ASHESI UNIVERSITY COLLEGE

THE EFFECT OF GREEN BRANDING ON CONSUMER PURCHASING BEHAVIOR

A Study of the Ghanaian Cosmetic Market

Undergraduate thesis submitted to the Department of Business Administration, Ashesi University College.

In partial fulfillment of the requirements for the award of Bachelor of Science degree in Business Administration

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Declaration

Candidate's Declaration

I hereby declare that this thesis is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: ……

Candidate's Name: ……

Date: ……

Supervisor's Declaration

I hereby declare that the preparation and presentation of this thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Ashesi University College.

Supervisor's Signature: ……

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Dedication

I dedicate this work to Mrs. Emelia Berko Bempong; a woman who first accepted my ideas and took a leap of faith by investing in them. Her faith has inspired my beliefs, lifestyle, and above all, this work. Thank you mother.

Abstract

Presently, Africa is predicted to be the next big hub for innovation due to its abundance of resources. Its biggest challenge however is preserving its resources while enriching its culture through innovations that stay true to its values. The aftermath of industrialisation in other parts of the world has seen the continent become a mass consumer of cheap and unsafe products, especially with regards to cosmetics. This happens in tandem with the continent being the major source of natural resources that are fuelling the now growing green cosmetic industry.

Presently, there exists little literature on the effect of green branding of cosmetics on consumer purchasing behaviour. Thus this study employed a mixed method approach to determine what the current situation is in Ghana, considering all relevant industry players: brand owners, their consumers, and potential consumers. A convenience sampling of the residents in the Greater Accra Region resulted in a valid sample size of 117.

Findings revealed that even though there is a strong health and environmental consciousness as well as a favourable attitude towards green cosmetics, the Ghanaian market is yet to adopt to the modernisation and commercialisation of natural beauty regimens that are native to their culture.

Recommendations include that green cosmetic brand owners employ engaging as well as direct advertisement to allow them penetrate the Ghanaian market.

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CHAPTER ONE

INTRODUCTION

1.1 Background

Businesses are constantly faced with the need to modify their value proposition in order to stay relevant in the face of ever changing consumer expectations. This process of creating a unique name for products and services in consumers' minds, is known as *Branding;* It aims at establishing a differentiated position in a market, through communicating a consistent theme in all elements of the brand (such as its name, logo and slogan), thus gaining and retaining customer loyalty (Kotler & Armstrong, 2010).

Green Branding on the other hand is a construct that consists of two words: branding, as afore defined, and *Green*, which in this context refers to any product or service that is not harmful to the environment (Stevenson, 2010).

Thus Green Branding refers to actively establishing a brand as having environmentally sound attributes, through its brand communication, and a differentiated set of brand activities and benefits related to reduced environmental impact (Hartmann, Ibáñez, & Sainz, 2005).

Green branding has to do with the entirety of a business; ranging from its name, logo, product and service design, sourcing of raw materials, to its communications. At the core of a business undertaking green branding should be a desire to create sustainable social and environmental change (Manjunath, 2014).

By its definition, the purpose of creating a green brand is to enable firms achieve their objectives through efficient utilization of the world's scarce resources, in the face of

unlimited wants of consumers. The reasons for which businesses are going green include but are not limited to the following:

1. Businesses consider it their moral obligation to reduce their carbon footprint; that is their contribution to the world's carbon emissions (Freeman & Liedtka, 1991).
2. Another reason firms are taking up green branding, is the fact that the depletion of environmental resources is forcing most nations to impose laws and regulations to ensure that firms are more responsible. World regulatory bodies like the United Nations (UN) are also imposing trade restrictions on countries that contribute immensely to carbon emissions, forcing firms in those countries to be more environmentally responsible (NAAG, 1990).
3. Competitors' successful environmentally conscious activities put pressure on firms to also go green in order for them to stay in the competition. For instance, firms that go green have lower costs when it comes to waste disposal, energy consumption, sourcing and conversion of raw materials. Thus the lower cost of production gives them a higher profit margin, and at the same time, makes their products and services more appealing to consumers who are environmentally conscious (NAAG, 1990).

The term green, in regards to products and services, first received attention in the 1970s. In 1975, the American Marketing Association (AMA) held its first workshop on this issue, leading to the publishing of the first book on the topic, titled "Ecological Marketing" (Adinyra & Gligui, 2012). Since then, various names have been given to the act of offering consumers environmentally friendly products or services. Some of which are environmental marketing, and most popularly, green marketing.

A particularly topical green branding category in the past decade is the cosmetic industry. Producers of cosmetic products are fast realising that to excel in the industry, you need a green seal of approval. That is, cosmetics producers are increasingly using *Eco-labelling*, which is a voluntary environmental performance certification and labelling, used to identify a product or service as preferable (Global Ecolabelling Network, 2016).

Green cosmetics, also known as natural or organic cosmetics, are those made with natural raw materials, free from harmful synthetic elements, and are friendly to both the user and the environment (Kontrollierte Naturokosmetik, 2016).

According to a 2015 report by Grand View Research Inc., cosmetics by green brands generated an estimated USD 10.16 billion, and the market is expected to reach revenues of up to USD15.98billion by 2020. The skin care product category alone is expected to grow at a compound annual growth rate of 9.8% between the years 2014 and 2020.

The appeal of green cosmetics to consumers is in the fact that the producing firms make it a point to use only ingredients that the body can safely absorb. The argument of proponents of green cosmetic brands against mainstream brands is that there is no need to include synthetic elements that the human body does not benefit from and can safely absorb.

One popular argument is that against the use of petrolatum (popularly called petroleum jelly or mineral oil) – a by-product of crude oil – to give cosmetics glide and shine. Though a popular choice for skin repair, especially when it comes to cuts and burns, petrolatum contains certain contaminants called Polycyclic Aromatic Hydrocarbons (PAHs) which are carcinogenic (cause cancer). Advocates of green

cosmetics argue that petrolatum is unnecessary when there exist natural alternatives like shea and cocoa butter, which give the added benefit of moisturizing and nourishing the body (Environmental Working Group, 2016).

In Ghana, natural healing alternatives like shea butter are native to many ethnic groups. The shea butter and cocoa butter industries alone have given rise to several local cosmetic brands. Brands like Skin Gourmet, Peini, Tama Cosmetics, and Naya by Africa all make premium green skin and hair care products from our local shea butter and cocoa butter. There are also other popular brands which though not 100% natural, have large market demand. For example, the Ever Sheen Cocoa Butter range and the Queen Elizabeth Cocoa butter range, which are made in neighbouring Ivory Coast.

Both cocoa butter and shea butter from Ghana are held in such high regard that many international cosmetic brands pride themselves in sourcing from Ghana. For instance, world renowned makeup brand, L'Oreal, began sourcing for their shea butter from Ghana after Akoma (a Shea butter supplier corporative), became the first certified organic Fairtrade supplier in Ghana (Bird, 2009). Also, The Body Shop, world pioneers in green beauty products made from Fairtrade organic produce is also known to take pride in sourcing from Ghana through its community trading initiative (The Body Shop, 2016).

Evidently, Ghana is playing a key role in the green cosmetics market worldwide. However, it is not clear how environmental concerns, and thus green branding influence consumers' purchasing behavior of cosmetic products in Ghana.

1.2 Problem Statement

Before the introduction of cosmetic products or the cosmetics market for that matter into Ghana, Ghanaians employed natural skin and hair care methods. The most

popular is West Africa's shea butter; a product of the region's Karite Nut tree, which is now increasingly used in organic and natural skincare worldwide (AFYA, 2016).

Granted, these natural cosmetic treatment methods used by Ghanaians are both arduous and time consuming thus commercialising cosmetics was indeed a welcome phenomenon for many, especially Ghanaian women, since they were the ones who spent days on end making this beauty must-have.

Ideally, creating a cosmetics industry would mean that Ghanaians get to enjoy a variety of skin and hair care products whenever they want, without having to concern themselves with the production aspect.

However, the majority of cosmetic products used in Ghana contain synthetic elements; ingredients and contaminants, which are not always beneficial to the human body. Examples of such ingredients include mercury, hydroquinone, and petrolatum. The first two are common ingredients in skin lightening products whereas the latter, a popular ingredient used to give glide and shine to cosmetics, is known to contain Polycyclic Aromatic Hydrocarbons, which are capable of causing cancer.

Research has shown that the continued use of cosmetic preparations that contain these elements results in their accumulation in the body, especially in the tubular regions of the kidney (Amponsah, 2010). This is confirmed in a report by the World Health Organization (1991) where kidneys along with the skin and nervous system were named as the parts most frequently affected due to the continued use of cosmetics with these ingredients.

Taking these findings into consideration, one would expect that consumers will be more attentive to the cosmetics they use. However, research by Adinyra and Gligui

(2012) showed that Ghanaian consumers have little consideration for the composition of their cosmetics nor do they purchase green cosmetics. Out of the 384 participants who partook in the study, just 15.6% were found to be environmentally conscious, of which 40.2% claimed to purchase green cosmetics. Also, despite the recent upsurge in patronage of green cosmetics worldwide and the market's projections of turning into a USD 15.98 billion market by 2020, green cosmetic brands appear to be considerably less popular in the cosmetics market in Ghana (Grand View Research, Inc, 2015).

The purpose of this study therefore is to find out the attitudes and intentions toward green cosmetic brands in Ghana.

1.3 Research Objectives

1.3.1 Main Objective

1. To investigate the effect of green branding on the purchase of cosmetics in Ghana.

1.3.2 Sub Objectives

1. To determine the level of awareness of green branding in Ghana.
2. To determine the attitudes of Ghanaian consumers towards green cosmetics.
3. Determine which factors influence the purchase of green cosmetics in Ghana.

1.4 Research Questions

1.4.1 Main Question

1. How does green branding affect the purchase of cosmetics in Ghana?

1.4.2 Sub Questions

1. Are consumers in Ghana aware of green branding?
2. What are the attitudes of Ghanaian consumers towards green cosmetics?
3. What are the factors that influence the purchase of green cosmetics in Ghana?

1.5 Writing Definitions

1. **Green Branding:** refers to actively establishing a brand as having environmentally sound attributes, through its brand communication and, a differentiated set of brand activities and benefits related to reduced environmental impact (Hartmann, Ibáñez, & Sainz, 2005).
2. **Green Marketing:** The term widely used to refer to the promotion of products and services consumers associated with terms like Recyclable, Ozone Friendly, Environmentally Friendly, and Cruelty Free (Yilderm, 2014).
3. **Green:** Environmentally friendly (Stevenson, 2010).
4. **Green Cosmetics:** Also known as natural or organic cosmetics, these are cosmetics made with natural raw materials, free from harmful synthetic elements, that are friendly to both the user and the environment (Kontrollierte Naturokosmetik, 2016).

1.6 Research Significance

This study is relevant in that it seeks to provide insights on the potential of a green consumer market, by determining consumer perceptions and attitudes towards green branding, especially of cosmetics. Information found will serve as a guide to producers of green or natural cosmetics, whether local or international, that seek to excel in the Ghanaian market.

Furthermore, this study will add to the available literature on green branding, especially of cosmetics.

CHAPTER TWO

2.1 LITERATURE REVIEW

Green Branding as defined by Danciu (2015), is the entirety of the processes involved in the creation of products and services which consumers associate with conservation of the environment. Zammit-Lucia (2013) argues that sociological factors like increasing environmental consciousness, the internet, increased use of social media, and new forms of parenting and education, are the reasons for the significance of green brands. In his paper, Zammit-Lucia (2013) cites the aforementioned factors as the cause of the simultaneous sense of empowerment and ability to make informed decisions of consumers; thus leading to them changing their purchasing decisions accordingly to support their green values.

Danciu (2015) wrote that green branding is a topic under the broader debate of green marketing which according to the American Marketing Association, is the marketing of products and services presumed to be environmentally safe.

Yilderm (2014) corroborates this claim by defining green marketing as the effort of firms to produce, promote, and recycle products, in response to environmental concerns.

The opposite however, has been written of green branding, where it was defined as the broader umbrella, with green marketing beneath it. Thus creating a strategically defined and explicit green brand identity, that is a set of specific brand attributes and benefits aimed at reduced environmental impact, is identified as the key to delivering value to customers. Environmentally safe products will however fail commercially if

their green brand attributes are not communicated effectively (green marketing), in order to spark positive consumer purchasing behaviour (Hartmann, Ibáñez, & Sainz, 2005).

Consumer Purchasing Behaviour, also known as consumer buying behaviour, is the set of decisions, attitudes, preferences, and considerations consumers make when purchasing a product or service (Anute, Deshmukh, & Khandagale, 2015).

Engel, Blackwell, and Kollat (1968) developed a 5-stage model to describe the purchasing decisions of consumers: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

It is worthy to note that purchases come only when there is a need. However, not all needs result in purchases. Thus, it is the onus of producers to satisfy the lag between consumers' needs, and their desire to purchase a certain product or service (The Consumer Factor, 2015).

With consumers taking into account the public consequences of their private consumption, and thus using their purchasing power to bring about social change, corporate bodies are forced to take up social responsibilities (Mohr, Webb, & Harris, 2001).

In a recent Gallup poll (2016), it was revealed that consumers in America, one of the world's biggest consumer economies, ranked big businesses as the last but one institutions they have confidence in. This distrust of big businesses is largely due to a phenomenon called *Green Washing,* where producers falsely claim their products or services are environmentally friendly (Adinyra & Gligui, 2012).

TerraChoice Environmental Marketing Inc. (2009) developed the seven sins of greenwashing, which are as follows:

1. *Sin of hidden trade-off*: which refers to promoting a particular green attribute without regard for other negative environmental impacts of the firm.
2. *Sin of no proof*: focuses on promoting environmental and energy efficiency without proof.
3. *Sin of vagueness*: the use of vague statements like chemical-free.
4. *Sin of irrelevance*: refers to the promotion of the absence of harmful elements that have already been banned, such as chlorofluorocarbons (CFC).
5. *Sin of lesser of two evils* like promoting organic cigarettes.
6. *Sin of fibbing* which is claiming false organic or green certification.
7. *Sin of worshipping labels* which is using a label or image to give the false impression that a product or service is endorsed by a third party.

Notably, there are certain big businesses like The Body Shop that have high ratings when it comes to consumer confidence due to their holistic approach to building a green brand. However, there are also other big businesses like Nike, which though not the heart of its brand promotion, is committed to reducing deforestation in the Amazon basin, and reducing its carbon footprint (Manjunath, 2014). Studies have proven that brands that have strong communication and radical transparency, whether green like The Body Shop or otherwise like Nike, tend to have high consumer confidence. This is because consumers tend to trust brands that tell all about their production (Adinyra & Gligui, 2012).

In other considerations, research has proven that when it comes to lifestyle choices, certain factors other than environmental consciousness influence consumers' buying behaviour (Kapogianni, 2011). They include:

1. The increasing health consciousness of consumers: that is, their desire to consume products that pose no or minimal health risks to them.
2. Interpersonal influence: the influence of friends, family, social media, and product reviews on consumer purchasing decisions.
3. Ecological literacy (also known as eco-literacy) which is the level of understanding of the relationship between living organisms (including humans) and their physical, natural environment, and how to create a sustainable eco-system where the actions of human beings have no adverse effects on the environment.

The Cosmetic Industry is made up of producers of substances that are used to improve the appearance of the body, especially the face, without affecting the body's structure or functions (IBIS World, 2016). These substances include hair care products, skin care products, fragrances, and colour cosmetics (also known as makeup).

The industry currently has a worldwide estimate of about 18,486 notable businesses, employing some 439,000 people, with L'Oreal, Procter & Gamble, and Unilever amongst the top cosmetics businesses in the world (IBIS World, 2016).

Consumers have sturdily been spending more of their disposable income on cosmetics over the years, with sales of skin care products being the highest category (36.1% of the market in 2015) (The Statistics Portal, 2016).

Though Europe and North America alone account for over a third of the cosmetics industry, non-western beauty practices are fast reshaping the industry. For instance, LAMEA (Latin America, Middle East, and Africa), is estimated to register a cumulative annual growth rate of 4.9%. These new regions are expected to play a pivotal role in the industry since global consumers are now more interested in including ethnically and culturally diverse beauty regimens to their daily lives (The Statistics Portal, 2016).

Another reason for the popularity of cosmetic practices in LAMEA is the fact that consumers are becoming increasingly wary of toxic and potentially harmful elements in cosmetics. Thus, the increased patronage of brands offering all-natural cosmetics free of known harmful cosmetic ingredients like parabens, fragrance, phthalates, and aluminium salts (Grand View Research, Inc, 2015).

The global green cosmetics industry recorded revenues of USD 10.16 billion according to Grand View Research (2015). Like the broader cosmetics industry, skin care products dominated global demand in the green cosmetics industry as well.

Cosmetic Industry in Ghana: Both Ghana's cosmetics industry, and its contribution to the world cosmetic industry are considerably large. As aforementioned, pioneers and leaders of cosmetic products like L'Oreal, The Body Shop, and Estee Lauder pride themselves in the fact that they source their raw materials like shea butter and cocoa butter from Ghana through Fairtrade.

To support this fact, total exports of essential oils, perfumery, resinoids, and cosmetic preparations from Ghana amounted to USD 245.83 million in 2013 (Michigan State University, 2013). On the other hand, Ghana's imports of cosmetics was recorded at USD

76.60 million in 2013, which was just 0.60% of total imports (Michigan State University, 2013).

The World Health Organization (WHO) has declared that Ghana has strong prospects for the green cosmetics industry, especially in the skin care and make-up segments. This is due to their findings that skin-bleaching products are popular, especially amongst women.

Several businesses, especially local ones have come up in light of this revelation. For instance, the Forever Clair Beauty Clinic and products; an all-natural cosmetic brand which was founded by Grace Amey-Obeng has become a popular healthier alternative for consumers looking to have flawless skin (KPMG, 2014).

In a study done by Mahama Braimah (2015) on the general Ghanaian consumer market, it was revealed that though Ghanaian consumers are aware of environmental issues, they do not consider them when making purchases. Instead, consumers are more concerned with the price of a product. This is contrary to the findings of Yilderm's (2014) study on the Turkish market, which revealed that consumers are only willing to pay an additional price for green products they would use frequently, like cosmetics. This poses a challenge to green brands on the local market since they usually sell at a premium as a result of their all-natural production methods; as opposed to mainstream brands that use cheaper, synthetic elements (Adinyra & Gligui, 2012).

In a similar research done on the Ghanaian market by Adinyra and Gligui (2012), it was found that about 91% of 384 respondents are aware of environmental risks. Almost half of this 91% attributed environmental risks or hazards to global warming, though it is

hardly the primary cause. The remaining respondents named more relevant causes like deforestation, waste problems, water shortage, and depleting natural resources.

Corroborating Braimah's (2015) findings, very few respondents in this research actually purchase green products despite there being some general awareness of green branding. However, Adinyra and Gligui (2012) went a step further to categorise the green products which respondents tend to spend on. According to the results, 15.6% of the 40.2% who claimed to be aware of green products purchased green cosmetics.

Considering the results of both studies on the Ghanaian market, it is apparent that indeed, Ghanaians do have a high awareness of environmental risks. However, it appears that this sense of environmental awareness is not so much about a sense of responsibility for the effect of mankind's actions on the environment, but a general knowledge of changes in the environment.

Braimah (2015), unlike Adinyra and Gligui (2012), looked into the factors that influence the purchase of green products in Ghana. Upon doing so, he found that 73% of the 316 respondents named price as the most important factor, followed by 21.5% of respondents who chose brand name. Given these factors, 54% of respondents reported that they would not switch from their preferred brands to green brands. Worthy to note however is the fact that these factors were named in regards to the general consumer market thus may vary in regards to the specific market segment of green cosmetics.

Thus, there remains the need to ascertain whether Ghanaians reconcile their actions to environmental risks, whether there exists a desire to ensure reduced risk to the environment, or a desire to ensure personal health, through cosmetic product choices.

Also, further study is needed to determine the factors that influence consumers' decisions to purchase green cosmetics.

The construct of this study therefore is to bridge the gap between green brand awareness in Ghana, and the effect it has on consumer purchasing behaviour of cosmetics locally.

2.2 PROPOSED FRAMEWORK

In light of the literature reviewed, the conceptual model proposed for this research is as shown in Figure 1. As discovered in the literature, the main influencers in the purchase of green products can be categorized into consumers' values, and external influences.

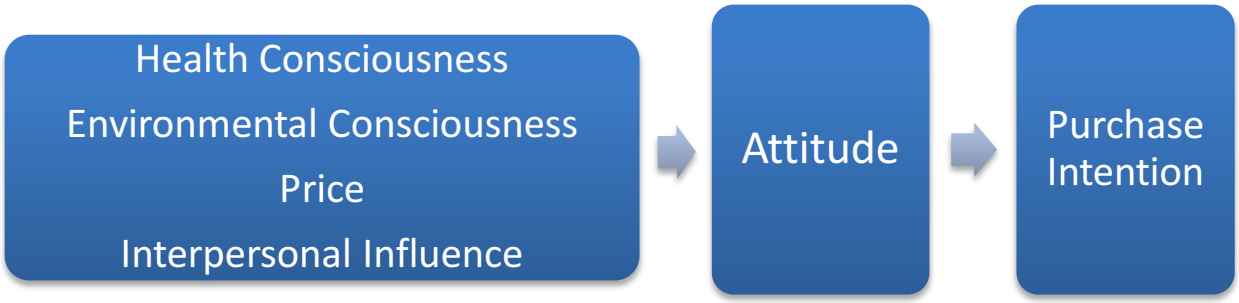

Figure 1: Proposed Theoretical Framework

For the purpose of this framework, health consciousness and environmental consciousness are the consumer values on which their attitude towards green cosmetic brands is based as stated by Freeman and Liedtka (1991), NAAG (1990), Grand View Research (2015) and Adinyra and Gligui (2012). Furthermore, the model considers other external factors that influence a consumer's attitude towards green cosmetic brands: price

and brand name – the top two factors that influence consumer purchasing behavior of green products in Ghana according to Braimah (2015), and finally, interpersonal influence a notable determinant of one's purchasing behavior (Bearden, Netemeyer, & Teel, 1989).

Interpersonal Influence is defined as the the belief that one's behavior is influenced by others. It can be split into normative influence and informational influence (Bearden, Netemeyer, & Teel, 1989). Normative influence is defined as the tendency of people to conform to the expectations of others (Burnkrant & Cousineau, 1975), whereas informational influence is defined as the tendency of people to accept information from other people as representative of reality (Deursch & Gerard, 1980).

CHAPTER THREE

METHODOLOGY

This chapter outlines the research approach of this paper based on the research objectives and the literature reviewed in the previous chapter. The relevance is to answer the question of how green branding affects consumers in Ghana's purchase of cosmetics.

3.1 Research Design

This research will employ a mixed methods approach because it is found to be both exploratory and descriptive.

An exploratory study is required when there is a need to find out why something is happening, to seek new insights, and to assess a phenomenon in a new light. Exploratory studies therefore are qualitative research methods; that is, both data collected and the method of analysis are non-numerical (Saunders, Lewis, & Thornhill, 2009).

A descriptive study on the other hand is used to give an accurate profile of persons or a phenomenon. With this, the data collection technique and data analysis procedure generates and uses numerical data respectively (Saunders, Lewis, & Thornhill, 2009).

Thus, this study is exploratory because it seeks to investigate or discover the factors that influence the purchase of green brands, and also consumers' attitudes towards green cosmetic brands. Also, it is descriptive because it seeks to describe consumer purchasing behaviour in Ghana, and to measure the relative importance of the factors that influence the purchasing behaviour of green cosmetic products in Ghana.

3.2 Data Collection and Sample

For the first part of the research, which is the exploratory research (qualitative study), insights were drawn on the reasoning and motivations behind consumers' purchase of green cosmetics. According to Saunders, Lewis and Thornhill (2009), there are three principal ways of conducting exploratory research: a search of literature, interviewing 'experts' in the subject, and conducting focus group interviews.

For this study however, the method of interviewing 'experts' was employed. Since there is a gap in literature concerning the purchase of green cosmetic brands in Ghana, a search of literature was found to be insufficient. Also, considering the researcher's financial standing as a student, and the busy schedules of the green cosmetic brand owners, focus group interviews were found to be beyond means since they are expensive to conduct and time consuming (Saunders, Lewis, & Thornhill, 2009).

The second part of this study provides conclusive information through the conducting of a survey to determine Ghanaian consumers' perception of green branding and how it affects their purchasing decisions. Based on responses from the in-depth interviews, a questionnaire was designed for a survey of people living in the Greater Accra Region of Ghana, who had purchased cosmetics within the months of January and February 2017.

With regards to the research sample, all participants in the study did so voluntarily. For the in-depth interviews, a purposive sample of green brand owners in the Greater Accra Region od Ghana, as well as and their current customers was used. The survey on the other hand was administered both in person and conducted online.

3.3 Research Instruments

The different aspects of this study employed different research instruments. For the in-depth interviews, the general interview guide approach was employed. That is, a checklist was prepared before hand to ensure that all relevant topics were covered, while still allowing the researcher to ask other questions deemed interesting (Berry, 1999).

For the in-depth interviews with green cosmetic brand owners and retailers, the interview guide used explored the themes of factors that influence their product line, the kind of customers they attract, customer retention, and the general reaction of customers to the products.

The interview guide for their customers on the other hand explored the themes of factors that influence their patronage of these brands, benefits or shortfalls of using these brands, and ease of accessing the brands.

For the descriptive study, the quantitative data collection instrument employed was a questionnaire. This was administered as an online survey and in hard copies at retail centres. The survey's questionnaire was adopted from a similar study by Kapogianni (2011) in Thessaloniki, Greece which consists of five-point Likert scales – this was used to determine the extent to which the respondents agree or disagree to statements based on the research objectives, as well as insights drawn from the in-depth interviews.

The questionnaire had various sections measuring the objectives of this study as aforementioned: consumers' attitudes towards green cosmetics, green branding awareness, and factors that influence their purchasing decisions.

There was also a section of the questionnaire which collected demographic data such as gender, age, education level, and family status, as well as the frequency of purchasing green cosmetics, in order to help with further classification of results.

3.4 Data Analysis

The qualitative data collected from the green cosmetic companies and their customers was analyzed using Content Analysis. This method of qualitative data analysis involves an initial coding of data, identifying the patterns, and then interpreting the patterns (de Hoyos & Barnes, 2012).The data was then displayed textually, with verbatim quotes of rich statements from interviewees.

The quantitative data gathered from the survey on the other hand was analyzed using Microsoft Excel. The analysis was based on the demographic data such as gender and age collected in the survey, and consisted mainly of descriptive statistics such as percentages and means.

Also, for the data collected with the Likert scale, scores were assigned to the various ordinal data to allow descriptive data analysis and/or summaries to be based on intervals. The various data categories were collapsed into the following nominal categories: **Agree/Accept**, **Disagree/Reject** and **Purchase/No Purchase**, which allowed Chi-square tests to be carried out to test the relationships between the dependent and independent variables stated in the proposed framework.

CHAPTER FOUR

INTRODUCTION

This chapter presents the findings of the data collected during the research. All data was collected from January to February 2017.

The first part of this chapter will present the findings from the qualitative research phase – interviews with local green cosmetic producers and retailers, as well as their customers. Whereas the second part will cover the analysis of the quantitative research, which consisted of an online survey and self-administered questionnaires to people living in various areas in the Greater Accra Region of Ghana (See Appendix 1).

4.1 Qualitative Research Findings

A total of 4 organisations were interviewed for this research – three of which were producers of green cosmetics, and the remainder, a retailer of green cosmetics. These organisations were asked about their reasons for going into green cosmetics, their customer base, and how they developed their product offerings.

Furthermore, 8 customers of these brands were interviewed to ascertain the factors that influence their patronage of green cosmetic products.

4.1.1 Organization Interviews

A total of four business owners were interviewed – three producers and one retailer. All interviews were face-to-face in-depth interviews, except for one, which due to the busy schedule of the producer and poor network connectivity, had to be conducted over the phone. Each interview lasted for at least 20 minutes.

Why Firms Pursue Green Branding

The business owners gave various, reasons for delving into the production and retail of green cosmetics. One recurring reason however, was that of their personal lifestyle choices; they all professed to be health conscious and wary of products with synthetic elements, thus their need to create a brand which they, and others like themselves, can trust to care for their bodies. These lifestyles often arose from personal research into potentially harmful effects of commonly used ingredients and chemicals in cosmetics.

One business owner also cited global trends as the need for all brands, including cosmetic brands, to go green as portrayed in this statement: ***"Presently, producers need to think global. There is a lot of information out there about how to source well, respect the environment, treat employees right…etc. and customers can readily access these and are increasingly acting on them. So we decided to start on the right note as a green company, instead of waiting until further down the line before trying to change and meet the demands of time."***

When asked how they develop their product offerings, two common determinants among the brand owners were customer feedback and customer demands. Also cited were availability and authenticity of ingredients, market research, and cost of production, as these factors influence the pricing of each product for both themselves and where applicable, their retailer.

Generally, brand owners when describing their businesses did not use the word *green* until prompted. The prevailing descriptors were words like natural, all-natural, and natural based. These words are what are usually used in brand communications and

advertisements. However, they did agree that per the definition given in this paper, they are employing green branding.

There was also a consensus on the view that the market for green cosmetic brands is a growing one, and that local consumers are becoming more receptive, with some brand owners citing the fact that they get customer enquiries from all over the country and even abroad despite limited and/or lack of rigorous brand communication campaigns as proof of how easy it is to get consumers to buy into the market.

One producer who sells both locally and internationally had this to say, ***"Aside from extensive use of social media platforms like Facebook and Instagram, and participating in pop-up markets and activations, consumers report to have discovered our brand either through word of mouth, or personally searching for the kinds of products we offer."***

Demographic of Customers and Their Attitudes Towards the Brands

The research revealed that customers of green cosmetic brands in Ghana can be categorised by gender, age, nationality or lifestyle.

Customers are mostly women; young ones in their twenties and thirties who are social media savvy and come across these brands on platforms like Instagram and Facebook, and then some older ones in their forties and fifties. One producer however had this to say ***"…our customers are equal proportions male and female. We also get a lot of people who buy for their children and babies, since they have very sensitive skin."***

On nationality, it was discovered that the concept of green cosmetic brands made from local plants like shea appeals greatly to people looking to reconnect with their roots,

such as expatriates. This was summarised in one statement by the owner of a brand produced locally but sold in both the local and international markets, ***"In the beginning, we sold mainly to expatriates; we were not very popular locally. Perhaps it was because of our brand communications, but then people in the country began to hear about it and love the brand, and now we are known locally too."***

With regards to lifestyle choices, it was discovered that there are three main categories of customers when it comes to green cosmetic brands. As described in this statement, there are ***"…people who genuinely care about environmental issues and thus opt to buy green cosmetics. Secondly, there are those who use our cosmetics because they solve a specific problem. And finally, there are those who buy just because they are excited about the fact that local body treatments have been made to look like 'foreign' products."***

Regardless of the lifestyle category a consumer falls into, the general consensus amongst the producers is that their brands have not been difficult to market.
Granted however, the market remains small – a fact which can be mainly attributed to reservations in regards to green branding of cosmetics. This is narrated by the cofounder of the retail brand as follows, ***"…we still get questions on whether there can be green cosmetic products, and whether they match up to the kind of products they are familiar with. Mainly because the products we offer are relatively new to our part of the world."***

Developing Product Line

According to the brand owners, their product lines are influenced mainly by what customers ask for, customer feedback on existing products, and trends in the local

market. Some producers reported to have modified existing products upon customers' request. These requests mainly had to do with improving the effectiveness of a product, and making the product more refined.

In regards to refinedness, one producer reported of creating a body butter based on negative reviews consumers of competitors' products gave. For instance, some consumers complain that local beauty treatments like shea butter and coconut oil in their raw forms often have heady fragrances which are not always pleasant. Thus the producer reported of making more refined versions such as: whipped shea butter to create consistently soft body butters, mixing shea butter with essential oils and natural fragrances to give it a more alluring smell, and making cold-pressed coconut oil.

Both the retailer and the producers also named sourcing as a key determinant of developing their product lines. That is, cost of sourcing, ease of access, consistent availability and such. One brand CEO emphasised this by saying, ***"…that is the reason why we discontinued Banana Fusion Butters. The company that used to supply us with the banana fragrance shut down so we came up with a new body butter to replace that one."***

Interestingly, none of the brand owners interviewed reported to have any background in cosmetic manufacturing prior to starting their brands, yet they either come up with or are actively involved in coming up with the various formulations for their products. And in the case of the retailer, the owners have no prior experience or training in testing product quality; they rely extensively on product reviews, labelled ingredients, and results from expert organisations in deciding which products to stock.

This is not to say however that green cosmetic brands in Ghana do not undergo rigorous quality checks. All the brands are registered under the laws of Ghana, and are subject to quality checks accordingly by the Food and Drugs Authority.

Sourcing

In a country where green certification or eco-labelling is not a common feature when it comes to branding, retailers rely only on information available to them concerning a product before deciding to stock it. This proved true for the green cosmetic retail brand. According to one of the managers, the procedure revolves mainly around ingredient and pricing checks. Though in the case of the international brands they stock, some of them do have eco-certification, in which case product reviews and pricing are the main concern.

This process is captured succinctly in this statement made by the manager, ***"We look at ingredients, integrity and superiority. We take our time to go through the active ingredients in each product that we sell to make sure that they are indeed what they claim to be. We also look at pricing, quality, and whether products will make business sense and perform well in the Ghanaian market."***

For the producers on the other hand, it was found that sourcing for raw materials involves ensuring that the ingredients are of high quality, are coming from a constant and reliable supply source, and are purchased under ethical and fair conditions.

For materials that are readily available and popular locally, like coconut and shea, producers source locally from cooperatives just to contribute to the prosperity of that sector. This tendency is apparent in this statement by a producer, ***"I source from***

associations or cooperatives – hardworking women who come together to ensure that they can gain a fair price for their produce."

This is not to say however that quality is compromised when sourcing locally; local suppliers are held to very high standards by the brand owners because having natural, high quality raw materials and ingredients are an integral part of their branding. One producer emphasised this by saying, ***"…though we sell cosmetics, our products are classified by the Food and Drugs Board as food because that is how good they are"***.

It was revealed however that in order not to compromise quality and availability, sourcing certain materials locally is not always an ideal solution. For instance, one producer who uses essential oils in production opts to buy from established organisations with good reputations outside the country.

4.1.2 Customers' Interviews

A total of eight customers of the various green brands were interviewed – two customers of each brand owner. Coincidentally, several of the respondents were customers of more than one of the brands. Like the interviews with the brand owners, these interviews lasted for at least of 20 minutes and were conducted face-to-face.

The customers were asked questions on why they use these brands, how they came to find out about them, what they like about them, their views on green branding of cosmetics, and the potential of a green consumer market in Ghana.

The general consensus among the customers interviewed was that these green cosmetic brands, unlike mainstream ones, require patience and consistency in order to see positive results. Most concluded these brands are not for those looking for instant results

or are more concerned with the clout that comes with using popular brands. This is summarised in a statement made by one customer, ***"For organic products, you need to be consistent when using them. You don't usually see the effects immediately. People today want the quick-fix solutions so they stick with the mainstream brands regardless of their high prices. Sadly, in forcing your skin to adopt to the chemicals they contain, your body begins to fall apart in the long run."***

They all reported to use these brands not because of personal beliefs and lifestyle choices as reported by Kapogianni (2011), but instead, cited cases like negative or harsh experiences with mainstream brands, the need to solve a specific hair or skin problem, or the value proposition of the brand. One customer had this to say: ***"I think these brands are not communicated enough to the public. Just as learning about Fairtrade closed the deal for me with the cosmetics I use, I believe that letting people know how great these brands are [as products and how they give back to society as organisations] will make them more popular."***

The following sections will provide in detail the findings of these interviews.

Reasons for Patronising Green Cosmetic Brands

It was revealed that the customers opted to use these brands for three general reasons: Bad experiences with mainstream brands, advertisements, and the need to solve a specific problem.

In regards to the first reason, some customers reported cases like irritations, burns, and negative reactions with other brands, and as a result were advised to switch to natural alternatives by friends and family, and in some instances, by medical practitioners. The

following statement by a customer who is a Tertiary student describes one such instance: ***"Previously, the soap I was using reacted badly with the water in school, leaving me with irritations and spots. Fortunately, I know the owner of the brand I use right now, and she recommended a new product to me. I stopped getting those reactions, so I stuck with it."***

In regards to advertisement and brand communications, it was discovered that the green values of these cosmetic brands are an attractive factor for most consumers. The fact that these brands decide to source and produce ethically as well as give back to society proved to be popular amongst those interviewed. Some customers reported to use these brands solely for these reasons. One such customer had this to say: ***"For my hair products, I use this brand because not only is it organic, it is sourced from cooperatives in nearby Togo under Fairtrade conditions, in order to lift the economic status of the local women. Also, the company donates one bicycle to a child in rural Togo for each product sold. Fortunately for me, the products actually work amazingly well too!"***

Finally, but certainly not the least, many reported to use green cosmetic products for specific personal care needs. Some of these needs included to treat issues with the face like acne, spots and irritation, treating hair issues like dryness, breakage, and slow growth, and finally general skin issues like dry and chapped patches. One customer told of her unique case of constantly dry lips: ***"Previously I used petroleum jelly but it did not work well, and I had to reapply several times in a day. I was told to use a natural lip balm made from butters and oils as it is moisturising and nourishing. I was impressed with how well it worked and now, I stock up on natural lip balms every chance I get."***

How the Customers Found out About the Brands and Ease of Access

The research revealed that social media platforms like Instagram and Facebook are the most popular ways customers come into contact with green cosmetic brands. They reported of seeing either sponsored ads, or picture-reviews of people who used these brands. They then proceeded to engage the brands through their social media pages.

The second most popular medium cited was recommendations or word of mouth by friends and family. Other modes given were pop-up stands, bazaars or sales events, and finally direct contact with brand owners.

Most reported that after finding one brand that works for them in an aspect, they usually continue to try out green products for their other cosmetic needs until they attain a desired beauty regimen. This is captured in this statement made by one customer: ***"When I first came across such brands, I got some recommendations to try others out. Then I got some more recommendations on other kinds of products for my hair, then skin… finally I settled on the ones that worked best for me."***

With regards to ease of access, all interviewees reported that they find the green brands relatively affordable and fairly accessible. They did however concede that most of these brands are small and thus are not sold at many outlets making shopping a bit difficult. The fact that these brands offer delivery services to compensate for their lack of coverage seemed to appease them, though some complained that delivery could be quite expensive. One customer who lives on the outskirts of Accra explains this conundrum in the following statement: ***"I have found that green products are much cheaper. For instance, I buy a bottle of coconut oil for much cheaper than I used to buy Vaseline. My usual retailer charges between GHS10.00 to GHS20.00 for delivering my products***

directly to me, so I buy the whole lot together. When they are out of stock however, delivery is quite expensive since I then have to buy from the separate producers directly."

Knowledge on Green Branding and Views on the Market's Potential

When asked of green branding, it was found that the customers, like the brand owners, needed to be prompted or given the working definition of this paper before agreeing that they were customers of green brands. They too were more familiar with terms such as organic, natural and natural-based when it came to cosmetics.

When asked to define in their own words, a few of them came up with quite accurate definitions such as: ***"Any product that is not harmful to your body…"*** or ***"…they are organic or natural products that contain minimal or no synthetic elements."***

It was however also revealed that most customers took products that are purported to be natural-based or advertise a particular active natural ingredient as green or being totally natural without considering the other ingredients used in the products. Thus they were of the mind-set that most mainstream brands in a bid to go green also have green cosmetic product lines – an observation which is not entirely true. This way of thinking is captured succinctly in this comment: ***"For my skin, I use Dark & Lovely Crème 6 Oils lotion which was formulated after 10 years of research on African skin. When I saw this on the label, I thought it was a great thing and decided to go with it since I am convinced that it is natural and won't harm me in any way."***

As can be seen in the above statement, most consumers respond mainly to what is advertised on the front label of their cosmetic products, without a second thought for checking the back label too. Giving rise to the disillusion that certain brands qualify as green even though they are not (Adinyra & Gligui, 2012).

On the potential of a green cosmetic market in Ghana however, the customers interviewed correctly pointed out that the fact that mainstream multinational brands have resorted to creating product lines made with local produce like shea and cocoa butter is proof that consumers are becoming more conscious.

According to the respondents, increased access to information, continuous questioning of the production processes of big brands, and rigorous checks and warnings by governments against certain brands all seem to have contributed to the recent increasing trend of new local cosmetic brands.

Thus they are of the view that green branding is here to stay, and is the next big thing for cosmetics in Ghana.

4.2 Quantitative Analysis

This section analyses the data collected through the survey conducted. Out of 164 responses, 117 were valid; that is, reported to live in the Greater Accra Region (See Appendix 1) and to have bought cosmetics in the months of January and February 2017.

Demographics

Of the total valid responses, 80 were female (68%) and 37 were male (32%). A convenience sample was employed, thus this age distribution may either be because

women are more conscious of green branding and spend more time and effort shopping cosmetics, or because women were more willing to fill the questionnaire.

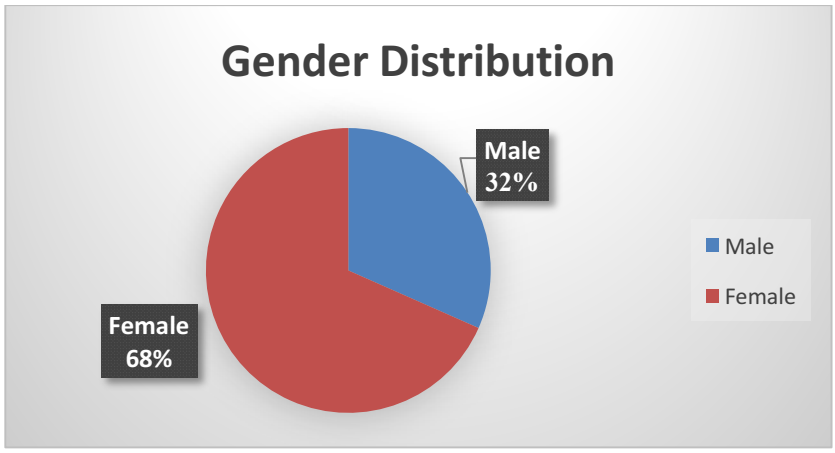

Figure 2: Gender distribution of respondents

In terms of age distribution, the largest recorded age range of respondents was 22 to 29 years (62%), followed by 16 to 21 years (29%), then 30 to 39 years (5%), 40 to 49 years (3%), and finally 1% aged 50 and above.

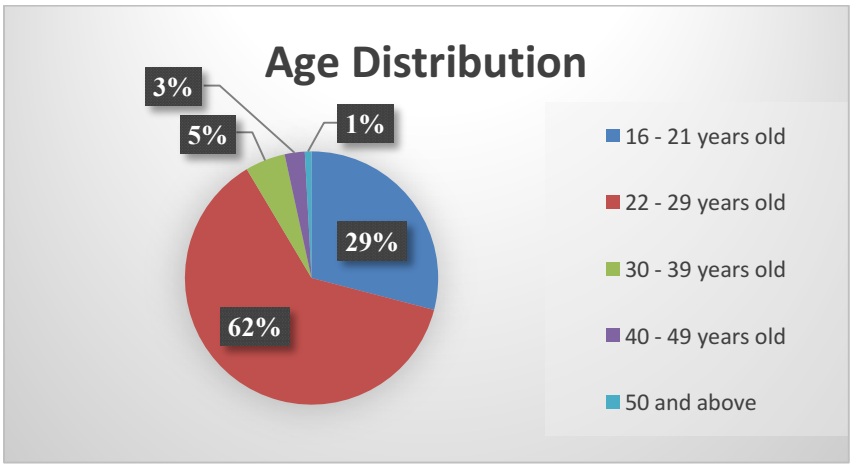

Figure 3: Age distribution of respondents

Also, respondents were asked what they do for a living, and a vast majority reported to be tertiary level students (58%). This is due to the fact that the researcher employed convenience sampling for the online survey by sending the form to colleague

students. The remaining respondents (32%) reported to be employed; that is either self-employed (23%) or employed by an organisation (9%).

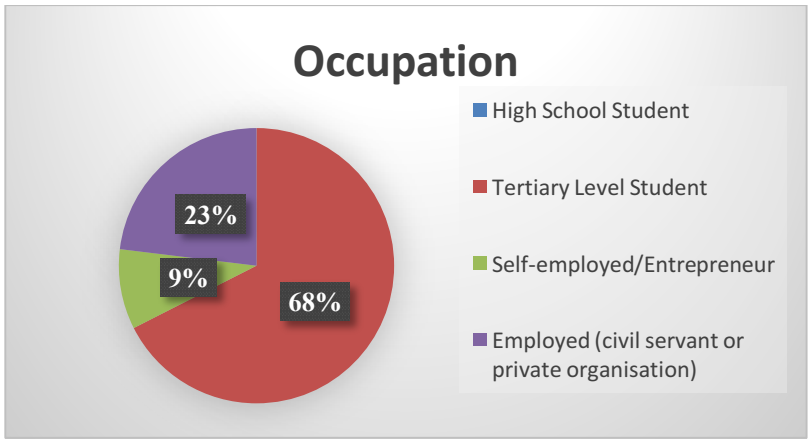

Figure 4: Occupation of respondents

Purchasing History of Green Cosmetic Brands

When asked about ever purchasing green cosmetic brands, the majority of the 117 respondents (63%) reported to do so, where as the rest (37%) reported not to. However, in regards to the purchase of green cosmetics in the months of January and February 2017, fewer respondents (44%) reported to have done so.

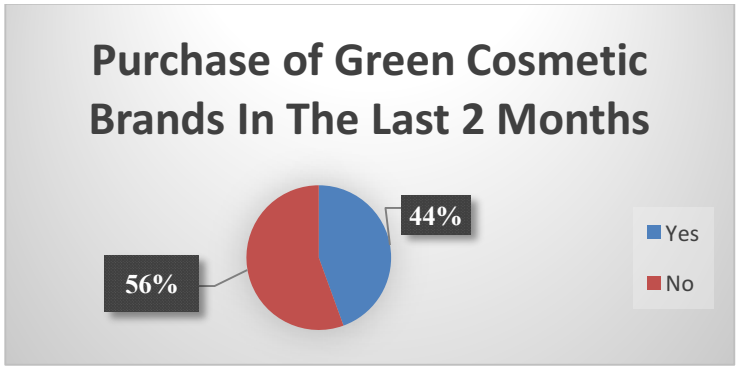

Figure 5: Respondents who purchased green cosmetics in the last two months

In general, most respondents characterized themselves as occasional purchasers of green cosmetics (39%), whereas 5% of respondents to claimed to always purchase green cosmetics (see appendix 2).

Category of Cosmetics Respondents Spend on the Most

In order to find out which cosmetic products consumers generally purchase the most (whether green or otherwise), respondents were asked to rank various categories of cosmetics in the order in which they are most used. Results showed that the most used cosmetic products are deodorants (92 respondents ranked it 1st), followed by skin moisturizers and lotions, and then fragrances.

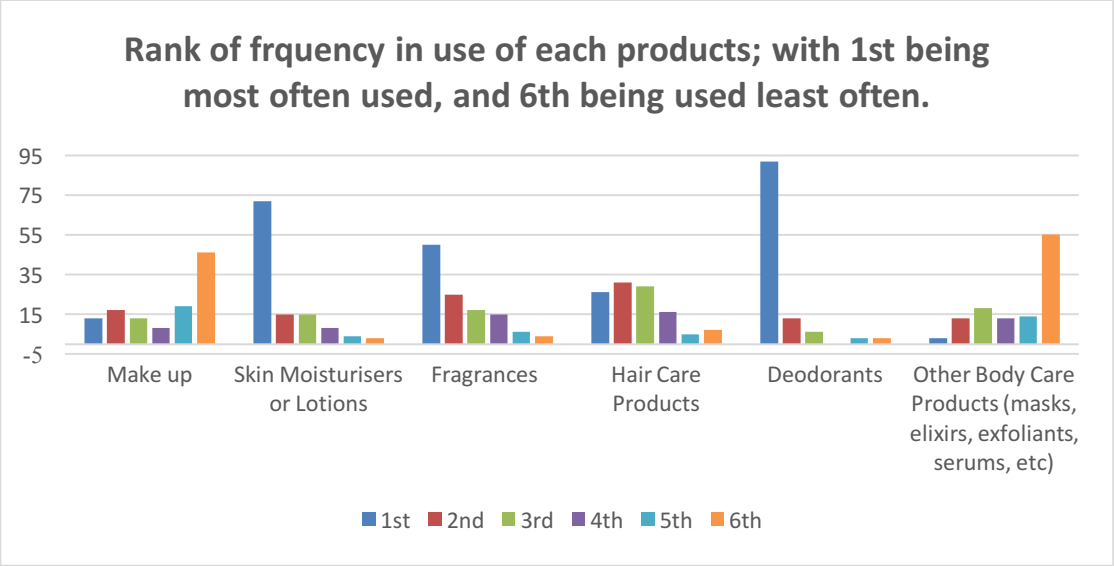

Figure 6: Cosmetic products respondents use the most

The above categories shown in the chart were then placed under three broad ones – skin care products, hair care products, and makeup. Respondents were then asked to select the price range within which they would typically purchase a cosmetic product under either category. Below are the results:

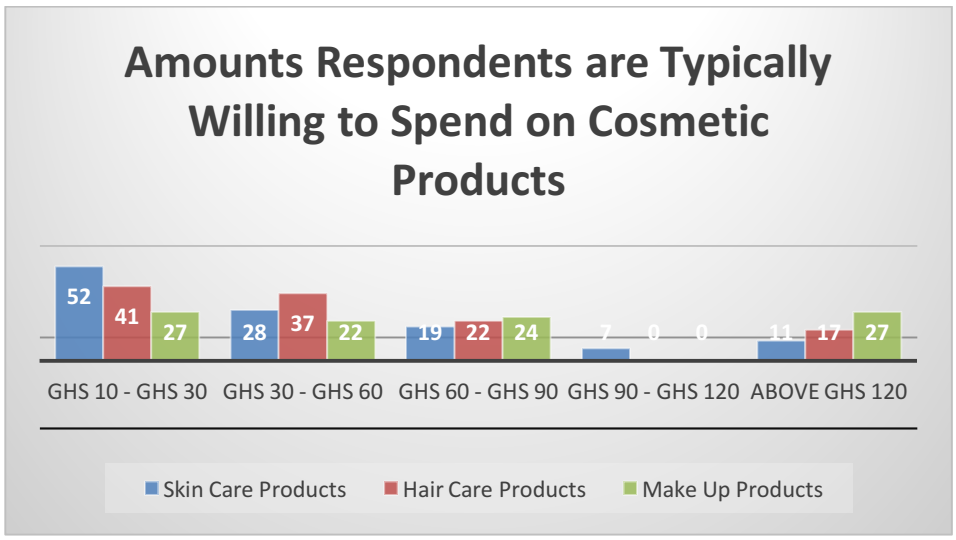

Figure 7: Amounts respondents are typically willing to spend on cosmetics

Ease of Access & Respondents' Sentiments on their Current Cosmetics

From the interviews conducted prior to the survey, it was discovered that lack of availability of green cosmetics at many retail or sales points was a key challenge to their purchasing. Thus respondents in the survey were asked how easy it is to access their current cosmetic choices, and it was discovered that most find it either very easy (35%) or moderately easy (54%). Thus indicating that ease of access is indeed a major factor influencing purchasing decisions of cosmetics in Ghana.

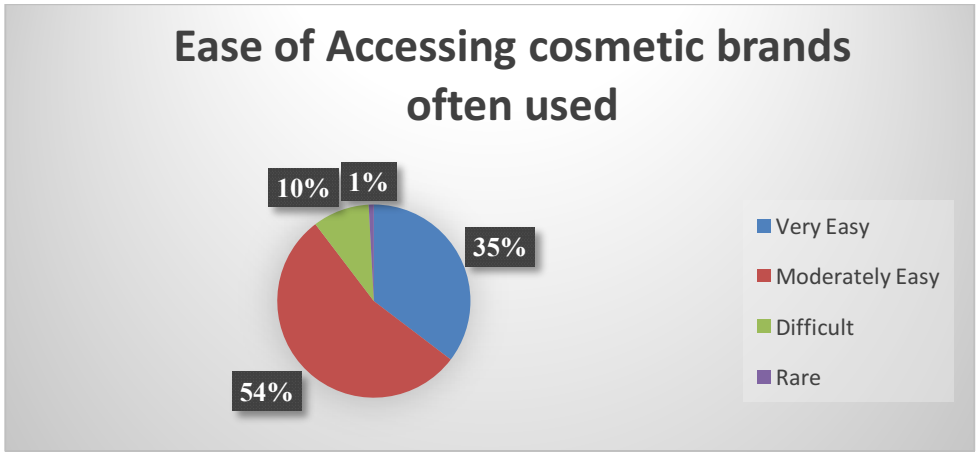

Figure 8: Ease of accessing preferred cosmetic brands

When asked what characteristics of their current cosmetic choices they found unsatisfactory, respondents corroborated the above result by indicating that they most wished they could access them at more places. Also, high prices were named as the second most unsatisfactory factor thus corroborating Braimah's (2015) claims that price is one factor that greatly affects consumer purchasing behavior in Ghana. In 3rd place was respondents' complaints about lack of various sizes or small quantities of cosmetics.

For favorite characteristics, fragrance came first, followed by the ability of the product to work well and claims of being natural or organic, and finally the product's ability to enhance appearance and confidence. This final discovery on appearance enhancement proves what the WHO (1991) said about the potential of green cosmetic products in the Ghanaian market in the aftermath of the popularity of bleaching cosmetics. See appendices 3 and 4 for remaining results.

Knowledge on Green Cosmetics

In order to verify this research's qualitative findings concerning consumers' categorization of green cosmetics as those meant for people with natural hair, those looking to live a plant-based lifestyle, and/or those cosmetics with a naturally derived active ingredient, respondents were asked to choose amongst four definitions, that which they thought best defined green cosmetics.

It was found that the good majority of respondents (84%) considered the working definition of green cosmetics for this research paper to be the correct (see figure 9 below). It is worthy to note that not one respondent considered the presence of synthetic elements to be characteristic of green cosmetics. This shows the high awareness and

understanding of green cosmetic products, and further confirms Adinyra and Gligui's (2012) findings that cosmetics present one of the highest potential for a prospective green business.

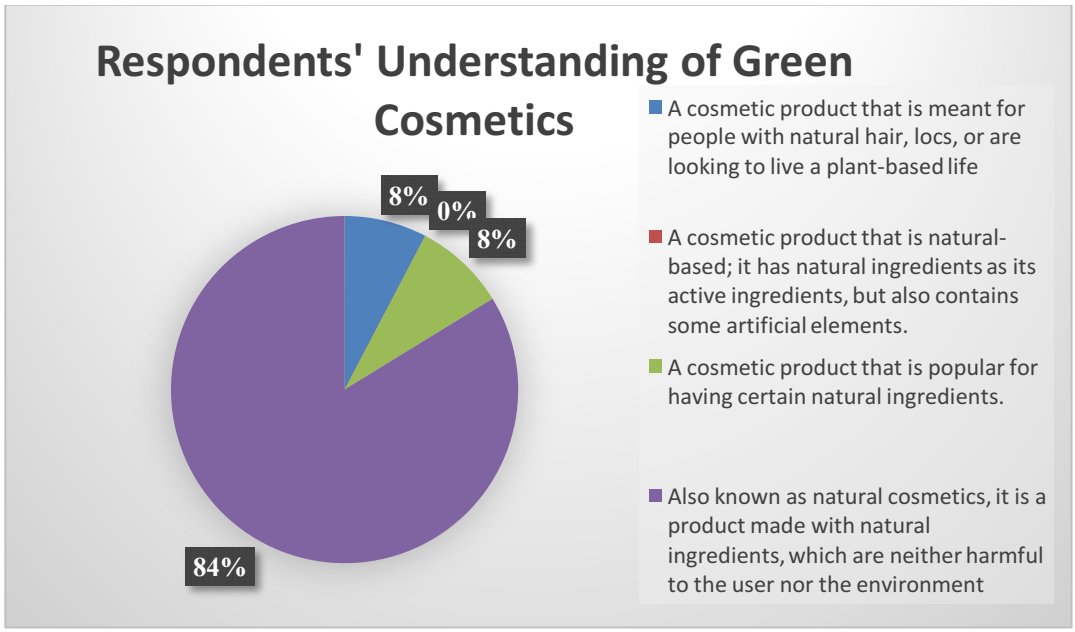

Figure 9: Definition of Green Cosmetics

4.3. Testing Proposed Framework

In order to determine if the proposed framework (see Figure 1) indeed applies to the Ghanaian market, data collected with the five-point Likert scale was used to measure consumers' Environmental Consciousness, Health Consciousness, and Susceptibility to Interpersonal Influence and Price. A series of chi-square tests were then performed to determine if the hypothesis of attitude towards green cosmetics is dependent on the factors given.

In order to determine the relationships, the data collected had to be coded from ordinal to categorical. This is because in Likert scale questionnaires, one respondent may consider the distance between one rank and another to be different than another

respondent; that is their perceived distances could be relatively greater or smaller. For this reason, the various response options were collapsed into 2 categories: Accept and Reject. Where all responses of *Strongly Agree, Agree,* and *Neutral,* equaled *Accept*, and *Disagree* and *Strongly Disagree,* equaled *Reject*.

The significance level for the chi-square tests was set at 0.05.

4.3.1. Attitude towards Green Cosmetics in Ghana

As described in the proposed framework, health consciousness, environmental consciousness, price, and interpersonal relations were the factors tested to predict consumers in Ghana's attitude towards green cosmetics. In the same manner as the factors being tested. Attitude was coded into categorical data as either favorable or unfavorable by collapsing all Strongly Agree, Agree and Neutral responses into the former, and all Strongly Disagree and Disagree into the latter. Below are the results and in appendix 5 are the calculations:

1. <u>Health Consciousness:</u>

It was revealed that health consciousness is the best predictor of consumers in Ghana's attitude towards green cosmetics. A chi-square test of significance resulted in a p-value of 0.0006 which is less than the significance level of 0.05 thus indicating that a favorable attitude towards green cosmetics in Ghana is dependent on whether or not consumers are health conscious. This goes contrary to a similar study conducted by Kapogianni (2012) which concluded that consumers' favorable attitudes towards green cosmetics is not formed from concerns over health issues.

2. Environmental Consciousness:

A chi-square test of independence resulted in a p-value of 0.01 thus revealing that the environmental consciousness of consumers in Ghana and their attitudes towards green cosmetics are dependent variables. This proves findings by Adinyra and Gligui (2012) where the level of environmental awareness was high and was suitable to be used as a basis for establishing a green potential within Ghana – in this regard, a green cosmetics market potential.

3. Price and Willingness to Pay:

Data was collected on the price of cosmetic products and respondent's willingness to as much as pay extra provided a green cosmetic product solved a specific problem of theirs. Upon running a chi-square test between this and their attitudes towards green cosmetics, it was found that Price is the least predictor, with a p-value of 0.34. The finding goes contrary to that of Kapogianni (2012) that consumers are only willing to pay extra for green products they will use often, like cosmetics.

4. Interpersonal Relations:

It was found that consumers in Ghana's attitudes towards green cosmetics cannot be predicted by their interpersonal relations – their tendency to conform to people's expectations and to accept information from others as representative of reality. The chi-square test of independence resulted in a p-value of 0.303 thus making interpersonal relations the 2nd most insignificant predictor.

4.3.2. Purchase Intention of Green Products

This research went further to collect data on how likely respondents are to buy green cosmetic products in the following month. Responses were on a five-point Likert scale which ranged from “not at all likely” to “very likely”. They were coded in the same manner as the previous Likert scale responses, with the top three ranks representing intent to purchase and the bottom two ranks representing no purchase.

Chi-square tests were then run to determine whether or not the factors given in the proposed framework are good predictors of purchase intent. For these tests also, a significant level of 0.05 was assumed. Interestingly, unlike consumers’ attitude towards green cosmetics, all factors were found to be insignificant predictors of purchase intention.

1. Health Consciousness

With a P-value of 0.225, health consciousness was found to be a poor predictor of purchase intention of green cosmetics among respondents. Coupling this with the findings in the qualitative research that consumers do in fact know what green cosmetics are, it is evident that Ghanaian consumers do not associate the purchase of cosmetic products with living a healthy lifestyle. Perhaps this may be due to the fact that most people consider nutrition and exercise first when thinking of health (Kapogianni, 2011).

2. Environmental Consciousness:

It was found that environmental consciousness of respondents is highly independent of their intention to purchase green cosmetics. The calculated p-value was 0.346, even though 83 out of 117 respondents (both environmental conscious and otherwise) fell into the “likely to purchase category”. This finding corroborates that by Braimah (2015) who

found that even though Ghanaians have a high knowledge and understanding of environmental concerns, they do not reconcile their purchase decisions with increasing environmental risks. Evidently, this applies to the purchase of green cosmetics as well.

3. Price and Willingness to Pay

Upon testing whether respondents' willingness to pay extra for green cosmetics that solve a specific problem for them is independent of their purchasing intent, a p-value of 0.15 was realized thus indicating that they are not dependent on each other. Meaning if the distribution is based just on chance, the likelihood that the exact distribution of more respondents falling in the purchase category despite rejecting the notion of paying extra (44 against 39 respondents) is 15%.

4. Interpersonal Relations:

A chi-square test resulted in a p-value of 0.38, indicating no dependence between a consumer's interpersonal relations and purchasing intent. This is to say that the fact that majority of those who fell in the purchase category also claimed to be influenced by interpersonal relations (see appendix 5) is insignificant. Thus one cannot significantly predict the effect that consumers' tendency to conform to others' expectations and views on a product has on their purchasing intent.

4.3.3. Attitude and Purchasing Intent

Seeing as the tests of independence gave mixed results for both attitude towards green products and actual intention to purchase, it is evident that the usual influencers of a thriving green consumer market as given in various researches – Braimah (2015), Adinyra and Gligui (2012), Kapogianni (2012) and Yilderm (2014) – and as such tested

through this study, do not apply entirely to the Ghanaian market. It is evident that though consumers are apparently highly conscious of their health and environmental issues, which has resulted in a favorable attitude towards green products (including green cosmetics), these have no significance when it comes to purchasing decisions.

In the same vein, even though price as the leading predictor of purchase intent, as established by Braimah (2015) remains valid, that is, this research has established that consumers in Ghana prefer the most affordable alternative and would only pay extra for a significant added benefit, this also does not have any significance when it comes to predicting purchasing decisions of consumers.

Thus the researcher went further to test if consumers' attitudes towards green cosmetics can indeed be a predictor of their purchasing decisions. This revealed a p-value of 0.001 thus indicating that purchasing intent of cosmetics is definitely dependent on attitude towards green. Thus it is clear that even though health and environmental consciousness does constitute attitude towards green cosmetics, the other factors proposed in the framework (price and interpersonal influence) are not sufficient to instigate purchasing intent.

Other data collected during the research was therefore analyzed to ascertain more appropriate factors that influence the purchase of green cosmetics.

4.4 Views on Current Cosmetics Choices

To better understand why respondents opt for their current cosmetic products, they were asked to list their favorite and least favorite characteristics of said products. Below

is a summary of the top responses for each category (see appendices 3 and 4 for full results).

Table 1:

Favorite and Unsatisfactory Characteristics of Respondents' Preferred Cosmetics

FAVORITE CHARACTERSISTICS	**COUNT**	**UNSATISFACTORY CHARACTERISTICS**	**COUNT**
1. Fragrance	16	1. Difficult to find/Frequent Stock-outs	22
2. All Natural/Organic	14	2. Too Expensive	18
3. Performance	14	3. Small quantities and lack of various pack sizes	14
4. Appearance and Confidence Enhancement	10	4.The presence of fake versions on the market	8
5. Availability	10		

As is evident from the above table, Ghanaian consumers are more concerned with the actual cosmetic product, what it does for them, their ability to trust it, and their ability to conveniently purchase it. Thus such factors would perhaps have been more suitable to test for attitude towards green cosmetics, and thus effect on purchase intent.

CHAPTER FIVE

5.1 Conclusions from Research

Below are the conclusions from both the quantitative and the qualitative data analysis:

- Brand owners mostly opt for green due to a desire to share their personal green values and lifestyle choices with others. However, their customers do not patronize their brands as a result of buying into these values and lifestyle, but mostly buy as a result of personal motivations like a need to solve a specific skin/hair issue and bad experiences with other brands.
- There is a lack of proper certification and labelling for green cosmetic products thus consumers often can not tell them apart from mainstream brands.
- Women (especially mothers with young children) and consumers within the youthful ages of 16 and 29 years are more receptive to green cosmetics.
- Brand owners presently do not put much into marketing, and when they do, rely heavily on impersonal communications and advertisements.
- There is a high level of knowledge and understanding of what green cosmetics are among consumers in Ghana.
- Consumers in Ghana are yet to adopt green cosmetics; that is, they are mostly occasional buyers.
- Deodorants, skin moisturizers and fragrances are the most used cosmetic products in Ghana.
- Consumers in Ghana generally prefer cosmetic products they can easily access.
- Health and environmental consciousness are good predictors of consumers' attitude towards green cosmetics, whereas price, brand and interpersonal relations are poor predictors.

- Attitude towards green cosmetics is a strong predictor of purchase intent.

5.2 Recommendations

Proponents from all over the world have increasingly been advocating for green products. However, the market has not attained as significant a level as they had hoped mainly due to the fact that demand still remains at levels lower than expectation (WHO, 1991). Research in several parts of the world have confirmed this as shown in this study's review of literature, and it is apparent that the Ghanaian market is no different.

Even though it was found that 71% of respondents are bound to purchase green cosmetics in the next month, it appears that the fact that environmental and health consciousness has created a favorable attitude towards green cosmetics is not significant enough to predict high patronage as the proportion of consumers with favorable attitudes is only slightly higher than those otherwise. It is this gap between attitude and actual purchasing intent that current brand owners and prospective entrants into the market need to address.

This can be further explained by the mechanism of diffusion as follows:
Each member of a society goes through a 5-step innovation decision process called *Diffusion of Innovation* which describes how innovation is communicated through certain channels over time (Rogers, 1983). These 5 processes include:

1. Knowledge – awareness of an innovation and having an idea of how it works.
2. Persuasion – formation of a favorable or unfavorable attitude towards the innovation.
3. Decision – engaging in activities that lead to a choice to adopt or reject innovation.
4. Implementation – putting the innovation to use.

5. Confirmation – evaluating the results of the innovation decision made.

From the findings in this research, most consumers in the Ghanaian green cosmetic market are in the *Persuasion* stage of the Innovation Diffusion process. This is apparent in the high level of knowledge and understanding of green cosmetics portrayed by respondents (see Figure 9), as well as their apparently favorable attitudes that do not necessarily translate into purchase intent.

The fact that not many respondents fall in the final three stages means that Ghana is still in the *Early Adopters* stage. That is to say that current green cosmetic consumers can be thought of as the opinion leaders in the market; the ones who will influence the *Early Majority* and *Late Majority* of consumers to adopt green cosmetics. They are the ones who have diligently sought out information and observed the effectiveness of the innovation (Rogers, 1983).

5.2.1 How Green Cosmetic Brands Can Get the Majority of Consumers

1. <u>Effective Communication:</u>

One valuable insight offered by the Diffusion of Innovations theory is that certain qualities of an innovation make it spread more quickly than others. These qualities include relative advantage, compatibility with existing values and practices, ease of use, ability to test or try it out, and observable results (Robinson, 2009). The onus lies on local green cosmetic brand owners to effectively communicate these properties to consumers.

Presently, it is evident that there is miscommunication between brand owners and consumers in Ghana. While brand owners during the qualitative research reported to have created their brands based on a desire to provide consumers with highly effective,

healthy, easy to use products made from ethically sourced ingredients and equally ethical production methods, their consumers reported to use the brands mainly because of bad experiences with previous brands, the need to solve a specific problem, and attractiveness of product packaging and advertisements. Some were even of the view that green cosmetics are not for those looking for quick results due to the fact that they require consistency and patience.

Present brand owners and new entrants into the market need to ensure that their marketing methods, that is, advertisements and presence on social media are consistent and effectively communicate their mission and brand.

2. Peer-Peer Conversations and Peer Networks:

Another important insight about Diffusion of Innovation is that even though impersonal marketing methods like media stories and advertising spread information about an innovation, it is conversations that spread adoption. This is because consumers adopt a product when risk and uncertainty is managed; a phenomenon that usually occurs when they receive credible reassurances from people they know and trust. The only exceptions to this rule are Early Adopters; this is because these people tend to see the associated risks as relatively low, either given their financial stability, self confidence, and/or access to information about the product (Robinson, 2009).

This rule is relevant to this research because it was found out that a considerable majority of respondents (Early Adopters) are little swayed by Interpersonal Influence when making purchasing decisions (See Appendix 5). Existing and potential brand owners should therefore employ marketing methods that create viral effects like

recruiting celebrities and opinion leaders to spread the word about the brands on their personal social media and with their connections.

Also, they should partake in more sales events, activations and pop-up markets to allow them to come into direct contact with consumers where they can take the opportunity to effectively communicate their brands. These consumers, then being better informed, can influence their peers also.

3. Eco-Certifications and Eco-Labeling:

It was found that Ghanaian consumers presently mistake mainstream cosmetic brands for green ones, because of the tendency of the former to be marketed with media stories that highlight certain natural ingredients in them. In order to avert losing potential consumers to brands that use this marketing technique, existing and potential green cosmetic brand owners should push for distinct eco-certifications and eco-labeling that consumers can use to distinguish their products from others.

This will not only help influence purchase in consumers who do not check the back labels but instead are sold on a product simply by looking at the front label, it will also go further to incite trust in green cosmetics as presently most brands are considered to have sprung up as a result of 'do-it-yourself' (DIY) habits of producers or brand owners.

5.2.2 Other Advice for Green Cosmetic Brands

1. Demographics:

According to the research findings, green cosmetic brands looking to do well in the Ghanaian market should focus more on creating products for females and young children.

Also, people aged 16 to 29 years; that is those attending high school and in tertiary institutions, are those most embracing of green cosmetics.

2. Popular Cosmetic Products:

In regards to which cosmetic products are in high demand in the Ghanaian market, the research showed that deodorants have the highest demand, followed by moisturizers, and then fragrances. Prospective brand owners should therefore invest in these categories, and endeavor to make their products as effective or superior than the leading brands in the market presently.

3. Pricing:

Respondents of the research indicated that they would typically spend between GHS10.00 and GHS60.00 on their favorite cosmetic product thus brands looking to excel in the Ghanaian market should take this into consideration and ensure that their total supply chain cost allows them to employ penetrative pricing.

Also, they should be informed that consumers are typically unwilling to spend over GHS60.00 on skin and hair products; the only exception is makeup products, on which few respondents are reportedly willing to spend up to GHS120.00.

4. Distribution and Availability:

The ability of consumers to access products easily is a great influencer of their purchase behavior. A fact that was greatly corroborated by this research's findings that respondents' favorite cosmetics are either easily accessible (35%) or moderately easy to

access (54%). Also, for respondents who had unsatisfactory traits with their favorite cosmetics, frequent stock outs and lack of availability had the highest number of complaints; a complaint that was also common among the green cosmetics consumers interviewed in the qualitative study of this research.

Green cosmetic brand owners should therefore endeavor to make their products available in as many outlets as possible. Building trade relations with major retail points and supermarkets that will allow them to utilize consignment agreements will ensure that their products are easy to find, thus increasing likelihood of adoption by consumers.

5.3. Limitations

Though this research provides some important insights into the green cosmetics consumer market in Ghana, there were some limitations which give rise to future research agendas:

First of all, the sample used in the research, though collected from several places in the Greater Accra Region, was not evenly distributed among locations. Also, because the sampling method employed was one of convenience, the sample is not representative of the various demographics present in the region such as gender, age distribution, economic classes. In future studies, it is advised that these factors be considered when sampling in order to get more accurate data.

Secondly, data analyzed was collected only from respondents living in the Greater Accra Region. Given that this is the region in which the capital city located and thus the most diversity is present, data collected in this region cannot be accurately said to be representative of the entire Ghanaian consumer market.

Furthermore, data analyzed to determine relationships between factors in the proposed theoretical framework were based on respondents' answers to single questions thus may be biased in that respondents may answer untruthfully. It is advised that in further research, conclusions on the various factors be made based on respondents' answers to various questions relating to each.

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Appendices

Appendix 1

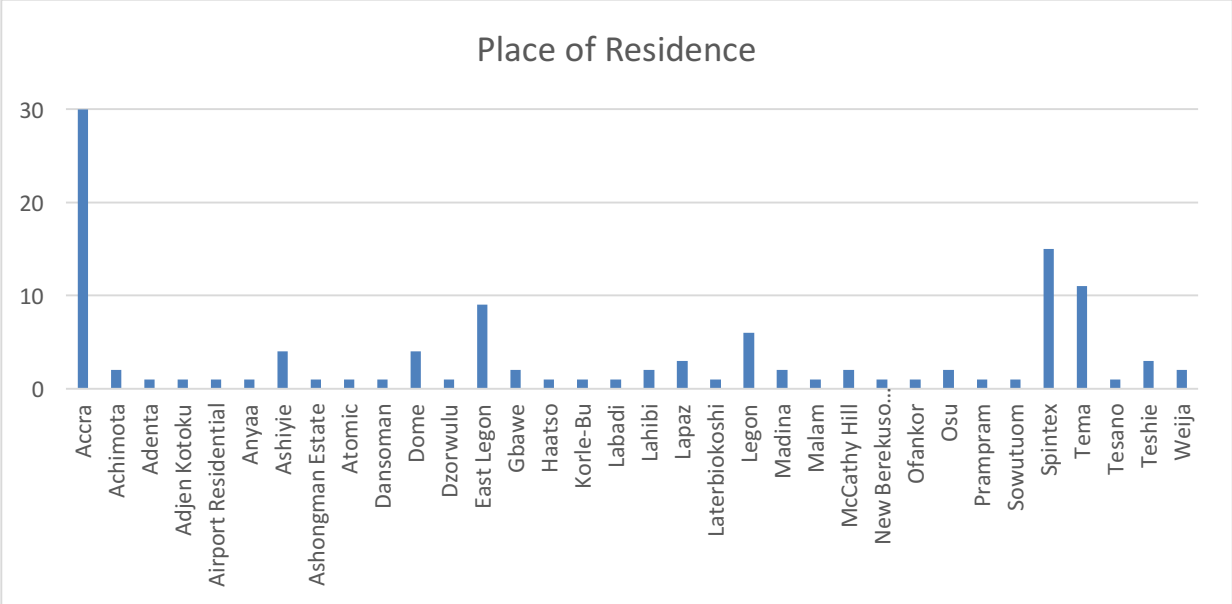

Figure 10: Respondents' places of residence

Appendix 2

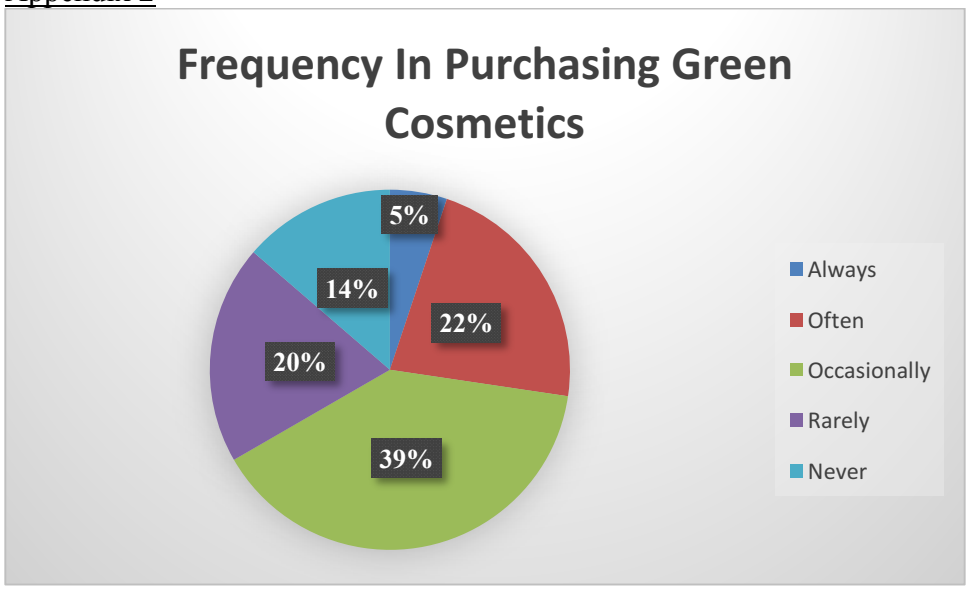

Figure 11: Frequency in purchasing green cosmetics

Appendix 3

Unsatisfactory characteristics of consumers' current cosmetcs	Count
Causes user to sweat	4
Difficult to Find	19
Doesn't solve specific problems	1
Dries out skin	2
Fake versions on the market	8
Fears that certain ingredients are potentially harmful	3
Frequent Stock-outs	3
Poor packaging	2
Short shelf life	1
Small Quantities and Lack of various sizes	14
Stains clothing	2
Tested on animals	1
Too Expensive	18
Too Oily	3
Unappealing Fragrance	3
Unavailability/Difficulty in finding variants that work for skin type	2
Unsatisfactory performance	5
Nothing Wrong	30

Figure 12: Unsatisfactory characteristics of preferred cosmetics

Appendix 4

Favourite characteristics of consumers' current cosmetics	Count
No irritations	9
Fragrance	16
Works well in all weathers	3
All natural/organic	14
Works as it should	14
Good Quality	6
Affordable	4
Enhances appearance and confidence	10
Exclusive	1
Suits skin	8
Easy to use	2
Packaging	1
Availability	10
Fairtrade	1
Does not alter/helps maintain skin tone	3
Moisturising	5
Variety	1
Long lasting	3
Covers blemishes	1
Quick results	1

Figure 13: Favorite characteristics of preferred cosmetics

Appendix 5

Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Coding for Chi-square test

Strongly Agree, Agree, and Neutral = Accept

Disagree and Strongly Disagree = Reject

NB: Accept = 1, Reject = 0

THEREFORE:

HEALTH CONSCIOSNESS v. ATTITUDE

Observed

	Favourable	Unfavourable	
Accept	77	11	88
Reject	17	12	29
	94	23	117

HEALTH CONSCIOSNESS v. ATTITUDE

Expected

	Favourable	Unfavourable	
Accept	70.700855	17.2991453	88
Reject	23.299145	5.700854701	29
	94	23	117

CHI-SQUARE TEST = 0.0006892

HEALTH CONSCIOSNESS v. PURCHASE INTENTION

Observed

	Purcgase	No Purchase	
Accept	65	23	88
Reject	18	11	29
	83	34	117

HEALTH CONSCIOSNESS v. PURCHASE INTENTION

Expected

	Purcgase	No Purchase	
Accept	62.42735	25.57265	88
Reject	20.57265	8.4273504	29
	83	34	117

CHI-SQUARE TEST = 0.2250446

ENVIRONMENTAL CONSCIOSNESS v. ATTITUDE

Observed

	Favourable	Unfavourable	
Accept	56	7	63
Reject	38	16	54
	94	23	117

ENVIRONMENTAL CONSCIOSNESS v. ATTITUDE

Expected

	Favourable	Unfavourable	
Accept	50.615385	12.38461538	63
Reject	43.384615	10.61538462	54
	94	23	117

CHI-SQUARE TEST = 0.0119815

ENVIRNONMENTAL CONSCIOSNESS v. PURCHASE INTENTION

Observed

	Purcgase	No Purchase	
Accept	47	16	63
Reject	36	18	54
	83	34	117

ENVIRNONMENTAL CONSCIOSNESS v. PURCHASE INTENTION

Expected

	Purcgase	No Purchase	
Accept	44.692308	18.307692	63
Reject	38.307692	15.692308	54
	83	34	117

CHI-SQUARE TEST = 0.3459038

WILLINGNESS TO PAY v. ATTITUDE

Observed

	Favourable	Unfavourable	
Accept	46	14	60
Reject	48	9	57
	94	23	117

WILLINGNESS TO PAY v. ATTITUDE

Expected

	Favourable	Unfavourable	
Accept	48.205128	11.79487179	60
Reject	45.794872	11.20512821	57
	94	23	117

CHI-SQUARE TEST = 0.3047531

WILLINGNESS TO PAY v. PURCHASE INTENTION

Observed

	Purcgase	No Purchase	
Accept	39	21	60
Reject	44	13	57
	83	34	117

WILLINGNESS TO PAY v. PURCHASE INTENTION

Expected

	Purcgase	No Purchase	
Accept	42.564103	17.435897	60
Reject	40.435897	16.564103	57
	83	34	117

CHI-SQUARE TEST = 0.1465287

INTERPERSONAL RELATIONS v. ATTITUDE			
Observed			
	Favourable	Unfavourable	
Accept	60	12	72
Reject	34	11	45
	94	23	117

INTERPERSONAL RELATIONS v. PURCHASE INTENTION			
Observed			
	Purcgase	No Purchase	
Accept	49	23	72
Reject	34	11	45
	83	34	117

INTERPERSONAL RELATIONS v. ATTITUDE			
Expected			
	Favourable	Unfavourable	
Accept	57.846154	14.15384615	72
Reject	36.153846	8.846153846	45
	94	23	117
CHI-SQUARE TEST =	0.3030591		

INTERPERSONAL RELATIONS v. PURCHASE INTENTION			
Expected			
	Purcgase	No Purchase	
Accept	51.076923	20.923077	72
Reject	31.923077	13.076923	45
	83	34	117
CHI-SQUARE TEST =	0.3847066		

ATTITUDE v. PURCHASE INTENT			
Observed			
	Favourable	Unfavourable	
Accept	73	21	94
Reject	10	13	23
	83	34	117

ATTITUDE v. PURCHASE INTENT			
Expected			
	Favourable	Unfavourable	
Accept	66.683761	27.31623932	94
Reject	16.316239	6.683760684	23
	83	34	117
CHI-SQUARE TEST =	0.0012115		

Figure 14: Analyses of Likert Scale Data

Appendix 6

The Effect Of Green Branding On Consumer Purchasing Behaviour

This questionnaire is purposed to collect data on individuals in Ghana's consumer purchasing behaviour of cosmetics, and the effect of green branding on said behaviour. It forms part of an undergraduate thesis study that describes the current and potential market for green cosmetics in Ghana.
Your participation is voluntary and anonymous; and you will not be penalised for deciding to stop at any point.
If you agree to be part of this study, your participation will take no more than 10 minutes. Any questions you may have concerning this questionnaire, may be forwarded to me, Ms. Georgette Bempong, at georgette.bempong@ashesi.edu.gh.
For further information, you may contact my supervisor; Mr. Anthony Ebow Spio (Head of Business Department, Ashesi University College), at aespio@ashesi.edu.gh

This study and consent form has been reviewed by Ashesi IRB for Human Subjects Research, to ensure that it does not infringe on the rights of anyone. For further information contact the committee through irb@ashesi.edu.gh.

* Required

1. **Which of the following will you qualify as cosmetics? (You may select more than one)** *
   Check all that apply.

   - [ ] Make up
   - [ ] Skin Moisturisers or Lotions
   - [ ] Fragrances (Colognes, Body Sprays/Splashes, etc)
   - [ ] Hair Care Products (Shampoos, Conditioners, Mousse, Butters, Conditioners, etc)
   - [ ] Deodorants
   - [ ] Other Body Care Products (masks, elixirs, exfoliants, serums, etc)
   - [ ] All the Above

2. **Rank each of the following products in order of how often you use them, with 1st being most often used, and 6th being used least often.** *
   Mark only one oval per row.

	1st	2nd	3rd	4th	5th	6th
Make up						
Skin Moisturisers or Lotions						
Fragrances (Colognes, Body Sprays/Splashes, etc)						
Hair Care Products (Shampoos, Conditioners, Mousse, Butters, Oils, etc)						
Deodorants						
Other Body Care Products (masks, elixirs, exfoliants, serums, etc)						

3. **How easy is it for you to find the cosmetic brands you use often?** *
Mark only one oval.

- Very Easy
- Moderately Easy
- Difficult
- Rare

4. **Have you purchased cosmetics in the last two months?** *
Mark only one oval.

- Yes
- No

5. **How much are you willing to spend on your preferred skin cosmetic products?** *
Mark only one oval.

- GHS 10 - GHS 30
- GHS 30 - GHS 60
- GHS 60 - GHS 90
- GHS 90 - GHS 120
- Above GHS 120

6. **How much are you willing to spend on your preferred hair cosmetic products?** *
Mark only one oval.

- GHS 10 - GHS 30
- GHS 30 - GHS 60
- GHS 60 - GHS 90
- Above GHS 90

7. **How much are you willing to spend on your preferred makeup cosmetic products?**
Mark only one oval.

- GHS 10 - GHS 30
- GHS 30 - GHS 60
- GHS 60 - GHS 90
- Above GHS 90

8. **What do you dislike about your most preferred cosmetic product?** *

9. **What do you like most about your preferred cosmetic product?** *

10. **Which of the following best describes what green cosmetics are?** *
Mark only one oval.

- A cosmetic product that is popular for having certain natural ingredients.
- Also known as natural cosmetics, it is a product made with natural ingredients, which are neither harmful to the user nor the environment
- A cosmetic product that is natural-based; it has natural ingredients as its active ingredients, but also contains some artificial elements.
- A cosmetic product that is meant for people with natural hair, locs, or are looking to live a plant-based life

11. **Do you purchase green cosmetic products?** *
Mark only one oval.

- Yes
- No

12. **Have you purchased green cosmetic products in the last two months?** *
Mark only one oval.

- Yes
- No

13. **How often do you purchase green cosmetics?** *
Mark only one oval.

- Always
- Often
- Occasionally
- Rarely
- Never

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

18. I am a... *

Mark only one oval.

- Female
- Male

19. How old are you? *

Mark only one oval.

- 16 - 21 years old
- 22 - 29 years old
- 30 - 39 years old
- 40 - 49 years old
- 50 and above

20. What do you do for a living? *

Mark only one oval.

- High School Student
- Tertiary Level Student
- Employed (civil servant or private organisation)
- Self-employed/Entrepreneur
- Unemployed

21. Where do you currently live? (Area & Region) *

_____

Powered by Google Forms

15. Answer these questions on the factors that influence your purchase of cosmetics *

Mark only one oval per row.

	1	2	3	4	5
I rarely purchase the latest fashion styles until I am sure my friends approve of them.					
If other people can see me using a cosmetic product, I often purchase the brand they expect me to buy.					
I like to know what cosmetic brands and products make good impressions on others.					
I often identify with other people by purchasing the same cosmetic products and brands they purchase.					
To make sure I buy the right cosmetic product or brand, I often observe what others are buying and using (product reviews online, friends, family, etc.).					
I am only willing to pay extra for cosmetics that solve a specific problem for me					
I often purchase cosmetic products that promise quick results					
Quality of product and performance are of high priority to me					

16. Please describe any other factors, if any, that influence your purchasing decisions

17. Please answer these questions on your likely purchasing decisions *

Mark only one oval per row.

	1	2	3	4	5
I like the idea of purchasing green cosmetic brands.					
I have a favourable attitude toward purchasing green cosmetics.					
I intend to purchase green cosmetic products within the next month.					
I want to purchase green cosmetics within the next month.					
How likely is it that you will purchase a green cosmetic brand within the next month? (1= not at all likely; 5= very likely)					

14. *

Mark only one oval per row.

	1	2	3	4	5
I consider myself very health conscious.					
I think it is important to know what is in the cosmetics I use.					
My health is so valuable to me that I am prepared to sacrifice many things for it.					
I have the impression that most popular cosmetic products are not very healthy.					
I do not continually ask myself whether the cosmetics I use are good for me.					
I often check to see if a cosmetic product is environmentally friendly and uses only natural ingredients before using them.					
I am doubtful of whether green cosmetic products can perform as well as regular cosmetic products.					
I know how to select products and packages that reduce the amount of waste ending up in landfills.					
I understand the environmental phrases and symbols on product package.					
Green cosmetics are only for those with natural hair and Locs, people who are vegetarian, vegan, and/or have strict religious rules concerning cosmetics.					

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Appendix 7

Interview Guide for Green Cosmetic Producers

1. Which kind of cosmetics does your organisation sell?
2. Why green?
3. Which demographic of people patronise your products?
4. What are the general attitudes toward green cosmetic products by consumers? Include sales points.
5. How would you describe your pricing?
6. How do you develop your product offering?
7. How do you source for raw materials?

Interview Guide for Customers of Local Green Cosmetic Producers

1. Do you know about green cosmetics?
2. Why patronise green cosmetics? Or the green cosmetic brand you use?
3. Are the ingredients/contents of your cosmetics a great concern to you?
4. Why do you purchase this brand?
5. How did you get to know about it?