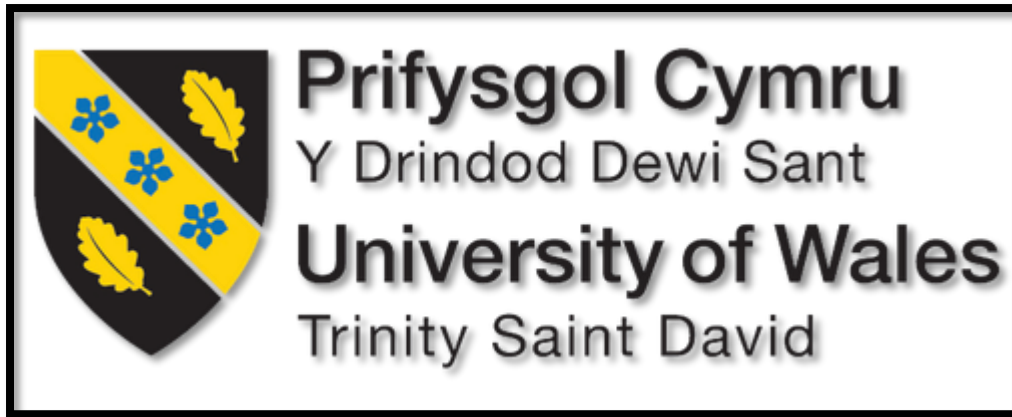




Master of Business Administration Programme

LCMB7035 - Dissertation

**The Role of Green Marketing in Influencing Consumer Purchase Decisions in
the UK Retail Sector: A Case Study on The Body Shop**

Student Name: Ahmed Nuruzzaman

Student ID: 2427120

Date: 03-02-2026

Declaration

I, **Ahmed Nuruzzaman**, declare that I have produced this dissertation as my original academic work, which I completed without assistance according to university academic standards. The entire dissertation exists as my work because I created it without using artificial intelligence tools to write or generate any part of it. All ideas, analyses, interpretations, and conclusions presented are solely my own. The work of other authors has been properly referenced through citation to maintain academic integrity and authentic presentation of original research. This dissertation has not been submitted previously, in whole or in part, for any other academic qualification at this or any other institution.

Signature: Ahmed Nuruzzaman

Date: 03-02-2026

Acknowledgement

My heartfelt gratitude goes out to my dissertation supervisor who guided me in an invaluable way, provided constructive feedback, and gave me their support throughout the research period. The academic insight and encouragement facilitated the direction and quality of this dissertation. I owe my thanks to the professors of the Master of Business Administration program who opened the door to knowledge and provided resources needed for this study. Besides them, I also want to express my deepest appreciation for my family and friends who have been supportive and motivating and even helped me morally during this tough academic journey. Their encouragement was the key to the successful completion of this dissertation.

Abstract

Sustainability has become an essential business strategy because UK retailers need to address three challenges: growing environmental concerns, increasing regulatory demands and changing customer expectations. Retailers use green marketing as their primary strategy to drive customer-purchasing behaviour by highlighting their environmentally sustainable products and business operations. People today understand sustainability better than before yet they still demonstrate a persistent tendency to separate their sustainable values from their actual buying decisions. The study examines how green marketing affects consumer-buying behaviour in The Body Shop retail business which operates in the UK market because of its commitment to ethical business operations and environmental sustainability.

The literature review evaluates green marketing concepts together with consumer behaviour theories and sustainability-driven branding practices, which exist in retail environments. The review demonstrates that green purchase intentions depend on three factors, which include attitudes, subjective norms, and perceived behavioural control according to the Theory of Planned Behaviour (TPB). Current research shows that green trust combined with perceived corporate authenticity and transparency creates a stronger connection between sustainability communication and consumer behaviour. The existing literature contains major deficiencies because it lacks empirical studies, which focus on UK markets and specific brands, and it fails to identify which green marketing approaches produce the strongest impact on actual consumer purchasing patterns. The existing research gaps create a need for a specific investigation, which will use case studies to explore the topic.

The research uses interpretivism research philosophy together with qualitative exploratory case study research design. The research used a mono-method qualitative approach to analyse secondary data that included academic literature and industry reports and sustainability disclosures and corporate communications and credible media case studies. The Body Shop was chosen as the main case through purposive sampling method, which also included comparative analysis with Lush and L'Occitane Group and Weleda and Neal's Yard Remedies. The researchers used qualitative content and thematic analysis methods to analyse the data that helped them to identify patterns that related to green marketing strategies and consumer trust

and purchasing behaviours. The research implemented triangulation and data analysis transparency and data analysis consistency to establish research rigour.

The research demonstrates that green marketing strategies, which include ethical sourcing and refill programs and recyclable packaging, and activism-based campaigns, create positive effects on consumer attitudes and brand trust and customer participation. The study found that sustainability initiatives that involved public participation and visible effects to sustainability activities brought about two outcomes. The study demonstrates that people maintain a stable attitude that they will act according to their beliefs because they consider the costs of their actions and the need for instant benefits and the effect of economic conditions. The Body Shop in the UK faced operational difficulties that showed that green marketing could improve brand authenticity and customer loyalty but needed other methods to protect its financial success.

The study concludes that green marketing plays a supportive but not decisive role in shaping consumer purchase behaviour in the UK retail sector. The system requires authentic performance together with operational execution and organisational strength and financial sustainability to achieve its intended results. The research demonstrates how green trust and perceived corporate authenticity function as mediators between sustainability attitudes and purchasing decisions which extend the Theory of Planned Behaviour.

The dissertation recommends that UK retailers embed sustainability across their entire value chain rather than treating it as a promotional tool. The study proposes three solutions to decrease scepticism while improving consumer behaviour results, which include enhanced digital transparency and measurable sustainability performance indicators and incentive-based consumer participation. Policymakers need to establish more precise sustainability standards because this will help combat green washing and enable consumers to make better-informed choices.

Table of Contents

1. Chapter 1: Introduction and Rationale	10
1.1 Research Background.....	10
1.2 Research Rationale	13
1.2.1 Theoretical Justification.....	13
1.2.2 Practical Justification.....	15
1.3 Research Contribution and Motivation	16
1.4 Research Aim, Objectives, and Questions.....	18
1.5 Dissertation Structure	18
Chapter 2: Literature Review.....	20
2.1. Introduction	20
2.2. Thematic Overview of the Literature	21
2.2.1 The Evolution and Foundations of Green Marketing.....	21
2.2.2 Consumer attitudes and Behavioural Gaps in Green Purchasing in the UK retail sector	22
2.2.3 Green Marketing Strategies' Influence on Consumer Behaviour at The Body Shop	24
2.2.4 Challenges in Implementing Green Marketing in the UK Retail Sector	25
2.2.5 Recommended Strategies for Improving Sustainable Brand Performance at The Body Shop	26
2.3. Theoretical Foundation and Contribution	28
2.4. Conceptual Framework.....	29
2.5 Conclusion	32
3. Methodology.....	33
3.1 Introduction	33
3.2 Research Philosophy, Approach, and Design.....	33

3.3 Justification for Case Study Methodology	35
3.4 Case Selection and Sampling Strategy	36
3.5 Data Sources and Data Collection	37
3.6 Data Analysis Approach.....	38
3.7 Research Quality and Rigour	40
3.8 Ethical Considerations	41
3.9 Chapter Summary	41
Chapter 4: Findings	42
4.1 Chapter Introduction	42
4.2 Case Study Analysis	42
4.2.1 Case Study 1: Beauty Brand Lush Unveils New Green Hub But Business Comes First Similar to Body Shop	42
4.2.2 Case Study 2: L'Occitane Group Reaffirms Commitment to Sustainability Similar to the Body Shop Sustainability Measures	45
4.2.3 Case Study 3: Weleda update unlike Body Shop, which announced to shut up to half of its UK stores	47
4.2.4 Case Study 4: Neal's Yard Remedies Wins Landmark 'Brand of the Decade' Award showing need of Sustainability in Retail	49
4.3 Summary of Cross-Case Analysis	51
4.3.1 Cases	51
4.3.2 Opportunities.....	51
4.3.3 Challenges	51
4.3.4 Solution	52
4.3.5 Implementation.....	52
4.3.6 Outcomes.....	53
4.4 Chapter Summary	53
Chapter 5: Discussion and Analysis	55

5.1 Purpose and Positioning	55
5.2 Analytical Framework and Logic	55
5.3 Cross-Case Synthesis: Compare and Contrast with Literature	56
5.3.1 The Evolution and Foundations of Green Marketing	56
5.3.2 Consumer attitudes and Behavioural Gaps in Green Purchasing in the UK retail sector	57
5.3.3 Green Marketing Strategies' Influence on Consumer Behaviour at the Body Shop.....	57
5.3.4 Evidence from Chapter 4.....	58
5.3.5 Compare-contrast analysis.....	59
5.4 Integration to Conceptual Model or Propositions	60
5.5. Robustness Considerations	60
5.6. Practical Synthesis.....	61
5.7. Chapter Summary	61
Chapter 6: Conclusion and Recommendations	63
6.1 Chapter Introduction	63
6.2 General Conclusion	63
6.3 Linking with objectives	64
6.4 Limitations of the Research.....	66
6.5 Recommendations	66
6.6 Future Scope	66
6.7 Chapter Summary.....	67
Reference List.....	68

List of Figures

Figure 1: Retail Turnover in the UK 2023	10
Figure 2: Retail Sales Value Monthly Growth, Great Britain 2025	11
Figure 3: UK green technology and suitability market	12
Figure 4: The Theory of Planned Behaviour.....	28
Figure 5: Conceptual framework	31
Figure 6: Research onion	35

1. Chapter 1: Introduction and Rationale

1.1 Research Background

Industry

The retail sector includes supermarkets, clothing chains, and online stores that employ millions of people and directly influence the style of life for consumers. However, it is also true that this sector is responsible for a large percentage of the carbon emissions, packaging waste, and supply chain externalities of any country. The growing urgency of environmental degradation has led to increased global attention on the sustainability of business practices in the UK retail sector. In 2023, the total annual review of the UK retail business achieved over 508 billion British pounds shown in **Figure 1** (Statista, 2023).

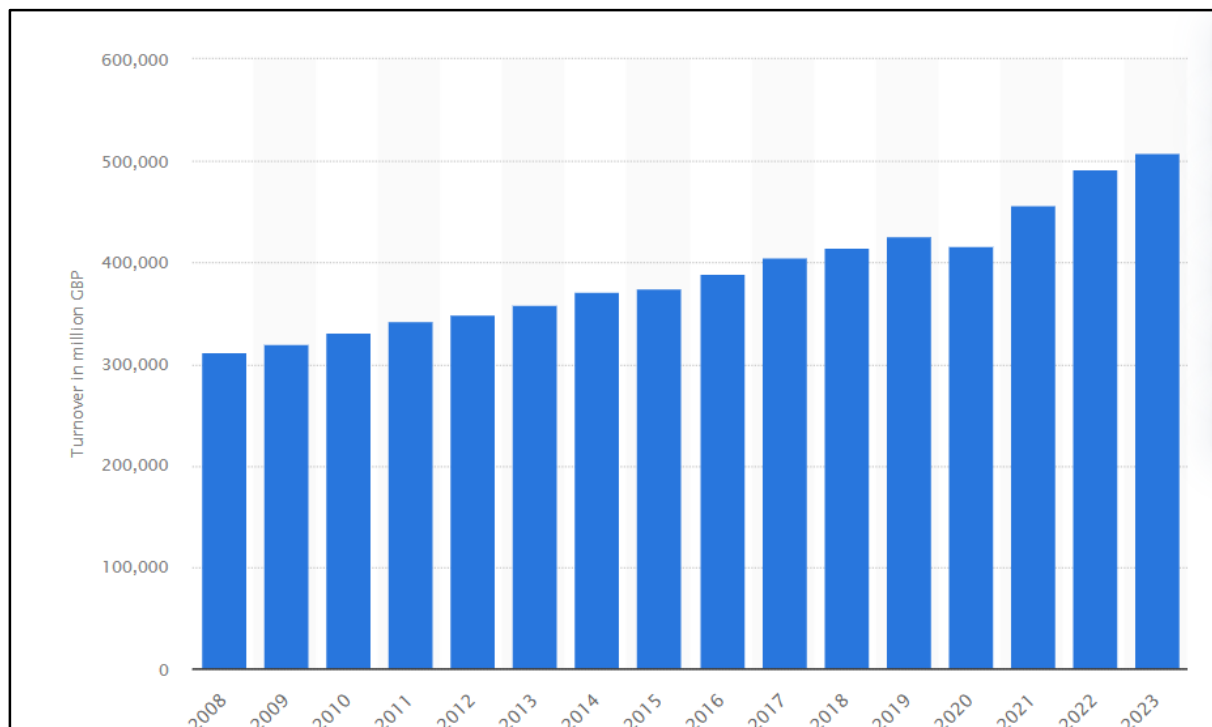


Figure 1: Retail Turnover in the UK 2023

(Source: Statista, 2023)

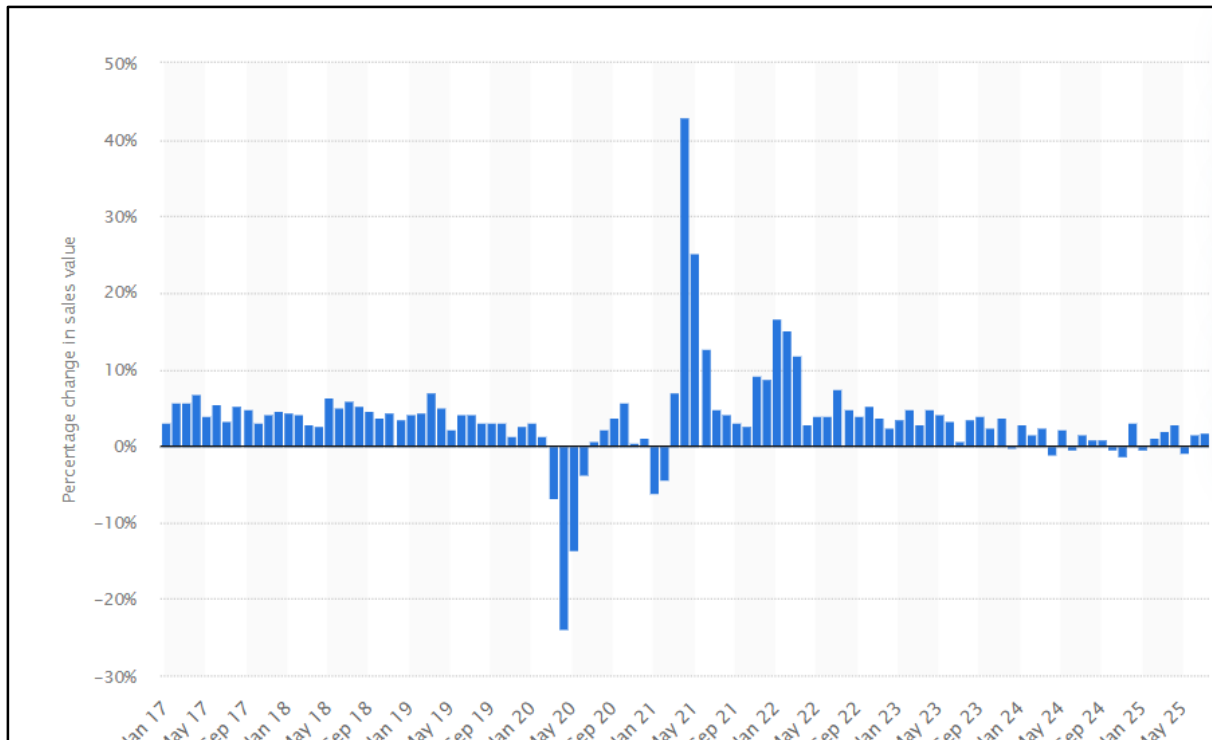


Figure 2: Retail Sales Value Monthly Growth, Great Britain 2025

(Source: Statista, 2025)

In April 2020, the value of retail sales decreased by 23.8 % from the year before. It also directs the impact of the COVID-19 outbreak in a huge way (Statista, 2025). However, there was a significant increase in recent years, as in 2025, the increase was 2% shown in **Figure 2** (Statista, 2025). Driven by increasing environmental regulation and a rapidly changing consumer landscape, retailers are developing new business models to meet the UK Net Zero 2050 target and Circular Economy Package (DEFRA, 2022). Firms like Tesco, Marks & Spencer, and IKEA UK are now investing heavily in sustainable packaging, carbon-neutral logistics, and eco-labelling to boost brand image and consumer confidence (DEFRA, 2022). The Body Shop has been leading the way in this shift over decades, remaining a frontrunner in green marketing. It has more than 2,500 stores around the globe and operates in over 65 countries, ensuring that it enjoys a massive market share in the UK retail market, where there is an increasing demand among consumers towards ethically produced products (Roddick, 2025). The UK alone in the green beauty and personal care market is expected to outperform annual sales of over £1 billion (McKinsey, 2020). This is a reflection of volume in commercial sustainability in retailing.

Nature and importance of the topic

Green marketing is the strategic marketing of products and services based on their environmental benefits. With the purpose of having UK retail customers toward sustainability (Reddy *et al.*, 2023). This research examines how green marketing impacts the purchase decisions in the UK retail sector, in which sustainability has emerged as a fundamental strategic objective. The competitive advantage helps policymakers to encourage responsible consumption in line with national climate commitments such as the UK's Net Zero 2050 target (Shahzad *et al.*, 2024). Understanding this relationship is important as it can help organisations to design effective sustainability campaigns, allowing managers to create consumer trust.

Relevance and timeliness

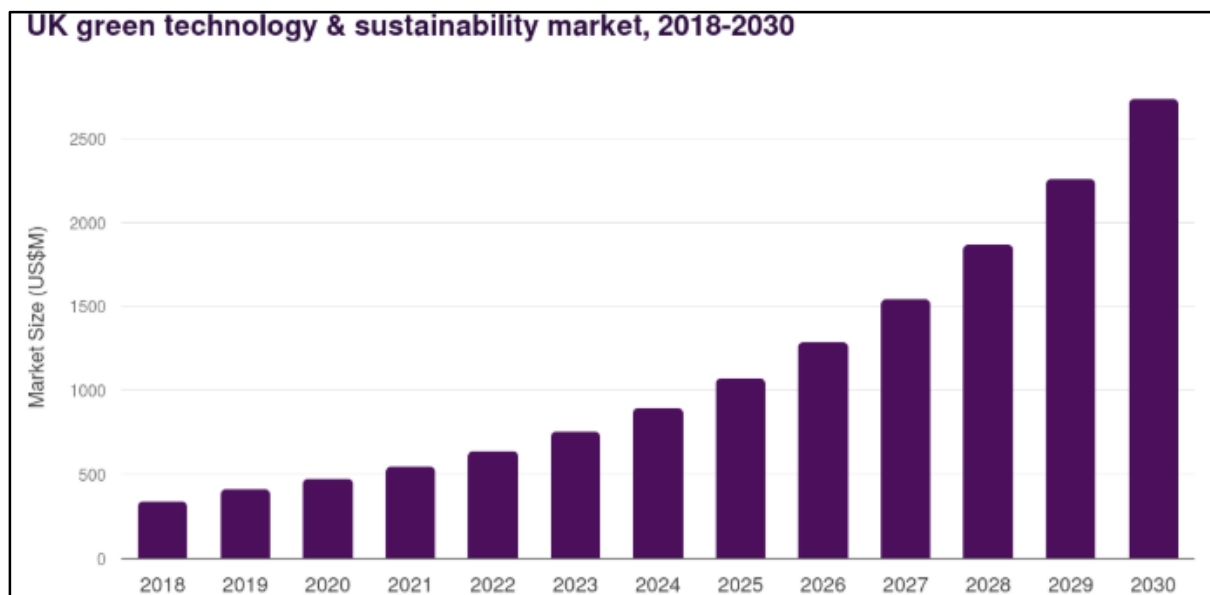


Figure 3: UK green technology and sustainability market

(Source: Grandview Research, 2024)

The UK green technology and sustainability market generated its revenue of 89.13 million in 2023, which is expected to reach 3,577.4 million by 2030 (Grandview Research, 2024). The Body Shop has demonstrated environmental sustainability by intensively utilising natural ingredients, animal cruelty-free veterinary services, and supporting community willingness for fair trade practices. These help the company achieve the favourable image it has among consumers in the UK. The Body Shop has succeeded in scraping off thousands of tonnes of virgin plastic through the

implementation of recycled and refillable packaging solutions. This coincides with the overall governmental mandate in the UK to promote the removal of plastic waste by 50% by the year 2030 (McKinsey, 2023).

Initial framing of the problem

The basic problem that has been investigated in the dissertation is to determine whether green marketing has a real impact on people's purchasing choices. It also gives shape to the people's perception without changing their behaviour. In managing the wide use of eco-labels, the sustainable packaging of the UK retail sector has seen effective results in turning green awareness into sales (Kovac *et al.*, 2025). Consumers' reactions towards such initiatives are rewarding to the brand. Around 68% of UK customers believe that sustainability is a major factor when making their buying decisions (Zhang *et al.* 2021). The customer loyalty programmes indicate increased loyalty to repeat purchases. It is discovered that loyalty rate increases by 22% when the customers are engaged in the ethical campaigns of the brand (Kowalska *et al.* 2021). This points to the actual impact of green marketing to consumer behaviour within the retail setting. Such numbers reveal that the gap between the expectations of consumers and the values of the environment has been getting smaller. This gives a real-life stage to debate the study of how the green marketing approach exhibited by The Body Shop influences the purchasing behaviour in the UK retail market.

Originality signal

The research topic of green marketing has limited empirical research. It is conducted from the UK retail sector context. Most of the previous research is focused on the global market and does not consider the role of authenticity and trust in the relationship between green marketing and consumer behaviour (Atabong *et al.*, 2025). The quick change of the market dynamics, green marketing not only influences the business sustainability it is also linked to the physiological factors and strategic communication in the UK retail sustainability landscape.

1.2 Research Rationale

1.2.1 Theoretical Justification

What is known

Green marketing has been seen as a strategic response to growing environmental awareness and the demand of the consumer for sustainable products. The various theories are grounded in influencing the customer purchase decision in the UK retail sector. For example, the theory of planned behaviour (Ajzen, 1991) is linked with the customer buying decision and the perceived behavioural control that impacts their purchase intention (Khan *et al.*, 2023). Another theory, such as the Value-Belief-Norm (VBN) framework (Stern, 2000), explains how the pro-environmental values are translated into ethical consumption (Iskander *et al.*, 2025). The Green Consumerism model focuses on the role of marketing strategies that deliver the most sustainable products. Green packaging strategies, as well as communication among consumers through the use of eco-brands, products, and packages which create a significant impact on building consumer trust and loyalty.

The Signalling theory also helps to build the reputation of the brand in the UK retail markets. The various research journals based on the UK retail market, such as Journal of Business Research and Journal of Consumer Behaviour, confirm that green marketing affects both the cognitive and affective components of consumer decision-making. It leads to an effective way to pay an overcharge for the sustainable product (Susanty *et al.*, 2021). Overall, based on established literature, it is evident that when green marketing is genuine and strategic, it works as a powerful determinant in the consumer purchase intention and competitive differentiation in the UK retail sector.

What remains unclear or under-explored (Gaps and ambiguities)

The various research studies related to the concept of green marketing face some ambiguity related to the customer purchasing behaviour in the UK retail sector. Multiple studies have proven that customers indicate a high degree of behavioural attitude related to the customer purchasing decision. Moreover, the use of self-reported data and surveys as methods in many studies has an impact on environmental consciousness due to social desirability bias (Teessar, 2024). There is also not much consensus regarding the specific green marketing dimensions that have the highest impact on purchase behaviour outcomes in retail settings, such as eco-labels, packaging, or corporate communication. In addition, most current studies focus on the Asian and North American regions, and there is a lack of empirical evidence from the UK retail sector. The cultural norms, regulations, and the level of market

maturity are quite different (Sudirjo, 2023). Studies do not consider dynamic forces in the market. The digital transformation and changing sustainability laws that constantly redefining consumer expectations and corporate marketing practices. The research limitations need more context-specific and industry-specific studies related to the effectiveness of green marketing.

Research Gap

This study examines the lack of huge scholarly articles that acknowledge the impact on the goals of the research topic. The various research related to the environmental attitudes and green purchasing behaviour has investigated sustainable packaging in green marketing. It also impacts the consumer behavioural outcomes in a mature retail market in the U.K. (Kingston and Paulraj, 2023). The lack of the possibility to adopt the theories on a global scale, such as the Theory of Planned Behaviour, does not impact the demand for research. Further, for the longitudinal studies, the sector-specific data impact on the green marketing decision and on the purchase behaviour of the UK retail sector. The lack of green purchasing behaviour of the customer and the context of the UK retail sector also impact corporate sustainability in various ways. As a result, it impacts the customer behaviour outcomes in a more effective way (García-Salirrosas and Rondon-Eusebio, 2022). In addressing these gaps, the industry is focused on barriers and the effectiveness of the green marketing strategies in the customer purchasing behaviour in the retail market of the UK.

1.2.2 Practical Justification

Real-world consequences of the gap

The theoretical gaps are created due to limited awareness of green marketing, which does not influence customer decisions. It directly impacts the policymakers, society, and managers. The main retailers make expensive strategic choices related to the recycled packaging and carbon-neutral logistics, which impact customer behaviour. Without clear direction, marketing budgets are managed incorrectly in the context of the UK retail sector (Zhang *et al.*, 2023). Policymakers are also in danger of devising ineffective green regulations that do not change consumption patterns into really sustainable products.

Industry relevance

In the retail sector, green marketing plays a real role in enabling net-zero carbon commitments to increase their business performance in the global market. The retail sector faced weak performance from its employees. Sustainability impact on the business process (Sheehy and Farneti, 2021). The Vaarois company is implementing the green baking technology to increase its business strategies.

Evidence from practice

The UK consumer views on brand sustainability, 43% said that preferred brands of the UK retail sector are very much responsible, while 23% act on those choices (Consultancy UK, 2022). The retailers in the UK spend more than affordable holdings annually on marketing opportunities related to sustainability. As a result, many of the campaign efforts fail to generate proportional returns.

Managerial pain points

In the UK, the retail industry faces various issues. The difficulty of measuring the ROI of sustainability campaigns impacts the business performance of the retail sector. Most retailers do not have frameworks that can effectively determine what marketing approaches have the greatest impact on the purchase behaviour of the customer (Nasiri and Shokouhyar, 2021). Marketing teams of the UK retail sector also faced risk related to the sustainability of green marketing.

Opportunity cost

The UK retail sector faces more realistic sustainability narratives with empirically proven consumer motivators. It benefits from more robust brand differentiation, customer retention, and price premium advantages (Acuña López, 2023). Policymakers also make more focused interventions, such as designing policies to promote responsible consumption.

1.3 Research Contribution and Motivation

The study will have important scholarly and practical implications for the development of knowledge on the impact of green marketing on consumers' buying decisions over the retail market in the UK. It bridges a serious gap by empirically exploring the attitude-behaviour gap. This impacts over 69% of consumers concerned about the environment who do not always buy green products (Witek and Kuźniar, 2023). The analysis of green marketing practices in a retail business by means of the brand, a

brand that has been operating for over 40 years and in more than 65 countries (McKinsey, 2020). The study brings a unique opportunity to examine the success of the green marketing strategies on a non-theoretical scale in retail. The fact that, even with ethically committed customers, the Body Shop has been able to increase its rates of repeat purchases by more than 22% further supports the relevance in the practical sense of what makes clients green loyal.

In business terms, the results can be used to enable UK retailers to take advantage of the increasing sustainable product markets valued at billions to be exploited by developing more effective marketing and consumer relationship building. The sale of green-label products in the United Kingdom has increased by 35% in 2024 alone as a response to consumer demands (Godley, 2025). These have shifted towards sustainability. The learning that can be made based on this research can help in making strategic changes in order to match the changing consumer needs, overcome challenges like price sensitivity and greenwashing cynicism. In addition, the study has some implications for policy issues in relation to sustainable consumption, which is not an isolated case in UK government policies to cut by half carbon footprint as well as plastic waste, by 2030. In the end, this study contributes to sustainable business development and environmental responsibility, which strengthens the image of a business pioneer as The Body Shop.

Originality

This study's originality is that it has a multi-case comparative focus on how retailers in the UK operationalise green marketing to influence consumers' purchasing behaviour. Their area is still an under-researched area in post-pandemic sustainability research (Zhang *et al.*, 2023). In the current research the either environmental attitudes help the researcher to adopt a behavioural and strategic approach which links green consumer psychology and retail marketing practices.

Through conducting secondary industry data analysis of the authentic evidence collected from a number of leading retailers, it uncovers new mechanisms and contingencies through which green marketing effectiveness is managed. According to Kingston and Paulraj (2023), the various UK retail sectors, such as Tesco, Marks & Spencer, and H&M, are varying the market size and digital maturity levels. Furthermore, the theory of dynamic capabilities and consumer behaviour shows how

the concept of sustainability-led differentiation helps to manage long-term competitive advantage (Atabong *et al.*, 2025). Thus, the research is a novel, evidence-based contribution to academic understanding as well as to managerial practice.

1.4 Research Aim, Objectives, and Questions

Research Aim

The study aims to determine how green marketing affects consumer responses in making purchase decisions in the UK retail industry with reference to The Body Shop.

The aim of the research focused on sustainability communication and brand authenticity through the support of customer behaviour. The study aims to identify effective green marketing strategies that focuses on sustainability and its impact on the purchase decisions of consumers in the UK retail sector. In relation to the current limited understanding of consumer interpretation and response to green marketing initiatives in the real world of retail contexts, a multi-case comparative analysis is used, based on the use of secondary data.

Research Objectives

- To evaluate how well green marketing strategies at The Body Shop have influenced consumer behaviour.
- To establish the problems and propose ways of improving sustainable brand performance.

Research Questions

What are the effects of green marketing strategies of The Body Shop on consumer purchasing decisions, and what challenges influence the effectiveness of these strategies in the UK retail sector?

1.5 Dissertation Structure

The dissertation is divided into six chapters; the first one, Chapter 1, is where the researchers locate the scenario of the study by providing the background of the research, problem statement, aims, objectives, and scope. Chapter 2 is a comprehensive literature review, analysing theories, concepts, and Tables available on the subject as well as empirical research concerning the area of study, green marketing, and consumer behaviour. Chapter 3 summarises the research methods,

the philosophy, data collection and analysis procedures. In chapter 4, the thematic analysis of the gathered information is displayed, which reveals the essential trends and findings. My results are discussed in Chapter 5 concerning research questions and existing literature, with the resulting interpretations and implications. Finally, Chapter 6 closes the dissertation with the summary of insights, practical recommendations, limitations, and suggestions on future research, thus offering a formal and logical structure of work organisation on the research problem.

Chapter 2: Literature Review

2.1. Introduction

Purpose of the Statement

This chapter aims to find and critically review and synthesise the modern academic literature regarding green marketing and consumer purchase behaviour applied to the UK retail sector and The Body Shop. The chapter strives to develop a conceptual base of the knowledge on how green marketing programs, including ethical sourcing, sustainable packaging, carbon-reduction programmes, and open environmental communication, affect consumer perceptions and buying preferences (Akehurst, Afonso & Gonçalves, 2024). Based on a critical and integrative assessment of contemporary literature, the chapter has recognised conceptual controversies, inconsistencies in the empirical findings, methodological constraints and gaps in knowledge that elucidate the necessity of the current research and guide its conceptual structure.

Topic framing

As discussed in chapter 1, the UK customers have increased their strong environmental concern, which does not translate to the actual purchasing behaviour. The Body Shop, as a brand traditionally viewed as a company that focuses on ethical values, sustainability, and activism to increase competition among mass retailers who follow similar claims about greenness. The following scenario raises one of the main research problems of to what extent are green marketing strategies are really capable of influencing consumer buying patterns and why certain strategies of green marketing work and certain methods fail in the present-day UK retail environment (Biswas & Roy, 2023). The literature reviewed in this chapter assists in putting this issue into perspective and managing the overall research objective of attempting to realise how green marketing used to influence consumer behaviour.

Scope and boundaries

The current review will mainly refer to peer-reviewed scholarly articles with publication dates as early as 2021 and as recent as 2025, with the keywords being green marketing, ethical consumption, consumer psychology, eco-labelling, sustainable

branding, retail marketing strategies, and regulatory pressures with reference to environmental claims.

Structure overview

The chapter is organised based on the five thematic sections. Which are first, the evaluation of the green marketing concepts, second is consumer attitudes and the behavioural gaps, and third is green marketing strategies in the UK retail sector. Fourth is the challenges of implementing green marketing in the UK retail sector, and fifth is a recommended strategy for overcoming the issue of the implementation of green marketing in the UK body shop industry.

2.2. Thematic Overview of the Literature

2.2.1 The Evolution and Foundations of Green Marketing

Define and contextualise the theme

The activity of green marketing involves organisational behaviour within the organisations that reduces environmental degradation and maximises sustainable value creation. It is significant to the present research because it provides the conceptual background on how the sustainability of Body Shop affects the consumer choices in the UK retail industry (Juliana & Sijabat, 2023). Environmental responsibility has been turned into the central requirement of competitiveness.

Review foundational and seminal work

The underlying explanation of the term green marketing is that sustainability that integrated throughout the chain of values, including product development and post-consumption. According to Yasari et al. (2025), green marketing is an integrative approach to management that aims at the ecological impact reduction of holistic life-cycle thinking. In contrast, Shafiq et al. (2023) support these by furthering principles of authenticity and transparency, of which the environmental claims are supported by verifiable organisational practices. The stakeholder theory proves that companies are increasingly under pressure by both internal and external stakeholders to be ethical and environmentally responsible in their practices. In contrast, the Triple Bottom Line framework introduced as sustainable value can only be generated when firms bipolarise environmental, social, and economic performance (Asyhari & Yuwalliatin,

2021). All of these background sources make sustainability a strategic, organisational-wide capacity- necessary in interpreting current practices at The Body Shop.

Synthesise recent empirical evidence

Modern green marketing has developed further beyond such environmental messaging as a long-term strategic capacity inherent in organisational identity. Kumar and Pansari (2022) show that their empirical test indicates that companies that have combined sustainability programs create greater consumer confidence, brand loyalty, and brand commitment. Developing on this point, Dangelico and Vocalelli (2022) contend that the consumer is progressively distinguishing brands by clear indicators of sustainability, and thus transparent reporting and eco-packaging, as well as ethical sourcing, are at the heart of the competitive advantage in the retail industry.

The reliability of eco-labels and credible sustainability reports contributes a lot to consumer perceptions, but the stored data is self-reported, which reduces behavioural accuracy. In contrast, Joshi and Rahman (2021) find that sustaining appeal through green product responsiveness differs among consumer groups, which is why the appeal of sustainability does not have a consistent effect across the population. Wei and Wang (2024) expand on this by proving that consumers prefer to trust those who have an internal culture, which is in line with the environmental claims, implying that the organisational authenticity mediates reaction to green marketing communication.

Gaps, contradictions, or underexplored areas

The literature does not put green marketing development in the UK retail industry in perspective, thus providing little understanding of how consumers in the UK appreciate sustainability assertions by brands like The Body Shop (Nguyen-Viet & Thanh Tran, 2024). No adequate investigation is made into the relationship between organisational capabilities, including ethical sourcing governance, and green supply chain management. It impacts on internal sustainability culture and marketing strategies to influence them in consumer behaviour.

2.2.2 Consumer attitudes and Behavioural Gaps in Green Purchasing in the UK retail sector

Define and contextualise the theme.

Consumer attitudes and behavioural gap managing the lack of commitment of the stated environmental concern by consumers to their real buying behaviour. This is one theme of great importance to interpret irregularities found in the UK retailer industry, where consumers largely appreciate sustainability, not take up products that were eco-friendly, and it impacted brands like The Body Shop.

Review foundational and seminal work.

The general conceptualisation of green purchasing as attitudes, subjective norms, and perceived behavioural control is connected to the behavioural intentions of every consumer. The Theory of Planned Behaviour (TPB) posits that solid pro-environmental intentions might not be changed into action when consumers hold the perception of barriers like the cost or inconvenience (Tan *et al.*, 2022).

In contrast, the Value-Belief-Norm (VBN) theory builds on this insight by assuming that moral obligation and environmental values stand as intermediate between sustainable behaviour (Sewwandi & Dinesha, 2022). Peattie and Crane cite structural impediments in the markets, that unrealistic aspirations, confusing sustainability messages and distrust in the corporate messages, are factors that play a role in the behaviour gap. Roberts further contends that other wider socio-cultural factors influence ethical consumption, which implies that normative reinforcement and perceived legitimacy determine a viable, sustainable retail decision.

Synthesise recent empirical evidence.

The researchers state that consumers in the UK are highly concerned with environmental issues but have inconsistencies in their purchasing behaviour because their priorities conflict with price sensitivity and brand recognition (White and Simpson, 2022). The results of their survey indicate that their results are often superseded by their views in terms of cost and convenience. Further, Gupta and Singh (2023) discovered that customers in shop and market settings focus on sustainability only in cases when green goods have the same. The better level of usefulness, which in turn implies that ethics-based motivations are not frequently an essential factor in company purchases. According to Jain and Mishra (2022), trust is one of the key criteria by which customers feel more trusting of issues during green purchasing in the UK retail sector.

In contrast, Rana and Paul (2021) demonstrate that younger UK consumers have a higher trustworthy issue in identifying green purchasing because of the features of social-value consistency and identity-signalling. At the same time, Wong and Dhir (2024) note that digital messages related to sustainability communication, including the use of QR-codes to trace carbon origins for interactive displays of carbon, affect behavioural change by enhancing perceived transparency.

Identify gaps

The behavioural gaps within the UK context have expanded; there has been very little empirical research on the subject, especially in the field of retailing cosmetics and personal care, where sustainability features are complicated, and product propositions are being debated. There are still discrepancies on whether the cost hurdles or lack of trust have a superior effect on the UK consumers.

2.2.3 Green Marketing Strategies' Influence on Consumer Behaviour at The Body Shop

Define and contextualise the theme.

The focus of this theme is to understand how green marketing approaches, including ethical sourcing, recyclable packaging, affect consumer behaviour in particularly at The Body Shop. It is crucial to comprehend how sustainability-based messages can impact trust in consumers, sense of value, and it has always been linked to activism and ethical trading.

Review foundational and seminal work.

The first approach used to analyse ethical brands like The Body Shop supposes that the green brand equity proposes that transparency contributes to consumer trust and added differentiation, related to ethical brands can be discussed. According to Sewwandi, & Dinesha (2022), the idea of authenticity and consistency in eco-branding states the necessity of green strategies to be incorporated in the value chain as opposed to communication.

In comparison with the cosmetics industry, the functional attributes have minimal effect on consumer loyalty, perceived moral alignment of the brand values with the consumer beliefs (Iqbal *et al.*, 2023). It is these foundations that lead us to believe that the long-term activist approach, coupled with the fair trade and animal welfare that The Body

Shop has known over the years, provides a distinctive independent footing on which to draw the attitudes of consumers.

Synthesise recent empirical evidence.

Their findings reveal that green involvement enhances the perceived product value and repurchase intentions. Further, Harris and Smith (2023) also demonstrate that relating to transparent sourcing stories, including fair-trade community stories that The Body Shop widely uses, facilitates emotional appeal and an increase in the ethical brand attachment. On the other hand, Zhao et al. (2022) demonstrate that sustainability communication does not work without tangible certifications, and the Body Shop takes advantage of this by using the Vegan Society and Fair Trade certifications.

According to their evidence from surveys, certification has a moderate value in the relationship between the environmental claims and the purchase behaviour. Kapoor and Banerjee (2024) contradicted that cosmetic consumers are more likely to behave in a predetermined manner when the principles of sustainability are connected to the concepts of product performance. K Lee & Chen (2023) note that the sustainability campaign of The Body Shop has a good positive impact on behaviour; however, it must be supported by accurate and evidence-based disclosure in order to prevent the perception of greenwashing.

Identify gaps

The majority of studies consider ethical cosmetics as a general concept and pay attention to the history of the specific brand, the activist spirit, and the community-trade approach (Pancic *et al.*, 2023). Very limited research is conducted to explore the effect of green strategies on the various demographic groups in the UK or on real purchase behaviour due to in-store sustainability effectiveness.

2.2.4 Challenges in Implementing Green Marketing in the UK Retail Sector

Define and contextualise the theme.

This theme looks at the barriers affecting good green marketing implementation in the UK retail industry, such as cost factors, the threat of greenwashing, the lack of transparency in its supply chain and consumer distrust. Alhamad *et al.* (2023) are directly linked to how The Body Shop can continue to enjoy authenticity and

sustainability of competitive advantage at a time when the market is becoming more effective with sustainability concerns.

Review foundational and seminal work.

The cost barriers to sustainable production in green marketing are more expensive in sourcing, packaging, and certification than the other competitors.

In addition, Susanty *et al.* (2021) indicate the structural constraints, which include poor regulation and ambiguous environmental standards, in the interpretations of sustainability, which impact on the business. It creates confusion in the industry. These are the theoretical platforms which show that green marketing is not a communication model, but a systemic shift that is felt through supply chains, organisational culture, and product formation, where UK retailers have been continually inhibited.

Synthesise recent empirical evidence.

The expectation of greenwashing increasingly puts UK retailers for managing sustainability communication is harmful to trust, and it poses regulatory risk. Their results also indicate that the truly ethical brands need to operate in the context of the increased expectations of transparency. According to Jones and Comfort (2022), it is possible to single out the lack of supply chain, which creates severe problems in managing green marketing. Additionally, Harris and Lyon (2023) highlight that retailers, in many cases, cannot trace the origin of their materials, including raw materials and those located in other countries. It is in line with evidence that few of the retailers in the UK make verifiable carbon disclosures despite the increasing transparency demands by consumers.

Identify gaps

Previous studies have not given separate challenges specific to the sector in terms of implementation; the contradictions still exist on whether UK sustainable retailers are the most hindered by cost constraints.

2.2.5 Recommended Strategies for Improving Sustainable Brand Performance at The Body Shop

Define and contextualise the theme.

This theme will discuss evidence-based practices that can be used to enable The Body Shop to enhance sustainable brand performance, consumer trust and purchase behaviour. It dwells on interventions like transparency, digital traceability, engagement of communities, product innovation, and value chain integration, which relate to the research purpose of suggesting solutions to the existing challenges of implementation.

Review foundational and seminal work.

The shared value theory defines the concept of using sustainability as a point of competitive advantage when an organisation incorporates it into the strategy of doing business. The natural resource-based perspective theory also incorporates the strategic significance of environmental capabilities, implying that companies that invest in clean technologies and pollution prevention perform better in the long run (Agustini *et al.*, 2021). In contrast, the triple bottom line also notes that brand success that is sustainable rests on balancing economic, social, and environmental objectives, compared to focusing on one of the above dimensions.

Synthesise recent empirical evidence.

The strengthening of transparency, including carbon footprints, product life cycles, and other elements, is a strong indicator that consumers are more prone to trusting ethical brands. It is in line with the current activism of The Body Shop and focuses on the prospects of increasing digital traceability. In their turn, Dhir and Kaur (2023) determine that sustainability-driven digital technologies, such as QR-coded ingredient maps and interactive carbon trackers, can enhance purchase confidence in a group of younger UK customers.

Applying to product innovation, Chopra and Mandal (2024) note that refillable packs and circular economy interpretations lead to repeat purchases and walk the line of eco-brand loyalty, which directly qualifies The Body Shop to its refill programme. Kang and Hur (2022) show that low-waste options are considered by consumers as a functional and an ethical benefit.

Identify gaps

The several gaps that can be taken to sustain brand performance, there is little research that attempts to explain the interaction of these measures in the context of the ethical brand of Body Shop.

2.3. Theoretical Foundation and Contribution

Chosen Theory: The Theory of Planned Behaviour (TPB)

The main theoretical approach to be used in the proposed study is the Theory of Planned Behaviour (TPB), initially formulated due to its high ability to predict environmentally responsible consumer behaviour. TPB assumes that the actual behaviour is determined by the behavioural intention, which is influenced by attitudes, subjective norms and perception of behavioural control.

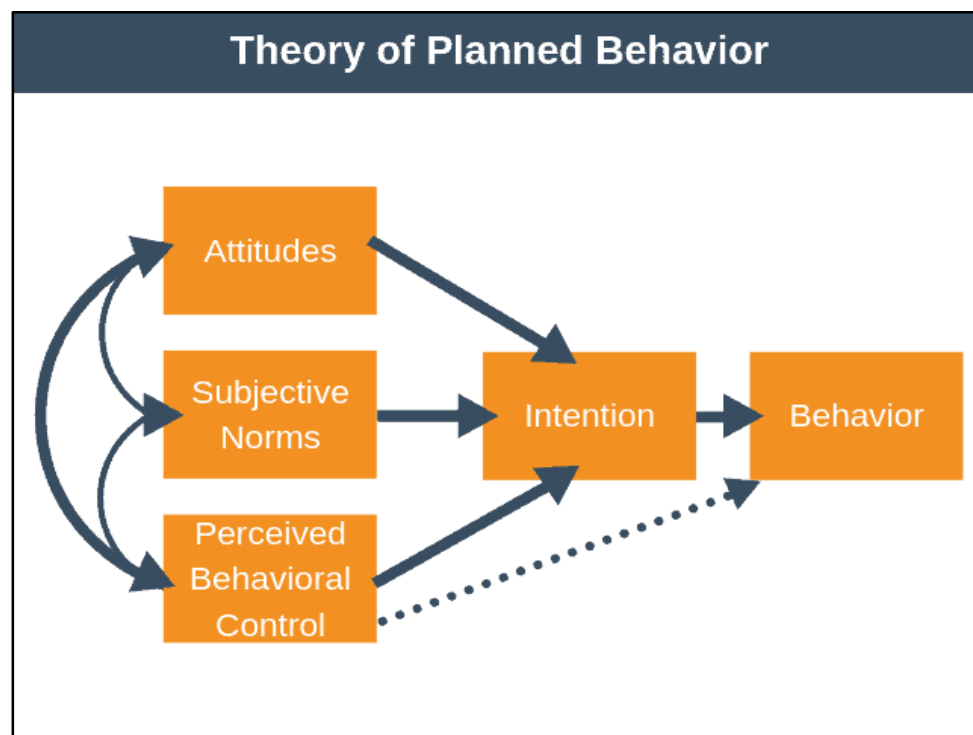


Figure 4: The Theory of Planned Behaviour

(Source: Miller, 2020)

Though the model has its established tradition, the recent scholarship seeks to modify it and enhance its abilities to explain the aspect of sustainability in relation to consumption in the latest retail sphere (Miller, 2020). Modern research has applied TPB to the ecological awareness, ethical identity and green trust as supplemental determinants of green purchasing (Kumar and Shankar, 2022). TPB is used widely in green marketing contexts to illustrate the appropriateness of the model in explaining consumers' positive attitude towards green products, but not purchasing the products.

Justification for Selecting TPB

TPB is the best theoretical base used in the present study. It provides a sound model in the analysis of the effect of green marketing strategies on consumer attitudes and purchasing behaviour. Brand positioning of the Body Shop, with its focus on ethical sourcing, non-cruelty, and activism against the environmental factors, corresponds to all of the variables that constitute the TPB: attitudes (green value perception), subjective norms (social pressure to act ethically), and perceived behavioural control (affordability, accessibility, product knowledge). TPB also allows analysis of the endemic attitude-behaviour gap, which is a significant issue in the UK sustainable retailing.

However, other theories like the Resource-Based View or Institutional Theory are also competing theories which may explain organisational capabilities but fail to capture the dynamics of consumer decision. Further, Value-Belief-Norm Theory also dwells on moral obligation, but it is not adequately predictive of purchase behaviour (Nguyen *et al.*, 2023). The uniqueness of TPB, which incorporates psychological, social and behavioural aspects, allows one to have a better insight into the way in which the green marketing campaigns in The Body Shop are turned into concrete consumer behaviours.

The Study's Contribution to Theory

This research makes a contribution to the development of TPB in three aspects. First, it offers context-specific information and implements TPB onto a major ethical retail company located in the UK. It addresses the gap in the literature that requires specific applications of behavioural theories to industries and firms (Harris and Crane, 2024). In their study, by directing their attention to The Body Shop, the finding provides empirical data on the interaction of brand activism, transparency of green communication and sustainability-oriented product design with the TPB variables to anticipate green purchasing. Second, the study contributes to the theory because it considers two other constructs that are very pertinent to the current state of green retailing: green trust and perceived corporate authenticity.

2.4. Conceptual Framework

The main purpose of the conceptual framework

The rationale of the proposed conceptual framework is to combine the main constructs determined in literature, such as green marketing strategies, consumer attitudes, green trust, subjective norms, and purchasing outcomes, to explain the impact of the sustainability practices adopted by The Body Shop on the consumer purchase decisions. It is a visual manner of organising the relations that lead to empirical analysis of the UK retail context.

Components of the conceptual framework

1. Green Marketing Strategies (Independent Variable)

Green marketing approaches are those of The Body Shop that are environmentally conscious, such as sourcing well, sustainable packages, certification of animal cruelty and openness in the communication of the environmental issues. The initiatives create attitudes to environmental responsibility amongst consumers, build brand credibility, as well as promote conscious shopping. It was also found that believable sustainability communication has a significant impact on consumer trust and participation in eco-friendly purchasing practices (Patel and Rana, 2025). In this context, green marketing becomes the moving force that influences various psychological processes determining the purchase behaviour.

2. Consumer Attitudes (Mediator) Green Products

Consumer attitudes can be described as general appraisals about green products in terms of perceived effectiveness, environmental value and personal ethics. The model uses attitudes as a means of mediating between green marketing strategies and purchase intentions that influence the way consumers perceive and react to sustainability claims (Harris and Crane, 2024). In spite of the positive attitudes, the empirical studies point to an attitude-behaviour gap that is still present in the UK retail sector, and which is fuelled by price sensitivity and doubt towards environmental claims

3. Green Trust (Mediator)

Green trust deals with the confidence of consumers in the reliability and authenticity of the environmental claims (Patel and Rana, 2025). In such situations, where there is a salient greenwashing, trust is needed. In the case of The Body Shop, established ethics help build trust and convert messages to the market into intention to purchase

4. Purchase Intention and Behaviour (Dependent Variables)

Purchase intention is the willingness or readiness of consumers to purchase, and the behaviour is what depicts actual buying behaviour. These are the results of the joint actions of attitude, norms, and trust.

Conceptual framework figure

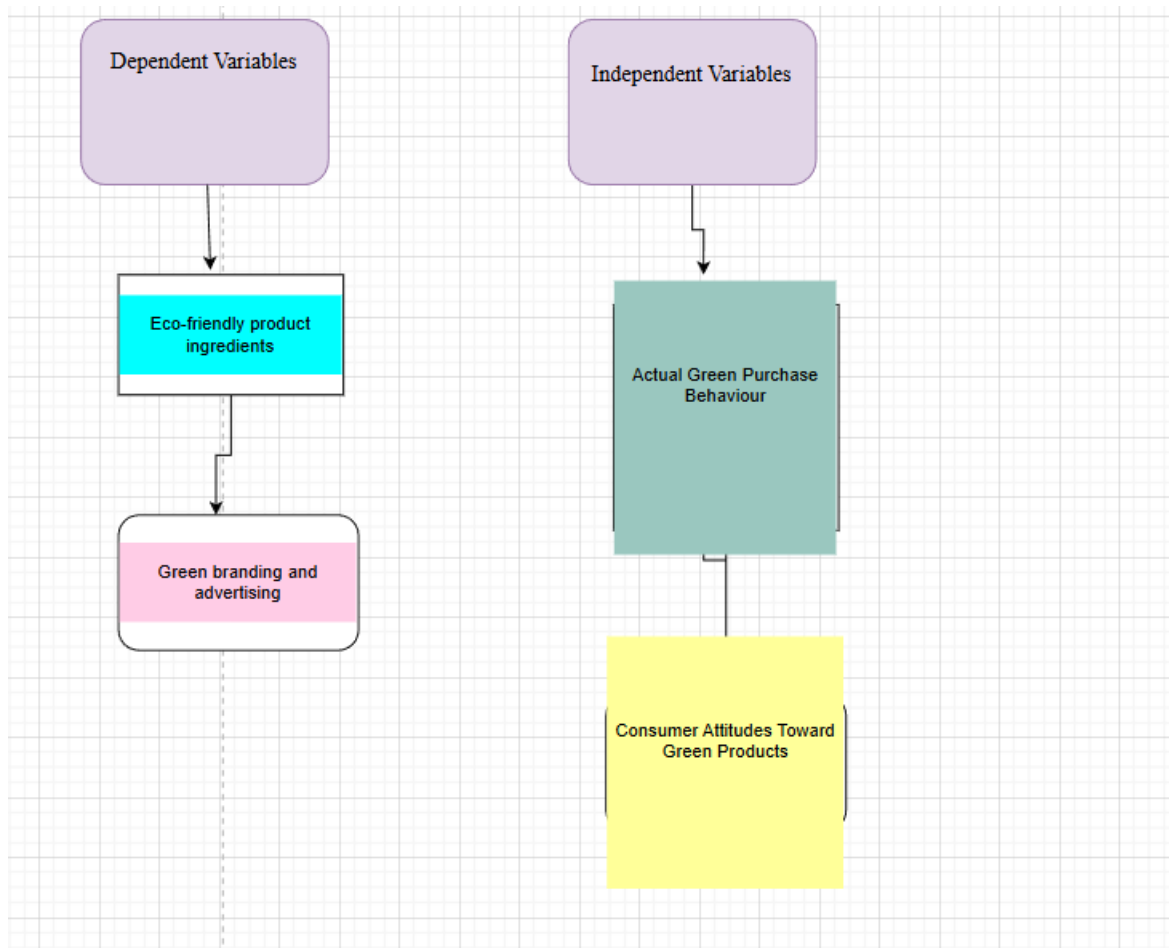


Figure 5: conceptual framework

(Source: self-created)

Guidance of the framework on the research

The model explains the dependent, the independent and the moderating relationships, making sure that the evidence in Chapter 4 has been analysed in an orderly manner. Chapter 5 provides the framework that will be used to interpret the findings (Pancic *et*

al, 2023). It also refined the theoretical assumptions and provided an explanation of the boundary conditions under which green marketing effectiveness depends within the UK retail sector.

2.5 Conclusion

From the above discussion, it has been concluded that the chapter reviewed the literature critical of the topic of green marketing, consumer behaviour and sustainability issues in the UK retail market, as well as focusing on The Body Shop. The five thematic areas, being foundations of green marketing, consumer behavioural gaps, the impact of The Body Shop strategies, implementation challenges, as well as the suggested sustainability improvements, all reveal the role green marketing plays, but not necessarily determines consumer buying behaviour. Through these themes, a number of gaps were identified, such as the enduring attitude behaviour gap, the scanty empirical data on perceptions of authenticity, a lack of study of the issue of greenwashing in the UK retail, and the absence of brand-specific studies that combine psychological, organisational and contextual influences.

The Theory of Planned Behaviour was also the identified theoretical frame in the chapter, and it proved to be an adequate theoretical lens as it reflected consumer attitudes, subjective norms, and trust constructs related to the concept of sustainable consumption. The gaps identified by this theoretical positioning are met by connecting the green marketing inputs to the behaviour causation of outputs through the proven psychological means.

These findings are synthesised in the conceptual framework, which demonstrates relationships between green marketing strategies, consumer mediators, contextual moderating factors, and purchase outcomes. It offers a good analytical framework for the case study.

In Chapter 3, the explication of the methodological strategy will now take place to empirically explore this paradigm by a structured secondary-data case study of The Body Shop.

3. Methodology

3.1 Introduction

Purpose statement: The chapter has described and justified the research methodology adopted for exploring the role of green marketing in influencing the customers purchasing decisions in the UK retail sector. The purpose of the chapter is to present the rationale behind the selection of methods aligned with the research aim, objectives and questions and has ensured credible investigation.

Recap of research design: The study has the motivation to explore the green marketing strategies shaped by the consumer's attitude and buying behaviour. In this phase *exploratory design* has been selected to have a focus on consumer's perception, effectiveness of green marketing practices and evaluating the extent to which sustainability has influenced the purchasing choices (Van Rooij et al., 2021). Due to the flexible nature of the exploratory design, the research has developed the capability to use formulated hypotheses and by testing them have generated new ideas aligning with the research objectives.

Overview of approach: The chapter has begun by outline the overall methodological strategy, followed by the details of research design, sampling, data collection tool and analysis technique and has contributed in measuring the reliability and validity of the study. Each section has underpinned the rationale behind adoption of methodological choices.

3.2 Research Philosophy, Approach, and Design

Research Philosophy: Implementation of *interpretivism philosophy* in the study is for understanding perception of the consumers for constructing their preference for green marketing. It has developed the opportunity to interpret the factors relying behind their purchasing decisions. Interpretivism has been allowed to explore the experience in-depth about the perception of the consumers on sustainability, environmental claims and brand authenticity that are subjective and socially being influenced. As per Junjie and Yingxin (2022) the philosophy has recognised that reality is constructed through the belief of the individuals. Hence the selection of the philosophy has been considered suitable for examining diverse viewpoints of the consumers in the context of the UK retail sector.

Research Approach: Deductive research approach is being chosen for the study as it has allowed to develop insights about the green marketing and consumer purchasing behaviour. It has been understood the consumers' responses on green marketing are complex and are context specific within the UK retail sector. As the nature of the inductive approach is to support the discovery of new patterns and relationships between variables, it has added the capability to refine existing theories on sustainability driven purchasing (De Paoli, 2024). Therefore, in comparison to alternatives, an inductive approach is appropriate for generating grounded and data led explanations on the influence of green marketing in consumer's decision making.

Research Strategy:

Qualitative mono method strategy has been adopted to have an in-depth understanding of the influence of green marketing for shaping the purchasing decision of the customers in the UK retail sector (Van et al., 2024). The strategic approach has helped to explore the attitude of the consumers, as well as their perception and interpretation for the UK retail sector. The focus of the study is to capture subjective experiences and meaning associated with sustainability campaigns and eco-friendly branding. Moreover, the use of coherent qualitative approach has developed the focus and allowed in designing richer insight factors of shaping consumers buying in relation.

Research Onion

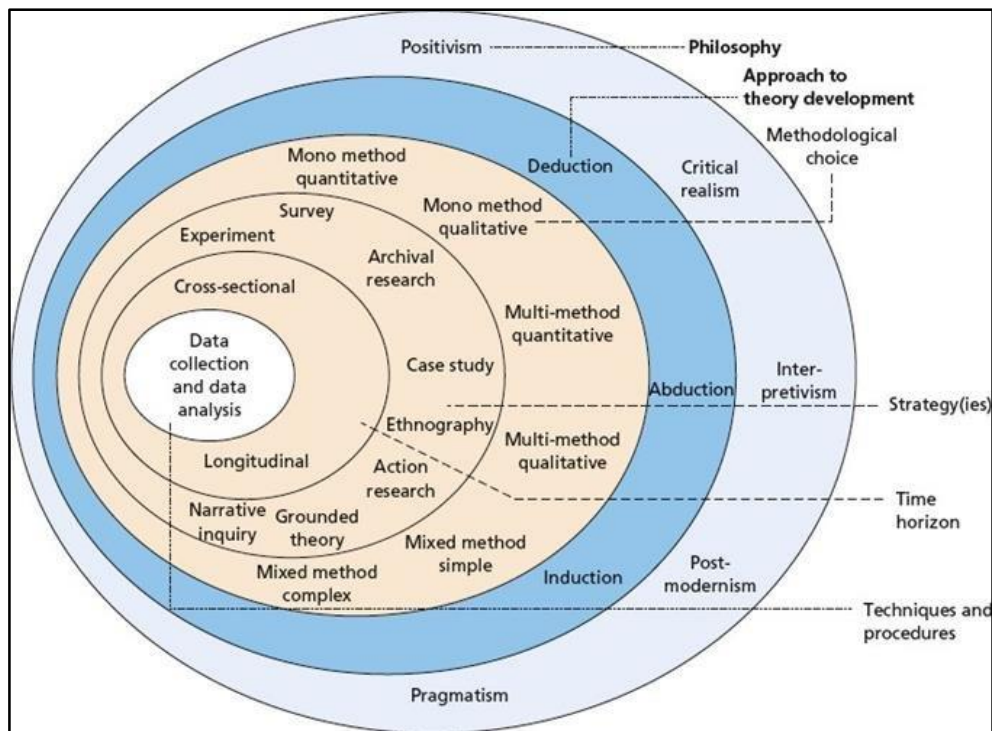


Figure 6: Research onion

(Source: Alturki, 2021)

The research onion model shows its components through its outermost parts which lead to its innermost sections. First, the outer layer represents research philosophy, including positivism, interpretivism, critical realism, postmodernism, and pragmatism. Second, the next layer shows approaches to theory development: deduction, induction, and abduction. Third, the strategy layer presents research strategies such as experiments, surveys, case studies, ethnography, grounded theory, and action research. Fourth, the methodological choice layer explains mono-method, multi-method, and mixed-method approaches. The time horizon layer separates cross-sectional studies from longitudinal studies. The core of the research study shows the data collection methods together with the data analysis techniques used in the research.

3.3 Justification for Case Study Methodology

A case study method is most appropriate for this research as it is directly aligned with the 'how' and 'what' research questions. It seeks to understand how green marketing

has shaped consumer purchase behaviour and what are the factors that influence these responses (Yin, 2018). Case studies have allowed a deep, contextualised exploration of real retail environments where sustainability initiatives are implemented. This approach thus has helped to uncover underlying mechanisms, marketing processes, and situational contingencies that shape consumer interpretations. Furthermore, case studies have supported theory building by generating nuanced, practice-based insights. The rich, contextual evidence produced is highly relevant for managers seeking to design effective green marketing strategies within the UK retail sector.

Secondary data is appropriate for the study as it has allowed the access to extensive, credible and up to date information on green marketing trends. It has helped to understand the consumer behaviour within the UK retail sector. Existing datasets, reports and industry publications offer richer insights that would be costly and time consuming to collect data from the first hand consumers. Secondary sources have enabled comparison across the retailers and time period. Moreover, the UK retail organisations and government bodies regularly have published sustainability and consumer behaviour data and it has helped to examine how green marketing influences purchasing decisions at a broader industry level.

3.4 Case Selection and Sampling Strategy

Sampling logic

The sampling technique that has been applied in the study is purposive sampling. The has ensured that each chosen case has directly aligned with the focus on green marketing practices (Ahmad and Wilkins, 2025). In this research, secondary data has been selected where the reports of the retailers were selected based on demonstrated activity sustainability commitments. Extensive marketing communication and accessible secondary data has helped to conduct a non-probabilistic approach for prioritising relevance and information richness. The selection of the case with established sustainability agendas has ensured the analysis focuses on meaningful marketing practices. This logic has strengthened the ability to draw insightful and contextually grounded conclusions.

Case selection criteria

The cases were selected by using a specific and relevant criteria to ensure there is meaningful contribution for understanding green marketing practices in the UK retail sector. Each retailer must have a significant operational presence in the UK and ensure that its sustainability strategies are influenced by a large and diverse customer base (Bayatzadeh and Talaie, 2024). The retail of the UK has to demonstrate a clear commitment to environmental sustainability through policies, product innovation and supply chain practices. The third case must provide accessible and credible secondary data such as sustainability reports, annual statements and marketing campaigns for independent evaluations. Again, the retailers should have active visibility in the public discourse on sustainability. The section has ensured variation across retail categories to capture different forms of green marketing. These criteria have collectively ensured the cases are robust, relevant and comparable insights into how green marketing strategies has shaped the consumers purchasing decisions.

Case profile

The body shop is a leading ethical beauty and skincare retailer known for its strong commitment to sustainability. It has designed cruelty free products and environmentally responsible sourcing (Febriane, 2022). The marketing has emphasised on natural ingredients, refining scheme and activism driven campaigns. The brand has provided rich secondary data and represents a strong example of green marketing within the UK retail sectors.

Justification of case diversity

The selection cases have represented diverse retail segments such as supermarkets, general merchandise and ethical beauty. It has allowed the study to capture variations in sustainability priorities, marketing techniques and consumer engagement (Walker et al. 2023). This diversity has strengthened the analysis by enabling the cross case comparison and highlighted both common green marketing strategies and sector specific differences that can influence purchasing behaviour of the customers in the UK retail market.

3.5 Data Sources and Data Collection

Secondary data sources

The secondary data for this study has been drawn from a range of high quality and publicly accessible sources to ensure a robust understanding of the green marketing practices of the Body Shop. academic journal has provided a theoretical and empirical insight on sustainability marketing, consumer behaviour and ethical branding. Peer reviewed articles can help to establish conceptual foundation and identify the way green marketing practice is shaping the purchasing decisions across different retail contexts (Olaniyi et al., 2023). Industry reports published by certain audit teams, organisations themselves and assessment of the consumer trend has assisted in gaining sector wide sustainability development. The source has helped to contextualise strategies of 'The Body Shop' within a broader UK patterning. Company generated documents such as annual sustainability report, ethical sourcing statement, campaign brochures and corporate responsibility disclosures. It is essential for understanding the environmental commitment of the brand and marketing narratives. Furthermore, marketing materials such as website content, digital campaign and press release and promotional video has directly evidenced on the green messages to the customers. Collectively these secondary sources have ensured a rich and triangulated dataset for analysing the role of green marketing.

Data collection process

The data collection process followed in the study is a systematic and staged approach. Relevant secondary sources are identified through academic databases, industry research platforms and the corporate publication of the Body Shop. Documents are screened based on relevance, credibility, contribution to the research objectives. The selected materials are then organised into thematic categories such as sustainability strategies, marketing communication and consumer perception. Each document is carefully reviewed as the base of key information that can be helpful for structuring the coding. This organised process has ensured consistency, reliability and comprehensive coverage of all relevant data requirements to analyse green marketing practices of 'The Body Shop'.

3.6 Data Analysis Approach

Analysis framework

The analysis framework is based on qualitative content analysis and has allowed for systematic examination of textual data from sustainability reporting (Van Zyl et al.,

2021). The marketing materials and industry publication has been made based in the predefined categories such as environmental claims, communication strategies and consumer engagement. It is being guided by initial coding based on the existing literature. After the review of documents, new themes have emerged from the data and have allowed flexible interpretation of the information. This dual coding approach has ensured both theoretical expectations and case specific insights. The framework has employed constant comparison and has developed a coherent understanding of the green marketing influences.

Case analysis

Each case is analysed by individuality exploring the specific green marketing strategies, sustainability commitments and consumer focused messaging. The process has begun with compiling relevant documents for each retailer and coding them as per the analysis framework. Themes such as eco-friendly product development, ethical sourcing and packaging innovations are examined in depth (Ningi, 2022). The analysis has also considered the assessment of the environmental initiatives to build trust and influence decision making of the consumers. Each examination has provided rich contextual insights and highlighting unique approaches taken by each retailer. Furthermore, the findings from each case are summarised to support subsequent cross case comparison.

Cross-case analysis

The study uses cross-case analysis to compare green marketing methods used by The Body Shop and Lush and L'Occitane Group and Weleda. Thematic coding was applied to compare shared sustainability strategies and differing communication and implementation approaches. The research showed that consumer behaviour changes based on green marketing practices, which depend on how brands position themselves, how their operations function, and how customers view their trustworthiness. This comparison has helped to reveal practices within the retail segment considering the case study of The Body Shop (Purnomo et al., 2022). The study demonstrates that companies, which incorporate sustainability into their business operations instead of using it just for marketing purposes, can build stronger consumer trust and brand commitment. The cross-case synthesis process improves

study validity while providing better insight into how green marketing affects consumer-buying patterns in the UK retail market.

3.7 Research Quality and Rigour

Construct validity

The construct validity is strengthened by applying the multiple types of secondary data such as assessment of sustainability reports, academic literature and marketing materials. It has helped in capturing a comprehensive view of green marketing practices (Gencturk and Unal, 2024). Integrated assessment of the diverse sources has ensured the key concepts such as sustainable messaging and consumer influence for accurately representing and consistently interpreting throughout the analysis.

Internal validity

Internal validity of the study is being enhanced by relying on thematic content analysis supported by a structured coding framework. The patterning and relationships of the data are identified through constant comparison and hence has reduced the risk of misinterpretation. The use of both deductive and inductive coding has ensured that findings are grounded in literature. It has strengthened logical connections within the datasets.

External validity

The external validity of the study has been ensured by well establishment of UK retailers. They have implemented the sustainability practices for widely documenting and representing the broader industry trend (Stephan and Siclari, 2023). The inclusion of diverse cases has enhanced the generalisability by illustrating how green marketing are operating across of different retail formats. This has supported the relevance of finding to the wider UK retail sector.

Reliability

Reliability is supported by maintaining a transparent and consistent research process. The secondary sources are systematically selected, documented, and analysed by using the same coding procedures. The data inclusion and a replicable analysis framework has ensured that the study could be repeated with similar outcomes and reinforcing the dependability of the findings.

3.8 Ethical Considerations

Ethical consideration in this secondary research has focused on using publicly available, reputable and properly cited sources to ensure transparency and academic integrity. Sensitive data is collected and minimised with privacy concerns. The study has criticality and has evaluated information to avoid misrepresentation and maintaining objectives throughout the analysis. Further, the adoption of data protection act 2018 and GDPR has helped to support data protection.

3.9 Chapter Summary

As per the above discussions, the research has applied secondary data to examine how green marketing has influenced consumer purchase decisions in the UK retail sector. A structured analysis with the implementation of sustainability reporting, academic literature, and marketing materials have provided insights across diverse retail cases. The methodology has ensured rigour, validity, and reliability by offering a comprehensive understanding of green marketing practices.

Chapter 4: Findings

4.1 Chapter Introduction

The following chapter is focused on the development of insights, which are related to the objectives of the study, and they will be obtained with the help of identifying the case studies suitable to meet the aim and objectives. Moreover, this chapter is presented with the aim of demonstrating the case studies of the companies, which will be a beneficial factor to meet the needs of the research commencement. Apart from that, the chapter is focused on using the secondary qualitative data sets for gaining effective insights, which are extensive, exclusive, and relevant to the topic. The company “The Body Shop”, which will be chosen for the case studies, will be from the UK retail sector, as the aim of this particular research is related to the development of knowledge in that specific area of operations.

4.2 Case Study Analysis

4.2.1 Case Study 1: Beauty Brand Lush Unveils New Green Hub but Business Comes First Similar to Body Shop

Introduction and Background

The Body Shop is one of the most renowned cosmetics and fragrance brands in the UK market, and it has been operating to provide skincare products and services to its customers since the year of 1976. Moreover, the company is focused on providing sustainable and quality products, which requires the potential to change the customer behaviour towards the need for the environment while shopping for themselves. The investigation has revealed that Lush is now prioritizing the development of eco-friendly packaging solutions, such as naked products and refill initiatives, for further reducing its carbon footprint. On the other hand, the competition is fierce as Lush is up against major players like Unilever that not only have larger customer bases but also stronger brand recognition in the UK market. Hence, product innovation aligned with the changing customer preferences, along with the promotion of fair trade, cruelty-free practices, and green measures, is one of the main characteristics that set Lush apart from its rivals.

The Challenge or Opportunity

Lush was confronted with a strategic necessity to fortify its ethical standing and, at the same time, to cope with the increasing consumer concerns about sustainability. The UK beauty brand opened its Green Hub at its Poole headquarters in May 2023, a dedicated facility for circular economy practices such as granulating returned plastic pots, treating wastewater, repairing equipment, and closing the loop on packaging waste (Dupont, 2023). Among these initiatives is the direct customer involvement through Lush's "Bring It Back" recycling scheme in which returned containers are processed in-house and repurposed instead of being thrown away, thus showing the company's adherence to reuse, repair and recycle principles. Lush also underscores that commercial viability is still the top priority and that consumers want products that are effective above all, but at the same time, the Green Hub is a hotspot of eco concern being the brand's sustainability strategy.

The Body Shop's 2019 Bond Street concept store, with its refill stations, water refill points, and packaging return schemes, was a strong green marketing to consumer behaviour reconnection effort while Lush's Green Hub was more operational and systematic sustainability with circular practices permeating the whole of its operations rather only retail experience. Lush and The Body Shop both repositioning their brands as socially responsible and consumers' informant's expectations, but the former's environment-friendly practice is that it is not merely a retail-facing concept but is being pushed strategically to be part of its supply chain and waste management systems.

The Approach and Implementation

Lush has adopted a unique strategy for illustrating its environmental credentials by pouring money into its Green Hub, a facility meant for the circular economy at its Poole headquarters. The Green Hub is the one that processes black pots and similar returned packaging by granulating and remoulding the plastics (Dupont, 2023). It also treats wastewater and engages the business in activities of reuse, repurposing, and repairing rather than relying on external recycling services. The whole process shows that Lush is committed to sustainability, integrating it into the operations of the company while recognizing, as Mark Constantine, the co-founder, has pointed out, strong product performance along with commercial viability to be the determinants of customers' buying decisions (Dupont, 2023). Lush is still offering both types of

products packaging-free and packaged and besides that, it is also actively motivating customers to return the containers in the framework of its Bring It Back recycling scheme that pumps the material back into the circular system.

Lush's Green Hub can be viewed as a comprehensive commitment to environmental impact at the systems level, while The Body Shop's 2019 London concept store focused on sustainability only through the refill stations, activism zones, and packaging return schemes that made green values visible at the point of sale. The London-based cosmetics retailer goes beyond retail and focuses on product waste so that no materials are wasted throughout the business. Lush and The Body Shop are both engaged in sustainable practices that are evidenced by their ethical branding. However, the former goes further by addressing the issue of sustainability at a structural level rather than merely through the retail features that are front facing to consumers.

Outcomes and Results

Lush marked the engagement with its sustainability efforts as a strong point by introducing the Green Hub, and at the same time, it underlined that the environmental creativity had to go hand in hand with the financial results. According to Barron's, the Green Hub helps Lush to internally handle returned packaging, to repair equipment, and to do waste management in a more effective way that supports the already existing Bring It Back scheme (Dupont, 2023). However, the company's management pointed out that consumers mainly consider product quality and price as their major concerns, which means that sustainability in itself is not a strong enough factor to influence purchase decisions. Moreover, Lush assesses its success not just in terms of environmental benefits but also in terms of operational efficiency and business continuity, which shows a realistic approach to the application of green strategies. On the other hand, The Body Shop's Bond Street concept store with its eminent green features like refill stations and activism zones took the chance to get immediate positive retail performance through the highly visible and consumer-facing green features.

Data Sources and Citation

- Data Source: The Barron's
- Citation: (Dupont, 2023)

4.2.2 Case Study 2: L'Occitane Group Reaffirms Commitment to Sustainability Similar to the Body Shop Sustainability Measures

Introduction and Background

The Body Shop is recognised as one of the leading cosmetics and scent brands in the UK market, and it has been giving its customers the opportunity to enjoy a variety of skincare products and services since 1976. Besides, through this Green Campaign, the company is expected to transform the customer behaviour in favour of the environment during their shopping. It has been said that L'Occitane Group is putting more and more emphasis on the development of sustainable packaging innovations and refill solutions to minimize the plastic consumption and to enhance the company's overall impact on the environment. As a result, L'Occitane Group's main competitive strength is in its capacity to create high-end, nature-inspired products that not only cater to changing consumer needs but also incorporate environmentally sound practices in the areas of packaging and sourcing.

The Challenge or Opportunity

The Body Shop and L'Occitane Group both need to address sustainability requirements because customers now expect sustainable practices as a basic requirement instead of an optional feature. L'Occitane has established its circular economy objectives through its commitment to provide eco-refill solutions which reduce plastic waste and to increase product recycled content and to establish recycling points at all of its locations which will help the company achieve its goal of creating completely recyclable and reusable and compostable plastic packaging by 2025 (Klemovitch, 2025). L'Occitane must establish a connection between its sustainability promises and actual consumer behavior in order to sustain customer loyalty, which resembles The Body Shop's experience with packaging that did not achieve universal recyclability standards and thus harmed its sustainable image. The two companies believe that implementing packaging solutions will help them fulfil their environmentally sustainable requirements while L'Occitane concentrates on developing extensive eco-design and refill systems which will help the company achieve market success while maintaining its eco-friendly standing with customers.

The Approach and Implementation

L'Occitane Group uses a systematic method, which can grow to solve customer-packaging waste issues through its sustainability framework, which integrates circular economy principles. The group has committed to making 100% of its plastic packaging recyclable reusable or compostable and has developed eco-refill options for multiple product lines, which will decrease plastic consumption (Klemovitch, 2025). L'Occitane has established stronger collection and recycling programs at its retail locations, which motivate customers to bring back their used containers for safe disposal. The company supports these activities by working to boost recycled material usage and develop better eco-design practices throughout its complete packaging system, which shows how its sustainability efforts match what customers expect from the company.

L'Occitane operates its take-back program through partnerships while The Body Shop uses reward-based incentives, which results in different operational approaches to their waste collection programs. The Body Shop used recycling credits along with external partnerships to drive recycling behaviour whereas L'Occitane uses material innovation and refill systems to create long-term pathways, which guide customer interaction with its circular beauty efforts.

Outcomes and Results

The L'Occitane Group has achieved its circular packaging objectives through its sustainability programs because it has established refill programs and utilized recycled materials and developed better packaging systems. The group has introduced eco-refill formats to its entire brand portfolio, which has resulted in reduced plastic waste per item and increased use of recycled and sustainable materials in its packaging. L'Occitane measures its achievements through three factors, which include decreased virgin plastic consumption and the ability to expand its refill systems and the number of customers who select environmentally friendly packaging products, which will support sustainable consumption patterns (Klemovitch, 2025). The Body Shop used a more straightforward approach to evaluate its success through the number of customers who participated in its worldwide return program, which offered in-store credits to encourage product returns, and used TerraCycle partnerships to boost recycling rates. L'Occitane has established waste prevention through its refill systems and eco-design methods while The Body Shop focused on changing consumer behaviour during the disposal process. The two methods support circularity but

L'Occitane's approach emphasises reducing packaging waste throughout the entire system instead of focusing only on waste that occurs after customer's finish using products.

Data Sources and Citation

- Data Source: Beauty Packaging
- Citation: (Klemovitch, 2025)

4.2.3 Case Study 3: Weleda update unlike Body Shop, which announced to shut up to half of its UK stores

Introduction and Background

The Body Shop is a household name among cosmetics and fragrance brands in the UK, and it has been serving the skincare needs of consumers since 1976. In addition to this, the brand is concerned about the planet and therefore is ready to change customers' attitudes towards the environment when buying for themselves. The research shows that Weleda is developing new environmentally friendly packaging solutions, which include refill systems and materials that come from responsible sources to create positive environmental effects. Weleda encounters fierce market competition from Unilever and other large companies because these firms possess extensive brand recognition and access to wider customer networks in the UK market. Weleda establishes its main competitive advantage through its ongoing product development process, which meets customer demand for natural skincare products that deliver effective results while the company upholds its dedication to sustainable practices and responsible sourcing methods.

The Challenge or Opportunity

Weleda has achieved its operational transformation through crisis-based restructuring whereas The Body Shop needs to transform its business operations after experiencing severe financial troubles, which resulted in their UK operations entering administration. Weleda is currently undergoing organisational changes according to the Jayn Update, which will help the company achieve better financial results and increase operational productivity while maintaining its dedication to purpose-driven business practices (Weleda, 2026). The company has dedicated itself to sustainable development and natural ingredient use and ethical sourcing practices instead of using insolvency

threats as an excuse to restructure its business operations and optimize its product line. The Body Shop has responded to challenges through store shutdowns and staff reductions whereas Weleda uses controlled organizational changes to preserve its brand identity. Weleda can create a business opportunity by achieving financial success through its existing ethical business practices, which will help the company, stay relevant in a beauty market that depends on consumer trust and brand transparency and sustainable business practices.

The Approach and Implementation

Weleda has established its business method through active organization development while The Body Shop operates through its administrative restructuring methods. The Jayn Update states that Weleda has made internal modifications to enhance its governance structure and operational performance while maintaining its dedication to its primary mission (Weleda, 2026). The company has chosen to focus on store operations assessment and staff development according to its sustainability and wellbeing commitments instead of implementing mass store closures or workforce reductions. The implementation process establishes Weleda's controlled transformation method, which enables the company to manage market demands while maintaining its brand reputation and preventing the operational cutbacks that The Body Shop experienced during crises.

Outcomes and Results

The Body Shop administration-led restructuring process produced immediate results through store closures and workforce reductions, which Weleda achieved through its gradual developmental outcomes. Weleda is undergoing an ongoing transformation process, which aims to develop its internal structures and governance system while building long-term organisational resilience according to the Jayn Update. The results show progress through three specific areas, which include strategic alignment and operational stability and cultural renewal instead of showing dramatic footprint reductions or headcount changes. Weleda maintains its emerging performance results, which show long-term organisational impact through its work and dedicated impact assessment process unlike The Body Shop, which measured success through financial savings achieved through operational cost reductions.

Data Sources and Citation

- Data Source: Weleda Official Website
- Citation: (Weleda, 2026)

4.2.4 Case Study 4: Neal's Yard Remedies Wins Landmark 'Brand of the Decade' Award showing need of Sustainability in Retail

Introduction and Background

Neal's Yard Remedies, a distinguished skincare brand from the United Kingdom, received the Brand of the Decade award during the Great British Brand 2025 Awards because of its outstanding sustainable practices and ethical procurement methods and dedication to natural health solutions. The award demonstrates the company's enduring dedication to producing organic products that deliver superior performance while maintaining environmental sustainability and supporting responsible purchasing practices. The Body Shop and Neal's Yard both use environmental principles as part of their brand identity, which helps shape customer perceptions about sustainable beauty practices. The company establishes itself as a unique competitor by focusing on environmentally sustainable methods and responsible procurement practices and developing natural skincare products, which strengthen its competitive position in the United Kingdom market.

The Challenge or Opportunity

Neal's Yard Remedies shows a different brand development method because it builds its business through sustainable value-based development instead of using emergency-led business changes, which The Body Shop uses. The company has achieved operational success through its sustainability practices, ethical sourcing, and organic certification, which form the foundation of its business model (NYD, 2025). The company maintains its customer trust through its dedication to innovation and ethical supply chain practices and open corporate governance, which prevents financial crises from leading to store shutdowns and staff cuts (NYD, 2025). The brand has maintained competitive strength in the UK beauty industry because of its dedication to natural products and environmental protection and ethical business practices. The financial stability of Neal's Yard Remedies results from its strategic brand consistency, which enables the company to take advantage of rising customer interest in sustainable and genuine beauty products.

The Approach and Implementation

Neal's Yard Remedies has developed its business model through active organizational development efforts because the company does not depend on administrative changes to operate its business. The company has strengthened its operational capabilities through better governance practices because it received the Brand of the Decade award, which validated its commitment to ethical, and sustainable natural wellbeing practices that formed its core business mission (NYD, 2025). Neal's Yard Remedies uses continuous improvement as its main method for developing store operations and optimizing employee performance and creating responsible leadership practices because the company does not depend on major store closures or downsizing its staff. The brand uses a measured transformation approach, which follows its values to handle market demands while maintaining its public image and consumer confidence and ethical values because this method prevents the operational problems, which competitors face during their urgent situations.

Outcomes and Results

The Body Shop implemented administration-led restructuring which resulted in immediate effects through its store closures and workforce reductions, but Neal's Yard Remedies achieved its organizational success through continuous gradual development. The Brand of the Decade award, which Neal's Yard Remedies received, demonstrates that the company has established permanent internal systems and governance mechanisms, which enable it to operate without major reductions in its activities (NYD, 2025). The brand demonstrates its development through three elements, which include its ongoing execution of strategic plans and stable business operations and its commitment to maintaining ethical standards. Neal's Yard Remedies measures its success through three long-term sustainability practices, which include operational transparency and responsible business development instead of using immediate financial savings as its primary success metric.

Data Sources and Citation

- Data Source: Neal's Yard Remedies Official Website
- Citation: (NYD, 2025)

4.3 Summary of Cross-Case Analysis

4.3.1 Cases

The research study investigates three British beauty companies, which are The Body Shop and Lush, and L'Occitane Group and Weleda and Neal's Yard Remedies to discover their sustainable business approaches and their different corporate sustainability responses. The Body Shop represents a case of administration-led restructuring where financial problems existed together with sustainability programs. Lush uses a circular economy system, which operates through its Green Hub investment that exists in its core business processes. The L'Occitane Group develops its sustainability approach through an organized process that drives innovation by designing new packaging and creating refillable packaging solutions. Weleda and Neal's Yard Remedies highlight gradual, values-led organisational development, using ethical practices and governance improvements to maintain resilience and long-term competitiveness.

4.3.2 Opportunities

The cross-case analysis identifies significant opportunities for UK beauty retailers to leverage sustainability as a source of long-term competitive advantage. Lush L'Occitane Group Weleda and Neal's Yard Remedies display through their operations that organizations can build customer trust by implementing circular economy practices and ethical sourcing and refill systems as their main business activities. The approaches create pathways for organizations to achieve two goals, which include reducing material waste and increasing operational efficiency while meeting customer needs for transparent products that protect the environment. The Body Shop can restore its credibility through system-wide sustainability measures, which include governance-based sustainability practices to establish sustainability as an essential element of its business operations.

4.3.3 Challenges

The cross-case analysis shows multiple difficulties which beauty retailers encounter when they try to implement sustainability-driven strategies while pursuing their financial performance targets. Businesses face difficulties because they must find ways to maintain their ethical obligations while generating profits because consumers

value product quality and product price more than sustainable attributes. The Body Shop demonstrates how companies struggle to achieve lasting economic stability because they must allocate resources to environmental projects during times of financial hardship. Measuring the actual effects of sustainability commitments on how consumers behave presents difficulties because people do not return or refill their packages according to established standards. Sustainable business model implementation faces challenges because operational procedures become more complex and costs increase while multinational companies use their market power to create obstacles.

4.3.4 Solution

The research results indicate that beauty retailers need to implement complete sustainability systems, which should become part of their governance processes and operational activities and supply chain operations instead of using short-term retail programs. Organisations can strengthen their resilience and competitive ability by establishing better organisational structures and funding circular economy initiatives and developing sustainability targets that match their product execution. Lush Weleda and Neal's Yard Remedies show that organisations can achieve both ethical business practices and commercial success through a comprehensive values-based system approach that helps them keep customer trust and maintain smooth operations.

4.3.5 Implementation

The implementation of sustainable solutions requires organisations to integrate ethical principles into operational processes, governance structures and employee development. The company needs to invest in circular systems and improve supply chain transparency while it performs ongoing sustainability performance tracking to achieve better alignment between its environmental commitments and brand values and its long-term business objectives.

4.3.6 Outcomes

Case Company	Sustainability Approach	Organisational Outcome	Key Impact Measure
The Body Shop	Retail-focused green initiatives	Short-term cost control through restructuring	Financial savings and store closures
Lush	System-level circular economy investment	Operational efficiency and waste reduction	In-house recycling and reuse
L'Occitane Group	Refill systems and eco-design packaging	Reduced plastic use and brand consistency	Lower virgin plastic consumption
Weleda	Governance-led ethical transformation	Long-term organisational resilience	Strategic alignment and stability
Neal's Yard Remedies	Values-driven sustainable development	Strong brand trust and continuity	Ethical performance and transparency

Table 4.1: Outcomes

(Source: Self-Developed)

4.4 Chapter Summary

The research of The Body Shop's green marketing and sustainability efforts shows how their consumer behaviour research and brand performance assessment study shows their market success. The study found that sustainability initiatives which organizations clearly described and embedded into their operations and made visible to consumers or implemented through systematic processes achieved better user engagement results which included refill schemes and recycling programmes and circular economy practices. The research showed two kinds of problems that organizations face when they need to solve financial challenges and provide consistent retail results while they struggle to create long-term business viability through their ethical business approach. The study shows that organisations, which lead in sustainability practices, face challenges in maintaining their economic strength.

Chapter 5 will study how green strategies can create sustainable competitive advantage for organizations

Chapter 5: Discussion and Analysis

5.1 Purpose and Positioning

The chapter presents a combined interpretive and integrative examination, which connects the research results from Chapter 4 to the theoretical principles established in Chapter 2. The chapter evaluates The Body Shop's green marketing practices through a critical analysis that shows their relationship to existing theories and academic discussions about green marketing and consumer behaviour and sustainability-driven branding. The Theory of Planned Behaviour (TPB) serves as the primary analytical framework, enabling systematic examination of consumer attitudes, subjective norms, and perceived behavioural control, alongside the additional constructs of green trust and perceived corporate authenticity. The chapter examines how effectively UK retailers implement green marketing strategies to transform environmental values into consumer buying patterns.

The chapter maintains an analytical and synthetic framework, which goes beyond the descriptive analysis of three cases that were previously examined in Chapter 4. The study establishes common themes and shared elements through which green marketing practices interact with consumer behaviour by examining multiple case studies. The research demonstrates that environmentally friendly marketing strategies succeed under specific conditions, which research shows to restrict their ability to influence consumer behaviour. This approach enables researchers to assess the complete impact of research results on both existing theories and their practical uses. The empirical evidence demonstrates its ability to improve current theory while solving existing research problems, providing essential information for sustainable retail practices in the UK, which managers, and policymakers need.

5.2 Analytical Framework and Logic

The theoretical foundation of this chapter is based on the Theory of Planned Behaviour (TPB), which was elaborated in Chapter 2 and supplemented by relevant modern-day green marketing research constructs. TPB is the main approach for providing an explanation of the consumer purchase behaviour under green marketing strategies through attitudes towards sustainable products, subjective norms associated with ethical consumption, and perceived control over the behaviour influenced by factors, such as price, availability, and convenience. The framework, in accordance with the

latest literature, is even more solidified by the inclusion of green trust and perceived corporate authenticity as pivotal mediating constructs, thereby acknowledging their power in combating the issue of green washing scepticism and the long-standing attitude-behaviour gap in the UK retail sector.

The chapter uses a hybrid analytical framework that combines theoretical constructs with thematic analysis of multiple cases. The discussion themes establish strong links between TPB elements and the additional constructs, which Chapter 2 identified. The methodology enables researchers to conduct systematic comparisons of green marketing practices across different organisational environments while avoiding case-specific details. The chapter achieves analytical accuracy through its theoretical theme-based analysis, which demonstrates how green marketing effectiveness research developed and how it applies to UK retail practices.

5.3 Cross-Case Synthesis: Compare and Contrast with Literature

5.3.1 The Evolution and Foundations of Green Marketing

In the literature, the prevailing opinion is that green marketing is a strategic, organisation-wide method that treats environmental responsibility as a core element of development, supply chains, communication, and post-consumption processes rather than as a promotional add-on. The recent research findings highlight that the basis of effective green marketing is the authenticity, transparency, and verifiable practices, which together increase the consumers' trust and the brand's long-term value (Yasari *et al.*, 2025). This view makes green marketing the source of competitive advantage, especially in the old retail markets, where the consumers more and more often distinguish brands by their real sustainability performance and not just by their environmental claims (Shafiq *et al.*, 2023). However, there are different positions in the literature that emphasise the need for certain limits. Various researchers state that the effectiveness of green marketing depends on the context, such as consumer scepticism, regulatory clarity, and the company's ability to implement sustainability consistently across all its operations. The literature further advises that if there is no coherence between the environmental messages and the internal practices, green marketing may be seen as green washing, thus losing trust and having a weaker influence on the consumer's behaviour (Shafiq *et al.*, 2023). These contradictions point out that although green marketing has turned into a strategic base for sustainable

branding, its power over consumer behaviour is still dependent on the factors of credibility, institutional support, and the firm's skill to integrate environmental, social, and economic objectives at the same time.

5.3.2 Consumer attitudes and Behavioural Gaps in Green Purchasing in the UK retail sector

The literature generally acknowledges that consumers in the UK have a great deal of concern for the environment and favourable attitudes towards green products. However, these attitudes are not always reflected in their buying behaviour. The Theory of Planned Behaviour supports the view that positive attitudes and social norms are helpful for having environmental intentions but the control of perceived behavioural particularly in price sensitivity, convenience, and product availability hugely limits green purchasing in retail contexts (Tan *et al.*, 2022). Evidence from the UK further confirms that consumers' concern about sustainability is often put aside in favour of a functional and economic priority at the point of purchase, which only strengthens the attitude-behaviour gap (White and Simpson, 2022). Contrasting views in the literature point out specific conditions that can either enlarge or contract this gap. It is found that trust in the environmental claims and perceived brand credibility are the key moderating factors, while scepticism towards green washing reduces the consumers' willingness to act according to their stated values (Jain and Mishra, 2022). Furthermore, differences among the demographic groups and situational factors, such as time pressure and in-store decision environments, can affect the degree to which pro-environmental attitudes lead to green purchasing behaviour in the UK retail sector.

5.3.3 Green Marketing Strategies' Influence on Consumer Behaviour at the Body Shop

In terms of green marketing strategies being incorporated into the brand identity and backed by long-term ethical commitments instead of short-term promotional messaging, these green marketing strategies get to play their most influential part on consumer behaviour. The studies concerning the ethical cosmetics admit it that the above mentioned practices of ethics in sourcing, certification of cruelty-free, refill schemes and activism-driven campaigns do not only augment consumer trust but also emotional attachment and perceived value thus amplifying purchase intention and loyalty (Harris and Smith, 2023). The Body Shop is a likely to mention benchmark

brand that has its sustainability-oriented communication perfectly compatible with the company's values thus reinforcing the consumers' perception of authenticity and moral congruence (Zhao *et al.*, 2022). However, there are different perspectives that highlight important boundary conditions. Some research indicates that alone green marketing does not guarantee change in behaviour unless sustainability benefits come with functional product performance and acceptable pricing (Kapoor and Banerjee, 2024). Moreover, even the most well-known ethical brands face consumer doubt and accusations of green washing without credible third-party certification and transparent disclosure, thus making the behavioural impact of green marketing campaigns weak even if there is a strong pro-environmental attitude.

5.3.4 Evidence from Chapter 4

The research study from Chapter 4 proves that The Body Shop's green marketing strategies succeeded in increasing customer engagement while improving brand trustworthiness when their sustainable practices became transparent, allowed customer involvement, and matched customer environmental beliefs. The implementation of refill programs and packaging return systems and activist-based retail experiences established trust while demonstrating real brand value according to results from other ethical companies in the same industry. The evidence from the two case studies demonstrates that sustainability initiatives, which directly interact with consumers and drive active participation, create a positive impact on brand connection and strengthen companies' ethical market presence.

The research results demonstrate significant constraints, which limit green marketing effectiveness. The Lush comparison demonstrates that organizations which implement sustainability through their entire systems and operational procedures gain permanent organisational strength because their circular economy systems and internal waste management systems give them competitive advantage. L'Occitane uses eco-design and refill systems to show that waste prevention sustainability strategies, which operate throughout the value chain, create better lasting business advantages. The third case demonstrates that The Body Shop lost its market position because green marketing could not protect its business from financial and operational challenges despite the company possessing strong sustainability credentials and established consumer trust. Green marketing increases customer trust and brand

engagement and ethical brand appeal but its impact on customer behaviour and business performance depends on the overall stability of the organisation and its economic health. Sustainability-oriented marketing therefore functions as a supportive strategic asset; which retailers use to address their operational challenges.

5.3.5 Compare-contrast analysis

The research results from Chapter 4 confirm previous research findings, which show that green marketing methods improve consumer attitudes, trust, and engagement when companies implement genuine sustainable practices throughout their entire business operations. The positive response from consumers to refill systems and packaging return initiatives and circular economy methods provides evidence that visible sustainable practices, which allow people to participate, will increase their ability to control their actions and build trust in green solutions. The case study analysis shows that when companies implement sustainable practices through internal circular systems and eco-design and refill systems their green marketing efforts will increase customer trust and ethical brand connections. The study results support previous research, which found that experiential sustainability programs together with incentive-based sustainability programs help organisations from the UK retail sector decrease the gap between customer attitudes and their actual product use.

However, the findings also challenge literature that implies a direct or sufficient relationship between green marketing and long-term commercial performance. The Body Shop demonstrates its strong ethical commitment through its environmental marketing practices, which consumers continue to trust, but evidence from store closures and administrative changes shows that sustainability marketing cannot replace the lost revenue from these operational challenges. The Body Shop demonstrates that consumer-based environmental initiatives only succeed within organisations that maintain both environmental protection and financial health, unlike its competitors who used sustainability to develop their entire operational systems. The research findings show that green marketing effectiveness depends on organizational resilience and financial stability and sustainable business practices, which organisations use as their fundamental operational methods. Green marketing therefore operates as an enabling rather than determining force in sustaining competitive performance in the UK retail sector.

5.4 Integration to Conceptual Model or Propositions

The research results from Chapter 4 support the fundamental theoretical predictions, which originate from the Theory of Planned Behavior (TPB) according to the conceptual framework developed in Chapter 2. The proposed connection between green marketing strategies and consumer attitudes is strongly supported because refill schemes, recycling incentives, and activism-led engagement activities have improved brand evaluations. The same is true for the consumer attitudes and purchasing intention link, which is partially supported. The research shows that positive attitudes toward sustainable products will increase consumer interest in those products but not all consumers will purchase those products. The results demonstrate that conceptual framework needs to be modified because green trust and perceived corporate authenticity function as main mediators while other factors serve as secondary mediators. The data show that these factors determine whether positive attitudes will result in actual behavioural changes because this occurs particularly when consumers doubt and green washing concerns exist. The relationship between consumer attitudes and actual behaviour shows a significant impact from organisational and market limitations, which include financial viability and competitive pressure and retail restructuring as vital factors that affect how strongly consumers feel about different products.

5.5. Robustness Considerations

One highly plausible rival theory is that the improvements, which are seen in terms of consumer engagement and sales, may be attributed to factors such as the company's location, its long-standing reputation, or the novelties of the product, rather than to the green marketing campaigns. In this case, the sales generated by increased consumer traffic to the so-called flagship locations may be independent of the company's sustainable measures. Similarly, the factors at the macro-level, such as the resurrection of consumption in the post-pandemic era and the use of promotions, could be one of the reasons for consumers' behavioural changes that have been attributed to green marketing.

Sustainability reports, marketing pieces, and company press releases may all contribute to creating an attribution bias where there is a heavy emphasis on the good side of things and in parallel, the limitations or less successful areas are not reported.

The media can also or sometimes comes in the form of a bias by highlighting the sustainability stories that are more glamorous and thus, the less glamorous lot which includes the issues that are still being worked on might not get any coverage. The author of the study has taken a considerable amount of effort to ensure that the potential lack has been effectively dealt with, using the technique of triangulation through independent media sources, industry reports, and academic literature all reporting the same trends in consumer engagement and behavioural responses. The finding of similar results across different sources increases the reliability of the conclusions drawn, but it should be noted that causality remains vague because of the qualitative and secondary data used.

5.6. Practical Synthesis

The conversation emphasises that green marketing provides the highest worth when incorporated in a consistent business strategy instead of being used just as a communication tool. For retailers in the UK, the results show that the sustainability initiatives have to be credibly operational, economically acceptable, and around the clock communicated in a clear way if they are to change consumer behaviour. Green marketing may fortify trust, engagement and the company's authenticity, but the extent of its impact depends on the organisational ability and the state of the market. These revelations offer a practical basis for Chapter 6, which transforms the analysis into action proposals aimed at improving sustainable brand performance and being competitive in the end in the UK retail sector.

5.7. Chapter Summary

The theoretical foundations laid in Chapter 2 have been critically integrated with the empirical findings of Chapter 4 in this chapter, showing alignment, extension, and qualification of the existing green marketing literature. The overall findings are in line with the dominant scholarly views since they confirm that green marketing strategies that are authentic, visible, and participatory have a positive impact on consumers' attitudes, trust, and engagement. The evidence in particular supports the previous claim that sustainability initiatives integrated into the brand identity rather than symbolic promotional claims are more likely to affect consumer responses in the UK retail context. However, the analysis also extends the literature by empirically confirming the existence of the attitude-behaviour gap and showing that positive

consumer perceptions are not enough to ensure consistent purchasing behaviour. The findings also provide a new perspective on earlier research by indicating specific boundary conditions. Unlike studies that suggest a direct connection between green marketing and commercial success, the data points to the fact those sustainability-led, strategies cannot offset the impact of structural, financial, or market-level pressures.

Chapter 6: Conclusion and Recommendations

6.1 Chapter Introduction

The following chapter is focused on the development of the opportunity to interpret the data and summarise the overall findings from the previous chapter. In this dissertation, the chapters are created to conduct the study and maintain the research in an effective manner for the findings. This chapter summarises the literature review, methodology, and case study analysis, and answers the research aim and question. It also considers the theoretical and practical implications of the study, while assessing the extent to which green marketing strategies actually convert consumer environmental awareness into purchasing behaviour. Moreover, it points out the research limitations and indicates the possible areas for future investigation both academically and managerially.

6.2 General Conclusion

The main objective of the present research was to study the impact of green marketing on the decisions made by consumers in the UK retail sector, and The Body Shop was selected as a case study. The research used the theory of planned behaviour to investigate how sustainability-oriented marketing strategies affect consumer behaviour through three specific pathways, which include attitude development and trust formation and purchasing behaviour changes. According to the results, green marketing is one of the major factors that enhance consumers' good perceptions and support the brand's ethical identity. The study confirms existing research, which shows that people who care about environmental issues do not always choose to purchase eco-friendly products because they need to consider their price and ease of access and current economic conditions.

The Body Shop has built consumer trust through its ongoing commitment to ethical sourcing, refill systems, recyclable packaging, and activist campaigns, which the case study analysis demonstrates. The brand embarked on sustainability efforts through its in-store refill stations and recycling programs, which resulted in customers developing stronger connections to the brand because they could see their own commitment to sustainability. The industry needs to determine which green marketing strategies work best because businesses have not developed suitable methods to evaluate their green marketing results. The literature shows that less than half of consumers would not

purchase a product based on its environmental benefits. Brands establish their credibility through actions, which means that brands should focus on their communication and customer interactions. Green marketing does not provide sufficient support for long-term business survival according to the findings, which show the brand experienced economic and operational losses in the UK retail market.

The research study demonstrates that green trust and perceived corporate authenticity function as key mediators, which connect marketer strategies to their impact on consumer behaviour according to theoretical research evidence, which supports the Theory of Planned Behaviour. The study continues existing research because it provides UK-specific findings about green marketing, which require organizations to use proven organizational practices when they want to communicate their sustainability efforts. The research investigates a well-established ethical retailer to fill an empirical research gap, which previous studies have not explored because they failed to understand brand-specific dynamics and market pressures in the UK retail sector.

The research results create significant effects for retailers and policymakers who aim to promote sustainable consumer habits. The study demonstrates that retailers must implement green marketing throughout their entire value chain according to the current study findings, which show that companies use sustainability only as a marketing instrument. The study shows that transparent communication together with digital traceability and incentive-based participation methods will boost consumer trust and engagement levels. The research shows that policymakers need to create better sustainability standards together with regulatory frameworks, which will help, decrease green washing and enable consumers to make better choices. The study demonstrates that green marketing affects consumer purchasing behaviour but its effectiveness depends on authentic advertising together with institutional backing and the economic strength of UK retail businesses.

6.3 Theoretical Implications

The dissertation was designed to accomplish two discrete and well-articulated research purposes, and the corresponding case studies focusing on the UK retail sector of The Body Shop have helped for systematically interpreting the two objectives, which got the two objectives successfully accomplished. The qualitative

case-based analysis covered how much green marketing strategies play in consumer behaviour and how they reflect on brand sustainability performance through their difficulties. The results together provide proof that both objectives have been delivered in a logical and well-grounded manner.

The first of these objectives was marketing strategy evaluation of the so-called green marketing efforts of The Body Shop were to examine what impact on customers' behaviour these strategies had to be precise. This has been achieved through a thorough analysis of sustainability-responsible practices like refill stations, recycling take-back schemes, ethical sourcing and activism-led retail events. The case studies highlighted the positive impact of the initiatives on consumer attitudes, the creation of green trust, and the overall cooperation with sustainable consumption practices. Analysis of supporting data indicated that participative and visible eco-friendly marketing tactics translation of environmental awareness into intensification of buying and, even buy in some cases, was effective. The results were consistent with the Theory of Planned Behaviour by revealing the consumers' disposition to buy sustainable products was a result of favourable attitudes, perceived social norms, and increased behavioural control. However, the assessment presents that The Body Shop green marketing strategies have significantly contributed to the change in customers' perception in their favour.

The second research goal was to discover the hurdles that come with green marketing practices and at the same time, suggest how to improve eco-friendly brand performance. The goal was realized by the critical comparison of the case studies, especially the one about The Body Shop, which was under operational pressures, financial constraints, and market competition. The study showed that green marketing did give the brands more credibility and consumers more trust but that was not enough for a long commercial run. Cost pressures, store closures, and the difficulty in measuring the return on sustainability investments were the factors that were mentioned clearly. Therefore, the research led to the development of more practical improvement strategies, such as wider sustainability integration across the value chain, more digital transparency tools, and a stronger link between sustainability communication and operational performance.

Overall, the interpretations of the case studies proved strongly that both research objectives were met with success. The study has provided an even-handed and critical understanding of green marketing effectiveness by connecting green marketing practices directly to consumer behaviour outcomes and identifying actionable strategies for improving sustainable brand performance. The findings reiterate the need of being authentic, being open about the processes, and ensuring the compatibility of the different departments in achieving that the green marketing not just contribute to being an ethical brand but also to the sustainability of the UK retail sector in the long term.

6.4 Managerial Implications

The research used a qualitative method, which restricts the possibility of applying the results to the whole UK retail sector. Qualitative analysis, although rich and deep, does not allow for inferring the degree of association between green marketing practices and consumer purchasing behaviour with statistics. The second limitation is that the researchers used only secondary data sources, which could have been subject to different kinds of bias, such as selective, or the information could have been old, reflecting that.

6.5 Recommendations

Future research should be backed up by quantitative analysis, which will statistically evaluate the relation in between the green marketing strategies and consumer buying behaviour in the UK retail sector. According to Ip (2025), the application of structured surveys or experiments would make it possible to measure the key variables like attitudes, trust, and purchase intention, and thus, improve generalisability. Moreover, the gathering of primary data through questionnaires or interviews would enable the researchers to get the real-time consumer perceptions and at the same time, lessen the dependence on corporate-reported information.

6.6 Future Scope

In the UK retail sector, the relationship between green marketing strategies and consumer purchase behaviour should be examined statistically with quantitative methods in future research. Use of structured surveys or experiments would allow for the measurement of key variables such as attitudes, trust, and purchase intention,

thus enhancing the generalizability of the research findings. Moreover, data collection directly from participants via questionnaires or interviews would provide insight into consumers' perceptions now and would cut down on the use of corporate-reported information.

6.7 Chapter Summary

The dissertation is summarily concluded in this chapter, which synthesizes the main discoveries and directly connects them with the research objectives. It established that green marketing strategy affects consumers' behaviour positively if the authenticity and transparency are in place. The chapter indicated the study's theoretical and practical contributions, reconfirmed methodological limitations, and presented future research directions.

Reference List

Acuña López, E.A., 2023. Green Marketing in the UK: The sustainable digital advertising as an influence on customer purchase decisions. <https://www.theseus.fi/handle/10024/803134>

Agustini, M., Baloran, A., Bagano, A., Tan, A., Athanasius, S., & Retnawati, B. (2021). Green marketing practices and issues: A comparative study of selected firms in Indonesia and the Philippines. *Journal of Asia-Pacific Business*, 22(3), 164-181 <https://doi.org/10.1080/10599231.2021.1943807>

Ahmad, M. and Wilkins, S. (2025). Purposive sampling in qualitative research: A framework for the entire journey. *Quality & Quantity*, 59(2), pp.1461-1479. https://www.academia.edu/download/120323187/Purposive_sampling_academia.pdf

Akehurst, G., Afonso, C., & Gonçalves, H. M. (2024). The influence of environmental concern on green purchase intention: Examining the moderating effects of product knowledge. *Journal of Retailing and Consumer Services*, 76, 103580. <https://doi.org/10.1016/j.jretconser.2023.103580>

Alhamad, A. M., Akyürek, M., Mohamed, S. A., & Baadhem, A. M. S. (2023). Do the relationship between green marketing strategies, green perceived value, and green trust enhance green purchase intentions: A conceptual study. *International Journal of Scientific and Management Research*, 6(7), 176-203 <http://doi.org/10.37502/IJSMR.2023.6711>

Alturki, R. (2021). Research Onion for Smart IoT-Enabled Mobile Applications. *Scientific programming*, 2021(1), p.4270998. <https://onlinelibrary.wiley.com/doi/pdf/10.1155/2021/4270998>

Asyhari, A., & Yuwalliatin, S. (2021). The influence of green marketing strategy on purchasing decision with mediation role of brand image. *Jurnal Aplikasi Manajemen*, 19(3), 535-546. DOI: <http://dx.doi.org/10.21776/ub.jam.2021.019.03.07>

Atabong Atem, S. and Idelbi, M., 2025. Interpreting Green Marketing: Exploring Swedish Consumers' Responses, Cultural Influences, and the Intention–Behaviour Gap in Sustainable Purchasing Decisions <https://www.diva-portal.org/smash/record.jsf?pid=diva2:1964304>

- Bayatzadeh, S. and Talaie, H. (2024). Identifying and evaluating of sustainable and resilient supplier selection criteria according to industry 5.0 concepts (Case study: steel industry). *Journal of decisions and operations research*, 9(4), pp.1045-1063. https://www.journal-dmor.ir/article_213511_476774f397ed79d334037522bebd4a95.pdf
- Biswas, A., & Roy, M. (2023). A study of the factors influencing consumers' green purchase behaviour: Evidence from the UK retail sector. *Sustainable Production and Consumption*, 36, 85–96. <https://doi.org/10.1016/j.spc.2023.05.011>
- Consultancy UK (2022). UK consumers are embracing more sustainable behaviour. [online] Available at: <https://www.consultancy.uk/news/30077/uk-consumers-embracing-more-sustainable-behaviour>
- De Paoli, S. (2024). Performing an inductive thematic analysis of semi-structured interviews with a large language model: An exploration and provocation on the limits of the approach. *Social Science Computer Review*, 42(4), pp.997-1019. <https://journals.sagepub.com/doi/pdf/10.1177/08944393231220483>
- Dupont, V. (2023). *Beauty Brand Lush Unveils New Green Hub But Business Comes First*. [online] barrons. Available at: <https://www.barrons.com/news/beauty-brand-lush-unveils-new-green-hub-but-business-comes-first-73deca84>
- Febriane, R. (2022) Analisis Green Marketing Sebagai Global Strategi the Body Shop. *J-CEKI: Jurnal Cendekia Ilmiah*, 1(6), pp.817-826. <https://ulilalbabinstitute.co.id/index.php/J-CEKI/article/download/1020/826>
- García-Salirrosas, E.E. y Rondon-Eusebio, R.F., 2022. Green marketing practices related to key variables of consumer purchasing behavior. *Sustainability*, 14(14), p.8499. <https://www.mdpi.com/2071-1050/14/14/8499>
- Gencturk, S. and Unal, G. (2024). Rodent tests of depression and anxiety: Construct validity and translational relevance. *Cognitive, Affective, & Behavioral Neuroscience*, 24(2), pp.191-224. <https://link.springer.com/content/pdf/10.3758/s13415-024-01171-2.pdf>

Godley, A. (2025). Green entrepreneurship in UK foods and the emergence of the alternative meat sector: Quorn 1965–2006. *Business History*, 67(7), pp.1877-1903. DOI: <https://doi.org/10.1080/00076791.2024.2354816>

Grandview Research (2024). *UK Green Technology & Sustainability Market Size & Outlook, 2030*. [online] Available at: <https://www.grandviewresearch.com/horizon/outlook/green-technology-sustainability-market/uk>.

Harris, F., & Crane, A. (2024). The consumer attitude–behaviour gap in ethical consumption: A UK retail analysis. *Journal of Business Ethics*, 189(2), 455–472 <https://doi.org/10.1007/s10551-023-05316-7>

Hengboriboon, L., Naruetharadol, P., Ketkeaw, C., and Gebsobut, N., 2022. The impact of product image, CSR, and green marketing on organic food purchase intention: Mediation roles of corporate reputation. *Cogent Business & Management*, 9(1), p.2140744 <https://www.tandfonline.com/doi/abs/10.1080/23311975.2022.2140744>

Ip, C.Y. (2025). Do Consumers Trust Social Businesses? Effects of Corporate Social Responsibility Fit on Purchase Intention and Positive Word-of-Mouth Behavior. *Corporate Social Responsibility and Environmental Management*, 32(6), pp.7816-7835. <https://onlinelibrary.wiley.com/doi/pdf/10.1002/csr.70100>

Iqbal, A. I., Iqbal, M. S., Athar, A., & Khan, S. A. (2023). Impact of green marketing on consumer purchase intention: The moderating role of environmental knowledge. *Journal of Social & Organizational Matters*, 2(2), 43-58. https://www.researchgate.net/publication/376804541_Impact_of_Green_Marketing_on_Consumer_Purchase_Intention_The_Moderating_Role_of_Environmental_Knowledge

Iskander, A., Heinrich, V. and Fröhling, M., 2025. Towards Sustainable e-Waste Practices: A Value-Belief-Norm Analysis of Mobile Phone Disposal in Ghana. *Sustainable Development*. <https://onlinelibrary.wiley.com/doi/abs/10.1002/sd.70120>

Juliana, S., & Sijabat, R. (2023). Analysis of green marketing, green brand image, green perceived value, and environmental knowledge on green purchase decision at

The Body Shop customers in Jabodetabek. *Enrichment: Journal of Management*, 13(5), 3541-3551

<http://www.enrichment.iocspublisher.org/index.php/enrichment/article/view/1791>

Junjie, M. and Yingxin, M. (2022). The Discussions of Positivism and Interpretivism. *Online Submission*, 4(1), pp.10-14 <https://files.eric.ed.gov/fulltext/ED619359.pdf>

Khan, Y., Hameed, I. and Akram, U., 2023. What drives attitude, purchase intention, and consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective. *British Food Journal*, 125(7), pp.2572-2587. <https://www.emerald.com/insight/content/doi/10.1108/bfj-07-2022-0564>

Kingston, A. and Paulraj, G., 2023. Examining the effects of green attitude on the purchase intention of sustainable packaging. *Sustainability, Agri, Food and Environmental Research-DISCONTINUED*, 12(1)<https://www.mdpi.com/2071-1050/14/14/8499>

Klemovitch, R. (2025). *L'Occitane Group Reaffirms Commitment to Sustainability*. [online] Beauty Packaging. Available at: <https://www.beautypackaging.com/breaking-news/loccitane-group-reaffirms-commitment-to-sustainability>

Kovač, I., Dunković, D. and Kovač, B., 2025. Greenwashing and consumer skepticism toward eco-labels in Croatia: challenges and policy directions. *British food journal*. <https://www.emerald.com/insight/content/doi/10.1108/bfj-02-2025-0122>

Kowalska, A., Ratajczyk, M., Manning, L., Bieniek, M. and Maćik, R. (2021). "Young and Green" a study of consumers' perceptions and reported purchasing behaviour towards organic food in Poland and the United Kingdom. *Sustainability*, 13(23), p.13022. DOI: <https://doi.org/10.3390/su132313022>

Kumar, S., & Shankar, R. (2022). Impact of green marketing strategies on consumer trust and purchase intention. *Journal of Cleaner Production*, 365, 132788. <https://doi.org/10.1016/j.jclepro.2022.132788>

Lee, K., & Chen, Y. (2023). Authenticity and scepticism in green marketing: A cross-cultural comparison. *International Journal of Consumer Studies*, 48(1), 44–59. <https://doi.org/10.1111/ijcs.12948>

Liu, H., Xiao, Q., and Wang, H., 2024. Understanding Customer Experience for Sustainable Innovation: An Integration of Conscious and Unconscious Perspectives of Theme Hotel Guests. *Sustainability*, 16(13), p.5274 <https://www.mdpi.com/2071-1050/16/13/5274>

McKinsey (2020). *Perspectives on retail and consumer goods*. Available at: https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/perspectives%20on%20retail%20and%20consumer%20goods%20number%208/perspectives-on-retail-and-consumer-goods_issue-8.pdf

McKinsey (2023). *Consumers care about sustainability—and back it up with their wallets*. Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>

Nasiri, M.S. and Shokouhyar, S., 2021. Actual consumers' response to purchase refurbished smartphones: Exploring perceived value from product reviews in online retailing. *Journal of Retailing and Consumer Services*, 62, p.102652. <https://www.sciencedirect.com/science/article/pii/S0969698921002186>

Nguyen, T. N., Lobo, A., & Greenland, S. (2023). The influence of social norms on green consumption: Insights from the UK market. *Journal of Consumer Behaviour*, 22(3), 567–580. <https://doi.org/10.1002/cb.2159>

Nguyen-Viet, B. and Thanh Tran, C., (2024). Sustaining organizational customers' consumption through corporate social responsibility and green advertising receptivity: the mediating role of green trust. *Cogent Business & Management*, 11(1), p.2287775. <https://www.tandfonline.com/doi/abs/10.1080/23311975.2023.2287775>

Nguyen-Viet, B., & Thanh Tran, C. (2024). Sustaining organizational customers' consumption through corporate social responsibility and green advertising receptivity: the mediating role of green trust. *Cogent Business & Management*, 11(1), 2287775 <https://doi.org/10.1080/23311975.2023.2287775>

Ningi, A.I. (2022). Data presentation in qualitative research: The outcomes of the pattern of ideas with the raw data. *International Journal of Qualitative Research*, 1(3), pp.196-200 <https://ojs.literacyinstitute.org/index.php/ijqr/article/download/448/161>

NYD (2025). *Neal's Yard Remedies wins landmark 'Brand of the Decade' award*.

[online] Neal's Yard Remedies. Available at:

<https://www.nealsyardremedies.com/blogs/wellbeing/neals-yard-remedies-wins-landmark-brand-of-the-decade-award>

Olaniyi, O.O., Okunleye, O.J. and Olabanji, S.O. (2023). Advancing data-driven decision-making in smart cities through big data analytics: A comprehensive review of existing literature. *Current Journal of Applied Science and Technology*, 42(25), pp.10-18 <https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=4546193>

Pancic, M., Serdarususic, H., & Ćučić, D. (2023). Green marketing and repurchase Intention: Stewardship of green advertisement, brand awareness, brand equity, green innovativeness, and brand innovativeness. *Sustainability*, 15(16), 12534 <https://www.mdpi.com/2071-1050/15/16/12534>

Patel, R., & Rana, P. (2025). Examining green trust as a determinant of sustainable purchase behaviour in ethical retail brands. *Sustainability*, 17(2), 1125. <https://doi.org/10.3390/su17021125>

Purnomo, A., Susanti, T., Rosyidah, E., Firdausi, N. and Idhom, M. (2022). Digital economy research: Thirty-five year insights of retrospective review. *Procedia Computer Science*, 197, pp.68-75 <https://www.sciencedirect.com/science/article/pii/S1877050921023437/pdf?md5=48e86b434742ca2a088d23e386a78171&pid=1-s2.0-S1877050921023437-main.pdf>

Rana, J., & Paul, J. (2021). Consumer behaviour and purchase intention for eco-friendly products: A systematic review and future research directions. *Journal of Retailing and Consumer Services*, 61, 102558. <https://doi.org/10.1016/j.jretconser.2021.102558>

Reddy, K.P., Chandu, V., Srilakshmi, S., Thagaram, E., Sahyaja, C., and Osei, B., (2023). Consumers' perception of green marketing towards eco-friendly fast-moving consumer goods. *International Journal of Engineering Business Management*, 15, p.18479790231170962

https://www.researchgate.net/profile/Rikita-Thakkar/publication/360808759_GAP_GYAN_A_GLOBAL_JOURNAL_OF_SOCIAL_SCIENCES_GREEN_MARKETING_AND_SUSTAINABLE_DEVELOPMENT_CHA

[LLENGES AND OPPORTUNITIES/links/65eec7d5b7819b433bf53f22/GAP-GYAN-A-GLOBAL-JOURNAL-OF-SOCIAL-SCIENCES-GREEN-MARKETING-AND-SUSTAINABLE-DEVELOPMENT-CHALLENGES-AND-OPPORTUNITIES.pdf](https://www.retail-economics.co.uk/retail-insights/thought-leadership-reports/outlook-for-the-UK-retail-and-consumer-industry-2022)

Retail Economics (2022). *Outlook for UK retail & consumer 2022* | Retail Economics. [online] www.retail-economics.co.uk. Available at: <https://www.retail-economics.co.uk/retail-insights/thought-leadership-reports/outlook-for-the-UK-retail-and-consumer-industry-2022>.

Roddick, D.A. (2025). *The Body Shop: Our sustainability commitments*. Available at: <https://www.thebodyshop.com/blogs/our-brand-values/our-sustainability-commitments>

Sewwandi, J. P. N., & Dinesha, P. K. C. (2022). The impact of green marketing tools on green product purchase behavior: the moderation effect of consumer demographics. *Asian Journal of Marketing Management*, 1(01) <http://journals.sjp.ac.lk/index.php/ajmm/article/view/5469>

Shafiq, M. A., Ziaullah, M., Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the sustainable path: Exploring the nexus of green marketing, service quality, brand reputation, and their impact on brand trust and purchase decisions. *International Journal of Social Science & Entrepreneurship*, 3(2), 654-676

https://www.researchgate.net/profile/Muhammad-Shafiq-86/publication/373019814_Unveiling_the_Sustainable_Path_Exploring_the_Nexus_of_Green_Marketing_Service_Quality_Brand_Reputation_and_Their_Impact_on_Brand_Trust_and_Purchase_Decisions/links/64d8b39678e40b48bd45d614/Unveiling-the-Sustainable-Path-Exploring-the-Nexus-of-Green-Marketing-Service-Quality-Brand-Reputation-and-Their-Impact-on-Brand-Trust-and-Purchase-Decisions.pdf

Shahzad, S., Faheem, M., Muqeet, H.A., and Waseem, M., (2024). Charting the UK's path to net zero emissions by 2050: Challenges, strategies, and future directions. *IET Smart Grid*, 7(6), pp.716-736. <https://ietresearch.onlinelibrary.wiley.com/doi/abs/10.1049/stg2.12185>

Sheehy, B. and Farneti, F., (2021). Corporate social responsibility, sustainability, sustainable development, and corporate sustainability: What is the difference, and

does it matter?. *Sustainability*, 13(11), p.5965 <https://www.mdpi.com/2071-1050/13/11/5965>

Singh, A., & Gupta, S. (2022). Greenwashing and its impact on consumer trust and green purchase behaviour: A retail sector perspective. *Management Decision*, 60(6), 1755–1770. <https://doi.org/10.1108/MD-02-2021-0190>

Statista. (2023). Motor industry contribution to UK economy| Statista. [online] Available at: https://www.statista.com/statistics/299342/motor-industry-contribution-to-the-economy-of-the-united-kingdom/?srsId=AfmBOopk96b6dQV_idbUhLeZUVanYvMEcLaN9Qf_DDAFS3eKG1n1EguN

Statista. (2023). *Retail turnover in the UK 2023*| Statista. [online] Available at: https://www.statista.com/statistics/309108/retail-turnover-united-kingdom-uk/?srsId=AfmBOor7_x3NZRwat2hh-s85rlwBHVyQXhrHMRyMBpv-q1iZZYiS9Lnr [Accessed 29 Oct. 2025].

Statista. (2025). *Retail Sales Value Monthly Growth in Great Britain 2025* | Statista. [online] Available at: https://www.statista.com/statistics/287171/monthlyl-percentage-change-retail-sales-value-great-britain/?srsId=AfmBOorg2M0oFukzmIViAIH9jLQADo5wU89gGL_haVSuIJ-kU24FNMiJ.

Stephan, A.M. and Siclari, F. (2023) Reconsidering sleep perception in insomnia: from misperception to mismeasurement. *Journal of sleep research*, 32(6), p.e14028. <https://onlinelibrary.wiley.com/doi/pdf/10.1111/jsr.14028>

Sudirjo, F., (2023). Marketing strategy for improving product competitiveness in the global market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), pp.63-69. <https://journal.literasisainsnusantara.com/Index.Php/Adman/Article/View/24>

Sundström, M., & Collins, A. (2024). The ethics of sustainability marketing: The role of perceived authenticity and transparency. *Business Strategy and the Environment*, 33(1), 317–330. <https://doi.org/10.1002/bse.3497>

Susanty, A., Puspitasari, N. B., Prastawa, H., Listyawardhani, P., & Tjahjono, B. (2021). Antecedent factors of green purchasing behavior: learning experiences, social

cognitive factors, and green marketing. *Frontiers in Psychology*, 12, 777531
<https://doi.org/10.3389/fpsyg.2021.777531>

Susanty, A., Puspitasari, N.B., Prastawa, H., Listyawardhani, P., and Tjahjono, B., 2021. Antecedent factors of green purchasing behavior: learning experiences, social cognitive factors, and green marketing. *Frontiers in Psychology*, 12, p.777531.
https://link.springer.com/chapter/10.1007/978-3-030-82572-0_11

Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939
<https://doi.org/10.3390/su14105939>

Teessar, J., 2024. The complexities of truthful responding in questionnaire-based research: A comprehensive analysis.
<https://mpira.ub.uni-muenchen.de/id/eprint/123111>

Vallet-Bellmunt, T., Fuertes-Fuertes, I. and Flor, M.L., 2023. Reporting Sustainable Development Goal 12 in the Spanish food retail industry. An analysis based on Global Reporting Initiative performance indicators. *Corporate Social Responsibility and Environmental Management*, 30(2), pp.695-707.
<https://onlinelibrary.wiley.com/doi/abs/10.1002/csr.2382>

Van Rooij, E., Fokkens-Bruinsma, M. and Jansen, E. (2021). Factors that influence PhD

Van Zyl, C., Badenhorst, M., Hanekom, S. and Heine, M. (2021). Unravelling 'low-resource settings': a systematic scoping review with qualitative content analysis. *BMJ global health*, 6(6) <https://gh.bmj.com/content/bmjgh/6/6/e005190.full.pdf>

Van, L.N., Tran, V.N., Nguyen, G.V., Yeon, M., Do, M.T.T. and Lee, G. (2024). Enhancing wildfire mapping accuracy using mono-temporal Sentinel-2 data: A novel approach through qualitative and quantitative feature selection with explainable AI. *Ecological Informatics*, 81, p.102601
<https://www.sciencedirect.com/science/article/pii/S1574954124001432>

Walker, B., Crépin, A.S., Nyström, M., Anderies, J.M., Andersson, E., Elmqvist, T., Queiroz, C., Barrett, S., Bennett, E., Cardenas, J.C. and Carpenter, S.R. (2023).

Response diversity as a sustainability strategy. *Nature Sustainability*, 6(6), pp.621-629
[https://research.vu.nl/files/290538999/Walker et al 2023 Response diversity as a sustainability strategys.pdf](https://research.vu.nl/files/290538999/Walker_et_al_2023_Response_diversity_as_a_sustainability_strategys.pdf)

Wang, C., Zhang, L., & Wang, Z. (2022). The impact of green packaging and eco-label credibility on consumer decision making. *Journal of Environmental Management*, 320, 115777. <https://doi.org/10.1016/j.jenvman.2022.115777>

Weleda (2026). *Welcome To Zscaler Directory Authentication*. [online] Weleda.co.uk. Available at: <https://www.weleda.co.uk/jayn-update>

Witek, L. and Kuźniar, W. (2023). Green purchase behaviour gap: The effect of past behaviour on green food product purchase intentions among individual consumers. *Foods*, 13(1), p.136. DOI: <https://doi.org/10.3390/foods13010136>

Yadav, R., & Pathak, G. S. (2021). Determinants of consumers' green purchase behaviour in a developing nation: Applying and extending the Theory of Planned Behaviour. *Ecological Economics*, 188, 107143. <https://doi.org/10.1016/j.ecolecon.2021.107143>

Yasari, N. K. K., Agustin, R., Winarno, A., & Rahayu, W. P. (2025). Implementation of Green Marketing Mix at The Body Shop: A Marketing Strategy to Increase Consumer Satisfaction and Brand Loyalty. *International Journal of Humanity Advance, Business & Sciences (IJHABS)*, 3(1), 85-94 <https://malaqbpublisher.com/index.php/IJHABS>

Zhang, B., Zhang, Y. and Zhou, P. (2021). Consumer attitude towards sustainability of fast fashion products in the UK. *Sustainability*, 13(4), p.1646. DOI: <https://doi.org/10.3390/su13041646>

Zhang, D., Frei, R., Wills, G., Gerding, E., Bayer, S., and Senyo, P.K., 2023. Strategies and practices to reduce the ecological impact of product returns: An environmental sustainability framework for multichannel retail. *Business strategy and the environment*, 32(7), pp.4636-4661

<https://onlinelibrary.wiley.com/doi/abs/10.1002/bse.3385>