

## VEGAN AND CRUELTY FREE COSMETIC PRODUCTS – AN AID TO SUSTAINABLE DEVELOPMENT

Fleur Mario Fernandes and Drishti Sanjay

SIES College of Commerce and Economics (Autonomous)

[drishtisanjay02@gmail.com](mailto:drishtisanjay02@gmail.com)

### ABSTRACT:

The buzz word Vegan products has gained wide popularity in the past few years. Similarly, we can see that many brands have started putting up the cruelty-free label on their products. However, the lack of consumers' awareness, and the number of companies who still use animal testing methods make this research important. This research paper will analyze the reasons for shift of the consumer's preference towards vegan and sustainable products. This is an exploratory paper based on primary and secondary research methods. Findings of the research paper provide that though customers are used to buying mass products since ages, there is a change in their buying decisions which will lead to preference towards cleaner and sustainable ethical products. Questionnaire was distributed to 100+ participants across various age groups in Mumbai city. The results show a positive influence of pricing, quick delivery, after-sales service on purchase intention of cosmetic products.

**KEYWORDS:** *Vegan & cruelty free, Cosmetic industry, Environmentally Friendly, Clean products, Sustainable Development*

### INTRODUCTION:

Nowadays, managing businesses so as to minimize the adverse impact on the environment attracts an enormous amount of media and public attention. Sustainability means using natural resources in such a way that it meets the human needs today while preserving the environment for future generations. Sustainable cosmetics are readily available in the market nowadays and it is imperative that customers should begin to shift their focus on such environmentally friendly products. Green marketing of products and services is an important development in emerging economies from the 'Green philosophy', which covers an entire range of natural ingredients, formulations, packaging, advertising, etc.

One of the popular strategies is producing 'Vegan and cruelty free' products which leads to sustainable development of not just the environment but of the business as well. Vegan beauty products are manufactured without using any animal products, i.e. they use plant-derived ingredients. This keeps the consumer away from bad chemicals like parabens, sulfates and synthetic dyes. Cosmetics brands that do not test their ingredients or products on animals are said to be cruelty-free cosmetics. Normally, product residues from chemical-based cosmetics are carried into rivers, oceans, and soil, which cause harm to the local flora and fauna. Microbeads and microplastics in water and soil have become a hazard for the environment as well as the human body. Now consumers have a huge choice of beauty and body care products to choose from. While choosing products it is important for consumers to understand various health risks associated with it, the financial implications and how sustainable using them can be.

## LITERATURE REVIEW:

**Alaouir Taima, Gustavsson Robin & Schmidt Nathalie (2019)** conducted a survey answered by 108 Swedish female millennials regarding their purchasing of cosmetics. Attitude and environmental knowledge had a direct positive effect on consumers purchase intention towards cruelty-free cosmetics, and altruism portrayed an indirect positive relationship. However, social media and financial constructs did not have any significant relationship with purchase intention.

**Elisa Christianti Wuisan and Agustinus Februadi** employed environmental awareness and moral responsibility as predictors of attitude and intention to buy cruelty-free cosmetics as the dependent variables. 211 participants, starting from the age of 17 years old in Indonesia, specifically in DKI Jakarta and West Java areas were surveyed. The findings indicate a positive and significant influence on the determinant variable of attitude which in turn influences purchase intention. Additionally, it was shown that the respondents had a favourable opinion on cruelty-free beauty products.

Female customers and those between the ages of 18 and 34 are the ones who are most inclined to cease buying from businesses that conduct animal testing. Additionally, research shows that, in contrast to men, female shoppers value sustainable and environmentally friendly items while buying cosmetics. (Rawof, 2021).

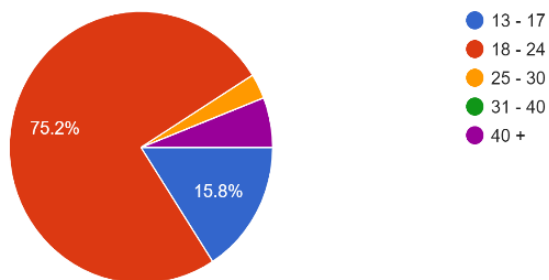
It has been discovered that the attitude of female consumers toward green cosmetic products is not affected by their age or level of education, but rather by their income. (Malik & Singhal, 2017)

**Warda Rawof** in her research, has mentioned that there is a demand for sustainable products, but the question is what type of consumers affect it. Through this research she has discovered which gender and age group would stop purchasing from cosmetic companies that test on animals as well as which gender finds it important to buy sustainable cosmetic products. The results of the research specify that female consumers are more likely to stop purchasing cosmetics from companies that test on animals ( $M=2.04$ ) when compared to their male counterparts ( $M=2.53$ ), consumers within the under 34 age group are most likely to stop purchasing cosmetics from cosmetic companies that test on animals ( $M=2.25$ ) when compared to the 35-54 age group ( $M=2.39$ ), and the over 55 age group ( $M=2.51$ ) and lastly female consumers are more likely to care about sustainability when buying cosmetic products from companies that test on animals ( $M=1.83$ ) than their male counterparts ( $M=1.84$ ).

## OBJECTIVES OF THE STUDY:

The research was thereby undertaken to meet with the following objectives:

1. To study the perception of consumers towards brands selling vegan/cruelty free brands versus brands selling other types of products.
2. To find out the impact of pricing, quick delivery, after-sales service on purchase intention
3. To study how adopting vegan and cruelty-free approach helps the companies in sustainable development



## RESEARCH METHODOLOGY:

COLLECTION OF PRIMARY DATA:  
Online Questionnaire

COLLECTION OF SECONDARY DATA:

During the course of this study, data from various research papers, websites, and other articles were used

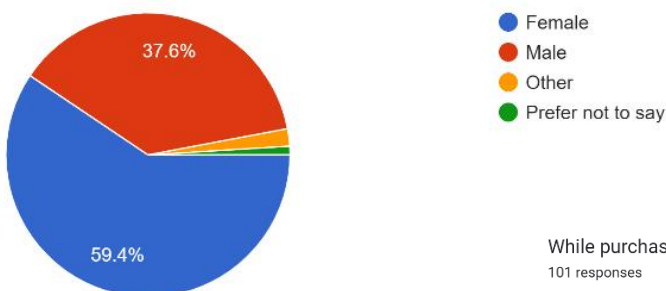
**Scope:** This research is a Quantitative Research and is based on both Primary and Secondary Data. The research primarily studies what customers in Mumbai think of Cosmetic brands producing Vegan and Cruelty free products and how this approach has become one of the important factors for consumers while choosing a brand to shop from.

**Sample Size:** 101 responses were collected from people belonging to all age groups and genders, over the duration of research questionnaire circulation. The area of research was Mumbai City.

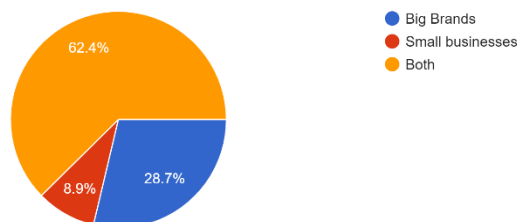
Convenience Sampling and Snowball sampling method was used for this purpose.

## Data Analysis and Findings:

Gender  
101 responses

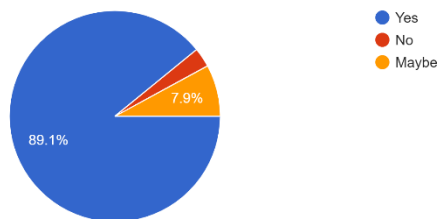


While purchasing cosmetics, which type of business do you prefer?  
101 responses



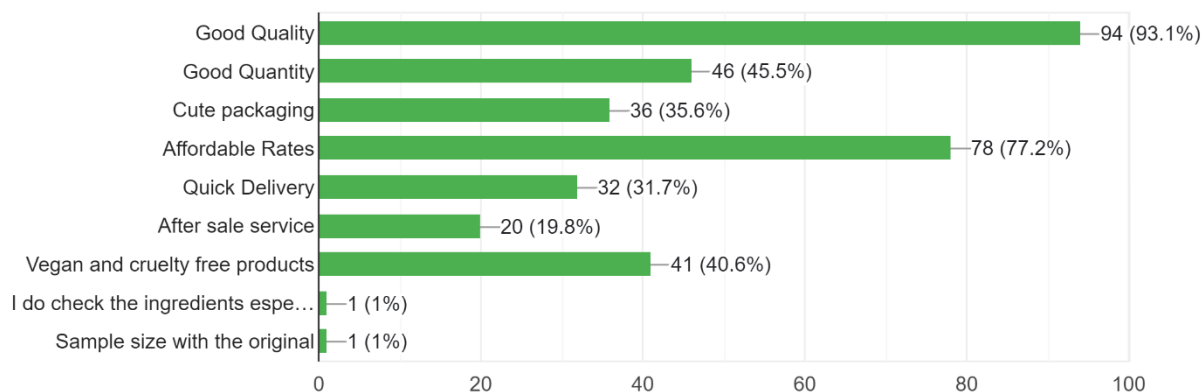
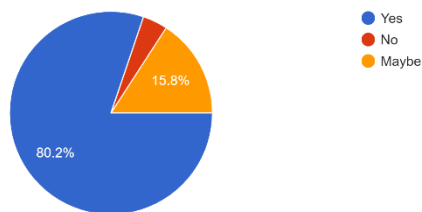
Do you think it is important for companies to take measures in order to ensure sustainability

101 responses



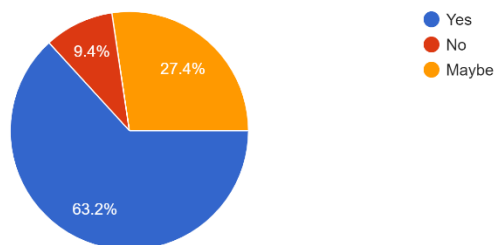
Do you think by producing vegan and cruelty free products, cosmetic companies are taking a step towards sustainability ?

101 responses



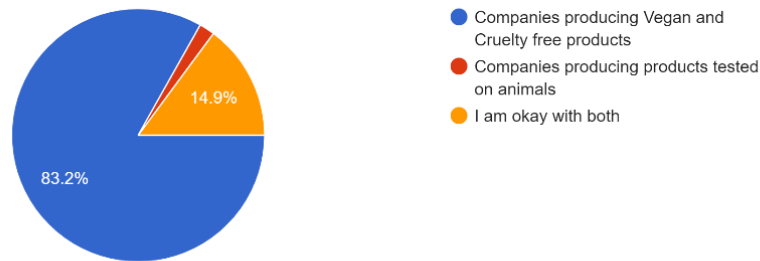
By not understanding the importance of Cruelty free in this new awakened world, do you think companies might end up not only being morally wro...o lose their loyal customer base in the long run?

106 responses



If you wish to buy cosmetics, which type of company would you prefer?

101 responses



## DATA INTERPRETATION:

1. As you can see the results include respondents of all age groups and all genders
2. From the primary survey it's found that, 62.4% of people prefer shopping from both big brands and small businesses. Small businesses are gaining importance in today's time as most of them sell products which are cruelty free and vegan and have the least amount of negative impact on the environment
3. It is found that amongst all other features of a business/product, a product being vegan and cruelty free is the fourth most important aspect that draws customers to the business. 40.6% of respondents look for cruelty free products over packaging, quick delivery and after sale service according to the survey.
4. It is seen that, 29.7% respondents wouldn't buy cosmetics at all from a company who don't have the 'Vegan and Cruelty free' label, 17.8% respondents are okay with buying from such companies and 52.5% of respondents are okay with either. This shows that, by not going cruelty free, there are high chances that companies might end up losing customers and this might affect their sales. This point can be backed up by the 10<sup>th</sup> Graph of the primary data, where 63.2% respondents believe that companies might end up not just being morally wrong but also lose their customers by not adopting this sustainable measure
5. 80.2% respondents agree that 'Vegan and Cruelty free' process contributes towards sustainability.
6. It is found that 83.2% respondents would prefer buying cosmetics from companies that produce vegan and cruelty free products over companies producing animal tested products.

## RECOMMENDATIONS:

- Companies who use this approach tend to attract more customers and potential leads, which leads to increase in sales and building a loyal customer base. This helps the

business to survive in the market in the long run. So, there is a need for businesses who haven't yet adopted a clean production to start giving this concept a thought

- While consumers are becoming environment conscious, there needs to be a bridge created between affordability and sustainability.
- Being environmentally friendly, helps brands create a reputation for themselves and also helps them in keeping their actions in check. This is one of the most ethical ways in which companies can improve their reputation.

## CONCLUSION:

We can conclude that if a company wants to survive in this new aware world, there is a need for them to adopt the 'Vegan and Cruelty free' concept to not just prevent themselves from losing their customer base but also to be morally right. This survey proves how adopting the above concept influences the buying intentions of the consumers and how this leads to sustainable development. This research paper shows the new preferences of the consumers and what they expect from a product/business.

We can hereby conclude that Vegan and Cruelty free products not only help in protecting our environment but also are an aid to sustainable development of a cosmetic company.

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