology*, 20(5), pp. 580–591. DOI: 10.1177/1359105315576606.
- Kromrey, J.D. (1993) 'Research News And Comment: Ethics and Data Analysis'. *Educational Researcher*, 22(4), pp. 24–27. DOI: 10.3102/0013189X022004024.
- Krumboltz, J.D. and Yabroff, W.W. (1965) 'The Comparative Effects of Inductive and Deductive Sequences in Programed Instruction'. *American Educational Research Journal*, 2(4), pp. 223–235. DOI: 10.3102/00028312002004223.
- Küpers, W., Mantere, S. and Statler, M. (2013) 'Strategy as Storytelling: A Phenomenological Collaboration'. *Journal of Management Inquiry*, 22(1), pp. 83–100. DOI: 10.1177/1056492612439089.
- Larson, R.B. and Farac, J.M. (2019) 'Profiling Green Consumers'. *Social Marketing Quarterly*, 25(4), pp. 275–290. DOI: 10.1177/1524500419882391.
- Lee, J.-S. and Back, K.-J. (2009) 'An Examination of Attendee Brand Loyalty: Understanding the Moderator of Behavioral Brand Loyalty'. *Journal of Hospitality & Tourism Research*, 33(1), pp. 30–50. DOI: 10.1177/1096348008329652.

- Lester, J.N., Cho, Y. and Lochmiller, C.R. (2020) 'Learning to Do Qualitative Data Analysis: A Starting Point'. *Human Resource Development Review*, 19(1), pp. 94–106. DOI: 10.1177/1534484320903890.
- Machin, H.E. and Shardlow, S.M. (2018) 'Overcoming Ethical Barriers to Research'. *Research Ethics*, 14(3), pp. 1–9. DOI: 10.1177/1747016117739938.
- Mackieson, P., Shlonsky, A. and Connolly, M. (2019) 'Increasing Rigor and Reducing Bias in Qualitative Research: A Document Analysis of Parliamentary Debates Using Applied Thematic Analysis'. *Qualitative Social Work*, 18(6), pp. 965–980. DOI: 10.1177/1473325018786996.
- Maheshwari, V., Lodorfos, G. and Jacobsen, S. (2014) 'Determinants of Brand Loyalty: A Study of the Experience-Commitment-Loyalty Constructs'. *International Journal of Business Administration*, 5(6), p. p13. DOI: 10.5430/ijba.v5n6p13.
- Malar, S.A. and Ganapathi, R. (2008) 'Consumers Attitude and Preferences towards Self Help Group Products'. *Asia Pacific Business Review*, 4(2), pp. 102–115. DOI: 10.1177/097324700800400212.
- Matić, M. and Puh, B. (2016) 'CONSUMERS' PURCHASE INTENTIONS TOWARDS NATURAL COSMETICS'. *Ekonomski Vjesnik/Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues*, 29(1), pp. 53–64.
- Matteson, S.M. and Lincoln, Y.S. (2009) 'Using Multiple Interviewers in Qualitative Research Studies: The Influence of Ethic of Care Behaviors in Research Interview Settings'. *Qualitative Inquiry*, 15(4), pp. 659–674. DOI: 10.1177/1077800408330233.
- McGee, P. (2005) 'Ethical Issues in Research Design'. *Research Ethics*, 1(4), pp. 134–134. DOI: 10.1177/174701610500100406.
- Michaelidou, N. and Hassan, L.M. (2008) 'The Role of Health Consciousness, Food Safety Concern and Ethical Identity on Attitudes and Intentions towards Organic Food'. *International Journal of Consumer Studies*, 32(2), pp. 163–170. DOI: 10.1111/j.1470-6431.2007.00619.x.
- Miller, S.I. and Fredericks, M. (1999) 'How Does Grounded Theory Explain?' *Qualitative Health Research*, 9(4), pp. 538–551. DOI: 10.1177/104973299129122054.
- Misra, R.K. and Agrawal, R. (2003) 'Purchase Decision Involvement: An Exploratory Study on Consumer Values'. *Management and Labour Studies*, 28(3), pp. 271–277. DOI: 10.1177/0258042X0302800307.
- Mittal, V. and Kamakura, W.A. (2001) 'Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics'. *Journal of Marketing Research*, 38(1), pp. 131–142. DOI: 10.1509/jmkr.38.1.131.18832.
- Morris, M.W. and Liu, Z. (2015) 'Psychological Functions of Subjective Norms: Reference Groups, Moralization, Adherence, and Defiance'. *Journal of Cross-Cultural Psychology*, 46(10), pp. 1279–1287. DOI: 10.1177/0022022115612161.
- Morse, J.M. et al. (2002) 'Verification Strategies for Establishing Reliability and Validity in Qualitative Research'. *International Journal of Qualitative Methods*, 1(2), pp. 13–22. DOI: 10.1177/160940690200100202.
- Murphy, S.T. and Zajonc, R.B. (1993) 'Affect, Cognition, and Awareness: Affective Priming with Optimal and Suboptimal Stimulus Exposures.' *Journal of Personality and Social Psychology*, 64(5), pp. 723–739. DOI: 10.1037/0022-3514.64.5.723.

Myers, J. and Scott, C.A. (1981) 'Book Review'. *Journal of Marketing*, 45(1), pp. 160–162. DOI: 10.1177/002224298104500116.

Narvaez, D. and Lapsley, D.K. (2009) 'Chapter 8 Moral Identity, Moral Functioning, and the Development of Moral Character'. In *Psychology of Learning and Motivation*. Elsevier, pp. 237–274. DOI: 10.1016/S0079-7421(08)00408-8.

Niven-Phillips, L. (2019) 'In the Flesh: How Beauty Is Luring Customers Back to the High Street | Fashion | The Guardian'. *The Guardian*, 22 August. Available at: <https://www.theguardian.com/fashion/2019/aug/22/in-the-flesh-how-beauty-is-luring-customers-back-to-the-high-street> (Accessed: 20 March 2020).

Papaoikonomou, E., Cascon-Pereira, R. and Ryan, G. (2016) 'Constructing and Communicating an Ethical Consumer Identity: A Social Identity Approach'. *Journal of Consumer Culture*, 16(1), pp. 209–231. DOI: 10.1177/1469540514521080.

Perfect365. (2018) *New Survey from Perfect365 Reveals 36% of Women Prefer to Purchase Cruelty-Free Beauty | Perfect365*. PERFECT365. Available at: <https://www.perfect365.com/blog/2018/03/29/new-survey-from-perfect365-reveals-36-of-women-prefer-to-purchase-cruelty-free-beauty/> (Accessed: 24 February 2020).

Pervin, S. (2016) 'PREVALENCE OF "FACE CONCEPT" AMONG SOUTH ASIAN CONSUMERS. A COMPARATIVE STUDY OF UNFOLDING THE FACETS IN DECISION MAKING PROCESS OF BUYING BEAUTY PRODUCTS'. *Journal of Economic Behaviour*, p. 14.

PETA. (2020) *These Beauty Brands Are Still Tested on Animals | PETA*. Available at: <https://www.peta.org/living/personal-care-fashion/beauty-brands-that-you-thought-were-cruelty-free-but-arent/> (Accessed: 24 February 2020).

Philips, Z., Claxton, K. and Palmer, S. (2008) 'The Half-Life of Truth: What Are Appropriate Time Horizons for Research Decisions?' *Medical Decision Making*, 28(3), pp. 287–299. DOI: 10.1177/0272989X07312724.

Pike, M. (2019) 'I'm A Celebrity Animal Cruelty Petition Gets 13k Signatures in a Week'. *Mirror*, 25 November. Available at: <https://www.mirror.co.uk/tv/tv-news/im-celebrity-petition-gets-13k-20959719> (Accessed: 23 February 2020).

Popping, R. (2015) 'Analyzing Open-Ended Questions by Means of Text Analysis Procedures'. *Bulletin of Sociological Methodology/Bulletin de Méthodologie Sociologique*, 128(1), pp. 23–39. DOI: 10.1177/0759106315597389.

Postlewhite, K. (2018) "'Brands Can No Longer Ignore the 8.3 Million People Who Want End to Animal Testing" | Ethical Corporation'. 14 October. Available at: <http://www.ethicalcorp.com/brands-can-no-longer-ignore-83-million-people-who-want-end-animal-testing> (Accessed: 22 February 2020).

Rangan, V.K., Chase, L. and Karim, S. (2015) 'The Truth About CSR'. *Harvard Business Review*, (January–February 2015), 1 January. Available at: <https://hbr.org/2015/01/the-truth-about-csr> (Accessed: 20 February 2020).

Rodham, K. and Gavin, J. (2006) 'The Ethics of Using the Internet to Collect Qualitative Research Data'. *Research Ethics*, 2(3), pp. 92–97. DOI: 10.1177/174701610600200303.

Roulston, K. (2018) 'Qualitative Interviewing and Epistemics'. *Qualitative Research*, 18(3), pp. 322–341. DOI: 10.1177/1468794117721738.

- RTE. (2020) 'UK Sees 708 New Deaths from Covid-19'. Available at: <https://www.rte.ie/news/2020/0404/1128482-uk-coronavirus/> (Accessed: 8 April 2020).
- Ruhdel, I.W. (2004) 'EU Sales Ban on New Cosmetics Tested on Animals: Impact on Alternative Methods, WTO Implications and Animal Welfare Aspects'. *Alternatives to Laboratory Animals*, 32(1\_suppl), pp. 365–371. DOI: 10.1177/026119290403201s60.
- Rutakumwa, R. *et al.* (2019) 'Conducting In-Depth Interviews with and without Voice Recorders: A Comparative Analysis'. *Qualitative Research*, p. 1468794119884806. DOI: 10.1177/1468794119884806.
- Sansonetti, S. (2004) 'Description of the Sample and Research Design'. *Current Sociology*, 52(3), pp. 323–338. DOI: 10.1177/0011392104043082.
- Saunders, M.N.K., Lewis, P. and Thornhill, A. (2012) *Research Methods for Business Students*. 5th ed. New York: Prentice Hall.
- Schuppli, C.A., Molento, C.F.M. and Weary, D.M. (2015) 'Understanding Attitudes towards the Use of Animals in Research Using an Online Public Engagement Tool'. *Public Understanding of Science*, 24(3), pp. 358–374. DOI: 10.1177/0963662513490466.
- Scott, S. (2005) 'Three Handbooks of Qualitative Research and Data Analysis'. *Qualitative Research*, 5(1), pp. 133–137. DOI: 10.1177/1468794105048662.
- Singla, V. and Gupta, G. (2019) 'Emotional Branding Scale and Its Role in Formation of Brand Trust'. *Paradigm*, 23(2), pp. 148–163. DOI: 10.1177/0971890719859668.
- Stead, G.B. (1997) 'Review: Research Design: Qualitative and Quantitative Approaches'. *South African Journal of Psychology*, 27(2), pp. 124–125. DOI: 10.1177/008124639702700211.
- The Guardian. (2017) 'UK Must Keep Ban on Cruel Testing of Cosmetics on Animals | Letters'. *The Guardian*, 30 July. Available at: <https://www.theguardian.com/world/2017/jul/30/uk-must-keep-ban-on-cruel-testing-of-cosmetics-on-animals> (Accessed: 3 March 2020).
- Thomas, D.R. (2006) 'A General Inductive Approach for Analyzing Qualitative Evaluation Data'. *American Journal of Evaluation*, 27(2), pp. 237–246. DOI: 10.1177/1098214005283748.
- Tornikoski, E. and Maalaoui, A. (2019) 'Critical Reflections – The Theory of Planned Behaviour: An Interview with Icek Ajzen with Implications for Entrepreneurship Research'. *International Small Business Journal*. DOI: 10.1177/0266242619829681.
- Tucker, W.T. (2018) 'The Development of Brand Loyalty'. *Journal of Marketing Research*. DOI: 10.1177/002224376400100304.
- Vallerand, R.J. *et al.* (1992) 'Ajzen and Fishbein's Theory of Reasoned Action as Applied to Moral Behaviour: A Confirmatory Analysis'. *Journal of Personality and Social Psychology*, 62(1), pp. 98–109.
- Van Ryzin, G.G. (1995) 'Cluster Analysis as a Basis for Purposive Sampling of Projects in Case Study Evaluations'. *Evaluation Practice*, 16(2), pp. 109–119. DOI: 10.1177/109821409501600201.
- Vanaken, H. and Masand, S.N. (2019) 'Awareness and Collaboration Across Stakeholder Groups Important for EConsent Achieving Value-Driven Adoption'. *Therapeutic Innovation & Regulatory Science*, 53(6), pp. 724–735. DOI: 10.1177/2168479019861924.

- Varshneya, G., Pandey, S.K. and Das, G. (2017) 'Impact of Social Influence and Green Consumption Values on Purchase Intention of Organic Clothing: A Study on Collectivist Developing Economy'. *Global Business Review*, 18(2), pp. 478–492. DOI: 10.1177/0972150916668620.
- Vass, C., Rigby, D. and Payne, K. (2017) 'The Role of Qualitative Research Methods in Discrete Choice Experiments: A Systematic Review and Survey of Authors'. *Medical Decision Making*, 37(3), pp. 298–313. DOI: 10.1177/0272989X16683934.
- Vesely, S. and Klöckner, C.A. (2018) 'Global Social Norms and Environmental Behavior'. *Environment and Behavior*, 50(3), pp. 247–272. DOI: 10.1177/0013916517702190.
- Vogl, S. (2013) 'Telephone Versus Face-to-Face Interviews: Mode Effect on Semistructured Interviews with Children'. *Sociological Methodology*, 43(1), pp. 133–177. DOI: 10.1177/0081175012465967.
- Wall, R., Devine-Wright, P. and Mill, G.A. (2008) 'Interactions Between Perceived Behavioral Control and Personal-Normative Motives: Qualitative and Quantitative Evidence From a Study of Commuting-Mode Choice'. *Journal of Mixed Methods Research*, 2(1), pp. 63–86. DOI: 10.1177/1558689807309967.
- Willison, D.J. *et al.* (2019) 'Survey of Awareness and Perceptions of Canadians on the Benefits and Risks of Clinical Trials'. *Therapeutic Innovation & Regulatory Science*, 53(5), pp. 669–677. DOI: 10.1177/2168479018805433.
- Wooliscroft, B., Ganglmair-Wooliscroft, A. and Noone, A. (2014) 'The Hierarchy of Ethical Consumption Behavior: The Case of New Zealand'. *Journal of Macromarketing*, 34(1), pp. 57–72. DOI: 10.1177/0276146713508560.
- Yan, S. (2017) 'In China, Big Cosmetics Firms Are Selling Products Tested on Animals'. *CNBC*, 19 April. Available at: <https://www.cnbc.com/2017/04/19/in-china-big-cosmetics-firms-are-selling-products-tested-on-animals.html> (Accessed: 23 February 2020).
- Zhang, T. *et al.* (2019) 'Public's Acceptance of Automated Vehicles: The Role of Initial Trust and Subjective Norm'. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 63(1), pp. 919–923. DOI: 10.1177/1071181319631183.

## **Appendices**

### *Appendix A – Questionnaire for interview*

- 1) How well informed and aware are you on animal testing, what is your take on cosmetic brands testing on animals?
- 2) Which animals do you considered favourable for these cosmetic testing?
- 3) Would you honestly agree that testing these cosmetic products on people will be more ethical than animals?
- 4) Do you think it is fair to still be using animals in this era of modern technology for cosmetic testing?
- 5) How often do you find yourself and/or using cosmetic that have been tested on animals? which led to the questions about which brands have you been loyal to in the last 10 years and motives?
- 6) Do you think that animal testing research should be proceed or stopped in your opinion?
- 7) Where is the fine line between animal testing and animal exploitation? And if there is how does one identify it?
- 8) In what situation do they feel it is all right to conduct animal testing?
- 9) What are your viewpoints on the quote below: “That animals are not as important as humans, so if they can be used to make life easier, why not use them for our advantage?”
- 10) Except for chimpanzees, after completion of the cosmetic testing study, can the animals which survived the process and testing be killed?



Appendix B – Participant Consent Form

**Research Consent Form**

**Name of Researcher:** Rukaiyat Adetunji

**Title of Study:** **An Investigation On Whether The Awareness Of Animal Testing Improves Consumer Behavioral Patterns Vis-À-Vis, Brand Loyalty And Ethical Consumerism Towards Animal Testing**

*Please read this form carefully and complete it. If you are willing to participate in this research, circle your responses, sign and date the declaration at the end. If you need clarification or have any enquiries, please do not hesitate to ask.*

• I have had the research satisfactorily explained to me in verbal and / or written form by the researcher.

Yes / No

• I understand that the research will involve: (e.g. audiotape and the time involved e.g. 45 mins)

Yes / No

• I understand that I may withdraw from this study at any time without having to give an explanation. This will not affect my future employment/services at any of the mentioned cosmetic companies.

Yes / No

• I understand that all information about me will be treated in strict confidence and that I will not be named in any written work arising from this study.

Yes / No

• I understand that any audiotape material of me will be used solely for research purposes and will be destroyed on completion of your research.

Yes / No

• I understand that you will be discussing the progress of your research with others *my supervisor* at the Griffith College Dublin.

Yes / No

I willingly give my consent to participate in this research study and have been given a copy of this form for my own information.

Signature: .....

Date: .....

## Appendix C – Low risk project

### Section A: Applicant Details

<b>PROJECT TITLE:</b>	An Investigation On Whether The Awareness Of Animal Testing Improves Consumer Behavioral Patterns Vis-Á-Vis, Brand Loyalty And Ethical Consumerism Towards Animal Testing
<b>APPLICANT NAME:</b>	RUKAIYAT ADETUNJI
<b>SCHOOL/UNIT:</b>	GRIFFITH COLLEGE/ GRADUATE BUSINESS SCHOOL
<b>APPLICANT EMAIL:</b>	rukaiyah266@yahoo.com
<i>If a student applicant, please provide the following additional information:</i>	
Programme of Study:	MASTERS IN INTERNATIONAL PROCUREMENT & SUPPLY CHAIN MANAGEMENT
Supervisor Name:	Dr. Dhafer Alahmari
Supervisor Email:	dhafer.alahmari@griffith.ie

### Section B: Questions

**1. Notification Review is reserved for low-risk social studies that fall under the following classifications. Please indicate your project type below:**

<b>Please mark as appropriate:</b>	
<input checked="" type="checkbox"/>	Anonymous Survey (the topic will not elicit significant difficulties for participants)
<input type="checkbox"/>	Observation (without audio or visual recording) of a public setting
<input checked="" type="checkbox"/>	Questioning participants regarding their opinions on products or services
<input type="checkbox"/>	Questioning students about standard educational practices
<input type="checkbox"/>	Study will monitor the impact of participants' daily activities
<input type="checkbox"/>	Questioning public figures/professionals in their professional capacity regarding their professional activities
<input type="checkbox"/>	Analysis of existing anonymised data which has been provided to the researcher by a third party
<input type="checkbox"/>	Collection of biological samples which are anonymised and do not require invasive techniques (e.g. hair, nails).
<input type="checkbox"/>	Other <i>Please explain:</i>

**2. Please provide a justification for why your study is considered to be low-risk?**

The study will be low risk because I'll be obtaining telephone interview and secondary data based upon information and data already researched on. Which can be easily verified.

**3. Please describe how your participants will be recruited?**

The use of purposive sampling based on a specific characteristics for using for using British brand cosmetics and the use of telephone interview will enable the recruitment and data collection process with ease

**4. Informing your participants – Plain Language Statement**

*A Plain Language Statement (PLS) should be used in all cases. This is written information in plain language that you will be providing to participants, outlining the nature of their involvement in the project and inviting their participation. The PLS should specifically describe what will be expected of participants, the risks and inconveniences for them, and other information relevant to their involvement. Please note that the language used must reflect the participant age group and corresponding comprehension level – if your participants have different comprehension levels (e.g. both adults and children) then separate forms should be prepared for each group. The PLS can be embedded in an email to which an online survey is attached, or handed/posted to individuals in advance of their consent being sought. A copy of the PLS should be attached to this application. See link to sample templates on the website: [http://www4.dcu.ie/research/research\\_ethics/rec\\_forms.shtml](http://www4.dcu.ie/research/research_ethics/rec_forms.shtml)*

Please confirm whether the following issues have been addressed in your plain language statement for participants:

	YES or NO
Introductory Statement (PI and researcher names, school, title of the research)	YES
What is this research about?	YES
Why is this research being conducted?	YES
What will happen if the person decides to participate in the research study?	YES
How will their privacy be protected?	YES
How will the data be used and subsequently disposed of?	YES
What are the legal limitations to data confidentiality?	YES
What are the benefits of taking part in the research study (if any)?	YES
What are the risks of taking part in the research study?	YES
Confirmation that participants can change their mind at any stage and withdraw from the study	YES
How will participants find out what happens with the project?	YES
Contact details for further information (including REC contact details)	NO

If any of these issues are marked NO, please justify their exclusion:

I do not have the contact details for further information

### 5. Capturing consent – Informed Consent Form

In most cases where interviews or focus groups are taking place, an Informed Consent Form is required. This is an important document requiring participants to indicate their consent to participate in the study, and give their signature. If your participants are minors (under 18), it is best practice to provide them with an assent form, while their parents/guardians will be given the Informed Consent Form. In cases where an anonymous questionnaire is being used, it is enough to include a tick box in the questionnaire (underneath the information section for participant), where the participant can indicate their consent. See link to sample templates on the website: [http://www4.dcu.ie/research/research\\_ethics/rec\\_forms.shtml](http://www4.dcu.ie/research/research_ethics/rec_forms.shtml). A copy of the Informed Consent Form should be attached to this application.

Note – IF AN INFORMED CONSENT FORM IS NOT BEING USED, THE REASON FOR THIS MUST BE JUSTIFIED HERE:

### Important Notes:

- **Please ensure you attach any additional relevant documentation to your application:** E.G. copy of Survey/Questionnaire, copy of Interview/Focus Group schedule, copy of permission/approval from external sources (i.e. approval to access individuals in an organisation, school, community group)
- **The application should consist of one electronic file only.** The completed application must incorporate the plain language statement, informed consent form and all supplementary documentation
- **All sections of the application form must be answered.** The completed application must be proofread and spellchecked before submission to Research Ethics Committee
- **Your application must be submitted on Turnitin by week 9 as separate submission. Student applicants must e-mail their supervisor on that**– this applies to *all* student applicants (masters and postgraduate). **The form should be approved and signed by the supervisor in advance of submission to Griffith’s ethics committee.**

**Applications which do not adhere to these requirements will not be accepted for review and will be returned directly to the applicant.** The administrator to the Research Ethics Committee will assess, on receiving such notification, whether the information provided is adequate.

Please note: Project supervisors have the primary responsibility to ensure that students do not take on research that could expose them and the participants to significant risk, such as might arise, for example, in interviewing members of vulnerable groups such as young children. In general, please refer to the Research Ethics Guidelines (REC) for further guidance on what research procedures or circumstances might make a higher level of ethical approval necessary.

### DECLARATION BY PRINCIPAL INVESTIGATOR(S)

**In the case of student applicants the Principal Investigator is their supervisor.**

*The information contained herein is, to the best of my knowledge and belief, accurate. I have read the University's current research ethics guidelines, and accept responsibility for the conduct of the procedures set out in the attached application in accordance with the form guidelines, the REC guidelines, the Colleges policy on Conflict of Interest, Code of Good Research Practice and any other condition laid down by the Griffith College Research Ethics Committee. I have attempted to identify all risks related to the research that may arise in conducting this research and acknowledge my obligations and the rights of the participants.*

*If there exists any affiliation or financial interest for researcher(s) in this research or its outcomes or any other circumstances which might represent a perceived, potential or actual conflict of interest this should be declared in accordance with Griffith College policy on Conflicts of Interest.*

*I and my co-investigators or supporting staff have the appropriate qualifications, experience and facilities to conduct the research set out in the attached application and to deal with any emergencies and contingencies related to the research that may arise.*

**Electronic Signature(s):**

Principal investigator(s): *Dhafer AL ahmari*

---

Print Name(s) here: **Dhafer Alahmari**

---

Date: 22/5/2020

**Plain Language Statement**

A Plain Language Statement should use language that reflects the participant age group and corresponding comprehension level. It should generally contain the following information. The headings are there for guidance and do not need to be included in your form.

**I. Introduction to the Research Study**

## An Investigation On Whether The Awareness Of Animal Testing Improves Consumer Behavioral Patterns Vis-Á-Vis, Brand Loyalty And Ethical Consumerism Towards Animal Testing

### **II. Details of what involvement in the Research Study will require**

- ✓ To understand consumers reactions on animal testing carried out by cosmetic brands
- ✓ To access whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent.
- ✓ To investigate how the awareness of animal testing improve consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing

### **III. Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life)**

There will be little to no risk involved as all data & information collected will be protected by the law.

### **IV. Benefits (direct or indirect) to participants from involvement in the Research Study**

All opinions and contributions will be documented properly. In the long run if this research should become a reality then it will be personal delight to all my participants.

### **V. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations**

All participants can freely confirm that I interviewed them in order take away any doubt. And I will make sure that there is anonymous and confidentiality of all data collected and will be protected by law.

### **VI. Advice as to whether or not data is to be destroyed after a minimum period**

It should be kept for future reference and confidentiality of participants

### **VII. Statement that involvement in the Research Study is voluntary**

I confirm that I am not being force to write this research work, so I will not opt out at any point in time until I am able to actualize my research. So also is the willingness of the consumers taking part in this

### **VIII. Any other relevant information**

The sample size will be up to 10 participants, this in order to have a manageable range of opinions and the use of secondary data that are peer-reviewed will be properly documented and referenced using the Zotero tool.

#### **A Plain Language Statement should end with the following statement:**

**If participants have concerns about this study and wish to contact an independent person.**

**Please contact:** Dr Garrett Ryan, Griffith College Research Ethics Committee

South Circular Road, Dublin 8, Ireland. Mail: [garrett.ryan@griffith](mailto:garrett.ryan@griffith). Tel: +353 1 4163324

#### *Informed Consent Form*

An Informed Consent Form should generally contain the following information. Section 3 onwards should be written in the first person, e.g. "I will be asked to attend...I may withdraw from the research study at any point....I am aware that the data...etc." The headings are there for guidance and do not need to be included in your form.

✓ I. *Research Study Title*

An Investigation On Whether The Awareness Of Animal Testing Improves Consumer Behavioral Patterns Vis-Á-Vis, Brand Loyalty And Ethical Consumerism Towards Animal Testing

II. **Clarification of the purpose of the research**

- To understand consumers reactions on animal testing carried out by cosmetic brands
- To access whether consumers will remain a candidate of their chosen cosmetics brands or be indifferent.
- To investigate how the awareness of animal testing improve consumer behavioural patterns vis-á-vis, brand loyalty and ethical consumerism towards animal testing

III. **Confirmation of particular requirements as highlighted in the Plain Language Statement**

*Requirements may include involvement in interviews, completion of questionnaire, audio/video-taping of events. Getting the participant to acknowledge requirements is preferable, e.g.*

Participant – please complete the following (Circle Yes or No for each question)

<i>I have read the Plain Language Statement (or had it read to me)</i>	Yes/No
<i>I understand the information provided</i>	Yes/No
<i>I have had an opportunity to ask questions and discuss this study</i>	Yes/No
<i>I have received satisfactory answers to all my questions</i>	Yes/No
<i>I am aware that my interview will be audiotaped</i>	Yes/No

IV. **Confirmation that involvement in the Research Study is voluntary**

I confirm that I am not being force to write this research work, so I will not opt out at any point in time until I am able to actualize my research.

V. **Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations**

All participants can freely confirm that I interviewed them in order take away any doubt. And I will make sure that there is anonymous and confidentiality of all data collected and will be protected by law.

VI. **Any other relevant information**

The sample size will be up to 10 participants, this in order to have a manageable range of opinions and the use of secondary data that are peer-reviewed will be properly documented and referenced using the Zotero tool

VII. **Signature:**

I have read and understood the information in this form. My questions and concerns have been answered by the researchers, and I have a copy of this consent form. Therefore, I consent to take part in this research project

**Participants Signature:**

R.A.A

**Name in Block Capitals:**

RUKAIYAT ADETUNJI

**Witness:**

**Date:**

21/11/19

Appendix D – Learner Guidelines on Research Ethics

## Part 1

Researchers in Griffith College are committed to adhering to the highest ethical standards. These ethical standards include the principles of informed consent, the right to withdraw from research, data protection, and respect for human rights and equality as well as sensitivity to issues arising from inequalities of power. It also recognizes that there are particular ethical issues in research involving children, young people and vulnerable adults and that such research involves particular attention. Vulnerable populations may include, for example, children, people with a learning disability, prisoners, and those in a subordinate position to the researchers.

The purpose of Griffith College's Ethics Committee (GCEC) is to review research projects before they commence in order to assess their ethical implications and to provide guidance, support and approval to researchers on ethical issues.

Our obligation to research participants includes an obligation to explain, in accessible terms, what the research is about, who is undertaking it, funding it (if applicable) and why it is being undertaken. The creation of a Research Ethics Approval Form (see part 1 below) requires postgraduate learners (in conjunction with their supervisor) and staff engaged in research involving humans to consider the ethical implications of their research proposal and to create and include an information sheet as part of their application for ethics approval.

Consent is a fundamental research principle and this Research Ethics policy proposes that it should be documented and explicit. All consent forms should be clear and easy to understand and should explain to participants what is involved in the research (including any identifiable risks). Participants should be made aware in a consent form that participation is voluntary, that they can withdraw at any time and without subsequent effect to them. It is important that no pressure should be exerted on participants and/ or that no unreasonable inducement be offered in order to gain consent. Participants should either be assured of confidentiality or advised on the limits of confidentiality i.e. participants should be aware that confidentiality of information provided can only be protected within the limitations of the law (depending on the nature of the research proposal, these limitations may need to be stated). In the case of unobtrusive observational or covert research, care should be taken to ensure that the research is justified and that the benefit of undertaking the research outweighs the risk (such as invasion of privacy).

It is important also to recognize that all researchers must be appropriately qualified and have sufficient experience to lead or conduct the research. In the case of student researchers, faculties must ensure that adequate training has been given.

## Part 2

1. The purpose of the ethical review process is to offer advice, support and guidance on ethically appropriate research and as such the process should be viewed as a support to good research practice.
2. All postgraduate research projects proposing to do academic research involving humans are required to seek ethical approval from Griffith College's Ethics Committee.
3. The process of gaining ethical approval begins by first completing Griffith College's Ethics Approval Form which is contained in part 2 of this document. The form itself and its implications for your research should be considered by you and then discussed with your supervisor.
4. It is important that you consult widely with your supervisor before you submit the Ethics Approval Form.
5. The completed application should be proofread and spellchecked before submission by you to the GCEC. It should also be signed by your supervisor before submission.
6. No data collection should be carried out on your project until you have received written approval from the GCEC.
7. The application form must be completed in full, and submitted due date. Late submissions will result in a delay in applications being processed.
8. Applicants should provide submit a signed and scanned copies of the form via Moodle, in the Dissertation course.
9. Incomplete Research Ethics Approval Forms will not be accepted and will be returned. This will result in a delay in processing your application.
10. Griffith College Ethics Committee convenes approximately 4 times a year or more frequently if the need arises. The Committee is comprised of the Head of Teaching and Learning, the Head of the Research Committee, Head of Library Services, and Research Supervisor.
11. The GCEC will endeavor to process applications as quickly as possible. Please note that if a project is judged to be of particular risk, the GCEC may forward your proposal to the College EC for advice and guidance.
12. The GCEC is not concerned with methodological issues but may choose to comment on them in so far as they have ethical implications.
13. If your application is successful, your Supervisor will receive written notification and you can commence data collection and proceed with your project.
14. If your application receives comment and suggestions for ethical improvement, it is important that you incorporate these into your research process.
15. Any departure from the approved submission or the submission that receives recommendations must be discussed with the Research Supervisor and may require additional ethical approval.
16. The Research Supervisor will receive written notification of approval/ recommendations and you can then commence data collection and proceed with your project.
17. If your application is unsuccessful, your Research Supervisor will receive written feedback explaining the decision and advising on the next course of action. You will be invited to reconsider your application in light of this feedback.