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### **An examination of the growth of cruelty free products available for the 18-24 age range.**

Daniela Isabel Bolivar Leon

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**Assignment Cover Page**

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An examination of the growth of cruelty free products  
available for the 18-24 age range.

## **Abstract**

The topic being studied for this research is the examination of the growth of cruelty free products available for the 18 -24 age range. This is to highlight how the economy has been changing and adapting to new generations with the purpose of satisfying their needs and offer a more significant approach towards sustainability and animal testing. Animal cruelty on cosmetics is an extremely high concern for Millennials and Generations Z, those generations are constantly looking for sustainable improvements on their purchases. This case study aims to build new theories on whether a business can make profit in the long term when applying the cruelty free approach, as well as evaluating if cosmetics companies can increase their brand engagement when implementing cruelty free approach to designing products for the younger generations. The methods of research undertaken in this dissertation were qualitative and inductive approached, through accurate published articles, previous research done on the area, books, and certified websites. The findings that were achieved through the research showed that companies can, and are already making profits while applying a sustainable and cruelty free approach, also some companies showed that brand engagement becomes easier when brands are trying to design their product with the purpose of targeting Millennials and Generation Z by creating an approach that builds early loyalty, creates transparency and is sustainable.

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## **1 Chapter 1: Introduction**

This research project will be focusing on the availability of cruelty-free products for the 18 to 24 market. With the purpose of understanding how people are starting to change their perspective towards cosmetics that are tested on animals. Nath (2016) suggested that as the problems with the planet increase and more animals are extinct, people are going in between brands to identify the ones that satisfy their needs and that are not tested on animals. Morgan (2018) agreed and added that it is possible to say that customers are being more conscious not only about whether the products are tested on animals but also how employees are treated in these brands.

Some of the reasons why a decision was made to select this topic about cruelty-free, was due to how consumers are manipulated by brands. Fromm (2016) suggested that some brands are using their strategies to get consumers to buy more and more of their products, and only telling them half of the truth about how products are made, distribute and tested. Additionally, Rose (2019) explained that there are few brands that in some places of the world follow the regulations, and their products are not tested on animals, yet, they also trade in countries where animal testing is required. As a result, Ethical Consumer (2018) highlighted that consumers have become more conscious about regulations and are starting to question everything. Companies, now have the necessity in business to be transparent and follow regulations all the way.

The areas of the course currently enrol that are directly linked to the area under investigation are sustainability, innovation management, strategic management, and applied business research project. From the perspective of innovation management, the level of innovation that these companies are required to have disruptive innovation. Innovation that fulfils needs in a different way and follows regulation, as well as developing the whole strategic management on how to keep growing and how can they improve the testing of their products. On the applied business research project, everything that will be done in this research project will be directly linked, from the literature review, methodology, research questions, findings and more. And finally, the most linked area will be sustainability.

The whole project will be focusing on how sustainability has changed the way companies do business. Changing from only focusing on profit to also be sustainable and to be able to give something back to the community. According to Airola (2019) sustainability does not only focus on what happens when the products are made but also where all the resources and materials come from and what is the level of harm being caused to make those products. Overall, a sustainable business model is the business of the future as proposed by Scott (2013). He followed by explaining that those businesses will be recognised by consumers as a better choice and causing less harm. Conversely, Geissdoerfer, Vladimirova, and Evans (2018) suggested that the sustainable business model will also include those companies that follow their ideals about sustainability all the way. Avoiding unsustainable markets and regulations that do not align with their overall vision and mission.

## **2 Literature Review**

### **2.1 Introduction**

The purpose of this chapter is to present the literature that will be relevant to the research that will be conducted. The literature will be conducted from a consumer behaviour point of view to have a better understanding of what makes consumers do what they do. It will be followed by research on sustainable business model and how they have attracted consumers while gaining profit. Findings from academic journals concerning consumers' response to animal cruelty will also be analysed in this chapter. Followed by analysing the 18 to 24 market and their perspective on the matter. Finally, investigations related to international regulations on cosmetic industry will also be analysed to increase knowledge about animal testing in today's world.

### **2.2 Consumer Behaviour**

According to Linehan (2008), consumer behaviour is understood as a young field of study, which is normally related to buyer behaviour and it was mainly an ongoing process between the organizations and the buyer. Additionally, Mooij (2019) offers a more detailed definition, illustrating that consumer behaviour goes before, during, and after a purchase. Subsequently, Rajagopal (2010) agreed with Mooij (2019) and added that there is a variety of

components important to human behaviour that are involved in this process. What people are, how people feel, how people think and learn, and what people do. In social science, they will refer to these components as effect, cognition, and behaviour.

Additionally, Mooij (2019) highlighted that in order to understand more about consumer behaviour it is required to acknowledge how people react to different situations, and what motivates them. Subsequently, Cherry (2017) added that the best way to illustrate what motivates consumers is based on Maslow's Hierarchy of Needs. Consequently, Schofield (2019) argues that to understand consumer behaviour, psychological, personal and social are a vital factors. Psychological focusing on the different issues that might affect consumers in their daily routine. From perception to situations to how they understand or learn information.

Followed by personal factors, that are influenced by characteristics such as gender, age that differentiated people as suggested by Schofield (2019). Finally, social factors, which are the most significant in consumers behaviour, explained how consumers' decisions are influenced by social interaction, family, work communities and others. However, Sirgy, Rahtz, and Porlotese (2017) agreed with Cherry (2017) explaining that consumer motivation is physiological and psychological, is a drive of satisfying needs and wants through purchases and services. They suggested that some individuals' needs are basic, such as food, water, shelter to survive; and some others more difficult to satisfy as being love, social status or admiration. This consumer motivation relates directly to Maslow's Hierarchy of Needs.

Furthermore, White, Habib, and Hardisty (2019) highlighted that Maslow's Hierarchy of Needs aligns with a sustainable business model. As business is applying their disruptive innovation while developing a sustainable business model.

### **2.3 Sustainable business model**

According to Scott (2013) in order to understand what a sustainable business model is, it is necessary to know what sustainability is about and what does it involve. Scott (2013) explained that sustainability refers to the process of allowing something to continue over some time. In other words that keep for longer and benefit the majority. Additionally, Grant

and Kenton (2019) provided a more detailed definition, highlighting that sustainability refers to being able to satisfy today's' needs without damaging that future generations will satisfy theirs.

Furthermore, White, Habib, and Hardisty (2019) agreed with Grant and Kenton (2019) and added that businesses that are trying to include sustainability to their business strategies are not only looking after people today but also future generations. Moreover, Geissdoerfer, Vladimirova, and Evans (2018) suggested that business models that innovate are subjected to higher returns than a single product or process of innovation. They explained that a sustainable business model is not quite clear yet about what does this involves. However, they suggested that it involves a higher risk of mitigation as well as resilience while adding diversification and value to different opportunities.

Subsequently, Geissdoerfer, Vladimirova, and Evans (2018) explained that as a business have not clear what a sustainable business model involves its strategy is to implement sustainable solutions. Additionally, Evans et al., (2017) highlighted that when talking about sustainability, it does not only refer to innovation in technology but also operating methods, practices, business models. In other words, innovation on everything that businesses do to achieve sustainable methods.

Moreover, Cruelty-Free International (2019), explained that business trying to apply sustainable solutions relates directly to consumers perspective on animal cruelty. Evans et al., (2017) agreed and added that today's business should focus on how to innovate while allowing animals to prevail longer on the planet and avoid the extinction of certain species.

## **2.4 Consumers perspective on animal cruelty**

According to Cruelty-Free International (2019) animal testing refers to any experiment in which an animal is obliged to go through something that is going to cause them pain, distress, suffering, lasting harm or kill them. Additionally, Ethical Consumer (2018) agrees and added that in some countries animals that are protected by the European regulation might be unprotected in other places. As a result of the lack of protection misleading on animal testing becomes a big issue as suggested by Consumers Federation of

Australia (2013). They highlighted that there are a big amount of cosmetic companies that claimed themselves to be cruelty- free while they still trade in countries like China where animal testing is a requirement.

Consumers Federation of Australia (2013) argues that businesses are not being transparent when it comes to the information they share with consumers. Subsequently, Kalyanaraman (2019) agreed with the Consumers Federation of Australia (2013), highlighting that things have changed and people are more aware of what is happening in the world. She explained that now a day is also easier to identify brands that follow the cruelty-free approach and those who pretend. Additionally, Hunt (2019) proposed that even though the biggest animal testing is on cosmetics, there also a huge amount of animals use in the fashion market and household products.

Conversely Ethical Elephant (2020) suggested that there are 40 and more companies that have swap to cruelty free approach and are even introducing some vegan products. The list of brands goes from makeup, deodorant, shampoo to body lotion. Additionally, one of the brands that takes the lead is NYX Cosmetics which are also offering vegan products as proposed by Ethical Elephant (2020). Conversely, NYX Cosmetics (2019) highlighted that they feel passionate about animals and are willing to improve everyday more to contribute to changes. However, Rose (2019) argues that while NYX Cosmetics are cruelty free, they are owned by L'Oréal which es a global brand which besides owning many separate brands they also traded in mainland China. Rose (2019) explained that while some brands are reacting to animal testing the big companies behind them might be still adding to the problem.

Furthermore, Ethical Consumer (2018) suggested that besides 80% of countries still lacking a regulation for cruelty-free, others have reacted to the matter and have involved business, communities and young adults to change the approach.

#### **2.4.1 18 to 24 Age Range**

According to the State Adolescent Health Resource Centre (2019), the ages between 18 and 24 years are recognized as late adolescence or young adulthood. They explained that this age is a time of life where there are constant changes and explorations. Subsequently,

Tran (2020) highlighted that constant changes allow young adults to identify the things they want to carry on in their life and the things they will leave behind. Additionally, Adult's Media Use and Attitudes (2017) agreed with Tran (2020) and highlighted that this age range is also recognized as the Generation Z and they are the most vulnerable to be affected by social media, technology, different challenges, as well as other people's opinions.

Moreover, Moran (2016) explained those young adults are recognized as the subgroup of the Millennials, also known as Gen Z, which are natives of a digitalised economy. Yaffe (2019) agreed and added that Millennials and Gen Z have changed traditional business models as well as affected the global economy. In addition, PMYB (2018) highlighted that in the early days businesses were finding it difficult to target 18-25 year olds, without realising that they were going to be a key demographic in today's business world. They proposed that even though there are the most attractive age group to succeed in business they are also the most difficult group to reach as they are all over social media and the internet.

Conversely, Kricheski (2018) explained that Gen Z are becoming more careful about the products they buy and questioning big brands on more ethically-produced products. He explained that when a company can multiply their revenue with 63% when having a strong ethics, some other can see a significant loss on their sales for lack of ethics. PETA (2020) agreed and added that Generation Z will soon count for at least 50% of the population, which can be seen as a benefit for animals as they feel strongly motivated about animal protection. Additionally, Cheng (2019) suggested that 2019 was the year for the vegan, and when many people would not connect food with beauty, it actually uses a lot of the same ingredients. She explained that is not only about protecting the environment and looking for cruelty free products but also by how much celebrities can influence Millennials and Gen Z on their decisions.

Subsequently, Adult's Media Use and Attitudes (2017), explained that living in a world where everyone's decisions are questioned, exposed young adults to make the biggest decisions of their life. State Adolescent Health Resource Centre (2019) agreed and added that at this age they are only defining their sense of identity while trying to deal with social media judgments. Subsequently, Kansas State University (2009) suggested how the 18 to 24 years old group has become more politically active as well as requesting transparency in businesses' approach.

Moreover, Smith and Anderson (2018) proposed that the heavier users of social media such as Facebook, Snapchat and Instagram are the 18 to 24 age group. They explained that this group follows everything that happens in social media. And at the same time being influenced by what they see on these platforms. Consequently, the State Adolescent Health Resource Centre (2019) stated that as a result of being exposed to a globalized economy, this age group questions everything that businesses do and is determined to gain more information. It is possible to mention that this age group has made companies change the way they do business as suggested by Eder (2013).

Furthermore, Rose (2014) highlighted that as this age group is constantly looking into more information they have discovered that many of the cosmetics brands that say to be cruelty-free are trading in regions where animal testing is required. China is one of the countries where animal testing is required for foreign cosmetic companies.

#### **2.4.2 International Regulations**

According to PETA (2020) there are many organizations and programmes that deal with international animal testing programs. While some of them are private organizations, there is also involvement from The European Union. However, Cruelty Free International (2019) argued that while the EU is involved and trying to reduce animal testing there are still many laboratories working behind close doors. As a result, Busby (2019) highlighted the German Lab which cover newspapers front pages after leak of footage on shocking conditions that animal are kept as well as treated.

Additionally, Rose (2014) proposed that problem like this are not only in Europe but also in other regions. She highlighted that the cosmetic market in China is one of the biggest with over 26 billion. The high demand for cosmetics and the money invested in products has attracted companies all over the world. Subsequently, Consumers Federation of Australia (2013) explained that this has originated a big misled on animal testing and brands that proudly announced to be cruelty-free, while in the meantime trade in China with a different name. Moreover, Smith and Anderson (2018) proposed that for young adults between 18 to

24 years old, finding out that those brands are not 100% cruelty-free has produced a big shift in the market, lowering sales for many brands.

### **3 Chapter 3: Research Questions, Goals and Objectives**

#### **3.1 Research Questions**

1. An assessment on whether a business can make profit in the long term when applying the cruelty free approach.
2. Evaluate, can cosmetic companies increase their brand engagement when implementing a cruelty free approach to designing their products for the 18 to 24 age group.

#### **3.2 Goals & Objectives**

The goals and objectives of this research is to investigate to what extend generation Z and Millennials are influence by brands depending on their sustainable approaches. Followed by exploring based on published articles, previous studies, whether businesses are willing to change their approach towards cruelty free to attract 18 to 24 age range and increase their brand engagement. The research will followed by investigating whether those businesses will be able to increased their profits in the long term as they will be implement a sustainable business model. It will also include looking into consumer behaviour and how brands have evolve to satisfy customer's needs through applying disruptive innovation.

On the other side, the research will be investigating the relation between sustainable business models and cruelty free, with the goal of identifying consumers perspective on animal cruelty. In addition to the goals mentioned above, the research will be involve examining some animal cruelty laws worldwide, mainly in the Chinese market as it is required for brands to practice animal testing when trading in China. Finally, the research will consider how big is the impact on brands when the Gen Z realized that some brand are not 100% cruelty free.

### **4 Chapter 4: Research Design Methodology**

## **4.1 Introduction**

The purpose of this chapter is to outline the methodology that will be applied to this research, in order to gather the information needed. The structure of this research project will be based on an examination of the growth of cruelty-free products available for the 18 to 24 market. The research will be conducted from the inductive approach, creating a new theory based on the growth of cruelty-free products and specifying observations into the 18 to 24 market. The findings that are believed to be sufficient to address the research questions are businesses that are already applying the cruelty-free approach and making a profit. As well as brands increasing their engagement when implementing zero tolerance of animal testing. The collection of the data will be based on the qualitative approach, as the data will be produced from a case study based.

## **4.2 Methodology**

According to Gabriel (2013) inductive approach focus on generating a new theory which emerges from data. She explained that inductive approach is normally linked with qualitative research. However, McLeod (2019) disagreed and added that there are no set rules to say which research should go with the different approaches and that it all depends on the orientation of the research. Conversely, Surbhi (2018) suggested that inductive reasoning is more of a bottom-up approach and is usually based on patterns and trends.

Subsequently, McLeod (2019) suggested that qualitative research is generally used when developing an understanding of humans' reactions. Additionally, Surbhi (2018) proposed that this type of research lays on human behaviour, attitudes, intentions, and motivations. In other words, it aims to focus more on the participants' views and how the research makes them feel. For the purpose of this research project, human behaviour will be frame into the growth of cruelty-free and the impact of 18 to 24 markets on a case study model. Moreover, Thomas (2003) highlighted that the combination of the inductive approach with qualitative research can originate more time availability and straightforward results.

Conversely, Glatthorn and Joyner (2008) explained that analysing data from qualitative information could be divided into five categories, content, narrative, discourse,

framework and grounded. All of these categories will achieve reliable information avoiding biased information. A critical analysis is required in order to interpret patterns and feelings behind the main findings as suggested by O’Gorman and MacIntosh (2015). Additionally, McCombes (2020) highlighted that the benefits of a case study is that allows the researcher to describe, compare, evaluate and understand different points of view of the research questions.

Furthermore, McCombes (2020) explained that case studies are well known for gaining concrete, contextual and depth knowledge about the subject, as well as keeping the project focused and easier to manage when lack of time. Subsequently, Dudovskiy (2018) explained that when working with case studies, there are three types, explanatory, descriptive and exploratory. For the purpose of this research, descriptive case study will be applied. Dudovskiy (2018) proposed that this type of study is based on interpersonal events, as well as describing individuals’ culture. On the other hand, McCombes (2020) agreed with Dudovskiy (2018) and added that the most important benefit from case studies is that avoids researchers’ feelings and own opinions to disrupted the purpose of the project.

## **5 Chapter 5: Results: Research Findings**

### **5.1 Question 1**

An assessment on whether a business can make profit in the long term when applying the cruelty free approach.

According to Chitrakorn (2016) there are still many companies that use animal testing before their final product, those companies are some of the biggest sellers of cosmetics. However, in 2013 the European Union banned animal testing as highlighted by Chitrakorn (2016). As a result countries such as India, Israel, Norway, and many more followed their steps. Conversely, Davis (2018) argued that even though the level of scientific procedures involving animal has reduce the government could be doing more. Davis (2018) followed by explaining that when the experiments might have reduce on primates, it has increased on horses, which highlighted the reuse on animals.

Additionally, Feder (2007) proposed that while there are horses being used for animal testing, some organizations have been trying to use human skin, eyes, which have been donated by human cells to test cosmetics and avoid the use of animals. On the other hand

Feder (2007) explained that besides human cells, technology now a days allows to conduct virtual test through computer and simulation software. Moreover, Shatzman (2018) agreed and added that a big part of animal testing practice is due to the lack of requirements from customers. As a result of this she explained that customers reaction to animal testing on cosmetics is around 40 to 60% of the time that they will buy other products, yet it is not always accurate.

Consequently, Cruelty Free International (2019) suggested that now more than ever companies want to be part of the end of animal testing as their sales are being affected by not being ethical. Additionally, Junn (2019) explained that before sustainability was seen as an odd thing to match with profit, yet in recent years consumers awareness have pressured business to act moral and ethically. She suggested that is not only about hitting a bottom line in finance and having a good business, but also doing good through the business. Subsequently, Mohsenin (2017) proposed that smart businesses saw that turn in the market which made them now some of the tops brands in the world, such as Seventh Generation, New Belgium Brewing, Patagonia, and DuPont.

In the case of Patagonia, according to Mohsenin (2017), they designed their company around a sustainable approach and when many thought they were not going to succeed, today is one of the Sustainability leaders according to Globe Scan (2019). Some of those companies are Unilever, Patagonia, IKEA, Interface and Natura as shown is the graph below for integrating sustainable development to their business operation.

## Companies leading on integrating sustainable development

% of Experts, Total Mentions, Unprompted, 2015–2019

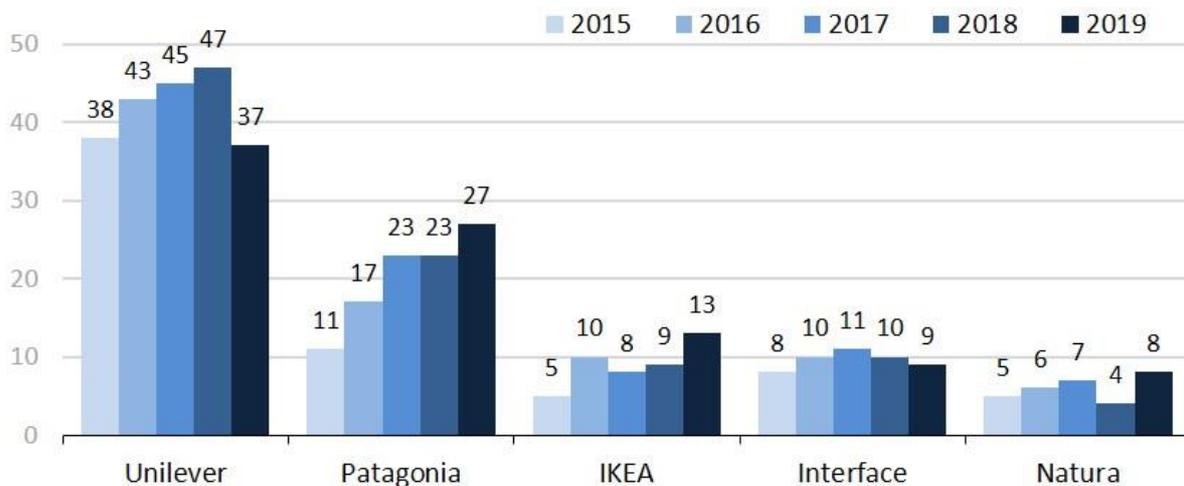


Figure 1. Sustainable Leaders. Source: Globe Scan (2019).

Alternatively, Kline (2018) highlighted that companies that integrate social responsibility fully with the business operations do not only benefit from attracting more consumers, but also from beneficial financial returns. Lee Yohn (2014) agreed and added that is all about one of her principles about great brands never have to give back because of how their business is set up. She explained that that this principles relates to designing businesses in a sustainable way that it gives back to communities and the planet by itself. As a result of this, Kline (2018) proposed that when companies are treating CSR as something separate from the rest of the organization, it takes them longer to react to changes putting them under the risk of losing their position in the market. Conversely, Semerad (2017) suggested that approximately all the companies that have adopted sustainability to their core business are some of the most profitable businesses in today's world.

Additionally, Haanaes, Michael, Jurgens & Rangan (2013) highlighted that organic products were only seen as a luxury things rather than a solution to many problems. They explained how growing organic cotton in 1990 change people's perspective and lower the level of contamination going to the Nile Delta. Subsequently, Semerad (2017) explained that sometimes small companies feel intimidated by making eco-friendly changes as they are not aware of the benefits and neither whether it will be expensive or not. On the other side, Hong (2019) explained that for cosmetics brands is different, it is not only about feeling intimidate but also about how far down the line of suppliers can a company go to check for animal

testing. Hong (2019) suggested that many companies are trying to benefit from sustainable approached and fail to cover the misleading fine print.

Moreover, Ethical Consumer (2018) highlighted that one of the companies that adopted sustainability as well as cruelty free approach to their core values and succeed it, is Lush Cosmetics. As a result, Nguyen (2014) explained that for this company environmental concern is more than an option, it is the core value of their business. Besides being a company that is recognized international for the sustainable approach they are also a company that have register a profit since day 1 as stated by Loeb (2017). He proposed that Lush is one of many cosmetics companies that manage to target Millennials and Gen Z, by supporting environmental causes, becoming cruelty free, only using organic products and supporting local communities. Globe Scan (2019) proposed that while other companies are struggling to captivated younger generations, Lush, Patagonia, Unilever and IKEA have manage to be recognize as sustainability leaders and double their profits.

## **5.2 Question 2**

Evaluate, can cosmetic companies increase their brand engagement when implementing a cruelty free approach to designing their products for the 18 to 24 age group.

According to Kingaby (2011) when talking about employees engagement is not only about financial rewards but also about making sure that the staff is motivated. She explained that having motivated staff is crucial to succeeding when applying a sustainable approach. Conversely, Edwards (2018) explained that many organizations are incorporating CSR and sustainability to their business, yet not all on them have discovered how to achieve employees engagement. In contrast Lee Yohn (2014) highlighted that getting involvement of employees goes in hand with her first principle about great brands start inside. She proposed that companies need to start inside by building a strong internal corporate culture, in other words is about creating shared value more than CSR. Sinek (2009) agreed with Lee Yohn (2014) and added that by inspiring people from inside out organizations not only inspired employees but also customers.

Additionally, Edwards (2018) suggested that in order for companies to increase engagement, training about sustainability will create individual responsibility. Conversely, Greenwald & Woodhouse (2018) explained how consumers perspective on sustainability and animal testing has change. Few years ago it was not seen as a things to worry about it, today is something organizations like Cruelty Free International, Leaping Bunny and Peta are making sure customer choose their goods knowing the truth. Subsequently, Rose (2019) proposed that is more than being transparent but about looking for solutions to the problems and finding alternatives. Apart from this, Krichefski (2018) explained that while some people will be more susceptible to have a reaction towards cruelty on cats and dogs, there are not the only animals that suffer.

Krichefski (2018) followed by highlighting how Millennials and Gen Z are the generations making the different where is not only about how cute or close the animal might be to the individual but how badly is being treated. Moreover, Curtin (2018) agreed with Krichefski (2018) and added that Millennials are not worry about how much more they will have to pay for a product as long as is sustainable. Curtin (2018) stated that sustainability is now on every young generation conversation and besides having the power to increase sales for a brand they also count with the power to reduce their sales under 60% or more. Subsequently, Best & Mitchell (2018) stated that while this two generations, Millennials and Gen Z are different , they also have two things they value the most, significant work, and goods that affiliate with their values. They followed by proposing that companies that are able to satisfy customer's needs while applying a sustainable approach are highly likely to increase brand engagement. Fisher (2018) suggested that there are certain drivers that motivate Millennials to go through with the purchase as shown in the graph below.

## TOP SUSTAINABILITY PURCHASING DRIVERS

Global Respondents vs. Those Willing To Pay More\*

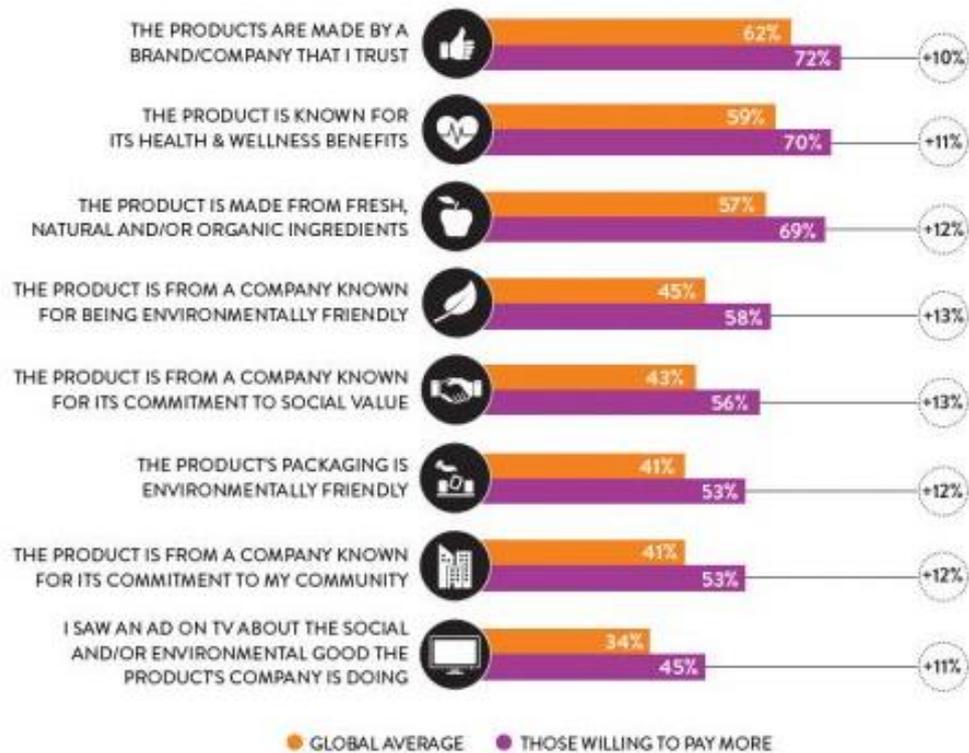


Figure 2. Top Sustainability Purchasing Drivers. Source: Fisher (2018).

Consequently, The Sustainability Management School (2019) stated that Millennials are the generation most concerned about social issues and environmental sustainability, as well as approximately 30% of the world's population. They followed by highlighting how much Millennials like to express their concerns about companies lack of reaction to climate change and sustainability on social media. Subsequently, Olenski (2016) proposed that the right way to achieve brand engagement from Millennials and Generation Z is through creating an approach that builds early loyalty, creates transparency and is sustainable. As a result of this, Fisher (2018) suggested that while they might not be a high earning generation, they will not make a decision based on money but based on the impact that those goods will have had through sustainable approaches.

## 6 Chapter 6: Conclusions and Further Work

## 6.1 Conclusions

The purpose of this research was to examine the growth of cruelty free products available for Millennials and Generation Z. In order to build new theories and investigate, a qualitative approach was undertaken together with an inductive approach. Accurate published articles, books, certified websites and previous researches done on the topic were used with the purpose of answering two questions. Firstly, whether a business can make profit in the long term when applying the cruelty free approach and secondly, can cosmetic companies increase their brand engagement when implementing a cruelty free approach to designing their products for the 18 to 24 age group.

Based on the first question, it was possible to build a theory that supported and verified that businesses can and are already making profits applying a sustainable approach. Those businesses are taking sustainability and cruelty free as part of their businesses' core values. Besides encouraging sustainability, they have managed to target Millennials and Generation Z by supporting environmental causes, becoming cruelty free, only using organic products and supporting local communities.

Subsequently, on the second question, a theory was built based on the amount of companies that have increased their brand engagement and their sales by redesigning their business to satisfy Millennials and Gen Z on sustainable approaches. It was shown that companies have successfully understood that creating an approach that builds early loyalty, creates transparency and is sustainable are some of the purchase drivers of those generations and are making changes to benefit from this shift in the economy.

Overall, based on the findings of this research and the questions proposed, it is possible to highlight that there is a significant growth of cruelty free and sustainable products available for the 18 to 24 age range. These age groups are recognized as Millennials and Generation Z, and are challenging the way businesses are done, as well as daily requirements from organizations to act positively towards climate change, animal cruelty, environmental and social issues. Furthermore, they are also one of the most powerful generations through social media that have already made impacts on organizations and the global economy.

## **6.2 Further work**

It is seen that for the level of impact that Millennials and Gen Z are having on the economy, further work on deductive approach considering sampling as students from an institutions, would provide relevant data to understand more about human behaviour and their perspective towards cruelty free and sustainability. Moreover, surveys and interviews would provide the researcher the opportunity to obtain more personalise information than the current researcher obtained. This approach will benefit the research with a higher level of accuracy. On the other hand, the researcher should examine whether culture could be a significant explanation on sustainable purchases choice.

## **7 Chapter 7: Critical Self- Review**

The researcher believes that the work could have been done differently if time was taking more into consideration. The researcher admits that the first two weeks after the lock down it was difficult to concentrated and waste time that could have been invested in fixing the literature review as well as conduct a group of surveys which was the first plan of the researcher. On the other side the researcher had also other assignments to summit which took time and concentration away from the research. The researcher also believes that there was a lack of time management that would have contribute to a better research.

Furthermore, some of the issues that the researcher encounter when answering the question and building the theories was that there are three main organizations that are in charge or somehow filtering the information available when it is related to cruelty free. As a result the research had to think about different ways to acquire the information and step by step find the information that answered the questions. Conversely, the researcher believed that if time management would have been apply properly, surveys and interview will have benefit the accuracy of the research. The researcher is not fully satisfy with the effort put into the research as she believes that it could have been done better if she would have ask for help when there was more time to make adjustments. Moreover, the researcher recognized that the research could have been more refine and less broad, for example, analysing the Irish market, taking samples from an institution and involving individuals with more experience on the sustainability area.

Overall, the part that the researcher enjoyed the most was answering both question, yet the second one was more intriguing as the researcher was able to read articles and realise that Millennials and Gen Z are changing the business world to better and companies are trying slowly to do their part.

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