

Candidate C – Analysis and Evaluation (extract)

AIM – The impact of L'Oréal's CSR

CSR in relation to China

Consumers can also gauge how sustainable a brand is by researching if they sell their products in China, due to the known strict, Animal Testing Laws. In the introduction I asked how L'Oréal can sell products in China when they are said to be 'Cruelty Free.' L'Oréal's 'FAQ's' helps to answer this as it states that "since 2014, certain products manufactured and sold in China like shampoo, body wash or certain make-up are no longer tested on animals." However, as L'Oréal likes to boast, they sell thousands of unique products, they do not just sell shampoo, body wash and make-up. To consumers, L'Oréal labelling themselves as 'Cruelty Free' is factually incorrect and decreases consumer trust and loyalty of the brand. However, if L'Oréal were to remove themselves from the Chinese market due to the negative feedback, they would be losing one of the largest and fastest growing economic markets in the world. Is it worth losing? Especially when L'Oréal states that they have been 'working alongside the Chinese authorities and scientists for over 10 years to have alternative testing methods'. This is a long-term commitment showing L'Oréal's acknowledgement of the negatives of animal testing and is showing customers why they label themselves as Cruelty free as well as being able to justify their decision to sell in China.

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