



Perceiving the marketing dimensions of solid shampoo: European consumption behavior & Mexican

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Abstract

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<p>This research-based thesis will introduce the topic of solid shampoo and its growing popularity in recent years. The objective of the thesis will be stated, along with its significance and relevance in the current hair care industry. This section will provide a comprehensive review of the existing literature related to solid shampoo, including its formulation, ingredients, benefits, and drawbacks. The thesis will also discuss the current trends, market demand for solid shampoo, and environmental concerns surrounding traditional liquid shampoo packaging.</p> <p>This thesis will describe the methodology used in the research, including the research design, company selection, data collection, and analysis methods. The idea will explain the testing and formulation process used to develop a solid shampoo marketing strategy and the criteria used to evaluate the efficacy and safety of the final product. The results of the thesis research, including the effectiveness and safety of the solid shampoo product developed, will also discuss consumer preferences and attitudes towards solid shampoo based on a survey.</p> <p>Additionally, the thesis will interpret and discuss the existing literature's research results and the idea's objectives. The thesis reviews evaluate the potential of solid shampoo as a sustainable alternative to traditional liquid shampoo and its potential to contribute to reducing plastic waste.</p> <p>In conclusion, the thesis will conclude by summarizing the key findings, discussing their implications, and providing suggestions for future research in solid shampoo. The idea will also outline the research's limitations and ways to overcome them.</p>
Keywords Sustainability, Profitability, Marketing, Branding, zero waste, cruelty-free, natural-sourced.

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1 Introduction

Solid shampoo bars have gained popularity in recent years due to their various benefits for both the user and the environment. Compared to traditional liquid shampoo, solid shampoo bars are more sustainable. This product is usually packaged in minimal, often plastic-free, or recyclable packaging, which reduces waste and the environmental impact of packaging. Solid shampoos can be used just like traditional liquid shampoos. Wet the hair and the shampoo bar, rub it into the scalp and lather it with the hands. After rinsing the hair thoroughly, it can follow up with a conditioner if desired.

Solid shampoo bars do not require water to be transported, unlike liquid shampoos, which are often shipped in heavy plastic bottles. This reduces transportation-related greenhouse gas emissions and the environmental impact of the production and disposal of plastic bottles. In addition, solid shampoo bars are typically formulated with natural and biodegradable ingredients, making them less harmful to the environment than traditional liquid shampoos, which often contain synthetic chemicals that can persist in the background and harm aquatic life. A solid shampoo is an excellent option for anyone looking to reduce their environmental impact while maintaining healthy, clean hair.

1.1 Hypothesis

The problem to be validated is to prove how the packaging process and resources required for the conventional bottled shampoo process can be substituted by solid shampoo. Likewise, this research is also directed to those who have few shampoo alternatives of natural-based shampoo free of salt or parabens in the market. Part of the problem of not increasing the consumption of sustainable options is climate change and human factors, which are increasingly denying us the right to safe water and sanitation. UNICEF mentions that water scarcity limits access to safe water for drinking and practicing basic hygiene at home, in schools, and in healthcare facilities. When water is scarce, sewage systems can fail, and the threat of contracting diseases like cholera surges. Low water also becomes more expensive. (UNICEFs').

According to many studies, a single plastic bottle can take 450 years to decompose, but only after it breaks down into microplastic particles and infiltrates our waterways. In addition, the average bottled shampoo lasts about 25-35 washes, and 80% of the product is water. To put that into perspective, the shampoo bar lasts up to 80 washes and is far more concentrated, so it needs water. We would concentrate in this research on various facts that help the reader conclude that eco-friendly products can substantially impact the environment. Lastly, it would benefit the

consumer to see more of these types of products that offer many benefits for the consumer, as well as for the companies, and more importantly, to generate a change that would cause a positive impact on the environment.

1.2 Delimitation of the research work

For a better understanding of the environmental promise of eco-friendly alternatives and with a focus on responsible consumption of good quality products, the investigation aims to examine how solid shampoo can establish itself in the Mexican and European markets. The study delves into current marketing issues and elucidates this product's international and local aspects. However, this research is believed to convey a powerful message to many businesses, encouraging them to invest in environmentally friendly and naturally produced goods. Lastly, it will substantially contribute to the overall purpose of this research for future studies.

The research focuses on marketing, intending to persuade consumers to incorporate sustainable products into their daily lives. It promises to provide a valuable tool that will facilitate the promotion of marketing strategies for sustainable products, explicitly focusing on solid shampoo in the medium term.

The research aspect encompasses branding, influencing consumer behavior, and examining the perception of sustainable products across different countries.

The geographical scope of this study includes Europe, specifically the United Kingdom and Sweden, as well as Mexico.

The project aims to stimulate and promote the consumption of high-quality and environmentally sustainable products. Additionally, it seeks to assess the economic feasibility of producing solid shampoo by evaluating the costs of raw materials, production, and packaging processes. The packaging process must strictly adhere to recycled products, such as cardboard, to preserve the product and ensure it reaches the final consumer in an environmentally friendly manner.

1.3 Research question

-What can a local Mexican brand do to internationalize and be able to reach what brands such as Lush or Garnier have achieved?

1.4 Investigative questions

IQ1.How could Mexican solid shampoo stand Internationally between conventional bottled shampoos in the market?

IQ2.How can social media influence consumers' purchase behavior in favor of sustainable products?

IQ3.how can brands change the perception of solid shampoo to impact the consumer?

Overlay matrix.

Table 1. Overlay matrix (Author 2022)

Investigative Questions (IQs)	Theoretical Framework	Methods
IQ1. How could Mexican solid shampoo stand internationally between conventional bottled shampoos in the market?	<ul style="list-style-type: none"> -Investigation between local Mexican brands (Oliva 60, Tierra de acacias, Meraki) and international brands (Garnier, Lush) -Research on the benefits and cons of solid shampoo and bottled one (for the consumer and environmentally) 	<ul style="list-style-type: none"> -Qualitative research -Search reviews about brands selected
IQ2. How can social media influence consumers' purchase behavior in favor of sustainable products?	<ul style="list-style-type: none"> -Consumer behavior analysis is necessary. -Research how companies perceive responsible consumption on their companies' mission. 	<ul style="list-style-type: none"> -Desktop investigation -consumers review research
IQ3. How can brands change the perception of solid shampoo to impact the consumer?	<ul style="list-style-type: none"> -Investigate brand awareness between solid shampoo producers. 	<ul style="list-style-type: none"> -Qualitative survey focused on consumers' perspective on solid shampoo

1.5 Demarcation

The main objective is to develop deep and well-divided research in the areas of sustainability, branding/marketing, and the benefits of the use of natural products the development of this research. Part of the research is based on the Mexican and European markets to compare consumer behavior and to discover which points would benefit the European market with the Mexican market and vice versa. Specifically, it will explore important information about specific companies producing solid waste (international and local). A noteworthy aspect of this research is that the goal is to demonstrate how this product should have more market share and be an example for other products that can transition to be more sustainable.

1.6 International Aspect

Although it is known that the environment is constantly changing, and as the climate changes, so does the need to become increasingly aware of the environmental issues causing these changes. The world is facing the challenge of making a drastic change to produce the best solutions to the problem. Mainly one of the reasons this research focuses on the sustainability and efficiency of solid shampoo is due to the need for society to replace disposal items with reusable items; there is the belief that supporting environmentally friendly practices could represent a significant impact on the actual change on the environmental issues which nowadays are warning of the upcoming disasters. Nevertheless, the comparison this research is going to make between different segmented markets such as México and Europe would result in many points of view and examples of how these markets are accepting solid shampoo and how the consumers have an awareness of products which contributes to responsible consumption and the use of sustainable products in daily life.

1.7 Origins of the product and benefits

It is fascinating how this product came into existence; its creation was accidental when a new solid soap base unintentionally produced significantly more lather than regular soaps. Natural ingredients such as plants, herbs, fruits, and aromas were added until the result was ready for the global market. Shampoo bars have been gaining popularity worldwide due to the high quality provided by their natural formulas, which last longer than conventional bottled shampoos, and because their composition contains less water. An excellent example of the effectiveness of solid shampoo is its durability, as one bar can be used for the same amount of time as two bottles of liquid shampoo.

According to the World Bank Group, the world generated 242 million tons of plastic waste in 2016, with commodity packaging being the leading contributor, accounting for approximately 42% of global plastic waste. This global issue has prompted manufacturers to seek alternatives to plastic packaging, particularly in the cosmetics industry. The growing concern about global pollution is expected to drive the demand for packaging-free shampoo bars in the foreseeable future. This is one of the main reasons the research focuses on solid shampoo, as it serves as a prime example of how a product's production and packaging can evolve to meet the needs of everyday life. The impact of sustainable development in the industry is reflected in various benefits, including:

Economic benefits: Implementing efficient models reduces resource consumption, leading to cost savings in our processes.

Environmental benefits: By consuming fewer resources, we mitigate the environmental burden and reduce the emission of pollutants.

Social benefits: Society can enjoy a cleaner environment with improved air, soil, and water quality.

By studying these prominent brands, this research aims to provide a positive perspective for local brands in Mexico, enabling them to develop competitive products that consumers recognize and accept. Another essential aspect to be addressed in this research is the significant amount of water solid shampoo production saves compared to conventional bottled shampoo. While a certain amount of water is still necessary for lathering, scrubbing, and rinsing the shampoo from the hair, the bar itself is not formulated with the same water content as its liquid counterpart. From the very beginning, shampoo bars prove to be more environmentally friendly.

1.8 Key concepts

Sustainability: Consists of environmental care and fulfilling the needs of the society without compromising the ecosystem and ensuring a balance between the environment and economic growth.

Profitability is when a company or product produces an economic benefit.

Marketing: This is a set of techniques and studies encouraged to explore, create, and meet the need of a target market and deliver a particular product or service.

Branding: The process of creating qualities and a design personality for a product; the primary goal of this process is to communicate and advertise to a specific audience.

Zero waste: principles focused on waste prevention that encourages redesigning resource life cycles to reuse all products. The goal of this movement is centralized to reduce society's carbon footprint.

Cruelty-free: This is a label for products or activities that do not harm or kill animals anywhere in the world.

Naturally sourced: This is part of the nature of something and is proper and characteristic of it.

1.9 Risk management

It is essential to determine the possible circumstances the process making of this research may face. After analyzing any risks, the main challenge would be based on the quantitative questioning process, especially since we would divide the surveys into two different geographic targets. However, the other possible risks of this research are focused on the process and content, mainly targeting the wrong subjects or having misleading information. Below is explained the risk assessment, which was cataloged on the respective measurement.

Risk	Probability	Issue	Management Method
Not a good acceptance of the survey responses by the consumers of solid shampoo	2	Not enough people participating in the survey	Early creation of the survey with very well-organized questions to attract good responses
Making mistakes when developing the marketing segmentation	1	Not enough data to develop the marketing strategy since solid shampoo is a new product on the market	Have a wide-open perspective on the process-making of market segments.
Legal limitations when writing about specific companies' information, formulas, marketing strategies, etc.	4	Companies won't participate in the research	Explain to companies the purpose of the research to receive participation.

Figure 1 Risk management (Author 2022)

1.10 Theoretical framework

The theoretical framework of this research is the conceptual framework that will guide the research and analysis of the road and sub headliners of the study. This framework outlines the underlying theories and concepts that will be used to support the research questions or hypotheses being investigated. The theoretical framework will include a review of the relevant literature and identifying vital theoretical concepts related to sustainability and models that will inform the research. It may also include consumers' perspectives on solid shampoo, any assumptions or limitations of the theoretical framework, and the methods used to analyze and interpret the data.

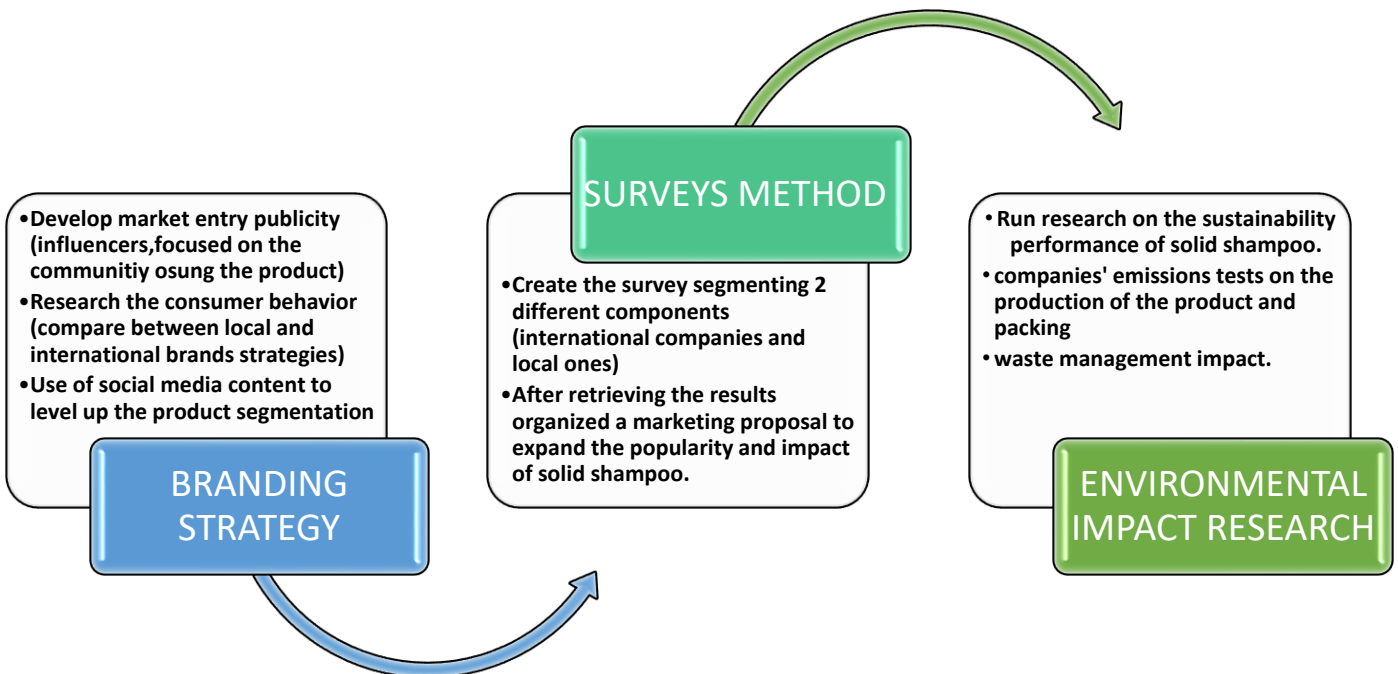


Figure 2. Theoretical framework (Author 2022)

2 Market demarcation analysis and strategy

This research phase is of utmost importance as it identifies individuals or companies engaged in the ecological activities we aim to develop and enhance, thereby providing consumers with valuable information on living a more sustainable life. Sustainability has become such a driving force in today's marketplace that most executives of existing corporations perceive a green strategy as essential to remain competitive and successful. Furthermore, the social benefit of the sustainable market research approach lies in providing people with access to high-quality, more affordable products.

The shift towards environmentally friendly practices is not just a fad or trend; it has become a prevalent phenomenon. Today's marketplace is saturated with environmental and ecological products and services, and there is a growing demand from customers seeking green alternatives who recognize the importance of preserving the environment and mitigating the impact of climate change. Moreover, there is a significant opportunity to attract new customers who, upon receiving sufficient information, can decide to adopt green practices for personal well-being and environmental concerns.

Consumers strongly believe that their choices can make a difference. It is logical to assume that when customers support an eco-friendly brand, they contribute to the company's efforts to protect the environment. To better understand the target consumers, their purchasing behavior and specific needs will roughly be around European and Mexican markets. This chapter will also provide a brief overview of operating in these regions, which will be inspiring. Additionally, we will compare eco-conscious consumers' behavior with conventional consumers' behavior to gain a positive and better understanding of the target audience. Overall, this chapter will serve as a foundation for the rest of the research, making comprehending motivations and objectives for segmentation easier.

2.1 Justification of the chosen product

The decision to create a full investigation related to Solid Shampoo comes from a personal experience journey of the product. After many tries, we finally decided to replace the conventional bottle shampoo with solid shampoo and conditioner. The results appeared instantly in the health of the hair. Then, here is the thought, why can everybody experience the same journey? Well, there is a chance that this product can replace bottled shampoo on the market. According to Greenpeace, plastic is polluting every corner of the planet. It has found its way to the depths of our oceans, remote forest paths, the Arctic ice, and onto the island beaches where turtles nest. We don't know precisely how long oil-based plastic will take to degrade (or even if it ever will), but we know that once it's in our soil, rivers, and oceans, it is impossible to clean up. (Greenpeace International,2023.)

Part of the reason why Solid shampoo is the subject of our research is due to the packaging process, which complies 100% with eco-friendly practices and is completely disposable. In addition, it is amicable to carry while traveling. Usually, a travel-size shampoo in a bottle version does not last more than three applications; Solid shampoo, on the other hand, last at least two months and weighs no more than 70 g. Not only las more but in a long-term investment is cheaper to buy a solid shampoo bar for at least 2-3 months than 3-4 bottles of bottled shampoo.

The natural ingredients in plastic-free shampoo and conditioner bars are far less refined and treated than in a typical bottle. This means the industry would avoid plenty of carbon-heavy manufacturing when you switch to a plastic-free shampoo bar. Not to mention being responsible for all the energy it takes to produce yet another polluting plastic bottle; lastly, we believe part of the

best justification for the greatness of this product we would say the fact that the naturally sourced ingredients these products are made represent a high benefit to the health of the consumer and the planet since it promises to have nontoxic ingredients and organic.

2.2 Consumer Behavior on solid shampoo

Part of the research goal is adopting a customer-centric mindset, increasing customer satisfaction with this sustainable product, and creating loyalty. One strategy that would benefit consumer knowledge would be to analyze the competition and the practices of many companies that promote and create solid shampoo and to delimit our critical indicators of sustainable habits in our consumers, eco-friendly practices, and their desires to make responsible purchases.

The channel used would determine how the customers interact with the brands. Depending on the business strategies, which in general we noticed are social media, also have an attractive introduction to the consumer through sustainable stores that promote many brands, events, etc. We would investigate these channels deeply; leveraging this information would help the best connection with future prospective customers.

Table 3. Strategy behavior (Author 2022.)

Strategy	Variables	Dimensions	Indicators	Analysis Unit
client communication strategies	Perception of the consumer with solid shampoo	Consumer behavior	Shampooing habits & shampoo Consumer type	Consumer
Positioning strategies	Factors influencing the purchase decision for solid Shampoos	Promotion Channels	Shampoo point of sale & satisfaction and product confidence rating	Competence

2.3 Approach related to the characteristics of consumers regarding sustainable products.

The importance of Formulating a specific description of green consumers and comparing them with their conventional consumers will help to understand why certain sustainable products have a different reach in popularity and sales. Also, the difference we see between these two types of consumers falls on factors of education about the consumerism of products without concern of its affectation in the medium or long term.

We define our ecological consumers as buyers aware and sensitive to their consumption habits' repercussions on the sustainable development of the region where they live. Accompanied by values for the quality of life regarding respect for the environment, the responsible use of natural resources, care for your health, and the general well-being of your community. This said consumer recognizes that this attitude towards life may have additional financial costs and is willing to face them.

According to the Ministry of the Environment in Spain, "Normal consumers do not understand what an organic product is and what makes it different from its conventional counterparts. They also do not have a defined image of an organic product, which makes it difficult to perceive it at the point of purchase. Sale. When consumers decide not to purchase a sustainable product because it is expensive, they do not know about it or cannot find it". (Ministry of Environment and Rural and Marine, Government of Spain. 2009). Although on the one hand, we see the European population that already has experience in recycling and consumption of ecological goods, in our country Mexico we are behind on the subject. Still, alternatives are emerging from which we want to expose them in this research and also invite the Mexican market to invest in products that care for the environment and their formulas.

2.4 Brands Succeeding with product acceptance (in Europe & Mexico)

Before discussing the brands used as the object of study in this research, it is essential to point out that nature offers all the ingredients that any hair may need. The elements that an organic and ecological shampoo should have been mainly glycerin and vegetable oils. All this stuff comes from nature. Therefore, it can return to nature, and its decomposition process will be fast and nourishing for the environment. This research will focus on two international companies and two local businesses.

It is essential to analyze how international and local businesses' profits, marketing strategies, costs, and logistics differ. The first example is Lush; its primary driver for developing this product was its awareness of climate change, and reducing packaging is something Lush has been

working on for many years. The invention of solid shampoo began in the 1980s. According to Lush, “They work in an industry where the packaging costs the customer more than the product. Now, the customer needs to worry about how to recycle something they didn’t want to buy in the first place” (Mark Constantine OBE Lush Co-founder). However, it was until 2017 that the company finally launched this innovative product that has been well accepted by the consumer.

On the other hand, we will also check the journey of the globally well-known brand Garnier. Compared to Lush, this brand has replaced chemical factors in its liquid shampoo formulas and opted for natural ingredients. 94% of its components are of vegetable origin, containing no silicones, preservatives, or dyes. Garnier chose a different path thanks to the necessities of their consumer and the desperate need to make a change that will cause a beneficial change for the climate and reduce waste. Therefore, after analyzing the story of the development of solid shampoos by big companies, we need to take a different perspective on this journey from local businesses. In this research, our goal is mainly to see the difference in consumption behavior and acceptance between Europe and México. For these purposes, my local companies would be based in Queretaro City and Mexico City.

2.5 Product Position in the Market

After researching our product and companies, we noticed the solid shampoo market as many companies lead it. Many studies show a need for more awareness about the product and minimal competition. According to Simon Nichols (Lush’s International Business Support & Development.), the market is identified by several strategic initiatives, such as acquisitions, product innovations, product launches, and expansions by key manufacturers such as Lush Retail Limited, Increasing consciousness among consumers about cruelty-free brands and the adverse environmental impact of animal-based products has further augmented the demand for naturalized products.

Also, natural-based products benefit sensitive skin as they contain natural ingredients and anti-aging properties. The demand for zero-waste products, including shampoos, will increase significantly over the forecast period. This overcast is projected to be augmented worldwide, mainly in our research; the market insights are focused on America and Europe.

The mission of the market strategy and positioning is centered on how our target audience maintains the interest of our brands selected, product, and individual needs. The process for the marketing insights relies on set examples of how our companies can change the tagline of most of our advertising to make the customer understand “why their product can build a sustainable future where next generations can thrive.” In addition, our type of marketing would be designed to show

consumers that the companies we selected are interested in more than just making a profit but also in their larger mission, focused on creating a positive impact on society and the environment.

2.6 The use of green marketing as a tool to boost the product

Green marketing today is a no-brainer, and it's a must and an investment in the longevity of a brand. Environmental sustainability will continue to be a hot-topic issue, with more corporations developing and promoting green products and more consumers rejecting brands that aren't eco-friendly. The goal of adding this term to our research is to analyze how the companies we selected internationally and nationally are targeting their leads and how we can generate a strategy inspired by these companies.

Green marketing for the local companies selected in this research can be more expensive than traditional marketing practices but also profitable due to increasing demand. Below It is presented how it was decided to investigate the companies based on their Marketing mixed strategies and the theories that it is believed would benefit this research.

The company that is currently recognized worldwide and believes it markets its products very well is Lush. The company had built a persecution of their company and meticulously targeted a particular market. As an intelligent way of segmenting your buyers, and is essential to mention that lush l stores are easy to find in any part of the world. In addition, Garnier is also in a perfect market position, since the French brand, instead of creating an entirely new brand identity and formulas for their shampoos; instead, decided to switch the procedure they already had positioned in a conventional bottle shampoo and transform it into an eco-friendly version of it.

In addition, now speaking terms of a local Mexican business that is succeeding in its marketing strategies is Oliva 60. According to Adriana Choux (Oliva 60 company founder and CEO), the principal market strategy for her begins with the boost of constant social media content. With Facebook and Instagram, the brand Oliva 60 set roots in Queretaro City. In the first year of the company's launch, Oliva 60 started to receive proposals from hotel chains located at the most popular beaches in the country. Then after gaining product position with the help of this Hotels experience, many customers began to think of Oliva's 60 solid shampoos as great travel items. Eventually, after receiving all customer feedback, the solid shampoo became one of the company's best sellers.

THE STAGES OF OUR MARKETING STRATEGIES AIMED AT SOLID SHAMPOO FOR VARIOUS COMPANIES

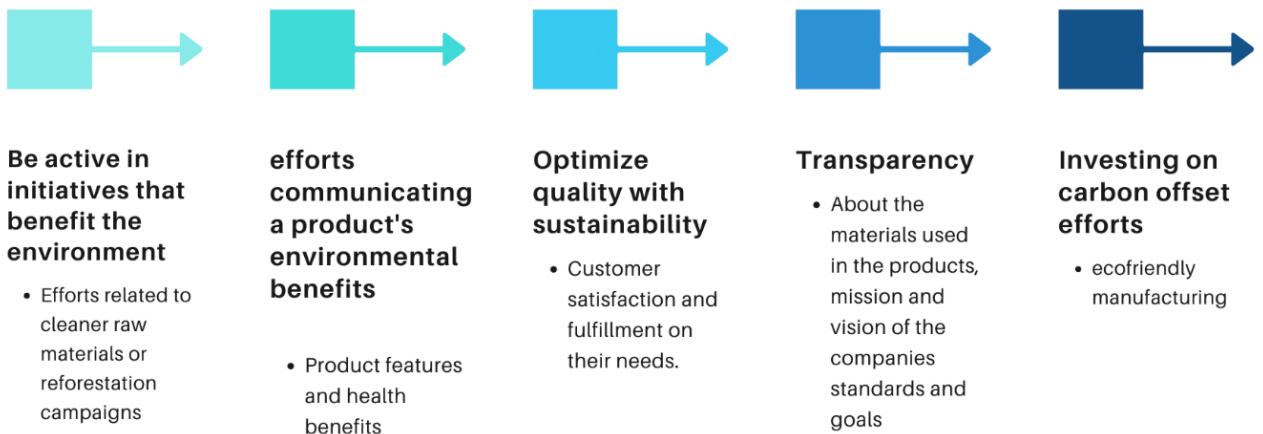


Figure 4. Stages of marketing strategies aimed at solid shampoo (Author 2023)

In general, segmenting green marketing as a critical factor in our research is primordial for better understanding how the selected company's product achieves popularity in its niche. On the other hand, it is understood the fact as well that though green marketing may seem intimidating, these challenges ultimately offer business opportunities and great value in their market filled in comparison to companies that are not switching to sustainable standards.

2.7 What is greenwashing?

Greenwashing generally occurs when a company decides to purport to be environmentally conscious for marketing purposes but is not making any notable sustainability efforts. The way greenwashing practices operate can be about small communication tricks (more presence of colors such as green or blue, other types of messages) that do not have actions behind them to support them. Therefore, they come to nothing and erode consumer confidence. And it is that this, like any other hoax, always ends up being revealed.

HOW TO SPOT GREENWASHING

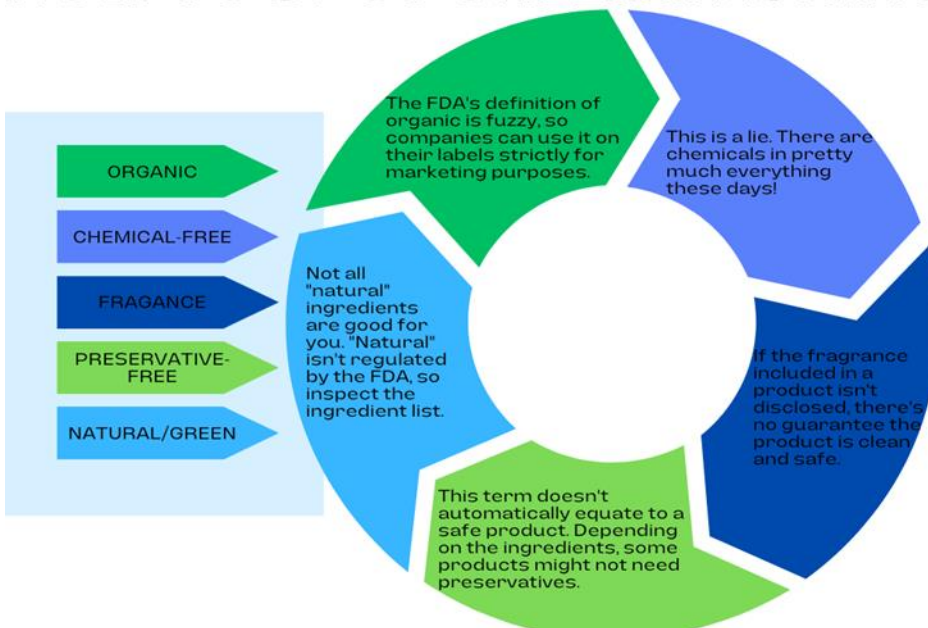


Figure 5. How to spot greenwashing (Author 2023)

It is significant to this research that touching on greenwashing has a specific background since this term can be crucial in marketing. The problem with greenwashing relies on how it can minimize the effectiveness of green marketing and damage corporate reputation. One reason for this term is that there are no standards for marketing a product as environmentally friendly; this makes it y challenging for companies to avoid common greenwashing missteps. One possible solution to prevent greenwashing is to be transparent and specific in publicity and advertising.

2.8 Eco branding

Eco branding is a marketing strategy where companies promote their products or services as environmentally friendly or sustainable. This can include using eco-friendly materials, reducing carbon emissions during production, or taking steps to minimize waste. By emphasizing their commitment to sustainability, the companies we selected for this research certainly hope to appeal to consumers who are increasingly concerned about environmental issues and willing to make purchase decisions based on a product's impact on the planet.

Eco branding efforts on solid shampoo



Figure 6. Eco branding efforts on solid shampoo (Author 2023)

The solid shampoo has become increasingly popular in Europe due to its eco-friendly properties. Many companies produce solid shampoo eco-branding-ding to differentiate themselves from traditional shampoo products. They promote their products as plastic-free and environmentally friendly, appealing to consumers who want to reduce their waste and carbon footprint. Some companies also use natural and organic ingredients, reinforcing their eco-friendly image. Overall, the the-branding of solid shampoo in Europe has helped to promote sustainable and responsible consumption habits while also providing consumers with a high-quality and effective alternative to traditional shampoo products.

In this phase, we want to remark on how one of the companies we are investigating is implementing Eco branding campaigns successfully on their media to the public. Additionally, as the market for solid shampoo is still relatively nascent in Latin America, there is room for new entrants to establish themselves and capture market share. By leveraging eco branding and emphasizing the sustainability benefits of their products, companies that produce solid shampoo have the potential to tap into this growing market and establish a strong foothold in the region.

2.9 Certifications submitted to research.

Incorporating these sustainable products in the market has generated the need for entities that regulate and authenticate the practices that make up the production of these same products. For a company to say that it supports the environment and sustainable development and has corporate sustainability within its policies, it must consider including some of the following certifications and recognitions in its strategy or be enrolled in some program. For the benefit of our research, we will focus on specific certifications to consider our brands eligible to be legitimate subjects of investigation. In addition, we will analyze how these certifications are prevalent in each country of our research.

ESR (Socially Responsible Company): This is a distinction granted by CEMEFI (Mexican Center for Philanthropy) and the Alliance for Corporate Social Responsibility in Mexico (AliaRSE); this distinction is given when companies manage to align their objectives and strategies with a policy that cares for the environment, the positive impact inside and outside the company and the community, have a differential with the competition and characteristics that make it stand out, to meet specific requirements proposed.

The Carbon Disclosure Project (CDP): This independent, non-profit organization maintains the world's largest database of corporate information on leading companies' actions to mitigate climate change. CDP collects information on identified climate change risks and opportunities, emissions reduction plans, and transparency of corporate efforts to reduce climate change.

Cruelty-free: The Cruelty-Free International Leaping Bunny is the globally recognized gold standard for cosmetics, personal care, and household products. With a history spanning over 100 years, Cruelty-Free International has achieved so much for animals. They work to end animal experiments worldwide, and hundreds of brands are approved cruelty-free under our Leaping Bunny program. (About Cruelty-Free International | Cruelty-Free International, s.f.)

3 Research methods

Market research is a critical tool to implement in this research process, thus, to understand consumer preferences on environmental products, consumer behavior, and trends. Regarding solid shampoos, some critical metrics that companies may use to evaluate the market include delimitating the target audience of these products, the consumer demographics, analyzing product features, and researching the market size.

The primary purpose of delimitating the research metrics would help the research process and achieve more accuracy on the desired results after doing the proper research. Overall, the research process for branding solid shampoo involves a deep understanding of the target market and consumer preferences and a focus on developing a solid brand identity that resonates with consumers. By conducting thorough research and testing, the results of this research may be helpful for companies and can position their reliable shampoo products for success in a competitive market.

In this research, it's more beneficial the use open-ended questions(qualitative) to produce long-form written/typed answers and obtain specific responses to level up this product-based thesis. In addition, to get clear and well-developed information, the questionnaire would be divided into two phases (one dedicated to seeing consumers' opinion con local product segmentation and the second based on international ones).

In addition, to be more concise in the process of this research, it will be necessary to give a brief introduction of the companies on which it is going to focus this research. Observing and looking for specific marketing strategies between international and local companies could be an option. The global companies searched in this thesis would be Garnier, Lush, and Faith in Nature. As for the local companies, we would base our research on Oliva 60, Meraki, Tierra de Acacias, and Estado Natural.

Table 2. Research methods (Author 2022)

Research methods		
Qualitative surveys	Information required	Data collection tools
Conduct surveys and get opinions on the consumer's behavior about solid shampoo.	-Environmental impact on their product and its benefits. -Brand awareness of the product and segmentation in the market.	-Webropol, Google Forms. -Social media (web Pages, Instagram, etc)

3.1 Target audience

Being the product so specific and belonging to an emerging industry, the audience wanted to reach and understand in this research certain consumer behaviors that led to trends, movements, causes, and efforts that support and align with their values. Before designing marketing strategies, we need to identify where there is audience engagement. It will also enrich this research to understand the description of customers. Age is a significant differentiator. On the one hand, part of our way of obtaining information would be 100% online, which would represent a problem for an audience over 50 years old due to needing to be more familiar with a survey in digital format. In addition, this eco-conscious behavior started to gain popularity and interest in younger generations who are determined to protect and conserve the environment. Our audiences support responsible brands and movements related to climate change, waste reduction, and resource sustainability.

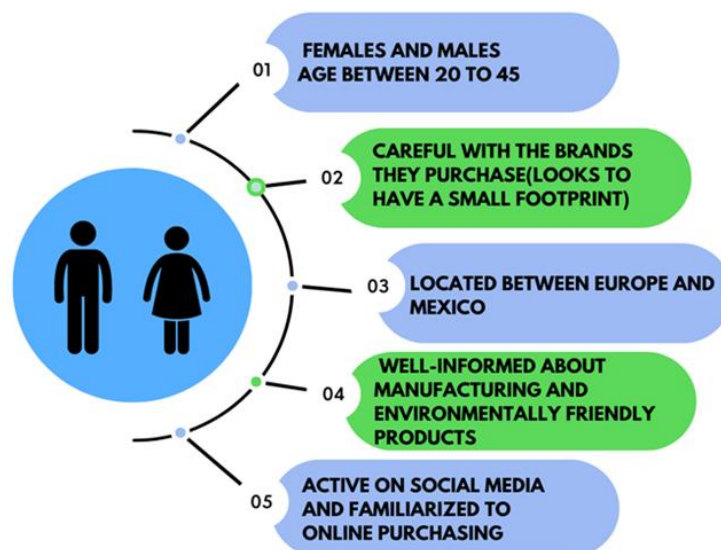


Figure 7. Target audience (Author 2023)

Knowing how the product is sourced and what consumers are looking for is the key to targeting green consumers. An environmentally conscious person will research before purchasing, all based on the need for a healthy, transparent, and ethical product. For our target audience, using the internet benefits the way to adopt eco-friendly tips and discover new brands that will always favor new markets and those already in the green world. Indeed, it is remarkable that our audience focuses on “cruelty-free “products that do not involve animals in creating a product. This audience will strive to find products that protect the lives of animals. We are confident that a good analysis of

our target audience will be reflected in our marketing strategy criteria that will connect on a personal level and with eco-consumers; there are several ways of categorizing the different eco niches.

3.2 Solid shampoo market segmentation strategy

As mentioned before, it would be peculiar how and where the research will develop/obtain all the information for the purpose and benefit of this research. The shampoo market has a growing and highly competitive trend, so strategies must be designed to maintain market share. Comparing the two locations represents a diversification of calls that will strengthen the Mexican and European markets.

On the other hand, it is also known that several market niches are waiting for other factors to be convinced of this product, which will go into more detail below. A solution that thinks of both consumers, through more careful and natural formulas, and of the environment, through innovative processes, and that is increasingly being welcomed by more beauty and sustainable lovers around the world. It would be divided the solid shampoo market based on distribution channels and countries, such as:

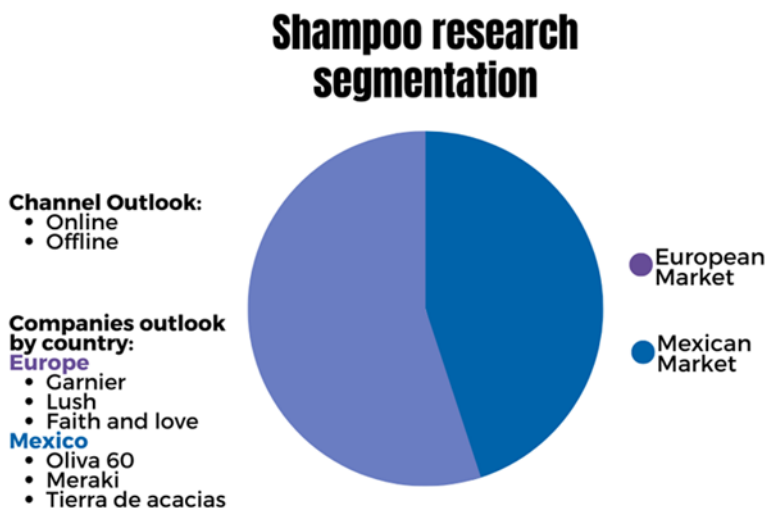


Figure 8. Shampoo research segmentation (Author 2023)

3.3 Geographic segmentation

It was decided to concentrate the market for this research in several geographic areas. The first is Mexico, due to the emergence of brands that promote responsible consumption, have an emerging future, and are renewing the world of sustainable cosmetic products. In specific, we would investigate the market located in Mexico City and Querétaro City, the reasons are due to the companies that we will talk about specifically, and in the same way, it is considered that the center of the country can supply products to the rest of the country and is an excellent area to be positioned even internationally as a brand.



Figure 9. Demographic map (Author 2023)

Turning to the other side of the world, Europe forecasts a more market-friendly and market-acceptable scenario for sustainable products. The decision was taken to segment our research in both Spain and Sweden. We are based in these two countries because we are already familiar with a successful Spanish brand of sustainable products. On the other hand, Sweden has an impressive track record of sustainable practices from which this research can be significantly enriched.

This is due to the immense success of a brand coming from this area which has many factors to note observations and examples in the branding and advertising criteria. This comparison between different zones will generate a competitive advantage for businesses wishing to reinvent their marketing strategies and promote sustainable products and ecologically sound practices, thus generating consumer awareness of the value they buy.

3.4 Companies Selected for the Research.

In selecting companies to focus on throughout our research, the focus is on product benefits, purchase and usage experience, price, and positioning in the relevant market. When a brand starts a renewal process and goes green marketing, it must first explain it to its customers. On the one hand, the metric of being sustainable is a way of highlighting the value of the action of these companies that are becoming popular in the market. But, from another point of view, it is also a way to explain the possible changes that can be made (within products, packaging, visual brand identity, or any other element) that these companies are offering. We will make a brief description of the brands we selected:

Mexican brands

NANAH: This is a solid personal care brand inspired by the zero-waste culture of ancient Mexico. The name comes from Nahuatl, the Mexica god of humility. Nanah is based in Mexico City but has many stores nationwide.

OLIVA 60: Oliva60 was created in 2013 in Querétaro as a family business. Adriana, its creator, and her family decided to make more sustainable changes between orchards, compost, and recycling, and the idea of making olive soaps arose. The selection of flowers, seeds, oils, kinds of butter, and essential oils that make up each formula makes each soap a piece with moisturizing characteristics unsurpassed by conventional soaps. (Chaux, s.f.)

TIERRA DE ACACIAS: This brand was born in 2013 in Tequisquiapan, Qro. It promises to create eco-friendly products focused on fair trade, free of sulfates and toxic agents. From the ingredients' origin to the vendors' work, Tierra de Acacias cares and deals with sustainability and ethics.

Spanish brand:

VALQUER: Since its foundation in 1975, Valquer Laboratories has researched and developed top-quality cosmetic products. In addition, Valquer not only innovates top-level cosmetics and hair products but also carries out important policies and measures of a social and environmental nature, promoting sustainability and inspiring other companies to take the ecologically friendly step.

Swedish brand:

GRÖN LYCKA: Grön Lycka means (green happiness) it is a Swedish organic cosmetic brand founded by Carina, CEO and owner of Grön Lycka Cosmetics AB. With experience as a nurse and

as an-herbal therapist, the owner has gained a solid understanding of the therapeutic effects of medicinal plants. The brand uses generous amounts of natural ingredients such as nourishing oils, different types of clay, algae, extracts, and essential oils. In addition, according to the owner, “their goal is to minimize plastic products in homes and bathrooms and to reduce the number of unnecessary and redundant items.”

French brand:

GARNIER: The story begins in 1904 with the hairdresser Alfred Amour Garnier and his hairdresser in Blois, France. Garnier created a new sustainable way to clean and care for hair without weighing it down with the power of more nutritious fruits, enriched with active nutrients now in our 94% plant-based and 96% biodegradable shampoo bar. In addition, the brand decided to improve the social and environmental profile of the products and provide consumers with all the necessary information to make more sustainable decisions as part of the Green Beauty initiative ([hyperlink to the Green Beauty page](#)). For this reason, they developed a new labeling system that shows complete and transparent information on the social and environmental impact of products clearly and concisely.

UK brands:

LUSH: This cosmetics retailer is based in Poole, Dorset, UK. Their power bars are concentrated pucks of shampoo that can outlast two or three bottles of liquid (250g) - one bar will last up to 80 washes! They are also full of essential oils and fresh ingredients so that you always have beautiful hair, and above all, they are small, practical, and cheap; there is a special one for every hair need.

EARTH KIND: Developed by a leading UK hair care expert. Made with natural oils and conditioning ingredients that gently cleanse, condition, and moisturize hair and scalp. The owner states: "We at EarthKind® are very aware that we only have one planet, and that planet has finite resources, so we can't just take what we want, do with it what we want, and think there's no price to pay." The brand wants to make a difference, and we think it can. They use plastic-free, sustainable, and ethically sourced materials in natural formulations. In the grand scheme of things, the founder mentioned, "EarthKind® can't do much, but we can do something" (Kari Warberg Block, Founder & CEO of EarthKind®)

3.5 Qualitative Method for Surveys

It is chosen to conduct qualitative research methods mainly because it can generate an in-deep understanding of our target audience's experiences, perspectives, and motivations regarding the

use of solid shampoo. This qualitative method can be particularly positive regarding the subjective experiences of the target audience with different hair needs and purchase criteria. The investigation was carried out at first, focusing on qualitative research, which requires a deep understanding of the consumer behavior related to the product “solid shampoo” and the reasons that drive the consumers to prefer this product instead of the conventional one on the market. It seeks to explain the reasons for the different aspects of consumer behavior in this thesis, methods such as the focus of surveys targeted to 2 different segments of companies, such as Local Mexican companies entering the market and international companies already segmented worldwide.

3.6 Survey structure

This phase of the research is meant to analyze the perspective of the consumers and some of the producers of solid shampoo. As mentioned in the first face of this research, it was decided that this survey process would be qualitative, and this is due to the type of responses expected in the study. In addition, the structure will be based on brief questions (from 8-12) for the consumers of solid shampoo and the product producers.

The survey focused on the consumer of solid shampoo results analysis work on knowing the consumer's behavior toward sustainable personal hygiene products. The solid shampoo has become a success for several brands. The goal of the answers retrieved was to know consumers' opinions of solid shampoo, the needs of their hair, and the purchase experience to generate recommendations to market and promote solid shampoo in the best way possible.

4 Results & data analysis

In this phase, the goal is to understand the consumers' perspective on solid shampoo. The survey was prepared to receive at least 20 answers, but the answers were 12 in the end. After the analysis, it was noticed that solid shampoo and other hygiene-sustainable products are more vital in younger generations. In addition, it was a fact that the price range of solid shampoo compared with the conventional one. However, while comparing how long a solid shampoo lasts with the price, consumers still consider it a fair price and, most importantly, a good investment. The results in this phase will be represented in charts/graphics, which will summarize the answers of the consumers of Solid shampoo.

4.1 Survey focused on the consumers of solid shampoo

SQ1: The results shown on the first questions show that the market age of solid shampoo, in general, is a young audience. Mainly it is referred to the fact that Solid shampoo was developed recently in the past decade.

Average age of consumers of solid shampoo
12 respuestas

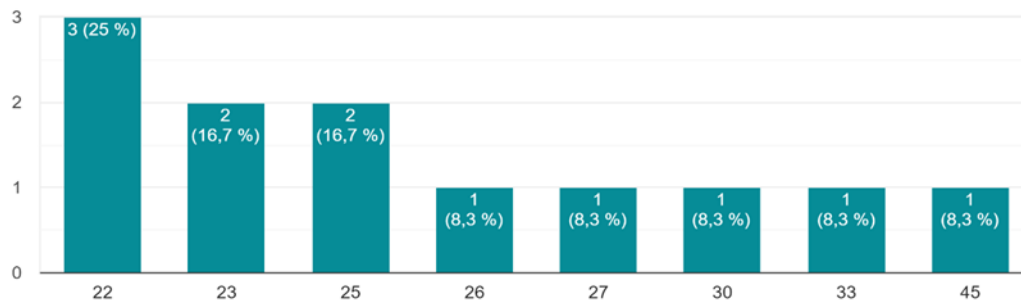


Figure 10. Survey question 1, How old are you? (Author 2023)

SQ 2: Following the first question, these results are a great example of one of the features of solid shampoo quality. Between 12 answers, it shows, on average, the durability of solid shampoo, which is more than conventional shampoo.

How long have the consumers been using solid shampoo
12 respuestas

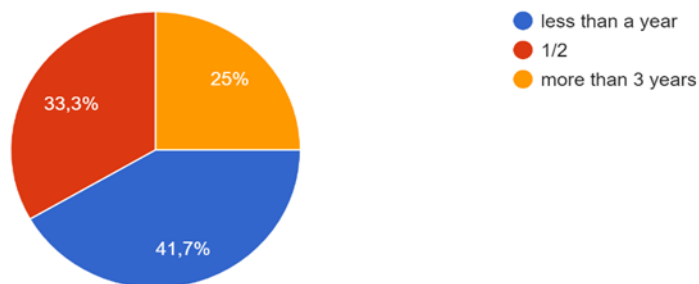


Figure 11. Survey question 2, How long have you been using solid shampoo? (Author 2023)

SQ3: In these results, the point to be validated was to ensure the solid shampoo market was still limited in society. Still, solid shampoo is most likely to be considered only for a market that cares for the environment within any purchase.

In a scale from 1-5, how can it influence shampoo purchase decision the environmental impact of the product acquired?
12 respuestas

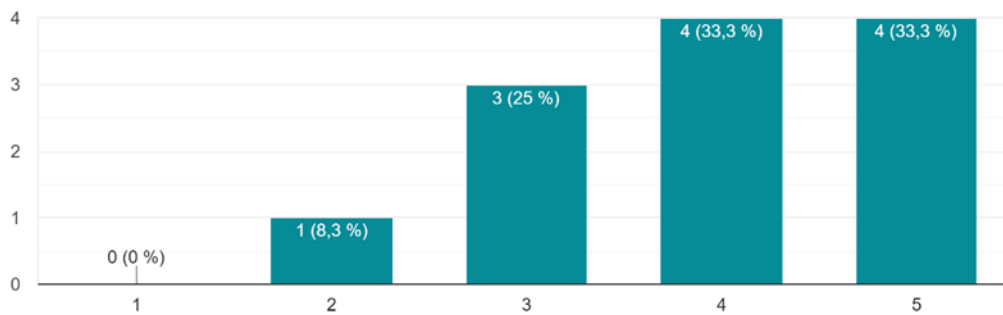


Figure 12. Survey question 3, On a scale from 1-5, how can it influence shampoo purchase decisions and the environmental impact the product acquired? (Author 2023)

SQ 4: In these results, it was disruptive to check the variety of answers; it is known that solid shampoo cost is more elevated compared to conventional ones. On the other hand, the consumers of solid shampoo still perceive this product as an investment for hair care and the environment.

Average spent on solid shampoo
12 respuestas

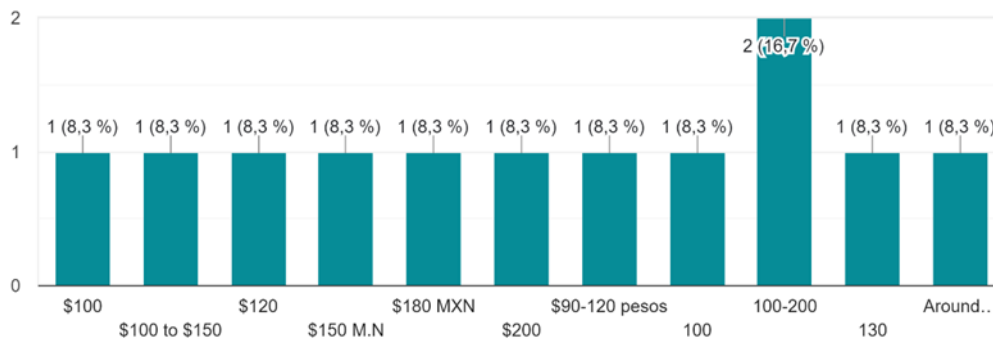


Figure 13. Survey question 4, How much will you spend on your solid shampoo? (Author 2023)

SQ5: In this question, the point to be validated was one of the best features of solid shampoo, which the consumers marked. The solid shampoo lasts 1-2 months, depending on the reliable brand.

How long does your shampoo last?
12 respuestas

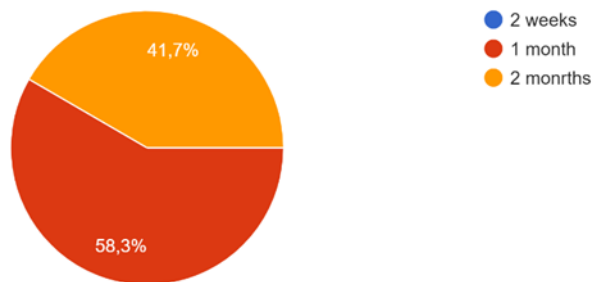


Figure 14. Survey question 5, How long does your shampoo last? (Author 2023)

SQ6: On the other hand. In this question, it was shown the need for more advertising and marketing strategy for solid shampoo. It is rare to see social media promotion on eco-friendly products as much as conventional ones. The consumer's acceptance can be positive if any brand can level this up.

On a scale from 1-5, how often it is seeing advertising about solid shampoo on social media?
12 respuestas

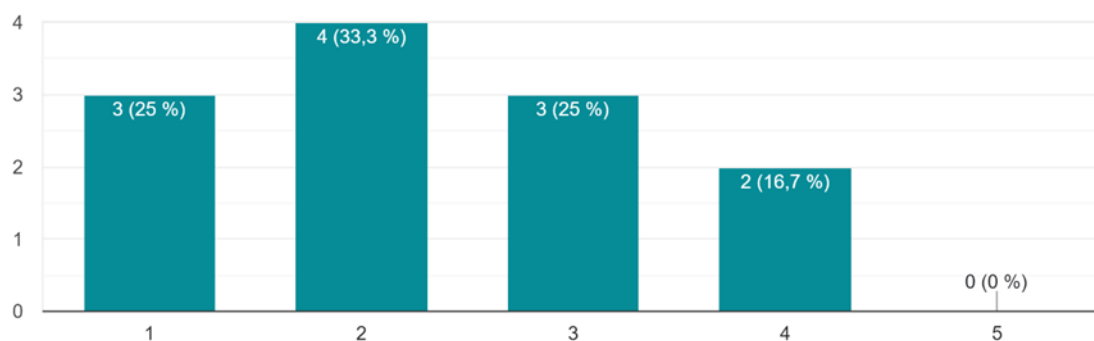


Figure 15. Survey question 6, On a scale from 1-5, how often is seeing advertising about solid shampoo on social media? (Author 2023)

SQ7: As followed by the last question, it is shown that marketing to influence people who share a community's attention would be very beneficial to promote solid shampoo.

Do you usually see products like solid shampoo promoted by influencers or advertising campaigns?

12 respuestas

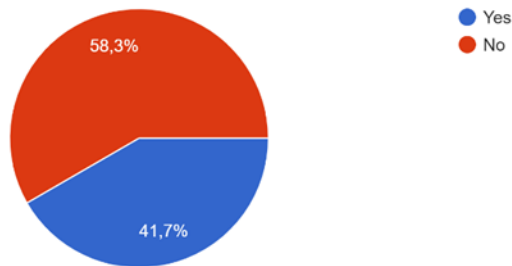


Figure 16. Survey question 7, Do you usually see products like solid shampoo promoted by influencers or advertising campaigns? (Author 2023)

SQ8: Lastly, in the results of this question, the need for more solid shampoo or any sustainable option for hygiene products in supermarkets was also discovered. This is an area of potential that can be exploited if its strategy is well developed.

Do you consider easy to find at your supermarket solid shampoo options for your hair?

12 respuestas

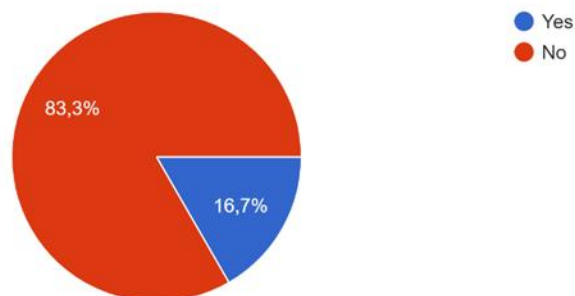


Figure 17. Survey question 8: Do you consider it easy to find solid shampoo options for your hair at your supermarket? (Author 2023)

4.2 Discussion

After an investigation that began last year, it was a great surprise to learn more about the acceptance of personal hygiene products such as solid shampoo. By analyzing the Mexican and European markets, it was discovered that the Mexican market is close behind in these sustainable trends, and indeed little by little, they are entering the daily life of consumers. Even though the culture of responsible consumption in Europe is more segmented, it is an excellent example of how far a society can go regarding sustainability as the only alternative for the future growth of emerging and existing brands.

The best feedback obtained from doing this research was knowing the benefits of solid shampoo compared to other offers on the market. After a review of the survey results, the subjects mentioned their thoughts on why it was more beneficial for the body and the environment to switch to solid shampoo. Not only talking about allergies that have emerged from components such as salts and parabens that most conventional shampoos on the market contain but also about the impact it would have on the environment to change how we perceive and consume products for the environment. Daily use.

In conclusion, solid shampoo bars are an excellent way to reduce environmental impact and promote sustainability. By switching to solid shampoo bars, it can be easier to reduce waste, greenhouse gas emissions, and the environmental impact of the production and disposal of plastic bottles while also enjoying the benefits of a natural and biodegradable hair care product. In addition to solid shampoo, many eco-friendly hygiene products are available, including bamboo toothbrushes, reusable menstrual products, and biodegradable wipes. For personal disseverments on new brands, the goal is to continue to see fresh and innovative products entering the market as companies work to meet the demand for more sustainable options.

Overall, the future of ecological hygiene products is bright, and it is believed this trend will continue to see more and more people switch to environmentally friendly alternatives. Lastly, the best recommendation is from the personal experience of the author of this research of using solid shampoo for over four years now; the results of consumption of naturally sourced ingredients not only from the inside of the body but from the outer side of the body is very beneficial. Solid shampoo is just the beginning of the revolution in reducing plastic waste and is an excellent alternative to taking short courses to help invent personalized formulas for solid shampoo.

Appreciations

This research represented my love and admiration for sustainable products and growth throughout my degree. I fully thank FH Vorarlberg University in Dornbirn, Austria, for the experience I gained in sustainability, and I mainly express my deepest gratitude to all y good friends I met there. It is for me, the author, a life experience studying at Haaga-Helia University of Applied Sciences that I will never forget and stop thanking for all the opportunities the institution gave me, but most importantly Haaga-Helia University made me trust in myself and made me believe that second chances in life exist.

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Attachments

Survey questions
How old are you?
How long have you been using solid shampoo?
On a scale from 1-5, how can it influence the shampoo purchase decision and the environmental impact the product acquired?
How much are you willing to spend on your solid shampoo?
How long does your shampoo last?
On a scale from 1-5, how often is seeing advertising about solid shampoo on social media?
Do you usually see products like solid shampoo promoted by influencers or advertising campaigns?
Do you consider easy to find at your supermarket solid shampoo options for your hair?