

Do as You Would Be Done by: The Importance of Animal Welfare in the Global Beauty Care Industry

Nadine Hennigs, Evmorfia Karampournioti and Klaus-Peter Wiedmann

Abstract Nowadays, the concept of sustainability is discussed in almost every product category. In this context, companies commit themselves to advancing good social, environmental, and animal-welfare practices in their business operations, including sustainable sourcing practices. Nevertheless, even if many companies in the global beauty care industry have embraced such claims, common practices such as water pollution, the use of pesticides in the production of fibers, poor labor conditions, and animal testing are omnipresent. According to the European Commission, 11.5 million animals were used in the European Union for experimental or scientific purposes in 2011. Worldwide this figure rises to 115 million animals annually (Four Paws International 2013). In the rising tension between “greenwashing” and the use of ethical/environmental commitments that are nothing more than “sheer lip service,” the question arises of the role of the consumers with regard to sustainable practices in the cosmetics industry. Are consumers increasingly conscious of the adverse effects of ethical and environmental imbalances? And what effect does this knowledge have on their buying behavior? On the divergent poles of hypocrisy and true commitment, to advance current understanding of sustainability and related links to consumer perception and actual buying behavior related to ethical issues, the aim of this chapter is to provide a comprehensive framework of animal welfare in the personal care industry. Based on existing theoretical and empirical insights it becomes evident that psychological determinants, such as personality traits, empathy, ethical obligation, and self-identity, as well as context-related determinants in terms of one’s ethical value perception of products, the trade-off between ethical and conventional products, and an individual’s involvement, represent antecedents of ethical consumer behavior, which can be expressed through the avoidance of specific products and brands and/or consumer boycott and buycott towards cosmetics using

N. Hennigs (✉) · E. Karampournioti · K.-P. Wiedmann
Institute of Marketing and Management, Leibniz University of Hannover,
Koenigsworther Platz 1, 30167 Hannover, Germany
e-mail: hennigs@m2.uni-hannover.de

animal-tested ingredients. Our concept provides a useful instrument for both academics and managers as a basis to create and market successfully cosmetics that represent ethical and environmental excellence.

Keywords Animal welfare • Ethical and environmental practices • Global beauty care industry

1 Introduction

The greatness of a nation and its moral progress can be judged by the way its animals are treated.

Mahatma Gandhi

Driven by rising consumer incomes, changing lifestyles, and a higher demand for luxury products, especially cosmetics, the global beauty care industry is forecast to reach an estimated \$265 billion in 2017 (Lucintel 2012). Due to an increased consumer awareness concerning natural and organic products in combination with rising concerns for health safety, the global demand for organic personal care products—the fastest growing segment of the global personal care industry—was noted at \$8.4 billion in 2013 and is expected to reach \$15.7 billion by 2020 (Transparency Market Research 2015). Apart from consumer's awareness about harmful substances, consumers show rising concerns for animal testing of ingredients and/or finished products. As a consequence, as outlined above, the personal care industry has started to offer organic products without the use of pesticides, synthetic chemicals, and animal testing. However, even if companies commit themselves to advancing good social, environmental, and animal-welfare practices in their business operations, still water pollution, the use of pesticides in the production of fibers, poor labor conditions, and animal testing are omnipresent.

In the rising tension between “greenwashing” and the use of ethical or environmental commitments that are nothing more than “sheer lip service,” the question arises of the role of consumers with regard to sustainable practices in the cosmetics industry. Are consumers increasingly conscious of the adverse effects of ethical and environmental imbalances in this market? And what effect does this knowledge have on their buying behavior? On the divergent poles of hypocrisy and true commitment, to advance current understanding of sustainability and related links to consumer perception and actual buying behavior related to ethical issues, the aim of our chapter is to provide a comprehensive framework of animal welfare in the global beauty care industry. To reach this objective, the chapter is structured as follows: first, the theoretical background is provided in the next section, which addresses ethical and environmental consumerism in general and ethical issues in the global beauty care industry in particular. Based on these specifications, a conceptual model of antecedents and outcomes of ethical consumption is derived. Particularly, the framework considers a combination of personality factors

and context-related factors as antecedents of brand avoidance and consumer boycott/buycott behavior. Finally, the chapter closes with a discussion of possible future research approaches and managerial implications as opportunities to develop appropriate marketing strategies and adequately respond to their customers' needs and values. In sum, our concept provides a useful instrument for both academics and managers as a basis to create and market successfully personal care goods that represent ethical and environmental excellence.

2 Theoretical Background

2.1 *Ethical and Environmental Consumerism*

During the last decades, ethical and environmental consumerism has moved from a niche market to a mainstream phenomenon in contemporary consumer culture (Doane 2001; Low and Davenport 2007). The twenty-first century is perceived to be a time of the emancipation of the ethical consumer (e.g., Nicholls 2002), who is concerned about a broad spectrum of issues ranging from the environment and animal welfare to societal concerns, including human rights (Mintel 1994). Strongly related to consumer awareness of conditions in developing countries and the fact that his or her own purchases are connected to social issues (De Pelsmacker and Janssens 2007), the ethical buyer is “shopping for a better world” (Low and Davenport 2007, p. 336) and demands that products are not only friendly to the environment but also to the people who produce them (Rosenbaum 1993). In this context, ethical consumption is related to the purchase of products that concern a certain ethical issue (e.g., human rights, labor conditions, animal well-being, or the environment), the boycott of companies involved in unethical practices, or post-consumption behavior, such as recycling (Jackson 2006; Newholm and Shaw 2007). Consequently, marketing managers in all industries have realized the importance of customer ethics and values and how meeting ethical demands is critical if they wish to gain a competitive advantage (Browne et al. 2000).

2.2 *Ethical Issues in the Global Beauty Care Industry*

Environmental concern, consumer health orientation, and lifestyle changes have led to a rising demand for green cosmetics and beauty care products without animal testing and harmful substances such as pesticides and synthetic chemicals (Cervellon et al. 2010; Diamantopoulos et al. 2003; Manaktola and Jauhari 2007; Paladino 2006; Papadopoulos et al. 2009; Peter and Olson 2009; Prothero and McDonagh 1992; Pudaruth et al. 2015; Tsakiridou et al. 2008; Zanolli and Naspetti 2002). Prominent brands such as *Aveda*, *Bare Escentuals*, *Burt's Bees*, *Kiehl's*, *Origins*, and *The Body Shop* have incorporated the emergence of ethical

and environmental consumerism in their business activities by ensuring high environmental standards with emphasis on natural and organic ingredients and animal welfare.

With special focus on animal testing, public resistance to the use of animal studies in the development of cosmetics created the market for products labeled as “animal-free cosmetics” and “non-animal-tested” (see Fig. 1).

Due to the fact that consumers perceived animal tests to be no longer legitimate and referring to a resulting testing and marketing ban in the European Union, the cosmetics industry has to find suitable replacements for animals in cosmetic testing. In particular, cosmetic testing on animals refers to the test of finished products, individual ingredients, and the combination of ingredients on animals. However, even if some cosmetic companies use the claim “not tested on animals”, this can be misleading: an ingredient that was once tested and proved to be not harmful can be included in a new product without further tests. Therefore, “non-animal tested” often means “previously animal tested,” a fact most consumers are unable to realize (McNeal 2005).



Fig. 1 The rise of cruelty-free cosmetics. (Sources <http://www.nzavs.org.nz/nz-passes-cosmetics-animal-testing-ban/>; <http://mumbrella.com.au/animal-rights-group-behind-banned-graphic-violence-ad-parts-ways-with-agency-work-deemed-not-shocking-enough-107638/>; <http://action.peta.org.uk/ea-action/action?ea.client.id=5&ea.campaign.id=15529>; <http://www.picturequotes.com/thank-you-eu-for-banning-cruel-cosmetics-quote-25128/>; http://www.thebodyshop.com/values/EU_Against_Animal_Testing.aspx; <http://www.leapingbunny.org/downloads/>; <http://www.peta.org/living/beauty/beauty-without-bunnies/>; <http://www.novenamaternity.com/certifications/>; <http://www.tierschutzbund.de/information/hintergrund/tierversuche/kosmetik.html>)

In fact, even though testing cosmetics on animals is banned in many countries, it is still omnipresent in the personal care industry. In China, animal testing is mandatory; in the United States, animal testing for cosmetics products or ingredients is not required, but “animal testing by manufacturers seeking to market new products is often necessary to establish product safety” (FDA 2000). Cosmetic products that have not been adequately tested for safety must have a warning statement on the front label “WARNING—The safety of this product has not been determined” (FDA 2000). Even though experiments on animals are cast in a negative light (see Fig. 2) and governmental regulations try to reduce their implementation, it is estimated that approximately 115 million animals are used for laboratory experiments worldwide (HIS 2012). However, there is criticism that data are not fully covered. In the United States, for example, nearly 90 % of used animals are not covered by official statistics so that the number of 834,453 reported cases for 2014 (USDA 2015) may be far higher than estimated (HIS 2012).

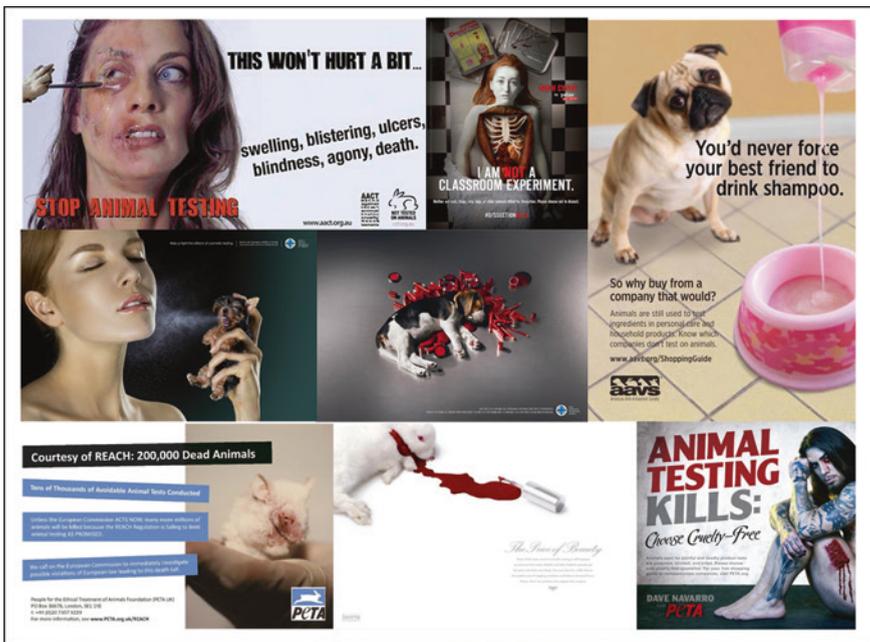


Fig. 2 Campaigns against animal testing. (Sources <http://mumbrella.com.au/animal-rights-group-behind-banned-graphic-violence-ad-parts-ways-with-agency-work-deemed-not-shocking-enough-107638/>; <http://www.peta2.com/heroes/noah-cyrus-dissection-kills/>; <https://www.pinterest.com/pin/224617100138736978/>; <http://de.adforum.com/creative-work/ad/player/34454904/>; <http://blog.peta.org.uk/wp-content/uploads/2011/07/PETA.pdf>; <http://www.sanjeev.net/printads/l/lavera-the-price-of-beauty-695.html>; <http://www.peta.org/features/dave-navarro-cruelty-free/>)

3 Conceptual Model

Ethical blunders of companies such as the acceptance and conducting of experiments on animals result in significant impacts on consumer behavior. Therefore, and against the backdrop of the challenges as discussed above, companies need to gain an understanding of underlying determinants and possible outcomes of ethical consumption. Because components of consumption behavior are not exclusively limited to the purchase or consumption of specific products or brands but are focusing on resistant or “against consumption” behavior as well (Lee et al. 2009; Varman and Belk 2009), the present work focuses on behavioral outcomes such as boycott/buycott and brand avoidance.

To reach this objective, psychological consumer traits as well as context-related issues are summarized within a shared model. For a structured and comprehensive overview, the conceptual framework in Fig. 3 considers a combination of *personality factors* (i.e., personality traits, empathy, ethical obligation, and self-identity) and *context-related factors* (i.e., ethical value perception, involvement, and the trade-off between ethical and conventional products) as antecedent’s of *brand avoidance and consumer boycott and buycott* towards cosmetics using animal-tested ingredients.

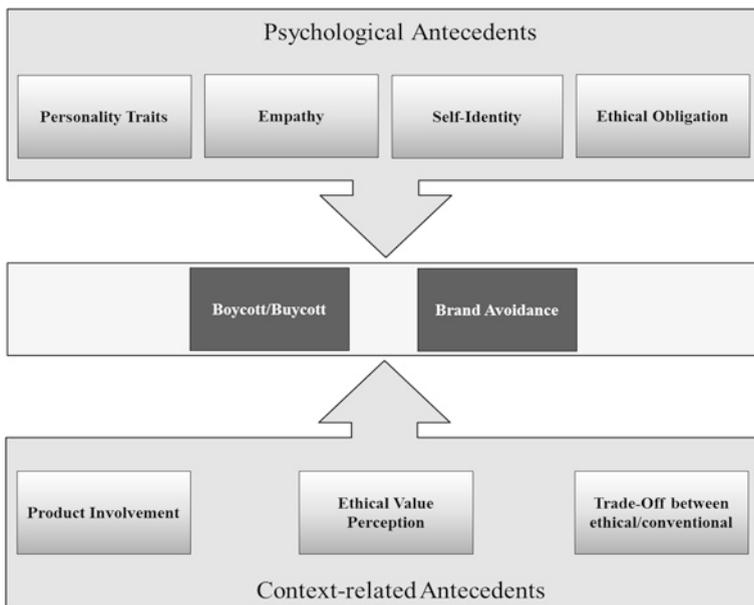


Fig. 3 Conceptual model

3.1 Personality Factors

- *Personality Traits*: In an attempt to explain consumer behavior in general and ethical consumption in particular, consumers' personality traits are often related to purchases or nonpurchases of specific products or brands. Therefore, consuming in a particular manner is largely determined by personality characteristics and ethical decision making grounded on personal characteristics of individuals (Grubb and Grathwohl 1967, Hunt and Vitell 1986, 1992; Ferrell and Gresham 1985). In spite of the fact that "there appears to be as many definitions of personality as there are authors" (Pervin 1990, p. 3), the term is subject to several definitions and understandings of its meaning. Based on the assumption of a temporal stability (Peck and Whitlow 1975), personality represents "generalized patterns of response or modes of coping with the world ..." (Kassarjian 1971, p. 409). In contrast, Triandis (2001) conceptualized personality as "a configuration of cognitions, emotions, and habits activated when situations stimulate their expression" (p. 908) and reveals that one's personality undergoes continuous changes and is to a high degree influenced by the external environment.

Some studies have examined the role of personality traits for attitudes towards animal testing in general. Broida et al. (1993) reveal that extraverted and conservative personality traits are positively correlated with animal testing. Furthermore, agreeableness, extraversion, and openness, belonging to the big five personality traits, are consistently and logically related to animal welfare and have a strong predictive power for negative attitudes towards animal testing (Furnham et al. 2003). Additionally, Goldsmith et al. (2006) focused on animal-tested cosmetics and discovered that higher levels of anticonformity were associated with opposition to animal testing as well. Hence, we propose that the receiveability of ethical dilemmas, such as practices against animal welfare, and the willingness of individuals to act against them, largely depends on personality factors (Vitell and Muncy 1992; Munch et al. 1991).

- *Empathy*: At its core, empathy refers "in various ways to the experiencing of another's affective or psychological state and has both affective and cognitive components" (Zahn-Waxler and Radke-Yarrow 1990, p. 108). Although the cognitive component "entails understanding or identifying with another individual's response" (McPhedran 2009, p. 1) and is therefore sometimes labeled as "perspective taking," the affective component puts emphasis on an individual's emotional response "that is congruent with and stems from the apprehension of another's emotional state or condition" (Zahn-Waxler and Radke-Yarrow 1990, p. 108) and involves sharing (empathic concern) as well as reacting to (personal distress) emotional experiences (Davis 1980; McPhedran 2009; Signal and Taylor 2007; Eisenberg and Strayer 1987). The ability to empathize is not limited to human-to-human interactions but comprises those to animals as well (Apostol et al. 2013). Due to the reason that individuals capable of empathy are able to experience the consequences of their actions on others, it is more likely

that harmful behaviour will be avoided (McPhedran 2009) and that consumption behavior will be adjusted to solve ethical issues regarding the execution of animal experiments for the production of cosmetics.

- *Ethical Obligation*: A sense of ethical or moral obligation constitutes a driver for decision making in the context of ethical consumerism (Shaw and Shiu 2002) and represents “an individual’s ethical rules, which reflect their personal beliefs about right or wrong” (Shaw et al. 2000, p. 882). Increasing numbers of consumers intend “to make certain consumption choices due to personal and moral beliefs” (Crane and Matten 2004, p. 341). Considering ethical and moral issues when choosing products and services is “used to cover matters of conscience such as animal welfare” (Cowe and Williams 2000, p. 4) and because for some consumers “it is the right thing to do” (Carrigan et al. 2004, p. 402). Thus, it is expected that consumers who perceive the obligation to show moral concern for animals may avoid products/cosmetics with animal-tested ingredients.
- *Self-Identity*: Consumerism is not only a way to satisfy physiological needs, because consumers try to express themselves and to define their identities through the use or the avoidance of specific products and brands (Carrigan et al. 2004; Aaker 1999; Solomon 1983; Hogg et al. 2000). Self-identity refers to “relatively enduring characteristics that people ascribe to themselves,” and is synonymously used with self-concept or self-perception (Sparks and Guthrie 1998, p. 1396; Hustvedt and Dickson 2009). Despite an individual’s real self, imaginary selves exist, often classified in desired (positive) and undesired (negative) selves (Ogilvie 1987; Markus and Nurius 1986). To avoid identification with the undesired self, consumers tend to avoid specific products or services and the representation of one’s desired self-concept can be promoted through consumption (Banister and Hogg 2004; Wright et al. 1992; Freitas et al. 1997; Karanika and Hogg 2010). Hence, if ethical issues, as represented by animal welfare concerns, have become an important part of an individual’s self-identity, consumption choices and antichoice will be adjusted based on them (Shaw et al. 2000).

3.2 Context-Related Factors

- *Product Involvement*: Involvement can be seen as “a person’s perceived relevance of the object based on inherent needs, values, and interests” (Zaichkowsky 1985, p. 342) and is understood as an internal “motivational state” (Mittal 1989) or unobservable “state of motivation” (Rothschild 1984) that indicates the intensity of arousal or interest. Further research demonstrated that this construct has strong predictive power for consumers’ behavior (Celsi and Olson 1988; Zaichkowsky 1985, Dholakia 2001). In the specific case of

ethical consumerism, involvement is not limited to specific products or brands, but is additionally related to their ethical augmentation (Crane 2001; Bezençon and Blili 2010). Accordingly, a high level of involvement in ethical issues in general and in animal welfare issues in particular influences the consumers' search for ethical information of specific products or brands as well as their receptivity to them which consequently affects behavioral intentions (Celsi and Olson 1988; Greenwald and Leavitt 1984; Zaichkowsky 1985).

- *Ethical Value Perception*: The value of ethical consumption as perceived by consumers and subsequently the importance of meeting ethical demands has a considerable impact on the achievement of competitive advantages (Browne et al. 2000). To investigate the question of what really adds value, it is essential to consider the multidimensionality of the customer's perceived value based on "consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given" (Zeithaml 1988, p. 14). According to previous research on customer-perceived value by Sweeney and Soutar (2001) as well as by Smith and Colgate (2007), well-known consumption values can be commonly divided into the four types *economic, functional, affective, and social*. The *economic value* refers to direct monetary aspects of the product expressed in dollars and cents that one is willing to spend to obtain a product (Ahtola 1984; Monroe and Krishnan 1985). The basic utilities and benefits of the product such as quality, uniqueness, usability, reliability, and durability are part of the *functional value* (Sheth et al. 1991). The *affective value* describes the perceived subjective utility attained through the consumption of a product and the related arousal of feelings and affective states to ethical consumers who assign high importance to aspects such as altruism, equality, and peace (Littrell and Dickson 1999). Recently, the *social dimension* of customer-perceived value mentions the desire of ethical consumers to try to impress and to meet the expectations of their social group and to influence the perception of others' judgment of one's own behavior. However, even if individuals lack intrinsic value to consume ethically, they would still behave ethically through the pressure of social norms (Starr 2009). With reference to cosmetics, it is expected that consumers who have a high value perception of ethical product characteristics and business practices are less willing to purchase products/cosmetics tested on animals.
- *Trade-Off Between Ethical and Conventional Products*: By means of their consumption choice, consumers try to satisfy their immediate consumption needs and conscience as well (Ehrich and Irwin 2005). Furthermore, "consumers will probably not sacrifice aspects of product performance for ethical considerations alone" (Auger et al. 2008, p. 190). Hence, the individual choice decision between ethical and conventional cosmetics is influenced by the trade-off between a given product's ethical features such as consideration of animal rights and avoidance of animal experiments, its functional performance (Luchs et al. 2007), and the price of cosmetics free from animal testing (Auger et al. 2010).

3.3 Related Outcomes

- *Boycott*: In a boycott, which constitutes a typical expression of ethical consumption, consumers desist from buying certain products or brands. Their resistance is based upon an ideological displeasure with an organization (Friedman 1985; Hirschmann 1970) and represents “an attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace” (Friedman 1985, p. 97). Accordingly, boycott behavior intends “to benefit one or more people other than oneself behaviors such as helping, comforting, sharing, and cooperation” (Batson 1998, p. 282) and is used to punish undesirable business behavior (Hofmann and Hutter 2012) and to protest against unfair company practices of social, ethical, moral, or environmental nature (Delacote 2006; Diermeier and van Mieghem 2005). Whereas boycotts represent a useful means to punish companies for their misbehavior, *buycotts* follow the opposite approach and serve as a reward system for past good deeds (Hawkins 2010) which “attempt to induce shoppers to buy the products or services of selected companies in order to reward them for behavior which is consistent with the goals of the activists” (Friedman 1996, p. 440). Both forms of activism can occur simultaneously; this is partly because consumers participate with a higher probability to boycotts if the targeted product has satisfactory substitutes (Sen et al. 2001). Although consumers may boycott cosmetics accepting experiments on animals, concurrent preferment of those products and brands might occur, which refrain from such cruel business practices.
- *Brand Avoidance*: The targeted rejection of a brand can be defined as brand avoidance. According to Lee et al. (2009) reasons for the avoidance can be the perceived incongruence between the brand and the customer’s desired or actual self-concept (*identity avoidance*; Englis and Soloman 1997; Grubb and Grathwohl 1967; Hogg and Banister 2001; Sirgy 1982), dissatisfaction through negative brand consumption experiences (*experiential avoidance*; Folkes 1984; Oliver 1980) and the “belief that it is a moral duty to avoid certain brands” (Lee et al. 2009, p. 7) due to the existence of an ideological incompatibility between consumer and brand (*moral avoidance*). Boycotters of animal-tested cosmetics provide the probability to rebuild the relationship if certain conditions are met (Hirschman 1970), however, the avoidance of a brand offers no guarantee for a possible reconstruction (Lee et al. 2009).

Based on the holistic understanding of the psychological and context-related determinants as well as related outcomes as described above, our comprehensive framework is a basis to gain a structured understanding of underlying determinants and possible outcomes of consumer behavior in the global beauty care industry. However, it has to be stated that consumers often tend to act differently depending on whom they are interacting with and the situation they are in. In addition, taking into account that consumers’ positive attitudes towards green cosmetics and against animal testing do not necessarily transfer into consumption behavior, an

attitude–behavior gap often exists between consumer claims and actual behavior (Carrigan and Attalla 2001; Bhattacharya and Sen 2004; Öberseder et al. 2011). Therefore, even if consumers report positive perceptions of the psychological and context-related determinants as proposed in our model, it is not possible to predict how consumers will behave in a real purchase situation and if the attitude–behavior gap can be minimized or overcome.

In addition to these considerations, apart from the positive attitude towards green cosmetics and animal rights protection, existing studies give evidence to concentrate on the “dark side” of the consumer personality as well. As can be seen in previous research, *Machiavellianism, narcissism, and psychopathy*—collectively known as the *Dark Triad* of personality traits—play an increasingly important role in society. This importance becomes particularly evident through the overemphasis of the self and the self-promotion through social media as well as through the increasing research effort concerning the workplace behavior of “snakes in suits” and “bad bosses” (for a detailed overview see Furnham et al. 2013; Garcia and Sikström 2014; Buckels et al. 2014). With special focus on animals, Kavanagh et al. (2013) detected that individuals with high levels of *Dark Triad traits* demonstrated less positive attitudes towards animals and have even practiced violence against them.

Characteristics of the *Dark Triad* include “entitlement, superiority, dominance (i.e., narcissism), glib social charm, manipulateness (i.e., Machiavellianism), callous social attitudes, impulsivity, and interpersonal antagonism (i.e., psychopathy)” (Jonason et al. 2015, p. 6). Even if the individual characteristics have different origins, “all three entail a socially malevolent character with behavior tendencies toward self-promotion, emotional coldness, duplicity, and aggressiveness” (Paulhus and Williams 2002, p. 557). Because individuals with high levels of *Dark Triad* scales, value the “self” over “other”, these traits are often associated with reduced or dysfunctional morality (Campbell et al. 2009; Glenn et al. 2009) which could have a considerably high impact on the perception and evaluation of ethical and moral issues and subsequently on their consumption behavior in general and on the cosmetics industry in particular.

Taken as a whole, based on the preceding insights and related discussion, several implications for further research and managerial practice can be drawn as presented in the concluding remarks.

4 Conclusion

Confronted with criticisms on irresponsible business activities such as the use of animal testing, chemical pollution, unethical sourcing, and unsustainable ingredients, the global beauty care industry has realized the importance of ethical and environmental business practices. The adoption of corporate social responsibility activities is reflected in efficient use of energy and water, avoidance of animal testing and unethical ingredients, reduction of packaging, use of environmentally

friendly packaging material, distribution via ethical supply chains, and fair trade (Organic Monitor 2010). From a consumer perspective, rising concerns, associated with health-related issues and ethical or environmental qualities of the products they buy, have led to an increased demand for natural and organic products. With special focus on the global beauty care industry, consumers increasingly value organic products that are free from harmful substances and animal testing.

Referring to the antecedents and outcomes of consumer perception and behavior in the context of green cosmetics, the aim of this chapter was to present a holistic framework of psychological consumer traits as well as context-related issues and related outcomes. Our model can be seen as a useful basis to create and market personal care goods successfully that represent ethical and environmental excellence.

Focusing on future research, the determinants included in the framework have to be empirically tested with reference to different consumer groups and product-specific contexts. It is expected that the relative impact of the antecedents on actual consumption behavior differs in consideration of the variety of cultures across the world as well as different consumer lifestyles and consumption patterns within national borders.

Based on a better knowledge of relevant drivers and outcomes of ethical consumption, marketers in the global beauty care industry can compare the core values expressed by their brand and compare them to the individual aspiration level of their actual and potential consumers to develop appropriate marketing strategies and adequately respond to their customers' needs and values. To verify that the commitment to ethical values and animal welfare is more than a clever promotional gimmick and to refute accusations of greenwashing, ethical orientation has to become part of the corporate culture and business model. Each management decision has to be reflected from the ethical perspective and the responsibility that consumers expect inherent in the multifaceted product attributes. To separate hypocrisy and true commitment clearly, companies in the global beauty care industry have to redefine their products and production processes, examine the supply chains, and translate social and environmental strategies into operational practices. Instead of considering ethical obligations as a threat to corporate profits, incorporating ethical and environmental excellence has to be regarded as a successful business opportunity in a promising way to reconcile financial, ethical, and ecological values:

Our task must be to free ourselves ... by widening our circle of compassion, to embrace all living creatures in the whole of nature and its beauty.

Albert Einstein

References

- Aaker JL (1999) The malleable self: the role of self-expression in persuasion. *Mark Res* 36:45–57
- Ahtola OT (1984) Price as a 'give' component in an exchange theoretic multicomponent model. *Adv Consum Res* 11(1):623–636

- Apostol L, Rebege OL, Miclea M (2013) Psychological and socio-demographic predictors of attitudes toward animals. *Procedia Soc Behav Sci* 78:521–525
- Auger P, Devinney TM, Louviere JJ et al (2008) Do social product features have value to consumers? *Int J Res Mark* 25(3):183–191
- Auger P, Devinney TM, Louviere JJ et al (2010) The importance of social product attributes in consumer purchasing decisions: a multi-country comparative study. *Int Bus Rev* 19(2):140–159
- Banister EN, Hogg MK (2004) Negative symbolic consumption and consumers' drive for self-esteem. *Eur J Mark* 38(7):850–868
- Batson CD (1998) Altruism and prosocial behavior. In: Lindzey, G, Gilbert, D, Fiske, ST (eds) *The handbook of social psychology*. Oxford University Press, Oxford, pp 282–301
- Bezençon V, Blili S (2010) Ethical products and consumer involvement: what's new? *Eur J Mark* 44(9/10):1305–1321
- Bhattacharya CB, Sen S (2004) Doing better at doing good: when, why, and how consumers respond to corporate social initiatives. *Calif Manage Rev* 47(1):9–24
- Broida J, Tingley L, Kimball R et al (1993) Personality differences between pro- and antivivisectionists. *Soc Anim* 1(2):129–144
- Browne A, Harris P, Hofney-Collins A et al (2000) Organic production and ethical trade: definition, practice and links. *Food Policy* 25(1):69–89
- Buckels EE, Trapnell PD, Paulhus DL (2014) Trolls just want to have fun. *Pers Individ Differ* 67:97–102
- Campbell J, Schermer JA, Villani VC et al (2009) A behavioral genetic study of the Dark Triad of personality and moral development. *Twin Res Hum Genet* 12(02):132–136
- Carrigan M, Attalla A (2001) The myth of the ethical consumer—do ethics matter in purchase behavior? *J Consum Mark* 18(7):560–578
- Carrigan M, Szmigin I, Wright J (2004) Shopping for a better world? An interpretive study of the potential for ethical consumption within the older market. *J Consum Mark* 21(6):401–417
- Celsi RL, Olson JC (1988) The role of involvement in attention and comprehension processes. *J Consum Res* 15(2):210–224
- Cervellon MC, Hjerth H, Richard S et al (2010) Green in fashion? An exploratory study of national differences in consumers concern for eco-fashion. In: *Proceedings of 9th international marketing trends conference, Venice, 20–21 Jan 2010*
- Cowe R, Williams S (2000) Who are the ethical consumers. Co-operative Bank, Manchester
- Crane A (2001) Unpacking the ethical product. *J Bus Ethics* 30(4):361–373
- Crane A, Matten D (2004) Business ethics: a European perspective: managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, Oxford
- Davis MH (1980) A multidimensional approach to individual differences in empathy. *JSAS Catalogue Sel Doc Psychol* 10:85
- De Pelsmacker P, Janssens W (2007) A model for fair trade buying behaviour: the role of perceived quantity and quality of information and of product-specific attitudes. *J Bus Ethics* 75(4):361–380
- Delacote P (2006) Are consumer boycotts effective? Paper presented at the 6th IDEI-LERNA conference on environmental resource economics—environment, finance and corporate behavior, Toulouse, May 2007
- Dholakia UM (2001) A motivational process model of product involvement and consumer risk perception. *Eur J Mark* 35(11/12):1340–1362
- Diamantopoulos A, Schlegelmilchh BB, Sinkovics RR et al (2003) Can sociodemographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *J Bus Rev* 56(6):465–480
- Diermeier D, Van Mieghem J (2005) A stochastic model of consumer boycotts. Department of Managerial Economics and Decision Sciences (MEDS), Kellogg School of Management, Northwestern University, Evanston
- Doane D (2001) Taking flight: the rapid growth of ethical consumerism, the ethical purchasing index 2001. New Economics Foundation, London

- Ehrich KR, Irwin JR (2005) Willful ignorance in the request for product attribute information. *J Mark Res* 42(3):266–277
- Eisenberg N, Strayer J (1987) Critical issues in the study of empathy. In: Eisenberg N, Strayer J (eds) *Empathy and its development*. Cambridge University Press, Cambridge, pp 3–13
- Englis BG, Solomon MR (1997) Special session summary: I am not therefore, I am: the role of avoidance products in shaping consumer behavior. *Adv Consum Res* 24:61–63
- FDA (2000) Animal testing. U.S. Food and Drug Administration, Office of Cosmetics and Colors Factsheet. Center for Food Safety and Applied Nutrition, 14 Mar 1995, Revised 24 Feb 2000
- Ferrell OG, Gresham L (1985) A contingency frame work for understanding ethical decision making in marketing. *J Mark* 49(3):87–96
- Folkes VS (1984) Consumer reactions to product failure: an attributional approach. *J Consum Res* 10(4):398–409
- Four Paws International (2013) World day for laboratory animals, 24 Apr 2013. <http://www.four-paws.org.uk/news-press/news/world-day-for-laboratory-animals-24thapril-2013/>. Accessed 11 June 2015
- Freitas A, Kaiser S, Chandler J et al (1997) Appearance management as border construction: least favourite clothing, group, distancing, and identity...Not! *Sociol Inq* 67(3):323–335
- Friedman M (1985) Consumer boycotts in the United States, 1970–1980: contemporary events in historical perspective. *J Consum Aff* 19(1):96–117
- Friedman M (1996) A positive approach to organized consumer action: The “boycott” as an alternative to the boycott. *J Consum Psychol* 19(4):439–451
- Furnham A, McManus C, Scott D (2003) Personality, empathy and attitudes to animal welfare. *Anthrozoos* 16(2):135–146
- Furnham A, Richards SC, Paulhus DL (2013) The Dark Triad of personality: a 10 year review. *Soc Personal Psychol Compass* 7(3):199–216
- Garcia D, Sikström S (2014) The dark side of Facebook: semantic representations of status updates predict the Dark Triad of personality. *Pers Individ Differ* 67(September):92–96
- Glenn AL, Iyer R, Graham J et al (2009) Are all types of morality compromised in psychopathy? *J Pers Disord* 23(4):384–398
- Goldsmith RE, Clark RA, Lafferty B (2006) Intention to oppose animal research: the role of individual differences in nonconformity. *Soc Behav Personal* 34(8):955–964
- Greenwald AG, Leavitt C (1984) Audience involvement in advertising: four levels. *J Consum Res* 11(1):581–592
- Grubb EL, Grathwohl HL (1967) Consumer self-concept, symbolism and market behavior: a theoretical approach. *J Mark* 31(4):22–27
- Hawkins RA (2010) Boycotts, buycotts and consumer activism in a global context: an overview. *MOH* 5(2):123–143
- Hirschmann AO (1970) *Exit, Voice, and Loyalty: Response to Decline in Firms, Organizations, and States*. Harvard University Press
- Hoffmann S, Hutter K (2012) Carrotmob as a new form of ethical consumption. The nature of the concept and avenues for future research. *J Consum Policy* 35(2):215–236
- Hogg MK, Cox AJ, Keeling K (2000) The impact of self monitoring on image congruence and product/brand evaluation. *Eur J Mark* 34(5/6):641–666
- Hogg MK, Banister EN (2001) Dislikes, distastes and the undesired self: conceptualising and exploring the role of the undesired end state in consumer experience. *J Mark Manage* 17(1–2):73–104
- HIS (2012) Animal use statistics. Humane Society International. http://www.hsi.org/campaigns/end_animal_testing/facts/statistics.html. Accessed 19 July 2015
- Hunt Shelby D, Vitell Scott M (1992) The general theory of marketing ethics: A retrospective and revision. *Ethics in marketing*. Irwin, Homewood, pp 775–784
- Hunt SD, Vitell S (1986) A general theory of marketing ethics. *J Macromark* 6(1):5–16
- Hustvedt G, Dickson MA (2009) Consumer likelihood of purchasing organic cotton apparel: influence of attitudes and self-identity. *J Fashion Mark Manage: Int J* 13(1):49–65

- Jackson T (2006) Challenges for Sustainable Consumption Policy. In: Jackson T (ed) *The earthscan reader on sustainable consumption*. Earthscan, London, pp 109–128
- Jonason PK, Baughman HM, Carter GL et al (2015) Dorian without his portrait: The psychological, social, and physical health costs of the Dark Triad traits. *Pers Individ Differ* 78:5–13
- Karanika K, Hogg MK (2010) The interrelationship between desired and undesired selves and consumption: the case of Greek female consumers' experiences. *J Mark Manage* 26(11–12):1091–1111
- Kassarjian HH (1971) Personality and consumer behavior: a review. *J Mark Res* 8(4):409–418
- Kavanagh PS, Signal TD, Taylor N (2013) The Dark Triad and animal cruelty: Dark personalities. *Pers Individ Differ* 55(6):666–670
- Lee MS, Motion J, Conroy D (2009) Anti-consumption and brand avoidance. *J Bus Rev* 62(2):169–180
- Littrell MA, Dickson MA (1999) *Social responsibility in the global market: fair trade of cultural products*. Sage Publications, New York
- Low W, Davenport E (2007) To boldly go. Exploring ethical spaces to re-politicise ethical consumption and fair trade. *JCB* 6(5):336–348
- Luchs M, Naylor RW, Irwin JR et al (2007) Is there an expected trade-off between a product's ethical value and its effectiveness? Exposing latent intuitions about ethical products. *J Int Mark* 11(2):101–111
- Lucintel (2012) *Global Beauty Care Products Industry 2012-2017: trend, profit, and forecast analysis*, Sep 2012
- Manaktola K, Jauhari V (2007) Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *Int J Contemp Hosp M* 19(5):364–377
- Markus H, Nurius P (1986) Possible selves. *Am Psychol* 41(9):954–969
- McNeal KR (2005) *Death: the price of beauty: Animal Testing and the Cosmetics Industry*, American Bar Association Section of Environment, Energy and Resources, Law Student Division, Spring 2005. <http://www.abanet.org/environ/committees/lawstudents/pdf/mcneal.pdf>. Accessed 22 June 2015
- McPhedran S (2009) A review of the evidence for associations between empathy, violence, and animal cruelty. *Aggress Violent Beh* 14(1):1–4
- Mintel (1994) *The green consumer*. Mintel Research, London
- Mittal B (1989) Measuring purchase-decision involvement. *Psychol Market* 6(2):147–162
- Monroe KB, Krishnan R (1985) The effect of price on subjective product evaluations. In: Jacoby J, Olson J (eds) *The perception of merchandise and store quality*. Lexington Books, Lexington, pp 209–232
- Munch JM, Albanese PJ, Mayo MA et al (1991) The role of personality and moral development in consumers 'Ethical Decision Making'. In: *Proceedings of American marketing summer educator's conference*, pp 299–308
- Newholm T, Shaw D (2007) Studying the ethical consumer: a review of research. *J Consum Behav* 6(5):253–270
- Nicholls AJ (2002) Strategic options in fair trade retailing. *Int J Retail Distrib Manage* 30(1):6–17
- Öberseder M, Schlegelmilch B, Gruber V (2011) Why don't consumers care about CSR?: a qualitative study exploring the role of CSR in consumption decisions. *J Bus Ethics* 104(4):449–460
- Ogilvie DM (1987) The undesired self: a neglected variable in personality research. *J Pers Soc Psychol* 52(2):379–385
- Oliver RL (1980) A cognitive model of the antecedents and consequences of satisfaction decisions. *J Mark Res* 17(4):460–469
- Organic Monitor (2010) *CSR & Sustainability: How the Beauty Industry is Cleaning up*, 18 May 2010. <http://www.organicmonitor.com/r1805.htm>. Accessed 11 June 2015
- Paladino A (2006) Understanding the green consumerism: an empirical analysis. *J Consum Behav* 4(1):69–102

- Papadopoulos I, Karagouni G, Trigkas M et al (2009) Green marketing: the case of timber certification, coming from sustainable forests management, promotion. In: Annual international Euro med conference proceedings, vol 2. The Research Business Institute, Salem
- Paulhus DL, Williams KM (2002) The dark triad of personality: Narcissism, Machiavellianism, and psychopathy. *J Res Pers* 36(6):556–563
- Peck D, Whitlow D (1975) Approaches to personality theory. Methuen, London
- Pervin LA (1990) A brief history of modern personality theory. In: Pervin LA (ed) *Handbook of personality theory and research*. The Guilford Press, New York, pp 3–18
- Peter JP, Olson JC (2009) Consumer behaviour and marketing strategy. McGraw Hill, New York
- Prothero A, McDonagh P (1992) Producing environmentally acceptable cosmetics? The impact of environmentalism on the United Kingdom cosmetics and toiletries industry. *J Mark Manage* 8(2):147–166
- Rosenbaum M (1993) Trading Standards: Will customers now shop for fair play?: Group plans to flag products that are Third World-friendly. *The Independent*. <http://www.independent.co.uk/news/business/trading-standards-will-customer-now-shop-for-fair-play-group-plans-to-flag-products-that-are-third-worldfriendly-1489932.html>. Accessed 13 July 2015
- Rothschild ML (1984) Perspectives on involvement: current problems and future directions. *Adv Consum Res* 11(1):216–217
- Sen S, Gürhan-Canli Z, Morwitz V (2001) Withholding consumption: a social dilemma perspective on consumer boycotts. *J Cons Res* 28(3):399–417
- Pudaruth S, Juwaheer TD, Seewoo YD (2015) Gender-based differences in understanding the purchasing patterns of eco-friendly cosmetics and beauty care products in Mauritius: a study of female customers. *Soc Responsib J* 11(1):179–198
- Shaw D, Shiu E (2002) An assessment of ethical obligation and self-identity in ethical consumer decision-making: a structural equation modelling approach. *Int J Consum Stud* 26(4):286–293
- Shaw D, Shiu E, Clarke I (2000) The contribution of ethical obligation and self-identity to the theory of planned behaviour: an exploration of ethical consumers. *J Mark Manage* 16(8):879–894
- Sheth JN, Newman BI, Gross BL (1991) Why we buy what we buy: a theory of consumption values. *J Bus Rev* 22(2):159–170
- Signal T, Taylor N (2007) Attitude to animals and empathy: comparing animal protection and general community samples. *Anthrozoos* 20(2):125–130
- Sirgy JM (1982) Self-concept in consumer behavior: a critical review. *J Consum Res* 9(3):287–300
- Smith JB, Colgate M (2007) Customer value creation: a practical framework. *J Mark Theory Pract* 15(1):7–23
- Solomon MR (1983) The role of products as social stimuli: a symbolic interactionism perspective. *J Consum Res* 10(3):319–329
- Sparks P, Guthrie CA (1998) Self-identity and the theory of planned behavior: a useful addition or an unhelpful artifice? *J Appl Soc Psychol* 28(15):1393–1410
- Starr MA (2009) The social economics of ethical consumption: theoretical considerations and empirical evidence. *J Socio-Econ* 38(6):916–925
- Sweeney JC, Soutar GN (2001) Consumer-perceived value: the development of a multiple item scale. *J Retail* 77(2):203–220
- Transparency Market Research (2015) Organic Personal Care Products Market—Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2014–2020. <http://www.transparencymarketresearch.com/organic-personal-care-products.html>. Accessed 11 Aug 2015
- Triandis HC (2001) Individualism-collectivism and personality. *J Pers* 69(6):907–924
- Tsakiridou E, Boutsouki C, Zotos Y et al (2008) Attitudes and behaviour towards organic products: an exploratory study. *Int J Retail Distrib Manag* 36(2):158–175

- USDA (2015). Annual report animal usage by fiscal year. United States Department of Agriculture Animal and Plant Health Inspection Service. http://www.aphis.usdAgov/animal_welfare/downloads/7023/Animals%20Used%20In%20Research%202014.pdf. Accessed 19 Aug 2015
- Varman R, Belk RW (2009) Nationalism and ideology in an anticonsumption movement. *J Consum Res* 36(4):686–700
- Vitell SJ, Muncy J (1992) Consumer ethics: An empirical investigation of factors influencing ethical judgments of the final consumer. *J Bus Ethics* 11(8):585–597
- Wright ND, Claiborne CB, Sirgy MJ (1992) The effects of product symbolism on consumer self-concept. *Adv Consum Res* 19(1):311–318
- Zahn-Waxler C, Radke-Yarrow M (1990) The origins of empathic concern. *Motiv Emot* 14(2):107–130
- Zaichkowsky JL (1985) Measuring the involvement construct. *J Consum Res* 13(3):341–352
- Zanoli R, Naspetti S (2002) Consumer motivations in the purchase of organic food: a means-end approach. *Br Food J* 104(8):643–653
- Zeithaml VA (1988) Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *J Mark* 52(3):2–22