



MOTIVES FOR PURCHASING GREEN SKINCARE PRODUCTS

A Study of Generation Y Irish Women

Katherinne Andrea Pairo Veliz

(12277085)

MSc in Marketing

National College of Ireland

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Abstract

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Katherinne Andrea Pairo Veliz, MSc in Marketing, National College of Ireland

Green consumption is a phenomenon that has acquired great interest in academics and marketing practitioners. However, academics state that environmental concern is not the only reason customers engage in green consumption as this depends on the product type and population's demographic characteristics. This study focuses on exploring the motives that drive green skin care consumption.

The green skin care industry has grown exponentially over the last few years as young generation groups like Millennials express their desire for products with natural or organic ingredients. This study analysed motives for buying green skin care products in Irish women belonging to Generation Y using a qualitative methodology with an inductive strategy. The data was collected through in-depth interviews of five participants, and the results indicate that health concern is the primary motivation for a green purchase, followed by the social influence typically driven by family, close friends or open media. This study provides a point of reference for future research work, and the outcomes can guide marketing practitioners to devise effective marketing strategies for promoting green skin care products.

Submission of Thesis and Dissertation

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Name: Katherinne Andrea Pairo Veliz

Student Number: 12277085

Degree for which thesis is submitted: MSc in Marketing

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Table of Contents

Abstract.....	ii
Submission of Thesis and Dissertation	iii
Acknowledgements.....	iv
Table of Contents.....	v
List of Tables	viii
List of Figures	ix
Chapter 1: Introduction	1
1.1 Background	1
1.2 Research Problem	2
1.3 Research Objectives.....	3
1.4 Academic Justification	3
1.5 Research Structure.....	4
Chapter 2: Literature Review	5
2.1 Cosmetics	5
2.1.1 Classification of cosmetics	5
2.1.2 Cosmetic industry	7
2.2 Towards a Green Era	9
2.2.1 Green products.....	9
2.2.2 Green cosmetics.....	12
2.2.3 Green skincare products.....	13
2.3 Customers' Motivation for Green Purchase	14
2.3.1 Consumer environmental concern	14
2.3.2 Social influence	17
2.3.3 Consumer health consciousness.....	18
2.3.4 Premium price.....	20
2.4 Target Audience	20
2.5 Conclusion	22
Chapter 3: Research Methodology	24
3.1 Research Objectives.....	24
3.2 Research Design.....	25
3.3 Research Philosophy	26

3.3.1 Interpretivism, Positivism, Pragmatism, and Realism.....	27
3.4 Research Methods	28
3.5 Primary Qualitative Data Collection.....	33
3.7 Research Sample	35
3.8 Analysing Qualitative Data	36
3.9 Ethical Considerations.....	37
3.5 Limitations to the Research	37
Chapter 4: Analysis and Findings	38
4.1 Explore Irish female Millennials' perceptions of green skin care products and subsequent potential for purchase intention	38
4.1.1 Premium products	39
4.1.2 Luxury products	39
4.2 Examine if environmental consciousness influences Irish female Millennials to purchase green skin care products	40
4.2.1 Commitment towards the environment.....	40
4.2.2 Packaging	40
4.2.3 Cruelty-free	41
4.3 Examine if social influence motivates Irish female Millennials to purchase green skin care products	42
4.3.1 Family	42
4.3.2 Social Media	42
4.3.3 Society	43
4.4 Identify extra motivators that influence Irish female Millennials to buy green skin care products	44
4.4.1 Health concern	44
4.4.2 Brand Loyalty	44
Chapter 5: Discussion.....	45
5.1 Customer perceptions.....	45
5.2 Environmental concern	46
5.3 Social influence	46
5.4 Health concern	47
5.5 Practical implications	48
Chapter 6: Conclusion and Recommendation	48
6.1 Conclusions	48
6.2 Contribution	49

6.3 Limitation	49
6.3 Recommendations	50
Bibliography	51
Appendices	60
Appendix 1: Interview Questions.....	60
Appendix 2: Consent Form.....	61
Appendix 3: Information Template.....	63

List of Tables

Table 1: Classification of cosmetics (Mitsui, 1997).....	6
Table 2: Research objectives	25
Table 3: Research objective and theme patterns	38

List of Figures

Figure 1: Diagram of cosmetics and personal care products (Cosmetics Europe, 2020b).....	7
Figure 2: Beauty and Personal Care Revenue Worldwide (Statista, 2021).....	8
Figure 3: Skincare worldwide revenue 2020 (Statista, 2021).....	9
Figure 4: Important factors for consumers buying beauty products worldwide (Shahbandeh, 2020).	12
Figure 5: Market opportunities for natural beauty and personal care (Shahbandeh, 2020).	21
Figure 6: Research Onions (Saunders and Tosey, 2012).....	25
Figure 7: The deductive approach (Bhahari, 2010).	30
Figure 8: Categorization of research methods (Emilien, Weitkumat and Lüdicke, 2017).	32
Figure 9: The inductive approach (Bhahari, 2010)	32

Chapter 1: Introduction

This chapter contextualizes the study topic and briefly illustrates the reason for examining it. The main objectives of the research work are outlined in this chapter. It also presents a structure of the whole process of investigation.

1.1 Background

The world conference on the environment in Stockholm in 1972 can be considered one of the first initiatives toward environmental awareness. In this session, the entire world was urged to engage in more eco-friendly behaviours (Carlisle, 1972). In addition, mass media channels like television, radio, and print journalism helped spread information about climate change and global warming (Yang, 2017). This global concern encouraged different societies to commit to green causes (Gilal et al., 2020).

Increased consumer awareness of protecting the ecosystem also influenced green purchase behaviour. As a result, customers' demand for environment-friendly products increased manifolds (Pilelienė and Tamulienė, 2021). Based on this demand, companies started to produce a new category of goods with green characteristics. Green or environmental goods aim to cause minimal harm to the ecosystem in their production, transportation, consumption and disposal process (Reinhardt 1998).

Customers became increasingly engaged with green consumption of eco-cars, organic food, green cosmetics and other similar eco-friendly products. Soon, practitioners developed new marketing strategies to promote green consumption (Pride and Ferrel, as cited in Singal and Malik, 2018). At the same time, this resulted in an increased interest in studying this phenomenon (D'Souza et al., 2006). Nonetheless, Authors like Joshi and Rahman (2015) and Liobikienė and Bernatoniene (2017) revealed that several studies were dedicated to determine, why customers engaged with green consumption and evaluated this phenomenon from a broad perspective considering customer demographic aspects and type of product purchase.

Cosmetics or green beauty and personal care market have acquired great attention in the last years as customers are looking for products with ingredients that do not harm their skin (Lin et al., 2018). However, cosmetic classification is a broad and complex domain, some products cover grooming necessities or improve appearance (Dalziel and De Klerk, 2020), and others contribute to inculcating positive self-esteem (Mitsui, 1997).

Liobikienė and Bernatienė (2017) raised the necessity to categorize green cosmetics. The most transcendental category is green skin care products, representing 33.5% of the total green cosmetic market (Shahbandeh, 2020). In addition, a skincare-focused phenomenon surged during the Covid-19 pandemic and has generated skin care awareness in customers (Choi, Kim and Lee, 2022).

1.2 Research Problem

Environmental concern is one of the primary motivators of green consumption (Anvar and Venter, 2014). Studies conducted by Mostafa (2007), Kim and Chung (2011), Purohit (2012), and Laroche et al. (2001) support the importance of this factor for purchasing green products. On the contrary, (Mamun et al., 2020) reveal a different scenario in which customers' primary motivator is the product's performance. Furthermore, more researchers show that the sentiment of social recognition motivates young consumers to buy environment-friendly products (Yan, Keh and Chen, 2021). Finally, there are some studies that evidence that green consumption is mainly motivated by health concern ones (Johri and Sahasakmontri, as cited in Matić and Puh, 2016).

The literature states that environmental consciousness, social influence and health concern are some of the main factors that motivate customers to buy green products. Nonetheless, there is a disparity in the level of influence each factor has on green consumption. The first factor to consider is the demographic differences of the consumers; age, country of origin and education level play a vital role in consumers' behaviours (Pilelienė and Tamulienė, 2021). The second factor is the importance of dividing green products into categories as motivators differ depending on the product type (Gilal *et al.*, 2020).

With respect to green skin care products, a market that is growing exponentially (Shahbandeh, 2020), there is no profound information available that explores the primary purchase motivators of these products. Obtaining this information from the primary consumers can be a reference for new research projects and used wisely for marketing practitioners. The primary consumers of green skin care products are women belonging to Generation Y, as 70% of Millennials consume green beauty products (Shahbandeh, 2020).

1.3 Research Objectives

Given the lack of research regarding customer consumption of green skin care products, this study aims to explore and identify customer motivations for buying these items in the Irish female market, generation Y.

Objective 1: Explore Irish female Millennials' perceptions of green skin care products and subsequent potential for purchase intention.

Objective 2: Examine if environmental consciousness influences Irish female Millennials to purchase green skin care products.

Objective 3: Examine if social influence motivates Irish female Millennials to purchase green skin care products.

Objective 4: Identify extra motivators influencing Irish female Millennials to buy green skin care products.

1.4 Academic Justification

This research will contribute to the shortage of knowledge about the main motives for purchasing green skin care products. Additionally, it will mark a point of reference within the literature on green skin care product consumption that can lead to research of other cosmetics like hair care products or beauty products.

The findings of this study can guide green marketing practitioners to develop more effective strategies for the target audience focusing on the primary motivators.

1.5 Research Structure

This research work starts with an overview of the relevance of the research topic. Then, the gap in the literature is also briefly presented, and the significance of the results is justified. Finally, project objectives are highlighted for the reader.

The second chapter presents the literature Review. This section helps the reader to deeply understand the research topic and how the green consumption literature led to the research objectives.

Chapter three exposes this study's objectives and presents the Research Onion model as the best option to critically select the qualitative methodology of research philosophy and develop a complete data collection process.

In chapter four, the findings of the content data analysis are established into different themes that cover the research objectives. The next chapter discusses these findings in relation to the literature findings and the future implications.

The final chapter summarizes the whole project and concludes the most relevant findings. Additionally, it clarifies some limitations and leaves suggestions for future academic research.

Chapter 2: Literature Review

2.1 Cosmetics

In Europe, the European Commission is the entity in charge of regulating the production of cosmetics and has stated the regulation, Number 1223/2009 of the European Parliament and the Council, which defines cosmetics as:

"any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours" (EUR-Lex - 32009R1223 - EN - EUR-Lex, 2009).

This definition clarifies that cosmetics cover different human necessities and requirements, ranging from cleaning the human body to maintaining or modifying its appearance. Dalziel and De Klerk (2020) support highlighting that the use of beauty products or cosmetics enhances attractiveness, modifies the appearance and hides imperfections in the human body. Beauty products are also used to “improve self-esteem and promote tranquillity”, particularly in women (Mitsui, 1997). Even with the slightest improvement in the skin, skin products can affect the self-image positively, which increases self-esteem (Khuong and My, 2016).

2.1.1 Classification of cosmetics

Cosmetics have been grouped into six categories: makeup, skin care, body, fragrances, oral, and hair care cosmetics (Mitsui, 1997). The author divided each category for its usage; for example, skin care cosmetics have three subcategories: cleansers, conditioners and protectors, and within each category, there are different products, as shown in Table 1.

Classification		Usage	Main Products
SKIN	Skin Care cosmetics	Cleansers	Face, Cleansing, Cream and Foams
		Conditioners	Lotions, Packs, Massage creams
		Protectors	Milk Lotions, Moisture Creams
	Makeup cosmetics	Base makeups	Foundations, Face Powders
		Point Makeups	Lipstick, Blushers, Eye Shadow, Eye Liners
		Nail Care	Nail Enamels, Nail Polish Removers
	Body Cosmetics	Bath	Soaps, Liquid Cleansers, Bath Preparations
		Suncares and Suntans	Sunscreen Creams, Sun Oils
		Antiperspirants and Deodorants	Deodorant Sprays
		Bleaching, Depilatory	Bleaching Creams, Depilatory and Sparys
Insect Repelents		Insect Repellent Lotions and Sprays	
HAIR AND SCALP	Hair Care Cosmetics	Cleansing	Shampoos
		Treatments	Rinses, Hair Treatments
		Hair Styling	Hair Mousses, Hair Liquids, Pomades
		Permanent Waves	Permanent Wave Lotions (Agent N1 , N2
		Hair Colors and Bleaches	Hair Colors, Hair Bleaches, Color Rinses
	Scalp care Cosmetics	Hair Growth Promoters	Hair Growth Promoters, Hair Tonics
		Treatments	Scalp treatments
ORAL	Oral care cosmetics	Toothpastes	Toothpastes
		Mouthwashes	Mouthwashes
	Fragrances	Fragrances	Perfumes, Eau de Colognes

Table 1: Classification of cosmetics (Mitsui, 1997).

Cosmetics Europe, a trade association that represents the cosmetic and personal care industry in Europe and is formed by manufacturers and other national associations across the continent, have established a more up-to-date classification of cosmetics into seven categories: oral care, skin care, sun care, hair care, decorative cosmetics, body care and perfumes, as shown in Figure 1. This new scheme also contains skin care products like anti-ageing serums and aftershaves in the perfumes category. (Cosmetics Europe, 2020a).



Figure 1:Diagram of cosmetics and personal care products (Cosmetics Europe, 2020b).

Another approach to classification can be how these products are sourced or manufactured, such as brands that do not test their products on animals may acquire the cruelty-free logo, and cosmetics with 95% organic ingredients have the organic logo. However, the type of logo varies according to the product, so it can be more accurate to classify cosmetics by purpose rather than by labels.

2.1.2 Cosmetic industry

The cosmetic industry is considered to be one of the biggest in the world (Lourenço-Lopes *et al.*, 2020). Annually, the market worldwide is expected to grow by 4.76%, and by 2026 the cosmetics or beauty and personal care industry will reach a revenue of €582.12 billion (Statista, 2021). This is represented in Figure 2.

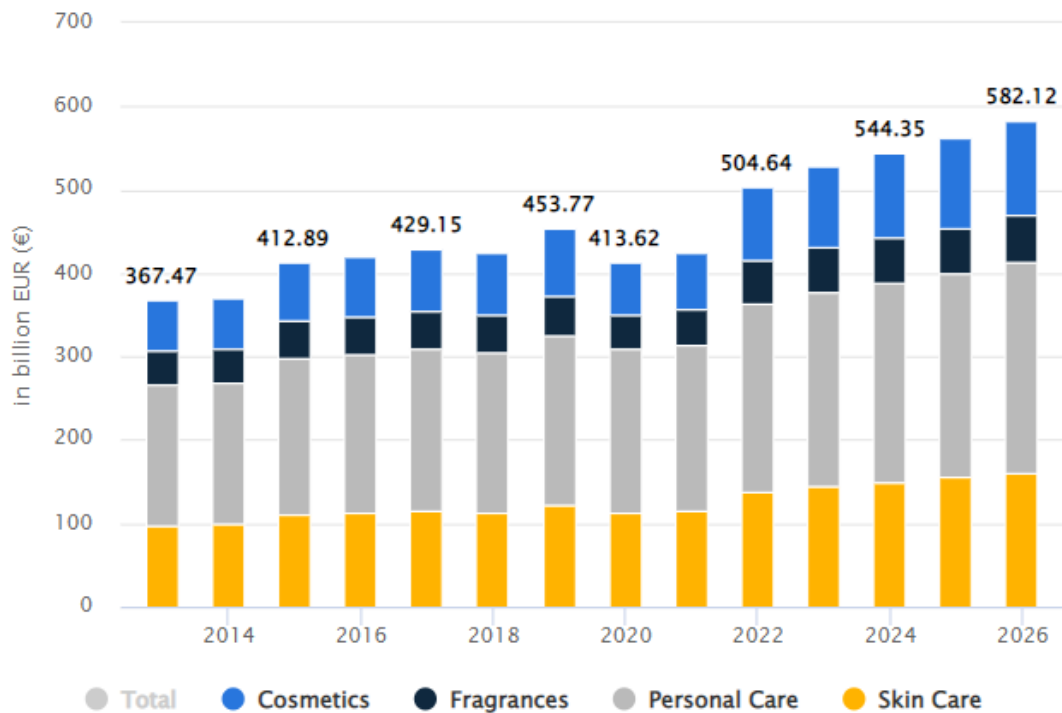


Figure 2: Beauty and Personal Care Revenue Worldwide (Statista, 2021).

The Covid-19 pandemic has amplified the importance of skin care products in the cosmetic industry. Choi, Kim and Lee (2022) reveal that the present *skincare-focused phenomena* result from the global interest in self-care that emerged during the pandemic. As people would not wear makeup because of the mandatory use of masks, they focused more on protecting their skin rather than covering it with beauty cosmetics. Therefore, this study examines green skin care product purchasing motives.

After the pandemic restrictions were lifted in most European countries, skincare awareness continued growing. The most recent data on skin care products revealed that this category makes up 27% of total cosmetic revenue (Lüdemann, 2021). In fact, the skincare industry is growing year on year and is expected to reach \$187.7 billion worldwide by 2026. This is illustrated in Figure 3, where the market has experienced exponential growth throughout the pandemic.

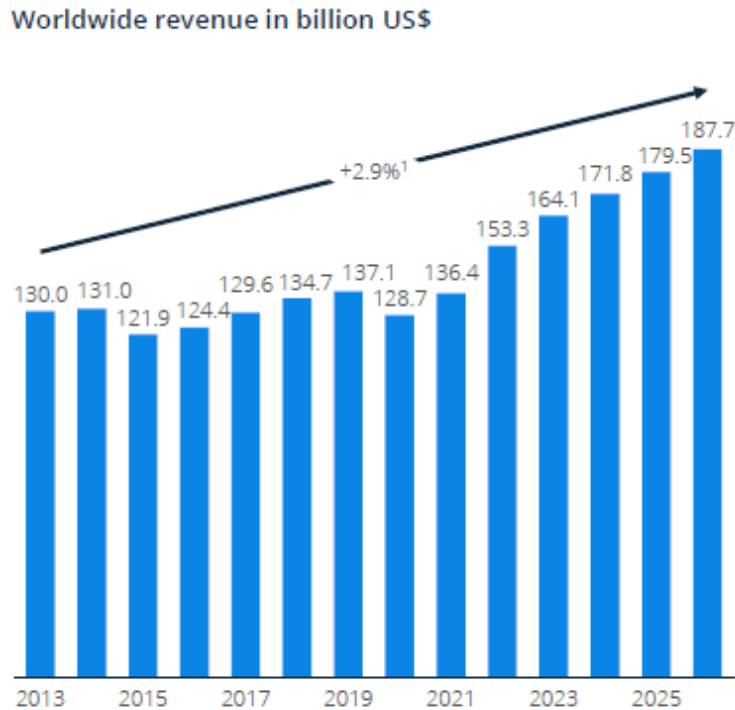


Figure 3: Skincare worldwide revenue 2020 (Statista, 2021).

Environmental protection has also become a crucial topic in society's agenda since the first world conference on the environment in Stockholm in 1972, where it was declared as a global concern (Carlisle, 1972). People's response toward the environment has changed, impacting customer behaviours and their desire to contribute to making the planet more sustainable (Khoshoo, 2008). The following sections give a more profound idea of this green phenomenon in products and cosmetics.

2.2 Towards a Green Era

2.2.1 Green products

Different milestones in human history have increased environmental awareness in society. Mass media also contributed to spreading this phenomenon with reports about climate change, global warming and topics concerning the planet's sustainability (Yung, 2017). As a result, many companies have engaged with sustainable production to comply with this new demand.

The earliest definition of "green products" is provided by D & B Reports (as cited in Prem, Gloria Ong and Richmond, 1993), which defines them as products that will not harm the environment or deplete natural resources and can be recycled or conserved. This description enhances the idea of a product that does not damage the environment in the disposal process; nonetheless, nothing about pre-production and consumption is said until years later. (ibid).

Peattie (as cited in Dangelico and Pontrandolfo, 2010) reinforced the idea of green products by mentioning that a product can be considered green when its production, usage, and disposal process comply with environmental and societal performance. Additionally, it represents a competitive advantage over conventional products. Dangelico and Pontrandolfo (2010) also highlight that the process of production and consumption are included when categorising a product as green.

Later, Reinhardt (1998) broadens this view by stipulating that green products offer higher environmental benefits or have lower environmental costs than comparable products. This definition goes to the pre-production process, where companies try to think of the best solutions for a particular product to generate minimal eco-detrimental effects. At the same time, it recognises that offering customers a product that does not damage the environment to a certain degree is impossible. This is because all products leave a footprint during the production process, distribution or after consumption, for instance, cosmetics that use natural resources as ingredients or products that are imported from other countries that have to be transported in different vehicles that release greenhouse gases (Zink and Geyer, 2016).

In 2001, the Commission of the European Communities indicated that green products reduce resource consumption, environmental dangers, and waste production starting from the early stages of the product lifecycle (Dangelico and Pontrandolfo, 2010). This concept aligns with Reinhardt's idea of generating products that aim to protect the environment in the different phases of its life. Following the same line, (Ottman, Stafford and Hartman, 2010) confirmed that all products harm the environment, and the ones that reduce their impact to a minimum level are the ones that can be referred to as green products.

The late 80's marked the beginning of a growing interest in the study of the green market (D'Souza et al., 2006). Several papers were published to find factors

contributing to green consumer behaviour. Joshi and Rahman (2015) analysed 53 empirical articles on green purchase behaviour published between 2000 and 2014. This extensive review found that individual and situational factors affect green purchasing behaviour; nonetheless, the authors did not consider demographic factors in their investigation. Hence, individual and situational factors can vary if demographic characteristics like gender, age, nationality, income level or educational level are also considered (Liobikienė and Bernatoniene, 2017). Another essential factor missed in this investigation is the categorisation of green products.

Green products comprise all types of goods, from food to cosmetics and from cars to clothes. According to (Liobikienė and Bernatoniene, 2017), dividing green products into different categories can bring more accurate results in an investigation. The authors analysed 80 papers published between 2011 to 2017 on the factors determining purchase behaviour and intentions toward green products. This analysis identified the lack of categorisation of green products as 47.5% of the papers described green products as a single entity.

Further, more authors have recognised the importance of categorising green products as their performance can vary depending on the product type. Kim and Seock (2009) mentioned that a considerable number of studies have focused on organic food, as this directly affects health, but minimal attention was focused on purchasing behaviours towards beauty care products. On the other hand, Kim and Chung (2011) mentioned that even though some similarities might be found in purchasing behaviours towards organic food and green personal care products, it is indisputable that both products' consumption differs. In the case of organic food, some of the factors that drive its consumption are the “pleasure and sensuous gratification” of the taste and stimulation or enthusiasm for trying new eco-products (Aertsens *et al.*, 2009).

According to Liobikienė and Bernatoniene (2017), the factors influencing green purchase decisions vary according to the product type; health concerning factors are more related to green cosmetics and food; on the contrary, when buying a sustainable automobile, the factors differ. For eco-cars, customers are motivated by “monthly expenditure, gasoline type and energy saving”, among other demographic aspects like level of education (Noblet, Teisl and Rubin, 2006). For instance, academics

encourage investigating customers' green buying behaviours from a narrower perspective to acquire more truthful results. Therefore, in this thesis, the category of green cosmetics will be analysed in detail in the next section.

2.2.2 Green cosmetics

In the last two decades, a vast amount of media coverage related to the environment and sustainability has raised awareness about green purchasing decisions and how these affect the planet (Sahota, 2014). Therefore, consumers demanding healthier products made from natural ingredients to protect their skin and avoid environmental damage has increased (Lin *et al.*, 2018). This is also corroborated by Mintel's report, which stated that 50% of the British market preferred cosmetics made of natural ingredients (ibis).

Several cosmetic companies compromised to adopt more sustainable practices; Protector & Gamble planned to reduce water and energy consumption by 2020, and Unilever adopted a more sustainable use of palm oil. In that line, the production of beauty cosmetics containing vegan or natural ingredients increased by 175% worldwide since 2013 (Mintel, as cited in SHAHBANDEH, 2020).

In fact, recent research revealed increased consumer preferences toward natural cosmetics. In Figure 4, it can be seen that apart from effectiveness, customers consider organic ingredients, sustainability, inclusivity and vegan as significant factors influencing their purchasing decisions when buying cosmetics products (Shahbandeh, 2020).

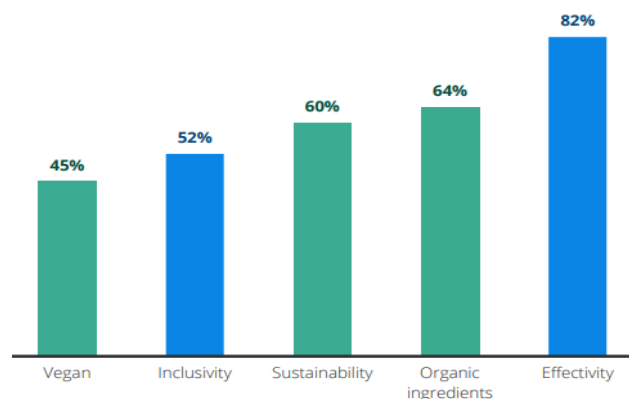


Figure 4: Important factors for consumers buying beauty products worldwide (Shahbandeh, 2020).

Green cosmetics preserve the environment, minimize pollution, deal responsibly with non-renewable resources and protect animals and species (McEachern and Mcclean as cited in Lin *et al.*, 2018). Additionally, environment-friendly cosmetics protect consumer health by avoiding chemical and synthetics ingredients like PABA or petrolatum that lead to diseases like cancer and are still used in the production of regular cosmetics (Csorba and Boglea, 2011).

The consumption of natural cosmetics has rapidly grown over the years, reaching worldwide revenue of millions. Just by the end of 2022, it is expected to have a revenue of \$42.3 billion worldwide, and the tendency will continue growing as the market will achieve a revenue of \$54.5 billion in 2027 (Shahbandeh, 2020). Since cosmetics encompass different product categories and functionalities, a thorough investigation into green cosmetics is essential before delving into the consumer behaviour literature.

2.2.3 Green skincare products

For many years, humans have taken a cue from natural ingredients to elaborate substances like oils or creams to protect their skin due to increased environmental awareness. These ingredients are now essential for the production of skin care cosmetics (Ribeiro *et al.*, 2015). These authors also state that natural ingredients in skin care cosmetics consist of “herbs, fruits, flowers, leaves, minerals, water and land”. Hsu, Chang and Yansritakul (2017) further added essential oils and roots as natural ingredients, combining any of these with "preservatives, surfactants, humectants, and emulsifiers."

In addition to these characteristics, it is essential to mention that as part of the green category, skincare products must comply with green product claims by avoiding or reducing detrimental effects to the user and the environment when being produced, used, and disposed of (Hsu, Chang and Yansritakul, 2017). This means the overall green skincare market comprises of usage of both natural resources as well as green packaging, cruelty-free production, vegan qualities and organic ingredients. The green skincare market represents 33.5% of the global green cosmetic industry (Shahbandeh, 2020), with an estimated worldwide revenue of \$6.07 billion in the year 2022 (Ridder, 2020).

However, despite the increasing demand for green alternatives in the cosmetic market and the immense number of skin care products becoming green, the amount of studies published about green skincare is scarce (Mamun *et al.*, 2020). In Ireland, the literature survey identifying motives for purchasing green skin care products is still in the nascent stage (*ibid*). Nonetheless, exhaustive literature on green cosmetics and products will be analysed in the following sections.

2.3 Customers' Motivation for Green Purchase

An extensive survey of different papers focused on green cosmetics, green products, and green marketing has been done for this research work. It has been observed that limited research on green or natural skincare products has been published, most of which come from Asian subcontinents.

Consumption does not represent just the act of buying a product or service in order to satisfy a necessity; this act also expresses someone's inclinations, social influence and status (Mazzocco *et al.* as cited in Yan, Keh and Chen, 2021). In the case of personal and beauty care products, customer consumption is also related to their self-image because these products are used to take care of their appearances (Kim and Chung, 2011). Therefore, it can be understood that several motives influence a consumer to purchase green goods. The following paragraphs contemplate some of the most popular motives found in the research.

2.3.1 Consumer environmental concern

The degree to which individuals are aware of environmental issues, support attempts to address them, and express a willingness to contribute to the solutions directly is referred to as environmental consciousness (Dunlap, as cited in Olofsson and Öhman, 2006). Lee (2008) supports this statement by mentioning that environmental concern and awareness are required for its protection and sustainability. It can also be assumed as a collective responsibility to keep the environment safe for the next generations, which closely relates to consumers' level of knowledge or eco-literacy (Bui *et al.*, 2021).

Environmental knowledge is information about environmental problems (Fryxall and Lo, as cited in Bui *et al.*, 2021). It also includes environmental topics, concepts,

ideas and the possible impacts of environmental issues on the planet (Mostafa, 2007). Laroche (1996) tried to measure how related customers were to symbols, concepts and norms about environmental care, finding out that it positively affects consumers' behaviours and attitudes towards the environment (Laroche, Bergeron and Barbaro-Forleo, 2001). Anvar and Venter (2014) coincide with this statement adding that customers with high eco-literacy are considered environmentally conscious. So it can be understood that environmental knowledge is a factor that positively increases consumers' environmental consciousness and behaviours.

Environmental concern or consciousness has been studied in several papers as one of the main motives for purchasing green products (Anvar and Venter, 2014). Authors like Mostafa (2007), Kim and Chung (2011), Purohit (2012) and Laroche et al. (2001) highlight that a strong correlation exists between customers' degree of consciousness and the use of eco-friendly products. However, even though these authors coincide with the importance of environmental consciousness in a customer's purchase decisions, they only refer to green products in general as a single entity. Therefore, evaluating green products within the same category cannot bring accurate results.

For Lin *et al.* (2018), environmental concern is an affective component that involves consumer feelings and emotions towards the environment. This positively affects customers' green purchasing behaviours and can be reflected differently. For some customers, buying cruelty-free products can be more environmentally conscious; for others, recyclable products, and some would prefer organic products. In conclusion, consumer environmental concern can be expressed in purchase behaviours of different types of products. Each purchase signifies a small but essential attempt to protect the environment (Hailes as cited in Lin *et al.*, 2018).

Even though the environmental concern is considered a principal value when consuming products and services daily, but for some individuals, it does not affect their purchasing behaviour (Hussain, as cited in Kim and Seock, 2009). This is the case of Amberg and Fogarassy (2019), who studied the Hungarian market, revealing that environmental awareness does not necessarily motivate customers to buy green cosmetics, and the age gap determines the importance of this variable. Further, investigations in French settings revealed that environmental consciousness does not

motivate consumers to buy green beauty care products (Cervellon and Carey, 2012). The authors of this investigation also mentioned that for the French market, egocentric motives are more important than environmental ones, understanding egocentric motives as personal health care.

Additionally, this study also revealed that some female customers purchase green cosmetics to make amends for other destructive environmental behaviours (Cervellon and Carey, 2012). This indicates that if a customer buys green products from a specific category, that does not mean that he/she will buy other categories of green goods. Customers, for example, can buy green cosmetics but not organic food. Furthermore, participants in the same study assuaged their guilt when buying green cosmetics or eco-fashion products after doing something wrong against the environment, like not recycling (Cervellon and Carey, 2012). This can be seen in organic foods that some consumers buy because they feel guilty for not buying healthy food all the time (Gilal *et al.*, 2020).

On the other hand, for female consumers in Malaysia, the most important factor for buying skin care products is performance, while environmental consciousness is secondary (Mamun *et al.*, 2020). This means that if a regular skin care product offers the qualities a customer is looking for, this will motivate him/her to choose it over a more natural product. For Levitt (as cited in John Thøgersen *et al.* 2015), the performance of a product based on how it solves a problem or masks imperfections is the primary motive for purchasing it.

Finally, Pudaruth, Juwaheer and Seewoo (2015), in their attempts to understand motives for purchasing green cosmetics in the female market in Mauritius, found that women's lifestyles, self-image, health and economic status are primary motives for purchasing eco-friendly cosmetics and beauty care products. After these factors, ethical consumerism is considered a secondary motive.

Another critical factor for this category is that environmentally conscious customers do not always engage in eco-friendly behaviours, like recycling or purchasing green products (Kim, 2015). In a study in the US market, for example, some consumers expressed a feeling of motivation by environmental concerns when it was *simple or convenient* (Hartman and Wright, as cited in Lockie *et al.*, 2002). In fact, it was

stated that being conscious of the environment has a minimal or even null relationship with purchase behaviour (Filho, Cardoso and Barboza, 2017).

2.3.2 Social influence

Society provokes differences in peoples' feelings, ideas and behaviours (Folger, 1999). Many societies adopt specific behaviours, opinions or beliefs to be accepted and belong to a group (Chen–Yu & Seock, as cited in Varshneya, Pandey and Das, 2017). Wang (2014) gives a more simplified idea of social influence, indicating that it happens when people have an impact on someone's life. Regarding consumption, the consumer is influenced by people from his/her social environment like friends, relatives or family (Hoyer and MacInnis, as cited in Itani and Dagher, 2012).

Society influences green purchase behaviours to a much greater extent (Costa Pinto *et al.*, 2014). Primarily family, friends and peers “strongly influence buying decisions” and opinion leaders and professionals also influence green environmental attitudes (Cheah and Phau, 2011). In fact, consumers who engage with green consumption have qualities that are considered positive in a person, like being more ethical, kind and generous (Yan, Keh and Chen, 2021). This is why some customers opt for green consumption to get social recognition within their collective circle.

In the Australian market, a study of 256 college students revealed that interpersonal influences (family and friends) as much as value orientation, positively influence them to buy green products; nonetheless, it was also found that customers' peers or norms do not have a significant impact in environmental consumption (Cheah and Phau, 2011). Social norms are divided into *injunctive norms* that all people follow to belong to a society and *descriptive norms* that are predominantly followed by most members of a society (Park and Sohn, 2012). In this regard, the authors found that in Korea, injunctive and descriptive models positively influence personal norms while influencing environmental behaviours.

The Mauritius market considers social influence irrelevant for green skin care products (Mamun *et al.*, 2020). This statement is supported by Varshneya, Pandey and Das (2017), who studied the young and adult Indian market and their motives for purchasing eco-fashion, finding out that social influence does not affect purchasing

decisions of a particular product. The principal motives were environmental, health and safety concerns.

Banerjee as cited in (Salazar, Oerlemans and Van Stroe-Biezen, 2013) developed two dimensions of social influence; social learning and herd behaviour. Herd behaviour occurs when a person collects information from others in the same social group to make what seems for him/her a good decision. Social learning occurs when a decision is taken based on someone else's experience, most commonly a peer. In the Netherlands, a study of women's and men's social influences showed that family and friends are the groups that generate more herd behaviour. Other influence groups did not strongly affect environmental consumption. It was also stated that women are more influenced than men in purchasing decisions (Salazar, Oerlemans and Van Stroe-Biezen, 2013). This study focused on green products in general, so it is essential to know if the category of green skin care products has the same results.

Social influence is a determinant factor for customers in Turkey as this is considered a collective society where customers' attitudes towards green products are positively affected by friends, family or colleagues (Kabul Tarihi *et al.*, 2021). Similarly, in Hong Kong, female and male adolescents choose social influence as the primary reason for buying green products. This study also revealed that interpersonal communication is essential when spreading standards related to environmental protection among peers (Lee, 2008). Both studies enhance the relevance of social groups in the dispersion of positive attitudes towards environmental consumption; nonetheless, the category in this study is quite broad as it refers to the purchase of green products in general.

2.3.3 Consumer health consciousness

Health consciousness is "the degree of readiness to undertake health actions" (Schifferstein and Oude Ophuis, as cited in Kim and Seock, 2009). This factor is essential when customers opt for green products to prevent harm to their health (Wandel and Bugge, as mentioned in Kim and Seock, 2009). In beauty cosmetics, customers with a high level of health consciousness prefer to read the ingredient before buying a product to confirm that it does not have elements that harm their health (Johri and Sahasakmontri, as cited in Kim and Chung, 2011).

Customers believe natural products are better and healthier (Cosmetics Design, 2017), which motivates them to buy green cosmetics. Customers in Italy, Bulgaria and Montenegro tend to choose cosmetics for their “natural aroma, high quality, hydration, skin protection, medical advice, long-lasting, good promotion, hypoallergenic and free from animal cruelty” (Matić and Puh, 2016). In the UK market, environmental and health concerns are the most critical motives for green consumption; both categories are related to the idea that a customer who cares about the environment also cares about his/her health (Kim and Seock, 2009). Likewise, Foster (as cited in Matić and Puh, 2016) reinforce this idea by revealing that health and environmental concern influence purchase behaviours of green beauty products.

For (Cervellon and Carey, 2012), health care concerns are called egocentric motives, understanding egocentric as the interest of one’s wellbeing. This means women are driven for what is considered the healthier option to care for their skin. Under this scenario, green cosmetics are the products that comply with their expectations or demands. This can easily change if a new product that is not eco-friendly claims to be better. For the French market, skin and body care are the primordial motives to buy green cosmetics as these consumers consider that cosmetics with natural ingredients do not damage their skin (Cervellon and Carey, 2012).

In the particular case of skin and hair products, consumers with a high level of health consciousness can take more seriously their purchase decisions considering natural ingredients over regular ones (Johri and Sahasakmontri, as cited in Matić and Puh, 2016). Conversely, in the American market, Kim and Chung (2011) found that purchase behaviours towards organic personal care products were primarily driven by environmental consciousness and appearance; health consciousness was also essential but at a lower level. In the Croatian market, consumers who do not express health concerns revealed positive attitudes towards natural cosmetics (Matić and Puh, 2016). This means that purchasing natural cosmetics is not always related to consumers with health awareness. Some consumers who are concerned about having a fresh, young and aesthetic look tend to use cosmetics that do not contain any chemicals (Tirone, as cited in Kim and Chung, 2011).

2.3.4 Premium price

Price is a sensitive factor for customers; usually, it determines product consumption (Singh and Soniya, as cited in Singhal and Malik, 2018). It is generally accepted that green products, due to higher costing ingredients and sustainable production processes, tend to be more expensive than non-green alternatives (Chekima *et al.*, 2016). This is how, in the particular market of green products, price is the main obstacle to their purchase intentions (*ibid.*).

Green skin care represents luxury goods for some markets. This is in the case of Mauritius female consumers that are price sensitive and consider buying environmental skin care products. Luxury consumers are more willing to buy them when promotions or discounts are available (Pudaruth, Juwaheer and Seewoo, 2015). Likewise, the UK female market relates green cosmetics with expensive brands (Lin *et al.*, 2018). Green marketing claims are dedicated to changing these attitudes to encourage customers to consume more green products and pay the difference in price; customers who have previous experience with environmentally friendly products are driven by green marketing claims (Salve, Pabalkar and Roy, 2021).

According to Cherian and Jacob (2012), consumers recognise the higher pricing for green products and are ready to pay extra to adopt this green behaviour. In two studies in India, both cohorts showed a willingness to pay higher prices for green products and cosmetics driven by the perceived value (Chaudhary, 2018), (Singhal and Malik, 2018). Green products' perceived value can be social like prestige or acceptance from their social groups, the utility of the product in comparison to a conventional one, a sense of fulfilment when trying a green product, environmental attitudes or even contextual factors like availability in the market (Biswas and Roy, 2015).

2.4 Target Audience

The literature review has shown a disparity between female and male green buying behaviours. According to (Matić and Puh, 2016), women are more likely to spend money on eco-friendly goods because they believe their environmental contribution is essential. In fact, women show more collective behaviours and get involved with society and its demands. On the contrary, men are more individualistic in fulfilling

projects and work to benefit themselves (Hofstede, as cited in Costa Pinto et al., 2014).

Young generations have a significant environmental concern compared to the older ones (Singhal and Malik, 2018). Particularly Millennials are known for having a deep concern for the environment (lu, Bock and Joseph, 2013). In the case of green consumption of skin care products, Generation Y and Z are the most interested in buying this product category. Figure 5 shows that 49% and 41% of these age groups prefer skin care products with environmental characteristics. The statistics also present that 73% of Generation Z and 70% of Millennials consume green beauty products (Shahbandeh, 2020).

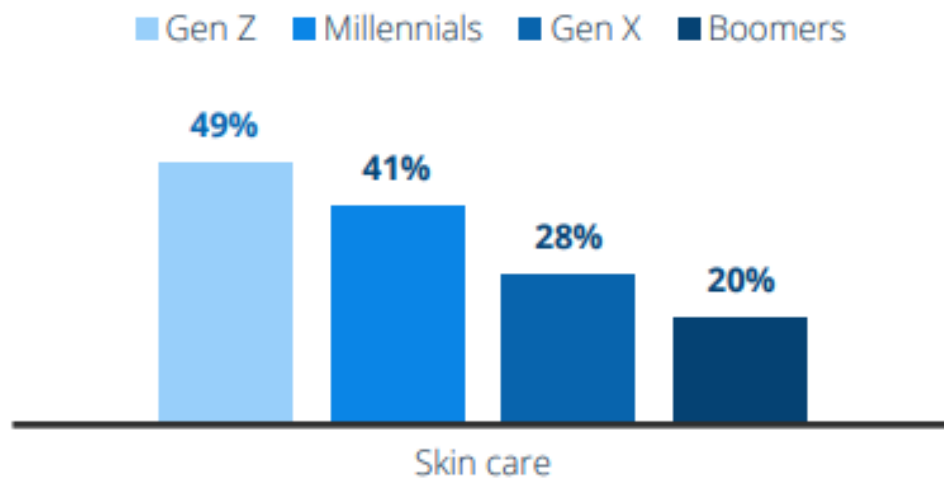


Figure 5: Market opportunities for natural beauty and personal care (Shahbandeh, 2020).

According to the Pew Research Center, people born between 1980 and 2000 are millennials and are commonly referred to as Generation Y (lu, Bock and Joseph, 2013). The age range of this generation is 22 to 42 years old, which means that the majority have economic independency, Ireland being an example where 84.5% of millennials occupy the labour force (Central Statistics Office, 2019). This generation is also creative, educated and tech-savvy (Hood, 2012). In terms of consumption, Millennials are known for their preference for luxury goods, mainly clothes and accessories, as this group (along with generation Z) drove 85% of this market revenue in 2017 (D'Arpizio et al., 2017). This means that green cosmetics considered luxury goods for some markets (Pudaruth, Juwaheer and Seewoo, 2015), can be highly attractive to this generation.

Gen Y's lifestyle differs from other generations as they are not focused on accumulating a fortune, enjoy diversity and prefer to be unique and make a difference in society (Eisner, 2005). Further, "Gen Y workers tend to look for instant gratification rather than long-term investments of time and effort" (Southard and Lewis, as cited in Eisner, 2005). This generation is also willing to pay a premium price for a particular product if they think it is worthy (Goldgehn, 2004). Even though Millennials grow surrounded by online sources from where they can obtain all information necessary to make purchasing decisions when buying a new product or service, they are also influenced by their social groups, especially friends, when making these purchase decisions (Goldgehn, 2004).

Irish women highly appreciate the cosmetic industry as they spend an average of €393 every year, which is prominent compared to countries like Germany, where the average spent is €197 (Picodi, 2020). Furthermore, in a survey of 500 Irish females, 93% consider that their green purchasing decisions positively affect the environment (Gaffey *et al.*, 2021). However, this study refers to green consumption in general and not the consumption of skin care green products in particular. Due to its increasing demand and importance in society and associated health concerns for skin, more extensive research studies are required in this field.

2.5 Conclusion

This research initially presents a promising cosmetics market that has adapted into different categories to satisfy society's new demands for more environmentally friendly products. This is how the green cosmetics and beauty care products appeared, and within this category, skin care products are the most wanted by customers.

The literature survey also highlights a deep understanding of how green product qualities and characteristics have multiplied over the years. Primarily, the green skin care market is the most relevant in the whole green cosmetic and personal care products industry.

A large number of papers have been reviewed in this section, revealing that no consensus had been achieved regarding green customer consumption of skin care

products. Several papers are dedicated to studying green products or cosmetics, but the green skincare market has not been extensively explored.

Further, this review identifies how diverse customer motives to purchase green products can be. There is a general idea of the possible motives to purchase green skin care products, but they can change depending on the customer demographic characteristics and the product type. Additionally, this section exposed Millennials as the principal market for consumption of green skin care products as this age group is considered to be more concerned about the environment and, at the same time, with a significant interest in skin care products. Moreover, it is perceived an increase importance of personal care in the female market and a tendency to pay high prices for products that are valuable for them.

Chapter 3: Research Methodology

3.1 Research Objectives

Following the literature survey, environmental consciousness and social influence are the primary motives for purchasing green products. Hence, the research focused on these two factors to study the Irish market. (Laroche, Bergeron and Barbaro-Forleo, 2001) Furthermore, (Anvar and Venter, 2014)) mentioned that respondents' environmental knowledge positively affects their environmental consciousness, which is closely related to consumer education level. So, the first objective aims to understand if consumers are aware of green products and how they interpret and evaluate them: *Explore Irish female Millennials' perceptions of green products.*

The second objective *examines if environmental consciousness influences Irish female Millennials to purchase green skin care products.* The purpose was to identify if this affective component, as called by Lin *et al.* (2018), is converted into actual purchase behaviours. On the contrary, it does not signify any influence as happened with the Hungary market investigated by Amberg and Fogarassy (2019).

Friends, family and colleagues were targeted within the literature as the main groups influencing consumers' purchase decisions. Hence, the third objective examines *whether social influence affects Irish female millennials purchasing green skin care products.* Finally, the literature identified that price and previous experiences motivate green purchase decisions. Therefore, the last objective was identifying extra motivators influencing *Irish female Millennials to buy green skin care products.*

Overall the four objectives are presented in Table 1, and they established a scenario in which motives for purchasing green skin care products in the Irish market were identified with good precision.

Research 1	Explore Irish female Millennials' perceptions of green skincare products and subsequent potential for purchase intention.
Research 2	Examine if environmental consciousness influences Irish female Millennials to purchase green skin care products.

Research 3	Examine if social influence motivates Irish female Millennials to purchase green skin care products.
Research 4	Identify extra motivators that influence Irish female Millennials to buy green skin care products.

Table 2: Research objectives

3.2 Research Design

Once the objectives of this study were developed, it was essential to identify the best perspective from which the questions raised in the literature could be answered efficiently. The Research Design Onion, elaborated by Saunders and Tosey (2012), reflects a coherent approach to follow when doing research. Each layer reflected in Figure 6 represents a stage of the research process, starting from the research philosophy, methodological choice, strategies and time horizon. It also highlights techniques and procedures at the core. Each step must be completed before reaching the point where the researcher chooses the data collection technique.

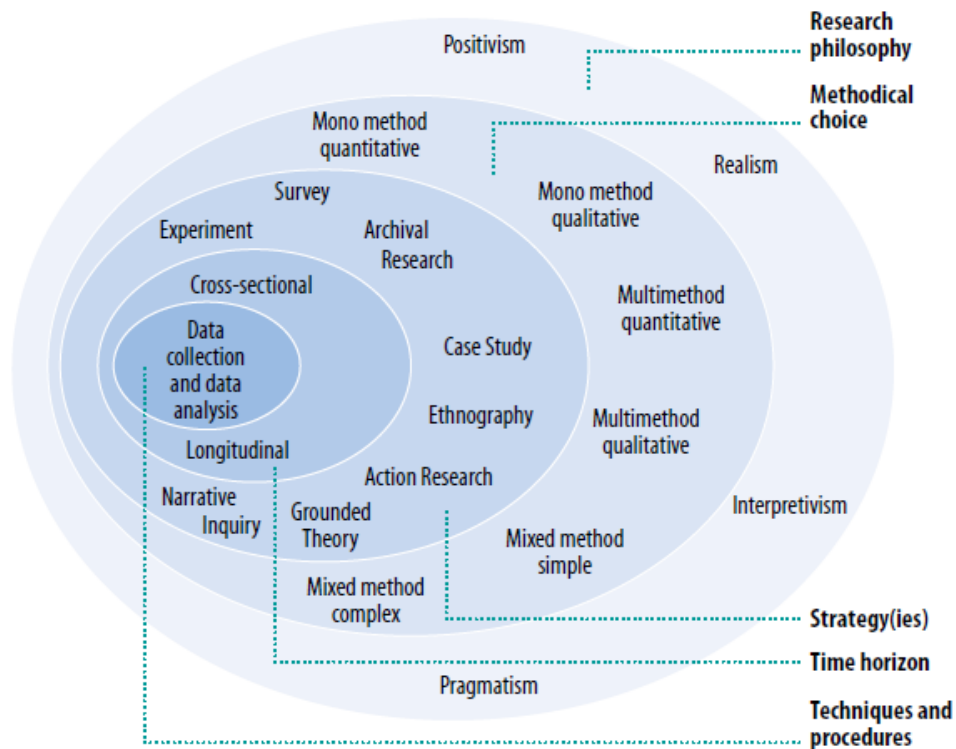


Figure 6: Research Onions (Saunders and Tosey, 2012)

3.3 Research Philosophy

The researcher's viewpoint and how he/she interprets reality and conveys information are all taken into account by the research philosophy (Saunders and Tosey, 2012). It combines the researcher's beliefs and assumptions about the world that represents the basis of the research process from where the correct methodology and strategies are used (Creswell, Jhon W. y Creswell, 2014). For Easterby-Smith et al. (as cited in BAHARI, 2010), the main reasons for applied research philosophy are; "clarify research designs, identify which design will work and will not, and identify and even create designs that may be outside his or her experience". These expectations about knowledge and realities are known as Ontological and epistemological approaches, which, combined with the researcher's values (Axiology), compose the research philosophy. Ontology, Epistemology and Axiology as the main dimensions of a research approach (Hesse-Biber, 2017).

Ontology is the study of the "nature of reality". It guides the researcher to define what is real for him/her, if it is something already existing or constructed by humans' beliefs and actions (Bell, Bryman and Harley, 2019). For a researcher, it is crucial to identify which ontological position to take to analyse reality in his/her study (ibid).

Ontology has two different perspectives, the first one called Objectivism and the second Constructivism. For the objective approach, reality exists whether its inhabitants (population) are aware of it or not (Bhahari, 2010). It is an independent social entity that cannot be impacted or changed by humans' actions or principles (Bell, Bryman and Harley, 2019). In this reality, individuals adapt to the established norms and function within them (ibid). On the other hand, Constructivism understands reality as a "socially-constructed" phenomenon that emerges from people's interactions constantly being reconstructed (Bell, Bryman and Harley, 2019).

Epistemology, on the other hand, is a philosophical belief about what can be known (Hesse-Biber, 2017). It provides different parameters of concerned knowledge and explanations for how it is created and accepted in society (Johan R. Edelman, David

and Michael, 2014). This approach has two different assumptions; Positivism and Interpretivism. Both are discussed later in this chapter.

Once the researcher defines her/his ontological and epistemological approach is essential to recognise that his/her values play a role in the whole research process from the first decision taken by the researcher to study a specific phenomenon and no other until the point in which is collecting and analysing the data (Saunders, Lewis, and Thornhill, 2019). Since ontology defines the world and reality in which the researcher will develop his/her work and epistemology represents what the researcher “thinks about the world”; Axiology finally represents how the researcher acts in this world (Mittman, as cited in Aliyu and Adamu, 2015). The set of values guides and suits the decisions made during the project work (Aliyu and Adamu, 2015).

3.3.1 Interpretivism, Positivism, Pragmatism, and Realism

Positivism, realism, interpretivism and pragmatism can also be considered the four major approaches associated with ontology, axiology and epistemology (Saunders, Lewis, and Thornhill, 2019). Positivism and Interpretivism are two assumptions of the epistemological approach. Positivism states that only factual knowledge collected from measurements can be valid and trustworthy data (Patterson and Williams, 1998). The positivist philosophy allows a researcher to think about reality as an observable phenomenon from where “unambiguous and accurate knowledge” can be collected (Saunders, Lewis, and Thornhill, 2019). This position allows testing theories and collecting and analysing data to create further globalised truths or statements (Bell, Bryman and Harley, 2019).

Conversely, the interpretivism philosophy focuses on understanding social reality by studying its inhabitants and their interactions (Saunders and Tosey, 2012). It tries to explain “how and why” people interact and behave in a particular way (Bell, Bryman and Harley, 2019). From this perspective, the researcher recognises that humans cannot be framed inside only general law as positivists do because they have different stories in life. Their past and present influence them to think, act, behave differently, and create diverse realities (Saunders, Lewis, and Thornhill, 2019).

Pragmatism gives a new perspective to analyse a research project. Instead of positioning in an objective or subjective approach, this philosophy accepts work with both (Saunders, Lewis, and Thornhill, 2019). This position focuses on the “practical consequences” that bring an investigation and accepts that one approach is not enough to understand the whole social phenomenon. That is why the researcher in this approach has the freedom to choose what are the best perspectives from the positivist and objectivist approaches (Saunders and Tosey, 2012).

The realism approach relies on the human mind and the actual reality being two mutually exclusive domains. Furthermore, this approach depends on assumptions of scientific principles for knowledge development. Interpretive research assumes that access to reality can be drawn only through social construction such as language, shared meanings, instruments and consciousness (Myers, 2019). In realism, philosophy social phenomenon is an independent entity (Saunders and Tosey, 2012), and researchers cannot be objective in their investigation as experiences, values, and beliefs influence their concept of reality (Saunders, Lewis, and Thornhill, 2019).

The literature showed some clues about the approach used for this investigation since it showed that green consumption emerged as part of the new values that a large part of the society acquired. In addition, it showed that consumers depending on their nationality, culture, age, gender, and other characteristics, make green purchasing decisions. This means that the members of the society itself construct the social phenomenon. Hence, the constructivist philosophy allowed the investigation to recognise that society members and consumers influence the actual reality.

Additionally, the constructivist philosophy is intrinsically related to Interpretivism's epistemological approach. Therefore, this position was selected to allow the researcher to understand that customers are individuals influenced by their background, values, knowledge and perspectives. Moreover, it is essential to understand why and how they buy green skin care products.

3.4 Research Methods

The definition of research can be considered as the process in which the researcher intends to understand a phenomenon by using a specific method to collect, analyse and interpret data (Leedy and Ormrod, 2016).

Two basic types of data gathering procedures are known as primary and secondary methods topic has been determined (Wilson, 2014). The primary method focuses on data collected directly by a researcher to tackle the objective of the investigation. In contrast, secondary research uses the information gathered from past studies to support a new target objective.

The researcher can choose between mono method qualitative or quantitative in which one technique is used to collect data. The multimethod, either qualitative or quantitative, allows choosing more than one technique. Finally, the mixed method design permits applying quantitative and qualitative methods (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019).

The primary research can be divided into quantitative and qualitative methods. The quantitative method is mainly recognised for its unbiased approach (Williams, 2007). This method collects numeric data expressed in variables, and this data is analysed to confirm or deny a hypothesis. One of its primary characteristics is the usage of questionnaires with standardised questions to collect information from the subject of study (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019).

The basis of a quantitative method is the deductive approach. From this perspective, the researcher can evaluate a theory (Neuman, as cited in Aliyu and Adamu, 2015). Figure 7 represents the steps to follow when using a deductive approach. First, the researcher develops several hypotheses to examine or test a specific theory, and the nature of this approach must identify variables from the theory that are subsequently measured (Bhahari, 2010).

For this research, the quantitative approach was discarded as the epistemological and ontological approaches are not related to this method. At the same time, the objectives of this study are to explore to find information on the subject of study for the consumption of green skin care products with no theory already established.

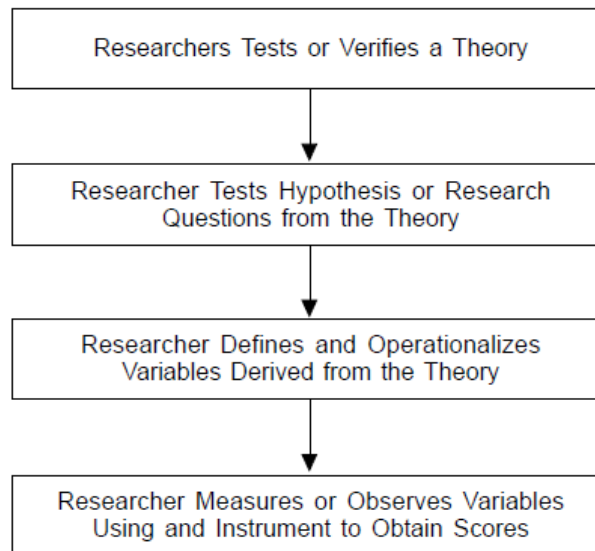


Figure 7: The deductive approach (Bhahari, 2010).

On the other hand, a qualitative approach allows the researcher to dive into more profound data, which can be mixed and complex because the information collected is not structured in specific variables to be measured, but rather is a conglomerate of data from which the researcher identifies what is relevant for the study. The researcher is involved and participates in collecting data; this is not entirely objective because the researcher cannot analyse the data without compromising his/her own perspective (Williams, 2007).

Emilien, Weitkunat and Lüdicke (2017) list the main characteristics that differentiate both methods presented in Figure 8. As seen, a qualitative method looks for an in-depth understanding of the social phenomenon studied. At the same time, it does not look for a large number of participants to collect the data; instead, it focuses on small groups and the information collected is not previously divided into variables. This seems to be a disadvantage for qualitative researchers as in the quantitative method, the data is structured, and variables are identified previously to make the analysis much more precise. In contrast, in the qualitative one, the researcher has to identify these patterns or themes after collecting the information. This brings some criticism to this method as it relies on the researcher's perspective of what type of data is essential (Bell, Bryman and Harley, 2019).

It is also important to mention that although the information gathered is useful and brings outcomes to understand the whole phenomenon, there is still the

possibility of repeating it and getting different results, and this is because the process of this research is not as structured and standardised as a quantitative one (Bell, Bryman and Harley, 2019). Another aspect to consider when choosing this method is its limitations when generalising the finding because of the nature of the study, a small sample of people participate in the collecting process, and they cannot be as representative as in a quantitative approach (ibid). To this, Flyvbjerg (as cited in Bell, Bryman and Harley, 2019) indicates that this study aims to produce knowledge that can put theories to the test, but it does not aim to establish general statements that apply to all scenarios.

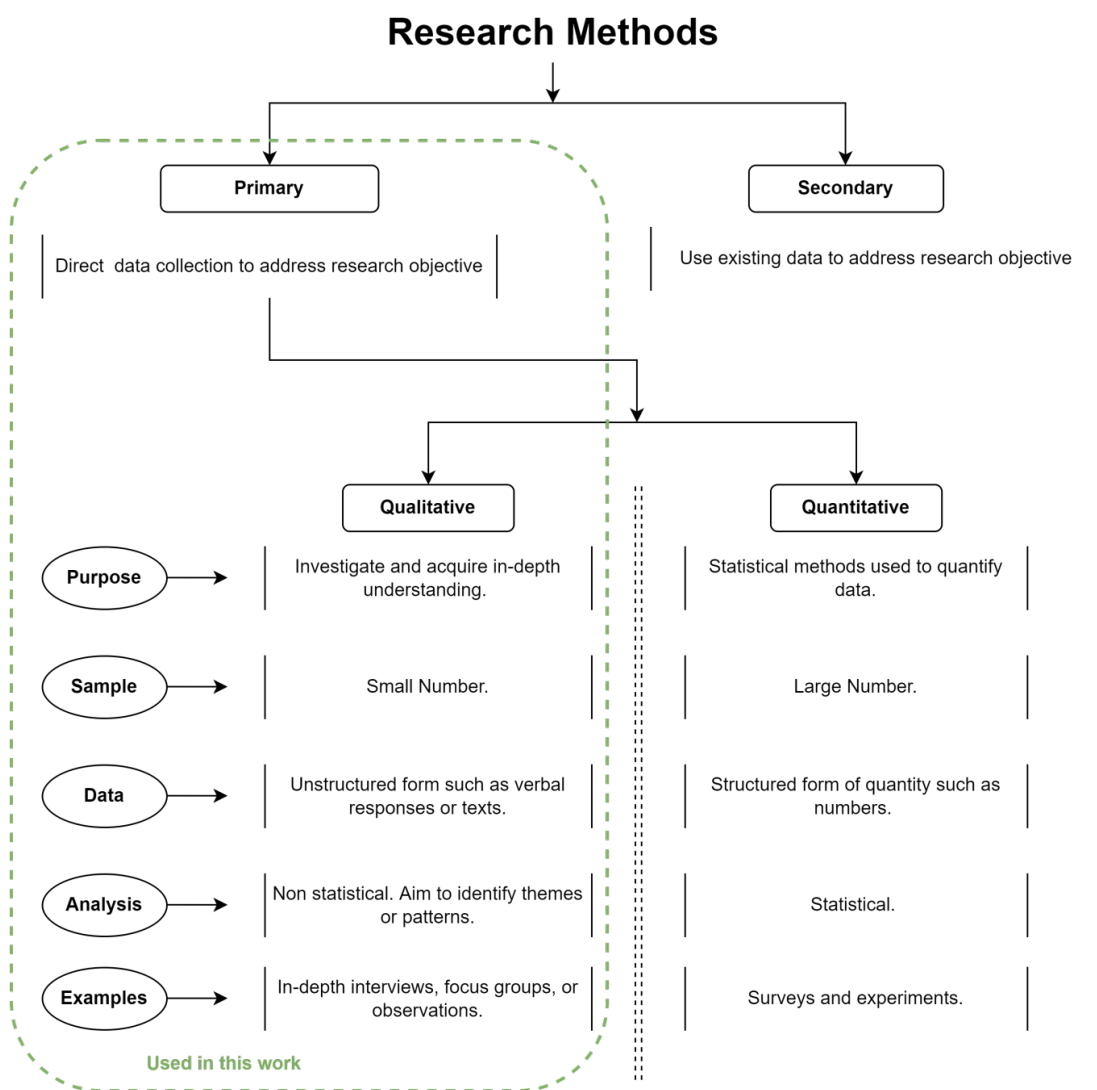


Figure 8: Categorization of research methods (Emilien, Weitkunat and Lüdicke, 2017).

As mentioned in chapter 2, the consumption of green skin care products is a topic that has not been in-depth studied in the literature. Hence, it can be said that theories or generalisations concerning this topic have not been identified yet. This drives us to opt for a qualitative method that allows studying the target audience to identify variables or themes that can be used for future research.

The qualitative approach follows inductive research in which the researcher tries to understand a social phenomenon (Bhahari, 2010). In this study, the target is to understand green skin care product consumption. The study continues by collecting data from the object of study, defined by this research as Irish females between 22 and 42 years old. The next step within this inductive approach is to analyse and identify “patterns, theories” that help understand the phenomenon and compare the results with the existing literature, as represented in Figure 9.

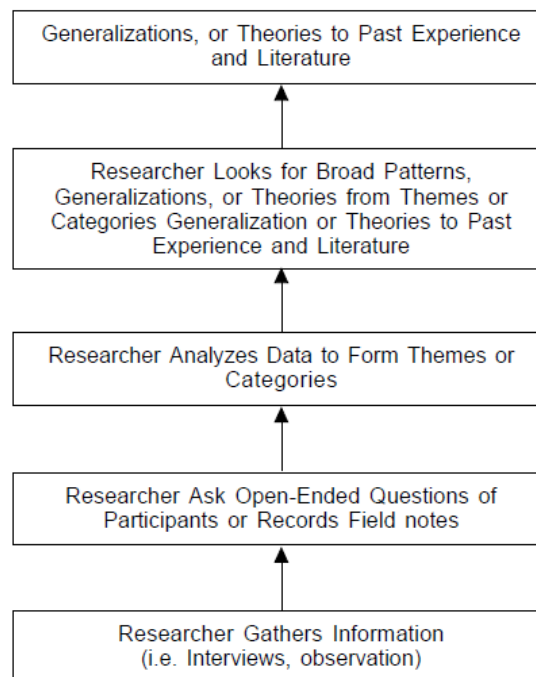


Figure 9: The inductive approach (Bhahari, 2010)

Within the research method, the researcher can choose among different designs; exploratory, explanatory, descriptive, combined and evaluative. The experimental design aims to understand a phenomenon by exploring “how and what” it happens

and primordially because the information presented in the literature explaining the phenomenon is “unsure” (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019).

The experimental design is adaptable to change the direction of a study if necessary (ibid). This facilitates the researcher's responsibility when collecting data as he/she has the chance to modify or add more questions when collecting data during in-depth interviews or focus groups.

3.5 Primary Qualitative Data Collection

Different qualitative methods can be used to explore what motivates the customer to buy green skin care products, such as focus groups, individual interviews, observational research, ethnography, and projective techniques. However, one-to-one interviews are one of the most effective procedures to gain insight into a consumer's behaviour and understand a person's requirements and desires (Rev, 2020). Interviews can be categorised into different types, such as structured, open or semi-structured. In semi-structured interviews, open-ended questions are derived from a literature survey or previous work (Keith F Punch, 2014). Usually, individual interviews are used when the research topic is sensitive or controversial.

“Interviewing allows the researcher to gain an insight into a person’s beliefs and attitudes towards a particular subject” (Wilson, 2014). In this research work, one-to-one interviews allowed the researcher to dive into customers' real motives for their buying behaviours concerning green skin care cosmetics. Additionally, a face-to-face interview permits examining the interviewees' physical reactions when answering the questions (Wilson, 2014). This allows analysing of non-verbal communication expressed by the respondents during data collection. Finally, it is advantageous when the researcher is looking to reconstruct past events (Bell, Bryman and Harley, 2019). In the case of this study, it helped to identify how the target market buys skin care products.

A semi-structured list of questions (Appendix 1) was developed with the most relevant themes like green consumption, green skin care products, environmental awareness and social influence to guide the interview process and cover the research objectives. This type of interview was also selected because it allows a seamless conversation between the interviewer and interviewee and gives the facility to add

more questions if necessary (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019).

Before interviewing, the researcher had a pivotal interview in which the questions were tested with a participant whose demographic characteristics were similar to the sample. This pre-interview helped the researcher to identify any particular issue with the questions finding out that two of them were repetitive.

Following the Research Onion (Saunders and Tosey, 2012), the time horizon was identified as cross-sectional. This design is used when all the data can be collected in a set time and not gradually in a longitudinal approach (Kumar, 2019). The interviews were online (Microsoft teams) based on the participants' availability and time constraints. During each interview, the researcher took notes of essential themes and recorded the conversation with the prior consent of the interviewees. The interviews lasted between 60 to 75 minutes, depending on the time the researcher needed to conclude that she had collected enough information. Each one was set on different days to adjust the participants' availability over the period of two weeks. During the interview, the participants and researcher kept the camera on. The researcher prepared a place for no interruptions of any type; likewise, the interviewees were not interrupted when participating in the video call. It should be noted that the interviewer paid full attention to the answers, repeated them when she was unsure she had understood to reinforce them and showed concern and interest at all times in what the interviewee said. During the interviews, additional questions were raised to delve deeper into the study of the social phenomenon.

Some disadvantages of these types of interviews brought complications for the researcher. The first one was that interviewing is not a realistic situation and the participants can feel forced to answer in a specific manner (Bell, Bryman and Harley, 2019). In this situation, the researcher starts with an introductory conversation with the interviewees about different topics unrelated to the questions to create a friendlier and relaxed environment. Another factor to consider is the flexibility of the interview when the researcher identifies an unexpected topic that might be valuable but trying to understand it can require proposing more questions that change the interview's direction (ibid). Under this scenario, the researcher took notes of the new topics identified and, at the

end of the interview, intended to ask a few questions to understand it better; nonetheless, this time was short as the interviewees were already talking for a long time and additional questions not related with the topic might provoke tiredness.

3.7 Research Sample

The sample universe or study population represents the total subjects of the study and their homogenous characteristics (Robinson, 2013). Women aged 22 to 42 years old living in Ireland are considered the target study population for this research. In terms of demographic characteristics, this population has achieved a high level of education. In addition, as mentioned in chapter 2, they are within the workforce. At the same time, marital status has not been featured within the literature as an essential factor of study; hence, it was discarded as relevant to define the population.

A judgmental sampling, also known as purposive sampling, was employed for this investigation as this technique allowed the researcher to select participants who were more likely to know about the topic (Vehovar, Toepoel and Steinmetz, 2016) (green consumption and skin care products) which eventually enable the researcher to collect all data needed more efficiently. Unfortunately, all findings cannot be representative of the target audience (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019) (Irish women); nevertheless, the findings in this investigation brought hints or points of reference that can guide future researchers.

Purposive sampling belongs to the non-probability sampling category. This category “captures all forms of sampling that are not conducted according to the norms of probability sampling” (Bell, Bryman and Harley, 2019). It is a more subjective approach in which the researcher selects the sample that initially does not have default number of interviewees but adds more participants until it reaches “the data saturation point” (Kumar, 2019). The data saturation point refers to the state in which a researcher does not find more new information in the collecting data process, which means that he/she has found enough information and does not need to carry out more interviews (ibid).

A total of 6 Irish women were contacted, and their participation was confirmed; nonetheless, one cancelled the interview because of lack of time. The other five

participants selected a specific date and time based on availability. In addition, the researcher sent a consent form (Appendix 2) to be signed before the interview and an information template (Appendix 3) with more details about the type of researcher conducted and the questions that guided the interview essentially to demonstrate the credibility and seriousness of the interviews (Saunders Mark, Lewis Philip and Adrian Thornhill, 2019).

Participants were 22, 23, 25, 27 and 34 years old. All of them are currently working part-time and studying for a master's or bachelor's degree. All participants live with their parents and usually buy cosmetics and personal care products.

3.8 Analysing Qualitative Data

The qualitative analysis provides a base for the study where theories can be built and used for future statistical scrutiny (Glaser, as cited in Wilson, 2014). However, this analysis has to follow techniques to achieve beneficial outcomes from a considerable amount of data collected that is not always valuable.

There are no established procedures to follow when analysing qualitative data; researchers usually start transcribing the data, reading and generating categories, themes or patterns, interpreting the findings and writing the report. For this investigation, these steps were followed.

This research followed an inductive logic analysis to gather information, as mentioned by Leedy and Ormrod (2016), allowing the researcher to use primary categories from previous studies found in the secondary research; environmental consciousness and social influence. These were the basis for developing the semi-structured interview. Once the data was collected, the researcher transcribed all the interviews. Then, the keywords or topics were identified by coding the information. Coding allows re-organising data for a more straightforward comprehension (Strauss as cited in Wilson, 2014). A combination of the *priory* (established patterns) and *emergent* (new patterns found in the data collected) coding was applied to find the previously established categories and allow the researcher to add more categories if others surged.

This analysis concluded by interpreting the data by verifying connections among themes or categories and identifying the most relevant ones. These findings are detailed in the next chapter.

3.9 Ethical Considerations

After selecting an appropriate research methodology, equal importance should be given to ethical considerations while conducting research, especially when human participants are involved in data collection (Fleming and Zegwaard, 2018). This research work was done in coherence with adequate ethical considerations. Saunders et al. (2019) highlight the importance of ethical considerations while collecting data in primary research through in-depth interviews.

This work has used one-to-one interviews with the participants to collect the required data. Adhering to guidelines for in-depth interviews (Robson, 2002), an introductory email was sent to each participant before the actual interviews. Each participant completed a consent form to ensure that their engagement in the research work was entirely voluntary and that they had the right to withdraw their remarks at any moment.

Moreover, as the interviews were conducted online, this consent form also included an agreement to record audio/video and transcript the complete discussion with each participant. All the appropriate measures were considered in the interview process to avoid offending, disturbing or embarrassing the participants at any time. The recorded information is saved and will be immediately deleted after examining this project in line with NCI ethical guidelines. A form for ethics was submitted to The National College of Ireland.

3.5 Limitations to the Research

As described in the earlier sections, a robust primary research method of in-depth interviews has been used in this research work, and an extensive literature survey has been implemented to support the conclusive arguments. However, the sample size used in the current work is limited to five interviews. It is a reasonable point to highlight that a bigger sample size would have helped to gain more confidence in the conclusive results of this research work.

Chapter 4: Analysis and Findings

The aim of this study is to explore and identify factors that motivate Generation Y Irish women to buy green skin care products. The research was divided in four main objectives to identify how the target market perceives these type of products. Second and third objectives intend to examine if social influence and environmental concern promote this behaviour and a final objective look to explore more options that generate customers' purchase of green skin care products.

The data collected through in depth interviews was extensively revised with a qualitative content analysis. The findings of this analysis are divided into main themes exposed below.

OBJECTIVES	THEMES
1. Explore Irish female Millennials' perceptions of green skin care products.	Premium
	Luxury
2. Examine if environmental consciousness influences Irish female Millennials to purchase green skin care products.	Commitment towards the environment
	Packaging
	Cruelty-free
3. Examine if social influence motivates Irish female Millennials to purchase green skin care products.	Family and friends
	Social media
	Society
4. Identify extra motivators that influence Irish female Millennials to buy green skin care products.	Self-care
	Brand Loyalty

Table 3: Research objective and theme patterns

4.1 Explore Irish female Millennials' perceptions of green skin care products and subsequent potential for purchase intention

In this section two main themes are highlighted as the most relevant within the analysis. Each one is highly related to the green cosmetics literature available in chapter 2, these are Premium and Luxury products.

4.1.1 Premium products

When participants were asked about their thoughts on green skin care products, there was a recurrent discourse around their high-quality. The term high-quality was previously mentioned in section 2.3.3, where Matic and Puh (2016) indicate that in Italy, Bulgaria and Montenegro, customers purchase green cosmetics because they are high-quality, among other characteristics like ingredients and performance.

“So I buy them for a few reasons like my boyfriend bought them for me for Christmas like 2 1/2 years ago and ever since then I have just been repurchasing them because there is just like such high quality” (Interview 4).

The quality of a product refers to its durability and how well it complies with its purpose and ingredients (Khraim, as cited in Kumar and Hafiz, 2013). In terms of ingredients, *natural and organic* were the key codes repeatedly mentioned as an aspect that is valuable for the participants.

“...just because they have cosmetics in their tent to have better ingredients less chemical, less harmful more natural than your actual...” (Interview 1).

4.1.2 Luxury products

As highlighted in Section 2.3.4, Chekima et al. (2016) mention how relevant the price factor is for customers and that they consider green products as luxury because of their higher prices compare with regular ones. This investigation suggests that green skin care products are perceived as luxury items too. Key codes such as *price, expensive, costly* and more were found in the participant discourses. Nonetheless, just one of all participants considered price a factor that can stop her to buy green skin care products.

“I kind of would go more for the cost as well cause a lot of them natural skin care products. They are quite expensive. So I would go for something that's on sale. So if you have a sale on a face moisturiser or something like that, I buy it just because it is cheap.” (Interview 3).

The rest of the participants assumed a different posture; they consider product usability more critical despite the price, so they bought them after all.

4.2 Examine if environmental consciousness influences Irish female Millennials to purchase green skin care products

4.2.1 Commitment towards the environment

The analysis presents a strong sense of responsibility for protecting the environment. All participants are aware of the importance of taking care of the planet to preserve it for future generations and that they have to contribute with this major concern.

“Like we can try to prevent it like as in a lot of damage has been done or whatever. But I think that the steps that we make will help us like in future years and then also for our kid's year. So I think it is quite important” (Interview 5).

More than ever, ever before, and I think that's really down to like people pushing about like social on social media about like our children and grandchildren and nothing being left and the rising temperatures and everything like that. So. It's definitely had a greater impact on my life recently rather than ever before. I don't really know much about it before” (Interview 4).

However, these positive attitudes towards the environment do not motivate their purchasing behaviours toward green skin care products, rather in different actions or green consumption behaviours.

“So instead of like, you know me going through like millions of bottles of water, I just have this one reusable water. They can just refill it over and over again, and the same goes, I think, for like lunch boxes instead of like using like, you know, plastic and bags or containers or whatever. I just I rather have like, a proper plastic kind of bag instead of like, the bag, because I can actually use the box and then and then even if I have, like, something spills from my sandwich or whatever, I can just rewash it and reuse it” (Interview 1).

It is also essential to indicate that the analysis exposed that this sense of commitment to the environment could be more related to the social context. This means the current reality encourages the participants to have positive attitudes towards the environment. This is confirmed in section 2.3.2, in which Chen–Yu & Seock (cited in Varshneya, Pandey and Das, 2017) indicate that individuals assume different positions to be part of society. Nonetheless, these attitudes concern the entire green phenomenon and are not related to the topic of study.

4.2.2 Packaging

Packaging is considered an important theme in this analysis because explains how customers think they contribute to the protection of the environment with. *Reusable*,

recyclable and *biodegradable* are critical codes in the data that express most of the participant's green consumption. This means they consider packaging the most significant way to contribute to the environment.

“Just making a conscious decision, like if you're in the shop and you're buying a pocket of cotton pads, and one of them is like wrapped in millions of plastic, and one of them is in like a better option than maybe go for the expense of better option go for the long term option. And then, yeah, as I said like there's a few bits you can like buy that you can like fill up again to be sustainable, like even like as simple as getting your coffee, like bringing your own coffee cup, stuff like that” (Interview 4).

One of the participants declared to be vegetarian and expressed a lifestyle entirely dedicated to minimising her environmental footprint. The analysis revealed that her attitudes are strongly reflected in her purchasing behaviours. Organic food, local products, no chemical components and more are the ways in which she expresses her concern for the environment. She also demonstrated knowledge about the topic and admitted that committing to a more environmentally friendly lifestyle is not easy as she has to constantly be looking for green options that are not always available. Her attitudes and behaviours towards green products, in general, are related to her eco-literacy which supports Anvar and Venter (2014) statement about how knowledge positively affects customer environmental consciousness and behaviours.

“Protecting the environment, CO2 emissions, all that kind of stuff has. Been on my radar for quite some time, and I think it's it's extremely important. You know, we only have one life, and we only have one place to live it. You know what I mean? So I think it's really important that people take stock of that and do their due diligence really. You know, we owe the world a little bit more respect, I think, than a lot of people give it. And so this simple thing that you can do daily, you know” (Interview 2).

4.2.3 Cruelty-free

Cruelty-free label was mentioned by one of the participants as a determinant motivator that would encourage her to buy green skin care products plus other characteristics like natural ingredients. Nevertheless, in Europe, testing products on animals has been banned since 2013 (European Commission, 2013); hence, probably all skin care products for sale online or in stores in Ireland comply with this norm. Marketers should be aware that the cruelty-free label in green skin care products does not represent a strong motivator to highlight in green marketing campaigns.

“So first thing I check would be. Testing on animals, that's the first thing. Second thing is the ingredients (Interview 2).

4.3 Examine if social influence motivates Irish female Millennials to purchase green skin care products

Social influence is considered essential within the literature of green consumption. The analysis revealed family, close friend and social media influences in Irish women Generation Y to consider buying green skin care products. Additionally, society in general does not condition green skin care consumption.

4.3.1 Family

The analysis found that mothers and daughters influence each other in terms of personal care products, particularly body creams, facial creams or oils that mothers recommend to their daughters or vice versa. A recommendation coming from a mother is highly accepted by the daughter. One participant even indicated buying skin care products for herself and her mother.

“My mom, because me and my mom like would share a few bits, but I don't think she'd really have any, like, strong opinion or anything on it” (Interview 4).

“She'd like kind of borrow my skin care stuff sometimes, and she would like it and stuff” (Interview 5).

Friends can also motivate Irish Millennials to buy skin care products as stated by participants who seriously took recommendations of closer friends in the past and would do it again.

“You know, trusting someone who I know is kind of understanding page as me and who feels the same way about about certain things” (Interview 2).

4.3.2 Social Media

Customers who engage with content on digital platforms receive information about products like beauty and personal care cosmetics and consider this information for future consumption (Pop, Saplacan and Alt, 2020). The analysis of this section indicate that content from platforms such as Instagram and TikTok influences participants to purchase green skin care products. Participants expressed have engaged with specific content on these platforms that led them to search for these products online or in-store and in some cases, buy them.

“I tick tock like the cream I use for my body. Someone had that on Tik T.O.K to survey and I was like oh, that looks good. So I went and bought it” (Interview 3).

Despite the fact that both platforms strongly motivate participants to buy these items, the source of this information is the reason why customers take this content into consideration for future purchasing. Participants mentioned specific channels to be reliable for them whenever they decide to purchase environmentally friendly skin care products.

“And Instagram page that I mentioned before is called Cruelty Free Kitty and they are absolutely fantastic like you every all the information you could possibly meet need no matter what your budget is, no matter where you are in the world, how easy it is for you to source green skin care products, they have all of the information and they also inform you when a brand was green and then they. Change and now they're not falling into under the green umbrella anymore” (Interview 2).

Even though the three factors are motivators for purchasing green skin care products, there is a conditioning factor that prevails between social influence and the consumer, and that is the performance of the product. Participants declared not to buy any product if it is not useful for their skin type.

“I you know, I've spent time and money on my routines and my regimes and skin care, whether it be, you know, whatever it is, you know it has to fit into my way of life as well. So I certainly wouldn't just jump in and, you know, purchase their try something. Without doing my research” (Interview 2).

4.3.3 Society

Previously, (Section 4.2), it was found that concern for the environment was motivated by the importance that the current society is giving to this phenomenon. This coincides with Folger (1999), who stated that people change their behaviours and attitudes to fit within the social norms. In the case of green skin care products, this change. The analysis revealed that participants' purchase behaviours of green skin care products are mainly personal. Whenever they buy them either online or in-store, they do not share them with friends or family, and they do not ask for help or recommendation. They proceed to make the decision to buy any skin care product by themselves.

“Umm, I usually will buy them in the pharmacies or chemists or online. Kind of be 5050 like the other day. I bought something in the chemist and then last week I bought something online so kind of would be even. Uh, sometimes not. Usually usually kind of will go by myself. I like to shop on my own” (Interview 5).

4.4 Identify extra motivators that influence Irish female Millennials to buy green skin care products

Some of the additional motivators mentioned in the literature were premium price and consumer health concerns. In this analysis, health concern was the predominant theme that motives consumers to buy green skin care products.

4.4.1 Health concern

Health concern, also called egocentric motive by Cervellon and Carey, (2012), represents the desire to consume products that do not harm one's body. The findings of this research present this motivator as the major for Irish women when buying green skin care products. Most of the participants stated that when making the decision to buy this type of item, they read through the ingredients, look for products with less harmful components, make sure that it is appropriate for their skin type by reading the main product characteristics, or they tried free samples, so they are convinced is a useful product for their skin.

“Yeah. Overall, I really like the aesthetic of the brand like I love the colors. I love the heavy quality, like luxurious packaging, and I usually love how it makes my skin feel, but I usually love how it makes my skin feel” (Interview 4).

“I think that's the key in it because I had to kind of put more natural ingredients into my face than chemicals, because with those chemicals, like you don't know where your face is gonna react” (Interview 1).

4.4.2 Brand Loyalty

Brand loyalty motivates customers to purchase a product repeatedly (AL-Haddad *et al.*, 2020). This research also revealed that customers buy more products from the same brand when they already tried them at least once and confirmed they are effective for their skin. In the category of skin care products, customers buy cleansers, sunscreen, masks, body creams, creams for hands and more, depending on the brand availability.

“The one thing that I love, the one that I love, that I think is just absolutely brilliant and you don't see advertising on them for some reason. It's lush. They are amazing. Like there are cruise like they are carefully. They're like harmful chemical free. And

you can actually reuse like the packaging and stuff. So let's say you wanna hear like a face mask on it. It's has that reusable black packaging” (Interview 1).

Chapter 5: Discussion

The main purpose of this research was to identify customers’ motivators for buying skin care products in the Irish market. This primordial objective was divided into four to initially understand how customers perceive green skin care products. The second and third objectives aim to explore environmental and social motivators, and the final one opens the possibility of finding more factors of great importance. Findings taking into consideration the literature are discussed below.

5.1 Customer perceptions

The data analysis revealed that customers perceive green skin care products as high-quality and luxury items. Customers consider organic or natural ingredients better than chemicals or synthetic ones and this is how they explain the superiority of this products. This factor is related to customer eco-literacy which is understood as the level of knowledge that an individual has about environmental topics and how this positively affect consumer attitudes and behaviour towards green products (Anvar and Venter. 2014). Under this scenario, the perceived superiority of natural and organic ingredients is a consequence of customers engaging with certain content related with the ecosystem.

In terms of luxury theme, the analysis suggests that these products are considerable expensive for the participants. Price can discourage customers from buying skin care products, as in the Mauritius market (Pudaruth, Juwaheer and Seewoo, 2015). Yet, in the analysis, it was found that the participants are willing to pay more because they perceived value in these items. These results agreed with the studies of Chaudhary

(2018), and Singhal and Malik, (2018) about green products and the perceived value customer find in their performance.

For marketing practitioners, these findings help them understand that Millennials Irish females generally have a positive perception of green skin care products. The factor ingredients can be reinforced in any green marketing campaign as this represents high-quality for customers, and it might help to increase their willingness to pay a premium price.

5.2 Environmental concern

This study exposed that Millennials Irish females are not alien to the topic of green consumption and environmental protection. They express commitment and their willingness to contribute to green causes. This reinforces Singhal and Malik, (2018) and Lu, Bock and Joseph, (2013) declarations about Millennials being particularly involved in this phenomenon and their genuine interest in contributing to protecting the environment. However, there is an inclination to express this environmental concern recycling and reusing packaging of different products like bottles of water or shampoo; therefore, their attitudes to protect the planet are communicated with different actions, and are not reflected in all their purchase behaviours. This outcome aligned with what it was mentioned by Lin *et al.*, (2018), in section 5.2, about customers expressing positive attitudes towards the environment in different manners and not actually in all their purchasing decisions.

Even though environmental concern is highly important for the target audience, the results suggest that this factor does not motivate the target audience to buy green skin care products as they prefer to engage with other environmental friendly activities to express their concern for the ecosystem. The outcomes are also contrasting the some studies previously reviewed, (Chapter 2), authors like Mostafa (2007), Kim and Chung (2011), Purohit (2012) and Laroche et al. (2001) highlight environmental concern as an essential factor that influence green purchases.

5.3 Social influence

Word of mouth is verbal communication and is considered highly influential in purchasing decisions (Buttle, 1998). This study proposes that Generation Y Irish

women are highly influenced by their mothers and close friends. The participants consider mothers and close friends give always honest and authentic opinions; for instance, any comment or suggestion about green skin care products given by them create positive attitudes towards the brand and the product itself. Something similar happens with social networks like TikTok and Instagram where Irish women listen to the advice given by content creators that they follow on these platforms. The information received motivates them to buy particular types of environmental skin care products.

Despite this, the influence that WoM exerts on the participants reaches a level where they consider buying a product; however, the functionality of the product is evaluated to really decide whether to buy it or not. This evaluation has to do with the customer particular knowledge of what is better for her skin. As an example, it can be said that some participants with dry skin, oily skin or acne are aware of their situation and avoid products that worsen their condition.

Within this section participants declared to be highly influenced by their mothers and vice versa, this outcome can be considered as a referent for marketing campaigns of skin care products. Targeting daughters with products that they can buy or share with their mothers might bring positive results. This also encourages to study if there are other type of cosmetic products that are shared between mothers and daughters and can probably be feature for marketers.

5.4 Health concern

The findings suggest that health concern is the principal motive for purchasing green skincare products. Tirone as cited in Kim and Chung, (2011) mention that women health awareness drives them to opt for natural ingredients in their cosmetics and this is supported by this study as women in Ireland care about their skin and find in these items qualities that cover their demands. These qualities are essentially the usage of reduced chemicals and synthetics components and a high level of natural and organic ingredients. A similar scenario is shown in the French and Malaysian market, where women purchase green cosmetics for their functionalities rather than for their environmental concerns (Cervellon and Carey, 2012), (Mamun et al., 2020).

5.5 Practical implications

The results of this study indicate that Generation Y women in Ireland are mainly motivated by their health concern when purchase green skin care products because these products are perceived as high-quality items. At the same time, they do qualify them as luxury items that are worth to buy because of their functionalities. The outputs also suggest that the social influence factor impact to certain degree customers' decision to buy green skin care products; nonetheless, the factor health concern is the major conditioner of any purchase.

Chapter 6: Conclusion and Recommendation

The main findings of the investigation will be reflected in this chapter. Additionally, limitations faced during the investigation will be illustrated, and recommendations for future research will be given.

6.1 Conclusions

This investigation aimed to explore and identify the main motives that influence Irish women of Generation Y to purchase green skin care products. The main objective was divided into four that were achieved using a qualitative methodology. The first objective aimed to understand the target audience's perceptions of green skin care products. The second and third focused on examining if social influence or environmental concern motives the target audience to buy these products. Finally, the last objective aimed to explore any other important motivator found during the collecting data process.

The results indicate that Irish women (Gen Y) are motivated to buy green skin care products mainly for health reasons. There was found that women's awareness of their skin care encourages them to buy these types of items in order to protect their skin by using high-quality products. They perceive green skin care products as high quality because of the performance, which is associated with the fact that skin care products use natural and organic ingredients and minimize the chemicals and synthetic components.

The findings also stated that environmental concern is reflected in women's green consumption of recyclable or reusable materials, in general, the package of different types of products. The social environment influences women to a certain point of considering buying specific environmental friendly skin care products; nonetheless, if the product does not comply with their expectations, they prefer to avoid the purchase.

6.2 Contribution

The outputs of this investigation contribute to an understanding that motivators for consuming green skin care products are not exclusively related to environmental protection but to more egocentric reasons. This study supports the idea of Liobikienė and Bernatoniene (2017), who, after analyzing 80 papers related to green consumption, encouraged the investigation of green behaviour from a more narrow perspective by categorizing products.

This investigation can be a point of reference for marketing practitioners who can promote green consumption of skin care products by focusing on the performance and ingredients of the product rather than environmental claims. This might bring better results.

For this target audience, in particular, this investigation revealed that social media platforms like Instagram or TikTok are an important reference to obtain information exclusively from influencers whose prestige is believed by the consumer. For example, dermatologists or people who have been working in the field for years.

6.3 Limitation

The main limitation of this study was the time constrain. The investigation of the target audience signifies the investment of time to carefully analyze and collect the data and the previous preparation of the researcher. Additionally, time would have allowed amplifying the sample to be more representative of the total population.

The research methodology represents another curb in the process of this study because in qualitative analysis, the researchers can unintentionally play a biased position, which threatens the integrity of the result.

6.3 Recommendations

The results of this investigation need to be further studied to confirm if they can be replicated in a broader sample which will open the possibility of generalizing them to the whole population of Irish women belonging to Generation Y.

This study found that the majority of Irish women belonging to generation Y express their concern for the environment by recycling and reusing packaging such as water or shampoo bottles, as well as buying goods with more eco-friendly packaging such as biodegradable ones. There are many other ways to take care of the environment through more responsible consumption of different goods; however, this was not reflected in the population studied. So, if environmental concern does not encourage this population to engage in another kind of green consumption, it is advisable to study the reasons.

Future research can also focus on social media platforms as a primary source of information related to green behaviours, not only green skin care consumption. Academics can look for the main characteristics that make a consumer believe in an influencer claim and even the type of products that can be promoted on this platform.

Some skin care products contain PABA or petrolatum, which can damage the skin and even threaten human health by being related to diseases like cancer. So it is important to consider educating customers about how essential it is to consume green skin care products not only to have nice and healthy skin but also because conventional products are incredibly harmful to the health of the user. Moreover, it is a marketer's duty to find the most effective way to communicate this. As mentioned in the previous paragraph, social media can be a useful tool for spreading information and can also be a significant advantage for the green skin care industry to promote sales.

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Appendices

Appendix 1: Interview Questions

1. What are your thoughts about the importance of protecting the environment?
2. What do green marketing/green products mean to you?
3. What green products do you buy, and what is it about those products or brands that appeal to you?
4. What characteristics make a product green in your eyes?
5. What does it mean for you to be responsible for the environment in terms of consumption?
6. Do you buy green skin care products why/what is it about those products/brands that particularly appeal to you?
7. How do you find out about green skincare products?
8. Tell me about where do you get your green skincare products? Shopping online or in-store? Do you buy them with friends or relatives, alone?
9. Tell me about what your friends or relatives say about your buying behaviours in respect to green skin care products.
10. If a closer friend or family member recommends you a specific type of green skin care product, would you try it? Why?
11. Additional questions can be surge within the interview process

Appendix 2: Consent Form

MOTIVES FOR PURCHASING GREEN SKINCARE PRODUCTS

A Study of Generation Y Irish Women

Consent to take part in research

- I..... voluntarily agree to participate in this research study.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.
- I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- I understand that participation involves have in an online interview in Microsoft teams that will be recorded and transcript.
- I understand that I will not benefit directly from participating in this research.
- I agree to my interview being audio-recorded.
- I understand that all information I provide for this study will be treated confidentially.
- I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing my name and disguising any details of my interview which may reveal my identity or the identity of people I speak about.
- I understand that disguised extracts from my interview may be quoted in a thesis dissertation.
- I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission.
- I understand that signed consent forms and original audio recordings will be retained in the student personal laptop, in Ireland, until the exam board confirms the results of their dissertation.
- I understand that a transcript of my interview in which all identifying information has been removed will be retained for two years from the date of the exam board.

I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.

I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Names, degrees, affiliations and contact details of researchers (and academic supervisors when relevant).

Signature of research participant

Signature of participant

Date

Signature of researcher

I believe the participant is giving informed consent to participate in this study

Signature of researcher

Date

Appendix 3: Information Template

MOTIVES FOR PURCHASING GREEN SKINCARE PRODUCTS

A Study of Generation Y Irish Women

I would like you to take part in my research study. Before you make a decision on this, I would like to explain why this research is being done and how it would involve you. Take your time to read the information carefully. Please let me know if you have any questions.

Who I am and what this study is about

My name is Katherinne Pairo, and I am an MSc Marketing student at the National College of Ireland. This interview is part of thesis research and aims to explore Irish women's motives for purchasing green skin care products as it was previously found that there is a scarcity of this type of study in Ireland.

WHAT WILL TAKING PART INVOLVE?

During the interview, you will answer some questions related to your consumption of green products and particularly green cosmetics. The interview will last around 30 minutes, and it will be online.

WHY HAVE YOU BEEN INVITED TO TAKE PART?

I invited you to this interview because you are part of the target audience of this research. Generation Y are consumers that have demonstrated in previous studies that they have a strong responsibility toward the environment.

DO YOU HAVE TO TAKE PART?

You don't have to take part in this research as it is voluntary, meaning you can refuse to take part and you can refuse to answer any questions with no consequences.

WHAT ARE THE POSSIBLE RISKS AND BENEFITS OF TAKING PART?

There are no risks in taking part in this interview, your personal information will not be revealed, and the recordings of the interview will be deleted after the submission of the research results.

WILL TAKING PART BE CONFIDENTIAL?

If the researcher has a strong belief that there is a serious risk of harm or danger to either the participant or another individual (e.g. physical, emotional or sexual abuse,

concerns for child protection, rape, self-harm, suicidal intent or criminal activity) or if a serious crime has been committed, this may break the confidentiality of this research. Additionally, non-anonymised data in the form of signed consent forms and audio recordings are collected and retained as part of the research process.

HOW WILL THE INFORMATION YOU PROVIDE BE RECORDED, STORED AND PROTECTED?

The interview will be recorded; the transcript and this information will be stored on the researcher's personal laptop. No one else will have access to this information unless it is required by the

WHAT WILL HAPPEN TO THE RESULTS OF THE STUDY?

This study's results will explore the main motives for purchasing green skin care products in the female Irish market, which might support further quantitative studies related to the same topic.

WHO SHOULD YOU CONTACT FOR FURTHER INFORMATION?

The supervisor of this research is Professor Michael Bane from the National College of Ireland.

[THANK YOU]