

SUSTAINABILITY COMMUNICATION IN THE GLOBAL BEAUTY INDUSTRY: THE OVERVIEW OF PERSUASIVE APPEALS

KOMUNIKACIJA ODRŽIVOSTI U GLOBALNOJ INDUSTRIJI LJEPOTE: PREGLED KOMUNIKACIJSKIH APELA



Market-Tržište
Vol. 37, No. 2, 2025, pp. 205-220
UDK: 658.8: 687.5
DOI <http://dx.doi.org/10.22598/mt/2025.37.2.205>
Preliminary communication

Marija Ježovit^a, Andrea Lučić^b

^aThe Institute of Economics, Zagreb, Trg J. F. Kennedyja 7, 10000 Zagreb, CROATIA, e-mail: mjezovit@eizg.hr

^bFaculty of Economics and Business, University of Zagreb, Trg J. F. Kennedyja 6, 10000 Zagreb, CROATIA, e-mail: andrea.lucic@efzg.hr

Abstract

Purpose – The main aim of the paper is to analyze the possibilities of positioning sustainable development values within the marketing communication of the beauty industry by using persuasive appeals, specifically rational and emotional appeals.

Design/Methodology/Approach – The paper utilized content analysis to examine marketing campaigns considering both for-profit and non-profit organizations.

Findings and implications – Based on the findings, campaigns linked to corporate marketing strategies are more visible compared to those tied to non-profit marketing strategies. Rational appeals are more prevalent than emotional ones. Regarding the Triple Bottom Line (TBL) dimensions, it is evident that the environmental dimension holds the highest prominence, followed by the social dimension, while the economic dimension is relatively underrepresented. The paper offered recommendations for enhancing all dimensions and improving the effectiveness of both corporate and non-profit

Sažetak

Svrha Cilj je rada analizirati mogućnosti pozicioniranja vrijednosti održivog razvoja unutar marketinške komunikacije koristeći komunikacijske apele, s naglaskom na racionalne i emocionalne.

Metodološki pristup Za izradu pregleda marketinških kampanja organizacija koje ostvaruju profit te neprofitnih organizacija korištena je analiza sadržaja.

Rezultati i implikacije Na temelju rezultata može se zaključiti da su kampanje temeljene na korporativnim marketinškim strategijama zastupljenije od onih koje se temelje na neprofitnim marketinškim strategijama. Racionalni apeli češće su korišteni od emocionalnih. U pogledu dimenzija trobilančnog pristupa održivom razvoju, najznačajnija je odgovornost prema okolišu, nakon nje slijedi odgovornost prema društvu, dok je ekonomska odgovornost relativno slabo zastupljena. Rad donosi preporuke za osnaživanje svih dimenzija te unapređenje učinkovitosti korporativnih i neprofitnih

marketing strategies to promote sustainable development values among consumers in the beauty industry.

Limitations – The main limitation of the study lies in its focus on marketing campaigns in English only and those accessible online. Future research should be expanded in scope to encompass other languages.

Originality – Despite the increasing emphasis on integrating sustainability into marketing, there is still a significant gap in published research examining how the fundamental values of sustainable development can be effectively integrated into marketing campaigns on a global scale. The study addresses the research gap by recommending specific guidelines aimed at reducing the negative impacts of the beauty industry on society and the environment, as well as personal welfare, through rational and emotional appeals within sustainability communication.

Keywords: sustainability communication, persuasive appeals, rational appeals, emotional appeals, content analysis, beauty industry

marketinških strategija u svrhu promicanja vrijednosti održivog razvoja među potrošačima u industriji ljepote.

Ograničenja Rad je usmjeren isključivo na marketinške kampanje na engleskom jeziku i one dostupne na internetu što predstavlja njegovo glavno ograničenje. Buduća istraživanja trebala bi proširiti svoj opseg na druge jezike.

Doprinos Unatoč sve većem naglasku na integraciju održivosti unutar marketinga, i dalje postoji značajni istraživački jaz u kontekstu istraživanja koja proučavaju na koji način se temeljne vrijednosti održivog razvoja mogu učinkovito implementirati u marketinške kampanje na globalnoj razini. Rad odgovara na istraživački jaz preporučujući konkretne smjernice za smanjenje negativnih utjecaja industrije ljepote na društvo i okoliš, ali i na osobnu dobrobit, kroz racionalne i emocionalne apele unutar održive komunikacije.

Ključne riječi: održiva komunikacija, komunikacijski apeli, racionalni apeli, emocionalni apeli, analiza sadržaja, industrija ljepote

1. INTRODUCTION

The issue of overconsumption is becoming increasingly prevalent across various industries, including the beauty industry. This phenomenon not only establishes unattainable beauty standards that impact social perception and distort values but also leads to diminished self-confidence and an overall sense of dissatisfaction with life. Also, the beauty industry frequently faces ethical dilemmas related to ecological imbalances resulting from animal testing, the utilization of toxic substances in manufacturing, and the production of low-quality, short-lived products that contribute to environmental waste shortly after purchase. Thus, a fundamental transformation of the beauty industry is imperative. Achieving this transformation involves integrating the principles of sustainable development into the practices of the beauty industry, which includes implementing integrated marketing communication strategies.

However, there is a lack of published research exploring the potential of integrating the fundamental principles of sustainable development as part of marketing campaigns on a global scale. To date, research on sustainable development values has predominantly focused on consumer perception and attitudes (Khalina et al., 2017; Maciejewski & Lesznik, 2022), with little attention given to the perspective of formulating a marketing communication strategy. Therefore, the main objective of the paper is to analyze the possibilities of positioning sustainable development values in the beauty industry within integrated marketing communication by using persuasive appeals, specifically rational and emotional appeals. Also, the paper is aimed at examining both corporate and non-profit marketing campaigns. The study of integrated marketing communication can be leveraged to achieve both profit and non-profit objectives (Shimp, 2003). Accordingly, this study poses the research question:

RQ: What types of persuasive appeals do companies employ to efficiently communicate

sustainable development values within the beauty industry?

To address the research gap and investigate the research question, the paper seeks to identify the most prevalent types of appeal utilized by companies and analyze the content of these appeals by using content analysis as a methodological approach. A similar methodology was previously employed to examine anti-consumption campaigns promoting sustainable lifestyles rooted in sustainable development within the fashion, automotive, and furniture industries (Lučić & Uzelac, 2024). The purpose of the paper is to recommend the guidelines for marketing communication strategies to empower sustainable development values among consumers in the beauty industry. The guidelines could reduce the negative impacts of the beauty industry on both society and the environment, as well as personal welfare by raising consumer awareness and encouraging thoughtful consumption, which will ultimately result in reduced consumption.

2. THEORETICAL BACKGROUND

2.1. Fundamental values of sustainable development

Sustainable development means meeting present needs without compromising the ability of future generations to meet their own (United Nations World Commission on Environment and Development, 1987), while preserving the environment and society, as well as the general human well-being. The values of sustainable development are divided into core, secondary, and tertiary values (Shepherd et al., 2009). While the core values are freedom and equality, secondary values represent solidarity toward current and future generations, respect for diverse cultures and worldviews, and shared responsibility (Quoquab et al., 2018). These values, along with empowering global life satisfaction (Kubiszewski et al., 2022), have the potential to enhance the

overall well-being of humanity in terms of physical and mental health. Finally, tertiary values are respect for natural resources, cohabitation with all living species, and integrity (Quoquab et al., 2018).

The values of sustainable development could be comprehensively observed in the context of the Triple Bottom Line (TBL) concept (Elkington, 1997). That concept highlights three pillars of sustainable development or three fundamental dimensions of responsibility, encompassing economic, environmental, and social responsibilities. Economic responsibility, in a broad sense, involves fostering profitable activities across the entire economy (Carroll, 1991). However, ensuring the economy's sustainability so that it can meet the demands of future generations is the main objective of sustainable development (Spangenberg, 2005). These initiatives could include the sharing economy or circular economy, fair trade, and equal employment opportunities for men and women. On the other hand, social responsibility is focused on the welfare of society such as maintaining peace and harmony and entails using business methods that are equitable and beneficial to labor, human resources, and the whole community, for instance, by addressing specific social issues (Elkington, 1997). Finally, environmental responsibility entails making effective use of energy resources, lowering greenhouse gas emissions, and minimizing ecological footprints (Elkington, 1997; Goel, 2010). These objectives can be achieved through recycling, reusing, and selecting environmental-friendly and animal-friendly products, and products that are not harmful to human health.

2.2. Sustainable development as part of integrated marketing communication

Integrated marketing communication involves a comprehensive approach that includes the selection, development, execution, evaluation, and coordination of communication efforts with all stakeholders of an organization (Belch

& Belch, 2007). It is the process of developing and executing persuasive communication programs aimed at consumers (Schultz, 1993) that plays a crucial role in targeting specific consumer behavior and navigating the consumer decision-making process (Cătoiu & Teodorescu, 2004; Shimp, 2003). Therefore, given its significant impact on shaping future society, it is imperative for integrated marketing communication to incorporate sustainable development principles and consequently promote sustainable practices that will lead toward economic, social, and environmental responsibility of the whole society.

In the context of the beauty industry, or life domain related to personal appearance, which is reflected in the purchase of beauty and cosmetic products and services, integrated marketing communication mostly uses beauty influencers and social media (Almira & Nazhar, 2019) and employs visually appealing marketing campaigns (Rábová, 2015). In the context of communication appeals, rational appeals were utilized more frequently than emotional appeals (Bianchi & Karasiewicz, 2022). Additionally, there is a stronger emphasis on sustainable marketing, advocating a move away from eco-labelling, especially concerning sustainable products, while highlighting how companies can contribute to environmental conservation (Alevizou, 2021). In various other industries, such as fashion, automotive, and furniture, a range of communication appeals were observed, including positive and negative, self-oriented and other-oriented appeals, as well as abstract and concrete appeals, employed to support communication of sustainable activities (Lučić & Uzelac, 2024). Given that rational and emotional appeals are the most prevalent in the context of the beauty industry (Bianchi & Karasiewicz, 2022), this paper will examine these appeals within the framework of sustainable development.

Sustainable development as part of integrated marketing communication needs to be focused on sustainability issues, the promotion of sustainable consumption, and the stimulation of

sustainable mindsets (Lee, 2017). The integration has to adhere to four dimensions, namely sensitization, familiarization, incentivizing consumers, and recognition (Bagdare, 2018). Sensitization refers to creating widespread awareness about sustainability and educating consumers in the context of their roles and responsibilities as part of sustainable development. This includes empowering practices such as responsible and mindful consumption, supporting eco-friendly goods and services, and showing respect for organizations that prioritize sustainability. Familiarization involves acquainting consumers with the company, its operations, and its products and services by highlighting their eco-friendly attributes, green ingredients and technology, eco-friendly packaging, and safe disposal techniques. Furthermore, incentivizing consumers involves stimulating purchase decisions through introductory offers, monetary benefits, sales promotions, or rewards of some kind. Finally, recognition involves acknowledging, appreciating, or rewarding the efforts of responsible consumers through activities such as interaction, feedback, organizing events, or sharing their experiences on social media.

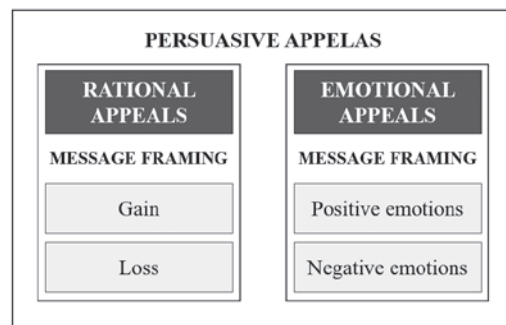
2.3. Theoretical framework – Persuasive appeals in the realm of sustainable development

Persuasive communication appeals are rooted in Aristotle's rhetorical theory, a fundamental theory of persuasion (Murphy, 1981). According to the theory, persuasion consists of three dimensions: ethos, logos, and pathos. Ethos pertains to the credibility and authority of the message sender or speaker, logos involves logical and rational arguments and information, and pathos appeals to the emotions of the message receiver or audience (Hasle and Kjær, 2008). Therefore, persuasion appeals can be categorized as rational and emotional. Rational appeals involve presenting factual information objectively, while emotional appeals evoke feelings and experiences related to consumption (Stafford & Day,

1995). Appeals aimed at establishing the credibility of the speaker, or ethos, may also be considered rational appeals because they provide information about the speaker.

To examine the positive and negative aspects of persuasion appeals, the theoretical framework includes message framing theory (Goffman, 1974). This theory suggests that a message sender or speaker can influence message receivers or audiences by presenting information in either positive or negative message frames, depending on their biases and the effect they want to achieve (Smith & Petty, 1996). Rational appeals are examined in terms of the gains and losses linked with the benefits of adopting sustainable development values by consumers, as well as the consequences of not adopting these values. Conversely, emotional appeals are assessed based on the positive and negative emotions related to sustainable development that consumers could experience. Persuasive appeals as part of the theoretical framework of message framing are shown in Figure 1.

FIGURE 1: Persuasive appeals in the context of the theoretical framework of message framing



Source: Authors' own research.

3. METHODOLOGY

The paper used qualitative content analysis, defined as a research technique for drawing reliable and meaningful conclusions based on data within their specific context (Krippendorff 1989). The technique enables a comprehensive

examination of marketing communication strategies aimed at promoting sustainable development values among consumers in a global context. Qualitative content analysis includes examination and interpretation of the content found within published visual and verbal materials (Harwood & Garry, 2003); it is highly suitable for analysis in the field of marketing communication (Tkalac Verčič et al., 2019). The chosen methodological approach has demonstrated its adequacy in prior research exploring green marketing communication in the context of corporate websites (Itdhiamornkulchai and Anantachart, 2022) and social media communication in terms of sustainable messages (Göçer & Tuğrul, 2015). The study employed an interpretive approach, characterized by content analysis aimed at capturing the meaning of qualitative content (Beck et al., 2010). The present research study adhered to the standard stages of the content analysis procedure, including design, unitizing or grouping, sampling, coding, and validation or verification (Krippendorff, 1989).

3.1. Design, unitizing and sampling

Using qualitative content analysis, online marketing communication campaigns were categorized based on two persuasive appeals: rational and emotional appeals, as per the message framing theory. Hence, rational appeals were further classified into rational appeals focused on gain and rational appeals focused on loss, while emotional appeals were categorized into emotional appeals focused on positive emotions and emotional appeals focused on negative emotions. Both persuasive appeals were assessed within the context of three dimensions: social, economic, and environmental, corresponding to the TBL concept. Due to the global nature of the investigation, content analysis was conducted in English. A similar methodology was employed in relevant research on anti-consumption and overall sustainability communication within a global context (Lučić & Uzelac, 2024; Primožič & Kutnar, 2022).

For the purpose of information collection, desk research was conducted focusing on defined types of appeals within corporate and non-profit marketing efforts on a global scale. These efforts were further classified based on corporate marketing strategies employed by for-profit companies and non-profit marketing strategies utilized by governmental and non-governmental organizations. The analysis involved conducting searches on Google to identify relevant marketing communication campaigns, which were then categorized based on the selected criteria. Two elements of integrated marketing communication were considered: advertising, particularly in the context of commercial marketing, and public relations, especially in the context of social marketing. These elements are recognized as significant tools for effectively communicating sustainable development values (Baskin et al., 1997; Shimp, 2003; Şkiltere & Bormane, 2018).

The population under consideration comprises both for-profit companies and non-profit organizations engaged in marketing strategies within the beauty industry in the global context. According to the recommendations of Tkalac Verčič et al. (2019), the sample encompasses a specific period of time. Therefore, the paper includes marketing campaigns from the past 10 years that are accessible on internet browsers. The selection criteria for identifying marketing campaigns, whether in terms of advertising or public relations, required that they address at least one dimension of TBL.

3.2. Coding and verification

The study used conceptual coding to identify broader themes or concepts within the data and assign codes that capture these overarching ideas (Saldaña, 2016). Therefore, the paper used the theoretical background of sustainable development values as the foundation for coding. The coding procedure was based on the methodological approach used by previous research studies focused on commercial and social marketing campaigns in terms of anti-consumption (Lučić & Uzelac, 2024). Based on the developed

coding framework, the search involved codes associated with both commercial and social marketing, separately, combined with codes associated with specific dimensions of TBL, together with codes regarding “beauty industry” and “cosmetic industry” as related industry. Keywords or codes were utilized for conducting Google searches for each marketing strategy, all in English. The lists of codes are provided in Table 1 and Table 2.

TABLE 1: Coding framework per marketing strategy

CORPORATE MARKETING STRATEGY	NON-PROFIT MARKETING STRATEGY
“Corporation”	“Non-profit organization”
“Company”	“Governmental organization”
“Enterprise”	“Non-governmental organization”
“Brand”	“National government”
“Advertising”	“Local government”
“Commercial”	“Social marketing”
“Message”	“Message”
“Campaign”	“Campaign”
“Event”	“Event”
“PR”	“PR”

Source: Authors’ own research.

The initial step of the analysis involved conducting a frequency analysis of available marketing campaigns for each appeal within both corporate and non-profit marketing strategies across global contexts. It was aimed at determining the most prevalent appeal types and whether they are more commonly utilized in corporate or non-profit marketing strategies. The second step of the analysis encompassed evaluating the content of identified marketing communications based on the type of appeal utilized. By considering both the representation and content of marketing communications, the study provided an overview of the most prominent efforts in terms of persuasive communication appeals, marketing strategy, and the content of marketing communication.

TABLE 2: Coding framework for the beauty industry within each dimension of TBL

TBL DIMENSION	CODE WORDS
Social dimension	“Social responsibility”
	“Social equality”
	“Diversity”
	“Human rights”
	“Physical health”, “Health”
	“Mental health”
	“Life satisfaction”, “Happy”
	“Culture”
Economic dimension	“Fair labor”
	“Economic responsibility”
	“Sharing economy”
	“Circular economy”
	“Fair trade”
Environmental dimension	“Economic empowerment”
	“Income equality”
	“Environmental responsibility”
	“Recycle”
	“Reuse”
	“Save planet”
	“Eco-friendly”
	“Natural”
“Animal-friendly”	
“Cruelty-free”	

Source: Authors’ own research.

4. RESULTS

4.1. Sample composition

Within the sample, 77 global marketing campaigns targeting the promotion of sustainable development values were analyzed. The breakdown of the sample is presented in Table 3. Among the total campaigns included, 64 pertained to corporate marketing strategies, while 13 were associated with non-profit marketing strategies. The analysis focused on marketing campaigns conducted globally in English within the last decade.

TABLE 3: Sample composition per marketing strategy

Marketing strategy	Persuasive appeals		Total
	Rational appeals	Emotional appeals	
Corporate marketing strategy	42	22	64
Non-profit marketing strategy	9	4	13
Total	51	26	77

Source: Authors' own research.

4.2. Frequency analysis

Frequency analysis, a primary method in quantitative content analysis (Mayring, 2015), provides an overview of the occurrence of various persuasive appeals within a dataset of marketing campaigns, considering the theoretical framework of message framing. Furthermore, marketing campaigns are classified according to their marketing strategy. As shown by the frequency analysis in Table 4, campaigns associated with corporate marketing strategies are more prominently featured than those associated with non-profit marketing strategies. Rational appeals appear to be more prevalent than emotional ones. In terms of TBL dimensions, the environmental dimension is evidently the most prevalent with 42 appeals, followed by the social dimension with 27 appeals, and finally, the economic dimension with only 8 appeals.

4.3. Rational appeals in terms of message framing theory

According to the overview of rational appeals regarding the marketing communication of sustainable development values within corporate marketing strategies, presented in Table 5, it is evident that rational appeals focus exclusively on the gain consumers derive from sustainable development. Rational appeals targeting the losses, if consumers fail to adopt sustainable development values, are not apparent. In the context of TBL dimensions, it is noticeable that rational appeals predominantly concentrate on the environmental dimension.

TABLE 4: Frequency analysis of marketing campaigns focused on sustainable development per persuasive appeal and marketing strategy

Marketing strategy	TBL dimension	Persuasive appeals				TOTAL
		Rational appeals		Emotional appeals		
		Gain	Loss	Positive emotions	Negative emotions	
Corporate marketing strategy	Social dimension	9	0	10	2	21
	Economic dimension	8	0	0	0	8
	Environmental dimension	25	0	10	0	35
Non-profit marketing strategy	Social dimension	3	1	1	1	6
	Economic dimension	0	0	0	0	0
	Environmental dimension	4	1	1	1	7
TOTAL		49	2	22	4	77

Source: Authors' own research.

TABLE 5: Overview of rational appeals concerning the marketing communication of sustainable development values within corporate marketing strategies

TBL dimension	RATIONAL APPEALS	
	Gain	Loss
Social dimension	<p>Garnier – <i>Welcome to the world of green beauty – Commits to green beauty – more solidary sourcing.</i></p> <p>The INKEY – <i>Knowledge powers change.</i></p> <p>Swiss Beauty – <i>It’s for everyone!</i></p> <p>THE BODY SHOP – <i>Enrich. Not exploit. (It’s in our hands.)</i></p> <p>By Rosie Jane – <i>100% transparent.</i></p> <p>Nature & My – <i>Country Living Mental Health.</i></p> <p>DIOR – <i>Woman leadership & sustainable education program.</i></p> <p>NIVEA – <i>Our responsible sourcing.</i></p> <p>NIVEA – <i>Skin safety & transparency.</i></p>	/
Economic dimension	<p>Holistic hair – <i>Balancing purpose with profit – Why Holistic hair’s ethical haircare is leading the way?</i></p> <p>e.l.f. – <i>e.l.f. Beauty and Fair-Trade USA.</i></p> <p>Pai Skincare – <i>Did you know? You can know return your packaging to us for recycling.</i></p> <p>LA BOUCHE ROUGE – <i>What we stand for is that the future of beauty should be virtuous and circular, creating the desire to consume differently through craftsmanship, sustainable design and colours.</i></p> <p>Seventeen Beauty – <i>Beauty booth in China as a part of sharing economy.</i></p> <p>UpCircle – <i>At UpCircle we’ll never compromise on our mission to leave the world better than we found it, so we asked ourselves: How do we become even more sustainable? The answer: by reusing and refilling returned packaging, of course!</i></p> <p>LastObject – <i>Saves You Money.</i></p> <p>e.l.f. – <i>e.l.f. beauty becomes the first fair trade certified beauty brand.</i></p>	/
Environmental dimension	<p>Sunday Riley – <i>B Corp certified. Zero waste oil process. Plastic neutral. Packaging waste reduction. Carbon offsetting.</i></p> <p>The Nue Co. – <i>No chemicals.</i></p> <p>Garnier – <i>Welcome to the world of green beauty – Commits to green beauty – more recyclable and recycled materials, more renewable energies, greener sciences & formulas, approved by cruelty free international, approved by cruelty free international.</i></p> <p>HUM Nutrition – <i>Every time you buy 1 bottle of HUM made from 100% Post Consumer Plastic, otherwise known as Prevented Ocean Plastic, you prevent the equivalent of 2 – 4 plastic water bottles from entering our oceans.</i></p> <p>Sehora – <i>All U.S. Sephora locations proudly run on 100% renewable energy.</i></p> <p>Davines – <i>Beauty for you and for the planet. Say yes to sustainable beauty.</i></p> <p>Dove – <i>Just go zero. Reusable bottle starter kit.</i></p> <p>GLOW RECIPE – <i>Carbon neutral.</i></p> <p>FOREO – <i>How One Beauty Brand is Saving the Ocean.</i></p> <p>Wet Brush – <i>Go Green.</i></p> <p>By Rosie Jane – <i>100% clean.</i></p> <p>LOREAL Paris – <i>Reduce, reuse, recycle plastic waste.</i></p>	/

TBL dimension	RATIONAL APPEALS	
	Gain	Loss
Environmental dimension	Fenty Beauty – <i>We’re embracing the 3 R’s: Reduce, reuse, recycle.</i> Neal’s Yard Remedies – <i>We’re ethical pioneers. We’re CarbonNeutral. We’re tackling climate change. We use renewable energy.</i> Axiology – <i>Turning Island Trash into Packaging.</i> LastObject – <i>Being Last, Means Putting the Planet and the People First.</i> Bulldog Skincare – <i>Good for your skin. Good for the Earth.</i> CHANEL – <i>Next-generation beauty driven by an eco-responsible approach.</i> Clarins – <i>63% of Clarins materials are recyclable.</i> Sisley – <i>100% plastic free.</i> L’OCCITANE – <i>TerraCycle – Free Recycling Program.</i> L’OCCITANE – <i>Refill. Recycle, rethink beauty. #Makeearthgreenagain</i> NIVEA – <i>Our sustainable paper packaging. Our sustainable palm oil. Our natural derived & organic ingredients. Our responsible sourcing.</i> Elin Cosmetics – <i>100% natural & organic vegan skincare.</i> INNBEAUTY PROJECT – <i>We are a plastic negative brand.</i>	

Source: Authors’ own research.

With regard to rational appeals concerning the marketing communication of sustainable development values within non-profit marketing strategies, as shown in Table 6, a noticeably smaller number of rational appeals is observed

compared to corporate marketing strategies. Additionally, not a single rational appeal targeting the economic dimension is discerned. Furthermore, an equal number of appeals focusing on gains and losses are noted.

TABLE 6: Overview of rational appeals concerning the marketing communication of sustainable development values within non-profit marketing strategies

TBL dimension	RATIONAL APPEALS	
	Gain	Loss
Social dimension	Campaign for Safe Cosmetics – <i>The non-toxic black beauty project.</i> Campaign for Safe Cosmetics – <i>Our Campaign for Safe Cosmetics is on a mission to make beauty safer for all.</i> EWG – <i>The Environmental Working Group – Know your environment. Protect your health.</i>	Greenpeace – <i>‘Real Beauty, Real Harm’: 3 ugly truths behind Dove’s ‘Real Beauty’.</i>
Economic dimension	/	/
Environmental dimension	EWG – <i>The Environmental Working Group – Your guide to safer personal care products.</i> Think Dirty app – <i>Think Dirty Shop Clean.</i> The British Beauty Council – <i>We Exist! Government Representation for The Beauty Industry Has Finally Been Achieved.</i> EWG – <i>The Environmental Working Group – Skin Deep database on critical information about your personal care products.</i>	David Suzuki foundation – <i>“The Dirty Dozen” cosmetic chemicals to avoid.</i>

Source: Authors’ own research.

4.4. Emotional appeals in terms of message framing theory

From the overview of emotional appeals regarding the marketing communication of sustainable development values within corporate marketing strategies, as presented in Table 7, it is evident that emotional appeals are predominantly directed

toward positive emotions, with equal emphasis on the social and environmental dimensions. On the other hand, emotional appeals geared towards negative emotions are solely evident within the context of the social dimension. Notably, no emotional appeals observed targeting the economic dimension are observed.

TABLE 7: Overview of emotional appeals concerning the marketing communication of sustainable development values within corporate marketing strategies

TBL dimension	EMOTIONAL APPEALS	
	Positive emotions	Negative emotions
Social dimension	<p>Guerlain – <i>In the name of beauty. Guerlain is committed and takes action.</i></p> <p>LOREAL Paris – <i>Your skin has a story. It is mosaic of all faces before it.</i></p> <p>Dove – <i>Real beauty. Love my body.</i></p> <p>LOREAL Paris – <i>Stan up against street harassment.</i></p> <p>Dove – <i>Self-esteem project.</i></p> <p>Sephora – <i>Express all of you.</i></p> <p>Sephora – <i>Black Beauty is Beauty.</i></p> <p>Maybelline – <i>Brave together.</i></p> <p>DIOR – <i>Beauty as legacy.</i></p> <p>Estée Lauder – <i>Beauty inspired, values driven.</i></p>	<p>LOREAL Paris – <i>This is an ad for men. Hire more women in leadership roles. We're all worth it.</i></p> <p>Dove – <i>"Cost of Beauty" emphasizing the costs of body dysmorphia and appearance-based discrimination on young people self-esteem and health.</i></p>
Economic dimension	/	/
Environmental dimension	<p>YOUTH TO THE PEOPLE – <i>Our commitment to the people + the planet.</i></p> <p>Shiseido – <i>mottainai (reverence for the environment), harmony and empathy.</i></p> <p>Ren Clean Skincare – <i>In the fight to protect our planet, we're not competitors. #WeAreAllies</i></p> <p>Weleda – <i>You are nature.</i></p> <p>Medic8 – <i>Beautiful skin for life. Beautiful planet forever.</i></p> <p>HOURGLASS – <i>Cruelty free luxury beauty.</i></p> <p>LOREAL Paris – <i>LOREAL for the future because our planet is worth it.</i></p> <p>LUSH – <i>Fighting animal testing.</i></p> <p>LastObject – <i>Good for our ocean friends.</i></p> <p>Herbal Essences – <i>Forest for good.</i></p>	/

Source: Authors' own research.

TABLE 8: The overview of emotional appeals concerning the marketing communication of sustainable development values within the non-profit marketing strategies

TBL dimension	EMOTIONAL APPEALS	
	Positive emotions	Negative emotions
Social dimension	PETA – <i>Giving Beauty Brands a Humane Makeover.</i>	World Vision International – <i>The high price of beauty: Child labor in global cosmetics.</i>
Economic dimension	/	/
Environmental dimension	PETA – <i>PETA’s Global Beauty Without Bunnies program.</i>	PETA – <i>Animal-tested: The ugly side of beauty.</i>

Source: Authors’ own research.

Upon observing emotional appeals regarding the marketing communication of sustainable development values within non-profit marketing strategies, as shown in Table 8, a significantly smaller number of appeals is noticeable. While, in the context of positive and negative emotions, the social and environmental dimensions are equally represented, not a single appeal targeting the economic dimension is observed.

5. DISCUSSION

According to the findings, marketing campaigns aligned with corporate strategies are more prominently featured compared to those aligned with non-profit strategies. Additionally, rational appeals are more widespread than emotional ones. This suggests that the beauty industry endeavors to convey to consumers its commitment to sustainable development values using information that consumers can objectively comprehend (Stafford & Day, 1995). While this approach aligns with the profit-driven goals of integrated marketing communications (Shimp, 2003), it highlights the need for national governments to adopt policies regulating the beauty industry. Furthermore, educating consumers about the societal, environmental, as well as individual mental and physical health implications of beauty industry practices becomes imperative. Indeed, these efforts can be effectively implemented by beauty influencers and through social media,

reflecting emerging marketing communication trends within the beauty industry (Almira & Nazhar, 2019).

In the context of the environmental dimension, rational appeals are predominantly utilized, particularly emphasizing the benefits consumers gain from engaging in activities such as reducing, reusing, and recycling, as well as eco-friendly packaging initiatives. However, considering the significant influence of emotional appeals on consumer decision-making (Stafford & Day, 1995), it is recommended to include a greater number of emotional appeals. To create an emotional experience that could encourage consumers to engage, an integrated marketing strategy needs to incorporate emotional branding, especially in terms of sensory branding, empowerment, cause branding, and storytelling (Kim & Sullivan, 2019). These appeals should focus particularly on the beauty industry’s attitudes toward animal welfare, aligning with non-profit marketing strategies, and highlighting the advantages of cruelty-free and eco-friendly products. Additionally, leveraging emotions such as fear and guilt can effectively raise consumer awareness (Brennan & Binney, 2010), especially in the context of environmental consequences of the beauty industry’s practices.

In the context of the social dimension, solidarity and responsible sourcing have been predominantly emphasized in rational appeals. However, there is a need to place more emphasis

on concrete activities, particularly concerning freedom and equality, as fundamental human rights, and equal opportunities for all individuals (Quoquab et al., 2018). Enhancing freedom values can involve indicating that products are inclusive and accessible to people of all races, genders, and cultures, emphasizing diversity, as has been previously done through corporate marketing strategies. Emotional appeals can be strengthened by highlighting negative emotions (Brennan & Binney, 2010; Sattorov, 2024) associated with the exploitation of children and evoking emotions related to the negative impact of beauty industry products and ideals on self-confidence, self-esteem, and satisfaction with one's appearance.

Finally, regarding the economic dimension, the emphasis has been exclusively on circular economy initiatives, saving money, and fair-trade practices. However, there is a crucial need for enhancing the economic dimension significantly through both rational and emotional appeals to achieve economic stability, ensuring profitable activities that benefit the economy, society, and the environment. Therefore, rational appeals should specifically outline the organization's efforts concerning circular economy practices and fair trade. On the other hand, emotional appeals should highlight the negative consequences of unequal employment opportunities for men and women. Indeed, impactful marketing tactics that aim to shock consumers can be effective in motivating them to take transformative actions within the market (Parry et al., 2013).

6. CONCLUSION

The aim of this paper was to analyze the possibilities of positioning sustainable development values in the beauty industry within integrated marketing communication by using persuasive appeals, specifically rational and emotional appeals. It utilized content analysis to examine marketing campaigns considering both for-profit and non-profit organizations. Based

on the findings, campaigns linked to corporate marketing strategies are more visible than those tied to non-profit marketing strategies. Rational appeals are more prevalent than emotional ones. Regarding the TBL dimensions, it is evident that the environmental dimension holds the highest prominence, followed by the social dimension, while the economic dimension is relatively underrepresented.

The main limitation of the study is that it focused solely on marketing campaigns in English and those accessible online. Future research should expand its scope to encompass other languages. Moreover, forthcoming studies should investigate potential differences between the United States, the European Union, and Asian markets. By identifying such distinctions, organizations could adjust their strategies to a specific market. Additionally, future research could be extended to include other industries. From a methodological perspective, empirical studies should be employed to explore consumer attitudes toward rational and emotional appeals in the context of sustainability communication.

This paper offered recommendations for enhancing all dimensions and improving the effectiveness of both corporate and non-profit marketing strategies to promote sustainable development values among consumers in the beauty industry. The guidelines were specifically aimed at reducing the negative impacts of the beauty industry on society and the environment, as well as personal welfare. The recommendations can prove beneficial for companies both within and outside the beauty industry, facilitating the design and implementation of marketing communications grounded in sustainable development values. Additionally, these findings can serve as valuable insights for shaping national policies, guiding initiatives aimed at empowering consumer awareness, and driving sustainable development within the beauty industry. Finally, those recommendations could be useful for consumers seeking a deeper understanding of their purchasing

decisions within the beauty industry. By applying these recommendations, consumers can actively contribute to reinforcing sustainable development in a bid to ultimately achieve the well-being of future generations through their consumption behaviors.

Acknowledgement

This paper is based on research conducted as part of the Croatian Science Foundation project – UIP-2019-04-3580; EFFICAcY – Empowering financial capability of young consumers through education and behavioural intervention.

REFERENCES

1. Alevizou, P. (2021). Getting creative with sustainability communication in the beauty industry: Exploring on-pack practices and consumers' perceptions. In E. Pantano (Ed.), *Creativity and Marketing: The fuel for success* (pp. 51-66). Emerald Publishing Limited.
2. Almira, I. R., & Nazhar, R. D. (2019). Marketing Communication of Beauty Products Using Information Technology. *IOP Conference Series: Materials Science and Engineering*, 662, (3), 032068. IOP Publishing. 10.1088/1757-899X/662/3/032068
3. Bagdare, S. (2018). Marketing communications for sustainable consumption: A conceptual framework. *International Journal of Marketing & Business Communication*, 7(4), 45-49.
4. Baskin, O., Aronoff, C., & Lattimore, D. (1997). *Public Relations—The Profession and the Practice* (4th ed.). McGraw-Hill.
5. Beck, A. C., Campbell, D., & Shrives, P. J. (2010). Content analysis in environmental reporting research: Enrichment and rehearsal of the method in a British–German context. *The British Accounting Review*, 42(3), 207-222. <https://doi.org/10.1016/j.bar.2010.05.002>
6. Belch, G., & Belch, M. (2007). *Advertising and promotion: an integrated marketing communication perspective* (7th ed.). McGraw Hill/Irwin.
7. Bianchi, A., & Karasiewicz, G. (2022). Driving electronic word of mouth on Facebook: a cross-national study. *Marketing i Rynek*, 2, 3-14. 10.33226/1231-7853.2022.2.1
8. Brennan, L., & Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of Business Research*, 63(2), 140-146. <https://doi.org/10.1016/j.jbusres.2009.02.006>
9. Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organisational stakeholders. *Business Horizons*, 34(4), 39-48. [https://doi.org/10.1016/0007-6813\(91\)90005-G](https://doi.org/10.1016/0007-6813(91)90005-G)
10. Cătoiu, I. & Teodorescu, N. (2004). *Consumer Behaviour* (2nd ed.). Bucharest: Uranus Publishing House.
11. Elkington, J. (1997). The triple bottom line. *Environmental Management: Readings and Cases*, 2, 49-66.
12. Göçer, A., & Tuğrul, T. Ö. (2015). How Brands Communicate Sustainability Messages in Emerging Markets: A Content Analysis Based on Corporate Websites and Social Media. In U. Akkucuk (Ed.), *Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing* (pp. 47-62). IGI Global.
13. Goel, P. (2010). Triple Bottom Line Reporting: An Analytical Approach for Corporate Sustainability. *Journal of Finance, Accounting & Management*, 1(1). <https://doi.org/10.11114/bms.v1i2.752>
14. Goffman, E. (1974). *Frame analysis: Essays on the organization of experience*. Northeastern University Press.
15. Harwood, T. G., & Garry, T. (2003). An overview of content analysis. *The marketing review*, 3(4), 479-498. <https://doi.org/10.1362/146934703771910080>

16. Hasle, P. F., & Kjær, C. A. K. (2008). Persuasive design. In S. Kelsey & K. St. Amant (Eds.), *Handbook of Research on Computer Mediated Communication* (pp. 283-296). IGI global.
17. Itdhiamornkulchai, C., & Anantachart, S. (2022). Content Analysis of the Use of Environmental Claims and Message Framing in Green Marketing Communications on Thai Corporate Websites. *Journal of Communication Arts*, 40(3), 58-77.
18. Khalina, E. V., Solovjova, J. N., Yuldasheva, O. U., & Pogrebova, O. A. (2017). Values of sustainable development in consumer behavior: Case of Russia. *Revista ESPACIOS*, 38(54).
19. Kim, Y., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: The case of fashion brands. *Fashion and Textiles*, 6, Article 2. <https://doi.org/10.1186/s40691-018-0164-y>
20. Krippendorff, K. (1989). Content analysis. In E. Barnouw (Ed.), *International Encyclopedia of Communication* (pp. 403-407). Oxford University Press.
21. Kubiszewski, I., Mulder, K., Jarvis, D., & Costanza, R. (2022). Toward better measurement of sustainable development and wellbeing: A small number of SDG indicators reliably predict life satisfaction. *Sustainable Development*, 30(1), 139-148. <https://doi.org/10.1002/sd.2234>
22. Lee, Y. C. (2017). Corporate sustainable development and marketing communications on social media: Fortune 500 enterprises. *Business Strategy and the Environment*, 26(5), 569-583. <https://doi.org/10.1002/bse.1936>
23. Lučić, A., & Uzelac, M. (2024). Addressing global overconsumption: positioning the anti-consumption through communication appeals. *Corporate Communications: An International Journal*, 29(2), 187-205. <https://doi.org/10.1108/CCIJ-08-2023-0114>
24. Maciejewski, G., & Lesznik, D. (2022). Consumers towards the goals of sustainable development: Attitudes and typology. *Sustainability*, 14(17), Article 10558. <https://doi.org/10.3390/su141710558>
25. Mayring, P. (2015). Qualitative content analysis: Theoretical background and procedures. In A. Bickner-Ahsbahs, C. Knipping, & N. Presmeg (Eds.), *Approaches to Qualitative Research in Mathematics Education. Advances in Mathematics Education*. Springer, Dordrecht. https://doi.org/10.1007/978-94-017-9181-6_13
26. Murphy, J. J. (1981). *Rhetoric in the Middle Ages: a history of rhetorical theory from Saint Augustine to the Renaissance*. University of California Press.
27. Parry, S., Jones, R., Stern, P., & Robinson, M. (2013). 'Shockvertising': An exploratory investigation into attitudinal variations and emotional reactions to shock advertising. *Journal of Consumer Behaviour*, 12(2), 112-121. <https://doi.org/10.1002/cb.1430>
28. Primožič, L., & Kutnar, A. (2022). Sustainability Communication in Global Consumer Brands. *Sustainability*, 14(20), Article 13586. <https://doi.org/10.3390/su142013586>
29. Quoquab, F., Teng, F., Mohammad, J., & Thurasamy, R. (2018). Sustainable Development Values: What Do We Know From Developing Country Perspective?. In F. Quoquab, R. Thurasamy, & J. Mohammad (Eds.), *Driving Green Consumerism Through Strategic Sustainability Marketing* (pp. 205-211). IGI Global.
30. Rábová, T. K. (2015). Marketing communication of SMEs specialized in cosmetic industry in magazines for women. *Procedia-Social and Behavioral Sciences*, 175, 48-57. <https://doi.org/10.1016/j.sbspro.2015.01.1173>
31. Saldaña, J. (2016). *The Coding Manual for Qualitative Researchers*. Sage Publications.
32. Sattorov, A. (2024). Emotional Appeal as a Determinant of Effectiveness in English Advertising Texts: A Linguistic and Cognitive Analysis. *International Journal of Industrial Engineering, Technology & Operations Management*, 2(2), 71-77. <https://doi.org/10.62157/ijietom.v2i2.64>
33. Schultz D.E. (1993). *Integrated Marketing Communication*. NTC Business Books.

34. Shepherd, D. A., Kuskova, V., & Patzelt, H. (2009). Measuring the values that underlie sustainable development: The development of a valid scale. *Journal of Economic Psychology*, 30(2), 246-256. <https://doi.org/10.1016/j.joep.2008.08.003>
35. Shimp, T. (2003). *Advertising, promotion: Supplemental aspects of Integrated Marketing Communications* (6th ed.). South-Western, Mason.
36. Škiltere, D., & Bormane, S. (2018). Integrated marketing communication as a business management tool in the context of sustainable development. *Open Economics*, 1(1), 115-123.
37. Smith, S. M., & Petty, R. E. (1996). Message framing and persuasion: A message processing analysis. *Personality and Social Psychology Bulletin*, 22(3), 257-268. <https://doi.org/10.1177/01461672962230>
38. Spangenberg, J. H. (2005). Economic sustainability of the economy: concepts and indicators. *International Journal of Sustainable Development*, 8(1/2), 47-64.
39. Stafford, M. R., & Day, E. (1995). Retail services advertising: The effects of appeal, medium, and service. *Journal of Advertising*, 24(1), 57-71.
40. Tkalac Verčić, A., Sinčić Ćorić, D., & Pološki Vokić, N. (2019). *Priručnik za metodologiju istraživanja u društvenim djelatnostima*. Zagreb: M.E.P. d.o.o.
41. United Nations World Commission on Environment and Development. (1987). *Report of the World Commission on Environment and Development Our Common Future*. Retrieved March 28, 2024 from <https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>