

FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION AND INFORMATION

IMPACT OF CRUELTY-FREE AND SUSTAINABILITY BRANDING ON
CONSUMER ENGAGEMENT

By

BROOKE GAGLIANO

A Thesis submitted to the
Department of Communication and Information
in partial fulfillment of the
requirements for the degree of
Masters of Marketing Communication

2024

Brooke Gagliano defended this thesis on March 27, 2024.
The members of the supervisory committee were:

Richard Waters
Professor Directing Thesis

Arienne Ferchaud
Committee Member

Jaejin Lee
Committee Member

The Graduate School has verified and approved the above-named committee members and certifies that the [thesis] has been approved in accordance with university requirements.