

The Body Shop "Forever Against Animal Testing"

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ABSTRACT

Body Shop is a well-known cruelty-free cosmetics brand company. This research paper explores how Body Shop is running the campaign 'forever against animal testing' and raising its voice for banning animal testing in cosmetics. The Body Shop has been advocating for animal rights since 1989. Qualitative analysis techniques have been used in this research paper and information is obtained through a questionnaire focused on convenient sampling. We have discovered in our research that most consumers do not want to purchase goods which are created by harming animals. In manufacturing cosmetics, we say companies must use alternative artificial testing like Body Shop.

Keywords: Animal Cruelty, Bodyshop, Forever Against Animal Testing

INTRODUCTION

The Body Shop was founded by a woman who was called Dame Anita Roddick in the UK in 1976. During her journey through South America in two years, she had discovered that most of the women tended to use the natural way to keep their skin's beauty. At the same time, she also feels interested in this field and she tried to use vegetables, fruits as well as plants to create the natural formula. Due to the success of Dame Anita Roddick, The Body Shop has finally become the second largest cosmetic franchise in the world as it has developed 2500 stores in 60 countries. Meanwhile, The Body Shop Malaysia can be defined as one of the world's leading cosmetics and skincare companies because its products are natural and safe to use.

The Body Shop International PLC is considered one of the most successful retailers of cosmetics personal care products in England. The Body Shop has become the most popular company which pioneers the natural raw ingredients to the cosmetics market and established social responsibility to become an integral part of the company. Moreover, this company requires to cater to the needs of female and male customers who seek natural and healthy products. The Body Shop has gained popularity among

consumers as it has become an authority in the development of 100% vegetarian personal care products.

The Body Shop brand has offered a great range of products. It can be divided into different categories such as skincare, bath, and body care, makeup, fragrances, and men's line. The Body Shop believes that the products can meet the need for body care, skincare, haircare, toiletries, and facials of customers. The Body Shop has become a beauty and skincare company to encourage women and men to increase their self-esteem and thus they may become more confident in their daily life. For instance, The Body Shop is one of the brands that participated in campaigns that promote self-esteem in women and help them to defy a matter of stereotype.

In addition, The Body Shop does not use animal products as well as having any animal tests for their products mainly because all products from The Body Shop have natural raw ingredients. According to Rogers and Storey (1987), a campaign can be defined as communication that is planned to attract the audience over a while. Furthermore, according to Ruslan (2008), the campaign related to Public Relations is an activity that aims to increase the awareness of the public and boost up the positive view of the organization. The Body Shop has organized many campaigns to ban animal testing as it has purposed to prevent the animals from being harmed. Meanwhile, The Body Shop also fought to end animal testing in other companies. For example, The Body Shop has campaigned the government to influence legal change on the matter of animal testing. Due to this, The Body Shop has received more attention for this issue such as its refusal to use any ingredients which can be tested on animals.

The Product and Service of The Body Shop

The Body Shop belongs to a British company that sells products such as personal body care, the brand has a huge range of personal body care including the face, hair, and body. The Body Shop also indicates that its products are made with natural ingredients. Sesame seed oil and Marula oil are the types of products. Bath care products include shampoo, face care. Face care products such as facial masks, vitamins and gel, perfume, and body butter.

Body butter can be considered as one of the products in the company. The body butter typically contains cocoa butter, shea butter, and coconut oil or vegetable oil is thicker than the body lotion. The Body Shop used shea oil from Tamale, Ghana, and babassu oil from Brazil as the main ingredient to produce the body butter. The body butter will melt straight into the skin and leave the skin feel soft and smooth. This kind of product will nourish and repair the skin and it is suitable for dry skin. The Body Shop sells different body butter like fruit such as berry, strawberry, Fuji Green apple, pink grapefruits, mango, and Satsuma.

Fragrances also could be found in The Body Shop and it was cruelty-free for all genders. Fragrances or even call it perfume are a liquid that is mixed with fragrant essential oils or ingredients to give a pleasant scent to a person's body. The signature perfume in The Body Shop was The White Musk Eau De Toilette. The perfume was in a liquid form with 60ml each in the bottle. The perfume will give a person a sense of sensuality, flora, and gentle fragrance to the body. This kind of fragrances was cruel free and it was able to last up the fragrance for about a few hours.

Face care is also one of the items that could be found in The Body Shop. The categories of a facial care are accessories, cleansers, eye care, men's skincare, and moisturizers. The trending products are the facial mask, vitamin C products, and body gel. Mediterranean Almond Milk with Oats Instant smoothing mask is the trending mask. This kind of mask is suitable for sensitive skin. The mask was inspired by the Roman recipes and the mask is creamy and has the texture of a porridge-like blend of oats meal from the United Kingdom and organic almond milk from Spain. The mask has the function of relieving itchiness and tightness. It will help to allow the skin to feel soft and smooth after applying the mask. The mask is enriched with the shea butter from Ghana and organic aloe vera from Mexico. This product is 100% cruelty-free and made up of plants.

The Body Shop not only cares about the customer's face care but also concern about for the body care of their customers. The Body Shop is working fairly with the farmers and supplies to help the communities through the Community Trade Program to ensure that all the products are made up of 100% vegetables and plants and forever being firmly against animal testing. Strong corporate culture associated with business performance can build a significant competitive advantage (Denison, 1984; Kotter & Heskett, 2008; Eccles, Ioannou, & Serafeim, 2014; Barney, 1986; Sadri & Lees, 2001; Klein, 2011). This has shown that The Body Shop practice a strong corporate culture which can be turned into the motivation of employees and leading to low turnover as well as high emotional bonding with the brand among the customers.

Market Opportunity Analysis

The Body Shop has male and female customers from the middle class to the upper class. Although the Body Shop has started by offering beauty products for women now it also has the product for men. However, the main target customers of The Body Shop are women aged 20-55. The Body Shop is now focused on the products against animal testing and they also aim to end animal testing in cosmetics forever.

Animal testing used in cosmetics has become a controversial topic throughout many years thereby, consumers are polarised in their attitude towards this issue. Some people approve of this type of animal testing while others oppose it. Therefore, it has been found that this will affect their willingness to buy cruelty-free cosmetics instead of those without cruelty-free cosmetics. In a study, 83% of loyal and regular customers of The Body Shop say that they choose retailers who take social and environmental issues seriously. Based on this point, we can prove that the customers of The Body Shop are looking for natural and healthy beauty products and they are concerned with the importance of sustainability. This is the same as The Body Shop's five core values which are against animal testing, support community trade, activated self-esteem, defend human rights, and protect our planet.

As consumers' awareness of the harmful effects of animal testing on the environment continuously increases, the demand for cruelty-free cosmetics is also increasing. Besides, the market players are focusing on their research and development activities to launch new and innovative products that are vegan and cruelty-free and the players are also focusing on manufacturing cruelty-free cosmetics and making them available to consumers around the world. These have let the products against animal testing getting better and well-known, also because non-animal testing market technologies are cost-effective, more efficient, and generally less time-consuming, the interest in them is growing.

Besides, the changes in the European Union (EU) law have led to the prohibition of sales of cosmetics developed through animal testing, which reflects a general dislike of cruelty towards animals. Moreover, the protests by animal welfare organizations such as People for the Ethical Treatment of Animals (PETA) and Cruelty-Free International have put tremendous pressure on both federal agencies and companies that conduct animal testing to reduce or eliminate the animal testing market and to use alternative to animal testing methods wherever applicable. These have increased the sensitivity of people so that people will start to buy and use the products against animal testing.

Therefore, the product against animal testing has a tendency to be gradually developed and used by consumers all over the world because consumers are now paying more attention to the products against animal testing which can be promoted and encouraging environmental protection.

Pest Analysis

Political Environment

The Body Shop is a multinational company that has more than 2500 stores in over 60 countries around the world. So, political factors are very important to them. The Body Shop must always pay attention to the political situation of all trading countries. That is because political instability or terrorism in a trading country may lead to the breakdown of trade relations. More than that, the company may also face the risk of closing down.

Economic Environment

The Body Shop's suppliers come from all over the world, so the exchange rate is the key to them. Fluctuations in the exchange rate will cause a serious economic impact. Most foreign suppliers use their own country's currency, so the exchange rate will affect the company's business. Economic recession will also have an impact on The Body Shop, because of the phenomenon that supply exceeds demand.

Social

Nowadays, consumers have very high demands on lifestyles. They will continue to support confident companies, on the contrary, consumers will not spend in companies with bad reviews. The Body Shop must check the quality and ingredients of all products to give consumers a high degree of confidence.

Technology

In the 21st century, science and technology are very advanced, and you can get the information you need with your fingers. So, this will affect the business of The Body Shop. The Body Shop can make use of the advancement of technology and the exchange of technology and ideas among different companies to produce better products.

Literature Review

Several studies related to maintaining ecosystem and loving animals were carried out by the following researchers, Suraya and Manggiasih (2019) in their research found out how much influence Love Laura's brand ambassador in The Body Shop's Public Relations campaign "Forever Against Animal Testing" towards the corporate image. How this campaign helped The Body Shop in increasing its market share and profit. Research conducted by Wolok (2019) found that The effect of green marketing on consumer purchasing decisions on The Body Shop Gorontalo product related to environmental sustainability has a major effect on customer buying decisions. The variables used in this study are green marketing tools, environmentally sustainable goods, quality rates,

environmentally friendly promotions, and environmentally friendly delivery. Kabaane and Baadel (2019) In their research explained about alternatives that are available for animal research and for enhancing business ethics in cosmetics industries must be incorporated instead of animal testing. However, animal testing cannot be provoked fully because there are some studies where it requires to study their behavior.

This study shows the current scenario of the bad effects of vigorous testing done on animals. The campaign started with a big and concerning firm like Body Shop to stop and support against animal testing. The vast variety of animals are suffering and some are even getting extinct frogs, birds, and many others. The use of cosmetics trials on animals causes severe damage and even death for them. According to the survey done by PETA, more than 100 million animals die in the research and development of new cosmetics and cosmetic surgeries. Modern Non-animals testing methods are available and are highly effective and even delivering better results which are the best alternatives for reducing animal testings. These will only be done by spreading awareness regarding these new and developed technologies.

RESEARCH METHOD

Types of Research

A researcher needs to use the right form of analysis in a report. It is because the researchers can get a clear picture of the problems faced as well as the measures used in solving the problem.

Qualitative research used in this research method is a deductive-inductive approach that departs from a framework of theory, ideas of experts, and understanding of researchers based on their experience which developed into a problem and the solution which was proposed to obtain justification (verification) or assessment in the form of empirical data supported in the field.

Survey research is research by giving a clear limit on data. It is because the influence referred to here is a power that exists or arises from something (person, object) that co-shapes a person's character, beliefs, or deeds. This type of research survey was chosen because it was tailored to the purpose of this study which is to know the awareness of The Bodyshop Campaign "Forever Against Animal Testing".

Population and Sample Research

Population

The population is the whole subject of research. The population is all data we determine which concerns scope and time. According to Subagyo (1997), population is a research object as a target to obtain and collect data. Based on some of these opinions, there can be taken the limitation of the understanding that the population is the whole element of the object as a data source with certain characteristics in a study. The population in this study was all the target market of the Body shop in 3 countries (Indonesia, India, and Malaysia)

Sample

The sample is a portion or representative of the population study. The sample in this study including 100 people who had divided into 3 countries such as 25 people from Indonesia, 47 people from India, 28 people from Malaysia.

Data Collection Tools and Techniques

Data Collection Techniques are media-recorded information units that can be distinguished from other data as well as can be analyzed and relevant to certain programs. Data collection is a systematic and standard procedure for obtaining the necessary data. Questionnaire used to collect the research data.

Questionnaire Method Poll method or questionnaire is a list that contains a series of questions about a problem or field to be examined. To obtain the data, the questionnaire is distributed to the respondents (people who answer questions asked for research purposes), especially in survey research.

In this case, the author makes written questions answered by the respondent sampling. In addition, the form of the questionnaire is a closed and open questionnaire. For instance, a questionnaire is the questions using the multiple-choice techniques or there is already a choice of answers so that the respondent just chooses the desired answer and an essay question.

In our research paper for data collection, we had made a questionnaire by Google docs and sent it through emails, WhatsApp, and contacted them personally for data collection. For better understanding, we write data in tabular form. The arithmetic mean and standard deviation are used as statistical tools in the research paper.

RESULTS AND DISCUSSION

The Biggest campaign of The Body Shop is Forever Against Animal Testing which is launched on June 1 in 2017 and they aim to get 8 million signatures to petition the United Nations to move to a global ban on animal testing in cosmetic products and ingredients by 2020 to protect millions of animals around the world. They have put a lot of effort behind pushing for more signatures in all markets. They were involved in the campaign. Furthermore, signing the petition is a key metric which they are tracking. For example, numerous studies including Havas' 2017 Meaningful Brands Index have found that the brands that lead with their values are more likely to earn customer loyalty and wallet-share.

The bulk of its global promotion of advertising focuses on its initiatives of corporate social responsibility and public benefit messaging. To spread the word through social media, The Body Shop is teaming up with influencers including "Game of Thrones" 'Maisie Williams. Social media is a key for the company and YouTube is an especially strong channel. The Body Shop also produces make-up tutorials. By putting its social mission at the core of its content and campaigns, The Body Shop hopes to connect with like-minded consumers. For example, consumers are being encouraged to use the campaign hashtag (#FOREVERAGAINSTANIMALTESTING) on social media to raise awareness around the issue which was designed to create a definitive and organic way to build momentum around the movement for the cause and the brand. The hashtag created a significant amount of user-generated content that resulted in thousands of posts. The Body Shop received new followers on their Instagram page and comments related to the campaign. Countries around the world are taking steps to change their policies on animal testing in cosmetic products.

Respondent Overview

The type of data used in this study is primary data obtained from respondents' answers by filling out questionnaires shared online through Google Form. In this study, as many as 102 respondents were selected in three countries, Indonesia, India, and Malaysia. After the questionnaire distributed to respondents has been collected in full, then all that must be done before discussing the results of the data processing is to describe the respondent based on its characteristics and describe the respondent's response to each research variable. Here's the description:

Gender of Respondents

S. No.	Gender of respondents	Number	Percentage
1	Male	31	30.4%
2	Female	71	69.6%

Nationality of Respondents

S. No.	Nationality	Number	Percentage
1	Indian	49	48 %
2	Indonesian	26	25%
3	Malaysian	27	27%

Research Variable Analysis

Based on the research, there are 60.8% of respondents are aware of animal testing in cosmetic products where this data will be further supported by the results of other questions related to the awareness of animal testing in cosmetic products. There are 75% of respondents agreed that no animal should be harmed for beauty purposes and 82% of respondents stated that they would not wear the products from certain brands if they knew that the product was using animal testing on cosmetic products.

Question- Do you agree no animal should be harmed for beauty purposes?

Responses –

S. No.	Responses	Number of responses	Percentage of responses
1	Agree	77	75.5%
2	Disagree	25	24.5%

Arithmetic Mean - 51
26

Standard Deviation-

Question- Are you aware that animals are used to test cosmetics?

Responses –

S. No.	Responses	Number of responses	Percentage of responses
1	Yes	62	60.8%
2	No	40	39.2%

Arithmetic Mean - 51
11

Standard Deviation-

Question- If you knew the brands are using test their products on animals. Would you still use them?

Responses -

S. No.	Responses	Number of responses	Percentage of responses
1	Yes	18	17.6%
2	No	84	82.4%

Arithmetic Mean - 51
33

Standard Deviation-

We further examined whether they knew that the products they were using animal testing methods and the results showed 56.9% were unsure of their product whether or not to use animal testing methods while 32.4% of the respondents did not know that. This data is also supported by the results of the question of whether they know that all companies use animal testing, as a result, 46.1% of respondents do not know and 51% of respondents know only a few brands that use proemial testing on their products.

Question- Do you know any product that you are using is tested on animals?

Responses –

S.No.	Responses	Number of responses	Percentage of responses
1	Yes	11	10.80%
2	No	33	32.40%
3	I am not sure	58	56.90%

Arithmetic Mean - 34
19.20

Standard Deviation-

Question- Do you know that all companies test on animals?

Responses –

S.No.	Responses	Number of responses	Percentage of responses
1	Yes	3	2.90%
2	No	47	46.10%
3	Some, but not all	52	51%

Arithmetic Mean - 34
22.02

Standard Deviation-

Based on this study our findings in this research paper are – we get to know how severe damage is caused to the animal because of these testing in cosmetics manufacturing. Forever against animal cruelty campaign could not be a successful campaign without public support. In our research, most of the people condemned the testing on animals and rather prefer to use those products which are free from this type of testing. We also found that however people are aware of it but there is still a need to spread awareness. In data analysis, we also found the fact that a majority of people agreed if people knew that manufacturer is using animal testing, they would not buy those products.

Discussion

Dame Anita Roddick opened her 1st The Body Shop on twenty-sixth March 1976 in Brighton on the south coast of a European country. Body Shop may be a brand with a distinction. Marketers think about this brand as an Associate in Nursing icon of animal cruelty-free. These days British cosmetics, skincare, and fragrance companies operate from 3,000 stores across the world. The Body Shop believes that solely nature's approach will bring out the beauty.

In 1989, The Body Shop was the first international beauty brand to campaign against the use of animal testing on cosmetics. In 1990, The Body Shop Foundation had established a charity that funds human rights and environmental protection groups. The Humane Cosmetics customary was first supported by the leading international animal protection groups was first signed by the international cosmetics company of The Body shop in 1997. Also, in 2007, to raise funds and awareness relating to HIV and AIDS, The Body Shop joined forces with MTV. The Body Shop has grown through word-of-mouth promotion. Anita Roddick knew some way to mobilize people whether it was British tailor Katharine Hammett or the United States rock musician writer Honed on promoting the ban of animal testing in cosmetics. The Body Shop campaigns heavily to raise awareness of social or environmental issues. Beginning the business of The Body Shop in 1976 was a competitive advantage.

Innovative and effective cruelty-free ingredients are used in The Body Shop products. A replacement campaign has been launched by the Body Shop for a global ban on animal testing on cosmetics products and ingredients, revolutionizing the beauty trade, and protecting scores of animals around the world. The potential of animal testing continues to be an enormous risk around the world with over 80% of countries still have not any laws against testing in cosmetics. Cruelty-Free International estimates that close to 5,00,000 animal area units are still employed in cosmetics testing each year. The Body Shop has partnered with the leading non-profit organization operating to ban animal testing. The Body Shop can take the campaign to the best authority and request a global convention prohibiting cosmetics testing on animals.

In addition, we can do swap shopping by switching to cruelty-free approved brands for favorite products and can make the world cruelty-free to bring an end to animal suffering for cosmetics. By signing a petition, writing a letter as well as buying a t-shirt can change the world. Pledge to help animals live long in the future. It is very easy! Our Leaping Bunny is internationally-recognizable for cruelty-free cosmetics, personal care, and household products. There's something for everyone to take care of in their daily life.

Based on our research, it can be concluded that the respondents agree to the campaign against animal testing even though they still do not know more about whether their product uses animal testing or not but this still shows good results because respondents are still aware of animal testing so that more is how to create a consumer who is aware of animal testing and knows which brands using animal testing and which brands are animal testing free. If companies switch to alternative methods then it will also create their brand image in public and develop strong public relations.

CONCLUSIONS

Based on the study report and data review, the following conclusions can be drawn. Experimentation with animals is usually unethical and wrong. It can cause animals permanent harm, such as making them blind. The experiments are conducted for different purposes, such as narcotics, schooling, military study, and cosmetic testing. There are so many businesses that use cruelty-free practices, and one of them is The Body Shop. Body Shop International is a global organization that primarily sells beauty products and hair products for skincare. The Body Shop is targeting a niche industry. It has appealed to clients with ethical concerns by claiming that it is not testing its goods on animals and by pretending to have an ecological profile. In the local market, being the only shop in the shopping center that sells ecological goods has given it an advantage. By offering a small sum of income, the Body Shop offers financial and charitable services. We came to know based on the survey we have done that there are so many people who are unaware of this violence against animals. The Body Shop is a successfully created picture of being a caregiver who helps in protecting the environment and indigenous people, while selling 'natural' goods, and preventing animal suffering. The Body Shop was the first multinational beauty company to protest in 1989 against the use of animal testing in cosmetics, leading to the 2013 European Union-wide ban on animal testing.

We can cultivate animals and human cells in laboratories now because of the advancements in technology. We may also go for the human tissue donation that will be used for studies and experiments. Alternatives for any product are cheaper, low maintenance, reliable, and readily available. Thus, instead of animals themselves, we may use animal substitutes. We need to spread awareness about animal testing and its bad effect on society so people may support a campaign like Forever against animal cruelty. Companies should not only care about profit creation but also pay attention to their social and environmental obligations. The attractive and effective option is Zebrafish for molecular and genetic research. From birth to an adult it can be used for many applications in a vast variety, majorly used for the detection of various toxicological studies of chemicals and pharmaceuticals and also in the investigation of cancer. The scientists who are responsible denying the use of animals or causing them unnecessary pain and suffering if that can be avoided for a good cause.

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