

Thuy Le

**VEGAN TREND IN CONSUMER BUYING BEHAVIOUR**

# **VEGAN TREND IN CONSUMER BUYING BEHAVIOUR**

Thuy Le  
Thesis  
Spring 2019  
Degree Program in International  
Business  
Oulu University of Applied Sciences

## ABSTRACT

Oulu University of Applied Sciences  
Degree Program in International Business

---

Author: Thuy Le

Title of Bachelor's thesis: Vegan Trend in Consumer Buying Behaviour

Supervisor: Taina Vuorela

Term and year of completion: Spring 2019

Number of pages: 81 + 9

---

Veganism is a growing trend with a lot of business potential for new ingredients. In preparing for the vegan cosmetics market, the Arctic Berry Wax needs to prepare to fulfil the market requirements. Due to the lack of understanding of the veganism consumer, this thesis work aims to discover the motivators and barriers in daily life. The main subjects are young female (18 – 35 years old) vegan, vegetarian and flexitarian consumer in Finland (n=8). The research method is combined semi-structured interview, non-experimental observation and narrative background story to provide a more comprehensive perspective about the consumer experience. The framework of the Theory Planned Behaviour and Emotion has been applied to provide a deeper understanding of veganism consumer behaviour and their intention to use vegan cosmetics.

In general, a veganism consumer still has a lot of barriers due to the lack of understanding of veganism in social interaction and an official vegan standard in the consumer goods sector. The core of veganism is still mainly applied in daily meal practice, where the family is a strong influence on subjects' adolescence diet. The social relationships have an important influence on subjects' emotion and attitude toward their perception of their diet and other diet groups.

In reading the product label, the participants tend to search for a vegan indicator and use their brand belief to give the conclusion of whether the product is vegan suitable. Their ability to detect original animal ingredients is limited. Among the self-proclaimed vegan indicators and a certificated vegan indicator, the certificated indicator proves the strength of a familiarity indicator. The result shows the role of vegan indicator in the vegan product label.

Based on these findings, a marketer in cosmetics companies may apply this insight of vegan consumers to enhance their shopping experience by consumer-centric label design, consider the need to register their product with a reliable vegan certification organisation and proceed further consumer research in the vegan market segment.

---

Keywords: veganism, vegan cosmetics, consumer behaviour, the theory of planned behaviour, emotions.

# CONTENTS

1	INTRODUCTION .....	7
2	VEGAN TREND IN MODERN SOCIETY .....	10
2.1	Definitions of related concepts to the vegan trend:.....	10
2.2	Veg*an consumer profile .....	12
2.2.1	The reasons for going veg*an .....	13
2.2.2	Veg*an attitude and public judgements.....	13
2.2.3	Veg*an movements.....	15
2.3	Vegan certification and labelling in Europe.....	16
2.4	Lush Cosmetics: the naked packaging and its sustainable goals .....	18
3	CHARACTERISTICS OF CONSUMER BEHAVIOUR .....	20
3.1	Consumer buying behaviour.....	20
3.1.1	Decision-making process.....	20
3.1.2	Gender buying behaviour.....	22
3.1.3	The role of product label in consumer buying behaviour .....	23
3.2	Theory of planned behaviour .....	24
3.3	Emotions in the Decision-Making Process as an Unconscious Mind factor.....	27
3.3.1	Forms of Emotions.....	27
3.3.2	Characteristics of emotion.....	28
3.3.3	Emotion in the Decision-making process and support TPB .....	29
3.4	The Theory of Planned Behaviour as a framework for studying veg*an consumer ..	31
4	EMPIRICAL STUDIES OF VEGAN CONSUMERS IN MARKETING.....	32
4.1	Research Design.....	33
4.1.1	Theme interview development .....	33
4.1.2	Non-Experimental Tests in Packaging .....	33
4.1.3	Test in Cosmetics Service Situation.....	36
4.2	Data collection.....	37
4.3	Data analysing.....	40
4.4	Findings.....	40
4.4.1	The participants' stories .....	40
4.4.2	Veganism food consumption.....	44
4.4.3	Veganism cosmetics consumption.....	51

4.4.4	Non-experimental Test in Packaging .....	54
4.4.5	Vegan Consumer Profile .....	59
4.4.6	Summary.....	61
5	CONCLUSION AND DISCUSSION.....	68
5.1	Conclusion.....	68
5.2	Discussion .....	70
	REFERENCES .....	72
	APPENDICES.....	82

## TABLE OF FIGURES

Table 1 Participants' Age and Year of the transition period and practice Veganism diet .....	39
Table 2 The number of owned vegan cosmetics.....	53
Table 3 Vegan Indicator description.....	55
Table 4 Test B result - Lush product Vegan recognition .....	58
Table 5 Veganism grouping by diet.....	60
Table 6 Vegan consumer profile in cosmetics.....	60
Table 7 Summary of TPB in participants' diet .....	64
Table 8 Summary of TPB in Cosmetics .....	66
Figure 1 Vegan Certification - The Vegan Society & The V-Label .....	17
Figure 2 Cruelty-free certifications - PETA Bunny & Leaping Bunny .....	18
Figure 3 Stages in the decision-making process.....	21
Figure 4 Theory of Planned Behaviour with emotion .....	25
Figure 5 A Model of Emotion and Reason in Attitude Formation .....	30
Figure 6 Product no.4 listed as 'Suitable for Vegetarian' on Mark & Spencer website .....	56
APPENDIX	
Figure 7 Product 1 - 2 - 3 - 4 - Front label.....	85
Figure 8 Product 1 - 2 - 3 - 4 - Back label .....	85
Figure 9 Product 5 - 6 - 7 - Front label .....	86
Figure 10 Product 7 - Back label.....	86
Figure 11 Product 5 - Back label.....	87
Figure 12 Product 6 - Ingredient list sticker.....	87
Figure 13 Product 6 - Back label.....	87
Figure 14 Product 6 - Ingredient list - Pealed sticker .....	87
Figure 15 Lush solid body lotion .....	89
Figure 16 Interviewees' cosmetics collection .....	90

# 1 INTRODUCTION

This study aims to provide an overview of veganism diet and its connection to vegan cosmetics consumption. The result is indirect benefit the Arctic Berry Wax as a potential material for the vegan cosmetics industry. Although, due to the lack of researches in vegan cosmetics, there is a need of basic understanding the vegan, vegetarian and flexitarian consumers (called as veg\*an for all three subjects) motivations and challenges in their daily encounter.

Veganism is a rising trend in the past 50 years. The increasing of interest in a meat-free, cruelty-free lifestyle grows stronger through the years with more availability of meat and dairy substitutes in the food industry. And indeed, Forbes and The Economist magazine has named 2019 as “The year of Vegan” (Banis, 2018; Economist, 2018). With the rise of concern about the environment, animal rights and health, the veganism trend does not stop in the food sector. With the advancement in technologies, biochemical and substitute in materials, the veganism concept has been adapted in the non-food sector such as clothes and footwear, cosmetics and household products.

Among the non-food categories, vegan cosmetics is considered as the next spotlight in the vegan trend movement. According to Orbit Research, the cosmetics industry values USD 532.43 billion in 2017 and expected to growth of 7.14% in the 2018-2023 period, estimated worth USD 805.61 billion by 2023 (Reuters.com, 2018). To provide the market demand and enhance the vegan cosmetics recipe, there is a need for new vegan ingredients for cosmetics manufacturers. For that purpose, the Arctic Berry Wax has the full potential of becoming a new premium vegan ingredient from the pure natural environment of Nordic countries for the cosmetics sector.

The Arctic Berry Wax is a study subject of the Natural Wax of Arctic Berries as Our Treasure research project. The main goals are to exploit, and present wild berry wax derived – a potential new source of valuable wax material to many manufacturing industries. In the scale of the project, Oulu University of Applied Sciences is responsible for identifying the business opportunity for the new wax material. In cosmetics field, the project has some findings in the potential of ABW for business to business in the United Kingdom (Cao, 2018), California, USA (Taskila & Mikkola, 2018) and natural cosmetics sector (Maharjan, 2018; Schromm, 2018). These researches focus more on the market requirements and the potential position of Arctic Berry Wax amongst the competitors

wax material. In a narrower path, it also has the potential of being a vegan ingredient, one of the recent trends in ethical consumption. Although, there are very few researches about vegan cosmetics and insights of the vegan consumer. This study aims to fill in the gap and establish some basic understanding of veg\*an consumers for further researches afterwards.

## **Research Question**

Developed from a persona extracted from the Wax Workshop of Cosmetics in Oulu, Nov 2017 (Vuorela, Ahola, Aro, & Maharjan, 2017), the main research subjects are young female (18-35 years old) living in Finland, who practised veganism at different levels (flexitarian, vegetarian and vegan). The research goal aims to find the connection between their diet habit and vegan cosmetics consumption habit. At the very beginning of this study, a preliminary dialogue with Lush's sales representative was conducted in Sweden on May 2018. The interview provided valuable insight and contribute to the research design. Based on the preliminary research, the main research question is:

What kind of challenges does a consumer encounter trying to be vegan?

To answer that question, these are supplementary questions to provide more information in support of their selection:

1. What factors affect the commitment of veg\*an consumer?
2. How young veg\*an consumer detect vegan cosmetics?
3. How could veg\*an consumers and their buying profile and behaviour be described?

To approach the vegan cosmetics market effectively, the understanding of end consumer is necessary to present the Arctic Berry Wax with the full feature that appeals the cosmetics manufacturers. Due to the lack of standard of vegan cosmetics in the consumer goods sector, the research approach needs to start with the consumer needs before providing any further requirement for the industry. Hence, in this study, the basic knowledge about the motivators and barriers that a veg\*an may encounter in daily life is the main concern by semi-constructed interviews in a qualitative approach. Then, to understand the decision-making process of the veg\*an consumer in cosmetics, the non-experimental tests would focus on how young veg\*an consumer detect vegan cosmetics products. The label reading tests are designed based on the valuable knowledge of pioneers' expertise in consumer behaviour in the retail sector. A regular consumer only spends 20 per cent of their time in a retail shop to examine the alternatives of



product. Hence, informative label design for veg\*an products would enhance consumer interaction greatly. Finally, a similar label reading test and a cosmetic service situation test aim to understand the advantage and disadvantage of limited packaging method of Lush Cosmetics, a non-traditional cosmetics brand from the UK. The result, once again, emphasises the importance of a customer-centric design in vegan cosmetics.

The main framework for this research is the Theory of Planned Behaviour (TPB) of the famous social psychologist professor Icek Ajzen. His model of planned behaviour explains and predicts the intention of the subject based on the factors of Attitude, Subjective Norms and Perceived Behavioural Control. Additionally, to understand the veg\*an consumer better, the Emotion is integrated into this model as a fourth factor, as a few previous types of research has been used this extension model. It gained some positive result and can predict the behaviour of the subject.

## 2 VEGAN TREND IN MODERN SOCIETY

Veganism is a new and developing concept which has its origins in the 20th century. The concept was deepened based on vegetarianism, known by the practice of Hinduism in the East and Greek philosopher and mathematician Pythagoras (500 B.C.) in the West ('History of The Vegan Society', 2019; Preece, 2008). Despite the long history of the perception of excluding animal products from daily consumption, the modern society of human in the 21<sup>st</sup> century still discusses the definition of the terms "vegan" and "vegetarian" as there are no official legal definitions in EU or on a global level in the food sector yet. Hence, the label of "vegan" or "vegetarian" on product packaging is voluntary and equivocal (European Vegetarian Union, 2019). In the scales of this study, the modern perception of veganism would be the main concern to serve the consumption aspect. Besides, since the veg\*an consumers is a recently developing concept and still growing, it is necessary to investigate the veg\*an diet in-depth analysis and explore its connection to the present habit of veg\*an in cosmetics. Hence, in this chapter, related definitions and an overview of veganism consumer in 2010s would provide a general understanding of the challenges of veg\*an at present of the research.

### 2.1 Definitions of related concepts to the vegan trend:

There are many ways to categories vegan diets. Based on the intention of the classification, different researches, companies, organisations have their definition of veganism.

According to the Cambridge dictionary: ('VEGAN | meaning in the Cambridge English Dictionary', n.d.)<sup>1</sup>

- Vegan: A person who does not eat or use any animal products, such as meat, fish, eggs, cheese, or leather.
- Vegetarian: A person who does not eat meat for health or religious reasons or because they want to avoid being cruel to animals.
- Flexitarian: A person who eats mainly vegetarian food but eats meat occasionally.
- Omnivore: An animal that is naturally able to eat both plants and meat. In this study, this term refers to a human who eats plants and meat equally.

---

<sup>1</sup> All the definitions of vegan, vegetarian, flexitarian and omnivore has been retrieved the same day in Cambridge Online Dictionary

There are many vegetarian styles which the consumers partly by-products from an animal such as egg, milk, cheese or honey. In this study, the intention of behaviour is prioritised over details of diet scheme. Therefore, the author simplifies the classification by focusing on vegan, vegetarian and flexitarian. Omnivore is not among the subjects in this research. However, the opinion of veg\*an on omnivore would be reflected to observe their attitude towards other diet groups.

Recently, the term “Veg\*an” has been adopted by some scholars in their researches that related to veganism and gastronomy topic to categorise vegan and vegetarian by using one single word. In this way, the term is shortened, in spite of still distinguishing between vegan and vegetarian (João Graça, Abílio Oliveira, Maria Manuela Calheiros, 2015; Judge & Wilson, 2019; Rosenfeld, 2019). In this study, this term would include **vegan, vegetarian and flexitarian** as an extension concept to avoid the unnecessarily repeated terms and to separate these diet group from omnivores.

Definition by EU Regulation No 1223/2009 about Cosmetics:

‘Cosmetic product’ means any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours. (Smith, 2015)

Similar to veg\*an definitions in the food sector, there is no official registered definition of vegan cosmetics. Thus, derived from the definition of ‘vegan’ and ‘cosmetics’, **‘Vegan cosmetics’** could be defined as cosmetic products which do not include any animal or by-products ingredient. Although, since many companies could proceed with the product testing on the animal, it is not compulsory for a vegan cosmetic product to also be a cruelty-free product. This is a common misunderstanding for consumers as they might assume vegan cosmetics are, by nature, vegan-friendly. (logicalharmony, n.d.) Similarly, **‘Vegetarian cosmetics’** are cosmetics which may include by-product from an animal such as honey, bee wax, but not dead animal or by-product extract (e.g. gelatine) and **Veg\*an cosmetics** refer to both vegan and vegetarian cosmetics in this study.

Related to the concept of veganism, the term **“Cruelty-free”** or **“No animal-testing cosmetics”** refers to cosmetic products which have not been tested on an animal with the finished product. They still may contain animal ingredients or derived-animal ingredients (e.g. colour pigment, glycerine, etc.) as a non-vegan product. According to the Leaping Bunny Program, a company may claim “We do not test on animals”, the product itself can contain ingredient tested on animals or the

product tested by a third-party organisation. (Leaping Bunny Program, 2014b) For this reason, again, it is a different aspect of humanity in manufacturing. Hence, the concept of “**Vegan-friendly**” is a wider spectrum of both vegan cosmetics and cruelty-free. “Vegan-friendly”, by definition is “made or manufactured without the use of animal products, to be suitable for vegans; also (of a person, organisation, etc.) adapted to or sympathetic towards vegans.”<sup>2</sup> In shopping, vegan-friendly shop means there is a system or tool to support veg\*an in choosing the suitable product (e.g. filter in the search function in e-commerce website, separate veg\*an product area in cosmetics store). By this combination concept, vegan-friendly cosmetics could be perceived as products containing animal-free ingredients and not being tested on animals. But according to some beauty blogs, vegan-friendly cosmetics “means that some, if not most, products or ingredients are vegan.” (Beauty Bakerie Cosmetics, 2017). In this case, the concept of vegan-friendly has a crack of not fully vegan as it may be perceived by the consumer and still has a chance of non-vegan ingredient in the finished product (Bolton, 2018). Hence, the concept of vegan-friendly cosmetics would need the legal definition to avoid the false concept or the misunderstanding for the consumer.

## 2.2 Veg\*an consumer profile

Veganism is still a new and continuously growing concept over recent decades. The concept of veganism was invented in 1944 by Donald Watson, the founder of the Vegan Society in the United Kingdom to end the exploitation of animals for human and by human. (‘History of The Vegan Society’, cited 01 Apr 2019) This concept does not only tackle food consumption but also extends in all goods categories, testing on the animal, transportation, entertainment or leisure activities such as horseback riding, animal circus, husky/reindeer riding, etc. Santa Claus and Christmas time would not be vegan-friendly activities, under this term. Many traditional races with an animal contestant could not be considered vegan-friendly either, according to the definition of vegan. However, not all vegans are agreed on this definition. Many vegans argue that if they respect the animal and do not stress nor physical abuse, such as not using metal shoes for horse or using vegan saddles and bridles for them, then the idea of living in harmony with the animal should be accepted (‘10 Reasons Not to Attend an Animal Circus’, n.d.; ‘How Does PETA Feel About Horseback Riding?’, n.d.; Vegan Life, 2017). Hence, there is not yet an absolute definition of vegan as the concept is rather new, comparing to the long history of human dominance over the natural world. And as the simplest definition of vegan, according to Cambridge English dictionary, the

---

<sup>2</sup> (‘vegan-friendly | Definition of vegan-friendly in English by Oxford Dictionaries’, cited 18 Mar 2019)

concept of “a person who does not eat or use any animal products, such as meat, fish, eggs, cheese, or leather” is rather hard to be followed as, still, it is impossible to trace all the animal origin in our daily consumption, such as crushed animal bones as a replacement material in concrete in construction industry (Bhat, Qasab, & Dar, 2012).

### **2.2.1 The reasons for going veg\*an**

There are many reasons behind the veganism: moral (the injustice towards animal, animal suffering), health/physiological concern (human dental and digestive system are unsuitable for meat), food production issue (meat industry has bad effects on the environment), religious/spiritual (a mean to purify the soul/ control one’s appetites and sexuality, Christian’s encouragement to stay vegetarian in Past Over period – but not compulsory), the aesthetics/gustatory (“a pejorative symbolism [...] consisting of notions of violence, death and decay”) (Beardsworth & Keil, 1997). Amongst those concerns, the author expects the interview to enlighten the main reason of being flexitarian and veg\*an in a young group of female consumers, especially in vegan cosmetics, due to the lack of study in this field. From that place, the consumer goods sector can serve them better.

### **2.2.2 Veg\*an attitude and public judgements**

As a growing trend, the media has boomed with numbers of articles, blog posts and discussions to introduce veganism to the public, or more specific, to omnivores. In term of the attitude toward veganism, there are plenty of articles which debate on how a vegan diet can be healthy, how environment-friendly, animal-friendly and supporting for living equality. (Beezhold, Radnitz, McGrath, & Feldman, 2018; nutritiously, 2017; Ofei, 2017; Scott, 2017; The Vegan Society, n.d.) The majority of them are trying to be objective with science facts; part of them told their own experience with a vegan diet to introduce omnivores to veganism. Although, the experience may be varied as some of the life-long vegans gave up due to health problem and become healthier with animal protein while many of omnivores switch to veg\*an diet and feel better. But as a matter of fact, the idea of a drastic change in life-long eating habit and label oneself as an omnivore or vegan can be the major obstacle in supporting the veganism. The transition period is usually not an easy experience, especially for vegans, because of the anxiety come from the lack of vegan

standard in the consumer goods sector. That ignorance leads to uncomfortable moments when some found meat or fish in their food or a leather tag on their jeans.

Accordingly, the question arises of how veg\*an consider themselves as well as other groups? In research about dietarian identity profiles of vegan and vegetarian, vegan is described as “view their diets as more central to their identity; take more pride in their diets; have stronger dietary motivations; and judge omnivorous dieters more harshly.” (Rosenfeld, 2019) On the other side, the attitude of non-vegetarians, in general, were positive toward veg\*an, but it was not in favour of vegans, comparing toward vegetarians. Indeed, in general, vegan’s public image is considered as ‘aggressive, conservative and uncompromising’ towards other diet groups. (Gate, 2018; Higgins, 2018) Most of the public arguments about meat consumption and veganism have a high level of emotional and provoking behaviours with verbal expressions and actions of disrespectful and resentment between omnivores and vegans.

Moreover, gender also plays a role in distinct attitude toward veg\*an. Several studies found that male respondents show more negative towards veg\*an than female respondents. There are some researches that show the connection between meat and masculinity drives behind this negative attitude as vegetarian subjects are perceived as “less masculine” than omnivore subjects. (Chin, Jr, & Sims, 2002; Rozin, Hormes, Faith, & Wansink, 2012; Ruby & Heine, 2011) Besides gender as a factor in the negative attitude toward veg\*an, non-veg\*an may feel the threat of morality comparison or be judged by veg\*an (Judge & Wilson, 2019.). Maybe it is time to reconsidering the social norm in entertainment and advertising that have been carried the message of “masculinity is eating meat, not a plant-based diet”. For example, in a recent America TV series named “The Ranch”, the father character named Beau Bennett is a rancher who always proud about his favour for steak and expresses his hatred for vegetables. Moreover, he also likes to mock his son’s almond milk as he considers it is “only for ladies” (Trainer, 2017). It needs to take into consideration the marketing effect in food industry regarding the masculinity image and its connection to meat consumption. In favour of meat and alcohol industry, the masculinity image has been shaped into an unhealthy prejudice how a man should behave, what product he should own. But to erase the prejudice towards veg\*an and meat, it would need stronger movements from the authority organisations, and a more insightful understanding about vegan’s experience could reveal why it happens in this direction, where vegan has the sense of being against by other diet groups and make the situation at ease for everyone.

Additionally, non-veg\*an usually consider veganism as an “All-or-nothing” lifestyle (Khara, 2018; Leenaert, 2016). There are also some conservative vegans consider that flexitarian is a kind of “cheating” and not completely committed to the idea, and hence, prejudice emerges. But is the judgement necessary? The fact that increasing flexitarians or, at a lower level, meat-reducers can significantly change the big picture of the animal agricultural industry. In the UK, the nation where the concept of vegan was invented, the significant rising number of flexitarians and meat-reducers from became a great signal for the potential growth of billion markets (Mintel Press Team, 2019). The more open and flexible the idea of veganism become; the more positive result will turn out. Because most of the people cannot have the food choice since birth and the family diet habit depends heavily on their parents’ or guardians’ choice. Hence, the transition to becoming a veg\*an would need more motivation, social recognition, and support to help them achieve the baby steps, not to offend them and push them back to be omnivores.

### **2.2.3 Veg\*an movements**

The 2019 marks as a year of veganism being a mainstream trend (Banis, 2018; Finnis, 2019). From being mocked and joking over being vegan in the early 2000s from west to east, a vegan is now considered not only a healthier person but also giving support for the environment. In late 2018, Germany has taken a further step to support the vegan community: the German food book Commission introduced the guideline of manufacturing and commercial practices alongside with the expectations of labelling meat and dairy substitutes from animal products’ name, such as almond ‘milk’ (which refers to cow milk), vegetarian ‘salami/sausage/meatball’ (which have meat as main ingredient originally), and so on (Karow, 2019). Though this is not legally binding, it is a significant change for veganism followers: they would not feel offended every single time when reaching out for a meat-substitute product and catch a meat-reminder vocabulary on the product’s packaging referring to the product they avoided to consume. Besides, the increasing of the variety of meat and dairy substitutes (bean products, vegan yoghurt, vegan ice cream, etc.) on the market shows that the veg\*an consumer goods sector is no longer a niche market. This move partly reflects the need of stricter regulation on labelling veg\*an product, as the unclear boundary of ve\*gan-friendly and veg\*an suitable is very thin and the loophole of the concepts create ambiguous and anxiety when the consumer detect non-veg\*an ingredient in plant-based products (Bolton, 2018). Despite all those positive moves, there are more veg\*an brands appearing in veg\*an consumption market, requiring further attention would need more attention in creating official definitions,

regulations and reliable statistics on the European level to protect veg\*an consumer rights and support producers and retailers. It seems the European Commission has failed in establish a standard during the 2010s, despite the calls from European Vegetarian Union due to the traces of the animal substance in veg\*an food (European Vegetarian Union, cited 30 May 2019).

The public supporting veg\*an community in media field is a good motivation to encourage consumer switching their consuming habit, especially from celebrities and influencers, who have a significant influence on their fans and followers. But is that enough to create a veg\*an friendly environment for everybody? This study aims to investigate what factors motivate and prevent a flexitarian or veg\*an in practising their belief in the most convenient way.

### **2.3 Vegan certification and labelling in Europe**

Even though there are no official legal definitions for veganism concept in EU or global scale, many organisations try to standardise veg\*an products to provide a safe choice for the veg\*an community. To be certified as veg\*an or cruelty-free product, it requires a quality assurance process to examine the ingredients and the manufacturing process, in case the subject is compliant with a specific standard of the veg\*an or cruelty-free organization (The V-Label, 2016a; 'Vegan Trademark standards', n.d.; 'Which Cruelty Free Bunny Logos Can We Trust?', 2015). The certificate can be applied to foods, cosmetics, clothing and some other product categories, even though the accuracy of each certificate might be different depending on the process of certification. There are plenty of certifications available on the market, though, in the scale of this study, a few popular certificates of vegan and cruelty-free are taken into consideration to keep the focus on the consumer aspect.

For veg\*an certification, in the Europe market, the Vegan Society Label and the V-label are most prevalent about the number of registered products. The Vegan Society is the oldest community of veganism. Founded in 1944 by Donald Watson and other pioneering non-dairy vegetarians, the term 'vegan' has been invented to express the idea of living without exploiting other living creatures "for food, commodities, work, hunting, vivisection". ('History of The Vegan Society', 2019) The Vegan Society Trademark has a reputation and is registered in many influential markets (Europe, USA, Canada, Australia and India). With over 30,000 products registered in over 53 countries ('Statistics - The Vegan Society', n.d.), Vegan Society Trademark gained international recognition. The organisation also promotes the trademark products and trademark holders, boosting the



publicity of new and small companies in the vegan community. Another common certification, The V-label, comes from the European Vegetarian Union. The Union was founded in 1985 and used the 'V' logo since then to promote the veganism concept. In 1997, the first meat substitute for veg\*an had been used the V-label for product declaration in Switzerland. Since 2008, the trademark rights of V-label has been registered with over 10,000 products carrying the label and expanding to other continents. ('The history of the V-Label', 2018; The V-Label, 2016b) Hence, based on the amount of registered product and the familiarity of certification, the Vegan Society has the advantage of the popularity in the veg\*an community ('Vegan Certifications, Animal Testing Claims, and more | Double Check Vegan', n.d.; 'Which Cruelty Free Bunny Logos Can We Trust?', 2015).



*Figure 1 Vegan Certification*

*Left: The Vegan Society; Right: The V-Label*

*Sources: The Vegan Society and the V-Label website*

For Cruelty-free certificates, PETA'S Beauty Without Bunnies Logo and Leaping Bunny are the most trustworthy on the market ('Which Cruelty-Free Bunny Logos Can We Trust?', 2015). With the advantage of an organisation for animal rights, People for the Ethical Treatment of Animals (PETA) has a reputation for strongly publicly defending animal abusing in laboratories, factory farms, clothing trade and entertainment industry since 1980 (PETA, -a, -b, cited May 31, 2019). Leaping Bunny was formed by eight national animal protection groups in the USA and Canada in 1996. To establish a recognisable standard for the cruelty-free shopping experience, the Leaping Bunny Logo has become a trustworthy image for the general consumer. (Leaping Bunny Program, 2014a)



*Figure 2 Cruelty-free certifications  
Left: PETA Bunny; Right: Leaping Bunny  
Sources: PETA, Leaping Bunny*

## **2.4 Lush Cosmetics: the naked packaging and its sustainable goals**

In the veg\*an and cruelty-free cosmetics trend, Lush is a speciality handmade cosmetic brand retailer committed to sustainable environment goals by reducing packaging, using biodegrade and recycle packaging material. Their method is unique: by integrating different wrapping methods around the world, Lush promotes a sustainable mindful practice for its customers: reusable tin box, reusable fabric wrapper (Knot-Wraps) as scarf or gift wrapping in Japanese culture, etc. For liquid products, Lush uses recycle black plastic container and customers are encouraged to bring back the containers for a treat from the store. Besides, instead of using plastic foam to secure the product on delivery, Lush switches to biodegrade material such as popcorn as a loose filler (Sahota, 2013, p.145-147).

The company was founded in 1995 by Mark Constantine and Liz Weir in Poole, England and expanded to 44 countries. Considering itself a campaigning company, Lush has many creative marketing campaigns to draw consumer attention to the environmental issue (for example, 'Go Naked', 2007) and is always searching for a new method to reduce the plastic waste matter. (LUSH, 2018; master\_soapmaker, 2014) Hence, the unusual retail method of Lush requires a lot of effort from the customer service team to explain the concept and their commitment. Although, this method raised a question to the author as to how the consumer would perceive the product packaging if there is no further information included. For liquid products, the product is contained in a recycled plastic package with pre-printed label stickers, including veg\*an indicator/ information. But for the solid bar (soap, moisturiser), the product is wrapped by paper or biodegrade plastic, with a sticker printed at the point of purchase, including the product description and ingredient list with no further veg\*an indicator or due date. This could be a disadvantage as the consumer need to search for

secondary information (by checking the company website) or lack of trust if the consumer does not familiar with the brand. The author has conducted a shopping experience interview with Lush's sales representative in Sweden as a preliminary preparation for research design, later formed as a non-experimental test. The conducted interview aims to study how Lush overcome customer's concern about limited packaging and related inconvenient.

A non-experimental test designed to observe how the consumer in Finland would examine and categorise a solid bar product from Lush without the help of a secondary information source. Also, two additional conversations while shopping with Lush's salesperson would help to discover how the sales representatives guide the consumer to overcome the minimalised packaging.

### **3 CHARACTERISTICS OF CONSUMER BEHAVIOUR**

To serve 6 billion customers on this planet Earth, a salesperson must understand his customers to close the sales. Consumer Behaviour is a fascinating study field of human behavioural science and endlessly growing, across many different scientific fields with an ultimate mission: understanding what consumer wants, why they think in a specific way and how to sell the product to them. In this study, consumer behaviour would be approached from a different angle of psychology to provide the emotional effect of veganism. To achieve that goal, the applicable framework would be presented in this chapter, includes the decision-making process, the theory of Planned Behaviour and the role of emotion in the decision-making process.

#### **3.1 Consumer buying behaviour**

##### **3.1.1 Decision-making process**

The Consumer Behaviour research field has a brief history, starting from the 1930s with the establishment of the American Marketing Association and the Journal of Marketing. The need for understanding consumer behaviour in academic discipline increases, followed by interesting trends of research in psychology and marketing. Both fields have different methods to interpret and explain why the consumer behaves, what the manufacturer can do to increase their likelihood of purchasing, and how to achieve that. The term “decision-making” has been adopted by Chester Barnard into the circle of trading in 1944. Since then, the concept has been studied by numerous scholars from different fields: mathematics (game theory), sociology, psychology (Theory of Planned Behaviour), economics), etc. While in the marketing field, the consumers’ external factors such as culture, social class, or ethnicity are the main subjects to study and exploit, the psychology field attempts to discover the internal factors, for example, attitude, motivation, perception and knowledge, and their affection, which lead to the buying decision (Buchanan & O’Connell, 2006.).

In trading and business field, the process is usually treated as a rational process, in which a consumer will use her or his cognitive mind to evaluate the problem and solve it through actions of approaching the solution. In an updated edition of his book about the decision-making process,

Solomon has referred to this model as a 'cognitive decision-making' one. (Solomon, Bamossy, Askegaard, & Hogg, 2016)

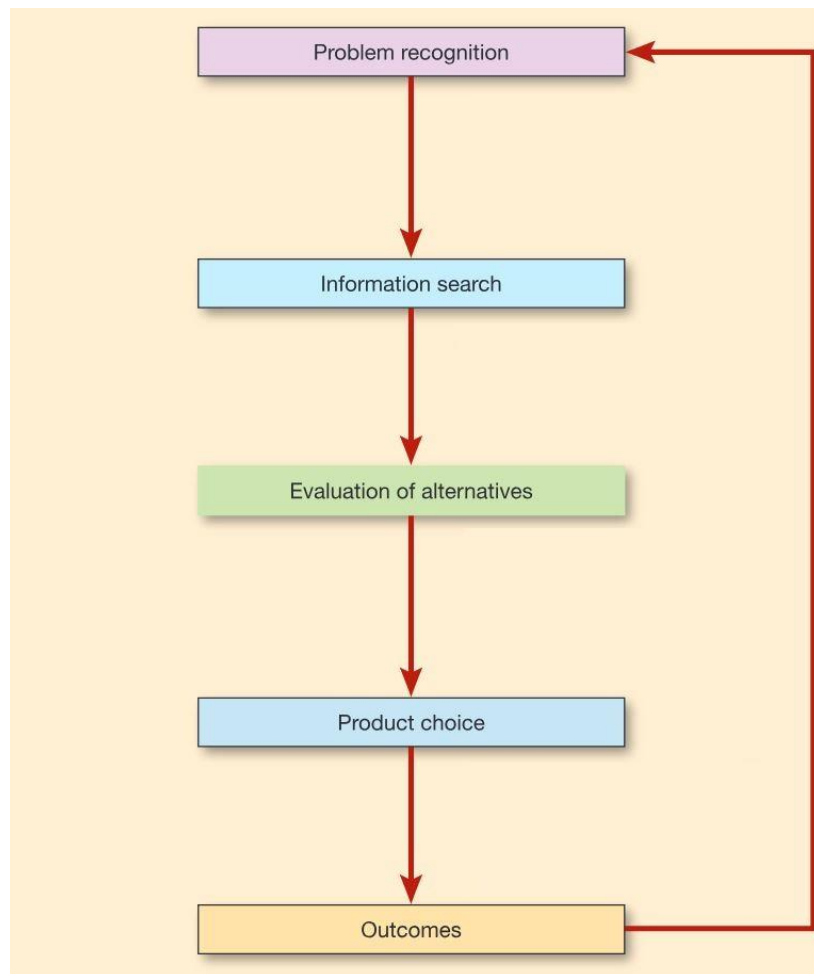


Figure 3 Stages in the decision-making process - (Solomon et al., 2016)

In the decision-making process, there are 5 stages of action: (1) Problem recognition – consumer has a problem which needs to be solved, either by services or tangible products, (2) Information search – the needs of solving the problem leads the consumer to the search for available solutions, (3) Evaluation of Alternative – one or many solutions/products could be available, hence, the pros and cons need to be analysed, (4) Product choice – the most suitable options are narrowed down, and the purchase is made, and (5) Outcomes – solving the problem with the product and the satisfaction of the consumer would decide if the consumer needs to switch to another option, repeat the purchase or recommend it to a friend. The whole process of deciding could be extended over time or be impulsive. Although, in this process, the rational thinking is only responsible for a part of the buying behaviour and applying merely this method in practical research hardly explains the intuitive behaviour of the consumer (“I do not know why I bought this.”). In the later part, the Theory

of Planned Behaviour would be used as the alternative and the main framework to explore the motivation of veg\*an consumer.

### **3.1.2 Gender buying behaviour**

It is a universal fact that women and men do not think and act alike. Men tend not to check the products they do not need and are not patient enough to read every side of the packaging like women. On the other hand, women also tend to spend less time in the shop if their companion is a man and the amount of time would increase in order if they shop alone, with a kid and a female companion. In-store observations also reveal that men move faster, spend less time looking and hardly ask for help if they cannot find a product they needed. (Underhill, 2000a)

“Shopping is female.” – Paco Underhill –

Women love to shop. It is undeniable. In one study for his client, Paco Underhill observed that a high percentage of female consumers read the packaging closely, especially the front label (91 per cent), and 63 per cent of female purchasers read one or more than one product package. His compiled database also revealed the variation of time spent on reading package from those who purchase; they spent from 11 to 13 seconds for most of cosmetics products. (Underhill, 2000) This behaviour is also reflected in the difference in shopping habit of male and female: while women enjoy the wandering of watching, reading the label and examining the merchandise carefully, men have the tendency of narrowing down the options which fit their needs and budget, grab it and go straight to the check-out counter. The difference in shopping behaviour between men and women are significant, mostly in the decision-making process and how they analyse information about alternatives. In another work of research about retailers, the number proved that only 20 per cent of consumer time is spent on considering products (Sorensen, 2011), which is a low share. In case, this number is universally applicable in general cases of consumer buying behaviour, combining the rate of 20 per cent with the time a regular consumer spends in a cosmetics store from Underhill, which is two minute and thirty seconds for a purchaser, the result is thirty seconds for considering products to purchase. Within that time frame, one consumer can read a maximum of three products, based on the measured time of Underhill's research. Hence, for vegan cosmetics, it is a crucial element to win over competitors to gain consumers' attention within the shortest timeframe. Moreover, it is worth considering that females have a significant connection to veganism and animal rights progress (Webber, 2018).

### 3.1.3 The role of product label in consumer buying behaviour

While exploring a medium-size supermarket in Finland for preliminary research of cosmetics for this study, the author noticed that the amount of option in cosmetics is enormous. For example, the shelf of deodorant products contains at least forty different products from seven to ten brands, with it being only the shelf of non-vegan deodorants. At the time when this research was conducted, there is an improvement of vegan cosmetics happening in several grocery stores and department stores in Finland. In the same mentioned supermarket, the number of vegan cosmetics is increasing. All those vegan cosmetics are displayed in a separate area, which helps the veg\*an consumers to detect easily and compare all the veg\*an/natural/bio brands at one spot. That is one great movement from the retailer, but that instore placement depends greatly on the retailers. From the perspective of a cosmetics manufacturer, there should be an assurance that their products can gain the immediate attention of a new consumer.

At this stage, the exposure of many options put the consumer into the step of Information search and Evaluation of alternatives. This is where the package design means the most in the race of winning the buyer cart. Within the approximate time of ten seconds, a product package plays many roles: Attention-getter, Communicator, Image builder, Instructor, Educator besides other physical functional roles (Stevens, 1997 cited in Sorensen, 2011, p.104). For product package design, that is another field of illustration, marketing and psychology support for every detail put on the label. In the chapter 'Reading Consumers – Consumer.ology', Philips Graves stresses the importance of understanding consumers' conscious and unconscious mind, which can help to win over other competitors. One of the factors, he called "Mental fluency" with the explanation "Easy usually wins". The action, once repeated in conscious would shape one's unconscious actions or usually called a habit. (Graves, 2010, p. 45) Applied to the context of labelling, where space is limited, and plenty info needs to be delivered, a logo of familiar certificates could work many mentioned roles in the shortest time, as the repeated exposure to the consumer becomes the habit or called Brand Familiarity in Marketing or as Mere Exposure effect in Psychology. Therefore, the existence of vegan certificates logo on the product label could enhance the attention and brand image for the product.

Cosmetics is an essential part of the female. In general, they start to take care of appearance since adolescence with a humble budget, cheap brands to achieve a youthful, attractive look; then move to more expensive, high-end brands when their income allowed and later seeking for an anti-ageing

product before the wrinkle appears. Therefore, to understand better the majority of the cosmetics market segment, this study focuses mainly on female shoppers.

### **3.2 Theory of planned behaviour**

In the psychology field, the attitudes had been studied in an increasing number of researches since the 1970s. The Theory of Reasoned Action work by Fishbein and Ajzen (Fishbein & Ajzen, 1975) stood out, which lead to the influential Theory of Planned Behaviour (TPB) later (Ajzen, 1991). In the TPB, the individual's intention to accomplish a particular action is the main element to measure how likely the individual will act. The stronger the intention of one's action, the more likely the action will be performed. This study of Ajzen in psychology field became one of the important tools to predict the consumer intention in taking an assumption action and has been applied in plenty of fields and sectors with high accuracy. Although the TPB criticised mainly focus on the conscious mind of the consumer, it excluded the unconscious mind, which includes emotions and past behaviour into consideration. A few scholars start to integrate these determinants in their researches with the increasing of variance at some level (Cho & Walton, 2011; De Pelsmaeker et al., 2017; Jones, 2010). Some scholars argue that this overly used theory should be "retired" after almost three decades of dominance, due to the finding being based on the hypothesised of attitude and subjective norm, and the theory becomes less accurate in the extensive study (Sniehotta, Presseau, & Araújo-Soares, 2014). Nevertheless, their call has been objected as the theory is "alive and well" (Ajzen, 2015) and should be "extending not retiring" (Conner, 2015)



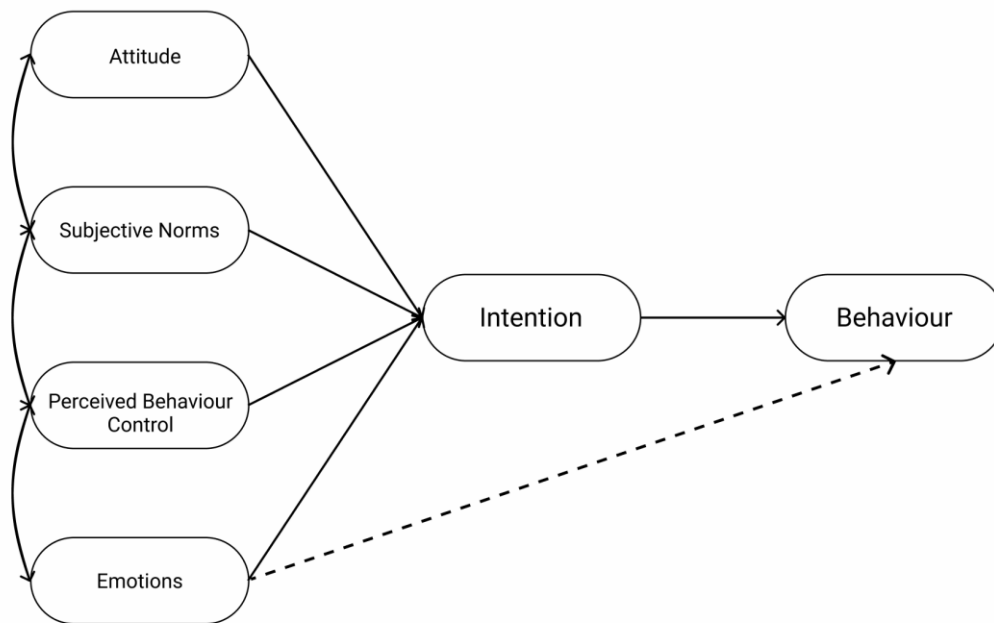


Figure 4 Theory of Planned Behaviour with emotion

According to Ajzen, the theory of planned behaviour suggests three self-reliant determinants of intention: The Attitude of oneself towards the behaviour, The Subjective Norms as the social environment factor and the Perceived Behavioural Control as one's ability to perform the behaviour. From that place, the Intention formed as the result of the three factors mentioned previously, leading to the practice of the behaviour. The Intention of performing an action includes one's *Attitude* toward the action's theme itself (how one thinks about vegan – positive/negative – personal perspective on the veganism), then be supported by their social connection circle's opinion – Subjective Norms (how many and how strong one's family, friends, colleague, doctor share a similar/opposite idea about veganism) and finally, one's Perceived Behavioural Control – their ability and confidence of performing the action will encourage them to perform the action or not (budget for diet, cooking habit, availability of vegan ingredients, digestive acceptance, etc.)

The attitude toward the behaviour reflects the level of favourable or unfavourable appraisal of the person to the behaviour. The attitude can be inferred from verbal on nonverbal responses toward the object in question. (Ajzen, Attitude structure and behaviour, 1989) It may form by subjective beliefs and the experience of the subject toward the behaviour. A positive attitude toward veganism would draw a person closer to act if he/she receives encouragement from their social relationships and could execute it at their convenient level. It may begin with reducing the meat consumption,

joining them over a plant-based meal, choosing a vegan-friendly product instead of a non-vegan product. The attitude also reveals the personal concern toward the external world issue: environmental, animal rights, health concern, aesthetic etc. Although, it could not be aligned to their action if the belief is not strong enough or supported by subjective norms or perceived behavioural control. Subjective norm refers to the perceived social pressure to perform or not to perform the behaviour, in which, the subject receives the encourage or discourage from the external environment: family, friends, colleagues, social media, etc. In the scale of the vegan trend, diet plays a major role in daily consumption. Hence, the meals become a part of necessary social etiquette: how to eat, what to eat, and whom to share. Different social groups would have different food culture based on their ethnicity and preference. In a smaller scale, family food culture would affect one's eating behaviour tremendously from their childhood. (Wit et al., 2015) The perceived behavioural control refers to the perceived ease of difficulty of performing the behaviour, and it is assumed to reflect experience as well as anticipated impediments and obstacles.

Among those factors, Subjective Norms has a strong effect on human behaviour. An Aristotle statement described this fact well: "Man is by nature a social animal."(Loos, 1897) The social opinion has the power to shape, maintain and against/support one's idea. In contrast, a singular being is also seeking the sense of belonging in a 'tribe', the approval of a community. Therefore, the reference of a close social relationship has a strong position in the formation of the Intention. Although, these factors affect each other's constantly and the intention of engagement to the action could be varied throughout the period before it being taken.

Applied to this study, the author expects that the more committed the subject shows towards veganism, the stronger they will intend to choose vegan cosmetics in their daily practice. Though in reality, many barriers may prevent them from extending the concept of veg\*anism further than a diet. The acknowledgement of these potential barriers could help marketers, especially in the veg\*an cosmetics industry, to navigate and provide suitable products, bringing veg\*an cosmetics closer to the consumers.

In the research field, the Theory of Planned Behaviour is mainly applied in quantitative researches with the result being the variance of performing the target behaviour. Hence, there are few studies adopted TPB in qualitative research with very little detail about the process. (Renzi & Klobas, 2008) Although, in the field of studying consumer behaviour, many eminent scholars announced that the understanding of the market researchers come from interviewing shoppers in their environment –

supermarkets. (Sorensen, 2011; Underhill, 2000a) Against the odds, this study could be the preparation for quantitative research in studying veg\*an consumer toward beauty products category.

### **3.3 Emotions in the Decision-Making Process as an Unconscious Mind factor**

Emotion is always a part of a human being. However, the role of emotion in marketing applications was not noticeable until the 1980s. This could be explained by the challenging in measuring, evaluating the emotion. (Chaudhuri, 2005) Although, with the advanced technology of brain mapping in the neuroscience field, the vision of measuring emotion in consumer behaviour is not far from the present. The only doubt for this technique is the ethical of marketing in the future as this valuable knowledge could be used to manipulate consumer behaviour on a mass scale. (Rose, 2014)

According to Gerald Zaltman, 95% of human thoughts happen in the part of our unconscious mind, and while emotions also belong to that part (Zaltman, 2003), the non-verbal gesture can express undermined thinking of one's opinion where their conscious minds cannot recognise the existence of this factor on their rational decision. Hence, to support the other factors of the Theory of Planned Behaviour, the Emotion factor is considered to provide an extent of understanding the connection and the affection of TPB factors on the subjects.

#### **3.3.1 Forms of Emotions**

Emotions are existent in many forms and types, which are classified in different ways. Based on studies of Buck ((Buck, 1985, 1988, 1999) cited in (Chaudhuri, 2005, p.4-5)), emotion has been classified into three forms:

- Emotion I (EI), includes physiological responses: heart rate change, blood pressure, sweating, etc.
- Emotion II (EII), includes expressive behaviour: facial expressions, gestures, posture, etc. This form of emotion could be different under the affection of display rules, cultural rules, gender, etc. (for example, how a man or woman should behave)
- Emotion III (EIII), includes joy, sorrow, fear, envy, anger, pride, disgust, etc. This form is the normal thinking of emotion and may include EI and EII in expression.

In this study, the term 'Emotion' refers to Emotion III as the main factor that affects the consumer decision-making process. The micro-expression, such as facial expressions, gestures, etc. during interviews, if necessary, would refer to EI. Due to the lack of physical measurement method, EI is not included in this study.

### **3.3.2 Characteristics of emotion**

According to Zajonc (Zajonc, 1980), Emotions are primary (first response and affect the decision/action based on like/dislike); basic (the universal of emotion among animal species, independent from language); inescapable (one may hide the emotion but cannot avoid feeling it); irrevocable (what we feel is what we believe. When one dislikes a person, the feeling will hardly ever change); implication of the self (the state of one mind related to the object); difficulties to verbalize (the expression of emotion heavily depends on nonverbal channels such as facial expression, heart rate); may exist separated from content and still remain (the lingering feeling caused by a book or movie may stay even though the content is forgotten).

Among these trails of emotions, the independent existence of emotion from origin content is the most important to form the trigger of emotion. In an experiment of seeking the "independent nature of affective judgement" (Moreland & Zajonc, 1977), the result (0.96) proves the independence of emotions from cognition. A blur memory can trigger the same emotion as one experiment with the original content and becomes emotionally attached to the object. For example, a vegan may feel disgusted toward meat in general because of an image of slaughtering scene they experienced years ago. It does not require the exposure to the same content (the visual scene) to trigger this emotion, but the idea of consuming a product from a negative scene, which stays in their unconscious mind, is enough to retrieve the emotion back to the surface of cognition.

According to TPB, measuring the attitude, subjective norms and perceived behavioural control can predict how willingly subject will take action. Human behaviour, however, is heavily affected by unconscious minds, which cannot be determined or declared clearly by the conscious mind. Part of the decision could be the result of firms' marketing tactics, the consumer's culture (external influences) or personal perspectives and habits in shopping (internal processes) or the emotion(s) of acquiring the product. Emotions, considered as a strong trigger by the unconscious mind, which

is widely and heavily applied in advertising to create a positive feeling when purchasing or consuming the product for recent decades. Amongst of the listed emotions, disgusting is a strong one and veganism is commonly related to this emotion.

### **3.3.3 Emotion in the Decision-making process and support TPB**

Since 1991, a number of researchers expanding the Theory of Planned Behaviour by integrating emotion as a factor in the researches. By treating emotion as a factor affected on variances and testing through hypothesis (1) TPB's factors only; (2) emotion factor only and (3) combined TPB's factors and emotions, there is a significant increasing variance in the intention to participate in an activity (Cho & Walton, 2011). Although, it is a challenge to measure emotion in many cases, which underlies cognition and normally belong to unconscious minds ('I don't know. I just make the best out of it.', 'I just know it.'). It would take a lot more research to confirm the importance of emotion and how much it can contribute to the TPB model, but at the current position, emotion, as a factor beside TPB's, could increase the predictive power for the TPB model. (De Pelsmaeker et al., 2017) This has been confirmed in previous literature that emotion is an essential part of the decision-making process in studying consumer buying behaviour (Bagozzi, Dholakia, & Basuroy, 2003). In this study, although there is no specific method to measure the subject's emotion, the scale of emotion used in Bagozzi's research would be used as a reference frame for observation. The scale includes seven positive emotions and ten negative emotions as followed:

- Seven positive emotions: excited, delighted, happy, glad, satisfied, proud, and self-assured;
- Ten negative emotions measured were angry, frustrated, guilty, ashamed, sad, disappointed, depressed, worried, uncomfortable, and anxious.

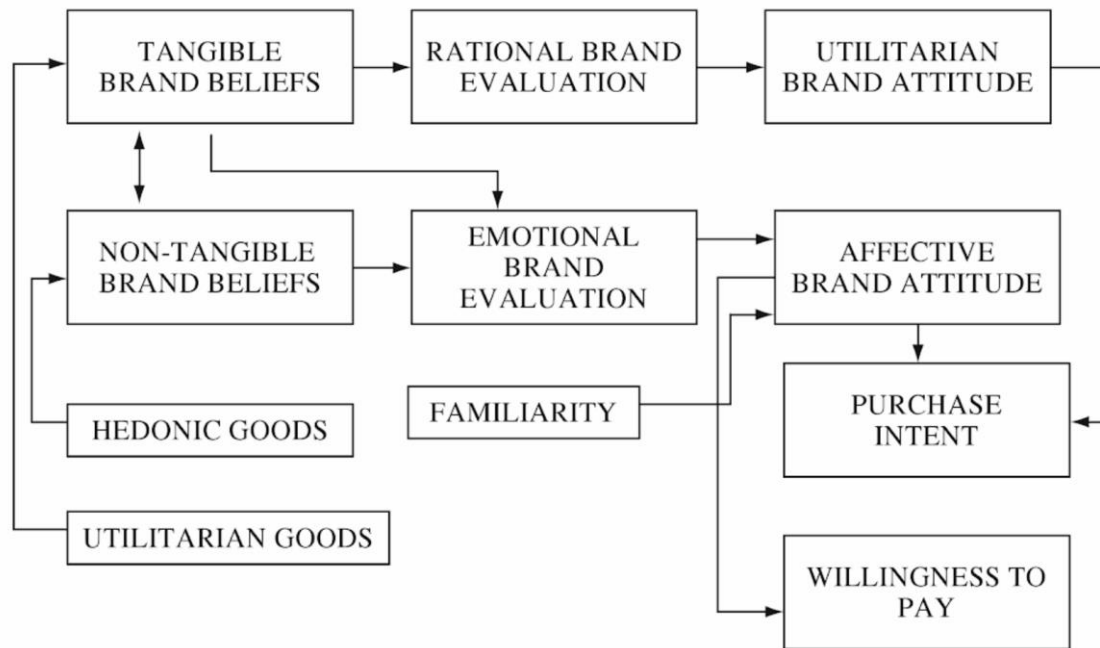


Figure 5 A Model of Emotion and Reason in Attitude Formation (Chaudhuri, 2005, p.43)

To understand the effect of emotion on brand evaluation, the model of Emotion and Reason in Attitude Formation from Chaudhuri consider the two types of evaluation, which are rational and emotional and the interaction between the factors. In this model, the Utilitarian Goods are goods providing practical functions (e.g. a table or a chair) and the Hedonic Goods served for amusement and enjoyment (e.g. movie or book). Nonetheless, distinguishing these characteristics depends on the consumer's perspective, and one product can own both. The model draws two paths of consumer perceptions on the product type, beliefs, evaluation of the brand and the familiarity as a support factor. If a consumer recognises a product type in the category of utilitarian goods (e.g. facial powder), the process will consist of the tangible or rational brand beliefs (smoother facial skin), then goes through the rational brand evaluation (matching skin's shade colour) and utilitarian brand attitude ("This brand is trustworthy") to form the purchase intention ("I need one facial powder"). In the case of the customer considering the product to be a hedonic good, the process may be combined with the emotional brand evaluation ("This brand is luxury") and strengthened by the emotional brand attitude (or effective brand attitude, according to Chaudhuri's definition) ("I feel good when I use product from this brand") to form the final intention: Willingness to pay. The purchase intention may not be strong enough, but if a specific product comes from a familiar brand and some emotion attachment (childhood memories – "My mom used this brand when I was a child"), the motivation to purchase the product is solid. For a mere hedonic good in the consumer perspective, the process mainly contains emotional brand evaluation, brand attitude and familiarity.

Besides, past behaviour is also a factor that contributes to notable variance in the intention, which can help in explaining the pattern of the repetitive attempt the intention (Jones, 2010). This is considered as a minor factor to understand the participant self-reflection of being vegan. (“Have you failed as a veg\*an before?”) The self-evaluation of the consumer depends vastly on their perspective on commitment at times. Hence, past behaviour would be considered if the interview flow allows, but it is not the main concern in this study.

### **3.4 The Theory of Planned Behaviour as a framework for studying veg\*an consumer**

Even though the non-motivational factors may be varied, the extensive understanding of the common veganism consumer challenges may help the manufacturers, suppliers and marketers provide suitable optimised products to the manufacturers and end-consumers, enhancing the consumer experience. In the humble scale of this research, the author aims to explore how veganism consumers intend to expand the practice into other categories of goods, especially in cosmetics, via semi-constructed interviews. As a growing market segment, vegan cosmetics can become a successful business to support veganism, not only suitable for the committed vegan, but also for semi-vegan and other omnivores, aiming to reduce their animal consuming in daily practice.

## 4 EMPIRICAL STUDIES OF VEGAN CONSUMERS IN MARKETING

From the preliminary research about the veg\*an consumer, there are certain challenges that one can encounter in daily life. To enhance the veganism consumer experience better, the understanding of veg\*an motivators and barriers is vital to improving the veg\*an standard and regulation in the consumer goods sector. Hence, the main research question of this study is: “What kind of challenges does a consumer encounter trying to be vegan?” By using the factors of the TPB, the author expects it would reveal the factors that affect the commitment of veg\*an consumer and what could be done from the manufacturer perspective. Also, due to the characteristics of the persona and the recognition of the potential of vegan cosmetics market share, the young female veg\*an is the most potential target consumer for the vegan cosmetics segment. Hence, it is necessary to understand this target group buying behaviour. For a better shopping experience, the non-experimental tests would examine how the young veg\*an consumers detect veg\*an cosmetics when reading the packaging. Hence, based on the finding from TPB and non-experimental tests, a clearer profile of veg\*an consumer would be summarised for future further research afterwards.

Even though TPB is commonly used with quantitative research, this study aims for qualitative method due to the unclear potential motivators/ barriers of consuming veg\*an cosmetics to create an initial consumer behaviour understanding. The approach of TPB by the qualitative study has been done previously and gave a good insight as well as a positive result for the research question (Renzi & Klobas, 2008). Besides, due to the lack of researches in veg\*an consumer, especially in vegan cosmetics, the author aims to approach multi-sources of data as a combination method to provide an overview about veg\*an’s motivator and barriers in food and veg\*an cosmetics consumption. The data collecting process includes semi-constructed theme interviews, non-experimental tests with product packaging for interviewees and test in cosmetics service situation with Lush Cosmetics sales representatives.



## **4.1 Research Design**

### **4.1.1 Theme interview development**

To form the semi-constructed interview questions, a few qualitative studies which applied TPB in the qualitative method have been studied. (Renzi & Klobas, 2008; Tan et al., 2016) The participants' criteria were based on the extraction from a persona of the wax workshop in Business Development Workshop at Cosmetics at Oulu University of Applied Sciences. 'Sakura' is a persona of young women who interested in fashion, beauty products, and frequently update the newest trends of ethical consuming and natural cosmetics (Vuorela et al., 2017). Therefore, the interviewee criteria have been generalised aiming at female consumers, 18 – 35 years old, English speakers, living in Finland and has practised veganism at some level. Their origin nationalities are different (Finnish, German, Brazilian) to provide a wider perspective of veg\*an consumption in Finland.

The interview theme questions are developed based on the Theory of Planned Behaviour, to explore interviewee's Attitude, Subjective Norms, Perceived Behavioural Control and Emotions factor in their veganism practice, mainly focus on food and in the extension of vegan cosmetics and other vegan/animal-related products, if the conversation flow allows proceeding. In Attitude, the interviewee needs to describe her diet, the benefits gaining from the diet and her perspective about other groups of diet (vegan, vegetarian, omnivore). In Subjective Norms, the questions aim to study about the interviewee's family dining habits, the inspiration of being veg\*an, the dining situation with different social groups (relatives, friends, colleagues) and the opinion/ reaction of social on the interviewee's diet. During the interview, the interviewer depends on the flow of the conversation and how open the participant expresses, a request of observation interviewee's cosmetics products is raised. This could happen before or after the tests. Hence, most of the interviews (6/7) have proceeded at interviewee's residence both for observation purpose and creating a comfortable environment. The full questionnaire can be found in Appendix 1.

### **4.1.2 Non-Experimental Tests in Packaging**

To explore consumer behaviour in reading packaging, observation is a common method in consumer behaviour research. The non-experimental research is a research designed to observe

and examine the causes of an outcome. It requires none of control or manipulation to the variable and a good fit for this research. (Kumar, 2019)

In this non-experimental study part, the interviewer observes how the interviewee read the product label, listens to their concern and based on the verbal expression, conduct some conclusion/interpret subject's behaviour/ about the interviewee process of reading a label and what factor helps in the task of distinguish a vegan and non-vegan cosmetics products without the support from any sources of information.

According to a shopping study for an unnamed cosmetics retailer, it revealed that the amount of time a regular consumer spent in the cosmetics area is about two minutes; additional extra thirty seconds for a successful deal. In a consistent pattern, the rate of average sale has a direct connection to the length of a visit and the chance a shopper can meet a salesperson or a staff (Underhill, 2000) The distinction in time is rather small, and a shopper normally shop under the pressure of plenty of options in the market without the assistance from the staff. Hence, the label and packaging become the first and most important impression to consumer. The clearer the label can speak for themselves, the easier for the veg\*an consumer to detecting a veg\*an cosmetics product. This label reading test aims to study about how consumer distinguishes veg\*an products from products' label and their impression on these types of indicators: ingredients, self-proclaimed vegan text and vegan certificate.

For building the non-experimental tests, the following question has been considered:

- How easy to detect a veg\*an cosmetics product? (Time, indicators)
- Does one need to learn about veg\*an ingredients to ensure a product is veg\*an?
- How to enhance the veg\*an buying experience by packaging label? (time, indicator, indicators' trustworthiness)
- Whether there is a need of veg\*an certification to enhance the consumer experience in detecting veg\*an cosmetics?
- What is the reliable indicator a veg\*an can depend on cosmetics label to classify veg\*an and non-veg\*an cosmetics?
- What type of indicator could enhance the reading label time of cosmetics? (text, text mark, logo mark)

In the spirit of being a vegan, doing research and mindful about what to take in is an endless job. To avoid the trap of “vegan-friendly” unknown brands, veg\*an consumers need to train themselves, if not exaggerated, become veg\*an specialists. It is common for the veg\*an consumers that they must search for a detailed guideline on how to avoid derived animal ingredients which may be found in cosmetics. In a blog post about vegan-friendly cosmetics guidance, many of the ingredients revealed under their scientific name, and some of them used to be trendy in the past to enhance the skin shade, appearance and anti-ageing purpose. Most of the consumers are not mindful about the origin of the ingredients and hard to tell the difference of those if there is no certified vegan indicator (Woodman, 2017). Based on that fact, the Test of Vegan Product Recognition (hereafter ‘Test A’) was built with a time constraint to observe the way consumers detect a vegan cosmetics product.

In this experiment, the interviewee has two tests. In test A, the participant needs to examine a set of 7 product’s label; the participant needs to give a conclusion whether a product is vegan/vegetarian suitable or non-vegan/vegetarian suitable in a given time frame and the time would be measured. The participant can freely discuss their concern about the product but do not have any affirmation from the interviewer. In the case the participant cannot give any certain conclusion, the result is marked as ‘Not sure’. Test B – Test of Lush’s Product Recognition – requires the participants to proceed the same task in Test A with a product from Lush Cosmetics. (See Appendix 5 for product pictures)

### **Test A:**

The interviewer provides seven cosmetics products (See Appendix 1 and 2 for Product list and Product pictures) for interviewees to categorise the non-veg\*an and veg\*an products in a limited time, 30 seconds per product. This test aims to test how quick and easy a consumer can detect a veg\*an product based on the packaging label. Among four samples of veg\*an products, there are three samples which claimed to be vegan by text (VEGAN, ‘This product is suitable for vegan’, 100% Vegan) and 1 sample with Vegan Society Trademark logo (sunflower logo and text VEGAN). The order of products is mixed in random order, except the product with Vegan Society Trademark has been placed at the last product to observe the interviewees’ reaction with the logo.

### **Discussion questions (optional):**

- Why do you conclude this product is vegan/non-vegan?
- How do you trust these claims/ signs/ logos?

Not all these products have been certificated as vegan or vegetarian. Can you tell these products whether they are vegan by reading their ingredient list?

### **Test B:**

Interviewer provides one Lush product (Lush's solid body lotion). The product has wrapped at the point of purchase by the salesperson with a layer of biodegrading plastics and placed a sticker with product information, including product name, a short description and ingredient list is written in Finnish and contained in a paper bag. The interviewee needs to analyse the product packaging and give the conclusion whether the product is vegan, or vegetarian or none of those.

### **Discussion question:**

Can you tell this Lush product whether they are veg\*an by reading the label and the ingredients list? How much do you know about Lush? Have you used their product before?

These additional questions aim to discover the factors that lead the participant to the conclusion and what factors could drive the purchase decision quicker. This evaluation of alternatives stage is an important one in the decision-making process of the consumer as most of the cosmetic products serve as functional goods and possibly also as hedonics goods. While hedonic factor depends greatly on emotional, personal preference, storytelling in branding and may cost a certain budget in marketing, the rational brand evaluation can be enhanced by customer-centric packaging design and credible veg\*an indicator.

### **4.1.3 Test in Cosmetics Service Situation**

To support test B in the previous part, the interviewer uses a designed case to ask for the staff assistance in two stores of Lush in Finland for further information about the lack of some information on Lush's product packaging (Ve\*gan indicator and due date). This scenario interview called as Test C from this point onwards. The scenario includes the buyer, who needs to pick a product as a gift for a vegan friend, who concerns strictly of her veganism consumption. The expecting result is getting their consultant and explanation about Lush's veg\*an certificate and how the recipient can assure the suitability of the product when the product packaging does not include any veg\*an indicator.

An interview in a Lush store in Sweden was conducted in May 2018 as a preparation for these interviews in Finland. In this rehearsal interview, the buyer asked freely about the brands, certificates and how the buyers could distinguish products in solid bar shape when they do not have own packaging and label, for example, shower soap, hand soap, massage bar, etc.

## 4.2 Data collection

The semi-structured interview is the main method to collect data for this study. Most of the interviews last about forty minutes to an hour depends on the answers of the interviewees. In the purpose of observation individual cosmetics choice of the interviewees, most of the interviews are conducted in interviewees' apartment. This choice of location requires openness from the interviewees. Thus, the interviewees were mainly contacted through the interviewer own social relation and via introductions. Due to the length of the interview and the requirement of location, it is a challenge to gain enough qualified interviewees. There is also a difficulty in reaching out for vegan interviewees. But later, the participation rate was improved, and the vegan number has outnumbered, due to a double interview. During the analysing process, there is some distinction in emotion and behaviour in the vegan group. Hence, based on the main reason for being vegan and the similarity in the emotion of vegan group, the participants are divided into four groups with the characteristics as followed:

- Flexitarian (n=2): have a loose concept of veganism, food waste concern and compromise the concept for saving food from wasting.
- Vegetarian (n=2): have a higher commitment, easy to adapt to a new social environment in finding suitable food.
- Vegan: have no food compromising, keep the diet stricter. Based on their concerns, this group is divided into two groups: Environmental vegan and Ethical vegan
  - Environmental vegan (n=2): are mainly practice in food, "Food is our ethics". They occasionally use honey and some other animal-derived products. For example, clothes, shoes or accessories are acceptable when purchasing from a flea market or as a second-hand product, recycled items or due to the cultural background (traditional costume).
  - Ethical vegan (n=2): uncompromised on their diet, do not use other animal products (leather/wool/fur clothes or shoes) or try to minimise gradually. They have strong emotional words and reactions ("disgusting", "threatened", exhaling,

clicking tongue when mentioned unhappy memories); anxiety toward some subjects (“share my anxiety”, “stressful subject”) and received many judgements, prejudices, very strong and negative comments from others. They also owned a humble attitude toward the number of vegan cosmetics they owned, but the number is impressive (8 items for light makeup user and 16 for heavy makeup user).

The chosen interviewees are young female veg\*an from 18 to 32 years old, studying or working in many different fields (high school student, BA student, MBA student, MBA graduate working in the marketing field, fitness instructor). Six of them are Finnish citizen, one German and one Brazilian both lived in Finland over two years. There are 4/8 participants have started to practice their veg\*an diet since underage, and all participants have practice time from 3.5 years to 13 years and have some time for the transition period. 7/8 participants started their transition period when they were underage from 12 to 17 years old (the other one started at 18 years old) and the transition last from 1 to 4 years when they reduced meat consumption or being vegetarian before being full-time vegetarian or vegan (except for flexitarian group as they cannot recall the transition period). This age aspect may show that in the young adult, the need to contributing to their idealistic and shaping the identity are noticeable.

The order of interview is mixed according to the convenient time of the interviewees and depend on the time of contact in order. Hence, for presenting the data in a logical system, the interviewee number has been arranged according to the diet group: Flexitarian (F1, F2), Vegetarian (Vg1, Vg2), Environmental Vegan (V1, V2) and Ethical Vegan (V3, V4). Within these groups, V1 and V2 are cohabitants and have shared similar shopping experience. The testing part has been conducted at the same time with both to record their concern at most based on their verbal expression.

*Table 1 Participants' Age and Year of the transition period and practice Veganism diet*

Interviewee code	F1	F2	VG1	VG2	V1	V2	V3	V4
Diet group	F	F	Vg	Vg	V	V	EV	EV
Age (present)	26	25	24	32	22	20	23	18
Age started the transition	-	*	12	18	16	14	17	13
Years of transition	-	-	4	1	2	2	2.5	1
Age started to be Veg*an	16	20	16	19	18	16	19.5	14
Years of Veg*an practice	10	5	8	13	4	4	3.5	4
Total years practice	10	5	12	14	6	6	6	5

Note: '-' the interviewee cannot recall the info;

''\*' The interviewee answered 'underage.'

In the non-experimental tests, the interviewer tries to eliminate giving any hints, cues, only guideline and in case the participant takes too much time for a conclusion, an affirmation question would enough to demand the participant giving their final answer. The time limit, as mentioned, encourages the participants to have a reference timeframe and helps to let the top concern revealed themselves under pressure. The recorded time plays as a reference because each participant has a different response to the test. Some do the test themselves without discussion; hence, the observant need to ask about the indicator on the products after the test. A few times, this question leads to the changing of answer from the participants as they did not see the indicator for the first time. Some participants started to talk to the observant when they feel confused, and one participant cannot give a certain answer for many products without checking more information from the Internet. In the following part, the analysing would be present by product and by the character of each participant and groups. The recorded timetable can be found in Appendix 4. For the test in Lush's store, the interviewer visits the stores and raises the concern as a shopper to the sales representative and recorded the conversation. The Lush product in Test B has been purchased in these visits.

All interviews conducted in English, which is not the mother tongue language of both interviewers and interviewees. But all participants have efficiency level to communicate, working or studying in

English daily. There are few times that interviewees cannot find the exact word to express their opinion in English, but with a little further effort to clarify their ideas, the interviews are all successful in gaining the participants' insights.

### **4.3 Data analysing**

This study has been conducted as a study case due to the expansion of interest in the research design stage. Hence, there is a complexity in data analysing with the semi-theme interviews and the non-experimental test. For the interviews with veg\*an consumer, the audio files are transcribed into text and went through a process of content analysis. It includes coding data by identify the main theme in interviewee's answer and highlight some notable verbal expression. All the coded data are transferred to a spreadsheet and classified under a master list of discovered themes. From that table, the data have been compared, and the main themes are integrated into the results report in the next chapter. For the non-experimental tests, the time result has been recorded in the table (Appendix 4), and the verbal expression is treated by content analysis.

### **4.4 Findings**

In the purpose to understand the interviewees' stories situation and their experience, this chapter starts with the summaries of participants' stories present their background and veganism experience. Next, the finding based on TPB factors and Emotion would be presented in common themes in diet and cosmetics respectively. After that, the result of the non-experiment test

#### **4.4.1 The participants' stories**

The interviewees' identity is confidential. Hence, to keep the distinguish and present the data comprehensively, the interviewees are marked by their diet group and an identification number. For diet group, F stands for Flexitarian, VG for Vegetarian and V for Vegan.

##### **Flexitarian no.1 – F1**

The participant is a 26 years old Finnish. She is a Master student in Art, single and been a flexitarian for 10 years. She describes her diet as "mostly vegetarian and even vegan" but she still consumes food with meat or fish in some unavoidable situations to avoid wasting food. The global



environmental issues brought her to this diet path with some level of empathy for animal rights. The transition to veganism to her is “easy” with the support from her family and social network. It started since she was “admiring” her cousin, who was a vegetarian. Her mom also used to be a vegetarian when she was young. Hence, the supports from her parents were strong although they had some concerns at the beginning when she was underage. In the present days, they would prepare vegetarian food and join the same vegetarian meals when she visits them. She feels there are no barriers for her to find vegetarian food, with options from school restaurants, grocery stores, café, etc. and she can cook her own food or asking for custom-made vegetarian food when she was travelling.

For cosmetics, she knows one brand of vegan cosmetics. Due to her skin sensitiveness, she needs to use some specific drug-store brands and there is no indication of regard to their veganism. But if she could, she would choose ‘Animal-friendly’ cosmetics brands.

### **Flexitarian no.2 – F2**

The participant is a 25 years old Finnish. She is single, working in the health care sector and she has been flexitarian for 5 years. Even though her mother is a vegetarian, she did not have the support to be a vegetarian when she was underage because of the nutrition concern. Although, she thinks that her mom gave her “another perspective [...] to be a vegetarian”. With the climate concern together with her occupation, they influenced her “to eat healthier to avoid all the illnesses”. Occasionally, she still consumes fish and meat to avoid food waste. In cosmetics, she does not see any connection between consuming vegetarian food and using vegan cosmetics. She heard about vegan cosmetics but has no interested and did not use any products before.

### **Vegetarian no.1 – VG1**

The first vegetarian is a 24 years old German who lived in Finland for two and a half years. She is single, owns a master’s degree in business and working for a local company in Finland. She fully became vegetarian when she was 16 years old because of environment reason and she never liked the taste of meat. She tried to be vegan a few years ago, but it was very difficult for her to find vegan meal options during working time and her mother had not supported her to be vegan. She commits to the environmental protection by reuse leather products which she got from family members, choosing local products over imported. The variety of products and the popularity of veganism are higher in Germany than Finland, she compared.

In cosmetics, she has knowledge of vegan cosmetics, ingredients and ‘No animal testing’ concept. She uses some vegan cosmetics in German before and has three vegan cosmetics products at the

time of interview. She has positive feedback on vegan cosmetics because of its natural smell and not causing irritation like some non-vegan products. When talking about brand image, she would support brands with a supportive movement toward the environmental issue and against animal testing.

### **Vegetarian no.2 – VG2**

The second vegetarian is 32 years old Brazilian. Her daily job is a fitness/lifestyle instructor. She has her own studio in Finland. She is married and has one kid, lived in Finland for about four years with her family. She was vegetarian for over 13 years since she carried her child. Her husband became vegetarian a bit earlier and that inspired her to change. Naturally, her child has become vegetarian since toddler as she did not want to introduce him to meat. But that decision is confronted by her parent objection because of their concern over nutrition for him. It took a lot of time for her to prove her son's growth and wellness despite the lack of meat to her parents. Being vegetarian means a lot to her. It reflects her thought about the environment, ethics, wellness and lifestyle.

*“The way that I eat is influencing everything. My lifestyle...it is connected to the way that I behaved in everything that happened in my life.”*

She thinks it would be amazing to have more vegan options in cosmetics. But she has not paid much attention to the ingredient list of the product. While shopping and being overwhelmed by the number of options, she would pay more attention if the product labels have any indication of “organic, vegetarian or vegan” with a reasonable price.

### **Vegan no.1 and no.2 – V1 and V2**

In this interview, the participants are a cohabitant couple. V1 is 22 years old, Saami person and studying culture in a master's degree. V2 is 20 years old Finnish, studying in the education field. Their stories share many similarities in the journey to become vegans. Both have been vegan for four years with two years transition from a vegetarian diet and they started the transition since their adolescent. They had support from family to choose their own diets. The environmental issues are the main concern that encouraged them to become vegans. They have a flexible concept of veganism. In diet, they use honey occasionally and mindful about the origin and labour working condition of the food product they consume. For other product categories, they are willing to shop and use second-hand products, also include leather product, due to the traditional costume of

Saami and recycling goal. For V2, she also feels the ethical reasons and lactose intolerant motivated her further.

In daily beauty routine, both are minimalism and only do makeup occasionally. Their cosmetics collections focus more on skincare. Although they were not considered themselves as vegan cosmetics users, we found 3 vegan products in their cosmetics. Their choice also reflects the concern of environment: choosing soap bars over liquid products, purchasing local products, vegan and animal-friendly brands. Even though these actions are very positive, the couple treats them as a very normal routine in their daily life and did not see them as a noticeable thing.

### **Vegan no.3 – V3**

The third vegan is a 23 years old Finnish. She is studying media and in a relationship. She has been vegan for three and a half year with two years in transition. The ethical reason is her biggest concern. She describes that the thought of supporting animal husbandry makes her feels uncomfortable and consuming vegan and vegetarian food made her feel good. It started during high school years when she consumed less meat in school lunch. Then she only eats non-vegetarian food when visiting her parents due to the convenient and stopped to compromise when she feels “disgust” about animal products. From the family side, she has her mother support and she also became a flexitarian but on the other side, she still copes with her father’s disagreement in being vegan. Her boyfriend is not vegan or vegetarian, but he is flexible to find substitute meals and supportive by making sure the processed food he purchases are vegan for her. But being a vegan is not always easy for her. There are times that the lack of knowledge about veganism put her in awkward social situations. She received curious and tricky questions from her network asking about the ethical side or economic sustainability of veganism or a bit of pressure to refuse the non-vegan food from senior relatives.

Her commitment to the veganism is noticeable when she shares her cosmetics products. She is rarely makeup, so she still owns some of her mom old makeup products, which are not vegan. But in skincare and other hygiene categories, there are plenty of vegan brands and products that she owns (8 products). She is humble about the number of vegan cosmetics she has and thinks she should use them more than present.

### **Vegan no.4 – V4**

The fourth vegan is 18 years old, Finnish. She is single and a high school student. V4 has been vegan for four years and a year of vegetarian. She strictly follows a vegan diet, without using honey and animal leather product. The idea of being vegan came to her from Youtubers, from whom she

got the information about the concept and linked to other websites about vegan nutrition. Her younger sister joined her to be vegan not long after her, and that created some difficulties for their parents at the beginning.

*“It was such a new concept for them. But eventually, they understood what we were saying and why we wanted to do this. They are now very supportive, and they are all like to eat vegan meals in restaurants [with us].”*

Her family was supportive of her diet and lifestyle, but it is not always the same for her social network. Being the first vegan among her social groups, she faced many circumstances of discrimination because of her diet and the negative public image of vegans. Although she feels good being vegan, she feels that it is unnecessary to mention her diet due to social judgements. With the commitment to avoid any husbandry industry, she extends her veganism in other product categories: clothes (no leather and down jacket), vegan leather watch, vegan cosmetics. She tries to use as many vegan products as she can find in the local stores, except for some special products that vegan products cannot be as good as non-vegan ones. She usually read through the ingredient list thorough and study the origin of the ingredient closely from different sources on the Internet to make sure she does not use any animal-derived products. It became a routine step in her shopping habit.

#### **4.4.2 Veganism food consumption**

##### **Attitude**

As proved in a huge number of previous researches, the TPB provides a positive result in predicting one intention to perform a behaviour based on the theory's elements. In this study, by qualitative method, the TPB factors gained the insight of veganism practitioners. When being asked “What is the reasons you become veg\*an?” the most common reasons are an environmental issue, personal health concern and animal rights. The less common reasons are “professional knowledge” led to the desire of eating healthier (F2, VG2) and “the vegetarian food options were better” for the subject (V2). All these reasons are matched with the common reasons for being veg\*an that Beardsworth & Keil has described.

*Environmental issue:* Most of the interviewees mentioned this concern as one of their main reasons to practice veganism at their level (7/8 participants). The concern is repeated throughout some interviews with more explanations and opinions which reflects the common acknowledgement that

meat consumption is responsible for environmental issues, and most of the participants feel that they are “making some contribution” to improve the global situation.

*Health concern:* Some interviewees have lactose intolerance (referred as “stomach-ache”), and some can see the improved digestive system when their diet excludes dairy and meat (“feel lighter”, “my tummy works better without meat”, “body takes a long time to digest when eating meat”). V4 shared that she had bad acne condition during her puberty, and her skin became clearer when she became vegan.

*Ethical – animal rights:* The participants feel that “animal should not be suffered”, “don’t feel good to support animal industry” or “dairy industry” or even implied toward meat as a symbol of death. This concern appears consistent in all diet groups at different levels. The concern is milder in the flexitarian group, increasing in the vegetarian group and reach the highest peak in some vegan participants. This concern is also lead to a strong emotional reaction in some participants, especially to some vegans. As there is a connection between ethical reason and emotion, the vegan group is divided into sub-groups: **environmental vegan** (V1, V2) and **ethical vegan** (V3, V4). It could also be applied to the vegetarian group, but since the sample is small (n=2) and the differentiation is not clear, the vegetarian group would remain as a single group in this study.

### **Subjective Norms**

Family is a strong support factor in adopting veganism. The commitment of participants is stronger and easier for those who have support from the parents by preparing or enjoying veg\*an food in social dinners, visiting, in restaurants, family events together. Most of the participants (5/8) grow up in a family with neither parent being veg\*an. F1 has her mom used to be a vegetarian while F2’s mom is a long-term vegetarian. VG2’s parents are omnivores, but she has a husband and son both are vegetarians. VG1, V1 and V2 are the only veg\*an in their families. V4 is the first vegan in her social group, and her younger sister also follows a vegan diet not long after her. Although, most of the parents have a similar nutrition concern for their underage children, despite being vegetarian themselves or not. The acceptance does not come easily in some case. For VG1, even though her mom is a vegetarian, she did not have the support in participating the veganism, due to the nutrition concern, and she only became flexitarian later at 20 years old. For the rest of the participants, some have initial hesitation from their parents due to the lack of information about veg\*an diet and/or the nutrition matter (“First they were a bit like hmm...”, “When I was younger, she was like “No you

can't be a vegetarian.”) But with time and the proof of maintaining being healthy, they became supportive in preparing some veg\*an options for the family meals (F1, VG1, VG2, V1, V2, V3, V4)

“Mom cooks vegan food for me” – V3

“Mom cooks meat at side dish, and food was separated.” – VG1

“Parents cook vegetarian food when I visit, and we eat together” – F1

“We enjoy vegan meals together in restaurants” – V4

Otherwise, VG1 got some comments from her mom while trying to be vegan (“When I was trying to eat only vegan food, she was a bit concerned. She thinks it is a bit exaggerated.”) and V3 father does not approve and cooperate in preparing vegan ingredients for her (quoting her father words: “I do not get it, why you cannot eat meat? Look, and why do you have to make everything so difficult?”).

During the interviews, interviewees' moms have been mentioned as the main person who concerns about their health. This could be explained as feminine are usually the one who shop and cook for the whole family regularly, so nutrition balance became their natural responsibility. In the special case of VG2 who raised her kid became vegetarian from very early, her parents had no opinion when she changed her diet, but they disapproved of the idea of raising a toddler being vegetarian. She explained that “We are vegetarian then he will grow up being vegetarian”, similar with the way she has been raised: her whole family has been an omnivore and then when she turned 18, the choice is hers to make. Her kid will have the same freedom when he grew up. It took her quite a long time to prove her kid diet plan is balanced and healthy, gave him a better immune system than another family member who has the same age as him. The family meal culture is strong and being different from their parents' diet is a challenge to persuade and arrange daily family meals. In the research over European countries about the effect of family meals, practices and values on young people, John B.F. de Wit and his colleagues have good results to affirm that the family meal culture can build the young people's eating behaviours, including both the practices and values. (Wit et al., 2015) In this case, most of the interviewees have the inspiration of practising a healthier diet from their friends from an early stage of the adolescent period (12-18 years old) and brought the new concept into their family where most of their parents are not familiar with the concept of veganism (VG2, V1, V4). Therefore, the achievement of being veg\*an could show their commitment to the ideals they believed. Besides, it is noticeable that 3/8 participant have moms are or used to be

vegetarian and that partly “gave another perspective about food” to them. By this incident, it shows that the veganism may connect to the feminine factor.

Social groups and social dinner interaction play an important role in encouraging the subject to start and continue to practice the diet and has a strong influence on Emotion. The flexitarians in this research scale have many veg\*an friends while in the vegetarians’ and vegans’ groups, the number is decreased, except for the pair of environmental vegans. In the ethical group, V3 only knows 1-2 vegan or vegetarian while V4 is the first vegan in her social circle (in early years), and later the number of her vegetarian friend growth.

For the flexitarians, social dinners have no role as a barrier for them. The concept of consuming a plant-based diet becomes natural and normal. For these subjects, when being asked “What are the barriers of being veg\*an?”, there is no barriers come in their minds. This experience happens mainly among Flexitarian, Vegetarian and Environmental Vegan (at some level) where the practice concept is loosened, compared with Ethical Vegan. 3/8 respond that it is easy to find veg\*an food (F1, F2, VG2, V1). F2 thinks that it is harder to find vegan food, and when the vegetarian food is not tasty or provide enough protein, she would compromise to have a non-vegetarian meal. VG2 does not need to announce her diet to new acquaintances and treats it as normal, easy to find a way to adapt in new places, even when travelling. For V1, she has her friends willingly help her find vegan food, and in case it could not be done, she will skip the meal. F1, V3 and V4 deal with the issue by preparing food or snack themselves: cook in the rented apartment when travelling (F1), while going out with friends or family or skip the meal (V3), prepare some simple food when travelling in a big group (V4). In the case of VG1, she feels “does not want to make a big scene” and due to the convenient and time restraint when having lunch with new colleagues in a new city, so she moved from trying to be vegan back to a vegetarian diet. For V2, she feels normal to have a meal with vegan friends, but when the social group consists of the majority of non-vegan or vegetarian, she feels “being a burden for them” because others have to follow her choice, so it is difficult for them to find a place where everybody can eat. The theme of social meals revealed the need for being invisible, feeling more “ordinary” while not assimilate themselves to the majority.

To support this reasonable need, better availability of veg\*an options in public restaurants would help to solve the problem of compromising between the veganism, the convenient and the taste. Based on the participants’ experience with the option available in a restaurant, most of the restaurants in Finland would have at least one vegetarian option, also in high school and

universities campus. But the availability also depends on the local demand. For example, in an art campus of a university in Helsinki, there are two vegetarian restaurants for students to serve the high demand while when travelling to the north of Finland cities such as Lapland, Tornio, etc., the vegetarian and vegan options become limited.

While close social groups play a vital part to in veg\*an practice, there is not much of influence from public figures, bloggers or celebrities (or called as “influencers” in modern social vocabulary) to their intention of practising veganism in flexitarian and vegetarian group. Most of them refer to friends, cookbook or Internet as the general source of information. On another side, in the vegan group, there are at least one or more influencers that they are followed for a long period. They are vegan blogger Chocochili who provides recipes and opinion about vegan topic, Youtuber Freelee TheBananaGirl who talks about diet, fitness, vegan lifestyle and debate about arguing topic of veganism and the famous entertainment couple Lisa and Paul McCartney who are vegetarians, owning a vegetarian frozen meal and appeared in an episode of The Simpson Family TV Series (Kirkland, 1995). The common theme revealed these vegans found in influencers the sympathy, the openness in the discussion about the harsh of animal rights, modern consumption habits and “the right points” that make the vegan group think about their consumption habits, the carbon footprint and the animal rights. That awareness motivated them to devote to the veganism as a better way to contributing to human, animal and environmental. As a side effect, this recognition made V3 feels lonely as being the minority in their social group. With the growth of multi vegan Facebook groups specialised in different topics, there are platforms where she can “sharing the anxiety” a vegan can face in daily life such as a bad dish in a restaurant or discuss the newest vegan products, which help vegans having the companion they need.

### **Perceived Behavioural Control**

The Perceived Behavioural Control of the interviewees has a constant effect on the Attitude and Subjective Norms. Half of the participants answer that they do not have the craving feeling for meat or do not like the taste of them and that is one of the motivators made the practice easier to follow (F1, VG1, V1, V2). VG2 expresses that she cannot stand the smell of meat. This could consider as a good and natural self-motivator for veg\*an. Although, for vegan, it is quite uncomfortable for them when they must refuse homemade food from senior family members or similar, either a savoury pie or non-vegan dessert due to the strict diet (V2, V3). For V4, she has a minor craving for dairy products such as cake in café or chocolate. There is almost none to very few options available now



in restaurant and café and vegan chocolate quality, although improving, still not as good as the non-vegan products.

For external motivators, 5/8 think there is a significant improvement in food availability in grocery stores in Finland for the last couple years (from one to four years). There are many options and the extension of product categories, especially in dairy substitute (vegan plant-based drink, yoghurt, ice cream, etc.). Besides, there are more restaurants, and café shop provide veg\*an options for their customers, even in some unexpected places. The appearance of milk substitute itself in café is a good improvement, it is even better when the customers now rarely must pay extra for the vegan option they choose, compare to a few years ago. Since nut drinks price is much higher than dairy milk, this is a good point to attract veg\*an by making them feel vegan style become an ordinary choice. Also, from the own participant experience, the veg\*an options when travelling or living abroad depend heavily on the food culture of the destination countries. Most of the participants overcome the difficulty by prepare food themselves in a rented apartment, prepare simple food themselves in the hotel (lack of options and support in restaurants) or asking for a customised meal where suitable. For expats, living in a country where non-vegan friendly can be a barrier to continue the practice as the social connection and the facility does not support veg\*an diet (restaurant menu, grocery store). For example, London “is a vegan city”, while suburban of France, Italy or South America are not.

## **Emotions**

In general, strong emotion appears consistently in the ethical vegan group; it appears lesser in Flexitarian group and inconsistently in the vegetarian and environmental vegan group.

In the purpose of understanding one’s emotion toward the different aspect of veganism, it is impossible to separate the emotion factor to others mentioned factors of Attitude, Subjective Norms and Perceived Behavioural Control. The other factors have a role as the triggers for Emotion to express the state of mind when the participant recalled their experience. The non-verbal expression of the participants showed very subtle expression (raising eyebrows, clicking tongue, raising shoulders, smiling) to more obvious expression (long exhale, frowning, chuckle, laughing). The verbal expression contains a variety of vocabulary, from positive (‘pleasurable’, ‘incredible’, ‘amazing’, ‘feeling good’) to negative (‘disgusting’, ‘judging’, ‘anxiety’, ‘threatened’, ‘suffering’). Especially, VG2 has a symbolic image when referred to meat as a sign of death (“I do not want that dead [thing] in my house”). To her, food represents the nurture symbol, and she only wants to feed

her kid what nurture him. V3 puts her emotion toward meat into words: “I were thinking of meat is kind of gross because of all the blood and vessels [...] and it (meat) just like disgust to me.”

When being asked “How do you think about other diet groups?”, most of the participants have a neutral attitude toward them. The common answer implied a neutral attitude on others’ diets and “feeling happy” or encouragement if someone joins their diet or reduces meat consumption at any levels. But under the surface of ‘feeling normal’ or calm, some expressed their uneasiness for the prejudices and judgements from other groups. For example, VG1 has the impression of some vegans are “trying to blame other people for eating meat, even blame vegetarian for drinking milk or eating eggs.” V3 feels “kind of scared what they are going to say to me” when the social conversation turned into diet topics. The questions she had from others are not easy to perceive, such as “if they go out and shoot up rabbits, will I be able to eat it?” or “Do not you support Finnish agriculture?” (she directly quoted the questions). V4 feels “threatened” by some people when she happened to reveal her diet and received judgement reactions and comments from them as if she judged them because she is a vegan (“Ew”, “What the hell?”, “Are you dumb?”, “I eat meat, and you cannot do anything about that!).” There are a lot of emotions triggered by social reactions to their diet practice. It is noticeable that V4 received these reactions from young male persons, and she has a guess on being manly has related to the image of eating meat and drinking beer. Also, as mentioned, V3’s father does not approve of her vegan diet. These circumstances and the number of participants having vegetarian mothers are solid proofs for the social norms of veganism and masculinity.

The presumption from the social escalates the anxiety for veg\*an and attacks their identity, as most of them view being veg\*an as “very natural to me” or “I do not find any other way [than] tend to be vegan” and contributing for the environment and animals. As an unavoidable precaution, most of them try not to mention this topic in the social conversation since it causes so much anxiety for them. To sum up, VG1 commented: “as long as they do not bother me, I will not bother them”. This partly matches with the Rosenfeld’s result in the identity profile of vegetarians and vegans. Most of the participants feel proud of being veg\*an and will continue to do so, even would choose to be vegan over being omnivore again (3/4 vegetarians and flexitarians). Although, it is interesting that, in Rosenfeld study, the vegans tend to have a more negative attitude toward out-group dieters. And with the result in this study, it could partly explain that with the heavy criticises vegans received from omnivores and indelicacy questions around vegan’s motivation and logical in supporting veganism; omnivores created the antipathy for themselves.

Although, there are also positive reactions, for example, in the case of F1, F2 or VG2, who have the support from their surrounding network. F1 said: "Maybe because I live in a bubble of arts and a big city" implying the difference of attitude due to geography factor. VG2 told that she has a positive reaction from new acquaintances that they were willing to prioritise their diet and would pick a more vegetarian suitable restaurant for their family. But she did not feel the need to be treated as a priority in any way. Hence, there is a strong connection between Subjective Norms' attitude on subjects' Emotion. For subjects' who live in bigger cities or have the majority of veganism supporters in their social relation, the diet becomes a social norm and in contrast, subjects' who live in Northern Finland or have very few to no veganism supporters, the diet become an extreme phenomenon.

Other than Subjective Norms, the subjects' Attitude also contributed to the level of Emotion they have on the diet. For VG2, food presents of pleasure that she enjoys greatly and they give her positive emotions. For F1, V3 and V4, ethical play an important role in their veganism concept. Hence, there is an emotional attachment between meat products and their negative emotions. In the case of F1, she mentioned a fact that "a pig has brain capacity equally to a three to four-year-old kid" and that made her think hard about it. For V3, the meat makes her feel "disgusting", and the word has repeated many times during the interview. In the emotion scale of Bagozzi, 'disgusting' is a very strong emotion and can affect greatly to one's action. Hence, it becomes a strong source of motivation to pursuit veganism in a wider extension. That also reflects in the number of their vegan cosmetics, which would be analysed deeper in the next part.

#### **4.4.3 Veganism cosmetics consumption**

In the previous chapter, the motivators and barriers in veganism diet have been discovered. Then, to extend the knowledge of the subjects' intention in broadening the veg\*an product categories, the study continues with the second part, exploring the needs in using veg\*an cosmetics.

##### **Attitude**

From the noticeable themes of the participant's veg\*an practice, they gave an extensive understanding of their motivation of using vegan cosmetics and may predict their future intention

in spending on them. Although, unlike in the food category, the awareness of flexitarian and veg\*an about vegan cosmetic is inconsistent and weaker than their commitment to food. Most of the participants are light makeup user with limited makeup routine and mainly maintain basic skincare routine daily. There are only two participants applying makeup daily (VG2, V4). One used as moderate level (facial foundation, lipstick) but unfortunately, the observation of her cosmetic products cannot access due to the interview's location. The other is a heavy makeup user. She uses makeup to cover acne scars and for a fresher look (facial foundation, eye makeup and lipstick). Some of them understood 'cosmetics' included mainly makeup product.

Most of the participants have an awareness of vegan cosmetics at some level. When asking some vegan cosmetics that they know, half of them (4/8) mentioned Lavera (a German cosmetics brand can be found easily in Finnish market), and half of them (2/4) are using their products. The amount of mentioned vegan cosmetics brand is quite limited as there are only a few brands are fully vegan (Lavera, "DM's in-house brand", Jeffree Stars Cosmetics, Basic Minerals, NYX), while most of the brands are only partial or owns a vegan product line (The Body Shop). Vegan cosmetics brand knowledge is quite a mix because of the complexity of the brand and its parent company owner, 'No animal testing' concern and the level of the trustworthiness for them. For example, V1 and V2 do not know NYX is a vegan brand<sup>3</sup> as they do not own any vegan certificate or publicly marketing their products as a vegan brand until 2019. Before that, NYX is a cruelty-free brand with a certificate from PETA. But for V3, even though NYX answered the consumer that it is 'No animal testing', but since their owner company is L'Oréal which applies animal testing, she does not trust NYX is a fully vegan brand.

The awareness level raises the highest in the ethical vegan group. They would check the product origin, each ingredient's origin by searching over the Internet, vegan groups and vegan websites for secondary sources. For other groups, one vegetarian is actively following an environment-friendly brand while the other two environmental vegans are using vegan cosmetics without realising it as they did not count shampoo and soap as cosmetics. There are total 4/8 participants do not find the relation between practice veganism and using vegan cosmetics as they are not

---

<sup>3</sup> From 2019, NYX is a vegan-friendly brand ('NYX Cosmetics is Now Vegan-Friendly! (2019)', 2018, cited 27 May 2019). Due to limitation in tracing each product manufacturing date and product line, in this study, all NYX product is considered as non-vegan and treated as separately category in the report.

considering food and other product categories belong to the same category. This is a fascinating discovery as it shows that half of the participants consider cosmetics as utilitarian goods, in term of veganism, as emotions do not involve in their decision-making process.

### **Subjective Norms and Perceived Behavioral Control**

In Subjective Norms, most of the participants do not share vegan cosmetics with their social relationships. It seems like a personal preference to use vegan cosmetics. Besides, most of them also found the vegan cosmetics price is higher than non-vegan cosmetics, and two of them found the price in Germany is lower, and they have more options. F1, V1, V2 and V4 would like to use more vegan cosmetics when they have a higher income. F2 is not aware of any benefits of vegan cosmetics over non-vegan products. Hence, she has no intention to use it soon. VG2 reported she purchased one vegan cosmetic (hair care product) recently, and she thinks that would be nice if she could have more options, although she is not aware or seeking for vegan cosmetics. V3 said she did not pay much attention to purchasing vegan products, as she still owns old makeup from mom. Although she also may have a misunderstood about cosmetics because she owns plenty of vegan cosmetics in hair and body care. Based on the number of vegan cosmetics products they own; it can be concluded that the awareness and consume vegan cosmetics increase directly proportional to their diet commitment despite their income.

*Table 2 The number of owned vegan cosmetics*

	F1	F2	VG1	VG2	V1	V2	V3	V4
Number of items	0	1	1	3	3	3	8	11

### **Emotion**

There is inconsistent emotion trace toward vegan cosmetics in participants. For VG1 and V4, they took the initiative to ask if they can reach out to the cabinet. Hence, cosmetics observation proceeds at the same time. They have the enthusiasm about reading product labels, as 'No animal testing' for VG1. In the case of V4, after the interview ended, the author continues to discuss further veganism as she was happy to share a further idea about vegan life. At the end of the conversation, she also revealed the vegan leather watch she received as a gift.

To summarise the cosmetics product and similarly discovered during the interviews, there are mainly four types:

1. Non-vegan products: Products do not have any indicators of cruelty-free or veg\*an
2. Cruelty-free products: Products own 'No animal testing' mark or marketing as a similar goal (e.g. The Body Shop)
3. Vegan cosmetics without certification or indicator: self-proclaimed vegan products or products with no clear indicator on the package label, either by text, own vegan mark or 'vegan recipe' (e.g. NYX)
4. Vegan cosmetics with certificate indicator: cosmetic products have a vegan mark issued by an independent organisation with trustworthiness (e.g. Urtekram, Lavera).

This result is only a brief finding based on the cosmetics collection of participants for observation purpose. In practical, there are many unclear scenarios about indicator on the package label. For example, the Mango body butter from The Body Shop has claimed to be a vegan product on the official US website ('Mango Body Butter', 2019) but there is no indicator provide this information on the product label. The lack of vegan indicator on the product label not only could exclude the main target group, which is veg\*an consumers but also raise a question about the validity of the information.

#### **4.4.4 Non-experimental Test in Packaging**

The three tests give a good insight into the process of evaluating product information in vegan cosmetics. The results would be displayed in the following order:

- Test A: Test of Vegan Product Recognition
- Test B: Test of Vegan Product Recognition – Lush's product
- Test C: Test in Cosmetics Service Situation – Lush's store.

In test A and B, due to the similarity of V1 and V2, both participants did the tests together. This decision was made at the time of the interview to observe their information exchange. Hence, there are 7 tests for 8 participants.

##### **4.4.4.1 Test of Vegan Product Recognition**

In this section, the test result is presented briefly each product respectively to report how easy the participants read the labels and categorise the products. Then, based on the observation of their

reading label habits throughout the tests, the user group profiles reveal the common patterns in their product evaluation step.

The following table provides the vegan/'No animal testing' indicators (if available) on the sample products. All of them were placed in the back label. Full products' descriptions and images could be found in Appendix 2 and 3. The reading time record can be found in Appendix 4.

*Table 3 Vegan Indicator description*

Product number	Vegan Indicator description	Ingredient list
P1	uppercase VEGAN text mark next to the barcode	Yes
P2	No indicator	Yes
P3	Text description "Suitable for vegetarians and vegans. Superdrug is against animal testing."	Yes
P4	Leaping bunny logo	No
P5	No indicator	Yes
P6	100% VEGAN text mark in an oval shape	Yes/ Under barcode sticker
P7	Vegan society sunflower logo with VEGAN text	Yes

P1: Most participants take a long time to detect the indicator. Only 2/7 can detect it under 10s.

P2: 3/7 quickly conclude this as non-vegan, one based on ingredient (gelatine), two based on their brand knowledge ("I haven't look, but I know the brand", "I used this, so I know it quite well"), 4/7 spend 11-24s to conclude it's not veg\*an suitable.

P3: As the indicator in a long text, most of the participants spend time to read through all the label.

P4: The Leaping Bunny logo confused one participant. Most participants take a long time to read the label and consider the product, due to the lack of the ingredient list.

P5: the most time-consuming and confusing product as the text in the back label is long. Some participants have the impression that L'Occitane is a natural or vegan/vegetarian brand. But since

there is no clear indicator on the packaging, it is a challenge for the participant to conclude whether it is vegan/vegetarian. The description text is small, displays in many languages (French, English) and the ingredient list is quite long. These factors could explain why it takes more effort to read the packaging, and most of the participants give their assumption based on their prior knowledge about the brand or the general impression. On the main company website, there is no sign or instruction that this product is suitable for vegan or vegetarian. But in Mark & Spencer (A well-known department store chain in the UK) website, the product has been listed under the category of 'Suitable for vegetarian' product.

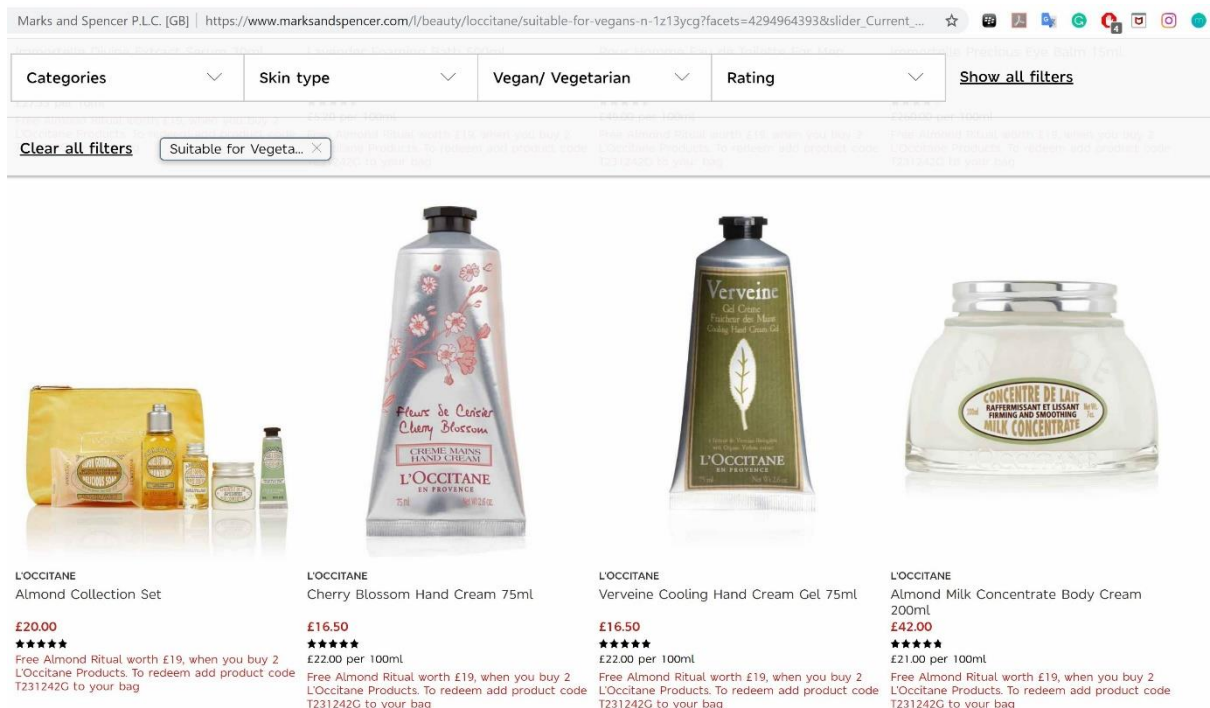


Figure 6 Product no.4 listed as 'Suitable for Vegetarian' on Mark & Spencer website ('L'Occitane Beauty | M&S', 2019)

P6: 4/7 can find the mark easily. 3/7 need about twenty seconds to observe the packaging. Like most of the other cosmetics brands, the mascara packaging has limited space for the ingredient list, so it was placed under the barcode sticker. (See Appendix 3 for details). None of the participants notices the ingredient list label. Lumene is a cosmetics brand in Finland, all the participants aware of the brand name, although some do not have any impression that Lumene has their vegan product line.



P7: 7/7 concluded this product is vegan under 10 seconds, based on the Vegan Society logo, which described as “common mark” due to the popularity in the food industry also.

### **Grouping veg\*an consumer**

Based on the verbal expression and support answer from the participants, the reading label process can be categorised as follow:

Group 1: Low cosmetics user (F2, VG2). The participants in this group have limited knowledge about cosmetics ingredient. First, they search for an indicator or quickly conclude the result based on the previous impression of the product without further investigation. In the case of P2 – both F2 and VG2 answered P2 is a non-vegan product without reading further information, used their brand belief to give the conclusion without further proof. For other products, the text and self-proclaimed vegan marks are not easy to detect if they are not familiar with the brand in advance. For unfamiliar non-indicator products, they have difficulty in giving a conclusion and take a longer time to read every text line (F2, VG2).

Group 2: Basic knowledge cosmetics user (F1, VG1, V1, V2). They scan the whole product label, seeking for an indicator. If the indicator cannot be found, they would read the ingredient list and look for obvious animal origin element, such as honey, gelatine, etc. The brand belief based is appeared infrequently and not heavily affect the final answer, like in Group 1. In this group, the concern of ‘No animal testing’ is noticeable. Although for P4, F1 has a misplaced concept as when she saw the Leaping Bunny logo, she immediately answered it was vegan but quickly feel confused about that and led to an unsure answer. For vegans, they would assume the vegan mark should be placed in the front label. (F1, VG1, V1, V2)

Group 3: Sceptical cosmetics user (V3, V4). This group include only ethical vegan group. They are not easily giving any conclusion without solid fact, either by tangible or non-tangible brand belief. V3 has strong brand loyalty but limited ingredient knowledge. The background brand stories are important to her and may affect greatly on her perspective about the products, despite the brand public message (NYX case). V4, on another hand, seeks for the tangible fact she can use to make the decision herself if the brand/product is trustworthy to consume as vegan suitable cosmetics. She is extra careful around perfume ingredients due to the awareness of animal perfume element may be extracted from whales. It is surprising that she overlooked many self-claimed brand vegan marks and answered “Not sure” for most of the product due to the unknown origin of perfume

element (see Appendix 4). It is not until P7 that she can confirm with confidence: “I would use this one”.

Vegan Society Logo is a very strong indicator for all diet groups. It is recognised very quick, and even the participants know very little fact about the organisation, they have a firm belief in the trustworthiness of the indicator, due to the popularity and the appearance of the logo in the vegan food industry. The only product has a Vegan Society mark comes from Germany and the product description is written in German. Some participants recognise the brand, some do not. Despite the origin of the product, the Vegan Society mark gains the participant trust easily. For other self-claimed vegan marks, the recognisable is unstable and dependant on prior knowledge of participant about the brand. In the case of P1, the mark was written in uppercase character, but since the placement is in the back and vertical direction, it does not catch the participants’ attention as the observant’s expectation. For longer text claim of P3, only two participants can detect the mark under ten seconds; the rest need to read the whole label and then figure out the mark, some did not see that until they read the label in the second time.

#### 4.4.4.2 Test of Vegan Product Recognition – Lush’s product

*Table 4 Test B result - Lush product Vegan recognition*

	F1	F2	VG1	VG2	V1	V2	V3	V4
Know the brand	x	x	x	-	x	x	x	x
Use their product before	x	-	-	-	x	x	x	x
Own their product right now	-	-	-	-	x	x	x	-
Conclusion on the product	A	Vg	V	-	V	V	V	Vg

A = Animal-friendly

x = Yes

Vg = Vegetarian

- = No/ Cannot give a conclusion

V = Vegan

In this test, the lack of industrial packaging revealed some interesting point about consumer decision-making. In 8 participants, there is one person who did not know about the brand before, two persons knew it but have not used any product, two persons knew and used before, and three were having Lush's products. Most of them have the problem to recall Carnauba wax and some citrus ingredients (Cital, \*Citronellol, \*Limonene, \*Linalool) whether it is suitable for vegan. Due to the lack of any veg\*an indicator, their conclusions heavily based on given hints on the paper bag ('Fighting Animal Testing' with bunny logo – see Appendix 5 for product's image) and previous personal brand knowledge. For VG2, she had no prior knowledge or impression about the brand; she cannot give any conclusion. In the case of F1, although she knew about the brand and used the product before, without any indication, she concluded it as 'No animal testing', based on the paper bag. Both F2 and V4 have a concern about the original fragrance source, so they assumed it as a vegetarian product. And among VG1, V1, V2 and V3, who answered vegan, VG1 did not use the product but seeing the paper bag gave her a hint of "caring about animal", V1 and V2 referred to a similar product they used before and V3 gives an affirmation as she trust the brand for a long time. Most of the participants answered that having an indicator could help them easier in reading the product by themselves, regardless of the ingredient knowledge.

#### 4.4.4.3 Test in Cosmetics Service Situation – Lush's store

From the sales representative point of view, to answer the scenario concern that the gift recipient is strict about vegan concern, two of them answered a similar solution: the receiver would have an ingredient list included on the product wrapping material (the sticker on the product) and can check further information on Lush's website, as most of the consumer would do. About the concern of the expiry date of the products, there is not a clear answer for each product, but one said: "as long as it still smells and looks good, then it's good to use". But since the Lush's product are produced as 'fresh cosmetics', they encourage the customers to use the product within six months to a year.

#### 4.4.5 Vegan Consumer Profile

Based on the collected data, there are some common characteristics can be grouped from their veganism consumption habit. In diet, the Motivation (as a part of Attitude) and Subjective Norm have a significant influence on the subjects' Perceived Behaviour Control and Emotions. The more

supportive and similar practitioners surround, the easier and more relax to maintain the veganism diet. Based on diet and motivation, there are four groups of veg\*an consumers:

*Table 5 Veganism grouping by diet*

Group	Motivation	Inspiration	Commitment	Looking for extension
Flexitarian	Environment	Friends, family	Mixed	Mixed
Vegetarian	Environment	Friends, family	Mid to high	Low to mid
Environment Vegan	Environment	Friends, family	High	Mid
Ethical Vegan	Ethical Environment	Social influencers	High	High

The level of commitment in the diet may vary, depending on subjects' attitude, social network and income. But the demand for veganism extension increase along with the level of diet they are committed, inconsistent and various in flexitarian and vegetarian group, and more consistent and highest in the ethical vegan group. It showed in the number of vegan cosmetics found in their collections (Table 2). The non-experimental tests demonstrate clearer of their shopping habit in cosmetics. Based on the data, the consumer profile in cosmetics can be divided into three groups as followed.

*Table 6 Vegan consumer profile in cosmetics*

Group	Description	Reading label habit
Low user	Could not recognise animal-derived ingredients; depend on a vegan certificate or self-claimed marks.	Give the conclusion depend on brand belief heavily; need to find further information through media and the Internet.
Basic user	Could detect some common animal-derived ingredients, seeking for further proofs and pay attention to 'No animal testing' marks.	Use both ingredient list and brand belief to examine the products; follow the media and aware of brand image.

Sceptical user	Follow the brand movement closely; not easy to believe in brand had conflict; the ingredient knowledge is varied	Scan through the ingredient list closely; question a lot the brand transparency, origin and authenticity of the ingredients; need secondary information sources to confirm the vegan authenticity.
----------------	--	--

Even with all those differences of knowledge of vegan ingredients, the test of vegan product recognition (test A) confirmed the importance of the vegan certificate in improving customer experience. With 100% participants can confirm the creditability of the product with confident under 10 seconds, it is a positive match with the suggestive time frame withdrawing from many market research in cosmetics (Underhill, 2000).

Besides, despite the small number of participants in this research, it is noticeable that the income seems not the main barrier for the Ethical Vegan group (or Sceptical user group) using vegan cosmetics. It shows as a pattern that the subject's attitude has more effect on their commitment to expanding their vegan product categories than occupation, income or education. Even though, this could be an interesting direction for future market research in vegan consuming which can be supported firmly by the quantitative method.

The collected data in previous chapters showed that veg\*ans have many different challenges on the journey to keep their belief and practice straight. The combination of internal and external factors creates a complexity of the situation keeping their goal and harmony. Hence, there is a need for providing more certificated vegan options for consumers. It is a clear picture that there is a need for a standard of vegan both in food and the extension of other consumption manufacturing industries.

**4.4.6 Summary**

The results from the study, indeed, is a combination of many individual veg\*ans with their own stories. In general, the young female veg\*an in Finland has good support from family, vegetarian lunch options and the number of vegan products in grocery stores are increasing in recent years.

The recognition of changing in diet starts very early in adolescence, around 12 to 15 years old and with the availability of vegetarian meal in the school campus, the veg\*an consumption increases gradually within 1 to 4 years and the intention of being veg\*an is achievable. The motivation usually starts with a veg\*an in their close social connection circle and the more they exchange about the concerns, such as environmental, ethical reasons, etc., the more it becomes a reasonable choice to be veg\*an. Obviously, for parents, nutrition is a reasonable concern. Hence, if there are more available nutrition information for young adult, that would support them in choosing the right diet for each nutrition needs. Also, better education about nutrition and gastronomy in public hospital would improve the social attitude about veganism and masculinity, which will support for vegans in long-term.

For veg\*an cosmetics, more than half of the participants still consider cosmetic is utilitarian goods and find low to no connection between their diet and cosmetics. This attitude affects greatly to the subject's perspective and how they perceived the necessity of obtaining vegan cosmetics as the extension of their veganism consuming habit. The study found that there is a sensitiveness for consuming non-vegan cosmetics concern raised noticeably in the ethical vegan group. For other groups, this concern is low or inconsistent.

Although, it is a positive sign that in other diet groups, there are some of them have the intention to extend the product category into veg\*an cosmetics if the price is lower. Most of them feel the quality of veg\*an cosmetics is equal or more natural than the non-veg\*an category, but in the makeup cosmetics category, it would need improvement in quality to persuade the demanding task.

Regarding the product label design, it is critical to enhancing the clarity of the veg\*an indicator if the cosmetics producers want to emphasise veg\*an as a key feature of their products. Self-claimed vegan indicator, especially for a foreign brand or small brand name companies, would not be effective to persuade new veg\*an customers, especially vegans, as the brand acknowledges is not established yet the familiarity is limited. The majority of the veg\*an consumer are still focused more on their diet as it takes a large part in their veganism consumption and due to the lack of demand in their perspective. The knowledge of veg\*an cosmetic ingredients is still a barrier, and it requires a lot of effort for the regular consumer to distinguish an unknown cosmetics product without a vegan mark. Hence, in the decision-making process of a veg\*an consumer, they are still mainly choosing the product based on the brand beliefs, brand attitude and familiarity when there is not any solid, comprehensible, credible indicator on the product label.

For the veg\*an market, it is noticeable that the consumers already have a positive impression on the veg\*an product or affective brand attitude. Hence, to not emphasise this characteristic enough in product label is a disadvantage. While there is not an official guideline from the European Union, owning a reliable and familiar veg\*an certification would increase the brand beliefs without much effort in marketing. In the case of Lush Cosmetics, the lack of a veg\*an indicator on the product label is, still, a limitation for a new customer who never exposed to their brand name. For most of the young consumer, Lush Cosmetics is recognised for the animal-friendly and environment-friendly brand image, even though they may not use their product before due to the premium price. Although, in exchange, they have credibility in the cosmetics industry as an innovative brand and good customer service. But the business model of Lush Cosmetics is not easy to replicate as it requires a lot of workforce in the store. For the traditional cosmetics industry, it would be more beneficial in improving the product label and owning a veg\*an certificate. With the result of this study, veg\*an cosmetics is a promising market if the producers can approach the market with a lower price and more customer-centric packaging design.

Table 7 Summary of TPB in participants' diet

Participant Code	Attitude	Subjective Norm	Perceived Behavior Control	Emotions
F1	Environment, ethical, avoid wasting food*	Many friends have similar diets; family support	Feel easy with current diet	Mid Feel proud to contribute to the environment; "hate meat"
F2	Environment, health, avoid wasting food*	Many friends have similar diets; disapproval from mother when was underage	Feel easy with current diet, but sometimes crave for meat	Low Feel good with current diet
VG1	Environment	Know a few vegetarians, support from mother to be vegetarian, but not being vegan.	Feel easy to be vegetarian, but find it is hard to be vegan when joining lunch with colleagues	Mid Unattractive to meat and being vegetarian is natural.
VG2	Environment and ethical	Many friends in the workplace have similar diet; husband and son are vegetarians	Feel easy to be vegetarian, very flexible to find a vegetarian option.	High A strong connection to diet and well-being.
V1	Environment	Many friends have similar diets; co-habitat is vegan; family support	Feel easy with increasing options in grocery stores, but a bit difficult when travelling to the north of Finland	Low Veganism seems natural to her.



V2	Environment, health	Many friends have similar diets; co-habitat is vegan; family support	Easy to be vegan but hard to find a vegan option in France	Low She feels ordinary to be vegan.
V3	Environment, ethical	Only knows one (1) vegan; has support from mother but against from father	Easy to be vegan with more dairy substitute; but find awkward in some social situation	High Being vegan is necessary for her but also create anxiety.
V4	Environment, ethical	Being the first vegan in her social group; her sister later is vegan; family support	Easy to be vegan but sometimes having the crave for non-vegan desserts and chocolate	High Veganism becomes her identity and she is willing to do extra tasks to trace the product origin.

Table 8 Summary of TPB in Cosmetics

Interviewee	Attitude	Subjective Norm	PBC	Emotions
F1	Pay attention to No animal testing; Feel more natural with VC <sup>4</sup>	None	Owns 1 VC product without noticing; would like to try more VC when income improved	Low Feel positive toward Animal-friendly brands and want to support them.
F2	Aware but not using; can't find the relation of diet and VC	None	Does not have the intention to use VC soon	None
VG1	Pay attention to No animal testing; Feel VC is more natural	None	Owns 3 VC products; found VC when browsing in the local supermarkets	Mid Feel positive toward Animal-friendly product and natural VC
VG2	Pay attention to organic signs; Think VC is a great idea	None	Owns 1 VC product	Low Feel positive toward VC
V1	Seeking for green cosmetics; not intended to find vegan cosmetics, but happens to use some	Share some cosmetics with co-habitant	Use bar soap, local cosmetics, and some VC products	Low The VC becomes a norm, for environmental
V2	Seeking for green cosmetics options	Share some cosmetics with co-habitant	Use bar soap, local cosmetics, and some VC products	Low

---

<sup>4</sup> VC: Veg\*an cosmetics

				The VC becomes a norm, for environmental
V3	Did not consider herself as a fully vegan cosmetics user, being humble about it but have a good number of VC products.	Social media, Youtubers, bloggers	Owns 8 VC products	High She questions the transparency of cosmetic brands regard vegan and cruelty-free.
V4	Active looking for VC substitute products; try different brands to find good VC products.	Social media, Youtubers, bloggers	Try to use as much VC as she can (11 VC products)	High The VC partly reflects her identity, so she checks the ingredient origin carefully

## 5 CONCLUSION AND DISCUSSION

### 5.1 Conclusion

Veganism is a growing concept in recent decades with a lot of improvement in the 2010s. Although, the lack of an official regulation for veg\*an manufacturing industries has created some barriers in providing a user-centric shopping experience for veg\*an (includes vegan, vegetarian and flexitarian). The study proceeded with 8 female persons in the age range of 18 -32 years old who live in Finland and practice veg\*an diet from 3.5 years to 13 years. Most of the participants started the diet at underage, from 12 to 16 years old.

In consumer diet behaviour, the family is a strong foundation to support the subject in starting the concept. Family meal culture plays an important role in shaping young adult behaviour. For these participants, there are only less than half of them has a mother who is or was vegetarian. Hence, the switching in diet caused some objection from the parents in the beginning, mainly due to nutrition concern. The main inspiration for being veg\*an are their friends in adolescence. The celebrities and social influencers only take part in encouraging in vegan group. For Subjective Norm, the social meals and opinion have a great impact on veg\*an, affect on their attitude, perceived behavioural control and emotion. Most of them recognised the improvement in veg\*an food availability in groceries and restaurants. It is also a noticeable phenomenon that for veg\*ans have the ethical reason as the main part of their beliefs, the emotion aspect raised higher in their attitude, leads to higher commitment in taking action.

In veg\*an cosmetics, there are some levels of awareness about veg\*an cosmetics. Most of the participants find the veg\*an cosmetics price is still quite high. The interest and amount of veg\*an cosmetics consumption increase alongside with the commitment to their veg\*an diet: lower in the flexitarian group, varied in vegetarian and environment vegan group, and highest in ethical vegan group, despite the income factor. In the reading label tests, the participants have difficulty in detecting self-made vegan marks (text or own-design mark) due to the lack of familiarity. Some tried to detect animal-origin ingredients, but with the scientific ingredient names, it is a challenge for a regular consumer to study and update their knowledge and many would not willing to do that. In the case of inability to detect a veg\*an indicator, the participants have the tendency to give the conclusion based on their prior brand belief and in some cases, the personal beliefs can question brand's credibility if there is a conflict of their marketing message and activities. Nevertheless, it is

a remarkable result that 100% of the participants can detect the vegan mark from The Vegan Society under 10 seconds and have the strong beliefs in this certification, which proves the need of standardised in vegan manufacturing industry. The lack of veg\*an indicator on product packaging, in the exception of Lush Cosmetics, would require extra task for the consumer to reach out for secondary information sources on their website. Although, in their case, many users' brand beliefs have a strong affection by the good instore customer service. Hence, it is not an applicable business model to the other tradition retail chains.

With these findings from the study, a future marketer of a cosmetics company could drive her/his attention to creating a friendly-budget product range, more user-centric label design, registering the products for a suitable veg\*an certification and creating a transparency in the company's activities. Obviously, a lower price range for veg\*an cosmetics would gain more customers to extend their veganism practice, as veg\*an products, in general, are more expensive than non-vegan categories. In label design, it would help to gain the attention if the vegan mark places in the front label of the products, instead of the back as many of the brands are using. For small, new or foreign veg\*an cosmetics companies, registering their products to a reliable and recognised veg\*an certificate would create a positive brand belief for veg\*an as well as establish familiarity with the product. It is also worth considering the core value of the company and aligning their activities in term of creating a consistent brand image. As mentioned, the veg\*an consumer, especially in ethical vegan group, could use their brand beliefs to classify a vegan product as non-vegan, if the owner company of the brand proceeds testing animal, which is not aligned to the veganism concept. Besides, from the understanding of veg\*an diet, the young adult market segment would need more studies how to increase the social interaction in sharing veg\*an cosmetics and establishing a new effective route to approach this potential market segment.

Based on these facts, it is an open pathway for veg\*an manufacturers to improve their communication with the consumer through their products' labels. On another hand, the veg\*an would be willing to broaden their veganism practice in a new product category if the products can serve them at their convenience (location, price, benefit). The veg\*an market segment is very promising and has many opportunities for improvements as well as creating a more sustainable consumption habit for the modern world in the near future.

## 5.2 Discussion

The findings demonstrate that the cosmetics manufacturers and marketers need to pay more attention to label design, the choice of veg\*an indicator and the consumer brand belief as those factors would affect the consumer decision-making process greatly. The self-proclaimed veg\*an indicators would cost much more time, and consumer's attention to detect and most of the veg\*an consumers are not familiar with the cosmetics ingredients. Also, the placement of vegan certificate logo can make a significant improvement to draw consumer attention to new veg\*an products in the retail chain. Hence, a reliable and familiar vegan certification would boost the decision-making process of veg\*an consumer and establish the brand belief for new or foreign products. A lower price range of veg\*an cosmetics also could be a good market segment to gain new consumers due to their concern of price. Besides, marketers need to think of a new approach to increase the social interaction between veg\*an consumers to increase the awareness of veg\*an cosmetics.

Furthermore, in the position of a marketer, she/he need to take responsibility for ensuring gender equality in veganism. The heaviness of masculine public image toward meat consumption or attachment of feminine to veganism is only widening the gap between omnivore and veg\*an wider. Because of that, to establishing the veg\*an standard, the market leader players should consider a regulation to erase the gender inequality in marketing, especially advertising, for the consumer goods sector. And finally, the marketers also need to align their companies' core values, brand image to their activities. The brand and company's activities have a significant impact on the brand belief, especially to vegans as they are alert about background stories and consider that wholeheartedly.

For future researches, quantitative approach with TPB and Emotion model may help to gain an affirmation answer on a narrower scale. Also, it would be a fascinating pathway to use the available technology in the neuroscience field, gaining more insight into the emotion influence on veg\*an consumer behaviour. For example, the cognitive analysing service is ready on the market to gain a more accurate interpretation of the consumer. In the marketing field, it could be useful to have further researches about label design and the affection of certification on consumer behaviour; branding, storytelling and public relations affection on the brand beliefs. Vegan trend, indeed, is an interesting field due to the involvement of lots of emotion in consumer behaviour, and according to Chaudhuri, "Emotions can never be wrong." (2005, p.27)

For the Arctic Berry Wax Project, it is a necessary move to obtain a vegan certificate to approaching the cosmetics manufacturers effectively. The valuable Arctic Berry Wax has a lot of potentials to become a premium ingredient with a high profile for the vegan cosmetics market. With the growing pace of veganism, it is a good path to exploit the business opportunities of Arctic Berry Wax.

During the process of conducting this research, it is unavoidable that the author makes some honest mistakes and subjective interpretation due to the lack of experience, time, funds and instruments. The sample size is humble and cannot present for all the veg\*an in Finland. Also, the project has been extended due to a load of unplanned work tasks. It is, indeed, an overwhelming but fascinating project to gain as many insights from the veg\*an consumers in Finland. This research was a great chance for the author to gain more knowledge about veganism, research methods, especially in conducting consumer research. The author would like to express the appreciation to the participants who agreed to participate in this research for their openness to share the experience, which is contributed greatly to the success of the study; Helena Ahola – Head Researchers of Arctic Berry Wax Project and Ph.D. Taina Vuorela – Project Manager and supervisor for their insightful guidance throughout the whole research process.

## REFERENCES

- 10 Reasons Not to Attend an Animal Circus. (n.d.). Retrieved 1 April 2019, from PETA website:  
<https://www.peta.org/features/10-reasons-attend-circus/>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: A commentary on Sniehotta, Pesseau, and Araújo-Soares. *Health Psychology Review*, 9(2), 131–137. <https://doi.org/10.1080/17437199.2014.883474>
- Bagozzi, R. P., Dholakia, U. M., & Basuroy, S. (2003). How effortful decisions get enacted: The motivating role of decision processes, desires, and anticipated emotions. *Journal of Behavioral Decision Making*, 16(4), 273–295. <https://doi.org/10.1002/bdm.446>
- Banis, D. (2018, December 31). Everything Is Ready To Make 2019 The ‘Year Of The Vegan’. Are you? Retrieved 1 April 2019, from Forbes website:  
<https://www.forbes.com/sites/davidebanis/2018/12/31/everything-is-ready-to-make-2019-the-year-of-the-vegan-are-you/>
- Beardsworth, A., & Keil, T. (1997). *Sociology on the Menu: An Invitation to the Study of Food and Society*. Retrieved from <http://ebookcentral.proquest.com/lib/oamk-ebooks/detail.action?docID=170068>
- Beauty Bakerie Cosmetics. (2017, May 26). The Truth Behind Vegan Friendly Makeup [Blog]. Retrieved 18 March 2019, from Beauty Bakerie Cosmetics Brand website:  
<https://www.beautybakerie.com/blogs/ice-cream-social/vegan-friendly-makeup-vs-traditional-makeup>



- Beezhold, B., Radnitz, C., McGrath, R. E., & Feldman, A. (2018). Vegans report less bothersome vasomotor and physical menopausal symptoms than omnivores. *Maturitas*, 112, 12–17. <https://doi.org/10.1016/j.maturitas.2018.03.009>
- Bhat, J. A., Qasab, R. A., & Dar, A. R. (2012). Machine crushed animal bones as partial replacement of coarse aggregates in lightweight concrete. *ARPW Journal of Engineering and Applied Sciences*. Retrieved from [https://www.researchgate.net/publication/286135798\\_Machine\\_crushed\\_animal\\_bones\\_as\\_partial\\_replacement\\_of\\_coarse\\_aggregates\\_in\\_lightweight\\_concrete](https://www.researchgate.net/publication/286135798_Machine_crushed_animal_bones_as_partial_replacement_of_coarse_aggregates_in_lightweight_concrete)
- Bolton, B. (2018, February 15). It's Time to Standardise and Simplify Vegan Labelling: Our Right to Know if Animals Were Exploited and/or Killed to Produce a Product – IVRA Blog. Retrieved 31 March 2019, from <http://www.theivra.com/wp/2018/02/15/vegan-labelling/>
- Buchanan, L., & O'Connell, A. (2006, January 1). A Brief History of Decision Making. *Harvard Business Review*, (January 2006). Retrieved from <https://hbr.org/2006/01/a-brief-history-of-decision-making>
- Buck, R. (1985). Prime theory: An integrated view of motivation and emotion. *Psychological Review*, 92(3), 389.
- Buck, R. (1988). *Human motivation and emotion* (2. ed). John Wiley.
- Buck, R. (1999). The biological affects: a typology. *Psychological Review*, 106(2), 301.
- Cao, P. (2018). *BUSINESS POTENTIAL OF ARCTIC BERRY WAX FOR COSMETICS IN THE UNITED KINGDOM*. Oulu University of Applied Sciences, Oulu, Finland.
- Chaudhuri, A. (2005). *Emotion and reason in consumer behavior*. Elsevier Butterworth-Heinemann.
- Chin, M. G., Jr, B. F., & Sims, V. K. (2002). Development of the Attitudes Toward Vegetarians Scale. *Anthrozoös*, 15(4), 332–342. <https://doi.org/10.2752/089279302786992441>
- Cho, S., & Walton, L. (2011). *Integrating Emotion and the Theory of Planned Behavior to Explain Consumers' Activism in the Internet Web site*. 6.

- Cole, M., & Morgan, K. (2011). Vegaphobia: Derogatory discourses of veganism and the reproduction of speciesism in UK national newspapers. *The British Journal of Sociology*, 62(1), 134–153. <https://doi.org/10.1111/j.1468-4446.2010.01348.x>
- Conner, M. (2015). Extending not retiring the theory of planned behaviour: A commentary on Sniehotta, Pesseau and Araújo-Soares. *Health Psychology Review*, 9(2), 141–145. <https://doi.org/10.1080/17437199.2014.899060>
- De Pelsmaeker, S., Schouteten, J. J., Gellynck, X., Delbaere, C., De Clercq, N., Hegyi, A., ... Dewettinck, K. (2017). Do anticipated emotions influence behavioural intention and behaviour to consume filled chocolates? *British Food Journal*, 119(9), 1983–1998. <https://doi.org/10.1108/BFJ-01-2016-0006>
- Economist, J. P. correspondent T. (2018, November 22). The year of the vegan. Retrieved 6 June 2019, [https://worldin2019.economist.com/theyearofthevegan?utm\\_source=412&utm\\_medium=COM](https://worldin2019.economist.com/theyearofthevegan?utm_source=412&utm_medium=COM)
- ethicalelephant. (2015, August 6). Cruelty-Free and Vegan Logos & Labels Explained. Retrieved 4 June 2019, from ethical elephant website: <https://ethicalelephant.com/cruelty-free-vegan-labels-logos/>
- European Vegetarian Union. (2019, May 30). Food Information Regulation: Which Food is Suitable for Vegans and Vegetarians? Retrieved 30 May 2019, from European Vegetarian Union website: <https://www.euroveg.eu/public-affairs/food-information-regulation/>
- Finnis, A. (2019, January 9). What is a vegan? These are the different types of veganism people can practise. Retrieved 1 April 2019, from inews.co.uk website: <https://inews.co.uk/inews-lifestyle/food-and-drink/what-is-vegan-diet-food-veganism-types-definition/>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*.

- Gate, S. (2018, February 28). Calling vegans 'extremists' leads to violence – what we really want is to talk. Retrieved 31 May 2019, from The Independent website: <http://www.independent.co.uk/voices/vegans-meat-eaters-farmers-violence-extremism-conflict-talk-dialogue-compromise-a8232771.html>
- Graves, P. (2010). *Consumer.ology: the market research myth, the truth about consumers, and the psychology of shopping*. Retrieved from <https://oamk.finna.fi/Record/leevi.154036>
- Higgins, A. (2018, November 2). Why do people hate vegans so much? Retrieved 31 May 2019, from Vox website: <https://www.vox.com/future-perfect/2018/11/2/18055532/vegans-vegetarian-research-uk>
- History of The Vegan Society. (2019, April 1). Retrieved 1 April 2019, from The Vegan Society website: <https://www.vegansociety.com/about-us/history>
- How Does PETA Feel About Horseback Riding? (n.d.). Retrieved 1 April 2019, from PETA website: <https://www.peta.org/about-peta/faq/how-does-peta-feel-about-horseback-riding/>
- João Graça, Abílio Oliveira, Maria Manuela Calheiros. (2015). *Meat, beyond the plate. Data-driven hypotheses for understanding consumer willingness to adopt a more plant-based diet*. 90(1 July 2015), 80–90.
- Jones, C. (2010). *Extension of the theory of planned behaviour incorporating an improved measure of emotion: An application to speeding*.
- Judge, M., & Wilson, M. S. (2019). A dual-process motivational model of attitudes towards vegetarians and vegans. *European Journal of Social Psychology*, 49(1), 169–178. <https://doi.org/10.1002/ejsp.2386>
- Karow, S. (2019, March 28). Germany : New guidelines for designating vegan and vegetarian products with meat related terms – Will food designations like 'vegetarian salami' become soon inadmissible? Retrieved 1 April 2019, from Focus on Regulation website: <https://www.hlregulation.com/2019/03/28/germany-new-guidelines-for-designating->

vegan-and-vegetarian-products-with-meat-related-terms-will-food-designations-like-vegetarian-salami-become-soon-inadmissible/

Khara, T. (2018, November 5). Why do vegans have such bad reputations? Retrieved 5 June 2019, from The Conversation website: <http://theconversation.com/why-do-vegans-have-such-bad-reputations-103683>

Kirkland, M. (1995, October 15). Lisa the Vegetarian - The Simpsons TV Series. In *The Simpsons*. Fox Broadcasting Company.

Kumar, R. (2019). *Research methodology : A step-by-step guide for beginners* (5th edition). SAGE.

Leaping Bunny Program. (2014a, February 27). About Leaping Bunny [Text]. Retrieved 30 May 2019, from Leaping Bunny website: <https://www.leapingbunny.org/about/us>

Leaping Bunny Program. (2014b, June 23). Myths & Facts [Text]. Retrieved 30 May 2019, from Leaping Bunny website: <https://www.leapingbunny.org/content/myths-facts>

Leenaert, T. (2016, May 12). Why being vegan is NOT an all-or-nothing thing. Retrieved 17 March 2019, from The Vegan Strategist website: <http://veganstrategist.org/2016/05/12/why-being-vegan-is-not-an-all-or-nothing-thing/>

L'Occitane Beauty | M&S. (2019, May 17). Retrieved 17 May 2019, from [https://www.marksandspencer.com//beauty/loccitane?facets=4294964393&slider\\_Current\\_Min=5&slider\\_Current\\_Max=90&sortBy=product.is\\_new|1](https://www.marksandspencer.com//beauty/loccitane?facets=4294964393&slider_Current_Min=5&slider_Current_Max=90&sortBy=product.is_new|1)

logicalharmony, T. C. (n.d.). What's the Difference Between Cruelty-Free and Vegan Cosmetics? Retrieved 18 March 2019, from Logical Harmony website: <https://logicalharmony.net/cruelty-free-vs-vegan/>

Loos, I. (1897). The Annals of the American Academy of Political and Social Science. Sage Publications, Inc. in Association with the American Academy of Political and Social Science, 10, 1–21.

- LUSH, B. (2018, May 24). Our Story [Text]. Retrieved 27 May 2019, from Lush Cosmetics Australia website: <https://au.lush.com/article/our-story>
- Maharjan, S. (2018). *ARCTIC BERRY WAX AS A BRAND IN NATURAL COSMETICS*. Oulu University of Applied Sciences, Oulu, Finland.
- Mango Body Butter. (2019, 05). Retrieved 13 May 2019, from The Body Shop website: <https://www.thebodyshop.com/en-us/body/body-butter/mango-body-butter/p/p000015>
- master\_soapmaker. (2014, July 16). Go Naked [Text]. Retrieved 27 May 2019, from Lush Fresh Handmade Cosmetics UK website: <https://uk.lush.com/article/go-naked>
- Mintel Press Team. (2019, January 10). UK overtakes Germany as world's leader for vegan food. Retrieved 1 April 2019, from Mintel website: <https://www.mintel.com/press-centre/food-and-drink/veganuary-uk-overtakes-germany-as-worlds-leader-for-vegan-food-launches>
- Moreland, R. L., & Zajonc, R. B. (1977). Is stimulus recognition a necessary condition for the occurrence of exposure effects? *Journal of Personality and Social Psychology*, 35(4), 191.
- nutriciously, A. (2017, January 16). 14 Reasons Why You Should Go Vegan in 2019. Retrieved 31 May 2019, from nutriciously website: <https://nutriciously.com/why-go-vegan/>
- NYX Cosmetics is Now Vegan-Friendly! (2019). (2018, March 7). Retrieved 27 May 2019, from ethical elephant website: <https://ethicalelephant.com/nyx-not-vegan/>
- Ofei, M. (2017, March 16). An Honest Look at What it's Like To Be Vegan After a Couple of Years. Retrieved 31 May 2019, from <https://theminimalistvegan.com/what-its-like-to-be-vegan/>
- PETA. (n.d.-a). All About PETA. Retrieved 31 May 2019, from PETA website: <https://www.peta.org/about-peta/learn-about-peta/>
- PETA. (n.d.-b). PETA's Beauty Without Bunnies Program. Retrieved 31 May 2019, from PETA website: <https://www.peta.org/about-peta/learn-about-peta/info-businesses/beauty-without-bunnies-program/>

- Preece, R. (2008). *Sins of the Flesh: A History of Vegetarian Thought*. Retrieved from <http://ebookcentral.proquest.com/lib/oamk-ebooks/detail.action?docID=3412608>
- Renzi, S., & Klobas, J. (2008). *Using the Theory of Planned Behavior with qualitative research* (Working Paper No. 12; p. 28). Retrieved from Dondena Centre for Research on Social Dynamics and Public Policy - Università Bocconi website: [http://www.dondena.unibocconi.it/wps/wcm/connect/Cdr/Centro\\_Dondena/Home/Working\\_Papers/Working\\_Paper\\_12\\_CdR\\_Dondena](http://www.dondena.unibocconi.it/wps/wcm/connect/Cdr/Centro_Dondena/Home/Working_Papers/Working_Paper_12_CdR_Dondena)
- Reuters.com. (2018, March 18). Global Cosmetics Products Market expected to reach USD 805.61 billion by 2023 - Reuters [Business News]. Retrieved 19 March 2019, from <https://www.reuters.com/brandfeatures/venture-capital/article?id=30351>
- Rose, N. (2014). The Human Brain Project: Social and Ethical Challenges. *Neuron*, 82(6), 1212–1215. <https://doi.org/10.1016/j.neuron.2014.06.001>
- Rosenfeld, D. L. (2019). A comparison of dietarian identity profiles between vegetarians and vegans. *Food Quality and Preference*, 72, 40–44. <https://doi.org/10.1016/j.foodqual.2018.09.008>
- Rozin, P., Hormes, J. M., Faith, M. S., & Wansink, B. (2012). Is Meat Male? A Quantitative Multimethod Framework to Establish Metaphoric Relationships. *Journal of Consumer Research*, 39(3), 629–643. <https://doi.org/10.1086/664970>
- Ruby, M. B., & Heine, S. J. (2011). Meat, morals, and masculinity. *Appetite*, 56(2), 447–450. <https://doi.org/10.1016/j.appet.2011.01.018>
- Sahota, A. (2013). *Sustainability : How the Cosmetics Industry is Greening Up*. Wiley.
- Schromm, E. (2018). *THE BUSINESS POTENTIAL OF ARCTIC BERRY WAX AS AN INGREDIENT IN NATURAL COSMETICS*. Oulu University of Applied Sciences, Oulu, Finland.

- Scott, J. (2017, September 5). *Why I gave up being vegan*. Retrieved from <https://www.bbc.com/news/uk-41158365>
- Smith, R. (2015). Regulation (EC) No 764/2008 of the European Parliament and of the Council. In R. Smith, *Core EU Legislation* (pp. 183–186). [https://doi.org/10.1007/978-1-137-54482-7\\_19](https://doi.org/10.1007/978-1-137-54482-7_19)
- Sniehotta, F. F., Presseau, J., & Araújo-Soares, V. (2014). Time to retire the theory of planned behaviour. *Health Psychology Review*, 8(1), 1–7. <https://doi.org/10.1080/17437199.2013.869710>
- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2016). *Consumer Behaviour: A European Perspective* (6th edition). Retrieved from <https://search-ebSCOhost-com.ezp.oamk.fi:2047/login.aspx?direct=true&db=nlebk&AN=1419690&site=ehost-live>
- Sorensen, H. (2011). *Inside the mind of the shopper: The science of retailing* (7th printing). Wharton School ; Pearson Education [distributor].
- Statistics - The Vegan Society. (n.d.). Retrieved 1 April 2019, from The Vegan Society website: <https://www.vegansociety.com/news/media/statistics>
- Tan, C. L. H., Hassali, M. A., Saleem, F., Shafie, A. A., Aljadhay, H., & Gan, V. B. Y. (2016). Building intentions with the theory of planned behaviour: A qualitative assessment of salient beliefs about pharmacy value added services in Malaysia. *Health Expectations*, 19(6), 1215–1225. <https://doi.org/10.1111/hex.12416>
- Taskila, J., & Mikkola, J. (2018). *Business Potential of Arctic Berry Wax in the beauty industry of California, USA*. Oulu University of Applied Sciences, Oulu, Finland.
- The history of the V-Label. (2018, November 6). Retrieved 31 May 2019, from V-Label website: <https://www.v-label.eu/the-v-label/the-history-of-the-v-label>
- The Vegan Society. (n.d.). Why go vegan? Retrieved 31 May 2019, from The Vegan Society website: <https://www.vegansociety.com/go-vegan/why-go-vegan>

The V-Label. (2016a, September 21). Frequently asked questions. Retrieved 31 May 2019, from V-Label website: <https://www.v-label.eu/faq>

The V-Label. (2016b, September 21). The seal of quality for vegan and vegetarian products. Retrieved 31 May 2019, from V-Label website: <https://www.v-label.eu/the-v-label>

Trainer, D. (2017, December 15). *The Ranch* | 'Do What You Gotta Do'. Netflix.

Underhill, P. (2000a). *Why We Buy: The Science of Shopping*.

Underhill, P. (2000b). *Why We Buy: The Science of Shopping*.

VEGAN | meaning in the Cambridge English Dictionary. (n.d.). Retrieved 13 March 2019, from <https://dictionary.cambridge.org/dictionary/english/vegan>

Vegan Certifications, Animal Testing Claims, and more | Double Check Vegan. (n.d.). Retrieved 31 May 2019, from <https://doublecheckvegan.com/vegan-certification-logo-label-more/>

Vegan Life. (2017, November 14). Spare a Thought – The Exploitation of Reindeer. Retrieved 1 April 2019, from Vegan Life Magazine website: <https://www.veganlifemag.com/reindeer-exploitation/>

Vegan Trademark standards. (n.d.). Retrieved 31 May 2019, from The Vegan Society website: <https://www.vegansociety.com/your-business/vegan-trademark-standards>

vegan-friendly | Definition of vegan-friendly in English by Oxford Dictionaries. (2019, March 18). Retrieved 18 March 2019, from Oxford Dictionaries | English website: <https://en.oxforddictionaries.com/definition/vegan-friendly>

Vuorela, T., Ahola, H., Aro, P., & Maharjan, S. (2017). *Wax Project - Workshop (Cosmetics)* (p. 21) [Workshop report]. Oulu, Finland: Oulu University of Applied Sciences.

Webber, J. (2018, March 16). Women Are Linking Feminism to Veganism More Than Ever. Retrieved 31 March 2019, from LIVEKINDLY website: <https://www.livekindly.co/why-women-are-linking-feminism-to-veganism-more-than-ever/>



- Which Cruelty Free Bunny Logos Can We Trust? (2015, November 6). Retrieved 30 May 2019, from ethical elephant website: <https://ethicalelephant.com/cruelty-free-bunny-logos/>
- Wit, J. B. F. de, Stok, F. M., Smolenski, D. J., Ridder, D. D. T. de, Vet, E. de, Gaspar, T., ... Luszczynska, A. (2015). Food Culture in the Home Environment: Family Meal Practices and Values Can Support Healthy Eating and Self-Regulation in Young People in Four European Countries. *Applied Psychology: Health and Well-Being*, 7(1), 22–40. <https://doi.org/10.1111/aphw.12034>
- Woodman, C. (2017, December 7). The ultimate guide to finding vegan friendly cosmetics. Retrieved 29 March 2019, from <https://erepereznaturallybeautiful.com/2017/12/07/the-ultimate-guide-to-finding-vegan-friendly-cosmetics/>
- Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, 35(2), 151.
- Zaltman, G. (2003). *How customers think : Essential insights into the mind of the market*. Harvard Business School Press.

**THEME INTERVIEW QUESTION LIST**

Objectives Factors	Her own veg*an diet	Vegan-cosmetics
Attitude	<p>Feel and think about the current diet:                      Describe your current diet? Which group are you belong to?                      What are the benefits of your diet?                      Is there a need to improve your current diet?                      Is there a need to improve your veg*an practice?                      Does it need to be improved?                      For flexitarians – how often you consume meat?                      (times per week, per month or per year)                      How do you think about other diet groups?                      Vegan/ vegetarian/ flexitarian/ meat-eaters</p>	<p>Feel and think about vegan cosmetics – reasons for using/not using vegan-cosmetics                      How do you think about veg*an cosmetics?                      How well are you know about them?                      Can you name veg*an cosmetics brands/products that you aware of? Do you use any veg*an cosmetics?                      How do you feel about them? How do you feel about their quality?</p>
Subjective Norms	<p>Family and friends; Social relation; Influencers/ Celebrities                      Who do you think would approve or support you to start/continue your current diet?                      Who do you think would discourage you from your diet?                      Do you have any inspirational of being vegan?                      Who do you look up to (being a veg*an)?                      What type of information sources do you use to refer to veg*an products?</p>	<p>Who do you think would approve or support you to start/continue using vegan cosmetics?                      Who do you think would discourage you from your using veg*an cosmetics?                      What type of information sources do you use to refer to veg*an products?</p>

Perceived Behaviour Control	<p>Motivators/barriers? (Budget/ Craving for meat?)</p> <p>Location/ convenience</p> <ul style="list-style-type: none"> <li>- At home: with partner/flatmate/family</li> <li>- Travelling: with companies</li> </ul> <p>What are the factors or <b>motivators</b> that make it easy for you <b>to be veg*an?</b></p> <p>What are the factors or <b>barriers</b> that make it difficult for you <b>to be veg*an?</b></p>	<p>Motivators/barriers? (Budget/ Available options)</p> <p>Location/ convenience</p> <ul style="list-style-type: none"> <li>- At home: with partner/flatmate/family</li> </ul> <p>What are the factors or <b>motivators</b> that make it easy for you to use <b>vegan cosmetics?</b> (optional)</p> <p>What are the factors or <b>barriers</b> that make it difficult for you to use <b>vegan cosmetics?</b> (optional)</p> <p>How cosmetics manufacturers can improve your experience? (product, shopping journey, information, etc.)</p>
Emotions	<p>Towards the animal/ environment, the trigger to act on the intention</p> <p>How do you feel when you introduce yourself as veg*an?</p> <p>How does your social relation react? How do you feel about their attitude/reaction?</p> <p>Do they feel surprised or curious about being veg*an?</p> <p>Do you feel the respect/ disrespect from them?</p> <p>Is it a must for you to use only veg*an products?</p>	<p>Towards the animal/ environment, the trigger to act on the intention</p> <p>Similar questions</p>
Past behaviour	<p>Attempt to be and failed – or succeed</p> <p>Have you failed to be a veg*an before? How many attempts have you done?</p>	<p>How many veg*an cosmetics products you are using now? What are those?</p> <p>Could you show me your cabinet and find out how many veg*an products you own? (optional – if the interviewees feel comfortable)</p>

## TEST A PRODUCT LIST

## APPENDIX 2

List of products used in the test:

No.	Product type	Brand	Country of Origin/ Language	Vegan/ No indication	Type of label	Ingredient list
1	Deodorant	Dm	Germany/ German	Vegan	Text (Vegan)	Yes
2	Deodorant	Rexona/ Unilever	UK/ English	No indication	-	Yes
3	Antibacterial Hand gel	Superdrug Store plc	UK/ English	Vegan	Text <sup>5</sup>	Yes
4	Hand cream	Burt's Bees	USA/ English, French, German, Spanish, Italian	No indication	Logo Rabbit <sup>6</sup>	No
5	Hand cream	L' Occitane En Provence	France/ French, English	No indication	-	Yes
6	Mascara	Lumene	Finnish brand – Manufactured in Italy/ English	Vegan	Text <sup>7</sup>	Yes/Under barcode sticker
7	Hair spray	Alverde Naturkosmetik by Dm	Germany/ German	Vegan	Logo <sup>8</sup>	Yes

<sup>5</sup> (Suitable for vegetarians and vegans - Superdrug is against animal testing)

<sup>6</sup> (implied No animal testing)

<sup>7</sup> (100% Vegan)

<sup>8</sup> (Sunflower logo from the Vegan Society)

TEST A - TEST OF VEGAN PRODUCT RECOGNITION - PRODUCT PICTURES

APPENDIX 3



Figure 7 Product 1 - 2 - 3 - 4 - Front label



Figure 8 Product 1 - 2 - 3 - 4 - Back label



Figure 9 Product 5 - 6 - 7 - Front label



Figure 10 Product 7 - Back label



Figure 11 Product 5 - Back label



Figure 12 Product 6 - Ingredient list sticker



Figure 13 Product 6 - Back label



Figure 14 Product 6 - Ingredient list - Peeled sticker

TEST A RESULT SUMMARY TABLE

APPENDIX 4

Diet group	Flexitarian				Vegetarian				Environmental Vegan		Ethical Vegan			
	F1		F2		VG1		VG2		V1 & V2		V3		V4	
	T	A	T	A	T	A	T	A	T	A	T	A	T	A
P1	21	Y	6	Y	27-42	N then Y	4	Y	57	Y	27	Vegan	33	-
P2	5	N	20	N / -	3	N	11	N	9	N	24	Vegan	21	-
P3	21	Y	12	Y	24	Y	3	Y	8	Y	27	*	30	Y
P4	16	Veg	7	**	40	N	1	N	61	Veg	26	Veg	23	N
P5	22	N	49	-	46	N	33	N	28	Veg	54	Veg - Not sure	30	-
P6	5	Y	3	Y	19	Y	21	Y	7	Y	6	Veg	21	N
P7	9	Y	3	Y	8	Y	5	Y	2	Y	5	Veg	7	Y

\* No animal ingredient – then Y\*

\*\* No animal testing\*

For cells has more than one answer, the interviewee changed the answer

T: Time (count by the second)

A: Answer (Y: Vegan/Vegetarian, N: Non-vegan; “-”: Not sure)





Figure 15 Lush solid body lotion

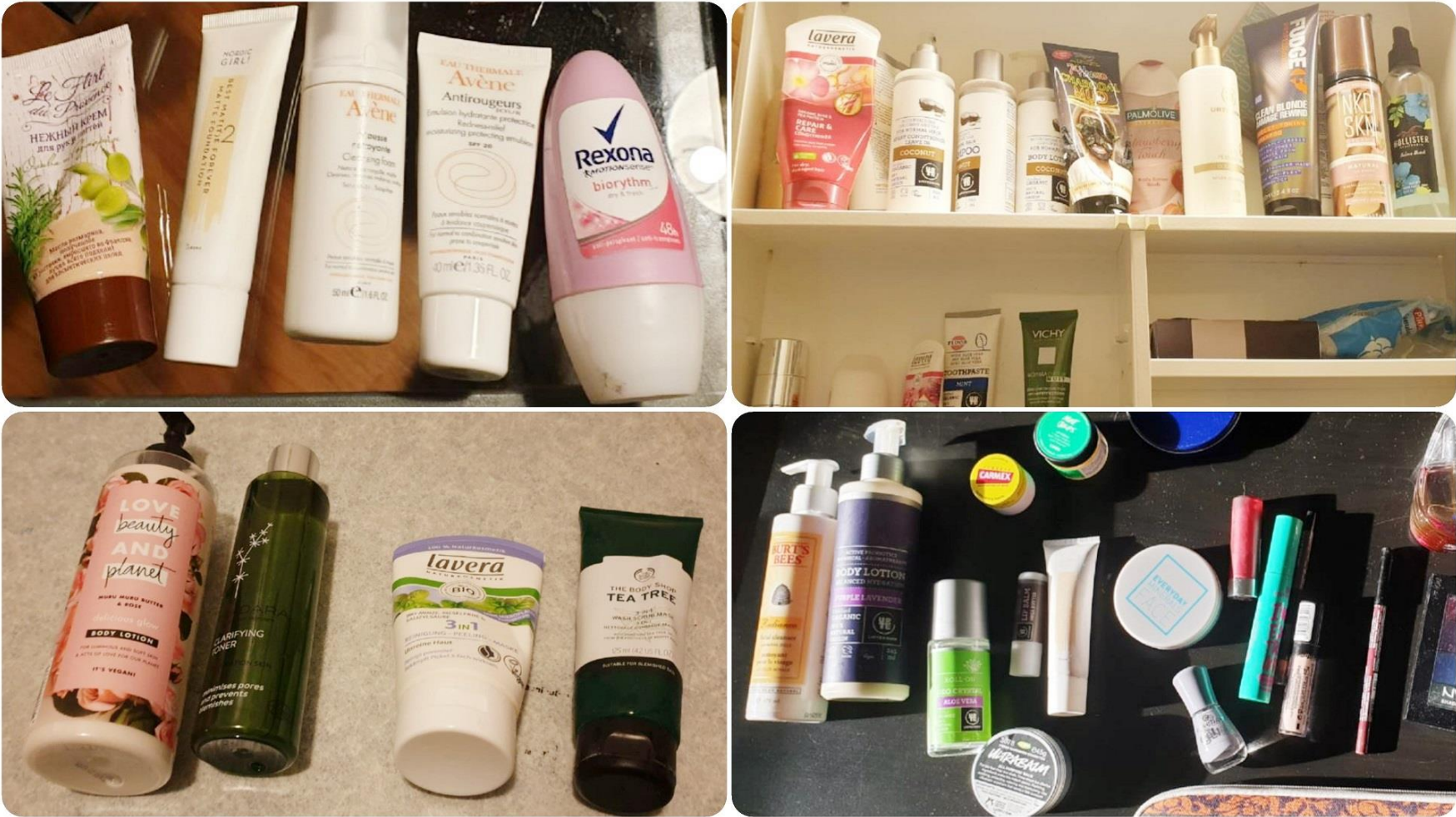


Figure 16 Interviewees' cosmetics collection - Published under the agreement of the interviewees