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Making a Difference: the Impact of Corporate Ethical Behavior on Consumers in the Beauty Industry

Honors Thesis submitted to the Peter T. Paul College of Business and Economics

University of New Hampshire

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Abstract

Over the years, the cosmetic industry has struggled with a variety of ethical issues. This research examines the effects of these unethical practices on consumers' perceptions and judgements. More specifically, do consumers consider ethical issues when evaluating cosmetics? Can consumers' ethical perceptions and decision making be influenced? If so, are heuristic appeals or systematic appeals more persuasive? The results of this study indicate that unless prompted, most consumers do not consider ethical issues when purchasing cosmetics. The study also found that both heuristic and systematic appeals were effective in influencing general industry perceptions, but only the systematic appeal was successful in influencing perceptions of specific ethical issues as well as participants' behavioral intent with regard to purchasing cosmetics. These findings have important implications for the cosmetic industry. Consumers are still generally unaware and unconcerned with the ethical issues within the cosmetic industry, and as a result, they do not generally consider ethical issues when choosing beauty products. Although the industry still suffers from unethical practices, several companies are seeking to position themselves within the industry as ethical alternatives. This research indicates that this positioning strategy will only be successful if the ethical issues related to the industry are communicated to consumers in a detailed and systematic way.

Contents

Introduction

The beauty industry had humble beginnings, starting centuries ago perceptions on beauty products fluctuated from being used only by the wealthiest of people to being a completely taboo subject. It was not until the 1920's when the beauty industry really took off, creating a market for products which seemed immune even in the worst financial times (Jones, 2010). The beauty industry has seen continued growth for nearly a century; with estimated spending of $330 billion a year on fragrances, cosmetics, and toiletries (Jones, 2010). As the industry has grown, it has also struggled with a variety of ethical issues. In this study, we aim to investigate the effects of unethical practices on consumers' perceptions and judgements. More specifically, how important are ethical perceptions in the decision process of buying beauty products? Can consumers' ethical perceptions and decision making be influenced? If so, are heuristic appeals or systematic appeals more persuasive? These are important questions regarding the beauty industry. The results, will help provide a better understanding of how perceptions of ethical issues influence consumers and how these perceptions are most easily influenced.

Ethic Issues in the Cosmetic Industry

In more recent years, the beauty industry has been criticized for practices surrounding: false claims and misleading advertisements, the unethical sourcing of ingredients, child labor, the use of harmful ingredients, animal testing, and excessive packaging. Some of these issues are more publicized than others, leading to unequal awareness of all problems. For example, many consumers are aware that companies used to rely heavily on animal testing before launching beauty products. What they may not be aware of is that animal testing in the United States is not banned, and unless a product is labeled cruelty-free, it may have been tested on animals (Kangas,

2017). The situation gets even more complicated when you take into consideration the laws surrounding animal testing in other countries. While the European Union has banned the sale of any products tested on animals in finished form, the Chinese government actually requires the use of animal testing before sale in the country. Many well-known brands, including Estee Lauder and Clinique, admit they will let their products be tested on animals if required by law in the country of sale (Kangas, 2017). In order to be considered cruelty free, a company must abstain from animal testing at all points of production and sale.

Another well-known topic of unethical behavior is the false claims and misleading advertisements commonly associated with the beauty industry. A recent study examining three categories of claims including scientific, performance, and subjective showed that more claims are classified as deceptive rather than truthful (Carlson, Fowler, & Reisenwitz, 2015). Although unsettling, this fact would not surprise many consumers.

More surprising is the use of child labor through the unethical sourcing of ingredients. The biggest issue here lies within the use of mica, a main ingredient in many cosmetics and other beauty products. Twenty-five percent of mica in the industry is sourced from India where it is estimated that 20,000 children are employed to work in the mines (Bengtsen & Paddison, 2016). After the issue was brought to light over a decade ago companies such as L'Oreal and Estee Lauder continue to source mica from India. Even brands known for their ethical behavior, such as Lush, continue to struggle to remove child labor from their supply chain (Bengtsen & Paddison, 2016).

Two other unethical practices in the industry are the safety of product ingredients and the environmental impact of packaging. There are over 10,000 ingredients which are commonly used in beauty products, and of those only 10% have any safety data (Devereaux, 2016). Additionally,

while the UK has banned nearly 1,400 ingredients, the US has only partially banned 11

ingredients. According to the FDA, lipsticks from brands such as L'Oreal, Maybelline, and

NARS have been found to contain trace amounts of lead (Devereaux, 2016). On top of harmful

ingredients, most products are excessively packaged in thick plastics and other materials which

are not easily recycled and continue to burden landfills (Ford, 2007).

Experiment

As stated above, this study is designed to investigate the effects of unethical practices on

consumers' perceptions and judgements in the cosmetic industry. More specifically, the

following study will investigate the extent to which consumers' ethical perceptions and decision

making can be influenced and if heuristic appeals or systematic appeals are more persuasive.

To do this, two separate appeals will be used, one that appeals to heuristic processing and

one that appeals to systematic processing. Both of these appeals will be compared to a control

condition. The creation of the appeal manipulations stemmed from the theories of dual process

models of persuasion. The two most common theories of persuasion include the elaboration

likelihood model (Cacioppo & Petty, 1984) and the heuristic-systematic model (Chaiken, Giner-

Sorolla, Chen, Gollwitzer, & Bargh, 1996). Both models suggest there are two routes to

persuasion; the elaboration likelihood model labels them as central and peripheral processing,

and the heuristic-systematic model as heuristic and systematic processing.

According to Cacioppo and Petty the route of persuasion depends on an individual's

motivation and ability to engage in critical thinking with regards to an argument or

recommendation. When an argument motivates critical thinking this means elaboration

likelihood is high. Adversely, when an individual avoids critical thinking, views an argument as

being of little personal importance, or has limited knowledge on the topic, the elaboration likelihood is low. As a result, "there are 'central' and 'peripheral' routes to persuasion, with the 'central route' representing the processes involved when elaboration likelihood is high and the 'peripheral route' typifying the processes operative when elaboration likelihood is low" (Cacioppo & Petty, 1984, pg. 674). Persuasion via the central route is more effective when elaboration likelihood is high and persuasion via the peripheral route is more likely when elaboration likelihood is low.

Similarly, the routes of persuasion under the heuristic-systematic model consists of a simple heuristic mode which employs the use of simple decision rules and an analytical, systematic approach which requires more effort (Chaiken, Giner-Sorolla, Chen, Gollwitzer, & Bargh, 1996). Which mode is used is based on an individual's motivation and capacity to follow through in more detailed thought. An example of a simple decision rule which could be used to aid in the decision making process under the heuristic model is a statement such as, "trusted experts recommend." It is clear that, under both models to persuasion, there is a simple route (peripheral and heuristic) and an analytical route (central and systematic). The first of which requires little motivation and personal investment in the argument, while the second requires high motivation and personal investment.

To investigate which level of processing is more effective, two manipulations were created for use in this study. A social influence manipulation was used to appeal to peripheral/heuristic processing and a knowledge manipulation was used to appeal to central/systematic processing. In the Social Influence Condition, participants were presented with an appeal containing a descriptive norm. Descriptive norms can be defined as, "typical patterns of behavior, generally accompanied by the expectation that people will behave

according to the pattern" (Kitts & Chiang, 2008, pg. 1). Descriptive norms have been shown to influence thoughts and behaviors without requiring intensive processing. In this study, the descriptive norm was a statement about consumer preference. Specifically participants in this condition were informed that "a recent poll suggests that most people prefer to buy cosmetics and other beauty products from ethically responsible companies."

To appeal to the central/systematic route a Knowledge Condition was created. In this condition, participants were presented with more detailed information regarding ethical issues within the cosmetic industry: false claims/misleading advertisements, unethical sourcing of ingredients, use of potentially harmful chemicals/ingredients, excessive packaging with a high environmental footprint, animal testing, and child labor. The use of more detailed, diagnostic information should appeal to central/systematic processing and prompt the individual to think about the topic in more depth. Both the Social Influence Condition and the Knowledge Condition will be compared to a Control Condition. The control group of respondents were simply shown a general statement that the beauty industry has struggled with ethical issues in the past.

Method

An online survey was distributed via email and social networks, resulting with 127 participants in the study. All participants were female and 82.4% of participants were 18-24 years old. Participants first responded to an open response question indicating what characteristics they consider when purchasing beauty products. This question acted as a control before the manipulation to see if there was any mention of ethics before being exposed to the topic in the manipulation. Participants were then randomly assigned to either the Social Influence Condition, the Knowledge Condition, or the Control Condition. Following the appeal

manipulation, respondents were asked a series of questions gauging their knowledge, interest, and concern for unethical behaviors in the industry. Additionally, respondents were asked questions about their purchasing behavior in regards to ethically responsible products. These questions are the basis for the analysis in this study and serve as the dependent variables.

Additionally, four individual difference measures were also used in the study: Self-Esteem, Need for Cognition, Self-Monitoring, and Environmental Consciousness. These measures were used to investigate if differences in individual traits would influence perception and judgements, and if these differences would influence the effectiveness of the social influence or knowledge appeals.

A 10-item Self-Esteem Scale (Rosenberg, 1965) was used to the measure positive and negative feelings about the self. The purpose of the scale is to measure an individual's perception of their own self-worth. This scale is useful to this study because it may play a role in how respondents react to the manipulations. For example, someone who scores highly in Self-Esteem may be more confident in their opinions and may not be affected by either manipulation. The reliability of this scale was tested using the SPSS Scale for Reliability, resulting in a Cronbach's Alpha of .900.

For this study, a revised version of the Self-Monitoring Scale (Snyder, 1974) was used. The revised scale (Lennox & Wolfe, 1984) consists of 13 questions scored on a 5-point scale. The purpose of this scale is to test the extent to which an individual will change their behavior in a situation based on social cues. High Self- Monitors are more likely to change their behavior based on the behavior of others, so we are curious to see if there is an interaction between this individual difference measure and the social influence manipulation. The reliability of this scale was tested using the SPSS Scale for Reliability, resulting in a Cronbach's Alpha of .826.

The original Need for Cognition Scale (Cacioppos & Petty, 1982) was created to test an individual's likelihood to engage in and enjoy critical thinking. The revised 18-question scale (Cacioppos, Petty, & Kao, 1984) was used in the study. High need for cognition individuals are more likely to engage in systematic processing. As a result, they may find the knowledge manipulation to be more persuasive than the social influence manipulation. The reliability of this scale was tested using the SPSS Scale for Reliability, resulting in a Cronbach's Alpha of .880.

The final individual difference measure used was the Environmental Consciousness Scale (Haws, Winterich, & Naylor, 2010). The aim of the scale is to measure an individual's overall propensity for environmentally friendly consumption. It was important to take this measure into consideration for this study since many of the unethical practices in the beauty industry concern the environment. The reliability of this scale was tested using the SPSS Scale for Reliability, resulting in a Cronbach's Alpha of .918.

Results

Prior to being exposed to the study manipulations, participants were asked to report 4-5 things they consider when purchasing beauty products. Interestingly the majority of respondents did not mention anything related to ethics. Most were concerned with price, quality, and recommendations. Those that did report something related to ethics most frequently mentioned natural ingredients and animal testing. The following is a summary of the open-ended responses:

- 86.61% of respondents considered price when choosing their beauty products
- 61.42% of respondents considered quality when choosing their beauty products
- 53.54% of respondents considered recommendations or reviews when choosing their beauty products

- 46.46% of respondents considered brand name when choosing their beauty products

- 23.62% of respondents considered the use of natural ingredients when choosing their beauty products

- 14.96% of respondents considered the use of animal testing when choosing their beauty products

A series of ANOVAs were run in order to investigate the differential effects of the Control Condition, the Social Influence Condition, and the Knowledge Condition on the primary dependent variables.

Overall Ethical Perception of the Cosmetic Industry.

The results revealed that participants in the Control Condition viewed the beauty industry as more ethical than participants in the Knowledge Condition ($F(1,77) = 4.90$, $p < .05$) and the Social Influence Condition (F(1,78 = 2.78, p =.10). No difference was found between the Knowledge Condition and the Social Influence Condition ($p = .45$). Apparently both persuasive messages were effective in influencing overall ethical views of the industry. It is worth noting, however, that the difference between the Social Influence Condition and the Control Condition was only marginally significant ($p = .10$).

Perceptions of Personal Knowledge about Ethical Concerns in the Industry.

Participants in the Knowledge Condition and the Social Influence Condition felt that they were more knowledgeable about the ethical issues in the beauty industry than participants in the Control Condition ($F(1,77) = 7.70$, $p < .01$ and $F(1,77) = 3.89$, $p = .05$, respectively). No difference was found between the Knowledge Condition and the Social Influence Condition. Apparently both persuasive messages were equally as effective in influencing perceptions of ethical knowledge of the industry.

Sensitivity to Ethical Issues within the Industry.

Although both types of persuasive messages were effective in influencing general industry perceptions and perceived knowledge, significant differences were found in how participants in the Knowledge Condition and Social Influence Condition perceived the importance of specific ethical issues and how they reported that they would behave based on their perceptions. For example,

- Respondents in the Knowledge Condition felt it was more important to buy beauty products from companies which are ethically responsible than those in the control condition ($F(1,79) = 3.51$, $p = .07$). There was no difference between the Social Influence Condition and the Control Condition.

- Respondents in the Knowledge Condition reported that they were more likely to choose a brand that was ethically responsible than those in the Control cCondition ($F(1,79) = 3.56$, $p = .06$). There was no difference between the Social Influence Condition and the Control Condition.

- When asked how important it is to buy beauty products which abstain from excessive packaging, respondents in the Knowledge Condition felt it was more important than those in the Control Condition ($F(1,75) = 7.46$, $p < .01$). There was no difference between the Social Influence Condition and the Control Condition.

- When asked how important it is to buy beauty products which abstain from animal testing, respondents in the Knowledge Condition felt it was more important than those in the Control Condition ($F(1,75) = 9.13$, $p < .01$). There was no difference between the Social Influence Condition and the Control Condition.

- When asked how important it is to buy beauty products which abstain from child labor, respondents in the Knowledge Condition felt it was more important than those in the Control Condition ($F(1,75) = 5.28$, $p < .05$). There was no difference between the Social Influence Condition and the Control Condition.

Next, a series of regressions were run to investigate the individual difference variables and any interactions. The measure of Environmentally Consciousness was the only individual difference measure that produced any significant results. No interactions were found. Participants that scored higher (vs. lower) in environmentally consciousness:

- Felt it was more important to buy beauty products from companies which are ethically responsible ($\beta = .094$, $p < .01$).

- Reported that they were more likely to choose a brand that was ethically responsible ($\beta = .062$, $p < .01$).

- Reported that they were more likely to pay more for brands which abstain from unethical behavior ($\beta = .078$, $p < .01$).

- Reported that they were more likely to buy beauty products which abstain from the unethical sourcing of ingredients ($\beta = .08$, $p < .01$).

- Reported that they were more likely to buy beauty products which abstain from the use of potentially harmful chemicals and ingredients ($\beta = .031$, $p < .01$).

- Reported that they were more likely to buy beauty products which abstain from excessive packaging ($\beta = .088$, $p < .01$).

- Reported that they were more likely to buy beauty products which abstain from animal testing ($\beta = .045$, $p < .01$).

- Reported that they were more likely to buy beauty products which abstain from child labor ($\beta = .032$, $p < .01$).

- Reported that they felt more knowledgeable about the ethical issues related to the beauty industry ($\beta = .033$, $p < .05$).

Discussion

The purpose of this study was to investigate the effects of unethical practices on consumers' perceptions and judgements in the cosmetic industry. More specifically, the study was designed to investigate the extent to which consumers' ethical perceptions and decision making can be influenced and if heuristic appeals or systematic appeals are more persuasive.

The study found that unless prompted, most consumers do not consider ethical issues when purchasing cosmetics. Their primary concerns are price and quality. The study also found that both peripheral/heuristic appeals and central/systematic appeals can be effective in altering ethical perceptions of the industry. Overall, the participants in the Social Influence Condition and the Knowledge Condition viewed the beauty industry to be less ethical than participants in the Control Condition. Their perceptions of the industry were influenced by the appeals. Additionally, participants in the Social Influence Condition and the Knowledge Condition perceived themselves to be more educated in the ethical issues of the beauty industry than those in the Control Condition. These results show that both routes to persuasion were successful in altering participants' perceptions towards the ethical behavior in the beauty industry and their own knowledge of it.

Results also revealed that, while both routes were successful in altering general perceptions, only participants in the Knowledge Condition showed significant results when asked about specific ethical issues and how they reported they would behave based on those

perceptions. This shows that the Knowledge Condition had a stronger influence than the Social Influence when it comes to specific feelings and actions regarding ethical issues in the beauty industry. These results are more interesting because they reveal that systematic or central route processing is more effective in conveying issues related to ethical behavior. The Elaboration Likelihood Model suggests that the central route can lead to stronger attitudes than the peripheral route (Cacioppo & Petty, 1984). These result support that theory. Further, ethical issues in the beauty industry may be seen as very important once they are brought to mind resulting in a more thoughtful decision making process.

The only individual difference measure which produced significant results was the environmentally conscious measure. This shows that those who score higher on this scale are more likely to show more concern for both general and specific issues related to ethics in the beauty industry.

As a result of this study, we can conclude that most people do not consider ethical issues when buying beauty products unless prompted to do so. However, it is possible to influence an individual's perceptions and reported behaviors regarding ethical issues through either systematic/central processing or heuristic/peripheral processing. Either route works to influence general perceptions, but systematic/central processing is more effective in influencing specific perceptions and actions. This information is particularly useful for ethical beauty companies which exist in an overall unethical industry. Knowing that consumers need to be prompted to think about unethical issues before purchase, as well as the central route to persuasion being more effective, should affect the way an ethical company chooses to package and promote their products. Packaging should clearly label the ethical qualities of the brand and promotion should place an emphasis on educating the consumer. Being an ethical company in an unethical industry

is a strong point of differentiation which can be used to a company's advantage if they know how to properly convey the message. Ethical issues are important enough to consumers to warrant critical thinking when making decisions, meaning people are more likely to engage in central route processing. When ethics is not a top of mind factor during the decision making process, it is up to the company to ensure they are bringing the issue to the attention of the consumer, prompting them to use central route processing.

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APPENDIX

Survey

Thank you for participating in our study. The purpose of this research is to investigate consumers'

attitudes and perceptions. You will read some information and complete a questionnaire. Thank you

very much for your help.

1 What is your gender?

○ Female

○ Male

○ Other

Note: only female participants were used in the study. Those answering male or other were redirected

to an alternate task.

2 Please list 4 or 5 things you consider when choosing your beauty product brands.

     1

     2

     3

     4

     5

MANIPULATIONS (participants were randomly assigned to one of the following three conditions)

(CONTROL) In the past, the beauty industry has struggled with several ethical issues. These issues vary

across companies.

(SOCIAL INFLUENCE) In the past, the beauty industry has struggled with several ethical issues. These issues vary across companies. A recent poll suggests that most people prefer to buy cosmetics and other beauty products from ethically responsible companies.

(KNOWLEDGE) In the past, the beauty industry has struggled with several ethical issues. As a result, companies vary in terms of ethical responsibility with concern to problems such as:

- False claims/misleading advertisements

- Unethical sourcing of ingredients

- Use of potentially harmful chemicals/ingredients

- Excessive packaging with a high environmental footprint

- Animal testing

- Child labor

3 How important to you is it to buy beauty products from companies which are ethically responsible?

○ Very Important

○ Important

○ Moderately Important

○ Slightly Important

○ Not Important

4 How likely would you be to choose brands which are ethically responsible?

○ Very Likely

○ Likely

○ Somewhat Likely

○ Somewhat Unlikely

○ Unlikely

○ Very Unlikely

5 How likely would you be to pay more for brands which abstain from unethical behavior?

○ Very Likely

○ Likely

○ Somewhat Likely

○ Somewhat Unlikely

○ Unlikely

○ Very Unlikely

6 Would you hold a higher quality brand to different standards than a more affordable brand when it

comes to ethics?

○ Always

○ Very frequently

○ Occasionally

○ Rarely

○ Very rarely

○ Never

7 Do you believe a more expensive product will be of higher quality than a more affordable one?

○ Always

○ Very frequently

○ Occasionally

○ Rarely

○ Very rarely

○ Never

8 How ethical do you view the beauty industry overall?

○ Very Ethical

○ Ethical

○ Somewhat Ethical

○ Somewhat Unethical

○ Unethical

○ Very Unethical

9 Which of the following unethical behaviors in the beauty industry were you previously aware of?

(choose all that apply)

❑ Unethical sourcing of ingredients

❑ Use of potentially harmful chemicals/ingredients

❑ Excessive packaging with a high environmental footprint

❑ Animal testing

❑ Child labor

❑ False claims/misleading advertisements

10 Please indicate how important it is to buy beauty products which abstain from the following

unethical behaviors.

	Extremely important	Very important	Moderately important	Slightly important	Not at all important
Unethical sourcing of ingredients	○	○	○	○	○
Use of potentially harmful chemicals/ingredients	○	○	○	○	○
Excessive packaging	○	○	○	○	○
Animal testing	○	○	○	○	○
Child labor	○	○	○	○	○
False claims/misleading advertisements	○	○	○	○	○

11 How knowledgeable are you of the ethical issues related to the beauty industry?

○ Extremely knowledgeable

○ Very knowledgeable

○ Moderately knowledgeable

○ Slightly knowledgeable

○ Not knowledgeable at all

Below is a list of statements dealing with your general feelings about yourself. Please indicate how strongly you agree or disagree with each statement.

12 On the whole, I am satisfied with myself.

○ Strongly agree

○ Agree

○ Disagree

○ Strongly disagree

13 At times I think I am no good at all.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

14 I feel that I have a number of good qualities.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

15 I am able to do things as well as most other people.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

16 I feel I do not have much to be proud of.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

Below is a list of statements dealing with your general feelings about yourself. Please indicate how

strongly you agree or disagree with each statement.

17 I certainly feel useless at times.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

18 I feel that I'm a person of worth, at least on an equal plane with others.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

19 I wish I could have more respect for myself.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

20 All in all, I am inclined to feel that I am a failure.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

21 I take a positive attitude toward myself.

○ Strongly Agree

○ Agree

○ Disagree

○ Strongly Disagree

Please choose how strongly you agree or disagree with the following statements with regards to how they apply to you.

22 In social situations, I have the ability to alter my behavior if I feel that something else is called for.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

23 I have the ability to control the way I come across to people, depending on the impression I wish to give them.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

24 When I feel that the image I am portraying isn't working, I can readily change it to something that

does.

- ❍ Strongly agree

- ❍ Somewhat agree

- ❍ Neither agree nor disagree

- ❍ Somewhat disagree

- ❍ Strongly disagree

25 I have trouble changing my behavior to suit different people and different situations.

- ❍ Strongly agree

- ❍ Somewhat agree

- ❍ Neither agree nor disagree

- ❍ Somewhat disagree

- ❍ Strongly disagree

26 I have found that I can adjust my behavior to meet the requirements of any situation I find myself in.

- ❍ Strongly agree

- ❍ Somewhat agree

- ❍ Neither agree nor disagree

- ❍ Somewhat disagree

- ❍ Strongly disagree

Please choose how strongly you agree or disagree with the following statements with regards to how

they apply to you.

27 Even when it might be to my advantage, I have difficulty putting up a good front.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

28 Once I know what the situation calls for, it's easy for me to regulate my actions accordingly.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

29 I am often able to read people's true emotions correctly through their eyes.

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

30 In conversations, I am sensitive to even the slightest change in the facial expression of the person I'm conversing with.

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

31 My powers of intuition are quite good when it comes to understanding others' emotions and motives.

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

 Please choose how strongly you agree or disagree with the following statements with regards to how they apply to you.

32 I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

33 I can usually tell when I've said something inappropriate by reading it in the listener's eyes.

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

34 If someone is lying to me, I usually know it at once from that person's manner of expression.

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe.

36 I would prefer complex to simple problems.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

37 I like to have the responsibility of handling a situation that requires a lot of thinking.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

38 Thinking is not my idea of fun.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

39 I would rather do something that requires little thought than something that is sure to challenge my

thinking abilities.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

40 I try to anticipate and avoid situations where there is likely a chance I will have to think in depth

about something.

◯   Very strongly agree

◯   Strongly agree

◯   Agree

◯   Somewhat agree

◯   Neither agree nor disagree

◯   Somewhat disagree

◯   Disagree

◯   Strongly disagree

◯   Very strongly disagree

For each of the statements below, please indicate whether or not the statement is characteristic of you

or of what you believe.

41 I find satisfaction in deliberating hard and for long hours.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

42 I only think as hard as I have to.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

43 I prefer to think about small, daily projects to long-term ones.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

44 I like tasks that require little thought once I've learned them.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

45 The idea of relying on thought to make my way to the top appeals to me.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

For each of the statements below, please indicate whether or not the statement is characteristic of you

or of what you believe.

46 I really enjoy a task that involves coming up with new solutions to problems.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

47 Learning new ways to think doesn't excite me very much.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

48 I prefer my life to be filled with puzzles that I must solve.

- ○ Very strongly agree

- ○ Strongly agree

- ○ Agree

- ○ Somewhat agree

- ○ Neither agree nor disagree

- ○ Somewhat disagree

- ○ Disagree

- ○ Strongly disagree

- ○ Very strongly disagree

49 The notion of thinking abstractly is appealing to me.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

50 I would prefer a task that is intellectual, difficult, and important to one that is somewhat important

but does not require much thought.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

For each of the statements below, please indicate whether or not the statement is characteristic of you or of what you believe.

51 I feel relief rather than satisfaction after completing a task that required a lot of mental effort.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

52 It's enough for me that something gets the job done; I don't care how or why it works.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

53 I usually end up deliberating about issues even when they do not affect me personally.

○ Very strongly agree

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

○ Very strongly disagree

Please indicate the degree to which you agree or disagree with the following statements.

54 It is important to me that the products I use do not harm the environment

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

55 I consider the potential environmental impact of my actions when making many of my decisions

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

56 My purchase habits are affected by my concern for our environment.

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

Please indicate the degree to which you agree or disagree with the following statements.

57 I am concerned about wasting the resources of our planet.

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

58 I would describe myself as environmentally responsible.

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

59 I am willing to be inconvenienced in order to take actions that are more environmentally friendly.

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Disagree

○ Strongly disagree

60 How often do you try new beauty products?

○ Always

○ Most of the time

○ About half the time

○ Sometimes

○ Never

61 How many hours a day do you spend on your beauty routine?

○ 3 or more

○ 2-3

○ 1-2

○ Less than 1

62 How important are your beauty products to you?

○ Extremely important

○ Very important

○ Moderately important

○ Slightly important

○ Not at all important

63 How loyal are you to your current beauty brands?

○ Very loyal

○ Loyal

○ Moderately loyal

○ Slightly loyal

○ Not loyal at all

64 On average, how much money do you spend on beauty products a month?

○ $200 or more

○ $150-$200

○ $100-$150

○ $50-$100

○ $50 or less

65 What beauty brands do you typically buy?

Politically, would you consider yourself to be more conservative or liberal?

_____ Please indicate using slider

66 What is your age?

◯ Under 18

◯ 18 - 24

◯ 25 - 34

◯ 35 - 44

◯ 45 - 54

◯ 55 - 64

◯ 65 - 74

◯ 75 - 84

◯ 85 or older

67 What is the highest degree or level of education you have completed?

○ Less than high school

○ High school graduate

○ Some college

○ 2 year degree

○ 4 year degree

○ Graduate degree

○ Doctorate

68 What is your marital status?

○ Married

○ Widowed

○ Divorced

○ Separated

○ Never married

69 What is your employment status?

○ Employed full time

○ Employed part time

○ Unemployed looking for work

○ Unemployed not looking for work

○ Retired

○ Student

○ Disabled

70 What is your combined family annual income?

○ Less than $10,000

○ $10,000 - $19,999

○ $20,000 - $29,999

○ $30,000 - $39,999

○ $40,000 - $49,999

○ $50,000 - $59,999

○ $60,000 - $69,999

○ $70,000 - $79,999

○ $80,000 - $89,999

○ $90,000 - $99,999

○ $100,000 - $149,999

○ More than $150,000