

Utilizing Sustainability in Instagram Marketing of Cosmetics: Case L'OCCITANE en Provence, Clinique and Garnier

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Report/thesis title Utilizing Sustainability in Instagram Marketing of Cosmetics: Case L'OCCITANE en Provence, Clinique and Garnier	Number of pages and appendix pages 30+ 5
<p>The goal of this thesis is to find out how companies implement sustainability in their selected online marketing channels: company websites and company brand Instagram accounts. The case companies are large businesses that operate globally; L'OCCITANE Group, Estée Lauder Companies and L'Oréal. The brands selected to examine on Instagram are L'OCCITANE en Provence from L'OCCITANE Group, Clinique from Estée Lauder Companies and Garnier UK from L'Oréal. The thesis is a case study about sustainable cosmetics online marketing.</p> <p>The thesis begins with an introduction to the topic, an overall image of the sustainable business and sustainable cosmetics business. Next, it follows the theoretical topics of social media marketing, and content marketing. Thus, it is a desktop research. The main focus point of the thesis is an analysis of sustainable cosmetics in content marketing. The research question is: "How do three companies in the sustainable cosmetics industry make use of the sustainability of their products in marketing?" The main theoretical framework consists of; the three overlapping elements of sustainability, three levels of sustainability, the ecological aspects of sustainability and the social aspects of sustainability.</p> <p>The research is made as a qualitative analysis and the materials used are company websites and selected online marketing accounts on Instagram by the company brands, suited for the analysis. Website information used in the thesis was currently available from all of the three companies. Further, Instagram research was made on the basis of a time frame of the past six months by analysing words, videos, hashtags, and pictures. The research was conducted in October and November 2019.</p> <p>The results showed that for all of the case brands there are a lot of opportunities to improve sustainability aspects presented on Instagram. For L'OCCITANE en Provence it is recommended to add more diversity to the content, different themes, hashtags, pictures and so on. For Clinique, there could be more social campaigns and information about waste management, contribution on environment done by the brand. For Garnier, the organic skincare line could be presented more, with different type of content. The brand could also show more how they do environmentally and socially good together with their customers. This could be done with different types of sustainability themed campaigns on Instagram.</p> <p>As recommendation for further research, it could be beneficial to research sustainability marketing of another online marketing platform such as YouTube or Facebook. This thesis offers a good basis for future research regarding sustainability in the online marketing of cosmetics and other industries. Sustainability is a growing field in business to consider and the recommended theory model together with a content marketing plan can help businesses to implement it in practice.</p>	
Keywords Sustainability, sustainable cosmetics, sustainability marketing, sustainable brand	

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1 Introduction

This chapter introduces the background of the thesis and the research question as well as the investigative questions. It talks about the demarcation of the topic which is an important factor for an international business student such as the author. Finally, it shows the benefits and key concepts and introduces the case companies and brands.

1.1 Background

Sustainability is a concept that constantly develops and transforms. It is a large totality and businesses are required operate sustainably more and more each year. Sustainability is a global idea and has popularized because of the awareness in consumerism.

Sustainability origins from the energy crisis, the recession and also troubles with the climate; climate issues have caused disasters (Dhanda 2013, 2). Dhanda says (2013, 2) that sustainability origins from environmental management.

Hence, consumerism is in transformation. Consumers are becoming more aware of what are sold to them, and they demand more from the products they buy. Thus, the digital age has an impact; it is easy to access information example through a smartphone and other devices (Sahota 2014, 1.) The sustainable consumer practices more activism, wants transparency and the trend is to live with less. The worry of the climate has an impact and consumers are interested in products with positive impacts (Culliney 2019.) Further, Culliney (2019) indicates in the Cosmetics Design-Europe article that the trend is to work more together and that this will transform into active leadership models.

Organizations and businesses work together to drive the beauty industry more sustainable. According to Acme-Hardesty (2019), people buy natural and sustainable cosmetics because they are environmentally responsible, effective, good for skin and support long-term health and beauty.

This research type of study is beneficial to the author, since the topic of sustainable cosmetics marketing is very interesting. The subject is also global which is in the line of the authors' degree and plans. It is interesting to compare sustainability theory with how companies are managing sustainability and utilizing sustainability through their marketing channels.

1.2 Research Question

The objective of the thesis is based on the theoretical framework in order to see how three case companies operate in terms of sustainability, and how it shows in their selected online marketing channels that were chosen to examine. After this, the information from the company marketing channel, in terms of sustainability is compared to the theory and to each other. This will show how companies market sustainability and then talks about what they could do even more. After considering the topic and most important factors the main research question (RQ) was set to be: "How do three companies in the sustainable cosmetics industry make use of the sustainability of their products in marketing?"

The research question was divided into four investigative questions (IQ) that are:

IQ1: How does the organization's image as a whole present itself, from the sustainability point of view?

IQ2: What sustainability components are used to market products?

IQ3: How well do the results from IQ1 and IQ2 align?

IQ4: What sustainability aspects could be included in the marketing of cosmetic products?

The overlay matrix under shows the theoretical framework, research methods and results from all parts of the thesis that are described as investigative questions. The first investigative question (IQ1) talks about organizational image from sustainability point of view. It is the sustainability in general in company culture, sustainability in the company and future of sustainability for the organizations. The research method is a desktop study. The results are presented in chapter 4.1. The second research question (IQ2) follows the sustainability model of three E's of sustainability, three levels of sustainability and most importantly the ecological aspects of sustainability and the social aspects of sustainability. These models are presented in next theoretical chapter. The research method is a qualitative research into the company brands online marketing channel Instagram. Instagram analysis is made by analyzing the content; images, words, hashtags and figures. The results of IQ2 are presented in chapter 4.2.

The third (IQ3) question compares the results from IQ1 and IQ2. All of the theoretical models are also used from previous IQ's. Research is made by combining methods; desktop research, qualitative research and qualitatively comparative analysis. The correlations considering the results are presented in chapter 4.3. The fourth investigative (IQ4) question is presented in the final chapter 5.2, since it is a recommendation on what sustainability components could be included in the marketing of cosmetics products. The theoretical framework follows from previous IQ'S and the research methods are the same.

Table 1. Overlay matrix.

Investigative question	Theoretical Framework	Research Methods	Results (chapter)
IQ 1. How does the organization's image as a whole present itself, from the sustainability point of view?	The three levels of sustainability	Desktop research; Company website, collective, brand website	4.1 The sustainability point of view of organization in online marketing of sustainability
IQ 2. What sustainability components are used to market products?	The three E's of sustainability The three levels of sustainability The ecological aspects of sustainability & the social aspects of sustainability	Qualitative research into marketing channel; Instagram; images, figures, words, hashtags	4.2 The components to market products of sustainable cosmetics
IQ 3. How well do the results from IQ1 and IQ2 align?	All of the above	Desktop research Qualitative research Comparing the results of IQ1 and IQ2 qualitatively	4.3 Correlation between IQ1 and IQ2
IQ 4. What sustainability aspects could be included in the marketing of cosmetic products?	All of the above	Desktop research Qualitative research	5.2 Sustainability aspects to suggest in marketing

1.3 Demarcation

Considering demarcation, the thesis consists of general information about sustainability but quickly moves on focusing only on sustainable cosmetics business. Then finding out information about selected case companies in the cosmetics business to see how they are performing on the field but also will take a look at their company and selected brand website and selected social media platform from company brand Instagram. Social media platform research is done by checking posts, frequency, words, and text.

The focus point of the thesis is the sustainability marketing of cosmetic products and the chosen platform is Instagram. Bachelors Thesis consists of only 15 credits and therefore the research has to be very precise and demarcated. The key concepts of the thesis are sustainability, sustainable cosmetic(s), sustainable cosmetic industry, sustainability cosmetic marketing, sustainable brand. They are presented in chapter 1.5.

1.4 Benefits

Overall, sustainability is a growing field and there is a lot to examine. Information consists of secondary sources by a desktop study. As the significance of sustainability is expected to increase, it is a necessity even more for business operations and the benefits can follow along. Consumerism is in transformation and the cosmetics market has to be part of the sustainability movement. It is important to see what large corporations in the industry are doing and to see where sustainability can go next. For the school, this thesis offers a topic that through research can be developed more since in Finland there are a lot of new businesses in the beauty brand section, and consumers who are interested in sustainability and sustainable cosmetics.

There are many personal benefits from the thesis to the author. It is a great opportunity to learn and develop from a very fascinating topic. This thesis will put together of four years of studying at the University. It is interesting to experience creating research and writing an academic report. Thesis writing also develops the ability to plan own work and writing together.

1.5 Key Concepts

As an academic report, this research consists of key concepts that are the terms that help to understand the research better. The key concepts are sustainability, sustainable cosmetics, sustainability marketing and sustainable brand.

Sustainability: A concept that is constantly evolving and means maintaining well-being in long-term for humans that depends on how the natural world and natural resources are handled and about enduring in a very general sense. (Dhanda 2013, 2.) Forming of the three overlapping elements of sustainability that are the environment, economic and equity. (Portney 2015, 6.) Sustainability and operating sustainable business are acknowledging the present and thinking towards the future. (Belverede & Grando 2017, 23.)

Sustainable cosmetics: Sustainable cosmetics consists of ingredients, the process of how products are made, packaging, delivering and many other things. It is also closely connected to innovativeness which helps to keep the prices reasonable (Beaute 2012).

Sustainability marketing: Sustainability marketing is a strategy that focuses on social and environmental investments. (Loy 2019.)

Sustainable brand: Sustainable brand has united environmental, economic and social issues in their business activities throughout. (Lein 2018.)

1.6 Case Companies and Brands

There are three case companies in this academic report. The aim of the thesis is to have a look at how they operate sustainable operations in the company and in online marketing channels. All of the companies are large beauty businesses that operate worldwide.

Estée Lauder Companies (2019a) was founded in 1946 by the launch of four products. Its global headquarters is in New York. The company founded by Estée Lauder has now William P. Lauder as the Executive Chairman and Fabrizio Freda as the President and Chief Executive Officer. The company has 25+ brands. Net sales are 14.86 billion and operating income 2.31 billion for the fiscal year 2019. The company operates approximately 150 countries worldwide and has main geographic areas that are Asia/Pacific; Europe, Middle East & Africa and the United Kingdom and travel retail. Also, the Americas which means North America and Latin America. It has approximately 1500 freestanding stores. Estée Lauder Companies has 1700 E/M-commerce sites in a total of 50 countries which includes also territories. (Estée Lauder Companies 2019a.) The company has four product categories that are skincare, make-up, fragrance and hair care. (Estée Lauder Companies 2019a.) Clinique is part of the Estée Lauder Companies and was created in 1968 in New York. In the world there are 22 000 Clinique consultants. One of their best-selling products globally is the Dramatically Different Moisturizing Lotion. Clinique brand wants to provide safe cosmetics that are fragrance free and allergy tested. The formulas are effective in order to bring results. (Estée Lauder Companies 2019b.)

L'OCCITANE en Provence was founded by Olivier Baussan in 1976, which is part of the L'OCCITANE Group created in 1997 by Reinold Geiger. It has brands that are L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife by Alcone, and Elemis. The company is present in 90 geographic areas and has 3 420 stores

globally, from which they own 1 572 stores. Currently, the L'OCCITANE Group has sales revenue of 1,4 bn euros. (L'OCCITANE Group 2019a.) L'OCCITANE en Provence product categories are skincare, body care, lips, hands, haircare, fragrances and products for men. (L'OCCITANE en Provence 2019b.) The brand (L'OCCITANE en Provence 2019c) says they are involved in the ground level and that they know the ingredients that are used in the products and suppliers that they work together with. Concerning sustainable sourcing their focus areas are traceability, sustainability, fairness and quality. They use over 200 botanical ingredients and a quarter of them are organic certified. They also use vegetable oils instead of oils derived from petrochemicals. Again, all of the key ingredients are said to be ethically sourced. (L'OCCITANE en Provence 2019d.)

L'Oréal was founded in 1909 by Eugène Schueller, who was a young chemist during the time and eager to be an entrepreneur. Right after the company established it did mostly business with hair dyes it sold to Parisian hairdressers. Schueller formulated and manufactured the dyes himself and this is when the company started its research and innovation connected business. The chemicals used in the dyes were new compared to others on the market and they were made from harmless chemicals. (L'Oréal 2019.) Currently, L'Oréal has 86 000 employees, 36 brands and is present in 150 countries. In 2018 they reported their sales to be 26,9 billion euros. In 2018 they had 515 patents registered. Jean-Paul Agon is currently the company chairman and chief executive officer. (L'Oréal 2018.) L'Oréal Paris product categories are makeup, skincare, hair color, hair care, hairstyle and products for men. (L'Oréal 2019a.) Garnier, that is L'Oréal's second largest brand was founded in 1904. The company uses natural ingredients to offer men and women healthy looks. Their product selection includes haircare and skincare and the brand has also sub-brands in four categories. (L'Oréal 2019b.) Garnier wants to focus in sustainable sourcing of ingredients, reducing environmental footprint of packaging and want to create biodegradable formulas. (Garnier 2019.)

All of the case companies are part of the SPICE Collective and therefore take actions to be a sustainable business. Companies are open about sustainability operations of their business and this thesis examines how they market sustainability through their channels. The companies have a platform to show their consumers how sustainable they are in the three elements of sustainability. Spice Collective is a collective formed by co-founders L'Oréal and Quantis. Their corporate members are Estée Lauder Companies, L'OCCITANE Group and many other companies. This collective brings together companies that then can shape the future of sustainable packaging. The collective publishes methodologies and data that will help in decision making. The key is to make the whole value chain of cosmetics packaging better. (Open Spice 2019a.) SPICE key

focus areas are guiding solid packaging policy development, driving packaging innovation and importantly meeting customer expectations (Open Spice 2019b).

2 Sustainability and Sustainable Cosmetics Industry

The theoretical framework of this chapter consists of sustainability and sustainable cosmetics consists of three main parts that are sustainability, cosmetics industry sustainability, sustainability marketing and content marketing.

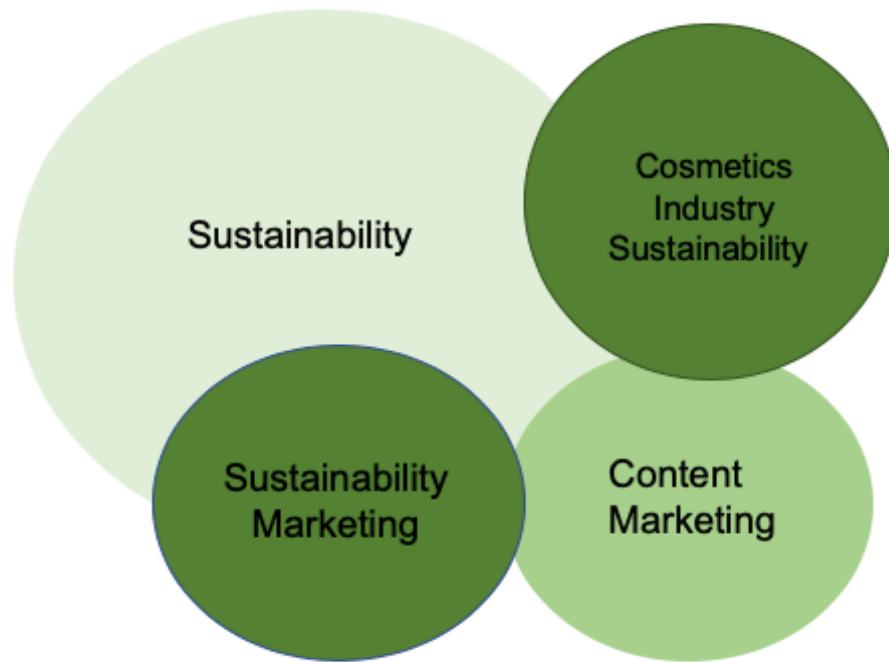


Figure 1. Theoretical framework.

2.1 Sustainability

Sustainability is a concept that is constantly evolving. (Dhanda 2013, 2.) According to Dhanda (2013, 2) in the most general sense, it is defined as to endure. For humans, it is about “the long-term maintenance of well-being” Bromley (2008, in Dhanda 2013, 2) points out.

Dhanda (2013, 2) says that there are plenty of variations about sustainability but all of them include the same basic idea that:
“Living on earth has environmental limits. Humans have the responsibility of preventing or cleaning up pollution. The economy, environment, and society are interconnected and interdependent” Tavanti. (2010 in Dhanda 2013, 2.)

The concept of sustainability began already decades ago. According to Portney in Sustainability (2015, 6), many of the notions began with the work of the United Nations World Commission on Environment and Development. Already then, sustainability was described forming from three parts. All of the parts are important, and companies should achieve results in all of them. The parts are economy, environment, and equity. In some other versions of the three pillars by other theorist's equity is described as social or people. This model presented in Figure 2 is called the three overlapping elements of sustainability. (Portney 2015, 6.)

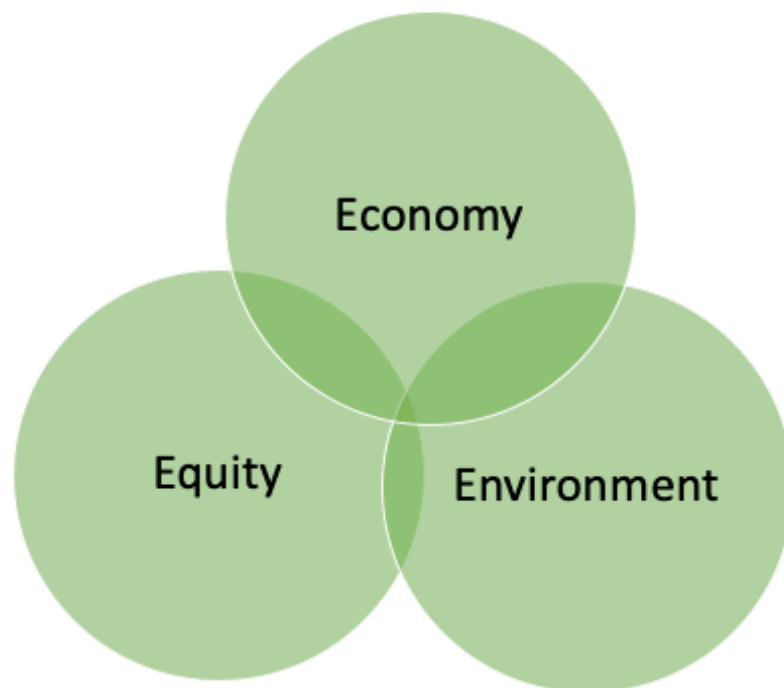


Figure 2. The three overlapping elements of sustainability (Portney 2015, 7).

In Figure 2 overlapping elements can be seen that for sustainability to work all parts need to be involved. All of the parts are forming the totality of sustainability.

2.2 Sustainable Business and Advantages of Sustainability

Businesses are said to be harmful to the environment, but they still hold the power of their actions, and their use of resources can make a difference. To help businesses in becoming more sustainable, after a merge in 1992 of the Business Council for Sustainable Development and the World Industry Council for the Environment; the World

Business Council for Sustainable Development was born. The idea of these types of organizations is that businesses report them what they have done each year to reduce the damage that has been done by the cause of their products, services, operations but also damages done by their supply chain. (Portney 2015, 38-39.)

Belverede & Grando (2017, 22) state that the three levels of sustainability can be referred to as 3 P's. These mean profit, planet and people. Profit is in the same box as economic sustainability, planet as environmental sustainability and people as social sustainability. What this means is that profits are the performance that will lead to economic and financial sustainability. The development prospects are in the medium to long-term. Planet refers to actions and performance that creates environmental sustainability, which means example environmental protection and the impact the business has on the environment. People mean those performances that businesses do that have a social impact, which means things such as social equity and cohesion, economic prospects fundamental rights. (Belverede & Grando 2017, 22.) Considering the above mentioned 3 P's, companies are said to struggle with balancing all of the three parts and easily focus only on the profit which will create a lack of attention towards the planet and people related parts (Belverede & Grando 2017, 22).

Sustainability and operating sustainable business means acknowledging the present and thinking towards the future. (Belverede & Grando 2017, 23.) In space and in time concept from Belverede & Grando (2017, 23) introduces an idea of how companies can explain stakeholders through the standard of living in space and in time. According to Belverede & Grando in space means that people who are wealthier than most of the humans can create value and in time means that growth and development need to be in balance and equity should be generated from generation to the next. To create a summary of this it can be said that sustainability and businesses have to acknowledge the present and the future. Economic and financial sustainability refers also to hosting and interacting to and with the society. It contributes to creating and must also benefit from it. (Belverede & Grando 2017, 23.)

Sustainability can be a part of a strategy that generates competitive advantage which can create better performance. Companies can become very popular with the innovative circular economy-based business models or by opting practices that enhance employee recruitment, engagement, and retention to differentiate and to build something unique and difficult to imitate. Some industries adapt the change faster and they usually are those where environmental and social issues are important. Many companies have to take part

in sustainability to survive and sustainable choices are becoming more of a necessity from the start. (Ioannou & Serafeim 2019.)

2.3 Sustainability Marketing

Sustainability marketing is a broad subject that can be defined as a way of marketing that includes social marketing, ethical marketing, environmental marketing and socially responsible marketing. The reasons behind sustainability marketing are in the transformation of the society and rising awareness of people a need to take care of the environment and people. (Purani, Sahadev & Kumar 2014, 93-99.) Sustainability marketing can save companies money, act as a competitive advantage and build better brand equity. It can also be a solution to avoid overproduction and problems in supply chain management. (Purani & al. 2014, 93-99.)

Sustainability marketing can also be done in the store or by pictures or videos shown to potential customers. Attracting customers can be done example by visuals and product placing. Real plants placed next to the products can increase interested viewers and buyers. Further, organic and sustainable products are recommended to be together with similar kind of products. Companies have also great change to sell products to their customers friends and people they know by word of mouth since people tend to share their experiences. Selling sustainable products includes also educating clients in a nice way, example by information in the packages. (Conroy, 2008.)

2.4 Social Media Marketing

Social media and marketing through it, is an effective way to communicate for business with partners and customers. It can be even questionable whether if a business can survive these days without it. Social media marketing can help companies to connect, change perceptions and improve example their customer service and interaction with them. Companies can also use influencers and advocates to deliver a message to customers. (Brown 2012, 1-2.)

Social media is a platform to connect to several people that you ever thought was possible. Social media marketing can increase customer satisfaction and profits since compared to earlier traditional marketing it is cost-effective. (Brown 2012, 1-2.)

Also, social media is beneficial since it gives a visible presence for businesses on the web and allows receiving real-time feedback. People can network through it easily 24/7, 365 days a year when they want and where they want to. (Coles 2014, 5,11.)

2.5 Content Marketing

Content marketing as defined by Joe Pulizzi in Content Marketing Institute website is: “Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action” (Pulizzi 2012).

Josh Steimle says in his Forbes (2014) article that the most important thing in content marketing is valuable content. There are many types of content. Few of them are example websites, infographics, podcasts, videos, and books. Also, e-books, white papers, apps, presentations, public speaking, and blogs. Content marketing is highly connected to achieving that people buy something which is explained through the buying cycle. The four steps in the buying cycle are awareness, research, consideration, and buying. Traditional marketing works very well for the last two steps but content marketing for the first two by creating raising awareness and comparing options. (Steimle 2014.)

Smart Insights (2018) introduces the content marketing matrix that divides content as inspire, convince, entertain and educate. The scales are emotional and rational; and awareness and purchase. In the emotional entertain section entertain goes also viral, quizzes, competitions, games and, branded videos. Likewise, articles and e-books, but they are also partly rational. Educative content includes guides, infographics, press releases and, trend reports. Inspiring content is an example of celebrity endorsement, celebrity and community forums. Further, there are also demo videos, reports and white papers, that educate and convince viewers. E-news entertains, inspires, educates and convinces. The last content group; convince, which includes events, ratings, product features, case studies, interactive demos, checklist, datasheet & price guide, and calculations. (Smart Insights 2018.)

Content is a term that is broad and means anything that is uploaded to a website or created there. This means, for example, things such as words, images and tools on a website. Also, videos, blogs, photographs, webinars, e-books, white papers and podcasts are content. Content is something that the publisher outposts that can be seen by others. (Handley & Chapman 2012, 6.)

Content marketing is important for businesses and worth investing since it can build awareness of the brand with quite a low cost. The content should be the right kind of content for the business and to the audience which is the potential customers. It is also a great linking tool from online platforms to another and the company website. Especially images and videos are used as content in online platforms such as social media channels. Content in terms of texts is said to be evergreen since it continues to bring people to the website. Partially, texts can even be used multiple times by posting them again. Content can also educate to be informative this also builds stronger relationships and trust. Content helps companies to bond with customers and find new customers as well as keep the ones that are already on board. (Gharal 2019.)

2.6 Cosmetics Industry Sustainability

Sustainability is born due to changes in consumerism and this also applies to the cosmetic market. What is demanded companies have to apply and keep up with the changes to survive. Consumers are becoming more aware, informed and they want more also from their products. They want fairness and information about product origin, production methods, ecological meaning, and safety-related issues. This is called ethical consumerism. (Sahota 2014, 1.)

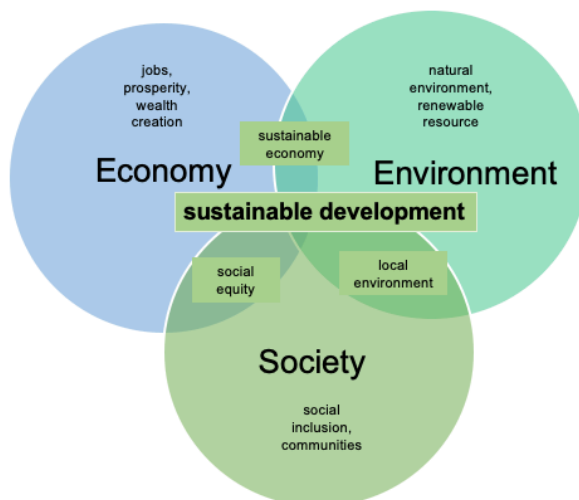
Sustainable cosmetics are more than organic or natural cosmetics. Sustainable cosmetic is not only the ingredients that matter in the organic or natural cosmetic it is the whole package. Sustainable cosmetics consists of ingredients, the process of how products are made, packaging, delivering and many other things. It is closely connected to innovativeness which helps to keep the prices reasonable (Beaute 2012).

According to Sustainable Jungle (2019), sustainable brands have sustainable ingredients. This means they are cruelty-free, organic & natural, vegan and palm-oil free. They also have sustainable business practices that consist of ethical sourcing, thoughtful packaging, robust waste & resource management and example charity work. It's common for these types of sustainable businesses to use certifications and labeling according to the product. This is a way for the brands to show consumers what the brand stands for and offers to them. (Sustainable Jungle 2019.)

Sustainable cosmetic theory model (Sahota 2014, 13-14) is reproduced from Sustainable Cosmetics Summit Latin America, Sao Paolo September 24-26 from the year 2012. It presents the ecological and social aspects of sustainability.

Ecological footprint

- Ethical sourcing of ingredients
- Organic and sustainable production methods
- Green chemistry/formulations
- Sustainable packaging
- Energy sources & use
- Carbon & water management
- Operational efficiency
- Waste management



Social footprint

- Customer-supplier partnerships
- Fair trade mechanisms certification
- Human resources
- Support local economy
- Social investment
- Corporate philanthropy
- Other CSR initiatives

Figure 3. The ecological aspects of sustainability. The social aspects of sustainability. (adapted from Sahota 2014, 13-14.)

Sustainable development is formed from the economy, environment, and society. The components generate sustainable development and the sub-parts of a sustainable economy, social equity and local environment. (Sahota 2014, 13-14.)

In Figure 3, there are ecological factors that are ethical sourcing of ingredients, organic and sustainable production methods and green chemistry/formulations. Likewise, sustainable packaging, energy sources & use, carbon & water management, operational efficiency and finally waste management. The social factors are customer-supplier partnerships, fair trade mechanisms certification, human resources, support local economy, social investment, corporate philanthropy and other CSR activities. (Sahota 2014, 13-14.)

2.6.1 World Market of Sustainable Cosmetics

The world market for beauty and personal care report (Passport 2019, 28-29) names ethical sustainable as one of the key trends that shape the industry. It defines the concept into smaller parts that are water efficiency and waste control, blue beauty and environmental debt, religious, ethnic and cultural inclusivity and defining a purpose and supporting a cause. (Passport 2019, 28-29.) From 2016 to 2024 the market size of the

natural and organic beauty industry is expected to grow from 11.06 to 21.78 billion U.S dollars. (Statista 2016.)

According to Formula Botanica (2019), natural and organic beauty market will rise into a worth of 54 billion dollars by 2027 globally. This estimation is made by an analyst company in London that is called Future Market Insights. The growth is possible because of developments in e-commerce, better distribution channels and also companies offering more premium products in the shops too. The source also points out that the skin care products market is growing due to demand and consumers that are interested in health-related things and products. The annual growth of the market is expected to be 5.2 % annually. (Formula Botanica 2019.)

Many sustainable cosmetics organizations publish information on the matter and large companies usually take part in them. They report information and collaborate to make the cosmetics industry more sustainable. Cosmetics Europe is a very well known organization that large companies are active or supporting corporate members. From the active corporate members there are Ester Lauder Companies, L'oreal and from the supportive corporate members L'occitane for example. (Cosmetics Europe 2019a).

2.6.2 Animal Testing and Chemicals

Cosmetics products are considered to be vanity products and not necessarily as a necessity than other industry products such as medicine, food, cleaning equipment and so on. Despite this, it is also important to point out that cosmetics include important hygiene products and products with health purposes such as anti-acne creams. Also, some of the products are produced and tested with animals, and this is something that companies are trying to sort out in another way, but it can even take years or decades to progress in this more. For consumers to notice the difference between animal tested product and non-animal tested product, there has been created example a cruelty-free logo. (Sahota 2014, 3-4.)

Cosmetics are produced with chemicals and therefore the chemical industry is also important for the subject. Also, the ingredients are becoming more of something that consumers are checking very carefully. It is not only the ingredients but also finished products and how they affect the environment. When consumers use products such as soap it goes into the sewers and from waste treatment into freshwaters. Microplastics are another problem; they are spreading into the seas which is harmful to the whole ecosystem. Usually, microplastics are used in shower scrubs. (Sahota 2014, 4.)

2.6.3 Packaging, Ingredients, and Legislation

Cosmetics packaging and the safety of cosmetics ingredients is something that sustainable cosmetics brands need to act on. Cosmetics are produced with a lot of packaging, especially luxury products. It is questioned if this is necessary. Again, packaging increases the prices of the products but rare ingredients. Another problem is plastic which has become very popular in packaging due to its lightweight and flexibility. The problem is all the waste it creates and that it does not biodegrade.

Many of the ingredients used in cosmetics are not good for the skin or the environment. A customer that buys cosmetics can also get a lot of unwanted chemicals from them such as parabens, phthalates, aluminum salts, petrochemical oils, triclosan, formaldehyde, mercury, and other metals. Despite this, there is not that much scientific proof of the health risks caused by the chemicals. (Sahota 2014, 6.) In Europe, the cosmetics industry is controlled by and some ingredients are banned to be sold in the EU area. For example, phthalates were banned in 2003. Although some countries around the world have banned some ingredients such as in the Philippines, they are still sold, since many retailers do not care about the regulations. (Sahota 2014, 6.)

3 Research Methods

The research methods chapter includes research design, population and sampling, data collection, data analysis and reliability and relevance. This is the foundation of the data analysis in the next chapter 4.

3.1 Research Design and Data Analysis Methods

The research design for the thesis began by measuring options. Since, the research was conducted by analysing words, hashtags, images and pictures, qualitative analysis was a better option. Compared to quantitative that usually includes a survey, qualitative research allows to analyse more in depth, to explore and, to understand. (DeFranzo 2011.)

Therefore, a qualitative analysis was decided to be made for the thesis that examines online marketing platforms by the authors observation.

Qualitative analysis of sustainability of the case companies marketing channels is based on the Sahota (2014, 13-14) models. Qualitative research is chosen since it is a research method that allows focussing in a business-related development, that can be complex and aims to produce new information. It allows the researcher to be analytical. In qualitative research, there are many ways to do things and different ways to research. Content analysis is one of these. (Eriksson & Kovalainen 2008, 3-4.)

Eriksson & Kovalainen (2008, 89-93) instructs analysis of visuals and textual data. Textual data consists of the texts that will be collected during the research and the ones that already exist before the research project, which means secondary data. (Eriksson & Kovalainen 2008, 89.) In this research, the textual data is examined that already exists. Data can also be visual as a material. This includes books, advertisements, CDs and digitalized forms. A picture can tell more than a hundred words as the old saying goes. Visuals that are analysed as empirical data. Content analysis is a good tool for this. (Eriksson & Kovalainen 2008, 91.)

Data analysis is a research-based and qualitative. Qualitative analysis of the sustainability of the case companies marketing channels is analysed with the Sahota (2014, 13-14) models. The models contain the ecological footprint and the social footprint of which is the base theory for IQ2.

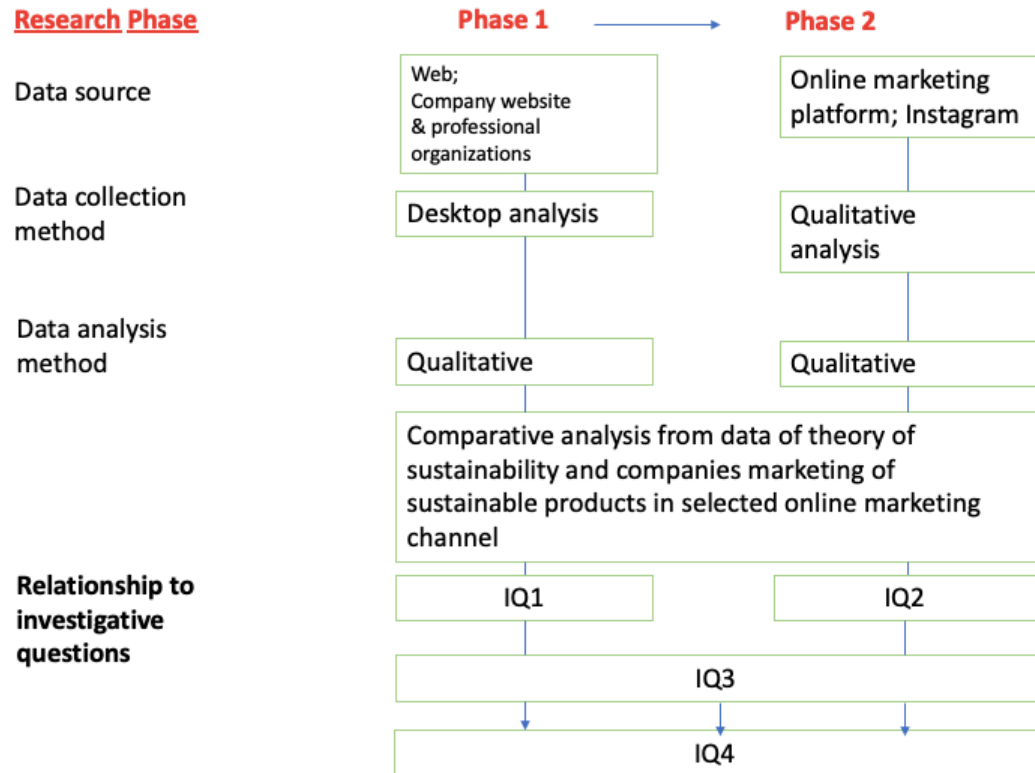


Figure 4. Research Design.

Research Design is visualized in Figure 4. There are two phases, each with its explanation in different stages. First, in the research, the author goes through Phase 1. Phase 1 data source is web and books about the topic. The data collection method desktop analysis. The data analysis method is qualitative. Phase 2 data source is selected online marketing platform; Instagram. The data collection method is qualitative analysis. Further, the data analysis method is qualitative. In the middle Phase 1, and Phase 2 share a phase point where a comparative analysis is made from data of the theory of sustainability and companies marketing of sustainable products in the selected online marketing channel. Finally, the relationship to investigative questions is explained in IQ1, IQ2, IQ3, and IQ4. Phase 1 indicates IQ1, Phase 2 IQ2 and the comparative analysis of them is IQ3. Finally, all of the parts come together in IQ4 that suggests what companies can implement in their marketing in terms of sustainability in online marketing channels.

3.2 Population and Sampling

The case companies are chosen in this research based on their activity in SPICE Collective and their results in sustainable beauty company rankings found. L'Oréal is the founder of SPICE Collective. Estée Lauder Companies and L'OCCITANE Group are

corporate members of the collective. (SPICE 2019a.) L'Oréal US branch was named as the most sustainable company in 2017. (Climate Action 2018.) Estée Lauder Companies has been recognized a good ranking in Barron's most sustainable companies list in place 5, considering the industry and place 45 in overall ranking. (Beauty Packaging 2019.) L'OCCITANE Group is known for their sustainability actions however is not part of such rankings as L'Oréal and Estée Lauder Companies.

3.3 Data Collection

The data is collected from the company website and in phase 1, thus the online platform Instagram in phase 2. This is because of the popularity of Instagram as a social media platform, and the number of followers on Instagram accounts compared to other platforms. The content is applicable for the analysis since companies have international accounts and content is pictures, images, hashtags and words, and therefore suitable to analyse.

Data is collected only from certain brands of the companies. For Instagram, online marketing analysis companies are Garnier UK from L'Oréal, L'OCCITANE en Provence from L'OCCITANE Group and Clinique from Estée Lauder Companies. A time frame for the analysis Instagram account content from the past six months; from 10 April 2019 until 10 October 2019. From the selected Instagram accounts IQ2 is researched for the period.

4 Data Analysis

In this data analysis chapter, the author will go through the research by presenting the results to all of the IQs, already shown in chapter 3.1 and, in detail in 1.2. The first IQ discusses organizations image as a whole from the sustainability point of view, the second IQ is researching what are the sustainability components these organizations' brands use to market products in selected online marketing channel Instagram. IQ 3 compares the results from IQ1 and IQ2. The last IQ4 is presented in the chapter 5.2, since it contains a recommendation to what sustainability components could the companies use to market products. The brands that are selected for the analysis in IQ2 and comparison of IQ3 and IQ4 are L'OCCITANE en Provence from L'OCCITANE Group, Clinique from Estée Lauder Companies and Garnier UK from L'Oréal.

4.1 Organizations Image of Sustainability

In the first investigative question the author aimed to research how organizations image as a whole in terms of sustainability was presented. The information was found from the company website, material published on the website and the information on the collective website SPICE. Since the topic is more about organizations' image this IQ focuses on the parent company website, however including information from the brand's website. First L'OCCITANE Group is discussed, then Estée Lauder Companies and finally L'Oréal.

L' OCCITANE Group has had the same values since the start that is the importance of nature and people. L'OCCITANE en Provence brand has six commitments in terms of sustainability that are respecting biodiversity, supporting procedures, reducing waste, empowering women and caring for sight. L'OCCITANE Group's main focus is traceable and sustainable ingredients. They also cultivate and harvest in a way that doesn't harm the environment. L'OCCITANE Group is exact of the products it sells and what goes through the production and sales of them. It seems that the importance of knowledge of the ingredients used and the people who supply these are high. It seems that it is about working together. Considering sourcing they want also fairness and quality. They announce the use of 200 botanical ingredients and a quarter of organic certified. It is also important for them to use vegetable oils. At this point, the main ingredients are ethically produced. The company has made a partnership with TerraCycle so that they can provide recycling services for their clients. This means customers can bring their old beauty, skincare, and haircare packaging and refill and recycle them. They also accept any beauty brand products to be recycled. After this, customers can receive 10 % off a new full-sized

product. Still, they don't accept aerosols, glass bottles, glass tubs, or glass moisturizer jars. L'OCCITANE en Provence has certified example: Shea Butter network in Burkina Faso with ECOCERT Fair Trade which means every year an audit is made at the area for women working there.

Estée Lauder Companies report each year the results of social, economic and environmental acts. They also take part in charity work for example; breast cancer campaigns and campaigns promoting equality, the positivity of self for all genders, races, and ages. Further, the employees take also part in the campaigns. Another focus point for them is environmental; work against waste and energy use which will reduce their carbon footprint. They also work against climate change taking part in global campaigns. Currently, the company aims to source 100% of its global electricity from renewable energy technologies by the end of 2020. The company invested in a new solar system in its UK laboratory. In the future, their sustainability goals are in subjects of energy and emissions, waste, employee safety, responsible sourcing, packaging, ingredient transparency, learning and development, and social investments & employee development. The company has an internal responsible sourcing working group that reviews company sourcing analyzes and benchmark, engages key stakeholders to this and implement these policies to be better at sourcing in the company. The suppliers expected to follow proper working hours, legislation and workers' rights. Brand Aveda uses sandalwood essential oil as a sustainable ingredient.

L'Oréal started the sustainability program in 2013 that is called "Sharing Beauty With All". The sustainability commitments are set until the year 2020. Their main focus has been to involve the whole value chain; product design, a distribution which includes also production process and sourcing of the raw materials. The commitments are divided into four pillars that are; innovating sustainably, producing sustainably, living sustainably and sharing growth with who it interacts which means employees, suppliers, and communities. This is done each year. Innovating sustainability includes reducing the environmental footprint of formulas, respecting biodiversity, optimizing packaging, achieving zero deforestation. Producing sustainability is formed of three indicators that are reducing CO2 emissions, reducing water consumption and reducing waste. Living sustainably has two indicators that are assessing the footprint of products and rising consumer awareness of sustainable consumption. Finally, developing sustainably includes subparts promoting access to employment and social inclusion, joining forces with suppliers to meet the L'oreal group's commitments and putting employees at the center of commitments. Results are put together quantitatively and everyone can access the information. All of the goals are based on the United Nations' sustainable development goals set in 2015.

4.2 The Sustainability Components Used to Market in Instagram

The second investigative question aimed to research what, are the sustainability components these brands use to market their products in Instagram. The main focus on Instagram were the posts and the content in them. These included hashtags, words, pictures and videos. The model for Table 2 is adapted from Sahota (2014, 13-14) and through it, the ecological footprint and social footprint analysis was made by checking the following Instagram accounts from L'OCCITANE en Provence, Clinique and Garnier UK.

Table 2. Use of Sustainability Components in Instagram Marketing of Cosmetics Products. (adapted from Sahota 2014, 13-14.)

INSTAGRAM ACCOUNT	L'OCCITANE en Provence @loccitane	Clinique @clinique	Garnier UK @garnieruk
Aspect 1: Ecological Footprint			
Ethical sourcing of ingredients			
Organic & sustainable production methods	x		x
Green chemistry /formulations	x	x	
Sustainable packaging	x		x
Energy sources & use			
Carbon & water management			
Operation efficiency			
Waste management	x		x
Aspect 2: Social Footprint			
Customer-supplier partnerships	x		
Fairtrade mechanisms			
Human resource			
Support local economy	x		x
Social investment	x	x	x
Corporate philanthropy	x	x	x
Other CSR activities	x	x	x

The author will explain all of the results from the Instagram accounts company by company starting from L'OCCITANE en Provence, then Clinique and finally Garnier UK. From L'OCCITANE en Provence some posts included organic & sustainable production methods, green chemistry/formulations, sustainable packaging and waste management from the ecological point of view. From a social point of view, there were posts including customer-supplier partnerships, supporting the local economy, social investment, corporate philanthropy, and other CSR activities. The account contained plenty of content about recycling and upcycling, reducing waste, environmental collection of plastic. Thus, in videos, there was a social campaign about fundraising for avoidable blindness with proper eye care activities. Furthermore, there was information about suppliers. For example, from lavender production, there was a name and photo of the lavender producer. Considering immortelle divine cream there was information about the date immortelle used was distilled and that the product is 100% traceable made in Corsica.

From Clinique, there were posts including green chemistry from an ecological point of view. From a social point of view, there were posts including information on social investment, corporate philanthropy, and CSR activities. Many of the results came from the campaign that supported breast cancer research which will benefit society. Furthermore, the company mentioned its products to be paraben and fragrance-free.

For Garnier UK, there were results from the ecological part in green chemistry/formulations and waste management, but also sustainable packaging. From social, there were posts about supporting the local economy, social investments, corporate philanthropy, and other CSR activities. In Garnier UK account for the mentioned period there were posts including hashtags and words that mentioned organic skincare, recycling, supporting an international organization doing good and care of the planet. There were also few videos including care of the planet and recycling contest.

4.3 The Correlation Between Company Sustainability

In the third investigative question, the author compares the results from IQ1 and IQ2 following the guidelines of the model used in IQ2. First, the author talks about the ecological aspects of each company and following about social aspects. First is L'OCCITANE Group and L'OCCITANE en Provence, then Clinique and Estée Lauder Companies and finally Garnier and L'Oréal. Finally, a conclusion is made about the total comparison of a company by company and company to each other.

For L'OCCITANE Group and L'OCCITANE en Provence can be found information on ethical sourcing, but it is shown especially with few ingredients on Instagram. These are lavender, shea butter, and immortelle. The organic & sustainable production methods are important, but according to their website, only a quarter of the ingredients have organic certification. There are green chemistry and traceable ingredients. Sustainable packaging is important for L'OCCITANE Group and in L'OCCITANE en Provence Instagram, it is shown how packages can be recycled or returned at the store, but also used in DIY projects. For example, an old L'OCCITANE en Provence product jar can be made to a flower ornament. On Instagram, the partnership with a recycling business TerraCycle is mentioned. Customer-supplier partnerships are shown on both website and Instagram. Fairtrade is an important factor and L'OCCITANE en Provence has an ECOCERT label example for their shea butter product, but this is not shown on their Instagram account. Human resource factors are important to the company but are not presented on Instagram either. Their website and Instagram both give information about supporting local economies such as the lavender producers, social investments and corporate philanthropy such as campaign care for sight and other CSR categorized activities, such as the beach clean-up project.

Considering Estée Lauder Companies brand Clinique and its UK Instagram site from the environmental side only green chemistry formulations can be found since they mention products to be paraben and fragrance-free. From the social side, there is more Instagram content. The following can be found from the time frame: support of the local economy, social investment, corporate philanthropy, and CSR activities. The brand follows the company social campaigns and shows content on them, such as breast cancer research project and pride movement. The brand is challenging people to post for good together with them and donate to a cause or a foundation. Estée Lauder Companies care about sustainability and in their website and care about energy use and work against climate change. According to Estée Lauder Companies in the future, their sustainability goals are in subjects of energy and emissions, waste, employee safety, responsible sourcing, packaging, ingredient transparency, learning and development, and social investments & employee development. In their website there is also a lot of information about sustainable sourcing that does not show in Clinique Instagram, which the author points out can be because it is only for certain brands or product groups in the company.

Garnier as part of the L'Oréal group was examined by the author by comparing company information with Garnier UK Instagram account. In the Instagram account, organic and sustainable production methods is shown by mentioning organic beauty and organic skincare which is presented together with the Garnier Organic skincare line. Sustainable

packaging and waste management are shown with a partnership mentioned with company TerraCycle and instructions on how certain parts of packages can be recycled. Also from the Garnier UK Instagram, the social factors are mentioned such as themes of supporting the local economy, social investment, corporate philanthropy, and CSR activities. The L'Oréal sustainability program involves the whole value chain; product design, a distribution which includes also production process and sourcing of the raw materials. The commitments are divided into four pillars that are; innovating sustainably, producing sustainably, living sustainably and sharing growth. From Garnier Instagram the sourcing of raw materials is not shown or information about suppliers or fair trade.

5 Conclusions

In this concluding chapter, the author presents the most important finding in the key findings chapter, recommendations, suggestions for further research, reliability and relevance. The last part talks about reflection on own learning considering likewise experiences from the writing process, thoughts about the future, personal achievements, and challenges.

5.1 Key Findings

The objective of this research was to examine how three companies in the sustainable cosmetic industry show sustainability in the marketing of products on Instagram. The research was based on theories of sustainability, sustainably cosmetic business, social media marketing, and content marketing. Since companies are active on the sustainability scale, the key findings focus on the Instagram platform findings of the brands chosen. The results are based on the theory in chapter 2.6, Figure 3 of the chapter. Here the key findings are explained brand by brand.

For L'OCCITANE en Provence it was found that in Instagram marketing they use content with information that includes organic and sustainable production methods, green chemistry/formulations and sustainable packaging, customer-supplier relationship building, support the local economy and CSR categorized projects and projects that do good for the community. For Clinique, there was little content on the Instagram account about sustainability. Findings were green chemistry formulations and content about participating in social investments and charity. For Garnier, the key findings were content that included their organic production line, sustainable packaging as recycling ideas and guidance. They also had social investments, CSR content.

What can be seen by the author in all of the content on Instagram, the videos are best to keep decently short length. A variety of themes would also be one focus point that the author likes to point out. It seems that companies use only a few keywords and few themes and there isn't much conversation between the consumers about sustainability issues.

5.2 Recommendations

The chapter presents the last IQ, which is IQ4 in this recommendations part. This recommendation puts together all of the IQ's. Here the author discusses what sustainability aspects that could be included in the marketing of cosmetics products. The recommendations are made for each brand separately. First is L'OCCITANE en Provence, then Clinique and finally Garnier UK. Lastly, general issues are recommended to the cosmetics industry companies/brands regarding sustainability marketing.

For L'OCCITANE en Provence, there could be included more content about ethical sourcing of ingredients and ingredients itself. Again, there could be more about sustainable production in marketing. More information could be added about recycling and new ways to recycle the packages would be good. The stories about the people that produce the ingredients are important for the brand, and besides lavender more could be added. Connecting customers with suppliers in a way would also be interesting. Instagram account could also show more about fair trade mechanisms and human resource related things. Especially a social campaign following the company values would be interesting, next to the ones they already have.

For Clinique, there could be also information about sourcing, sustainable production, green chemistry, about tracing the ingredients, sustainable packaging and example videos on how the future packages could be sustainable and how can they be recycled. It would be nice to see the people that produce and supply the ingredients and materials. Again, more social messages and support of the community could build a sustainability picture on Instagram.

For Garnier UK, there could be more variety of organic product lines and different type of content, example videos and pictures. Hashtags could also offer different types of topics. Currently, most of the hashtags are about organic skincare line, sun protection, love the planet and information that Garnier supports UNICEF. Most of the words are similar, but there could be more content about educating kids, vegan formulas offered, recycling with TerraCycle.

5.3 Suggestions for Further Research

The topic of sustainability and online marketing channels has lot to offer for further research. For instance, a research on sustainability online marketing on YouTube or Facebook could be possible. Further, other social media channels could be optional.

YouTube videos could be interesting to research by looking at certain brand channels and content in them. Some type of a model would be beneficial to support analysis, that offers focus points since videos are usually several minutes long. The key would be to find out most valuable content regarding the subject. Considering Facebook, it could be good to look at brand content and with the help of a good model to examine it chronologically. Even interaction with followers could be examined but timewise would take a lot of time. With brands that have a lot of younger followers, Snapchat content would also be an option to examine. Also, there are other platforms too such as Twitter that could be an option to research.

The author would like to point out that in terms of social media platforms there are constantly coming new ones available that could be interesting to examine too. The social media platforms mentioned above have been around already several years and are more established, and therefore examining them can be easier. Further, the idea of sustainability marketing channels examinations could be done to other industries than cosmetics. Example fashion brand online marketing analysis would be a current topic. Example sustainability marketing of fashion and clothing, accessories and sports clothing could be a topic to research. It would also be an interesting option to analyse more suitable sustainable content for some brand or a company and plan as part of a marketing mix.

5.4 Reliability and Relevance

Two classic evaluation criteria's are reliability and validity. Reliability tells what is the extend to measure, procedure or instrument same results, taken in several trials. This means reliability is connected to consistency that if another researcher implements the same study they would come up with similar results. (Eriksson & Kovalainen 2008, 292.)

The evaluation of qualitative research is recommended to be done during the research and should be more of a process than a final conclusion. Throughout the process researcher should acknowledge the philosophical and methodological factors of the study (Eriksson & Kovalainen 2008, 295).

It is questionable whether the sustainability component should be included in online marketing or Instagram marketing and to what extent. The author points out that the marketing content example in Instagram is meant to attract the audience and inspire, convince, entertain and educate them. It is a challenge for the marketing mix to put together interesting marketing content and how to include sustainability aspects

entertainingly. This research would be beneficial in the future to follow a more in-depth analysis of the topic. More, the theory model used does not include animal rights or legislation parts or information on how to examine chemicals. The author points out that neither does the company Instagram include these. Further; the time frame and company brands are chosen for the analysis can affect the results. It is important to emphasize that the results can differ if other brands would have been chosen for the analysis.

The author would like to argue that companies on different scales can have an opportunity to benefit from successful sustainability operations. Together with good content, sustainability can be presented in the marketing of cosmetic products in a way that is entertaining and conscious consumer appealing. The author found to be interesting that sustainability as a subject is wide and that sustainability in the cosmetics business is such an important topic. Also, Instagram and other platforms are great for sharing content about socially, environmentally and economically important topic such as sustainability.

Since the author has chosen selected online marketing channel to analyse certain brands, this will affect the results. The companies are large and have multiple brands. The structure of a bachelor's thesis includes only 15 credit's, hence the research has to be very precise. This means that many of the beauty businesses brands are left out, which means that this research is not the whole picture of sustainability marketing for these large corporations. Also, there does not exist a reliable ranking of beauty brands considering sustainable operations that would include all of the brands that are part of the research. It is important to point out that the companies have been chosen based on a desktop study that includes several rankings or articles. Again, in terms of the actual online marketing channel research, the challenge is to analyse the channels systematically way and to know which are the most relevant content to focus on, and how to analyse them.

5.5 Reflection on Own Learning

Overall, the research has been very interesting to the author. Thus, it was a challenge and a great opportunity to create a project of the thesis process. In terms of challenges, the starting point was difficult since there were a lot of topics and basically sky was the limit. Narrowing the thesis continued when meeting the thesis advisor. Without narrowing down the topic it would have difficult to implement the data analysis. It would have been interesting to include a lot of things, but in the frame of a bachelor's thesis narrowing the topic was a must.

In the future, the author could even continue with the topic even further and hope that for the University of Applied Sciences this could be a topic to research even more. This could be done from a sustainability perspective and also content marketing. Throughout the process; the topic creation and analysing the Instagram content this thesis has taught the author new skills on how to create something from the start and analyse content. The author feels that this research has taught skills that can be used in the future.

Personally, and professionally thesis process has taught the author time management, scheduling and creative problem solving, evaluate proper sources that fit the topic and are to the academic reach as required. The Gantt Chart helped with time management. Further, the content marketing theory helped with the analysis and recommendations of the thesis. Finally, combining theoretical framework together with data analysis required skills to maintain consistent and clear.

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