



Green skincare in Finland and France: A Millennial perspective on Greenwashing

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<p>Abstract:</p> <p>The sustainability movement has pushed companies to adopt strategies to build up the interest and trust of their potential green consumers. Green marketing has been a largely used tool with inevitably some consequences. An increasing number of labels and terms have appeared on our products. However, misleading advertisement and lack of valuable information have created a phenomenon known as greenwashing. This has pushed consumers towards green scepticism. This study investigates green skincare in Finland and France intending to analyse the female Millennial perspective on greenwashing. The research was made on how their decision-making process works regarding skincare products and how they perceive green skincare and greenwashing. Focus groups from both countries were interviewed and through thematic analysis, it was found that cultural differences could have an impact on consumer perception about greenwashing. Finnish participants were more likely to try out new products but were more sceptical about corporate efforts. The French participants were set to stay brand loyal and purchase by habit and practicability.</p>	
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1 INTRODUCTION

During the last decade, the awareness of social injustices has risen among customers and is of huge concern in our society. Social injustices in brands are a good example because as long as the brands are characterised by social injustices, they cannot address their core value to the customer.

Companies have well understood that Millennials are looking for companies aware of social and environmental issues. According to research, 26 % of EU citizens often buy environmentally friendly products, while 54 % of them sometimes do (Eurobarometer 2013). Indeed, environmental impacts are the third most crucial factor for EU consumers, after quality and price (Eurobarometer 2013). Well-being has evolved from a trend to a real lifestyle. People are stressed but are making effort to feel better and be a more conscious buyer. According to the Soil Association Report (2020), 83 % of people in the United Kingdom felt it was better for their health if a beauty or wellbeing product was organic.

The sustainability and wellbeing movement have pushed companies to put the Triple-Bottom-Line (people, planet, profit) in the centre of their business strategies. Labels, green terms and different “green characteristics” have made their way onto our shelves. This has happened hand in hand with greenwashing. It is a phenomenon through which companies make people believe that they are doing more to protect the environment than they are (Cambridge Dictionary 2020, greenwashing entry). Greenwashing has led to many misleading situations such as missing information in annual reports, lack of consumer trust and several legal actions. Only 6 % of EU citizens trust producers’ claims about their products’ environmental performance completely (Eurobarometer 2009).

The social media era does not ease this revolution for companies. Different platforms i.e., Instagram, Twitter, and Facebook have allowed people to expose companies and spread information worldwide. The beauty industry has been the biggest victim of this trend. From clean, organic, natural beauty to vegan products and environmentally friendly packaging, the beauty industry does not run out of “green” approaches. It has been shown that Millennials and Gen Z, who represent 39 % of the global population, are increasingly invested in the ingredients in the different beauty products (Soil Association 2020). This

thesis paper will discuss and analyse green skincare and greenwashing in Finland and France through a female millennial lens.

1.1 Research questions

This thesis will be guided by two main research questions. They structure the paper logically and fluidly. The two main research questions are:

1. What is the decision-making process behind buying skincare products for female millennials in Finland and France?
2. How are green skincare and greenwashing perceived by female millennials in Finland and France?

1.2 Research aim

The beauty industry is growing incredibly fast. According to Cosmetics Europe (2019), the European beauty industry was valued at 79.8 billion euros at a retail sales price in 2019. The European cosmetics and personal care market are the largest in the world.

However, greenwashing is one of the skincare industry's biggest trends. In marketing for example beauty companies, including beauty brands, like to use words like 'green', 'sustainable' and 'eco-friendly'. These words may not be connected to the beauty products at all and may not be connected to any accountability for the actions of the company.

Nowadays, brands can label the products as 'green', and in this way make a marked-up price, without any explanation about how the term 'green' relates to the products. The purpose of this thesis is therefore to discuss and analyse how green skincare and greenwashing is perceived by female millennials in Finland and France.

1.3 Limitations

As this study is researching how greenwashing and green skincare are perceived by female millennials in Finland and France, it is limited to that demographic category and that geographical area. The purpose of this study is not to take a position for or against greenwashing but to describe the possible effects of this phenomenon and to understand how green skincare is perceived by its potential consumers. There will not be research

done on why consumers will react how they do and their different opinions about environmental awareness. Each consumer is getting a personalized information flow and that is a reason for ambiguity.

Another limitation is distinguishing controllable corporate communication from non-controllable corporate information; greenwashing can sometimes be undetectable. Moreover, the sample size of this research was limited to four different focus groups composed of five people. Two focus groups were with French people and the two other ones were with Finnish people. In this research, only three distinct brands were part of the study and it was focused on one skincare product – a face moisturiser.

Moreover, the research samples only include female consumers, as they are the recipients of most skincare marketing (Cheng 2018). All participants were part of the Millennial generation as it has been proven that Millennials and Gen Z are increasingly invested in the ingredients in the different beauty products (Soil Association 2020).

Also, this research was conducted virtually through Zoom which makes it more difficult to analyse the behaviour and reaction of the participants. The research was based on group interviews with focus groups, and this method has its limitations. The researcher has no ultimate control over the proceedings compared to the individual interview method.

1.4 Expected results

The expected results of this thesis are, on the first hand, to bring awareness around greenwashing within the skincare industry and to know how female millennials perceive and react to green skincare and its greenwashing. Additionally, many companies might benefit from knowing the possible reactions to greenwashing. This will allow them to avoid potential future mistakes. Consumers could also have an interest in a better understanding of how a company can be guilty of greenwashing within the skincare industry.

1.5 Material and theoretical framework

This research paper conducted four focus group interviews consisting of five people each. Two focus group was composed of French participants and the two others of Finnish participants. The data was collected so that a thematic analysis could be run, and all the

answers were gathered into different tables. The main theories revolving around this thesis are main consumer theories by Solomon, Kotler and Keller, as well as Parguel et al. The theories were supported by statistics run by Statista and Sitra, all conducted in Europe and mainly in Finland and France.

2 THEORY

The research will, among primary data, be based on secondary data written about greenwashing and consumer behaviour. The analysis of secondary data is the use of existing data to find answers to research questions that differ from the questions asked in the original research (Hinds et al. 1997).

2.1 Consumer Behaviour

A consumer is usually referred to as a person who has a need or desire and fulfils it with the purchase and consequently disposes of the purchase. Consumer behaviour is described as “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon 2019, p.13). Identifying, analysing, and understanding consumer behaviour is known to be good for business. As the core meaning of business being to satisfy needs, marketing can only proceed to satisfy those needs by understanding the people behind their needs.

When conducting consumer research, the researcher can choose between two perspectives concerning how and what should be understood about consumer behaviour. A common way to categorise consumer research is by considering the assumptions made by researchers: what they are studying and how they are studying it. This phenomenon is known as a paradigm, and researchers are claiming a paradigm shift is happening (Solomon 2019). The two paradigms are positivism and interpretivism.

Positivism can be described as the necessity of what is given in general, with a strong emphasis on considering pure data and facts without being influenced by the interpretation of human bias (Scotland 2012). This paradigm has been criticized due to its strong focus on science and technology.

Interpretivism on the other hand is more focused on in-depth variables and factors related to a situation. It emphasizes how essential symbolic and subjective experiences are. Interpretivism claims meaning is in the mind of consumers, by this is meant that consumers create their interpretations based on their personal and shared cultural experiences (Solomon 2019). A study has shown that consumer behaviour can be influenced by a group or an organization and that it has an impact on society, the economy, and the environment (Budica, Puiu, & Budica 2010).

2.1.1 Consumer culture and branding

Today's society is considered a consumer society. Consumer culture is a huge part of how, why and when we consume. According to Miles (2015) in Oxford Bibliographies, consumer culture is "a form of material culture facilitated by the market, which thus created a particular relationship between the consumer and the goods or services he or she uses or consumes. Traditionally social science has tended to regard consumption as a trivial by-product of production". Consumer cultures influence our ideals in health, social and professional life (Jenkins 2008).

Holt (2003) has written about cultural strategies as a way of building and promoting brands. In the author's book *How brands become icons*, cultural branding strategy is discussed in the ways it can help managers build a strong brand. The main idea Holt states is to understand how social trends and national ideologies guide consumer preferences. This leads to the importance of analysing social and cultural trends.

According to Solomon et al. (2019, p.13), the modern consumer society is "characterised by consumption-based identities". However, it is related to several other elements of a consumer society such as the growing interest in brand images and the communicative aspects of product and packaging (Lury 2004).

The increase in the brand image has obligated companies to invest in their branding. American Marketing Association (1960) describes a brand as "a name, term, sign, symbol, or design, or a combination of them interceded to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". Branding on the other hand is described as "the process of endowing products and services with

the power of a brand” (Kotler & Keller 2015, p.323). According to Kapferer (2011), branding is much deeper than just a simple brand name, it needs a long-term corporate involvement, a significant number of resources and specific skills. All these factors influence the consumer’s decision-making process in the short and long term.

2.1.2 Consumer’s decision-making process

Numerous factors simultaneously influence the consumer’s decision-making process during the time of purchase.

Consumers do experience a countless number of motivational conflicts that can affect their purchase decisions. They usually tend to reach or avoid a goal that can be negative or positive. A goal is described as having valence.

Also, our purchase decision is highly influenced by the marketing message, the degree of consumer involvement and the purchase situation. According to Solomon et al. (2019), the information emitted by a company tremendously influences the intent to buy a product or service, in addition to all other key elements the consumer knows or believes about the potential purchase. Moods and emotions have an impact on consumer behaviour and their purchase decisions, as much as a consumption situation has (Solomon et al. 2019). Along with these factors, the purchase environment plays a key role. The experience, the social and physical surroundings all affect a consumers' decision-making process. As mentioned in earlier studies, consumers are influenced by groups and social settings where they are present.

An additional aspect influencing consumer’s reactions towards products is their self-concept. According to research by Parker (2009), self-concept is a phenomenon that affects consumers’ assessment of the brands and their purchase. Consumers tend to evaluate brands by how it matches their self-image. In a research on the role of individual self-concept and brand personality congruence in determining brand choice, it was found that “consumers may respond to brands from one or more of several selves, such as the ideal self and the ideal social self” (Khare 2010, p.69).

2.1.3 Differences between Finland and France

This research paper focuses on female millennials in Finland and France. One of the main explanations for this is how many articles are published on green marketing by Europe-based researchers. Indeed, a study conducted by Kumar (2016), shows that 48 % of the green marketing articles were from Europe-based researchers. According to Solomon et al. (2019), characteristics that are influencing buying behaviour are cultural, social, personal, and psychological.

France dominates the global beauty market with 23 % of the global market share (FEBEA 2019). It has a cosmetic value of 11 439 million euros which represents approximately 171 euros per capita (Statista 2020). According to another study run by Statista (2020), 27 % of French consumers bought one to two responsible products (organic, local, fair trade...) out of 10 items bought, while only 2 % stated choosing all their purchases with at least one ecological component. Even if it possesses three of the world's 10 most sustainable companies (Strauss 2018), French beauty companies have been slow to adapt themselves to the sustainability movement.

The consumption value of cosmetics and personal care in Finland stands at 1 026 million euros (Statista, 2020), this represents approximately 186 euros per capita. According to research conducted by Sitra (2019), 78 % of Finnish people consider a sustainable lifestyle as important. Additionally, over half of Finns have either reduced their consumption for sustainable intentions or made responsible consumption choices. Finland undeniably has a smaller skincare market than France, however, the supply of natural and organic cosmetics is particularly important. Finland has more allergies than before as well as pale and sensitive skin. This has led Finns to value and become more interested in natural alternatives with no chemicals (Autere 2019).

2.2 The Sustainability Movement

Human wellbeing and quality of life have risen considerably during the last decades. Well-being has transitioned from a big 'trend' to a lifestyle. Well-being is multi-dimensional and a complex variable to measure. It can be influenced by the economic systems, societal culture, relationships, health, personality, upbringing, aspirations and many more

characteristics. Each country has a different approach to all these aspects, and it has been proven that people have adaptive preferences (Elster 1983).

Well-being has also been linked to the whole sustainability movement. According to Rydin cited in *Measuring Wellbeing: Towards Sustainability?* by Karen Scott (2012), understanding of well-being co-exist and may be synonymized with the concept of sustainable development, which has led to the ‘overarching framework’ to which public policy should refer. According to the report *The Challenge of Defining Wellbeing* published by the Cardiff Metropolitan University Professors Rachel Dodge and Annette P. Daly et al. (2012), wellbeing is the equilibrium of an individual’s resource pool and the challenges they are faced with.

2.2.1 Green consumers

Our society is moving gradually and consciously towards a more sustainable world. This has led consumers to seek out greener and more ethical products. The whole connection between the mind and the body is incredibly current and relevant in our time. Sustainability has led consumers towards a category called ‘green consumers’. Green consumers usually live a green, ethical lifestyle.

A lifestyle refers to how a person spends his or her time, for instance: work, recreation, entertainment, travel, social life, family life, and so on (Solomon et al. 2019). According to Steven Cohen (2017, p.7), a sustainable lifestyle is “a way of life that sees the material consumption as a means rather than as an end and attempts to ensure that consumption has an as little negative impact on the biosphere as possible”.

According to research conducted by the Soil Association (2019), 83 % of participants from the UK felt it was better for their health if a beauty or well-being product were organic and 92 % of people said that choosing organic beauty would make them feel like they were doing the right thing or making a positive choice.

Added earlier studies have found that consumers environmental values are positively associated with consumer attitudes toward green products (Gershoff & Frels 2015). This would mean that consumer behaviour is based on the coherence of our actions, values, and how they align with our identities, people with stronger environmental values react more positively to green communication.

2.2.2 Triple Bottom Line

The constant increase in green consumers in our society has led companies to act and lean more towards a sustainable and ethical business strategy. In 1994, the term “triple bottom line” was coined by John Elkington, a known British management consultant and sustainability guru. According to Kenton in Investopedia (2020), the “Triple Bottom Line (TBL), in economics, believes that companies should commit to focusing as much on social and environmental concerns as they do on profits”. This means that instead of having one bottom line, companies should aim to have three: profit, people, and the planet.

Profit refers to the traditional way of measuring corporate profit. People evaluate how socially responsible an organisation, or a company, has been throughout its existence and the planet measures environmental impact and how environmentally responsible a company has been (Kenton 2020).

2.3 Marketing mix 4Ps: the importance of packaging

McCarthy classified in 1960, different marketing activities into ‘marketing mix’ tools of four types (referred to the four Ps of marketing): product, price, place, and promotion (Kotler & Keller 2015).



Figure 1 – The Four P Components of the Marketing Mix (Kotler & Keller, 2015, p.47).

Product differentiation is characterised by three components: form, features and performance quality. Companies can differentiate a specific product by deciding on its size, shape, or physical structure (Kotler & Keller 2015).

Packaging plays a crucial part in the marketing mix as it is the main physical aspect that differentiates a company's product from its competitors, whilst it is a way to communicate with consumers (Silayoi & Speece 2007). Colours and graphics have an important impact on the promotional success of a product (Mohebbi 2014). The packaging variables affecting consumer behaviour include all visual and informational characteristics.

According to research conducted by Draskovic (2010), the packaging is getting more and more attention owing to the current trends in the consumer market and the evolution of marketing budgets. Brands have nowadays a tendency to surf on packaging trends and especially with the sustainability movement gaining importance, a phenomenon known as green marketing has made its way to our store shelves.

2.3.1 Green marketing

There are several definitions of green marketing. One of them is that green marketing refers to the process of promoting a 'sustainable' product or service that will satisfy environment-conscious consumers. A company's way of conducting green advertising usually includes four goals: communicating corporate environmental approaches, installing trust in environmental claims, informing and engaging consumers (Kumar 2017).

According to Caruana and Crane (2008), companies also expect consumers to be willing to pay more for sustainable products. If green marketing was to be summarised, it could be described as integrating environmental issues into strategic marketing processes (Chang et al. 2014).

Green labels have also been a big part of green marketing, especially within the skincare industry. There are various certifiers (ECOCERT, NATRUE, BDIH, Cosmebio, Soil Association, etc) and each of them has different criteria for natural products (organic products having even stricter criteria). According to the ECOCERT Group (2020), the different criteria to get various certifications are these:

- Minimum of 95 % of the product ingredients are of natural origin
- Preference for organic ingredients
- Eco-friendly manufacturing process

- Minimal processing of ingredients
- Absence of animal-derived ingredients
- Absence of GMO, parabens, phenoxyethanol, nanoparticles, silicon, PEG, synthetic perfumes, and dyes
- Recyclable or bio-degradable packaging

Labels have been proved to reassure consumers. In a study made by the Soil Association (2019), it was found that 52 % of people said they looked for logos such as COSMOS, for the simple reason of getting peace of mind that the product has gone through rigorous testing.

Green marketing presents numerous benefits. Studies have found that it improves a company's reputation, increase ROI, and reduce company generated pollution. Moreover, it can strengthen customer loyalty and preference that are correlating with their values (Chen 2013). However, it can also be a risky strategy as it can very easily turn to negative impacts. Indeed, if companies communicate misleading information, it can influence consumers to re-evaluate their purchase intention (Newman et al. 2014).

2.3.2 Greenwashing

This increase in green consumption has spawned a practice called greenwashing, which occurs when companies make people believe that they are doing more to protect the environment than they are (Cambridge Dictionary 2020, greenwashing entry). The term has been around for decades, its creation goes back to the 1980s. Delmas and Burbano (2011) suggested a typology of organisations based on two different dimensions: environmental performance and communication about environmental performance. Other publications (Parguel, Benoit-Moreau, & Russell 2011) emphasise that greenwashing can be explained by two characteristics: an intrinsic feature and a communicative feature.

With the huge increase in labels, there are currently more than 400 environmental labels worldwide (European Commission 2019). To add to these labels, several words have been linked to sustainability and particularly to greenwashing. According to Elving and Van Vuuren (2011), the words “eco-friendly” and ‘recyclable’ are examples of greenwashing.

Several studies have been made to identify key elements of greenwashing. Terms that are not regulated such as botanical, chemical-free; green, natural, organic, plant-based and many more, are usually things appearing on packaging leading people to believe a company or a product is “greener” than it is.

According to a study conducted by de Freitas Netto et al. (2020), greenwashing can be classified into two categories: claim greenwashing and executional greenwashing. Parguel et al. (2011) cited a study from 1991 in which Kangun, Carlson and Grove distinguished three categories of greenwashed advertising: the use of false claims; the ignorance of valuable information that could help evaluate the claim sincerity, and the use of vague or ambiguous terms.

Parguel et al. (2011) describe executional greenwashing, on the other hand, being the process of using nature-evoking elements such as images using colours such as green and blue or sounds such as the sea or birds. Consumers tend to link these things with something eco-friendly, sustainable, and green.

2.3.3 Green scepticism

Scepticism refers to the tendency or inclination of an individual to distrust or doubt others (Obermiller & Spangenberg 1998). Scepticism can concern diverse topics such as philosophy, psychology, politics, and sociology.

Green scepticism is a term that has risen from scepticism occurring within the business sector towards corporate social responsibility, organic products, environmental claims, and cause-related marketing (Valchos et al. 2016). A report by Green Gauge found that 55 % of consumers surveyed believed that products that allege ecological attributes possess no green qualities (Vermillion & Peart 2010). Green scepticism has been proven to be a consequence of greenwashing.

3 METHOD

As this study aims to analyse how green skincare is perceived by its potential consumers and how female millennials in Finland and France react to greenwashing, the method used for doing this research was the qualitative research method. Bryman (2011, p.386) defines

qualitative research as “a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data”.

According to Gubrium and Holstein (1997), there are four traditions of qualitative research: naturalism, ethnomethodology, emotionalism, and postmodernism. This research was conducted with the naturalist tradition, which implies understanding social reality in its terms. To specify the nature of this research, it was ethnography. Bryman (2011) describes ethnography as a process of regrouping people, analysing reactions, taking notes and writing all of it down.

3.1 Material

The research was conducted with primary data collection intent. According to Salkind J. in the Encyclopaedia of Research Design (2010), primary data is “an original data source, that is, one in which the data are collected first-hand by the researcher for a specific research purpose or project”. The primary data can be collected in several different ways; however, this study was done by observing focus groups.

3.2.1 Focus groups

The research was conducted with an analysis done in four different focus groups. This chosen method is a common way of data collection in qualitative research (Babbie 2016). Bryman (2011, p.502) defines the focus group method as “a form of group interview in which: there are several participants (in addition to the moderator/facilitator); there is an emphasis in the questioning on a particular fairly tightly defined topic, and the accent is upon interaction within the group and the joint construction of meaning. The focus group method presents a mix of two methods: the group interview and the focused interview. A group interview is when several people discuss several topics and focused interviews are involved in a specific situation and are asked about that involvement (Bryman 2011). In this research, the main interest was in how individuals will share their opinions, how they expressed them and how they interacted with each other.

To collect the data regarding how greenwashing is perceived by consumers, the observation method was used. This method implies gathering knowledge of the researched phenomenon through making observations of the phenomena, as and when it occurs. According to Marshall and Rossman (1989, p.79), observation is "the systematic description of events, behaviours, and artefacts in the social setting chosen for study". Schensul, Schensul, and LeCompte (1999, p.91) state that the observation method is "the process of learning through exposure to or involvement in the day-to-day or routine activities of participants in the researcher setting".

3.1.1 Sample

For this study, the researcher chose to use purposive sampling. It involves interviewing a purposeful sample, in this case, it will be four groups composed of five people each. The size of the focus group varies, Morgan (1998) has suggested that the common group size is between six to ten members. However, he has also recommended having smaller groups if the participants are more likely to have a lot of information to give and express their opinions. He also recommends smaller groups when topics are controversial or complex so that it leaves a place for interactions. Therefore, a sample of five people per focus group was chosen. Also, the more focused group research has, the more complex it is to analyze data. Therefore, two focus groups from each of the two countries were chosen. This allowed us to gather enough data whilst keeping it manageable to process.

As a sampling technique, the purposive judgement sampling method was chosen. Purposive sampling "selects cases with a specific purpose in mind" (Neuman 2000, p.198). Two focus groups were Finnish, and the two other ones were French. The sample was between the age of 21 and 26, they were all females from the Millennial (born between 1981 and 1996) and Gen Z generation (born between 1997 and 2012). These generations are at the forefront of the sustainability movement. Research has discovered that they are the most environmentally conscious consumers (Vermillion & Peart 2010).

Finland and France were the two chosen countries as these two differ culturally even if they are both in Europe (see part 2.1.3). Skincare both in Finland and France are big trends. France has a cosmetic value of 11 439 million euros and the consumption value of cosmetics and personal care in Finland stands at 1 026 million euros (Statista, 2020).

The difference is remarkable, but it is important to note the population of each country. When calculated per capita, France has a cosmetic value of approximately 171 euros and Finland has a cosmetic value of approximately 186 euros per capita.

The chosen skincare product that was focused on and showed to the sample was moisturizers. According to Cosmetics Europe, moisturiser is the most used skincare product, with an average of one use per day (2019). Three brands and their packaging were carefully choosing: Nivea Pure & Natural, Garnier Bio and The Body Shop. All of these three products were advertised as natural moisturisers. They have used words such as ‘nature’, ‘organic’, ‘vegan’ and used nature-related visuals and colours. These products were also chosen as they fit in with the budget of Millennials and all brands are present in both Finland and France.

Two of these moisturisers are greenwashed. According to Beaumont (2015), the Soil Association has conducted informal research that has found that the Nivea Pure and Natural products contain ingredients such as Methylisothiazolinone, which would not be permitted under the Soil certification. The Body Shop has also been accused several times of greenwashing and for using cruelty-free labels whilst being part of L’Oréal which has used animal-tested ingredients in their products (Hope 2017). Lastly, Garnier has recently launched its BIO product range and has got good feedback for it. The ingredients are clean and what they claim them to be (Morosini 2019).

The participants were told at the end of the interview which moisturisers were greenwashed and which one was not. This was to gather genuine opinions before announcing the main information.

Image 3 - Nivea Pure & Natural



Image 2 - Garnier Bio



Image 1 - The Body Shop Carrot Cream



3.1.2 Procedure

Due to the global pandemic, being the Covid-19, the interviews with the focus groups were conducted via Zoom in January 2021. Before conducting the study, all respondents were sent a consent form to assure all data rights and their approval of using the data collected. The four focus groups were asked a series of question about their buying habits around moisturisers and were shown the three different brands and their moisturiser packaging.

As the study was conducted virtually, the researcher went to retail stores to take photos of specific moisturisers to be able to show them on camera to the respondents. The participants had the option of either answering in their microphone or writing in the chats. Questions that required several characteristics or reasons were asked by the researcher to be answered in the chat to facilitate data collection later on.

Towards the end of the interview, respondents were asked to choose which product they would buy and state their reasons. Later, they were told which brands were greenwashing to see if their reaction was surprised and whether they'd change their minds after being aware of greenwashing.

The group interview lasted around an hour and was fully recorded with the camera on. This allowed the researcher to observe all the respondents' actions. As there was a language difference between focus groups, the group interview questions were translated both to Finnish and French. This allowed the participants to be comfortable answering any question as it represented their mother tongue.

The interview outline consisted of a welcome part introducing the researcher and the topic. Then, the participants were told why they were selected for this specific study, followed by the guidelines. These were:

- No right or wrong answers
- Tape recording, one person speaking at the time
- First name basis (but all data will be anonymous)
- The possibility to disagree but it is important to respect each other
- Interact with each other

Once all these parts were presented, the researcher started the group interview with an opening question.

3.2 Data Collection and Analysis

To collect the data regarding how greenwashing and green skincare are perceived by female Millennials in Finland and France, the observation method was used. This method implies gathering knowledge of the researched phenomenon through making observations of the phenomena, as and when it occurs. According to Marshall and Rossman (1989, p.79), observation is "the systematic description of events, behaviours, and artefacts in the social setting chosen for study". Schensul, Schensul, and LeCompte (1999, p.91) state that the observation method is "the process of learning through exposure to or involvement in the day-to-day or routine activities of participants in the researcher setting".

As mentioned in the previous section, the whole group interviews of each of the four focus groups were recorded with the camera on. This allowed the researcher to carefully observe the reactions, interactions, and different answers everyone had.

To analyse the data, the thematic analysis method was conducted. The main objective is to analyse common themes; topics, ideas and patterns of meaning that come up repeatedly. According to Braun and Clarke (2006, p.79), the thematic analysis is "an independent method for identifying, analysing and reporting patterns (themes) within data". This allowed a deeper understanding of the effects of greenwashing on young female consumers in Finland and France, by focusing on the skincare industry. In this case, the product within skincare that will be shown is moisturiser packaging from three different brands.

The researcher being fluent in both French and Finnish, was able to conduct all of the interviews in the group's original language, in French for the focus group from France and in Finnish for the focus group from Finland. Once the research was terminated, the researcher watched several times the recordings to analyse reactions and take notes on the answers provided by the participants. All of the recorded interviews were translated lastly translated into English.

Then, when all of the information was gathered, common patterns were identified and classified into a big table.

Table 1 – French Female Millennial focus group data collection (2021)

	What are the main factors that influence you buying a moisturizer? Type 3 in the chat. (price, green, ethics, features, skin type...)	What words or phrases come to mind when you think of green moisturizer?	Have you ever bought a green moisturizer? Why? Why not?	Showing the three moisturizers. Are you familiar with these brands?	What do you think about these three packaging? Is there any packaging you prefer, why?
Respondent 1 FRA (1)	1. ethical / 2. price / 3. skintype	"I'd think about organic products, avoiding too much packaging"	"I always buy organic moisturisers. I test them on Yuka, I try to be careful with my skin"	Yes	"I've never had problems with Nivea, I already have the deodorant from the same product line and that I bought because of the packaging being in glass"
Respondent 2 FRA	1. price / 2. skintype / 3. product type	No comment	"I do it more as a habit, if I find a moisturiser that works for me, I'll keep on buying it"	Yes	"I think a bit like everyone else, I have a bad reputation about body shop, I have never put 20€ on a moisturiser, I didn't even know that Garnier did skincare products (I have shampoos that are great), their packaging is attractive as it looks green and organic"
Respondent 3 FRA	1. green / 2. price / 3. skintype	"moisturisers made of plants, no chemicals, like organic"	"I've got some as a gift but not bought myself, I'm conscious about prices"	Yes	"I have a bad experience avec Nivea because my skin reacted badly to it, same for Body Shop, I'm reluctant to the brand, it's super expensive and I've heard they've tested on animals"
Respondent 4 FRA	1. ethical / 2. price / 3. green	No comment	"I also look at the price, I usually receive some as a gift, I like my moisturiser now so I wouldn't change it"	Yes	"For Body Shop, I can't see myself putting carrot on my face. Garnier I associate it more with shampoo rather than moisturisers"
Respondent 5 FRA	1. price / 2. ethical / 3. green	"I would say healthy skin, as there is no chemicals"	"I haven't bought any green moisturisers, I'm subscribed to a monthly box so I discover products from there. But I use the one I have already all the time"	Yes	packaging, I trust Nivea for skincare but I don't think the ingredients are that great"
RESULTS/THEMES	PRICE, ETHICAL, SKINTYPE	PLANTS, NO CHEMICALS, MINIMAL PACKAGING	HABIT, GIFT	YES	BRAND IMAGE, PRICE
Respondent 6 FRA (2)	1. green / 2. price / 3. recommendation	"organic, organic ingredients"	"Yes, I've bought some products from Hello Body brand."	Yes	"The Body Shop is so expensive that I would never buy it, moreover, for its poor brand image"
Respondent 7 FRA	1. brand / 2. price / 3. green	same comments	"No I haven't. I tend to go more for natural oils than cream formulas. I always take the same that works for me. I want it to be quick and simple"	Yes	"Garnier has clearly more labels on its packaging, I know that Body Shop is not very green, they have been accused of greenwashing"
Respondent 8 FRA	1. price / 2. skintype / 3. brand	"organic, organic ingredients"	"Yes I've bought from the Avril brand (low cost ethical brand), I buy their Aloe Vera gel."	Yes	No comment
Respondent 9 FRA	1. product type / 2. price / 3. brand	"when the brand has been created, I'm careful with brands claiming they're green. I like to do my research when I hear that"	"Yes I've bought from several brands. Those I like AromaZone, I'd also like to try other brands. But I usually look at the price and sometimes it's very expensive I like simple and easy, I have one that works for me"	Yes	"I associate body shop with bath and shower products so I can't really tell how good their skincare products are"
Respondent 10 FRA	1. price / 2. price / 3. recommendation	same comments	"Yes I have also bought the same brands as the other girls mentioned"	Yes	"The labels tell me it should be better than the other ones for Garnier and for Nivea I think that the ingredients mentioned are not the first ones and the Body Shop one is very expensive!"
RESULTS/THEMES	PRICE, ETHICAL, BRAND	ORGANIC, GREEN INGREDIENTS, SCEPTICISM	HABIT, ENVIRONMENTALLY CONSCIOUS	YES	BRAND, PRICE, GREEN SCEPTICISM

Table 1 allowed the researcher to have a clear vision of all of the answers provided by the participants and to categorise them into different themes. This table shows the French sheet, a similar one was created for the Finnish focus groups. Once this table was analysed, smaller ones were made by themes (see Chapter 4).

3.3 Trustworthiness of empirical work

Bryman (2011, p.43) have explained trustworthiness as “a criterion of how good a qualitative study is”. In this research, the observations were made from an outsider point of view. There was no personal interference in the study, the focus groups were observed and analysed by the researcher with the conscious effort of distancing from personal cultural ties. This allowed the researchers to be as neutral as it could be.

As this research was done without interfering in discussing or giving any opinion, the focus group was not influenced by the pressure of the researcher. The focus groups were also not given any hints about the research until the moment of the research. This allowed the researcher to get the most genuine reactions because the respondents could not have researched beforehand information about green marketing or greenwashing.

Reliability is the extent to which a measure is replicable and repeatable (Bryman 2011). This research can be repeated and replicated as it has been conducted virtually with a reasonable number of people composing the focus groups.

4 RESULTS

As mentioned in the previous chapter, research was conducted as a thematic analysis of four focus groups to analyse and discuss how female millennials perceive greenwashed skincare. Once all the interviews were finalised, the researcher gathered all the data into two MS Excel™ sheets. A first one for the two Finnish groups and a second one for the two French participants. Each question was entered, and the researcher wrote down an interesting and relevant comment that was said by each respondent for each question. After this process, the researcher analysed the data to create themes and categories of information. When common themes were found, all of them were compared between the two countries, so that differences and similarities could appear if existing.

4.1 The Buying Process

This category includes all of the participant's main behaviours when buying their face moisturisers. The participants were asked several questions linked to their purchase behaviour and habits. The question: “*what are the three main things you consider when buying your face moisturiser?*” was asked and the participants were told to write their answers in the Zoom chat. They were also asked what influenced them to buy a moisturiser and if they would be more likely to keep a moisturiser that works or test out new ones.

Buying criteria: price, product type, skin type, product origin, brand ethics.

- **Purchase decision:** habit, gift.
- **Post-purchase:** try new things, stay with the same product that works.

Table 2 - The Female Millennial Buying Process (2021)

Buying Process	Both Finland and France	Finland	France
Buying Criteria	Price – Skin type	Product origin (pharmacy, Finnish)	Brand ethics (not tested on animals/green)
Purchase Decision	Habit - Recommendation	-	-
Post Purchase	-	Open to change	Loyal to a product

Table 2 shows that the respondents from both countries consider the same things when buying their facial moisturisers. Both the Finnish and French groups stated that the price and their skin type guided their purchase criteria. However, when analysing the differences between the respondents from each country groups, the researcher found that the Finnish respondents included the product origin in their top three criteria, whereas the French respondents mentioned the ethical standards of a brand (for instance if they test on animals or their environmental impact).

Respondent 1 FIN: *“I like Finnish products, I trust them and their production systems, I like to buy Finnish.”*

Respondent 1 FRA: *“I always buy organic moisturisers, I test them on Yuka, I try to be careful with my skin.”*

4.2 The Green Relationship

A second themed table was created to categorise the sample’s green relationship. This table gathers data on how informed the participants were about green skincare and their relationship with it. Questions such as: *“Have you ever bought a green moisturiser? Why? Why not?”* and *“What words or phrases come into your mind when you hear about a green moisturiser?”* were asked.

This category is meant to gather all information about the participant’s knowledge, perception and behaviour towards green products.

- **Green sceptical:** know about green products but are very sceptical about them and are well aware of greenwashing, will therefore not trust big brands especially when trying to buy green products.
- **Indifferent:** no real knowledge about sustainable skincare products nor interest in it. These participants will buy the product that is the most practical and that they know will work.

Table 3 - Green Skincare Perception by Female Millennials (2021)

Green relationship	Both Finland and France	Finland	France
Green sceptical	13	8	5
Indifferent	7	2	5
SAMPLE	20 people	10 people	10 people

Table 3 shows a clear difference between the two young female respondents in both countries. The Finnish focus group was a lot more sceptical than the French one. The big majority of the respondent to the questions with some scepticism, towards green skincare products or bigger corporations.

Respondent 9 FIN: *“I first think about it being environmentally friendly, but I know then that products can be greenwashed.”*

Respondent 4 FIN: *“It’s really hard to buy green products because I don’t think there is - green scepticism.”*

All of the ten respondents in the French group were half green sceptical and the other half indifferent.

Respondent 9 FRA: *“I’m careful with brands claiming they’re green. I like to do my research when I hear that.”*

Respondent 2 FRA: *“I do it more as a habit, if I find a moisturiser that works for me, I'll keep on buying it.”*

If the two groups were to be put together and if the bigger picture was analysed, female millennial respondents in Finland and France seem to have more green scepticism than indifferent to green skincare products.

4.3 The Greenwashing Reactions

A third and last table was created to have a good perception of how the participants reacted to the skincare products that were greenwashed. There were two distinctive categories, one being a change in their purchase decision and another one being loyal to their purchase decision. The question that the participants were asked was: *“Now that you know which product is greenwashed, would you still buy the one you chose to buy in the first place? Why? Why not?”*.

This last category is set to analyse consumers' behaviour towards greenwashing. This category has two sub-themes. Here the researcher revealed to the participants which brands were greenwashed and asked for their opinion and observed their reactions.

- **Change:** these were consumers that were surprised to find out which products and which brands of those who were involved in the research, were blamed for greenwashing. This surprise led them to change their purchase decision, as they now were more informed and could not relate their values with the previously chosen product.
- **No change:** these participants were surprised by the results; however, they would not change their purchase decision as they think it could not be as bad as it is claimed. They know the brand works for them, so they do not see any benefits in changing it. These respondents were not surprised by the brands and products that were greenwashed. They would still not buy any of those products because they consider big corporations cannot be sustainable in any way and they would not buy those products in real life.

Table 4 - Female Millennial Reactions to Greenwashing (2021)

Greenwashing	Both Finland and France	Finland	France
Change	9	7	2
No change	9	3	8
SAMPLE	20 people	10 people	10 people

Table 4 shows significantly the difference between the two countries. If both focus groups from each country were put together as a female millennial category, it is very equally distributed. Half of the respondents would reconsider their purchase decision, whereas the other half would stay in their position and be loyal to the first purchase decision made. Nevertheless, when analysing the French and Finnish focus groups as individual databases, the researcher notices that there is a distinction between the two.

The Finnish focus groups were majorly (7 out of 10 people) open to change their purchase decision once they were informed about which product was greenwashed. What was also mentioned was that they would have chosen the most sustainable choice and the least greenwashed one, if they had the opportunity to do some additional research on the products before announcing their purchase decision.

Respondent 2 FIN: *“I don’t do research when I buy products but now that I know, I would buy the greenest one.”*

Respondent 5 FIN: *“I would still buy the body shop one even if I know this info, it is still important for me that the product is good and I still think Garnier is not good with skincare - and a product line can be green, but the corporation is the problem.”*

Within the French focus groups, the balance was on the other side. They were much more likely to stay with their first decision (8 out of 10 people). Only two respondents reacted to the greenwashing and were considering changing their purchase decision.

Respondent 4 FRA: *“I’d stay with Nivea, for me, it’s more how my skin reacts than being green.”*

Respondent 2 FRA: *“I could stay with Nivea, but I could potentially buy the Garnier one, but someone would need to tell me to do it, a trigger, but otherwise I'd keep the same by comfort.”*

These results show that there are potentially some differences in the reactions towards greenwashing within different countries and cultures.

5 DISCUSSION

In this chapter, the results will be discussed in combination with the literature and theories discussed in the theoretical framework chapter. The researcher will put in evidence how various theories can support the data and information found during the research.

5.1 Research questions

The first research question of this study is:

1. What is the decision-making process behind buying skincare products for female millennials in Europe?

The introduction of the study presents that Millennials and Gen Z, who represent 39 % of the global population, are increasingly invested in the ingredients in the different beauty products (Soil Association 2019). This can be supported by the results found during this study as both focus groups from Finland and France included the product type into their top three buying criteria (Table 2).

In *Chapter 2: Theoretical framework*, it was stated that consumer behaviour can be influenced by a group or an organization and that it has an impact on society, the economy, and the environment (Budica, Puiu, & Budica 2010). The study shows that both parties mentioned “recommendation” as a trigger for their purchase decision (Table 2). This means, that they were more likely to buy a product if someone in their surroundings, or for instance, the customer service recommended the product to them.

An interesting difference noticed in *Chapter 4: Results*, is that the Finnish participants were more likely to buy Finnish products or from the pharmacy, a product origin they trust in. On the contrary, the French respondents mentioned putting importance on the ethical aspect of the product without mentioning the product origin. As stated in *Chapter 3: Method*, there is a correlation between wellbeing and sustainability, and each country can dispose of a different approach to all the aspects linked to wellbeing, and it has been proven that people have adaptive preferences (Elster 1983).

It is also worth mentioning that both country groups voiced the fact they tend to buy their products by habit and stay loyal to the product that works for them (Table 2).

The second research question was:

2. How is green skincare and greenwashing perceived by female millennials in Finland and France?

When analysing further the ‘sustainability movement’ and ‘green awareness’ of the participants, the study shows that there is a difference between the two countries researched. All groups were aware of green skincare, however, when it comes to green scepticism, Finland in this study was considerably more sceptical than France (Table 3). This can be supported by what Holt (2003) stated regarding the relationship between social trends and national ideologies and how these guide consumer preferences.

As previously mentioned, the participants were also more likely to buy their products by habit or recommendation. The theory by Chen (2013), of how green marketing can strengthen customer loyalty and preference if they are correlating with the consumer’s values can be proved.

This study shows that the Finnish groups would be open to try new ‘green’ products and stay loyal to them if it works for them and does what it claims. However, there can easily be found a link between the participants who had tested out green products, had been disappointed and therefore had a negative image about either a whole brand or then products claiming they are green (Table 3). This can be referred to as green scepticism and it supports the report by Green Gauge which found that 55 % of consumers surveyed in their report believed that products that allege ecological attributes possess no green qualities (Vermillion and Peart 2010).

From the data found, it can be stated that there are cultural differences within the focus groups researched. When the participants were faced with greenwashing, a clear cut figured. The Finnish focus groups were open to reconsider their purchase and not buy the product that was claimed greenwashed. On the contrary, the French focus groups stayed majorly indifferent and stated they would still buy the product for either financial, habit or brand preference (Table 4). All groups however stated that they would enjoy being more informed about the labels on the products.

As previously mentioned in this study, there are currently more than 400 environmental labels worldwide (European Commission 2019). This led participants to be frustrated from the lack of knowledge and the overwhelming number of 'green' terms and labels used. In a study from 1991, Kangun, Carlson and Grove distinguished three categories of greenwashed advertising: the use of false claims; the ignorance of valuable information that could help evaluate the claim sincerity, and the use of vague or ambiguous terms. All of these three categories were known by the participants, however, the one main category they could have frustration towards was the lack of valuable information that could help them independently to claim the sincerity of a product or brand.

Green scepticism could also be found even if the products were proven green because of their corporate state. Participants were keeping their sceptical mindset towards a proven green skincare product even if it ticked all the boxes. Several respondents from both country groups voiced their concerns on the almost impossibility of being sustainable when being a corporation. There are efforts to be made but they were for the biggest part, more likely to buy from smaller and newer companies.

To conclude, the female Millennials from Finland and France in this study relied heavily on their purchase habit when buying skincare products. These consumers differentiated in their buying behaviour regarding product origin and ethics. Green skincare was familiar to both parties analysed however their perception towards it differed. Clear green scepticism aspects could be found in the Finnish groups whereas, in the French ones, the brand image had more of an importance in the green aspect of the product.

Lastly, the reaction and perception of greenwashing could also be split into two parts. The Finnish focus groups were more likely to change their behaviour whereas the French

groups were more tending towards staying loyal to a brand that has worked for them. In general, green skincare and greenwashing was a well-known topic targeted by sceptical views and brand loyal consumers. The main theme throughout this study is the frustration and tiredness of the lack of valuable information on product packaging and corporate websites.

5.2 Discussion of the method and bias

The method used for this study worked well, however, due to the global pandemic of COVID-19, some challenges and weaknesses can be noted. The focus groups were done via Zoom virtually, which made it difficult to interact naturally and analyse everybody's facial expressions. It also made it more complicated for each participant to know when they could raise their opinions as it is very easy to cut someone through video calls.

Moreover, it is important to keep in mind that these are only two small groups from each country, and they cannot be generalised. This study needs to be brought further and to more people to be able to make any kinds of general statements. Also, this study only focused on female Millennials which is only one category among several different groups of consumers that can be identified.

Another aspect to consider is that all focus groups were picked from personal surroundings and some of them could know each other. On one hand, this made the participants very at ease and comfortable sharing their opinions. On the other hand, it can bias the study results. The research could also be improved by including a central aspect of brand loyalty and habits in our purchase behaviour. This came up only after the research was done but the researcher noticed it was a topic that the participants were often brought up.

5.3 Suggestions for further research

Further research on this topic could include another sample, for instance, male millennials in Finland and France or the same demographic sample but focusing on another region in Europe. Also, it could be very interesting to emphasize distinguishing between corporations and smaller companies. During this study, it could be noticed that the participants were sceptical towards corporations and this is something that could be researched fur-

ther. Further research could also be done by using another method such as an online survey or then reproduce the focus groups but in a 'real-life setting to get the most out of the method used.

5.4 Conclusion

This research paper aimed to discover how green skincare and more specifically greenwashing was perceived by female Millennials in Finland and France. Even if some similarities were found in the purchasing habits, differences could be noticed in green scepticism and brand loyalty.

Companies are making constant efforts in improving their brand image through the process of green marketing. Nonetheless, greenwashing has been a major phenomenon spread through social platforms and made its way to Millennials around the world. In a world where labels are multiplying and sustainability is an ambitious goal, the main objective to have could be information and honesty from companies. This could optimistically reduce green scepticism, build up consumer trust and in the long run create long-term relationships between brands and Millennials.

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APPENDIX A. FOCUS GROUP INTERVIEW QUESTIONS

Introductory question

I am just going to give you a couple of minutes to think about your experience when buying skincare products and specifically face moisturizers. Is anyone happy to share his or her experience? Do you have any specific trends in mind concerning the industry?

Guiding questions

- What are the main factors that influence you buying a moisturizer? Type 3 in the chat. (price, green, ethics, features, skin type...)
- What words or phrases come to your mind when you think about a green moisturizer?
- Have you ever bought a green moisturizer? Why? Why not?
- Showing the three moisturizers. Are you familiar with these brands?
- What do you think about their packaging? Is there any packaging you prefer, why?
- If you were to buy one of these products, which one would you choose and why? (What influences and motivates you to choose this product over others?)
- Ask if they are aware of the term greenwashing and provide them with a definition.
- If you had to guess which one of these products is/are greenwashed, which one would you chose and why?
- Say which one is greenwashed. Observe reactions. What are your general feelings about it?
- Those who chose to buy these products in the first place, would you still buy them or chose another one? Why?
- What would you suggest/recommend to companies wanting to market their green products?

Concluding question

- Is there a specific topic we want to circle back to from this discussion to add or expand on?

APPENDIX B. FOCUS GROUP CONSENT FORM

Informed Consent – Students’ opinions

Principal Investigator: Ellen Kuitunen

Phone: [REDACTED]

Purpose

This study investigates the students’ opinions on the skincare industry, in evidence moisturizers. As part of this study, you will be asked to participate in a focus group and answer structured and open-ended questions. This study will take approximately 45-60 minutes.

Participants’ Rights

I understand that my responses will be kept in the strictest of confidence and will be available only to the researcher. No one will be able to identify me when the results are reported, and my name will not appear anywhere in the written report. Please do not share other people’s identities or responses from the focus group with others to maintain the anonymity of the participants outside of the focus group. I also understand that I may skip any questions or tasks that I do not wish to answer or complete. I understand that the consent form will be kept separate from the data records to ensure confidentiality. I may choose not to participate or withdraw at any time during the study without penalty. I agree to have my verbal responses video-recorded and transcribed for further analysis with the understanding that my responses will not be linked to me personally in any way. After the transcription is completed, the video recordings will be destroyed.

I understand that upon completion, I will be given full explanation of the study. If I am uncomfortable with any part of this study, I may contact Ellen Kuitunen, student at Arcada UAS, [REDACTED]

I understand that I am participating in a study of my own free will.

Consent to Participate

I acknowledge that I am at least eighteen years old, and that I understand my rights as a research participant as outlined above. I acknowledge that my participation is fully voluntary.

Print Name: _____

Signature: _____

Date: _____

APPENDIX C. FRENCH FOCUS GROUP DATA

	What are the main factors that influence you buying a moisturizer? Type 3 in the chat. (price, green, ethics, features, skin type...)	What words or phrases come to mind when you think of green moisturizer?	Have you ever bought a green moisturizer? Why? Why not?	Showing the three moisturizers. Are you familiar with these brands?	What do you think about these three packaging? Is there any packaging you prefer, why?	If you were to buy one of these products, which one would you choose and why? (What influences and motivates you to choose this product over others?)
Respondent 1 FRA (1)	1. ethical / 2. price / 3. skintype	"I'd think about organic products, avoiding too much packaging"	"I always buy organic moisturisers, I test them on Yuka, I try to be careful with my skin"	Yes	"I've never had problems with Nivea. I already have the deodorant from the same product line and that I bought because of the packaging being in glass"	"either Nivea or Garnier. I have a bad brand image about Body Shop. I associate Body Shop with body moisturisers rather than for my face. I trust Nivea a lot because I associate it with products for babies"
Respondent 2 FRA	1. price / 2. skintype / 3. product type	No comment	"I do it more as a habit, if I find a moisturiser that works for me, I'll keep on buying it"	Yes	"I think a bit like everyone else, I have a bad reputation about body shop. I would prefer to see a moisturiser in glass packaging. I don't like the chemical products (I have shampoo that are great), their packaging is attractive as it looks green and organic"	"I would choose the Nivea one because it's a low risk choice, and it has a neutral packaging with the green on the side to show it's natural"
Respondent 3 FRA	1. green / 2. price / 3. skintype	"moisturisers made of plants, no chemicals, like organic"	"I've got some as a gift but not bought myself, I'm conscious about prices"	Yes	"I have a bad experience with Nivea because my skin reacted badly to it, same for Body Shop. I'm reluctant to try them, I'd prefer to see them in glass and I've heard they've tested on animals"	"I would choose the Garnier one, I've never encountered problems with Garnier"
Respondent 4 FRA	1. ethical / 2. price / 3. green	No comment	"I also look at the price, I usually receive some as a gift, I like my moisturiser now so I wouldn't change it"	Yes	"I don't like all the body shop packaging, I don't like the chemical products. I just like for them to be natural. I don't think the ingredients are that great"	"I'd also go for the Nivea one, because my current moisturiser is a Nivea and it works fine"
Respondent 5 FRA	1. price / 2. ethical / 3. green	"I would say healthy skin, as there is no chemicals"	"I've already bought the one"	Yes	"The Body Shop is so expensive that I would never buy it, moreover, for its poor brand image"	"I would also take Nivea"
Respondent 6 FRA (2)	1. green / 2. price / 3. recommendation	"organic, organic ingredients"	"Yes, I've bought some products from Hello Body brand."	Yes	"Garnier has clearly more labels on its packaging. I know that Body Shop is not very green, they have been accused of greenwashing"	NIVEA or GARNIER
Respondent 7 FRA	1. brand / 2. price / 3. green	same comments	"no I haven't, I tend to go more for natural oils than cream formulas. I always take the same that works for me. I want it to be quick and simple"	Yes	No comment	"Same as respondent 7 and 10"
Respondent 8 FRA	1. price / 2. skintype / 3. brand	"organic, organic ingredients"	"Yes I've bought from the Avri brand (low cost ethical brand), I buy their Aloe Vera gel."	Yes	No comment	"Same as respondent 7 and 10"
Respondent 9 FRA	1. product type / 2. price / 3. brand	"when the brand has been created, I'm careful with brands claiming they're green. I like to do my research when I hear that"	"Yes I've bought from several brands. These I like Aromazone, I'd also like to try other brands. But I usually look at the price and sometimes it's very expensive I like simple and easy, I have one that works for me"	Yes	"I associate body shop with both and shower products so I can't really tell how good their skincare products are"	"Same as respondent 7 and 10"
Respondent 10 FRA	1. green / 2. price / 3. recommendation	same comments	"Yes I have also bought the same brands as the other girls mentioned"	Yes	"The labels tell me it should be better than the other ones for Garnier and for Nivea I think that the ingredients mentioned are not the first ones and the Body Shop one is very expensive!"	"I would have taken the Garnier one because it has the ecocert label and organic label. So it must be less worse than the other two."
RESULTS / THEMES		ORGANIC, GREEN INGREDIENTS, SCEPTICISM	HABIT, ENVIRONMENTALLY CONSCIOUS	YES	BRAND, PRICE, GREEN SCEPTICISM	NIVEA or GARNIER

APPENDIX D. FINNISH FOCUS GROUP DATA

	What are the main factors that influence you buying a moisturizer? Type 3 in the chat (price, green, ethics, features, skin type...)	What words, or phrases come to mind when you think of green moisturizer?	Have you ever bought a green moisturizer? Why? Why not?	Showing the three moisturizers. Are you familiar with these brands?	What do you think about these three packaging? Is there any packaging you prefer, why?	If you were to buy one of these products, which one would you choose and why? (What influences and motivates you to choose this product over others?)
Respondent 1 FIN (3)	1. skintype / 2. price / 3. brand	Same opinion, I like Finnish products, I trust them and their production systems, I like to buy Finnish I think about products for example that have organic naturally sourced ingredients and also the Finnish origin, trust more Finnish products, I see them as more pure	I also buy in pharmacies, so I think those products work the best and you know its working, packaging and if I can recycle it I usually buy the same product on sale, it's a big bottle so it lasts me long, I've bought Lumene products because its written naturally sourced	Yes	I have a bad vibe about the Garnier one because their har products dont suit me so I think these werent either and I look first at the price	From these three I'd take the nivea because its the cheapest one I would buy none of those because they are so cheap and I would wonder if theyre really good, I would invest more into skincare
Respondent 2 FIN	1. price / 2. skintype / 3. product type			Yes	These brands look cheap or medium range, the one I'd buy the least Garnier because I think about shampoo into skincare	
Respondent 3 FIN	1. skintype / 2. ethical (vegan) / 3. brand	I directly think about if the product is Finnish For me its the packaging, if the packaging is big, it to be very simple ingredients, without scents and big and what materials are used, or a glass bottle for example	Pharmacy, without scent, I don't really care about skincare so I just buy what works I buy in pharmacies and on the internet because I want it to be very simple ingredients, without scents and big bottles, its really hard to buy green products because I dont really think there is - green scepticism	Yes	I look at the price so I directly wanted to see the price, it seems to be natural with the naturally sourced label skin Niveau would be one I would buy because it looks like the ingredients and packaging are minimal and it suits my skintype but I would never buy Nivea in real life, I see the products/ingredients as some I would not want to use	I would buy the cheapest price because I don't know anything about skincare, nivea is sometimes rough on my skin
Respondent 4 FIN	1. product type / 2. skintype / 3. green packaging			Yes	Garnier I have never cared about their products because their products have microplastics.	
Respondent 5 FIN	1. green product / 2. skintype / 3. price	For me its the packaging, not all different materials but I don't look at something else	I always buy natural products, its my first criteria, so I buy them in natural shops. I like to change and see what works for me, especially with natural products there's always something new - ingredients, no chemicals	Yes	I would not buy Nivea and the app I'm using have rated it really bad so I would not favor it. Garnier I've heard good but I would not buy because its a big brand so the other products have bad things.	I could try the Body shop one but I don't know if I would continue to use it
RESULTS/THEMES	SKINTYPE, GREEN, PRICE	FINNISH ORIGIN, PACKAGING	PHARMACY HABIT	YES	BRAND IMAGE, PRICE	NIVEA or BODY SHOP
Respondent 6 FIN (4)	1. product type / 2. price / 3. recommendation	I also think about the ingredients and if its organic and environmental friendly	I don't remember, I haven't bought in a while	Yes	the first one is simple and neutral and everything seems clear. Garnier looks the most green because of the colour. The body shop looks weird and I don't trust the product I would buy Nivea	
Respondent 7 FIN	1. price / 2. vegan / 3. product type	I would not from only the word green think that it is environmentally friendly even if green signals it. I would only think that it contains some green ingredients like aloe vera or hemp etc.	I think the previous one I bought is environmentally friendly because it was vegan. But vegan products can also be not good but I think it is more natural than my previous moisturisers - I bought it because of the price and I was at the pharmacy when I looked at them and that one looked good and the service recommended it	Yes	The first one looks more classic, my mother would buy that. I think none of them are green. Big corporations make me wonder if they are really green, the labels can maybe build trust. I would not buy the last one, because of the ingredient, I would wonder if I'd be orange I would buy none of them I think, but maybe garnier	
Respondent 8 FIN	1. brand / 2. skintype / 3. price	I think either about the green colour or then it has some matcha in it, I don't think it is better for the nature, I realize it more to colour	I have never	Yes	I like the Niveau apodaign because it looks fresh. The garnier one looks more green. The body shop one and I dont like how it looks, I dont want carrot on my face. Niveau would be the one I'd buy	
Respondent 9 FIN	1. product type / 2. vegan / 3. skintype	I first think about it being environmental friendly but I know them that products can be greenwashed	I dont know if its green but I always try to buy vegan products but otherwise I dont really look at the ingredients	Yes	I like the first one for its packaging as its simple but I would not buy it because its not vegan. Garnier because its written clearly, and I would not buy Body shop because I realize it to my younger years so my brand image has changed Garnier	
Respondent 10 FIN	1. product type / 2. skintype / 3. pharmaceutical	I would say that I would not think about environmental friendly, now I would wonder if its really green. I would also think that maybe it's not good for the skin	I would not also look specifically it being eco, green or something but theres a big chance I have bought some products because brands today have to jump on this trend	Yes	I would not buy any of those for skincare. I think the garnier looks the most green but I would be sceptical because of its brand. Body shop seems to have a lot better products I would buy body shop	
RESULTS/THEMES	PRODUCT TYPE, PRICE, SKINTYPE	INGREDIENTS, COLOUR, GREENWASHING	NO	YES	BRAND IMAGE, SKINCARE KNOWLEDGE	NIVEA or GARNIER or BODY SHOP