Journal of Consumer Marketing

Article information:

Users who downloaded this article also downloaded:

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

The myth of the ethical consumer – do ethics matter in purchase behaviour?

Marylyn Carrigan
Lecturer, University of Birmingham, Department of Commerce, Birmingham, UK

Ahmad Attalla
Graduate, University of Birmingham, Department of Commerce, Birmingham, UK

Abstract *Marketing ethics and social responsibility are inherently controversial, and years of research continue to present conflicts and challenges for marketers on the value of a socially responsible approach to marketing activities. This article examines whether or not consumers care about ethical behaviour, and investigates the effect of good and bad ethical conduct on consumer purchase behaviour. Through focus group discussions it becomes clear that although we are more sophisticated as consumers today, this does not necessarily translate into behaviour which favours ethical companies and punishes unethical firms. The article concludes by some thoughts on how marketers might encourage consumers to engage in positive purchase behaviour in favour of ethical marketing.*

Controversial issues

Issues surrounding marketing ethics and social responsibility are inherently controversial, and years of research continue to present scholars and practitioners with conflicting and challenging views on the value of a socially responsible approach to marketing activities (Laczniak and Murphy, 1993; Smith and Quelch, 1996). An area that causes particular dispute is the question of the effect of ethical/unethical marketing activity on the purchase behaviour of consumers. One would like to think that being a "good company" would attract consumers to your products, while unethical behaviour would see customers boycotting the products of the offender. Unfortunately, it is neither as simple nor as straightforward. Indeed there are reasons to believe that there may be very little commercial reward in terms of consumer purchasing to be gained by behaving as an ethical marketer. This paper will examine whether consumers do care about marketing ethics, first, by considering the research to date in societal marketing, and in relation to consumer attitudes and ethical purchase behaviour. This will be followed by evidence from focus group discussions conducted with a group of consumers to elicit their thoughts and opinions on the subject of ethical and unethical marketing behaviour. Finally, the authors offer some thoughts on how marketers might engage consumers in favouring ethical behaviour, while encouraging them to translate this into positive purchase behaviour.

Social responsibility in marketing
The study of marketing ethics evolved in response to what some would term the "smugness" of marketers who believed that their actions were inevitably in the best interest of the consumer. Theoretically, in the exchange process

marketers made a reasonable profit, consumers got the product they desired and everyone was happy. This simplistic notion has been challenged since the 1960s, with initially what were lone uncoordinated voices such as Vance Packard and Ralph Nader criticising the power imbalance that existed between marketers and consumers. Sheth *et al.* (1988) point out that until the 1960s marketers either displayed disinterest in issues related to their social responsibilities or deliberately ignored them. But the higher profile of consumer activists during this decade served to encourage a more aggressive stance by some consumers against the shortcomings of marketing tactics. Today there is a more concerted attack from well-organised activists/ lobbyists in the form of protest groups such as Greenpeace, Friends of the Earth or the UK Consumers Association. The Internet has opened up a route for international groups of consumers and interested bodies to co-ordinate their activity globally, and this can be seen in Web sites such as www.saigon.com/nike, the homepage of the Boycott Nike campaign, or www.mcspotlight.org the homepage of the McDonalds boycott. In response, large organisations that had previously believed themselves immune from such activity find themselves now having to defend themselves against their global critics on their own company Web sites.

Social responsibility in marketing

Social responsibility in marketing covers a diverse range of issues such as consumerism, environmentalism, regulation, political and social marketing. Given the tremendous responsibility marketing has in gathering and transforming resources into products, it is inevitable that there is disagreement over how that is achieved (Sheth *et al.*, 1988). According to Fineman (1999), marketers such as Beardshaw and Palfreman (1990) present marketing as an "ethically neutral system or management tool serving an unequivocal market good". Apart from the occasional lapse into guns and pornography, marketing serves society's needs with few ethical strings attached. However, others Fineman (1999) argues, suggest that marketing is more profoundly value laden (Smith, 1995; Laczniak, 1993), and manipulate the consumer in anything but an innocent way. Fineman (1999) states that the act of purchase and exchange is what interests marketers; it is an end in itself, remote from its "relationship to others' interests or concerns – like privacy, pollution or resource scarcity". Thus marketing becomes unhinged from "its imperial position in contributing to the apparent good life" and becomes guilty of contributing to the destructive and wasteful side of consumerist society (Fineman, 1999). This conflict within marketing has given rise to scholarly debate surrounding societal marketing and marketing ethics, and the rise of the activist school of marketing, representing empirical research and conceptual thinking related to societal marketing issues, in particular consumer welfare and consumer satisfaction.

Important issue

Kotler (1972) was a key founder of the societal marketing movement, who recognised that what consumers' desire may not necessarily be good for them (e.g. tobacco), and although marketers may create a happy customer in the short term, in the long run both consumer and society may suffer as a direct result of the marketer's actions in "satisfying" the consumer. In later years a range of scholars have examined various aspects of social responsibility and societal marketing (e.g. Hunt and Chonko, 1984; Robin and Reidenbach, 1987; Garrett, 1987; Laczniak and Murphy, 1993; Murphy, 1998; Hunt and Vitell, 1992; Smith 1995). Evidently many marketers consider social responsibility and societal marketing to be an important issue within the marketing field, but how does the actual consumer view these matters?

The "ethics era"

No definitive answer

Despite the work in the field over the last 30 to 40 years, there is still no definitive answer to the question of what exactly is the social responsibility of marketing. One of the reasons for this may lie in the difficulty of deciding which stakeholder interests should take priority, and who should make the final decision if conflict exists between those stakeholder interests. The current debate over pharmaceutical drug pricing has engaged national government and drug marketers in litigation in the South African courts (Haddow, 2001; BBC, 2001). Arguments are being made by governments, and organisations such as Oxfam and Médecin Sans Frontières on ethical grounds to allow cheaper access for consumers of drugs such as AZT; pharmaceutical firms defend their pricing policies based on the consideration of other stakeholders such as shareholders, employees and the wider community who can only benefit from new product developments if high economic returns are made from existing drugs. How do we decide who is the "most important" stakeholder in a situation such as this? The stakeholder aspect of societal marketing is a complicating factor for those trying to achieve clear ethical judgements. Often it is difficult to make a consistent ethical judgement that achieves equal "good" or avoids harming all stakeholder interests. In his recent paper Gaski (1999) questions the validity of marketing ethics, and analyses its contribution to the marketing field. Yet, even after a cynical debate on what marketing ethics has to offer, Gaski (1999) contends that there remains an imperative for marketers to continue to seek to act with social responsibility, for "without doubt, the ethics of one day may be the law of the next".

Establishment of guidelines

Rather than be defeated by the continued lack of answers to the many questions which continue to be posed by the challenges of social responsibility, there are many marketers who seek to establish acceptable ethical guidelines and practice, and disseminate that within the industry (Smith, 1995; Laczniak, 1993; Hunt and Vitell, 1992). Legislation has played a part in raising consumer expectations of marketing behaviour, and regulation has also helped move us from the "*caveat emptor*" position of the 1960s to a more socially responsible era in marketing (Smith, 1995). There are signs that ethics are no longer languishing on the fringes of marketing activity. In the UK advertisers and print media have had to face responsibility for their role in promoting "glamorous" anorexic body images (e.g. the Accurist "put some weight on" campaign; UK government anti-drug advertisements); food manufacturers and marketers have had defend and amend the nutritional content of their products (e.g. McDonald's, Sunny Delight); cigarette firms have had to admit the carcinogenic qualities of their products (e.g. Phillip Morris). Scholarly journals such as the *Journal of Business Ethics and Marketing and Public Policy* are dedicated to disseminating research on the subject of social responsibility in marketing; universities are developing courses in societal marketing and ethics (e.g. London Business School; Colorado State's Online Business Ethics Certificate Program, www.e-business.com). Most major multinational firms have published codes of conduct to demonstrate their commitment to better business behaviour (e.g. Levi Strauss, The Body Shop), as have professional marketing organisations such as the Market Research Society or the American Marketing Association. Globally, there have been hundreds of organisations and institutes established to research and promote ethical business behaviour (e.g European Business Ethics Network, Hong Kong Ethics Development Centre), and marketing ethics/societal marketing are key tracks at marketing conferences, as well as being priority topics for

research. For the marketing profession it is clear that social responsibility in marketing has moved to centre stage as marketing moves into the new millennium. Laczniak (1993) has argued that as the field of marketing develops a stronger ethical profile, academically and professionally, marketers are finding it harder to ignore the "ethics gap" between what society expects and what marketing professionals are delivering. However, does society expect such behaviour, or at least if it does, will it actually reward marketers for their ethical behaviour by buying their products, and boycotting those of unethical firms? Given that this flurry of ethical concern is driven in some way by the belief that consumers will be attracted to socially responsible firms, do we have enough evidence to support that belief?

Consumer response to the ethics era

Buyer side under-researched

Despite the amount of attention given to marketing ethics in recent years, the buyer side of the exchange process remains under-researched (Hunt and Vitell, 1992). Although consumers are key stakeholders in the marketing exchange process, there has been little research attention focused on understanding the ethics of consumers, and the buyer behaviour attached to them (Hunt and Vitell, 1992; Folkes and Kamins, 1999). Smith (1995) argues that we are now living in the "ethics era", whereby society's expectations of marketers have changed and we face challenges to basic marketing assumptions.

Consumer sophistication

According to some marketing scholars, this is in part driven by the fact that consumers are better informed, more educated and awareness is greater of consumer rights and product requirements at least in Western society (Hirschman, 1980; Barnes and McTavish, 1983). However, possessing "consumer sophistication" is no guarantee that consumers actually participate in wise or ethical buying practices (Titus and Bradford, 1996). There is a difference between sophisticated consumer characteristics and sophisticated consumer behaviour (Titus and Bradford, 1996), a distinction not always recognised in the marketing ethics literature. It is not enough to possess the prerequisite knowledge and ability to make efficient consumer decisions, one must also act according to that knowledge. Sproles *et al.* (1978) argued that efficient decision making requires consumers to be fully informed; are today's consumers fully informed about the ethical behaviour of marketers, and does it translate into efficient ethical purchasing? There are those committed ethical consumers who do seek out environmentally-friendly products, and boycott those firms perceived as being unethical. For them, information guides ethical purchasing behaviour. Other consumers possess the same amount of information in terms of ethical and unethical marketing conduct, but this does not lead them to boycott offenders, nor reward ethical firms.

Ethical manner

Marketers are encouraged to behave in an ethical manner because information about a firm's ethical behaviours is thought to influence product sales and consumers' image of the company (Mascarenhas, 1995). Although it seems obvious that consumers hold more positive attitudes towards companies that behave than companies which behave unethically, this information may be combined in complex ways (Folkes and Kamins, 1999). According to research, information about ethical and unethical actions has an asymmetrical influence on attitudes, such that vices detract from attitudes more than virtues enhance them (Reeder and Brewer, 1979; Skowronski and

Carlston, 1987). Thus, one might expect consumers to punish unethical behaviour, but not necessarily reward ethical behaviour. It has been suggested that many people believe there is a responsibility not to do harm (e.g. not to use child labour), but do not automatically believe that others have a right to be helped (e.g. provide education for under-age workers) (Folkes and Kamins, 1999; Spranca *et al.*, 1991). Ethically minded consumers, therefore, need not consistently buy ethically.

Evidence of ethical consumption

Conflicting research

Past research suggests that negative information influences consumer attitudes more than does positive information (Herr *et al.*, 1991; Amine, 1996). If this is so, one might expect that consumers' aware of information on a firm's unethical behaviour should boycott their products, while knowing about a firm's ethical behaviour would not necessarily persuade a consumer to buy their products. There is conflicting research to date on the proclivities of consumers to support or reject the ethical and unethical conduct of marketing firms. A recent MORI poll commissioned by the Co-operative Bank in the UK suggests that one-third of consumers are ''seriously concerned'' with ethical issues (Mason, 2000). Within the past year, over half had bought a product or recommended a company on the basis of its ethical reputation. This corresponds with earlier research by Forte and Lamont (1998) who feel that consumers are increasingly making purchases on the basis of a firm's role in society, and the Cone and Roper study (Simon, 1995) that found that 85 per cent of respondents had a more positive image of a company that supported something they cared about. A total of 15 per cent of respondents in the same study stated they would be more likely to pay more for a product or service associated with a cause important to them. Creyer and Ross (1997) also found that a company's level of ethical behaviour is an important consideration during the purchase decision; in the USA consumers expect ethical behaviour from companies and they were willing to pay higher prices and reward ethical behaviour. Creyer and Ross (1997) did discover that consumers would still buy products from unethical firms, but only at a lower price – the cost of poor ethics.

Attitude-behaviour gap

An attitude-behaviour gap has been identified by Roberts (1996) and Cone and Roper (Simon, 1995) which tallies with the complex consumer purchase behaviour identified by Folkes and Kamins (1999). Although consumers had socially responsible attitudes, only 20 per cent had actually purchased something in the last year because the product was associated with a good cause. What seems to be emerging is that although consumers express willingness to make ethical purchases linked to good reputation, the reality is that social responsibility is not the most dominant criteria in the their purchase decision (Boulstridge and Carrigan, 2000). A recent survey by brand marketer Corporate Edge (Rogers, 1998) found that 57 per cent of their sample said they would stop buying a brand if they knew child labour had been employed, and 21 per cent supported action against companies they perceived as unethical. However, there was a notable difference recorded between supporting an action and actually carrying it out oneself.

An earlier study by Dragon International (1991), and the Cone and Roper study (Simon, 1995) have highlighted some important issues in the ethical purchase behaviour of consumers. These studies suggest that consumers are interested in ethical behaviour beyond those issues that directly impact on them, and would be more discriminating in their purchases if they were given more information about ethically and socially responsible activities. Although consumers had not been actively linking their purchases with

social responsibility, there was interest in the link. It was also found that consumers were more likely to support positive actions than punish unethical actions; boycotting was unlikely if the product was one they relied on. This contradicts the findings discussed earlier (Folkes and Kamins, 1999; Spranca *et al.*, 1991; Reeder and Brewer, 1979; Skowronski and Carlston, 1987) suggesting that consumers will not reward ethical behaviour, although they are likely to punish unethical behaviour.

Consumers are relatively uninformed

In the Dragon International study (1991) only 26 per cent of respondents could actually name any socially responsible firms, and only 18 per cent could name a "least socially responsible" firm. This conflicting evidence does at least tell us something: many consumers remain relatively uninformed about corporate social responsibility. The argument of the increasingly sophisticated consumer making ethically discriminating purchases seems to be erroneous. Despite Caminiti's (1992) view that recent decades have created "the sharpest, most educated consumers marketers have ever faced", it would appear this knowledge has not always guided them towards ethically sophisticated purchasing.

Consumer boycotts and consumer values
There are those who argue that consumer activism is on the increase, particularly in view of the recent consumer boycotts against petrol retailers in the UK, as well as boycotts of French imports during the BSE crisis, and the ongoing global Nestlé boycott over infant formula marketing practices. There is evidence that companies do suffer commercially from boycotts; Shell were estimated to have lost between 20 per cent and 50 per cent of their sales during the Brent Spar boycott (Klein, 2000), and the Nestlé boycott is said to have cost the firm $40 million (Nelson-Horchler, 1984). Gelb (1995) argues the power of consumer boycotts is increasing, with more buyers refusing to buy a branded product or a class of products to achieve some socially responsible outcome. The access available to global consumer populations via the Internet has caused a proliferation of protests against brand-name products perpetuated by consumer advocacy groups, with companies such as Gap Inc., Nike and Shell being targeted (Reed, 1999). Research by GGT Advertising found that two-thirds of the population are more likely to take some form of action against a company than they were five years ago, and over half said they would stop doing business with a firm they believed had behaved unethically. It has also been found that 44 per cent of the British public have boycotted a product for ethical reasons in the last 12 months (Mason, 2000).

Response of consumers

However, a study by Boulstridge and Carrigan (2000) investigated the response of consumer's to ethical and unethical marketing behaviour. What emerged was that most consumers lacked information to distinguish whether a company had or had not behaved ethically; Nestlé and Exxon were known offenders, but there was little awareness of any other socially responsible behaviour by companies, good or bad. Most respondents agreed that social responsibility was not an important consideration in their purchasing behaviour; even with knowledge about unethical activity, some consumers still bought products from the offending company. Others argued that lack of information did mean that social responsibility was not high on their purchasing agenda. If they liked and regularly bought a product they would find it hard to boycott over unethical behaviour. The most important purchasing criteria were price, value, quality and brand familiarity; consumers bought for personal reasons rather than societal ones.

Purchase behaviour

When queried if more information would help, some respondents said it would make little difference, while others stated it would add to the confusion and make buying difficult. This suggests a problem for the so-called sophisticated consumer. Having so much knowledge today on consumer products can actually detract from, rather than enhance choice. The additional burden of having to trade off ethical information, alongside price, quality and other factors seems almost too much for them to deal with. Respondents in this study were not averse to the publication of information concerning ethical behaviour by firms, they simply felt it would do little to change their purchase behaviour. Perhaps it is not that consumers do not care, but rather they care more about price, quality and value than corporate ethics (Boulstridge and Carrigan, 2000; Ulrich and Sarasin, 1995).

There is also doubt cast over the value of consumer research towards ethical issues:

> One thing is clear, don't do any research. Don't ask the public any questions on this subject. The answers are never reliable. In instances where the head says one thing and the heart another, studies are useless if not misleading (Ulrich and Sarasin, 1995).

Lack of demand

This does call into question past research which has found that ethical issues affect purchase behaviour, and there are commercial examples of products launched on the premise of consumer requests for ethical purchase choices which have struggled in the marketplace through lack of demand (e.g. Volkswagen Golf Ecomatic diesel engine car). Ulrich and Sarasin (1995) strongly believe that the demand for change towards more ethical marketing behaviour is not here, "because nothing changes and nothing moves". Their cynicism stems from their own research that was found to be misleading due to consumers reporting wants and needs that did not translate into purchase behaviour. There is gap evident between attitude and behaviour in ethical purchasing which is illustrated by UK consumer attitudes to financial ethics. In 1994 Mintel research reported a rise in consumer ethical awareness, with 47 per cent of respondents stating they would not use a financial organisation they felt to be ethically unsound. Given that 80 per cent of UK consumers bank with the "Big Four" high street banks, and Natwest bank have actually stated that they are financially involved with animal testing centres, there is a conflict. This might be explained as follows; either consumers' say one thing and behave another way with regard to ethics, or they lack knowledge and awareness with which to make "ethical" judgements. It may be that for UK consumers, as long as the banks operate within the law they are perceived as being socially responsible. This is significant, as this suggests that for many consumers "ethical" is synonymous with "legal", indicating that acting within the law is sufficient to be perceived by the public as socially responsible.

Perhaps a key factor which emerged from the Boulstridge and Carrigan (2000) study was the importance of ethical/unethical behaviour which directly impacted on the consumer themselves. The level of interest that the participants showed in corporate activity was characterised by what would directly impact on them. Thus, if unethical behaviour negatively affected the consumer, then they would be interested and take action. It may be that ethics only matter to consumers if they have a vested personal interest in them, and they would be personally positively or negatively affected by the behaviour. It was also clear that consumers have little specific knowledge about individual firms, but rather view ethics on a macro basis in terms of "general" business misdemeanours. Without any clear ethical differentiation

perceived between and among firms, consumers have little on which to make their judgements.

Ethical consumer behaviour

Because of the lack of consensus over consumer attitudes and behaviour towards social responsibility, the authors undertook further research in an attempt to develop more definitive answers to the questions surrounding ethical consumer behaviour. As sophisticated consumers do we behave with ethical sophistication in our purchase decisions? If not, why do we ignore ethical behaviour and condone unethical activity through our purchase choices?

The study

A decade ago, Dragon International (1991) concluded that although at that time the link between social responsibility and purchase behaviour was still in its early stages, this was likely to develop in the future. The following study was carried out to ascertain whether or not that development has occurred, given that the existing evidence remains inconclusive and conflicting. The authors decided to conduct focus group interviews in order to elicit consumer opinions and attitudes towards social responsibility and purchase behaviour. As a qualitative research method, focus groups allow for preliminary exploration, and are particularly useful in under-researched areas (Tynan and Drayton, 1988; Goldman and McDonald, 1987; Greenbaum, 1993). They allow for ideas to be screened and sorted as the discussion progresses, to explore complex behaviour and to experience the consumer's "eye view" of the world (Tynan and Drayton, 1988; Krueger, 1994). Their advantage of speed, flexibility, economy and the rich data generated made them suitable for the topic under examination. Small group discussions also allow peer interaction to be observed, while still allowing for individual contributions to be explored (O'Donohoe and Tynan, 1998).

Group discussions

Two group discussions involving five participants were conducted. The group discussions were taped with the participants' permission, and a discussion guide was used to encourage topics to be explored. Although the most widely recommended size for group discussions is between eight and 12 (MacFarlane Smith, 1972; Bellenger *et al.*, 1976; Tynan and Drayton, 1988; Morgan, 1992), if the subject matter is sensitive using fewer respondents has been advised by several authors (Falconer, 1976; Mendes de Almeida, 1980). There is the danger that there may be a loss of useful data, but this must be traded against the requirements for the subject matter. The respondents were divided by gender, and were aged between 18 and 25 years, and university educated. The respondents were segregated into male and female groups to avoid any discomfort that may arise from discussing ethical issues (Morgan, 1993). Whether the sexes interact differently in mixed groups is a longstanding research question (Thorne and Henley, 1975), and so the authors decided to eliminate any potential bias by gender segregation. The advantages of homogeneity among the focus groups in terms of "community of interests" and ease of discussion have been discussed previously (Peterson, 1995; Tynan and Drayton, 1988; Levy, 1979; Morgan, 1993), although it does create a limitation in that their views may not be representative of the rest of the population, and thus replication may not be possible. However, qualitative research of this type does reveal a richer vein of information not always possible through quantitative routes, and the interplay between respondents can develop discussions beyond that of independent contributions.

The study aimed to investigate several questions raised by the conflicts in past research. An attitude-behaviour gap has been suggested between intention and actual ethical purchasing behaviour, and we wished to see if this could be explored further. It was also considered important to investigate the awareness consumers had about past or present corporate behaviour in relation to ethics, and whether or not they considered unethical behaviour reason to boycott a firm and its products. Finally, the study questions whether consumers really do care about social responsibility, and how influential ethical issues are in terms of their purchase decisions compared with other factors such as price and quality.

Findings

First, there were no identifiable differences in the responses given by either focus group. This suggests that gender does not play a part in ethical attitudes. When asked if they had ever boycotted a product, not one respondent stated that they had. The moderator specifically mentioned Nike, and all but one of the respondents were aware of publicity surrounding Nike's employment practices in the developing world. However, despite accepting that Nike had a poor ethical record, all respondents stated that they would still buy Nike products. This suggests that a poor ethical record has no affect on purchase intention.

No identifiable differences

One female respondent stated:

> It is exploitation, but without companies such as Nike, they wouldn't have a job at all.

Another said:

> If someone is clever enough to set up a company in this way, earning huge profits, then fair enough.

The perspective seems to be that companies such as Nike, are not considered unethical because economically they provide jobs and profits; providing this commercial "good" would appear to be enough to be seen as socially responsible behaviour.

The moderator introduced the issue of chocolate production to the groups, mentioning the low wages of producers. Although respondents stated they were unhappy at low wages being paid to people producing chocolate for them, they said they still would not be willing to boycott products over this issue. They also stated that they would not pay a price premium of around 10-15 per cent for the same chocolate if it were produced in a more socially responsible way.

Socially responsible firms

When asked to identify socially responsible firms, all respondents singled out the Body Shop, but were quick to point out that they shopped there not to be socially responsible, but because they liked the products. JCB, Nissan and the Co-operative Bank came in for recognition for ethical behaviour, but while trying to think of "good corporate citizens", one respondent noted:

> There really aren't that many ... I am sure they are all unethical to some degree ...

This indicates not only a low awareness of ethical and responsible behaviour by companies, but also an inherent cynicism among consumers in relation to such behaviour. Unprompted, the companies who did register as having poor social responsibility were L'Oreal because of their animal testing, Natwest due to their financial investment with animal research centres, and Shell and BP due to their poor environmental pollution and poor employee relations behaviour in Nigeria.

Attitude to "misdeeds"

The respondents' attitude to these "misdeeds" was unequivocally ambivalent:

> Most people think, there is not much I can do about it, so why bother?

Other comments included:

> When you buy petrol, you do not think of those companies that are or are not ethical . . . it doesn't even cross your mind . . .. I would only fill up elsewhere if it caused no inconvenience to me.

One issue that did engage sympathy from the respondents was animal rights, particularly the idea that animals suffered due to corporate behaviour. In fact, exploitation of animals seemed to engender more indignation than human exploitation. This topic did create a lot of debate, and it became clear that the respondents only cared about certain kinds of social issues. For example, the rainforest and working conditions were low on their list of ethical priorities, while the idea of animals, and in particular dolphins, being killed or maimed did matter to them enough to affect their purchase behaviour. So much so that it emerged they valued this issue enough to pay a premium and actively seek out a product that had been produced in an ethical manner:

> I'd be a lot less inclined to buy if I knew for a fact that companies were harming animals.

However, again there is the need for convincing of the ethics of the behaviour in order affect purchase behaviour. It emerged from the discussions that no respondent had actively sought out or inquired about the production of any product, and they simply relied on labelling information as a guide. This suggests that consumers are passive ethical shoppers rather than active consumer ethicists.

Factors influencing buying decisions

When asked what factors most strongly influenced their buying decisions, they concluded that price, value, brand image and fashion trends were the four most important factors. However, as the discussion progressed, they did state that if they were made aware of any unethical or irresponsible corporate behaviour through media exposure, this would affect their purchase decision:

> If it gets a lot of media coverage, then it makes me think twice about what I am buying.

However, one respondent did say:

> We all know about McDonald's cutting down trees and promoting unhealthy food, but all of us here eat McDonald's.

In response to the Nike issues, one also said:

> The people who they are exploiting get paid a pittance, but in their country it is a reasonable wage.

Given the conflict between these statements, we do have to question the level of commitment being shown towards ethical purchasing. Does poor ethics make them uncomfortable, but not enough actually to change their purchase behaviour? Respondents seem to justify and rationalise their own behaviour through helplessness, and that of corporations by accepting that poor ethics has to be viewed in the context of the host nation norms.

When asked outright did a company's record on the environment or social responsibility influence their purchase decision, almost all respondents said that it had no influence on their decision, and that they did not care how well companies behave. One did say that it might affect about "5 per cent" of their purchase decisions. Respondents did seem to consider the media a

powerful information source on ethical issues, and believed that if a great deal of publicity were given to a company behaving badly then this would affect their purchase intentions. However, when it was pointed out that Nike, the Gap and McDonald's had all been very publicly exposed for poor ethics, the respondents acknowledged that in terms of these products it had made no difference to their purchase behaviour:

I like Gap clothing, McDonald's tastes good, and Nike looks and feels right.

Finally, most participants were keen to point out that if they could financially afford to discriminate against those unethical companies, then they would pay the premium for any good quality products that were produced through a more responsible approach.

Awareness of unethical conduct

From the participant responses we can see that, although there was a high awareness of unethical conduct on the part of companies such as Nike, awareness was low in relation to ethical conduct. The public may register the negative behaviour, but positive ethical behaviour is still not recognised to any great degree. None of our respondents had boycotted any product for ethical reasons, and their purchases were driven by personal rather than societal reasons; a company's social responsibility had no influence on their purchase behaviour. It did appear that if they felt they could really make a difference our respondents would make ethical choices, but this seems to depend on them having enough information to do so. Consumers are unwilling to undergo any extra inconvenience in order to purchase ethically, and price, value, trends and brand image remain the dominant influences over purchase choice. There does appear to be an attitude-behaviour gap between ethical purchase intention and actual purchase behaviour at least among these consumers, and they were willing to justify and accept the existence of inadequate and unethical employment practices by firms, although animal rights were an issue that induced more concern.

Discussion

Important anomalies

The findings from this research raise important anomalies in relation to past research studies. Those studies which have suggested that we live in the ethics era (Smith, 1995), and that consumer purchasing has become more socially responsible (Mason, 2000; Simon, 1995; Creyer and Ross, 1997) would seem to be at odds with this research. There are reasons why this may be so, and we shall now explore them. First, we have to acknowledge the age of the respondents in this study. Perhaps younger consumers have a different ethical perspective than other age groups. Ethical purchase behaviour may be influenced by various demographic characteristics, age being one of them. We report no gender differences, but it was evident from these discussions that the importance of image, fashion and price was a strong influencer on purchase behaviour. It is no secret that young people feel strongly about wearing the "right" clothes and brands. Perhaps the current importance of brands such as Nike and Gap as youth icons outweighs the ethical message for this group of consumers. It may be that older or younger consumers would be more ethically discriminating, and this is a question that future research should address.

There were contradictions within the responses from the participants when they stated that a greater awareness of unethical activity would affect their purchase behaviour. It would seem that in reality it would only affect behaviour among certain product categories. Rather than behaving ethically across the board, consumers seem only willing to be selectively ethical. This may be for several reasons. First, the importance of brand image with

products such as clothing takes precedence over ethical criteria. Unless they can buy ethically and still retain fashion status, consumers will not boycott unethical brand leaders. With food products this is less of an issue, and so given enough information with which to purchase discriminatingly there is the chance that consumers will opt for ethical choices. However, there appears to be a hierarchy of ethical issues that will prompt that discrimination among this group of consumers; not all unethical activity affects purchase behaviour. So we have seen that unethical work practices elicit little sympathetic purchase behaviour, while animal abuse induces positive discrimination in favour of ethical producers. What emerges from this study is that the assertion that negative information influences consumer attitudes more than does positive information (Herr *et al.*, 1991) is not supported. These participants had negative information on companies such as Gap and Nike but continued to do business with them.

Unhealthy scepticism

It would also appear that consumers do not wish to be inconvenienced, and ethical purchasing will only take place if there are no costs to the consumer in terms of added price, loss of quality or having to "shop around". Consumers do seem to be aware of unethical behaviour, but appear to be confused about who is guilty and who is not, and retain an unhealthy scepticism that there is little to choose from between companies. This may be influential in maintaining a reluctance to go the ethical purchasing route; if consumers believe that not only do all companies behave irresponsibly in some way, but also that consumer purchase behaviour can have little impact in changing the situation then it is not surprising that they feel ambivalent.

Our investigations seem to suggest albeit that we are dealing with increasingly sophisticated consumers, this does not necessarily translate into wise or ethical buying practice. Sproles *et al.* (1978) argued that efficient decision making requires consumers to be fully informed. Perhaps the problem is that, although they are informed to some extent on ethical matters, they are not fully informed. There was low awareness of good ethical conduct by corporations, and confusion and cynicism about the level of unethical conduct. If consumers had clearer information on who is behaving unethically, and who is not, this may induce them to discriminate more in their purchasing. The media were cited as the conduit most consumers received their ethical information from, and it may be that companies need to disseminate information on their socially responsible behaviour more widely. At the same time, there is a need for differentiation among and between companies on ethical grounds if companies are to avoid being "tarred with the same unethical brush" as fellow corporate offenders. Alternatively, there is a vested interest for everyone to raise corporate ethical standards to develop a better image all round for business, and encourage consumers to view corporate social responsibility more benevolently.

Ethical abuses can still continue

Realistically though, we must accept that some consumers will simply not be engaged by issues that do not directly affect them, or with which they feel no sympathy. The depressing reality is that many ethical abuses can still continue to be carried out by companies without any negative impact on consumer buyer behaviour. Thus if you as a firm wish to position yourself on an ethical platform that encourages positive consumer behaviour towards your products, you must do so over issues that engage your target market. We are not arguing that altruism and philanthropy be discarded, simply that they may offer little payback in consumer purchase terms. Young consumers seem to find animals more sympathetic than people, while other consumer groups may champion different issues. This is something else that future

research should investigate as it has important implications for the ethical profile of any company and its products. Consumers may hold ethical companies in high regard, but they do not necessarily buy their products because of it (Boulstridge and Carrigan, 2000), nor do they boycott irresponsible firms because of their social irresponsibility. It would seem that unless it is an issue that directly impacts on the buyer him/herself then it may be irrelevant to their purchase decisions.

Our respondents' comments suggest that firms should be cautious about acting on the findings of studies that suggest being ethical will attract consumers to your company and products. Boulstridge and Carrigan (2000) suggest that the social inappropriateness of stating that you do purchase unethically may have led consumers in the past to respond with inaccurate statements in ethical consumer surveys, and this may be the case. Ulrich and Sarasin (1995) have a point in questioning the validity of consumer research; price, value, brand image and convenience feature higher up the scale of consumer priorities than ethics, despite what many surveys have suggested. These difficulties have led us to develop the matrix shown in Figure 1 as a categorisation of consumer attitudes to ethical purchasing.

A minority

Consumers who act on ethical intentions and seek out information on corporate social responsibility do exist, but they are likely to remain a minority for the foreseeable future. ''Caring and ethical'' consumers make it their business to discriminate for and against ethical and unethical companies, and they are likely to respond positively to genuine ethical behaviour. This has to be tempered with the knowledge that they may be selectively ethical – companies have to identify which ethical issues are important to these consumers and ensure that they are satisfied with the company's stance in these matters. For example, young people may choose to purchase brands that protect the environment, but be less discriminating on employment abuses. The ''confused and uncertain'' would like to shop ethically but remain bewildered by the lack of guidance and contradictory messages about corporate ethical behaviour. Such consumers would benefit from increased information to raise their awareness of ethical conduct by companies to allow them to make discriminating purchase decisions. The ''cynical and disinterested'' suffer not from a lack of information, but a lack of conviction that companies truly are ethical. Even if they were convinced, it is debatable whether or not this would make them change their buyer behaviour. Such consumers will only buy ethically if it does not detract from their value and brand choice, and involves no inconvenience. It is therefore up to companies to make it easy for such consumers to buy ethically; they
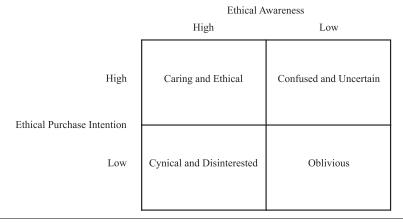
	Ethical Awareness	
	High	Low
High	Caring and Ethical	Confused and Uncertain
Low	Cynical and Disinterested	Oblivious

Ethical Purchase Intention

Figure 1. Consumer attitudes to ethical purchasing

may have to give them reasons beyond social responsibility, and concentrate on quality, price and brand image as well as ethical marketing. This can be a tough choice for firms, as ethical marketing policy can often involves added costs; unless firms absorb those they are unlikely to endear themselves to the cynical consumer. Finally, the "oblivious" consumer is an unknown quantity; they may or may not be willing to shop ethically, but lack of knowledge on the issue means that it has not yet entered into their purchase equation. Raising the awareness of such shoppers to ethical and unethical behaviour may provoke them into a more ethical purchase intention. Again, information is the key, as well as targeting the ethical issue to the consumer. For example, new mothers may have been previously unaware of Nestlé's activities in relation to baby food; raising their awareness could lead them to boycott Nestlé products, or seek out more ethical food companies and brands.

Little interest in ethical behaviour

Depressing though it may be for us to accept that many consumers in the new millennium still have little interest in ethical behaviour, as marketers we should not be disheartened. One of the problems may be that in this age of more abundant and accessible information the sophisticated consumer is overwhelmed rather than disinterested in ethical product knowledge (Titus and Bradford, 1996). Perhaps there is too much of the wrong information and not enough of the right information coming through to persuade and convince consumers that ethical purchase decisions make a difference. Dickson and Wilkie (1985) and Dickson and Sawyer (1990) found that consumers make little use of important sources of product-related information such as consumer reports and guides. It may be ethical information needs to be communicated in a form that breaks through the clutter, and reaches the consumer without creating any inconvenience or discomfort for them.

Time pressures

Time pressures in their life increasingly lead to consumers being more harassed and stressed (Robinson, 1991; Cutler, 1990). This leads to consumers curtailing their informational gathering activities; time pressures drastically reduce the consumer search activity (Newman, 1977). Although access to information has increased, time pressures seem to limit its use (Titus and Bradford, 1996). Consumers simply do not have time to take into account the ethical aspects of their purchases as they are rushing around a supermarket or shopping centre. This places the onus on marketers to make it easier in the future to shop ethically; currently extended cognitive effort is needed to do so. Time pressures and information overload may actually diminish the consumer's ability to make accurate judgements of product quality (Titus and Bradford, 1996). Marketing efforts have become so complex and refined that it is extremely difficult to compare product value accurately, let alone ethical integrity. How do you trade off the exploitation of child labour versus environmental pollution when purchasing a pair of jeans? A growing number of competing products dramatically increases the possible brand and attribute comparisons a consumer has to make (Titus and Bradford, 1996); some simply give up and focus on a few important attributes such as price or service, ignoring ethical aspects. Rather than increasing our sophistication as consumers, these pressures may well lead us to make less discriminating choices. The corporate dilemma is that today's sophisticated consumer is rewarding unethical behaviour and penalising ethical business behaviour (Titus and Bradford, 1996). While firms may wish to behave according to moral and ethical principles, the lack of knowledge and appropriate consumer purchase behaviour can produce strong incentives for firms to abandon these principles. Can a company afford to pursue such

principles in the face of competition from the undesirable effects of unethical business practices that continue to be rewarded? Even when ethical abuses are uncovered and reported, there is no guarantee that consumers will respond by punishing the offender. Even the most principled and ethical companies find it difficult to adhere to their standards of ethical business conduct in the face of consumer disaffection.

Conclusion

Misplaced and misguided emphasis

This study set out to investigate whether or not consumers care enough about marketing ethics to influence their purchase behaviour. What has emerged from the research is that most consumers pay little heed to ethical considerations in their purchase decision-making behaviour. One might conclude from this evidence that the current emphasis on social responsibility and marketing ethics by academics and practitioners is both misplaced and misguided. Certainly the link between corporate social responsibility and consumer purchase behaviour remains unproven. Yet one should not conclude from this that the development of ethical marketing policy and corporate social responsibility is a pointless activity for firms. There are more stakeholders than the consumer to be influenced, and shareholders, governments, employees and the wider community are actively concerned with good ethical behaviour. It is probably true that at present good corporate ethics will not be particularly influential in consumer purchases, but there are ways to improve this situation. It makes sense to have clear objectives in mind when developing ethical marketing policy; if consumers are the target, firms should temper expectations with reality. It may make sense to conduct research into which ethical issues really matter to consumers, particularly those likely to impact on them. This seems to engage their sympathy and hard cash more than ethics built around what they perceive to be irrelevant, hopeless or distant causes. Companies should also accept that their ethical behaviour may not necessarily win them much more than good reputation, but this in itself has merit. As time goes by, the dynamics of business ethics may change this situation, and it may not be too long before ethical behaviour becomes an imperative rather than a gesture.

Consumers need for information

It is difficult to draw definite conclusions about the merit of ethical behaviour, nor the demerits of unethical behaviour given the contradictory research evidence. Consumers do seem to need more information to allow them to make better ethical judgements, and there is a role for firms to communicate this more effectively through the media. Equally, consumers need to more easily be able to compare and contrast the ethical behaviour of different companies and their products if ethical values are to enter into their purchase decisions. There also seems to be an issue concerning ethical integrity, and consumer scepticism surrounding corporate ethics will also require attention. We would never condone unethical behaviour, for there are legal and economic implications, but whether or not consumers care that much is another matter. Morally and ethically it is desirable that as marketers we strive to be more ethical in our business activities; it is just that it may not always be commercially beneficial. A company with integrity will pursue an ethical marketing policy despite that limitation, and indeed many have done so for many years (e.g. Levi Strauss, Johnson and Johnson). Perhaps in time new generations of consumers will not only think more ethically, but also act more ethically, and while product value, price and quality will always be key consumer issues, future consumers may also consider good ethics to be equally crucial.

Managerial implications

- Although consumers may express a desire to support ethical companies, and punish unethical companies, their actual purchase behaviour often remains unaffected by ethical concerns.

- Possessing knowledge about unethical behaviour does not necessarily lead a consumer to boycott the unethical firm or its products.

- Most consumers remain uninformed about ethical behaviour by firms, and have limited knowledge about unethical behaviour. However, to be effective, future ethical marketing information has to be conveyed in a manner that does not further confuse or alienate consumers.

- Consumers express willingness to purchase ethically but do not wish to be inconvenienced in order to do so.

- Many consumers are cynical about differentiation between companies on ethical grounds. Companies need to find ways to convince consumers about their ethical integrity.

- Price, quality and value outweigh ethical criteria in consumer purchase behaviour.

- Consumers need to be convinced that their purchase behaviour can make a difference in ethical terms in order to be persuaded to buy.

References

Barnes, J.G. and McTavish, R. (1983), "Segmenting industrial markets by buyer sophistication", *European Journal of Marketing*, Vol. 18, pp. 16-33.

BBC (2001), "Court battle over AIDS drugs", available at: www.news.bbc.co.uk, 5 March.

Beardshaw, J. and Palfreman, D. (1990), *The Organisation in Its Environment*, Pitman, London.

Bellenger, D.N., Bernhardt, K.L. and Goldstucker, J.L. (1976), *Qualitative Research in Marketing*, American Marketing Association, Chicago, IL.

Boulstridge, E. and Carrigan, M. (2000), "Do consumers really care about corporate responsibility? Highlighting the attitude-behaviour gap", *Journal of Communication Management*, Vol. 4 No. 4, pp. 355-68.

Caminiti, S. (1992), "The payoff from a good reputation", *Fortune*, Vol. 125 No. 3, pp. 74-7.

Creyer, E.H. and Ross, W.T. (1997), "The influence of firm behavior on purchase intention: do consumers really care about business ethics?" *Journal of Consumer Marketing*, Vol. 14 No. 6, pp. 421-33.

Cutler, B. (1990), "Where does the free time go?" *American Demographics*, November, pp. 36-8.

Dickson, P.R. and Sawyer, A. (1990), "The price knowledge and search of supermarket shoppers", *Journal of Marketing*, Vol. 54, July, pp. 42-53.

Dickson, P.R. and Wilkie, W. (1985), "Consumer information search and shopping behavior", working paper, University of Florida, Gainsville, FL.

Dragon International (1991), *Corporate Reputation: Does the Consumer Care?* Dragon International, London.

Falconer, R. (1976), "Group discussion in research", *Marketing*, November, pp. 20-3.

Fineman, S. (1999), "Marketing ethics: commentary", in Brownlie, D., Saren, M., Wensley, R. and Whittington, R. (Eds), *Rethinking Marketing*, Sage, London, pp. 183-5.

Folkes, V.S. and Kamins, M.A. (1999), "Effects of information about firms' ethical and unethical actions on consumer attitudes", *Journal of Consumer Psychology*, Vol. 8 No. 3, pp. 243-59.

Forte, M. and Lamont, B.T. (1998), "The bottom line effects of greening: implications of environmental awareness", *Academy of Management*, Vol. 12 No. 1, pp. 89-90.

Garrett, D.E. (1987), "The effectiveness of marketing policy boycotts: environmental opposition to marketing", *Journal of Marketing*, Vol. 51, April, pp. 46-57.

Gaski, J.F. (1999), "Does marketing ethics really have anything to say? – A critical inventory of the literature", *Journal of Business Ethics*, Vol. 18 No. 3, pp. 315-34.

Gelb, B.D. (1995), "More boycotts ahead? Some implications", *Business Horizons*, Vol. 38 No. 2, pp. 70-7.

Goldman, A.E. and McDonald, S.S. (1987), *The Group Depth Interview: Principles and Practice*, Prentice-Hall, Englewood Cliffs, NJ.

Greenbaum, T.L. (1993), *The Practical Handbook and Guide to Focus Group Research*, Lexington Books, Lexington, MA.

Haddow, I. (2001), "Brazil in US AIDS drugs row", available at: www.news.bbc.co.uk, 3 February.

Hirschman, E.C. (1980), "Innovations, novelty seeking and consumer creativity", *Journal of Consumer Research*, Vol. 7 No. 3, pp. 283-95.

Hunt, S.D. and Chonko, L.B. (1984), "Marketing and machiavellianism", *Journal of Marketing*, Vol. 48, Summer, pp. 30-42.

Hunt, S.D. and Vitell, S.J. (1992), "The general theory of marketing ethics: a retrospective and revision", in Smith, N.C. and Quelch, J.A. (Eds), *Ethics and Marketing*, Irwin, Homewood, IL, pp. 775-84.

Klein, N. (2000), *No Logo*, Harper Collins, London.

Kotler, P. (1972), "What consumerism means for marketers", *Harvard Business Review*, Vol. 50, May-June, pp. 48-57.

Krueger, R.A. (1994), *Focus Groups: A Practical Guide for Applied Research*, 2nd ed., Sage, Thousand Oaks, CA.

Laczniak, G.R. (1993), "Marketing ethics: onward toward greater expectations", *Journal of Public Policy and Marketing*, Vol. 12, Spring, pp. 91-6.

Laczniak, G.R. and Murphy, P.E. (1993), *Ethical Marketing Decisions: The Higher Road*, Allyn and Bacon, Needham Heights, MA.

Levy, S.J. (1979), "Focus group interviewing", in Higginbotham, J.B. and Cox, K.K. (Eds), *Focus Group Interviews: A Reader*, American Marketing Association, Chicago, IL, pp. 34-42.

Macfarlane Smith, J. (1972), *Interviewing in Market and Social Research*, Routledge and Kegan Paul, London.

Mascarenhas, O.A.J. (1995), "Exonerating unethical marketing behaviors: a diagnostic framework", *Journal of Marketing*, Vol. 59, pp. 43-57.

Mason, T. (2000), "The importance of being ethical", *Marketing*, 26 October, p. 27.

Mendes de Almeida, P.F. (1980), "A review of group discussion methodology", *European Research*, Vol. 8 No. 3, pp. 114-20.

Mintel (1994), *The Green Consumer*, Vol. 1 and 2, Mintel, London.

Morgan, D.L. (1992), "Designing focus group research", in Stewart, M., Tudiver, F., Bass, M.J., Dunn, E.V. and Norton, P.G. (Eds), *Tools for Primary Care Research*, Sage, Newbury Park, CA, pp. 194-208.

Morgan, D.L. (1993), *Successful Focus Groups: Advancing the State of the Art*, Sage, Newbury Park, CA.

Murphy, P.E. (1998), "Ethics in advertising: review, analysis and suggestions", *Journal of Public Policy and Marketing*, Vol. 17 No. 2, pp. 316-19.

Nelson-Horchler, J. (1984), "Fighting a boycott: image rebuilding, Swiss style", *Industry Week*, Vol. 220, pp. 54-6.

Newman, J. (1977), "Consumer external search: amounts and determinants", in Woodside, A., Sheth, J. and Bennett, P. (Eds), *Consumer and Industrial Buying Behavior*, North Holland, New York, NY, pp. 79-94.

O'Donohoe, S. and Tynan, C. (1998), "Beyond sophistication: dimensions of advertising literacy", *International Journal of Advertising*, Vol. 1, November, pp. 467-78.

Peterson, K.I. (1995), "The influence of the researcher and his procedure on the validity of group sessions", in Mazze, E.M. (Ed.), *Combined Proceedings*, American Marketing Association, Chicago, IL, pp. 146-8.

Reed, M. (1999), "Wide open to the Web warriors", *Marketing*, 4 February, pp. 18-20.

Reeder, G. and Brewer, M. (1979), "A schematic model of dispositional attribution in interpersonal perception", *Psychological Review*, Vol. 86, pp. 61-79.

Roberts, J.A. (1996), ''Will the socially responsible consumer please step forward?'', *Business Horizons*, Vol. 39 No. 1, pp. 79-84.

Robin, D.P. and Reidenbach, R.E. (1987), ''Social responsibility, ethics and marketing strategy: closing the gap between concept and application'', *Journal of Marketing*, Vol. 51, January, pp. 44-59.

Robinson, J.P. (1991), ''Your money or your time'', *American Demographics*, November, pp. 22-6.

Rogers, D. (1998), ''Ethical tactics arouse public doubt'', *Marketing*, 6 August, pp. 12-14.

Sheth, J.N., Gardner, D.M. and Garrett, D.E. (1988), *Marketing Theory: Evolution and Evaluation*, John Wiley & Sons, New York, NY.

Simon, F.L. (1995), ''Global corporate philanthropy: a strategic framework'', *International Marketing Review*, Vol. 12 No. 4, pp. 20-37.

Skowronski, J.J. and Carlston, D.E. (1987), ''Social judgment and social memory: the role of cue diagnosticity in negativity, positivity and extremity biases'', *Journal of Personality and Social Psychology*, Vol. 52, pp. 689-99.

Smith, N.C. (1995), ''Marketing strategies for the ethics era'', *Sloan Management Review*, Vol. 36 No. 4, pp. 85-98.

Smith, N.C. and Quelch, J.A. (1996), *Ethics in Marketing*, Irwin, Boston, MA.

Spranca, M., Minsk, E. and Baron, J. (1991), ''Omission and commission in judgment and choice'', *Journal of Experimental Social Psychology*, Vol. 27, pp. 76-105.

Sproles, G.B., Geistfeld, L.V. and Badenhop, S.B. (1978), ''Informational inputs as influences on efficient consumer decision-making'', *Journal of Consumer Affairs*, Vol. 12, Summer, pp. 88-103.

Thorne, B. and Henley, N. (1975), *Language and Sex: Difference and Dominance*, Newbury House, Rowley, MA.

Titus, P.A. and Bradford, J.L. (1996), ''Reflections on consumer sophistication and its impact on ethical business practice'', *Journal of Consumer Affairs*, Vol. 30 No. 1, pp. 170-95.

Tynan, A.C. and Drayton, J.L. (1988), ''Conducting focus groups: a guide for first-time users'', *Marketing Intelligence and Planning*, Vol. 6 No. 1, pp. 5-9.

Ulrich, P. and Sarasin, C. (1995), *Facing Public Interest: The Ethical Challenge to Business Policy and Corporate Communications*, Kluwer Academic Publications, London.

■

This article has been cited by:

1. Xu Zu, Weiping Yu. The Sustainable Interaction Analysis of Cause Marketing and Ethical Consumption in Electric Business Platform: Based on Game Theory and Simulation Analysis 233-244. [Crossref]

2. Isabel Schäufele, Ulrich Hamm. 2018. Organic wine purchase behaviour in Germany: Exploring the attitude-behaviour-gap with data from a household panel. *Food Quality and Preference* **63**, 1-11. [Crossref]

3. Meagan Tyler, Natalie Jovanovski. 2018. The limits of ethical consumption in the sex industry: An analysis of online brothel reviews. *Women's Studies International Forum* **66**, 9-16. [Crossref]

4. JaraMagali, Magali Jara, CliquetGérard, Gérard Cliquet, RobertIsabelle, Isabelle Robert. 2017. A comparison between economic and organic store brands. *International Journal of Retail & Distribution Management* **45**:12, 1298-1316. [Abstract] [Full Text] [PDF]

5. Jörg Lindenmeier, Michael Lwin, Henrike Andersch, Ian Phau, Ann-Kathrin Seemann. 2017. Anticipated Consumer Guilt. *Journal of Macromarketing* **37**:4, 444-459. [Crossref]

6. Felix Martin, Fu Tao-Peng. 2017. Morality matters? Consumer identification with celebrity endorsers in China. *Asian Business & Management* **16**:4-5, 272-289. [Crossref]

7. AbdulrazakSham, Sham Abdulrazak, AmranAzlan, Azlan Amran. Exploring consumer support for CSR from the perspective of moral legitimacy. *Journal of Global Responsibility*, ahead of print. [Abstract] [Full Text] [PDF]

8. El-BassiounyNoha M., Noha M. El-Bassiouny. 2017. The Trojan horse of affluence and halal in the Arabian Gulf. *Journal of Islamic Marketing* **8**:4, 578-594. [Abstract] [Full Text] [PDF]

9. Cecilia Lindh, Leanne Johnstone. 2017. The sustainability-age dilemma: A theory of (un)planned behaviour via influencers. *Journal of Consumer Behaviour* **31**. . [Crossref]

10. Christie A. Klimas, Ellen Webb. 2017. Comparing stated and realized preferences for shade-grown vs. conventionally grown coffee. *International Journal of Consumer Studies* **35**. . [Crossref]

11. KautishPradeep, Pradeep Kautish, DashGanesh, Ganesh Dash. 2017. Environmentally concerned consumer behavior: evidence from consumers in Rajasthan. *Journal of Modelling in Management* **12**:4, 712-738. [Abstract] [Full Text] [PDF]

12. Brahim Chekima, Aisat Igau @ Oswald, Syed Azizi Wafa Syed Khalid Wafa, Khadidja Chekima. 2017. Narrowing the gap: Factors driving organic food consumption. *Journal of Cleaner Production* **166**, 1438-1447. [Crossref]

13. Riadh Ladhari, Nina Michèle Tchetgna. 2017. Values, socially conscious behaviour and consumption emotions as predictors of Canadians' intent to buy fair trade products. *International Journal of Consumer Studies* **41**:6, 696-705. [Crossref]

14. Bjorn de Koeijer, Jos de Lange, Renee Wever. 2017. Desired, Perceived, and Achieved Sustainability: Trade-Offs in Strategic and Operational Packaging Development. *Sustainability* **9**:11, 1923. [Crossref]

15. Jin-Myong Lee, Hyo-Jung Kim, Jong-Youn Rha. 2017. Shopping for Society? Consumers' Value Conflicts in Socially Responsible Consumption Affected by Retail Regulation. *Sustainability* **9**:11, 1968. [Crossref]

16. Nelly Oelze, Andre Habisch. 2017. Responsible supply chain implementation - Are multinational companies gods and small and medium sized enterprises oxen?. *Journal of Cleaner Production* . [Crossref]

17. BenoitSabine, Sabine Benoit, ScherschelKatrin, Katrin Scherschel, AtesZelal, Zelal Ates, NasrLinda, Linda Nasr, KandampullyJay, Jay Kandampully. 2017. Showcasing the diversity of service research. *Journal of Service Management* **28**:5, 810-836. [Abstract] [Full Text] [PDF]

18. Kamel Ben Youssef, Thomas Leicht, Michela Pellicelli, Philip J. Kitchen. 2017. The importance of corporate social responsibility (CSR) for branding and business success in small and medium-sized enterprises (SME) in a business-to-distributor (B2D) context. *Journal of Strategic Marketing* **24**, 1-17. [Crossref]

19. Yu-Hern Chang, Chung-Hsing Yeh. 2017. Corporate social responsibility and customer loyalty in intercity bus services. *Transport Policy* **59**, 38-45. [Crossref]

20. Caroline Moraes, Marylyn Carrigan, Carmela Bosangit, Carlos Ferreira, Michelle McGrath. 2017. Understanding Ethical Luxury Consumption Through Practice Theories: A Study of Fine Jewellery Purchases. *Journal of Business Ethics* **145**:3, 525-543. [Crossref]

21. Claudia Symmank, Susann Zahn, Harald Rohm. 2017. Visually suboptimal bananas: How ripeness affects consumer expectation and perception. *Appetite* . [Crossref]

22. M Wagner, Y Chen, A Curteza, S Thomassey, A Perwuelz, X Zeng. 2017. Fashion design solutions for environmentally conscious consumers. *IOP Conference Series: Materials Science and Engineering* **254**, 192017. [Crossref]

23. Sang-Hee Kwon. 2017. Green Can Be the New White for Wedding Dresses. *The Design Journal* **20**:5, 595-616. [Crossref]

24. Andrea K. Eberhart (née Moser), Gabriele Naderer. 2017. Quantitative and qualitative insights into consumers' sustainable purchasing behaviour: a segmentation approach based on motives and heuristic cues. *Journal of Marketing Management* **33**:13-14, 1149-1169. [Crossref]

25. Monica Bedi. 2017. Demographic and Value Orientations as Predictors of Social Responsible Consumption Behavior among Indian Consumers. *Journal of Human Ecology* **59**:2-3, 169-179. [Crossref]

26. Nawel Ayadi, Corina Paraschiv, Xavier Rousset. 2017. Online dynamic pricing and consumer-perceived ethicality: Synthesis and future research. *Recherche et Applications en Marketing (English Edition)* **32**:3, 49-70. [Crossref]

27. Jeffrey E. Stambaugh, John Martinez, G. T. Lumpkin, Niyati Kataria. 2017. How well do EO measures and entrepreneurial behavior match?. *International Entrepreneurship and Management Journal* **13**:3, 717-737. [Crossref]

28. José Luis Vázquez-Burguete, César Sahelices-Pinto, Ana Lanero-Carrizo. 2017. Corporate social responsibility and consumer behavior in the cosmetics sector: a study in the Spanish context. *International Review on Public and Nonprofit Marketing* **14**:3, 375-390. [Crossref]

29. , , , . 2017. What about Sustainability? An Empirical Analysis of Consumers' Purchasing Behavior in Fashion Context. *Sustainability* **9**:9, 1617. [Crossref]

30. Jee-Won Kang, Young Namkung. 2017. The Effect of Corporate Social Responsibility on Brand Equity and the Moderating Role of Ethical Consumerism: The Case of Starbucks. *Journal of Hospitality & Tourism Research* **23**, 109634801772705. [Crossref]

31. CiveroGennaro, Gennaro Civero, RuscianoVincenzo, Vincenzo Rusciano, ScarpatoDebora, Debora Scarpato. 2017. Consumer behaviour and corporate social responsibility: an empirical study of Expo 2015. *British Food Journal* **119**:8, 1826-1838. [Abstract] [Full Text] [PDF]

32. Sijeong Lim, Aseem Prakash. 2017. Do Economic Problems at Home Undermine Worker Safety Abroad?: A Panel Study, 1980–2009. *World Development* **96**, 562-577. [Crossref]

33. Ann Hindley, Xavier Font. 2017. Ethics and influences in tourist perceptions of climate change. *Current Issues in Tourism* **47**, 1-17. [Crossref]

34. MagnusonBryce, Bryce Magnuson, ReimersVaughan, Vaughan Reimers, ChaoFred, Fred Chao. 2017. Re-visiting an old topic with a new approach: the case of ethical clothing. *Journal of Fashion Marketing and Management: An International Journal* **21**:3, 400-418. [Abstract] [Full Text] [PDF]

35. HenningerClaudia Elisabeth, Claudia Elisabeth Henninger, AlevizouPanayiota J., Panayiota J. Alevizou, TanJiaoLin, JiaoLin Tan, HuangQiwen, Qiwen Huang, RydingDaniella, Daniella Ryding. 2017. Consumption strategies and motivations of Chinese consumers. *Journal of Fashion Marketing and Management: An International Journal* **21**:3, 419-434. [Abstract] [Full Text] [PDF]

36. C. S. Sharma, Nitika Sharma. 2017. Relationship between Consumers' Spirituality and Green Purchasing Intentions: The Mediation Effect of Perceived Consumer Effectiveness. *IIM Kozhikode Society & Management Review* **6**:2, 204-214. [Crossref]

37. Sung-Wook Yoon, Seongyeon Shin. 2017. The role of negative publicity in consumer evaluations of sports stars and their sponsors. *Journal of Consumer Behaviour* **16**:4, 332-342. [Crossref]

38. Sojin Jung, Jung Ha-Brookshire. 2017. Perfect or Imperfect Duties? Developing a Moral Responsibility Framework for Corporate Sustainability from the Consumer Perspective. *Corporate Social Responsibility and Environmental Management* **24**:4, 326-340. [Crossref]

39. J.V. García-Jiménez, S. Ruiz-de-Maya, I. López-López. 2017. The impact of congruence between the CSR activity and the company's core business on consumer response to CSR. *Spanish Journal of Marketing - ESIC* **21**, 26-38. [Crossref]

40. TasciogluMertcan, Mertcan Tascioglu, EastmanJacqueline Kilsheimer, Jacqueline Kilsheimer Eastman, IyerRajesh, Rajesh Iyer. 2017. The impact of the motivation for status on consumers' perceptions of retailer sustainability: the moderating impact of collectivism and materialism. *Journal of Consumer Marketing* **34**:4, 292-305. [Abstract] [Full Text] [PDF]

41. DekhilFawzi, Fawzi Dekhil, JridiHajer, Hajer Jridi, FarhatHana, Hana Farhat. 2017. Effect of religiosity on the decision to participate in a boycott. *Journal of Islamic Marketing* **8**:2, 309-328. [Abstract] [Full Text] [PDF]

42. Johanna F. Gollnhofer, John W. Schouten. 2017. Complementing the Dominant Social Paradigm with Sustainability. *Journal of Macromarketing* **37**:2, 143-152. [Crossref]

43. S. Kühl, B. Gassler, A. Spiller. 2017. Labeling strategies to overcome the problem of niche markets for sustainable milk products: The example of pasture-raised milk. *Journal of Dairy Science* **100**:6, 5082-5096. [Crossref]

44. Anca Petrescu, Ionica Oncioiu, Marius Petrescu. 2017. Perception of Organic Food Consumption in Romania. *Foods* **6**:6, 42. [Crossref]

45. Myriam Ertz, Julien François, Fabien Durif. 2017. How Consumers React to Environmental Information: An Experimental Study. *Journal of International Consumer Marketing* **29**:3, 162-178. [Crossref]

46. Vera Herédia-Colaço, Rita Coelho do Vale, Sofia B. Villas-Boas. 2017. Does Fair Trade Breed Contempt? A Cross-Country Examination on the Moderating Role of Brand Familiarity and Consumer Expertise on Product Evaluation. *Journal of Business Ethics* **13**. . [Crossref]

47. Ardion D. Beldad, Ester van Laar, Sabrina M. Hegner. 2017. Should the shady steal thunder? The effects of crisis communication timing, pre-crisis reputation valence, and crisis type on post-crisis organizational trust and purchase intention. *Journal of Contingencies and Crisis Management* **29**. . [Crossref]

48. Shane M. Dixon, Anna-Carin Nordvall, Wendy Cukier, W. Patrick Neumann. 2017. Young consumers' considerations of healthy working conditions in purchasing decisions: a qualitative examination. *Ergonomics* **60**:5, 601-612. [Crossref]

49. Yaiza López-Sánchez, Juan Ignacio Pulido-Fernández. 2017. Factors influencing the willingness to pay for sustainable tourism: a case of mass tourism destinations. *International Journal of Sustainable Development & World Ecology* **24**:3, 262-275. [Crossref]

50. Heeju Chae, Shina Kim, Teona Gogichaishvili, Eunju Ko. 2017. Influence of SPA Brands' Sustainable Activities on the Consumer's Ethical Consciousness, Brand Loyalty and Purchase Intention: Focused on H&M Brand (Korea vs. Russia). *Fashion & Textile Research Journal* **19**:2, 207-220. [Crossref]

51. Rahul Govind, Jatinder Jit Singh, Nitika Garg, Shachi D'Silva. 2017. Not Walking the Walk: How Dual Attitudes Influence Behavioral Outcomes in Ethical Consumption. *Journal of Business Ethics* **50**. . [Crossref]

52. Kristie Byrum. 2017. "Hey Friend, Buy Green": Social Media Use to Influence Eco-Purchasing Involvement. *Environmental Communication* **43**, 1-13. [Crossref]

53. InschAndrea, Andrea Insch, MatherDamien, Damien Mather, KnightJohn, John Knight. 2017. Buy-national campaigns: congruence determines premiums for domestic products. *International Marketing Review* **34**:2, 239-253. [Abstract] [Full Text] [PDF]

54. David Njite, Jeffrey Schaffer. 2017. Revisiting Attributes: How Important Is Green in the Consumer Selection of Hotel Rooms?. *International Journal of Hospitality & Tourism Administration* **18**:2, 219-244. [Crossref]

55. Lindsay J. Benstead, Megan Reif. 2017. Coke, Pepsi or Mecca Cola? Why product characteristics affect the likelihood of collective action problems and boycott success. *Politics, Groups, and Identities* **5**:2, 220-241. [Crossref]

56. ErtzMyriam, Myriam Ertz, DurifFabien, Fabien Durif, ArcandManon, Manon Arcand. 2017. Life after death? Study of goods multiple lives practices. *Journal of Consumer Marketing* **34**:2, 108-118. [Abstract] [Full Text] [PDF]

57. Michelle Barnhart, Jenny Mish. 2017. Hippies, Hummer Owners, and People Like Me. *Journal of Macromarketing* **37**:1, 57-71. [Crossref]

58. Chorong Youn, So-young Kim, Yuri Lee, Ho Jung Choo, Seyoon Jang, Jae Im Jang. 2017. Measuring Retailers' Sustainable Development. *Business Strategy and the Environment* **26**:3, 385-398. [Crossref]

59. Muchazondida Mkono, John Tribe. 2017. Beyond Reviewing. *Journal of Travel Research* **56**:3, 287-298. [Crossref]

60. Oriol Iglesias, Stefan Markovic, Jatinder Jit Singh, Vicenta Sierra. 2017. Do Customer Perceptions of Corporate Services Brand Ethicality Improve Brand Equity? Considering the Roles of Brand Heritage, Brand Image, and Recognition Benefits. *Journal of Business Ethics* . [Crossref]

61. The Nguyen, Hoang Nguyen, Antonio Lobo, The Dao. 2017. Encouraging Vietnamese Household Recycling Behavior: Insights and Implications. *Sustainability* **9**:2, 179. [Crossref]

62. Cristina Longo, Avi Shankar, Peter Nuttall. 2017. "It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis. *Journal of Business Ethics* . [Crossref]

63. May O. Lwin, Augustine Pang, Jun-Qi Loh, Marilyn Hui-Ying Peh, Sarah Ann Rodriguez, Nur Hanisah Binte Zelani. 2017. Is saying 'sorry' enough? examining the effects of apology typologies by organizations on consumer responses. *Asian Journal of Communication* **27**:1, 49-64. [Crossref]

64. Hugo Guyader, Mikael Ottosson, Lars Witell. 2017. You can't buy what you can't see: Retailer practices to increase the green premium. *Journal of Retailing and Consumer Services* **34**, 319-325. [Crossref]

65. Frank Huber, Cecile Kornmann, Eva Appelmann, Frederik Meyer. Every Silver Lining Has a Cloud: An Empirical Analysis of the Role of Neutralization Techniques Within the Context of Moral Intensity 589-602. [Crossref]

66. Fatima Annan-Diab, Barbara Jensen. Customer Value Perception: Understanding Customer Response to Company's CSR Initiatives 53-70. [Crossref]

67. Ian Phau, Min Teah, Joe Chuah, Johan Liang. Consumer's Willingness to Pay More for Luxury Fashion Apparel Made in Sweatshops 71-88. [Crossref]

68. Charalampos Tziogas, Naoum Tsolakis, Patroklos Georgiadis, Charalampos Yakinthos. The Role of Marketing Interventions in Fostering the Diffusion of Green Energy Technologies 401-407. [Crossref]

69. Beata Stępień, Michał Młody. Reshoring: A Stage in Economic Development or a False Patriotic Tune? The Case of the Polish Apparel and Footwear Industry 203-236. [Crossref]

70. Claudia Symmank, Stefan Hoffmann. Leugnung und Ablehnung von Verantwortung 949-973. [Crossref]

71. Zhen Lai, Claudia E. Henninger, Panayiota J. Alevizou. An Exploration of Consumers? Perceptions Towards Sustainable Fashion ? A Qualitative Study in the UK 81-101. [Crossref]

72. Janette Habashi. Youth Agency/Activism: The Hidden Outcome 177-198. [Crossref]

73. Gianluca Donadini, Sebastiano Porretta. 2017. Uncovering patterns of consumers' interest for beer: A case study with craft beers. *Food Research International* **91**, 183-198. [Crossref]

74. Aristides I. Ferreira, Inês Ribeiro. 2017. Are you willing to pay the price? The impact of corporate social (ir)responsibility on consumer behavior towards national and foreign brands. *Journal of Consumer Behaviour* **16**:1, 63-71. [Crossref]

75. Alana M. James, Bruce Montgomery. The Role of the Retailer in Socially Responsible Fashion Purchasing 1-40. [Crossref]

76. Stephen I. Ukenna, Anayo D. Nkamnebe. 2017. Sustainable Consumption Behavior in Sub-Saharan Africa: A Conceptual Framework. *Thunderbird International Business Review* **59**:1, 33-50. [Crossref]

77. Cesare Amatulli, Michele Costabile, Matteo De Angelis, Gianluigi Guido. Luxury, Sustainability, and "Made In" 35-96. [Crossref]

78. Andrea K. Moser, Gabriele Naderer, Christian Haubach. Mit qualitativen ?insights? aus der Nische zum Mainstream: Nachhaltiger Konsum von K?rperpflegeprodukten 23-38. [Crossref]

79. Katja H. Brunk. Shedding Light on the Ethical Consumer Debate: Evidence from a Qualitative Investigation of Body Shop Consumers 292-300. [Crossref]

80. Tudor Edu, Iliuta Costel Negricea. CSR Market Positioning Constructs: From Planning to Action. Evidence from Romanian Internet Service Providers 117-137. [Crossref]

81. Joy M. Kozar, Kim Y. Hiller Connell. Barriers to Socially Responsible Apparel Purchasing Behavior: Are Consumers Right? 79-85. [Crossref]

82. Claudia E. Henninger, Pallavi Singh. Ethical Consumption Patterns and the Link to Purchasing Sustainable Fashion 103-126. [Crossref]

83. Angharad McLaren, Helen Goworek. Investigating the Relationship Between Consumer Attitudes and Sustainable Fashion Product Development 171-192. [Crossref]

84. Sheila Malone. Emotion Experience in Ethical Consumption: An Exploratory Study in a Tourism Context 73-76. [Crossref]

85. Fabian Echegaray, Francesca Valeria Hansstein. 2017. Assessing the intention-behavior gap in electronic waste recycling: the case of Brazil. *Journal of Cleaner Production* **142**, 180-190. [Crossref]

86. Nadine Hennigs, Evmorfia Karampournioti, Klaus-Peter Wiedmann. Anything Worth Doing: The Ambiguity of Values in Sustainable Luxury 449-466. [Crossref]

87. Charlotte Rutter, Kate Armstrong, Marta Blazquez Cano. The Epiphanic Sustainable Fast Fashion Epoch 11-30. [Crossref]

88. Soo-kyoung Ahn. 2016. Consumer Ethics and Fashion Corporate Social Responsibility -Attributions of Fashion CSR Motives and Perceptions-. *Fashion business* **20**:6, 1-18. [Crossref]

89. Matthew A. Maxwell-Smith, Paul J. Conway, Joshua D. Wright, James M. Olson. 2016. Translating Environmental Ideologies into Action: The Amplifying Role of Commitment to Beliefs. *Journal of Business Ethics* . [Crossref]

90. Juan Pulido-Fernández, Yaiza López-Sánchez. 2016. Are Tourists Really Willing to Pay More for Sustainable Destinations?. *Sustainability* **8**:12, 1240. [Crossref]

91. Gianluigi Guido, Giovanni Pino, Alessandro M. Peluso. 2016. Assessing individuals' re-gifting motivations. *Journal of Business Research* **69**:12, 5956-5963. [Crossref]

92. Zuzanna Pieniak, Sylwia Żakowska-Biemans, Eliza Kostyra, Monique Raats. 2016. Sustainable healthy eating behaviour of young adults: towards a novel methodological approach. *BMC Public Health* **16**:1. . [Crossref]

93. Rachel LoMonaco-Benzing, Jung Ha-Brookshire. 2016. Sustainability as Social Contract: Textile and Apparel Professionals' Value Conflicts within the Corporate Moral Responsibility Spectrum. *Sustainability* **8**:12, 1278. [Crossref]

94. Sung-Bum Kim, Dae-Young Kim. 2016. The impacts of corporate social responsibility, service quality, and transparency on relationship quality and customer loyalty in the hotel industry. *Asian Journal of Sustainability and Social Responsibility* **1**:1, 39-55. [Crossref]

95. Lay Peng Tan, Micael-Lee Johnstone, Lin Yang. 2016. Barriers to green consumption behaviours: The roles of consumers' green perceptions. *Australasian Marketing Journal (AMJ)* **24**:4, 288-299. [Crossref]

96. Mark Pigors, Bettina Rockenbach. 2016. Consumer Social Responsibility. *Management Science* **62**:11, 3123-3137. [Crossref]

97. Isabel Carrero, Raquel Redondo, Maria Eugenia Fabra. 2016. Who is behind the sustainable purchase? The sustainable consumer profile in grocery shopping in Spain. *International Journal of Consumer Studies* **40**:6, 643-651. [Crossref]

98. ###. 2016. The Influence of Consumers' Moral Development on Ethical Consumption Focusing on Moderating Effect of Moral Development on Ethical Purchase Behavior. *The Korean Journal of Consumer and Advertising Psychology* **17**:4, 687-709. [Crossref]

99. Mobin Fatma, Zillur Rahman. 2016. Consumer responses to CSR in Indian banking sector. *International Review on Public and Nonprofit Marketing* **13**:3, 203-222. [Crossref]

100. T. Mancuso, L. Baldi, L. Gasco. 2016. An empirical study on consumer acceptance of farmed fish fed on insect meals: the Italian case. *Aquaculture International* **24**:5, 1489-1507. [Crossref]

101. Payam Akbar, Robert Mai, Stefan Hoffmann. 2016. When do materialistic consumers join commercial sharing systems. *Journal of Business Research* **69**:10, 4215-4224. [Crossref]

102. Cecilie A. H. Thorslund, Jesper Lassen. 2016. Context, Orders of Worth, and the Justification of Meat Consumption Practices. *Sociologia Ruralis* . [Crossref]

103. Fabián Echegaray. 2016. Corporate mobilization of political consumerism in developing societies. *Journal of Cleaner Production* **134**, 124-136. [Crossref]

104. Longinos Marín, Pedro J. Cuestas, Sergio Román. 2016. Determinants of Consumer Attributions of Corporate Social Responsibility. *Journal of Business Ethics* **138**:2, 247-260. [Crossref]

105. Todd Green, Gary Sinclair, Julie Tinson. 2016. Do they Know it's CSR at all? An Exploration of Socially Responsible Music Consumption. *Journal of Business Ethics* **138**:2, 231-246. [Crossref]

106. ReimersVaughan, Vaughan Reimers, MagnusonBryce, Bryce Magnuson, ChaoFred, Fred Chao. 2016. The academic conceptualisation of ethical clothing. *Journal of Fashion Marketing and Management: An International Journal* **20**:4, 383-399. [Abstract] [Full Text] [PDF]

107. MostafaRania B., Rania B. Mostafa, ElSahnFarid, Farid ElSahn. 2016. Exploring the mechanism of consumer responses to CSR activities of Islamic banks. *International Journal of Bank Marketing* **34**:6, 940-962. [Abstract] [Full Text] [PDF]

108. . Further Reading 243-258. [Crossref]

109. Jung, Hyo-Lee, ###. 2016. The Effect of Educational Service Quality and Social Responsibility Activity of Private Educational Institute on Parental Satisfaction and Impression of Private Educational Institute: The Moderation Effect of Parents' Social Responsibility Consciousness. *Journal of Korea Service Management Society* **17**:3, 179-216. [Crossref]

110. Maria Assunta Barchiesi, Silvia Castellan, Roberta Costa. 2016. In the eye of the beholder: Communicating CSR through color in packaging design. *Journal of Marketing Communications* 1-14. [Crossref]

111. OkoeAbednego Feehi, Abednego Feehi Okoe, BoatengHenry, Henry Boateng. 2016. Assessing the CSR information needs of Microfinance institutions' (MFIs) customers. *Journal of Information, Communication and Ethics in Society* **14**:3, 272-287. [Abstract] [Full Text] [PDF]

112. Marie Schill, Deirdre Shaw. 2016. Recycling today, sustainability tomorrow: Effects of psychological distance on behavioural practice. *European Management Journal* **34**:4, 349-362. [Crossref]

113. Shawn Pope, Arild Wæraas. 2016. CSR-Washing is Rare: A Conceptual Framework, Literature Review, and Critique. *Journal of Business Ethics* **137**:1, 173-193. [Crossref]

114. Lynn Sudbury-Riley, Florian Kohlbacher. 2016. Ethically minded consumer behavior: Scale review, development, and validation. *Journal of Business Research* **69**:8, 2697-2710. [Crossref]

115. Andrea Mantovani, Ornella Tarola, Cecilia Vergari. 2016. Hedonic and environmental quality: A hybrid model of product differentiation. *Resource and Energy Economics* **45**, 99-123. [Crossref]

116. DaviesIain Andrew, Iain Andrew Davies, GutscheSabrina, Sabrina Gutsche. 2016. Consumer motivations for mainstream "ethical" consumption. *European Journal of Marketing* **50**:7/8, 1326-1347. [Abstract] [Full Text] [PDF]

117. Faical Akaichi, Cesar Revoredo-Giha. 2016. Consumers demand for products with animal welfare attributes. *British Food Journal* **118**:7, 1682-1711. [Abstract] [Full Text] [PDF]

118. Nawel Ayadi, Alexandre Lapeyre. 2016. Consumer purchase intentions for green products: Mediating role of WTP and moderating effects of framing. *Journal of Marketing Communications* **22**:4, 367-384. [Crossref]

119. Sojin Jung, Byoungho Jin. 2016. From quantity to quality: understanding slow fashion consumers for sustainability and consumer education. *International Journal of Consumer Studies* **40**:4, 410-421. [Crossref]

120. Seonaidh McDonald, Caroline J. Oates, Panayiota J. Alevizou. No Through Road: A Critical Examination of Researcher Assumptions and Approaches to Researching Sustainability 139-168. [Abstract] [Full Text] [PDF] [PDF]

121. Diane M. Martin, Terhi Väistö. Reducing the Attitude-Behavior Gap in Sustainable Consumption: A Theoretical Proposition and the American Electric Vehicle Market 193-213. [Abstract] [Full Text] [PDF] [PDF]

122. Kumju Hwang, Hyewon Kim. 2016. Are Ethical Consumers Happy? Effects of Ethical Consumers' Motivations Based on Empathy Versus Self-orientation on Their Happiness. *Journal of Business Ethics* . [Crossref]

123. Ulf Elg, Jens Hultman. 2016. CSR: retailer activities vs consumer buying decisions. *International Journal of Retail & Distribution Management* **44**:6, 640-657. [Abstract] [Full Text] [PDF]

124. Micael-Lee Johnstone, Stephanie Hooper. 2016. Social influence and green consumption behaviour: a need for greater government involvement. *Journal of Marketing Management* **32**:9-10, 827-855. [Crossref]

125. Henri Kuokkanen, William Sun. Social Desirability and Cynicism: Bridging the Attitude-Behavior Gap in CSR Surveys 217-247. [Abstract] [Full Text] [PDF] [PDF]

126. Nathaniel D. Line, Lydia Hanks. 2016. The effects of environmental and luxury beliefs on intention to patronize green hotels: the moderating effect of destination image. *Journal of Sustainable Tourism* **24**:6, 904-925. [Crossref]

127. Sojin Jung, Byoungho Jin. 2016. Sustainable Development of Slow Fashion Businesses: Customer Value Approach. *Sustainability* **8**:6, 540. [Crossref]

128. Robert Caruana, Michal J. Carrington, Andreas Chatzidakis. 2016. "Beyond the Attitude-Behaviour Gap: Novel Perspectives in Consumer Ethics": Introduction to the Thematic Symposium. *Journal of Business Ethics* **136**:2, 215-218. [Crossref]

129. Fred Amofa Yamoah, Rachel Duffy, Dan Petrovici, Andrew Fearne. 2016. Towards a Framework for Understanding Fairtrade Purchase Intention in the Mainstream Environment of Supermarkets. *Journal of Business Ethics* **136**:1, 181-197. [Crossref]

130. Deirdre Shaw, Robert McMaster, Terry Newholm. 2016. Care and Commitment in Ethical Consumption: An Exploration of the 'Attitude–Behaviour Gap'. *Journal of Business Ethics* **136**:2, 251-265. [Crossref]

131. Teresa Heath, Lisa O'Malley, Matthew Heath, Vicky Story. 2016. Caring and Conflicted: Mothers' Ethical Judgments about Consumption. *Journal of Business Ethics* **136**:2, 237-250. [Crossref]

132. HaynesPaul, Paul Haynes, PodobskyStepan, Stepan Podobsky. 2016. Guilt-free food consumption: one of your five ideologies a day. *Journal of Consumer Marketing* **33**:3, 202-212. [Abstract] [Full Text] [PDF]

133. Fiona Harris, Helen Roby, Sally Dibb. 2016. Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behaviour. *International Journal of Consumer Studies* **40**:3, 309-318. [Crossref]

134. Suraksha Gupta. 2016. A Conceptual Framework That Identifies Antecedents and Consequences of Building Socially Responsible International Brands. *Thunderbird International Business Review* **58**:3, 225-237. [Crossref]

135. Subhajit Bhattacharya, Arana Kaursar. 2016. Study on Corporate Social Responsibility as Strategic Instrument for Creating Sustainable Corporate Brand Value: An Analysis with Structural Equation Modelling. *Management and Labour Studies* **41**:2, 88-106. [Crossref]

136. Sonali Diddi, Linda S. Niehm. 2016. Corporate Social Responsibility in the Retail Apparel Context: Exploring Consumers' Personal and Normative Influences on Patronage Intentions. *Journal of Marketing Channels* **23**:1-2, 60-76. [Crossref]

137. Michael E. Young, Anthony W. McCoy. 2016. Millennials and chocolate product ethics: Saying one thing and doing another. *Food Quality and Preference* **49**, 42-53. [Crossref]

138. Hee Sun Choi. 2016. RETRACTED ARTICLE: How can SLCA influence change to a product's life cycle and who listens to the impacts of an SLCA?. *Environment, Development and Sustainability* **18**:2, 615-615. [Crossref]

139. Guillermina Tormo-Carbó, Elies Seguí-Mas, Victor Oltra. 2016. Accounting Ethics in Unfriendly Environments: The Educational Challenge. *Journal of Business Ethics* **135**:1, 161-175. [Crossref]

140. Rylea Johnson, Evan Fraser, Roberta Hawkins. 2016. Overcoming Barriers to Scaling Up Sustainable Alternative Food Systems: A Comparative Case Study of Two Ontario-Based Wholesale Produce Auctions. *Sustainability* **8**:4, 328. [Crossref]

141. G. Rejikumar. 2016. Antecedents of Green Purchase Behaviour: An Examination of Moderating Role of Green Wash Fear. *Global Business Review* **17**:2, 332-350. [Crossref]

142. Ruizhi Yuan, Martin J Liu, Alain Yee-Loong Chong, Kim Hua Tan. 2016. An empirical analysis of consumer motivation towards reverse exchange. *Supply Chain Management: An International Journal* **21**:2, 180-193. [Abstract] [Full Text] [PDF]

143. Michael P. Schlaile, Katharina Klein, Wolfgang Böck. 2016. From Bounded Morality to Consumer Social Responsibility: A Transdisciplinary Approach to Socially Responsible Consumption and Its Obstacles. *Journal of Business Ethics* **5**. . [Crossref]

144. Camilla Barbarossa, Patrick De Pelsmacker. 2016. Positive and Negative Antecedents of Purchasing Eco-friendly Products: A Comparison Between Green and Non-green Consumers. *Journal of Business Ethics* **134**:2, 229-247. [Crossref]

145. Michal Jemma Carrington, Detlev Zwick, Benjamin Neville. 2016. The ideology of the ethical consumption gap. *Marketing Theory* **16**:1, 21-38. [Crossref]

146. Joacim Näslund, Jörgen I Johnsson. 2016. Environmental enrichment for fish in captive environments: effects of physical structures and substrates. *Fish and Fisheries* **17**:1, 1-30. [Crossref]

147. David Eriksson, Göran Svensson. 2016. The Process of Responsibility, Decoupling Point, and Disengagement of Moral and Social Responsibility in Supply Chains: Empirical Findings and Prescriptive Thoughts. *Journal of Business Ethics* **134**:2, 281-298. [Crossref]

148. Todd Green, Julie Tinson, John Peloza. 2016. Giving the Gift of Goodness: An Exploration of Socially Responsible Gift-Giving. *Journal of Business Ethics* **134**:1, 29-44. [Crossref]

149. Mobin Fatma, Zillur Rahman. 2016. The CSR's influence on customer responses in Indian banking sector. *Journal of Retailing and Consumer Services* **29**, 49-57. [Crossref]

150. Eline Poelmans, Sandra Rousseau. 2016. How do chocolate lovers balance taste and ethical considerations?. *British Food Journal* **118**:2, 343-361. [Abstract] [Full Text] [PDF]

151. Amanda Thompson, Xiao Tong. 2016. Factors influencing college students' purchase intention towards Bamboo textile and apparel products. *International Journal of Fashion Design, Technology and Education* **9**:1, 62-70. [Crossref]

152. Francesca Montagnini, Isabella Maggioni, Roberta Sebastiani. Emerging Segments in Ethical Consumption: Young Adults and Cosmetics 206-215. [Crossref]

153. Andreas Chatzidakis, Minas Kastanakis, Anastasia Stathopoulou. 2016. Socio-Cognitive Determinants of Consumers' Support for the Fair Trade Movement. *Journal of Business Ethics* **133**:1, 95-109. [Crossref]

154. Yaiza López-Sánchez, Juan Ignacio Pulido-Fernández. 2016. In search of the pro-sustainable tourist: A segmentation based on the tourist "sustainable intelligence". *Tourism Management Perspectives* **17**, 59-71. [Crossref]

155. Daniel Neyland. 2016. Bearing Account-able Witness to the Ethical Algorithmic System. *Science, Technology, & Human Values* **41**:1, 50-76. [Crossref]

156. Carissa J. Morgan, Candace C. Croney, Nicole J. Olynk Widmar. 2016. Exploring Relationships between Ethical Consumption, Lifestyle Choices, and Social Responsibility. *Advances in Applied Sociology* **06**:05, 199-216. [Crossref]

157. Malgorzata Koszewska. Understanding Consumer Behavior in the Sustainable Clothing Market: Model Development and Verification 43-94. [Crossref]

158. Cecilia Ricci, Nicola Marinelli, Lorenzo Puliti. 2016. The Consumer as Citizen: The Role of Ethics for a Sustainable Consumption. *Agriculture and Agricultural Science Procedia* **8**, 395-401. [Crossref]

159. Silvana Signori, Francesca Forno. 2016. Closing the Attitude-Behaviour Gap: The Case of Solidarity Purchase Groups. *Agriculture and Agricultural Science Procedia* **8**, 475-481. [Crossref]

160. Christina W. Y. Wong, Kee-hung Lai, Y. H. Venus Lun, T. C. E. Cheng. Collaborative Environmental Management 73-107. [Crossref]

161. Laurie Giddens, Lazaros Goutas, Dorothy Leidner, Juliana Sutanto. Engaging Consumers in Ethical Consumption: The Effect of Real-Time Environmental Information on Eco-Friendly Consumer Choice 1020-1029. [Crossref]

162. Nadine Hennigs, Evmorfia Karampournioti, Klaus-Peter Wiedmann. Do as You Would Be Done by: The Importance of Animal Welfare in the Global Beauty Care Industry 109-125. [Crossref]

163. John W. Sutherland, Justin S. Richter, Margot J. Hutchins, David Dornfeld, Rachel Dzombak, Jennifer Mangold, Stefanie Robinson, Michael Z. Hauschild, Alexandra Bonou, Paul Schönsleben, Felix Friemann. 2016. The role of manufacturing in affecting the social dimension of sustainability. *CIRP Annals - Manufacturing Technology* **65**:2, 689-712. [Crossref]

164. Maxwell Chipulu, Alasdair Marshall, Udechukwu Ojiako, Caroline Mota. 2015. Reasoned Ethical Engagement: Ethical Values of Consumers as Primary Antecedents of Instrumental Actions Towards Multinationals. *Journal of Business Ethics* . [Crossref]

165. Kim Bartel Sheehan, Kati Tusinski Berg. 2015. Thinking pink? Consumer reactions to pink ribbons and vague messages in advertising. *Journal of Marketing Communications* **7**, 1-17. [Crossref]

166. Stefan Markovic, Oriol Iglesias, Jatinder Jit Singh, Vicenta Sierra. 2015. How does the Perceived Ethicality of Corporate Services Brands Influence Loyalty and Positive Word-of-Mouth? Analyzing the Roles of Empathy, Affective Commitment, and Perceived Quality. *Journal of Business Ethics* . [Crossref]

167. Natalia Maehle, Nina Iversen, Leif Hem, Cele Otnes. 2015. Exploring consumer preferences for hedonic and utilitarian food attributes. *British Food Journal* **117**:12, 3039-3063. [Abstract] [Full Text] [PDF]

168. Micael-Lee Johnstone, Lay Peng Tan. 2015. Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour. *Journal of Business Ethics* **132**:2, 311-328. [Crossref]

169. Xinming Deng. 2015. Understanding Chinese consumers' ethical purchasing decision-making process: A combination of qualitative and quantitative study. *Geoforum* **67**, 204-213. [Crossref]

170. Stacy Hyun-Nam Lee, HaeJung Kim, Kiseol Yang. 2015. Impacts of sustainable value and business stewardship on lifestyle practices in clothing consumption. *Fashion and Textiles* **2**:1. . [Crossref]

171. Yelena Tsarenko, Dewi Tojib. 2015. Consumers' forgiveness after brand transgression: the effect of the firm's corporate social responsibility and response. *Journal of Marketing Management* **31**:17-18, 1851-1877. [Crossref]

172. Paula Rodrigues, Ana Pinto Borges. 2015. Corporate social responsibility and its impact in consumer decision-making. *Social Responsibility Journal* **11**:4, 690-701. [Abstract] [Full Text] [PDF]

173. Richard Tresidder. 2015. Experiences Marketing: A Cultural Philosophy for Contemporary Hospitality Marketing Studies. *Journal of Hospitality Marketing & Management* **24**:7, 708-726. [Crossref]

174. Won-Moo Hur, Jeong Woo, Yeonshin Kim. 2015. The Role of Consumer Values and Socio-Demographics in Green Product Satisfaction: The Case of Hybrid Cars. *Psychological Reports* **117**:2, 406-427. [Crossref]

175. Chieh-Peng Lin, Yuan-Hui Tsai, Chou-Kang Chiu, Chia-Ping Liu. 2015. Forecasting the purchase intention of IT product: Key roles of trust and environmental consciousness for IT firms. *Technological Forecasting and Social Change* **99**, 148-155. [Crossref]

176. Li-Ming Chen. How does a responsible supplier control its production under the opportunity of demand expansion? 955-962. [Crossref]

177. Vicenta Sierra, Oriol Iglesias, Stefan Markovic, Jatinder Jit Singh. 2015. Does Ethical Image Build Equity in Corporate Services Brands? The Influence of Customer Perceived Ethicality on Affect, Perceived Quality, and Equity. *Journal of Business Ethics* **38**. . [Crossref]

178. Maxwell Winchester, Rachael Arding, Magda Nenycz-Thiel. 2015. An Exploration of Consumer Attitudes and Purchasing Patterns in Fair Trade Coffee and Tea. *Journal of Food Products Marketing* **21**:5, 552-567. [Crossref]

179. Jon Bertilsson. 2015. The cynicism of consumer morality. *Consumption Markets & Culture* **18**:5, 447-467. [Crossref]

180. Johanna Gummerus, Veronica Liljander, Reija Sihlman. 2015. Do Ethical Social Media Communities Pay Off? An Exploratory Study of the Ability of Facebook Ethical Communities to Strengthen Consumers' Ethical Consumption Behavior. *Journal of Business Ethics* **61**. . [Crossref]

181. Emanuele Blasi, Clara Cicatiello, Silvio Franco, Barbara Pancino. 2015. Le filiere corte auto-organizzate dai consumatori: il modello dei Gruppi di Acquisto Solidale. *ECONOMIA AGRO-ALIMENTARE* :2, 33-56. [Crossref]

182. Joshua D. Newton, Yelena Tsarenko, Carla Ferraro, Sean Sands. 2015. Environmental concern and environmental purchase intentions: The mediating role of learning strategy. *Journal of Business Research* **68**:9, 1974-1981. [Crossref]

183. Catherine Janssen, Joëlle Vanhamme. 2015. Theoretical Lenses for Understanding the CSR–Consumer Paradox. *Journal of Business Ethics* **130**:4, 775-787. [Crossref]

184. Heekang Moon, Hyun-Hwa Lee. 2015. The effects of brand trust and attributions on the eco-friendly line extension. *The Research Journal of the Costume Culture* **23**:4, 537-553. [Crossref]

185. Micael-Lee Johnstone, Lay Peng Tan. 2015. An exploration of environmentally-conscious consumers and the reasons why they do not buy green products. *Marketing Intelligence & Planning* **33**:5, 804-825. [Abstract] [Full Text] [PDF]

186. Rayna Elizabeth Slobodian. 2015. Selling space colonization and immortality: A psychosocial, anthropological critique of the rush to colonize Mars. *Acta Astronautica* **113**, 89-104. [Crossref]

187. Michal J Carrington, Ben Neville, Robin Canniford. 2015. Unmanageable multiplicity: consumer transformation towards moral self coherence. *European Journal of Marketing* **49**:7/8, 1300-1325. [Abstract] [Full Text] [PDF]

188. Johannes Stolz, Rafael Bautista. 2015. Corporate sustainability: perception and response by older consumers. *International Journal of Consumer Studies* **39**:4, 343-351. [Crossref]

189. Falko Paetzold, Timo Busch, Marc Chesney. 2015. More than money: exploring the role of investment advisors for sustainable investing. *Annals in Social Responsibility* **1**:1, 195-223. [Abstract] [Full Text] [PDF]

190. Jogita Sorokhaibam Hussain, Jamal Hussain. 2015. A Conceptual Framework on the Power of Consumers in Pushing Corporate Social Responsibility Towards Sustainable Development. *Indian Journal of Corporate Governance* **8**:1, 68-83. [Crossref]

191. Larissa Schütte, Diana Gregory-Smith. 2015. Neutralisation and Mental Accounting in Ethical Consumption: The Case of Sustainable Holidays. *Sustainability* **7**:6, 7959-7972. [Crossref]

192. Christian Fuentes. 2015. How green marketing works: Practices, materialities, and images. *Scandinavian Journal of Management* **31**:2, 192-205. [Crossref]

193. Bikram Jit Singh Mann, Mandeep Kaur Ghuman. 2015. What and how to communicate about a corporate brand with the consumers: An exploratory study. *Journal of Marketing Communications* **13**, 1-20. [Crossref]

194. Matthias Lehner. 2015. Translating sustainability: the role of the retail store. *International Journal of Retail & Distribution Management* **43**:4/5, 386-402. [Abstract] [Full Text] [PDF]

195. Jessica Hill, Hyun-Hwa Lee. 2015. Sustainable brand extensions of fast fashion retailers. *Journal of Fashion Marketing and Management: An International Journal* **19**:2, 205-222. [Abstract] [Full Text] [PDF]

196. Pierre Mazzacano D'Amato, Joseph Falzon. 2015. Why Do Some Consumers Prefer Organic Food? A Discourse Analytical Perspective. *Journal of Food Products Marketing* **21**:3, 255-273. [Crossref]

197. Maria M. Garcia, Keith Greenwood. 2015. Visualizing CSR: A visual framing analysis of US multinational companies. *Journal of Marketing Communications* **21**:3, 167-184. [Crossref]

198. Lisa McNeill, Rebecca Moore. 2015. Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies* **39**:3, 212-222. [Crossref]

199. Sue Hornibrook, Claire May, Andrew Fearne. 2015. Sustainable Development and the Consumer: Exploring the Role of Carbon Labelling in Retail Supply Chains. *Business Strategy and the Environment* **24**:4, 266-276. [Crossref]

200. Rosa Schleenbecker, Ulrich Hamm. 2015. Information Needs for a Purchase of Fairtrade Coffee. *Sustainability* **7**:5, 5944-5962. [Crossref]

201. Geoff Dickson, Michael Naylor, Sean Phelps. 2015. Consumer attitudes towards ambush marketing. *Sport Management Review* **18**:2, 280-290. [Crossref]

202. Camilla Barbarossa, Alberto Pastore. 2015. Why environmentally conscious consumers do not purchase green products. *Qualitative Market Research: An International Journal* **18**:2, 188-209. [Abstract] [Full Text] [PDF]

203. Britt Denise Lauritsen, Keith J. Perks. 2015. The influence of interactive, non-interactive, implicit and explicit CSR communication on young adults' perception of UK supermarkets' corporate brand image and reputation. *Corporate Communications: An International Journal* **20**:2, 178-195. [Abstract] [Full Text] [PDF]

204. Weng Marc Lim. 2015. Antecedents and consequences of e-shopping: an integrated model. *Internet Research* **25**:2, 184-217. [Abstract] [Full Text] [PDF]

205. ANDRÉ OFENHEJM MASCARENHAS, SYLMARA LOPES GONÇALVES DIAS, RODRIGO MARTINS BAPTISTA. 2015. ELEMENTOS PARA DISCUSSÃO DA ESCRAVIDÃO CONTEMPORÂNEA COMO PRÁTICA DE GESTÃO. *Revista de Administração de Empresas* **55**:2, 175-187. [Crossref]

206. Mónica Pérez-Ramírez, Marco Almendarez-Hernández, Gerzaín Avilés-Polanco, Luis Beltrán-Morales. 2015. Consumer Acceptance of Eco-Labeled Fish: A Mexican Case Study. *Sustainability* **7**:4, 4625-4642. [Crossref]

207. Marie von Meyer-Höfer, Vera von der Wense, Achim Spiller. 2015. Characterising convinced sustainable food consumers. *British Food Journal* **117**:3, 1082-1104. [Abstract] [Full Text] [PDF]

208. Yu Xia, Xingxing Zu, Chunming Shi. 2015. A profit-driven approach to building a "people-responsible" supply chain. *European Journal of Operational Research* **241**:2, 348-360. [Crossref]

209. Sarah Bly, Wencke Gwozdz, Lucia A. Reisch. 2015. Exit from the high street: an exploratory study of sustainable fashion consumption pioneers. *International Journal of Consumer Studies* **39**:2, 125-135. [Crossref]

210. Min-Young Lee, Vanessa Jackson, Kimberly A. Miller-Spillman, Erika Ferrell. 2015. Female consumers# intention to be involved in fair-trade product consumption in the U.S.: The role of previous experience, product features, and perceived benefits. *Journal of Retailing and Consumer Services* **23**, 91-98. [Crossref]

211. Morven G. McEachern. 2015. Corporate citizenship and its impact upon consumer moralisation, decision-making and choice. *Journal of Marketing Management* **31**:3-4, 430-452. [Crossref]

212. Andrea Pérez, Ignacio Rodríguez del Bosque. 2015. Corporate social responsibility and customer loyalty: exploring the role of identification, satisfaction and type of company. *Journal of Services Marketing* **29**:1, 15-25. [Abstract] [Full Text] [PDF]

213. Jihyun Lee, Yuri Lee. 2015. The interactions of CSR, self-congruity and purchase intention among Chinese consumers. *Australasian Marketing Journal (AMJ)* **23**:1, 19-26. [Crossref]

214. Jighyasu Gaur, Mehdi Amini, Pratyush Banerjee, Ritu Gupta. 2015. Drivers of consumer purchase intentions for remanufactured products. *Qualitative Market Research: An International Journal* **18**:1, 30-47. [Abstract] [Full Text] [PDF]

215. Juan Ignacio Pulido-Fernández, Lidia Andrades-Caldito, Marcelino Sánchez-Rivero. 2015. Is sustainable tourism an obstacle to the economic performance of the tourism industry? Evidence from an international empirical study. *Journal of Sustainable Tourism* **23**:1, 47-64. [Crossref]

216. J.M. Kozar, K.Y. Hiller Connell. Measuring and communicating apparel sustainability 219-231. [Crossref]

217. Geertje Schuitema, Judith I. M. de Groot. 2015. Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behaviour* **14**:1, 57-69. [Crossref]

218. ## #. 2015. Value Creation of Corporate Social Responsibility Drived by Reputation Capital Based on the Experiment Research of Consume Response. *Modern Marketing* **05**:01, 1-15. [Crossref]

219. 2015. *Journal of Marketing & Distribution* **17**:4, 61-89. [Crossref]

220. Vidisha Gunesh Ramlugun, Wendy Geraldine Raboute. 2015. Do CSR Practices Of Banks In Mauritius Lead To Satisfaction And Loyalty?. *Studies in Business and Economics* **10**:2. . [Crossref]

221. So-Yun Kim, Jong-Youn Rha. 2014. How Consumers Differently Perceive about Green Market Environments: Across Different Consumer Groups in Green Attitude-behaviour Dimension. *International Journal of Human Ecology* **15**:2, 43-57. [Crossref]

222. K. Napompech. 2014. Factors Driving Consumers to Purchase Clothes through E-commerce in Social Networks. *Journal of Applied Sciences* **14**:17, 1936-1943. [Crossref]

223. ###, ###. 2014. The Effects of Corporate Social Responsibility Motivation and Performance on Employees' Relationship Quality and Job Satisfaction in the Channel Context. *Journal of Distribution and Management Research* **17**:6, 107-119. [Crossref]

224. Ellen Quintelier. 2014. The influence of the Big 5 personality traits on young people's political consumer behavior. *Young Consumers* **15**:4, 342-352. [Abstract] [Full Text] [PDF]

225. Paul F. Burke, Christine Eckert, Stacey Davis. 2014. Segmenting consumers' reasons for and against ethical consumption. *European Journal of Marketing* **48**:11/12, 2237-2261. [Abstract] [Full Text] [PDF]

226. Pamela Yeow, Alison Dean, Danielle Tucker. 2014. Bags for Life: The Embedding of Ethical Consumerism. *Journal of Business Ethics* **125**:1, 87-99. [Crossref]

227. Carmen Valor, Isabel Carrero. 2014. Viewing Responsible Consumption as a Personal Project. *Psychology & Marketing* **31**:12, 1110-1121. [Crossref]

228. ###, ###. 2014. Comparison between Fast and Slow fashion-goods consumers' consumption attitudes and the influence of Psychographic characteristics. *Journal of Korea Design Forum* **null**:45, 171-182. [Crossref]

229. Cosmina Bradu, Jacob L. Orquin, John Thøgersen. 2014. The Mediated Influence of a Traceability Label on Consumer's Willingness to Buy the Labelled Product. *Journal of Business Ethics* **124**:2, 283-295. [Crossref]

230. Petya Puncheva-Michelotti, Rod McColl, Andrea Vocino, Marco Michelotti. 2014. Corporate patriotism as a source of corporate reputation: a comparative multi-stakeholder approach. *Journal of Strategic Marketing* **22**:6, 471-493. [Crossref]

231. Lindsey Carey, Marie-Cécile Cervellon. 2014. Ethical fashion dimensions: pictorial and auditory depictions through three cultural perspectives. *Journal of Fashion Marketing and Management: An International Journal* **18**:4, 483-506. [Abstract] [Full Text] [PDF]

232. Bin Shen, Jin-Hui Zheng, Pui-Sze Chow, Ka-Yan Chow. 2014. Perception of fashion sustainability in online community. *The Journal of The Textile Institute* **105**:9, 971-979. [Crossref]

233. Giulia Miniero, Anna Codini, Michelle Bonera, Elisabetta Corvi, Giuseppe Bertoli. 2014. Being green: from attitude to actual consumption. *International Journal of Consumer Studies* **38**:5, 521-528. [Crossref]

234. Li-Wei Mai. 2014. Consumers' willingness to pay for ethical attributes. *Marketing Intelligence & Planning* **32**:6, 706-721. [Abstract] [Full Text] [PDF]

235. W. Patrick Neumann, Shane M. Dixon, Anna-Carin Nordvall. 2014. Consumer demand as a driver of improved working conditions: the 'Ergo-Brand' proposition. *Ergonomics* **57**:8, 1113-1126. [Crossref]

236. Inga Hardeck, Rebecca Hertl. 2014. Consumer Reactions to Corporate Tax Strategies: Effects on Corporate Reputation and Purchasing Behavior. *Journal of Business Ethics* **123**:2, 309-326. [Crossref]

237. Anastasios Theofilou and, Tom Watson. Sceptical Employees as CSR Ambassadors in Times of Financial Uncertainty 355-382. [Abstract] [Full Text] [PDF] [PDF]

238. Guido Berens and, Wybe T. Popma. Creating Consumer Confidence in CSR Communications 383-403. [Abstract] [Full Text] [PDF] [PDF]

239. Tuan Luu. 2014. Paths from leadership to upward influence. *World Journal of Entrepreneurship, Management and Sustainable Development* **10**:3, 243-259. [Abstract] [Full Text] [PDF]

240. Ursula Penney, Caroline Prior. 2014. Exploring the urban consumer's perception of local food. *International Journal of Retail & Distribution Management* **42**:7, 580-594. [Abstract] [Full Text] [PDF]

241. Denni Arli, Tania Bucic, Jennifer Harris, Hari Lasmono. 2014. Perceptions of Corporate Social Responsibility Among Indonesian College Students. *Journal of Asia-Pacific Business* **15**:3, 231-259. [Crossref]

242. Jan Niklas Meise, Thomas Rudolph, Peter Kenning, Diane M. Phillips. 2014. Feed them facts: Value perceptions and consumer use of sustainability-related product information. *Journal of Retailing and Consumer Services* **21**:4, 510-519. [Crossref]

243. Rubén Huertas-García, Juan Carlos Gázquez-Abad, Jorge Lengler. 2014. Publicidad conjunta marca-causa: el papel de la implicación del individuo hacia la publicidad en la comprensión y evaluación del mensaje. *Revista Europea de Dirección y Economía de la Empresa* **23**:3, 147-155. [Crossref]

244. George Lekakos, Pavlos Vlachos, Christos Koritos. 2014. Green is good but is usability better? Consumer reactions to environmental initiatives in e-banking services. *Ethics and Information Technology* **16**:2, 103-117. [Crossref]

245. Kibum Kim, Bongju Jeong, Hosang Jung. 2014. Supply chain surplus: comparing conventional and sustainable supply chains. *Flexible Services and Manufacturing Journal* **26**:1-2, 5-23. [Crossref]

246. JASON E. TAYLOR, VIGDIS BOASSON. 2014. Who Buys Fair Trade and Why (or Why Not)? A Random Survey of Households. *Journal of Consumer Affairs* **48**:2, 418-430. [Crossref]

247. Davina Joanne Stanford. 2014. Reducing visitor car use in a protected area: a market segmentation approach to achieving behaviour change. *Journal of Sustainable Tourism* **22**:4, 666-683. [Crossref]

248. Xueling Li, Chong Wang, Xiaobo Xu. 2014. Rethinking New Venture's Cognitive Legitimacy: An Experimental Study. *Systems Research and Behavioral Science* **31**:3, 437-446. [Crossref]

249. Noël Palomo-Lovinski, Kim Hahn. 2014. Fashion Design Industry Impressions of Current Sustainable Practices. *Fashion Practice* **6**:1, 87-106. [Crossref]

250. Andrea Pérez, Ignacio Rodríguez del Bosque. 2014. Customer CSR expectations in the banking industry. *International Journal of Bank Marketing* **32**:3, 223-244. [Abstract] [Full Text] [PDF]

251. Carmen Berné-Manero, Marta Pedraja-Iglesias, Pilar Ramo-Sáez. 2014. A measurement model for the socially responsible consumer. *International Review on Public and Nonprofit Marketing* **11**:1, 31-46. [Crossref]

252. Verena Gruber, Bodo B. Schlegelmilch. 2014. How Techniques of Neutralization Legitimize Norm- and Attitude-Inconsistent Consumer Behavior. *Journal of Business Ethics* **121**:1, 29-45. [Crossref]

253. Annika Lohneiss, Brad Hill. 2014. The impact of processing athlete transgressions on brand image and purchase intent. *European Sport Management Quarterly* **14**:2, 171-193. [Crossref]

254. Matteo Pedrini, Laura Maria Ferri. 2014. Socio-demographical antecedents of responsible consumerism propensity. *International Journal of Consumer Studies* **38**:2, 127-138. [Crossref]

255. Maria Grazia Pecoraro, Outi Uusitalo. 2014. Conflicting values of ethical consumption in diverse worlds – A cultural approach. *Journal of Consumer Culture* **14**:1, 45-65. [Crossref]

256. Michael L. Barnett. 2014. Why Stakeholders Ignore Firm Misconduct. *Journal of Management* **40**:3, 676-702. [Crossref]

257. . References 305-330. [Crossref]

258. Christian Fuentes. 2014. Green Materialities: Marketing and the Socio-material Construction of Green Products. *Business Strategy and the Environment* **23**:2, 105-116. [Crossref]

259. Todd Green, John Peloza. 2014. How do consumers infer corporate social responsibility? The role of organisation size. *Journal of Consumer Behaviour* n/a-n/a. [Crossref]

260. Witchuta Marchoo, Ken Butcher, Mike Watkins. 2014. Tour Booking: Do Travelers Respond to Tourism Accreditation and Codes of Ethics Initiatives?. *Journal of Travel & Tourism Marketing* **31**:1, 16-36. [Crossref]

261. Geremy Farr-Wharton, Jaz Hee-Jeong Choi, Marcus Foth. Technicolouring the fridge 48-57. [Crossref]

262. Lucy Atkinson, Sonny Rosenthal. 2014. Signaling the Green Sell: The Influence of Eco-Label Source, Argument Specificity, and Product Involvement on Consumer Trust. *Journal of Advertising* **43**:1, 33-45. [Crossref]

263. Mark S. LeClair. The New Philanthropy: The Rise of Nontraditional Giving in the United States 89-130. [Crossref]

264. Michal J. Carrington, Benjamin A. Neville, Gregory J. Whitwell. 2014. Lost in translation: Exploring the ethical consumer intention–behavior gap. *Journal of Business Research* **67**:1, 2759-2767. [Crossref]

265. Barbara Culiberg. 2014. Towards an understanding of consumer recycling from an ethical perspective. *International Journal of Consumer Studies* **38**:1, 90-97. [Crossref]

266. Ruth Rettie, Kevin Burchell, Chris Barnham. 2014. Social normalisation: Using marketing to make green normal. *Journal of Consumer Behaviour* **13**:1, 9-17. [Crossref]

267. Satoru Tamaki. 2014. Identity and Saving in Ethical Consumption. *Journal of Marketing & Distribution* **16**:3, 25-48. [Crossref]

268. Andrea Pérez, Ignacio Rodríguez del Bosque. 2013. Measuring CSR Image: Three Studies to Develop and to Validate a Reliable Measurement Tool. *Journal of Business Ethics* **118**:2, 265-286. [Crossref]

269. Bala Ramasamy, Matthew C.H. Yeung, Junsong Chen. 2013. Selling to the urban Chinese in East Asia: Do CSR and value orientation matter?. *Journal of Business Research* **66**:12, 2485-2491. [Crossref]

270. ###, Sang Hee Sohn. 2013. A Study on Consumer's Constant Buying Intention of Social Enterprise Products. *Journal of Consumption Culture* **16**:4, 143-169. [Crossref]

271. Nina Langen, Lucie Adenaeuer. 2013. Where does the Fair Trade price premium go? Confronting consumers' request with reality. *Social Enterprise Journal* **9**:3, 293-314. [Abstract] [Full Text] [PDF]

272. Martin Grimmer, Timothy Bingham. 2013. Company environmental performance and consumer purchase intentions. *Journal of Business Research* **66**:10, 1945-1953. [Crossref]

273. Djavlonbek Kadirov, Richard J. Varey. 2013. Neo-structuralist analysis of green-marketing discourse: interpreting hybrid car manufacturers and consumers. *Consumption Markets & Culture* **16**:3, 266-289. [Crossref]

274. Ingo Balderjahn, Mathias Peyer, Marcel Paulssen. 2013. Consciousness for fair consumption: conceptualization, scale development and empirical validation. *International Journal of Consumer Studies* **37**:5, 546-555. [Crossref]

275. Scott Brenton. 2013. The political motivations of ethical consumers. *International Journal of Consumer Studies* **37**:5, 490-497. [Crossref]

276. Andreas Chatzidakis, Michael S. W. Lee. 2013. Anti-Consumption as the Study of Reasons against. *Journal of Macromarketing* **33**:3, 190-203. [Crossref]

277. Christian Fuentes, Johan Hagberg. 2013. Socio-cultural retailing: what can retail marketing learn from this interdisciplinary field?. *International Journal of Quality and Service Sciences* **5**:3, 290-308. [Abstract] [Full Text] [PDF]

278. Matthew Walker, Aubrey Kent. 2013. The Roles of Credibility and Social Consciousness in the Corporate Philanthropy-Consumer Behavior Relationship. *Journal of Business Ethics* **116**:2, 341-353. [Crossref]

279. Diana Gregory-Smith, Andrew Smith, Heidi Winklhofer. 2013. Emotions and dissonance in 'ethical' consumption choices. *Journal of Marketing Management* **29**:11-12, 1201-1223. [Crossref]

280. Chia-Ju Lu. An Empirical Study on the Antecedents of Socially Responsible Consumption Behavior 654-660. [Crossref]

281. Erifili Papista, Athanasios Krystallis. 2013. Investigating the Types of Value and Cost of Green Brands: Proposition of a Conceptual Framework. *Journal of Business Ethics* **115**:1, 75-92. [Crossref]

282. Fabrice Etilé, Sabrina Teyssier. 2013. Corporate social responsibility and the economics of consumer social responsibility. *Revue d'Études en Agriculture et Environnement* **94**:02, 221-259. [Crossref]

283. Anne Barraquier. 2013. A Group Identity Analysis of Organizations and Their Stakeholders: Porosity of Identity and Mobility of Attributes. *Journal of Business Ethics* **115**:1, 45-62. [Crossref]

284. Luu Trong Tuan. 2013. Competitive intelligence and other levers of brand performance. *Journal of Strategic Marketing* **21**:3, 217-239. [Crossref]

285. Joy M. Kozar, Kim Y. Hiller Connell. 2013. Socially and environmentally responsible apparel consumption: knowledge, attitudes, and behaviors. *Social Responsibility Journal* **9**:2, 315-324. [Abstract] [Full Text] [PDF]

286. Roberta Sebastiani, Francesca Montagnini, Daniele Dalli. 2013. Ethical Consumption and New Business Models in the Food Industry. Evidence from the Eataly Case. *Journal of Business Ethics* **114**:3, 473-488. [Crossref]

287. Yelena Tsarenko, Carla Ferraro, Sean Sands, Colin McLeod. 2013. Environmentally conscious consumption: The role of retailers and peers as external influences. *Journal of Retailing and Consumer Services* **20**:3, 302-310. [Crossref]

288. Meagan Wheeler, Anne Sharp, Magda Nenycz-Thiel. 2013. The effect of 'green' messages on brand purchase and brand rejection. *Australasian Marketing Journal (AMJ)* **21**:2, 105-110. [Crossref]

289. Janet Hoek, Nicole Roling, David Holdsworth. 2013. Ethical claims and labelling: An analysis of consumers' beliefs and choice behaviours. *Journal of Marketing Management* **29**:7-8, 772-792. [Crossref]

290. Luu Trong Tuan. 2013. The role of CSR in clinical governance and its influence on knowledge sharing. *Clinical Governance: An International Journal* **18**:2, 90-113. [Abstract] [Full Text] [PDF]

291. Luu Trong Tuan. 2013. Emotional intelligence as the departure of the path to corporate governance. *Corporate Governance: The international journal of business in society* **13**:2, 148-168. [Abstract] [Full Text] [PDF]

292. Ingrid Davis. 2013. How (not) to market socially responsible products: A critical research evaluation. *Journal of Marketing Communications* **19**:2, 136-150. [Crossref]

293. Leonidas C. Leonidou, Constantinos N. Leonidou, Olga Kvasova. 2013. Cultural drivers and trust outcomes of consumer perceptions of organizational unethical marketing behavior. *European Journal of Marketing* **47**:3/4, 525-556. [Abstract] [Full Text] [PDF]

294. Percy Marquina Feldman, Arturo Z. Vasquez-Parraga. 2013. Consumer social responses to CSR initiatives versus corporate abilities. *Journal of Consumer Marketing* **30**:2, 100-111. [Abstract] [Full Text] [PDF]

295. Luu Trong Tuan. 2013. Corporate social responsibility, upward influence behavior, team processes and competitive intelligence. *Team Performance Management: An International Journal* **19**:1/2, 6-33. [Abstract] [Full Text] [PDF]

296. Sanjukta Pookulangara, Arlesa Shephard. 2013. Slow fashion movement: Understanding consumer perceptions—An exploratory study. *Journal of Retailing and Consumer Services* **20**:2, 200-206. [Crossref]

297. Eleni Papaoikonomou. 2013. Sustainable lifestyles in an urban context: towards a holistic understanding of ethical consumer behaviours. Empirical evidence from Catalonia, Spain. *International Journal of Consumer Studies* **37**:2, 181-188. [Crossref]

298. Hye Jung Jung, Kyung Wha Oh. 2013. Impacts of Ethical Consumption Beliefs on Attitudes toward Eco-Friendly Faux Leather Apparel Products and Mediating Roles of Perceived Consumer Effectiveness and Apparel Environmental Knowledge. *Journal of the Korean Society of Clothing and Textiles* **37**:2, 125-137. [Crossref]

299. Heekang Moon, Ho Jung Choo, Hye Sun Park, Eunsoo Baek. 2013. The Roles of Benefit and Risk Perception in Ethical Fashion Consumption. *Journal of the Korean Society of Clothing and Textiles* **37**:2, 159-173. [Crossref]

300. Luu Trong Tuan. 2013. Underneath organizational health and knowledge sharing. *Journal of Organizational Change Management* **26**:1, 139-168. [Abstract] [Full Text] [PDF]

301. Leonidas C. Leonidou, Olga Kvasova, Constantinos N. Leonidou, Simos Chari. 2013. Business Unethicality as an Impediment to Consumer Trust: The Moderating Role of Demographic and Cultural Characteristics. *Journal of Business Ethics* **112**:3, 397-415. [Crossref]

302. Luigi Cembalo, Giuseppina Migliore, Giorgio Schifani. 2013. Sustainability and New Models of Consumption: The Solidarity Purchasing Groups in Sicily. *Journal of Agricultural and Environmental Ethics* **26**:1, 281-303. [Crossref]

303. Ipek Aktar. 2013. Disclosure strategies regarding ethically questionable business practices. *British Food Journal* **115**:1, 162-193. [Abstract] [Full Text] [PDF]

304. N. Valkila, A. Saari. 2013. Experts' view on Finland's energy policy. *Renewable and Sustainable Energy Reviews* **17**, 283-290. [Crossref]

305. Evelyn Hendriana, Agustine Puspita Mayasari, Willy Gunadi. 2013. Why Do College Students Buy Counterfeit Movies?. *International Journal of e-Education, e-Business, e-Management and e-Learning* . [Crossref]

306. Jatinder J. Singh, Oriol Iglesias, Joan Manel Batista-Foguet. 2012. Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty. *Journal of Business Ethics* **111**:4, 541-549. [Crossref]

307. Katja H. Brunk. 2012. Un/ethical Company and Brand Perceptions: Conceptualising and Operationalising Consumer Meanings. *Journal of Business Ethics* **111**:4, 551-565. [Crossref]

308. Erik de Bakker, Hans Dagevos. 2012. Reducing Meat Consumption in Today's Consumer Society: Questioning the Citizen-Consumer Gap. *Journal of Agricultural and Environmental Ethics* **25**:6, 877-894. [Crossref]

309. Helen Goworek, Tom Fisher, Tim Cooper, Sophie Woodward, Alex Hiller. 2012. The sustainable clothing market: an evaluation of potential strategies for UK retailers. *International Journal of Retail & Distribution Management* **40**:12, 935-955. [Abstract] [Full Text] [PDF]

310. Jörg Hetterich, Sebastian Bonnemeier, Michael Pritzke, Anthimos Georgiadis. 2012. Ecological sustainability – a customer requirement? Evidence from the automotive industry. *Journal of Environmental Planning and Management* **55**:9, 1111-1133. [Crossref]

311. Kim Y. Hiller Connell, Joy M. Kozar. 2012. Social Normative Influence: An Exploratory Study Investigating its Effectiveness in Increasing Engagement in Sustainable Apparel-Purchasing Behaviors. *Journal of Global Fashion Marketing* **3**:4, 172-179. [Crossref]

312. M. Teresa Pereira Heath, Andreas Chatzidakis. 2012. 'Blame it on marketing': consumers' views on unsustainable consumption. *International Journal of Consumer Studies* **36**:6, 656-667. [Crossref]

313. David B. Weaver. 2012. Organic, incremental and induced paths to sustainable mass tourism convergence. *Tourism Management* **33**:5, 1030-1037. [Crossref]

314. Luu Trong Tuan. 2012. Corporate social responsibility, ethics, and corporate governance. *Social Responsibility Journal* **8**:4, 547-560. [Abstract] [Full Text] [PDF]

315. ###. 2012. Effects of Health-Related Food Labeling on Quality Assessment Before Purchase, Attitudes towards Using and Purchasing Products, and Purchase Intentions Based on the Theory of Planned Behavior. *Journal of Consumption Culture* **15**:3, 67-90. [Crossref]

316. Eleni Papaoikonomou, Mireia Valverde, Gerard Ryan. 2012. Articulating the Meanings of Collective Experiences of Ethical Consumption. *Journal of Business Ethics* **110**:1, 15-32. [Crossref]

317. Tania Bucic, Jennifer Harris, Denni Arli. 2012. Ethical Consumers Among the Millennials: A Cross-National Study. *Journal of Business Ethics* **110**:1, 113-131. [Crossref]

318. Annamma Joy, John F. Sherry, Alladi Venkatesh, Jeff Wang, Ricky Chan. 2012. Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory* **16**:3, 273-295. [Crossref]

319. Luu Trong Tuan. 2012. Corporate social responsibility, leadership, and brand equity in healthcare service. *Social Responsibility Journal* **8**:3, 347-362. [Abstract] [Full Text] [PDF]

320. Joan L. Ellis, Vicki A. McCracken, Nathan Skuza. 2012. Insights into willingness to pay for organic cotton apparel. *Journal of Fashion Marketing and Management: An International Journal* **16**:3, 290-305. [Abstract] [Full Text] [PDF]

321. Kavisha Jegethesan, Joanne N. Sneddon, Geoffrey N. Soutar. 2012. Young Australian consumers' preferences for fashion apparel attributes. *Journal of Fashion Marketing and Management: An International Journal* **16**:3, 275-289. [Abstract] [Full Text] [PDF]

322. Salma Karem Kolkailah, Ehab Abou Aish, Noha El-Bassiouny. 2012. The impact of corporate social responsibility initiatives on consumers' behavioural intentions in the Egyptian market. *International Journal of Consumer Studies* **36**:4, 369-384. [Crossref]

323. Katherina Glac. 2012. The Impact and Source of Mental Frames in Socially Responsible Investing. *Journal of Behavioral Finance* **13**:3, 184-198. [Crossref]

324. Araceli de los Ríos Berjillos, Mercedes Ruiz Lozano, Pilar Tirado Valencia, Mariano Carbonero Ruz. 2012. Una aproximación a la relación entre información sobre la responsabilidad social orientada al cliente y la reputación corporativa de las entidades financieras españolas. *Cuadernos de Economía y Dirección de la Empresa* **15**:3, 130-140. [Crossref]

325. Shih-Jui Tung, Ching-Chun Shih, Sherrie Wei, Yu-Hua Chen. 2012. Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior. *British Food Journal* **114**:7, 997-1015. [Abstract] [Full Text] [PDF]

326. Kyung Ho Kang, Laura Stein, Cindy Yoonjoung Heo, Seoki Lee. 2012. Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management* **31**:2, 564-572. [Crossref]

327. Percy Marquina, Carlos E. Morales. 2012. The influence of CSR on purchasing behaviour in Peru and Spain. *International Marketing Review* **29**:3, 299-312. [Abstract] [Full Text] [PDF]

328. Bin Shen, Yulan Wang, Chris K.Y. Lo, Momoko Shum. 2012. The impact of ethical fashion on consumer purchase behavior. *Journal of Fashion Marketing and Management: An International Journal* **16**:2, 234-245. [Abstract] [Full Text] [PDF]

329. Ting-yan Chan, Christina W.Y. Wong. 2012. The consumption side of sustainable fashion supply chain. *Journal of Fashion Marketing and Management: An International Journal* **16**:2, 193-215. [Abstract] [Full Text] [PDF]

330. Xinming Deng. 2012. Understanding Consumer's Responses to Enterprise's Ethical Behaviors: An Investigation in China. *Journal of Business Ethics* **107**:2, 159-181. [Crossref]

331. Luu Trong Tuan. 2012. Behind brand performance. *Asia-Pacific Journal of Business Administration* **4**:1, 42-57. [Abstract] [Full Text] [PDF]

332. So-Ye You. 2012. Ethical Purchase Gap of the Fair Trade Coffee. *journal of consumer policy studies* **null**:41, 1-18. [Crossref]

333. David B. Weaver. 2012. Psychographic insights from a South Carolina protected area. *Tourism Management* **33**:2, 371-379. [Crossref]

334. Thomas Jägel, Kathy Keeling, Alexander Reppel, Thorsten Gruber. 2012. Individual values and motivational complexities in ethical clothing consumption: A means-end approach. *Journal of Marketing Management* **28**:3-4, 373-396. [Crossref]

335. NICK LIN-HI, IGOR BLUMBERG. 2012. The Link between Self- and Societal Interests in Theory and Practice. *European Management Review* **9**:1, 19-30. [Crossref]

336. Iain A. Davies, Zoe Lee, Ine Ahonkhai. 2012. Do Consumers Care About Ethical-Luxury?. *Journal of Business Ethics* **106**:1, 37-51. [Crossref]

337. Lynn Sudbury Riley, Florian Kohlbacher, Agnes Hofmeister. 2012. A cross-cultural analysis of pro-environmental consumer behaviour among seniors. *Journal of Marketing Management* **28**:3-4, 290-312. [Crossref]

338. Phil Megicks, Juliet Memery, Robert J. Angell. 2012. Understanding local food shopping: Unpacking the ethical dimension. *Journal of Marketing Management* **28**:3-4, 264-289. [Crossref]

339. Ruth Rettie, Kevin Burchell, Debra Riley. 2012. Normalising green behaviours: A new approach to sustainability marketing. *Journal of Marketing Management* **28**:3-4, 420-444. [Crossref]

340. Elaine L. Ritch, Monika J. Schröder. 2012. Accessing and affording sustainability: the experience of fashion consumption within young families. *International Journal of Consumer Studies* **36**:2, 203-210. [Crossref]

341. Silvia Massa, Stefania Testa. 2012. The role of ideology in brand strategy: the case of a food retail company in Italy. *International Journal of Retail & Distribution Management* **40**:2, 109-127. [Abstract] [Full Text] [PDF]

342. Caroline Moraes, Marylyn Carrigan, Isabelle Szmigin. 2012. The coherence of inconsistencies: Attitude–behaviour gaps and new consumption communities. *Journal of Marketing Management* **28**:1-2, 103-128. [Crossref]

343. Line Schmeltz. 2012. Consumer-oriented CSR communication: focusing on ability or morality?. *Corporate Communications: An International Journal* **17**:1, 29-49. [Abstract] [Full Text] [PDF]

344. Yoon Jin Ma, Mary A. Littrell, Linda Niehm. 2012. Young female consumers' intentions toward fair trade consumption. *International Journal of Retail & Distribution Management* **40**:1, 41-63. [Abstract] [Full Text] [PDF]

345. ###, Jung, Hye-Lyun. 2012. The Study on the Effect of Fair Trade Products' Awareness and Franchise Corporate's Image Using Fair Trade Products on Purchase Intention. *FoodService Industry Journal* **8**:1, 187. [Crossref]

346. Carol Padgett. Stakeholders 70-91. [Crossref]

347. Scarlett C. Wesley, Min-Young Lee, Eun Young Kim. 2012. The Role of Perceived Consumer Effectiveness and Motivational Attitude on Socially Responsible Purchasing Behavior in South Korea. *Journal of Global Marketing* **25**:1, 29-44. [Crossref]

348. Bala Ramasamy, Matthew C.H. Yeung. 2012. Ethical Distance and Difference in Bilateral Trade. *The Journal of World Investment & Trade* **13**:3, 420-441. [Crossref]

349. Magdalena Öberseder, Bodo B. Schlegelmilch, Verena Gruber. 2011. "Why Don't Consumers Care About CSR?": A Qualitative Study Exploring the Role of CSR in Consumption Decisions. *Journal of Business Ethics* **104**:4, 449-460. [Crossref]

350. ###, ###. 2011. A Study on the Purchasing Motivation and Satisfaction towards the Ethical Products for Married Women. *Journal of Consumption Culture* **14**:4, 95-117. [Crossref]

351. Ingrid Davis. 2011. Englischsprachige Forschung (2000–2009) über Kommunikation und Marketing von Produkten mit gesellschaftlicher Verantwortung. *uwf UmweltWirtschaftsForum* **19**:3-4, 269-275. [Crossref]

352. Andrew Murphy, Ben Jenner-Leuthart. 2011. Fairly sold? Adding value with fair trade coffee in cafes. *Journal of Consumer Marketing* **28**:7, 508-515. [Abstract] [Full Text] [PDF]

353. Davide Arcidiacono. 2011. Consumer rationality in a multidisciplinary perspective. *The Journal of Socio-Economics* **40**:5, 516-522. [Crossref]

354. Eun-Sil Hong, Hyo-Yeon Shin. 2011. A Study on Ethical Consumption Behaviors of College Students: Classification and Analysis according to the Ethical Consumption Behaviors. *Korean Journal of Human Ecology* **20**:4, 801-817. [Crossref]

355. Jung E. Ha-Brookshire, Pamela S. Norum. 2011. Willingness to pay for socially responsible products: case of cotton apparel. *Journal of Consumer Marketing* **28**:5, 344-353. [Abstract] [Full Text] [PDF]

356. Anayo D. Nkamnebe. 2011. Sustainability marketing in the emerging markets: imperatives, challenges, and agenda setting. *International Journal of Emerging Markets* **6**:3, 217-232. [Abstract] [Full Text] [PDF]

357. Sanjukta Pookulangara, Arlesa Shephard, Jaime Mestres. 2011. University community's perception of sweatshops: a mixed method data collection. *International Journal of Consumer Studies* **35**:4, 476-483. [Crossref]

358. Tierney Bondy, Vishal Talwar. 2011. Through Thick and Thin: How Fair Trade Consumers Have Reacted to the Global Economic Recession. *Journal of Business Ethics* **101**:3, 365-383. [Crossref]

359. Valéry Bezençon, Sam Blili. 2011. Segmenting the market through the determinants of involvement: The case of fair trade. *Psychology and Marketing* **28**:7, 682-708. [Crossref]

360. Victoria K. Wells, Cerys A. Ponting, Ken Peattie. 2011. Behaviour and climate change: Consumer perceptions of responsibility. *Journal of Marketing Management* **27**:7-8, 808-833. [Crossref]

361. Zhilong Tian, Rui Wang, Wen Yang. 2011. Consumer Responses to Corporate Social Responsibility (CSR) in China. *Journal of Business Ethics* **101**:2, 197-212. [Crossref]

362. Ross Gordon, Marylyn Carrigan, Gerard Hastings. 2011. A framework for sustainable marketing. *Marketing Theory* **11**:2, 143-163. [Crossref]

363. Subir Bandyopadhyay, Nittaya Wongtada, Gillian Rice. 2011. Measuring the impact of inter-attitudinal conflict on consumer evaluations of foreign products. *Journal of Consumer Marketing* **28**:3, 211-224. [Abstract] [Full Text] [PDF]

364. Marylyn Carrigan, Caroline Moraes, Sheena Leek. 2011. Fostering Responsible Communities: A Community Social Marketing Approach to Sustainable Living. *Journal of Business Ethics* **100**:3, 515-534. [Crossref]

365. B. Jones, P. Nisbet. 2011. Shareholder value versus stakeholder values: CSR and financialization in global food firms. *Socio-Economic Review* **9**:2, 287-314. [Crossref]

366. Yam B. Limbu, Marco Wolf, Dale L. Lunsford. 2011. Consumers' perceptions of online ethics and its effects on satisfaction and loyalty. *Journal of Research in Interactive Marketing* **5**:1, 71-89. [Abstract] [Full Text] [PDF]

367. Helen Goworek. 2011. Social and environmental sustainability in the clothing industry: a case study of a fair trade retailer. *Social Responsibility Journal* **7**:1, 74-86. [Abstract] [Full Text] [PDF]

368. Robert James Hanlon. 2011. Engineering corporate social responsibility: elite stakeholders, states and the resilience of neoliberalism. *Contemporary Politics* **17**:1, 71-87. [Crossref]

369. John Peloza, Jingzhi Shang. 2011. How can corporate social responsibility activities create value for stakeholders? A systematic review. *Journal of the Academy of Marketing Science* **39**:1, 117-135. [Crossref]

370. Eleni Papaoikonomou, Gerard Ryan, Matias Ginieis. 2011. Towards a Holistic Approach of the Attitude Behaviour Gap in Ethical Consumer Behaviours: Empirical Evidence from Spain. *International Advances in Economic Research* **17**:1, 77-88. [Crossref]

371. Jeffery Bray, Nick Johns, David Kilburn. 2011. An Exploratory Study into the Factors Impeding Ethical Consumption. *Journal of Business Ethics* **98**:4, 597-608. [Crossref]

372. Todd Green, John Peloza. 2011. How does corporate social responsibility create value for consumers?. *Journal of Consumer Marketing* **28**:1, 48-56. [Abstract] [Full Text] [PDF]

373. Douglas A. Schuler, Petra Christmann. 2011. The Effectiveness of Market-Based Social Governance Schemes: The Case of Fair Trade Coffee. *Business Ethics Quarterly* **21**:01, 133-156. [Crossref]

374. Alejandro Alvarado Herrera, Enrique Bigné Alcañiz, Rafael Curras Pérez. 2011. Perspectivas teóricas usadas para el estudio de la responsabilidad social empresarial: una clasificación con base en su racionalidad1. *Estudios Gerenciales* **27**:118, 115-137. [Crossref]

375. Yu-qin Chen, Xin Liu. The lacking of social responsibility and countermeasures for marketing of transnational corporations in China 3275-3278. [Crossref]

376. Katherine Kemp, Andrea Insch, David K. Holdsworth, John G. Knight. 2010. Food miles: Do UK consumers actually care?. *Food Policy* **35**:6, 504-513. [Crossref]

377. Patrice Cailleba, Herbert Casteran. 2010. Do Ethical Values Work? A Quantitative Study of the Impact of Fair Trade Coffee on Consumer Behavior. *Journal of Business Ethics* **97**:4, 613-624. [Crossref]

378. Katja H. Brunk. 2010. Exploring origins of ethical company/brand perceptions: Reply to Shea and Cohn's commentaries. *Journal of Business Research* **63**:12, 1364-1367. [Crossref]

379. Ken Peattie. 2010. Green Consumption: Behavior and Norms. *Annual Review of Environment and Resources* **35**:1, 195-228. [Crossref]

380. Michal J. Carrington, Benjamin A. Neville, Gregory J. Whitwell. 2010. Why Ethical Consumers Don't Walk Their Talk: Towards a Framework for Understanding the Gap Between the Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers. *Journal of Business Ethics* **97**:1, 139-158. [Crossref]

381. Giana M. Eckhardt, Russell Belk, Timothy M. Devinney. 2010. Why don't consumers consume ethically?. *Journal of Consumer Behaviour* **9**:6, 426-436. [Crossref]

382. N. Craig Smith, Guido Palazzo, C. B. Bhattacharya. 2010. Marketing's Consequences: Stakeholder Marketing and Supply Chain Corporate Social Responsibility Issues. *Business Ethics Quarterly* **20**:04, 617-641. [Crossref]

383. Heribert Meffert, Christian Rauch, Hanna Lena Lepp. 2010. Sustainable Branding — mehr als ein neues Schlagwort?!. *Marketing Review St. Gallen* **27**:5, 28-35. [Crossref]

384. Enrique Bigné Alcañiz, Alejandro Alvarado Herrera, Rafael Currás Pérez, José Javier Rivera Alcami. 2010. Latest evolution of academic research in corporate social responsibility: an empirical analysis. *Social Responsibility Journal* **6**:3, 332-344. [Abstract] [Full Text] [PDF]

385. Leila Hamzaoui Essoussi, Jonathan D. Linton. 2010. New or recycled products: how much are consumers willing to pay?. *Journal of Consumer Marketing* **27**:5, 458-468. [Abstract] [Full Text] [PDF]

386. Alex J. Hiller. 2010. Challenges in researching consumer ethics: a methodological experiment. *Qualitative Market Research: An International Journal* **13**:3, 236-252. [Abstract] [Full Text] [PDF]

387. Morven G. McEachern, Gary Warnaby, Marylyn Carrigan, Isabelle Szmigin. 2010. Thinking locally, acting locally? Conscious consumers and farmers' markets. *Journal of Marketing Management* **26**:5-6, 395-412. [Crossref]

388. Kirsi Niinimäki. 2010. Eco-clothing, consumer identity and ideology. *Sustainable Development* **18**:3, 150-162. [Crossref]

389. Federico Brunetti. 2010. New enterprise models: trial runs of "capitalism with a human face". *The TQM Journal* **22**:3, 242-259. [Abstract] [Full Text] [PDF]

390. Pat Auger, Timothy M. Devinney, Jordan J. Louviere, Paul F. Burke. 2010. The importance of social product attributes in consumer purchasing decisions: A multi-country comparative study. *International Business Review* **19**:2, 140-159. [Crossref]

391. Jérôme Ballet, Aurélie Carimentrand. 2010. Fair Trade and the Depersonalization of Ethics. *Journal of Business Ethics* **92**:S2, 317-330. [Crossref]

392. Jennifer Yurchisin, Sara B. Marcketti. 2010. Collectors behaving ethically: an emerging consumption constellation. *Social Responsibility Journal* **6**:1, 45-61. [Abstract] [Full Text] [PDF]

393. Linda J. Shea. 2010. Using consumer perceived ethicality as a guideline for corporate social responsibility strategy: A commentary essay. *Journal of Business Research* **63**:3, 263-264. [Crossref]

394. Katja H. Brunk. 2010. Exploring origins of ethical company/brand perceptions — A consumer perspective of corporate ethics. *Journal of Business Research* **63**:3, 255-262. [Crossref]

395. Min-Young Lee, Vanessa P. Jackson. 2010. Consumer Awareness and Evaluation of Retailers' Social Responsibility: An Exploratory Approach into Ethical Purchase Behavior from a U.S Perspective. *Journal of Global Academy of Marketing Science* **20**:1, 49-58. [Crossref]

396. Kyoko Fukukawa, Christine Ennew. 2010. What We Believe Is Not Always What We Do: An Empirical Investigation into Ethically Questionable Behavior in Consumption. *Journal of Business Ethics* **91**:S1, 49-60. [Crossref]

397. S.C. Beckmann. Corporate social responsibility – does it matter to consumers? 517-538. [Crossref]

398. Dawn H. Pearcy. 2010. Understanding the role of free-choice environmental education in 'green' consumption behaviour: an empirical investigation. *International Journal of Environment and Sustainable Development* **9**:1/2/3, 123. [Crossref]

399. Juan Gabriel Cegarra-Navarro, Jose-Rodrigo Cordoba-Pachon, Gonzalo Wandosell Fernandez de Bobadilla. 2009. Creating environmental knowledge through 'green communities' in the Spanish pharmaceutical industry. *The Service Industries Journal* **29**:12, 1745-1761. [Crossref]

400. Soyoung Kim, Yoo-Kyoung Seock. 2009. Impacts of health and environmental consciousness on young female consumers' attitude towards and purchase of natural beauty products. *International Journal of Consumer Studies* **33**:6, 627-638. [Crossref]

401. Mi-Hye Park, Lee-Ju Kang. 2009. Study on the Concept and Practice of Ethical Consumption. *Korean Journal of Human Ecology* **18**:5, 1047-1062. [Crossref]

402. Marylyn Carrigan, Patrick de Pelsmacker. 2009. Will ethical consumers sustain their values in the global credit crunch?. *International Marketing Review* **26**:6, 674-687. [Abstract] [Full Text] [PDF]

403. Maria del Mar Garcia de los Salmones, Andrea Perez, Ignacio Rodriguez del Bosque. 2009. The social role of financial companies as a determinant of consumer behaviour. *International Journal of Bank Marketing* **27**:6, 467-485. [Abstract] [Full Text] [PDF]

404. Hye-Jin Paek, Michelle R. Nelson. 2009. To Buy or Not to Buy: Determinants of Socially Responsible Consumer Behavior and Consumer Reactions to Cause-Related and Boycotting Ads. *Journal of Current Issues & Research in Advertising* **31**:2, 75-90. [Crossref]

405. Janet L. Borgerson, Jonathan E. Schroeder, Martin Escudero Magnusson, Frank Magnusson. 2009. Corporate communication, ethics, and operational identity: a case study of Benetton. *Business Ethics: A European Review* **18**:3, 209-223. [Crossref]

406. Narendra Singh. 2009. Exploring socially responsible behaviour of Indian consumers: an empirical investigation. *Social Responsibility Journal* **5**:2, 200-211. [Abstract] [Full Text] [PDF]

407. Kirsty Michelle Golding. 2009. Fair Trade's Dual Aspect. *Journal of Macromarketing* **29**:2, 160-171. [Crossref]

408. Alain d'Astous, Amélie Legendre. 2009. Understanding Consumers' Ethical Justifications: A Scale for Appraising Consumers' Reasons for Not Behaving Ethically. *Journal of Business Ethics* **87**:2, 255-268. [Crossref]

409. Rafael Currás Pérez. 2009. Effects of Perceived Identity Based on Corporate Social Responsibility: The Role of Consumer Identification with the Company. *Corporate Reputation Review* **12**:2, 177-191. [Crossref]

410. Pavlos A. Vlachos, Argiris Tsamakos, Adam P. Vrechopoulos, Panagiotis K. Avramidis. 2009. Corporate social responsibility: attributions, loyalty, and the mediating role of trust. *Journal of the Academy of Marketing Science* **37**:2, 170-180. [Crossref]

411. Katherina Glac. 2009. Understanding Socially Responsible Investing: The Effect of Decision Frames and Trade-off Options. *Journal of Business Ethics* **87**:S1, 41-55. [Crossref]

412. Will Low, Eileen Davenport. 2009. Organizational Leadership, Ethics and the Challenges of Marketing Fair and Ethical Trade. *Journal of Business Ethics* **86**:S1, 97-108. [Crossref]

413. Sunmee Choi, Anna S. Mattila, Heungsoo Park, Seongho Kang. 2009. The Effect of Cross-Channel Price Dis/parity on Ethicality Evaluations and Purchase Intent: The Moderating Role of Price Frame. *Journal of Marketing Channels* **16**:2, 131-147. [Crossref]

414. Louise R. Morgan, Grete Birtwistle. 2009. An investigation of young fashion consumers' disposal habits. *International Journal of Consumer Studies* **33**:2, 190-198. [Crossref]

415. Isabelle Szmigin, Marylyn Carrigan, Morven G. McEachern. 2009. The conscious consumer: taking a flexible approach to ethical behaviour. *International Journal of Consumer Studies* **33**:2, 224-231. [Crossref]

416. Caroline Josephine Doran. 2009. The Role of Personal Values in Fair Trade Consumption. *Journal of Business Ethics* **84**:4, 549-563. [Crossref]

417. Agnès François-Lecompte. 2009. La consommation socialement responsable : oui mais?. *Reflets et perspectives de la vie économique* **XLVIII**:4, 89. [Crossref]

418. Ogenyi Omar. Ethics and International Marketing 478-506. [Crossref]

419. Umezuruike Linus Opara. Quality Management 153-204. [Crossref]

420. Gérard Hoffmann, Jean-Yves Saulquin. 2009. Quand la RSE revisite la chaîne de valeur. *Management & Avenir* **28**:8, 37. [Crossref]

421. Sandro Castaldo, Francesco Perrini, Nicola Misani, Antonio Tencati. 2009. The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products. *Journal of Business Ethics* **84**:1, 1-15. [Crossref]

422. Robert Caruana, Andrew Crane. 2008. Constructing Consumer Responsibility: Exploring the Role of Corporate Communications. *Organization Studies* **29**:12, 1495-1519. [Crossref]

423. Arminda M. Finisterra do Paço, Mário Lino Barata Raposo. 2008. Determining the characteristics to profile the "green" consumer: an exploratory approach. *International Review on Public and Nonprofit Marketing* **5**:2, 129-140. [Crossref]

424. Jonas Nilsson. 2008. Investment with a Conscience: Examining the Impact of Pro-Social Attitudes and Perceived Financial Performance on Socially Responsible Investment Behavior. *Journal of Business Ethics* **83**:2, 307-325. [Crossref]

425. Ron Cacioppe, Nick Forster, Michael Fox. 2008. A Survey of Managers' Perceptions of Corporate Ethics and Social Responsibility and Actions that may Affect Companies' Success. *Journal of Business Ethics* **82**:3, 681-700. [Crossref]

426. Terje I. Vaaland, Morten Heide, Kjell Grønhaug. 2008. Corporate social responsibility: investigating theory and research in the marketing context. *European Journal of Marketing* **42**:9/10, 927-953. [Abstract] [Full Text] [PDF]

427. Carmen Valor. 2008. Can Consumers Buy Responsibly? Analysis and Solutions for Market Failures. *Journal of Consumer Policy* **31**:3, 315-326. [Crossref]

428. Lindsey Carey, Deirdre Shaw, Edward Shiu. 2008. The impact of ethical concerns on family consumer decision-making. *International Journal of Consumer Studies* **32**:5, 553-560. [Crossref]

429. Tagbata Didier, Sirieix Lucie. 2008. Measuring consumer's willingness to pay for organic and Fair Trade products. *International Journal of Consumer Studies* **32**:5, 479-490. [Crossref]

430. Joonas Rokka, Liisa Uusitalo. 2008. Preference for green packaging in consumer product choices - Do consumers care?. *International Journal of Consumer Studies* **32**:5, 516-525. [Crossref]

431. Karen S. Callen-Marchione, Shiretta F. Ownbey. 2008. Associations of unethical consumer behavior and social attitudes. *Journal of Fashion Marketing and Management: An International Journal* **12**:3, 365-383. [Abstract] [Full Text] [PDF]

432. Oliver M. Freestone, Peter J. McGoldrick. 2008. Motivations of the Ethical Consumer. *Journal of Business Ethics* **79**:4, 445-467. [Crossref]

433. Terje I. Vaaland, Morten Heide. 2008. Managing corporate social responsibility: lessons from the oil industry. *Corporate Communications: An International Journal* **13**:2, 212-225. [Abstract] [Full Text] [PDF]

434. Alain d'Astous, Suzanne Mathieu. 2008. Inciting consumers to buy fairly-traded products: a field experiment. *Journal of Consumer Marketing* **25**:3, 149-157. [Abstract] [Full Text] [PDF]

435. Julian Rode, Robin M. Hogarth, Marc Le Menestrel. 2008. Ethical differentiation and market behavior: An experimental approach. *Journal of Economic Behavior & Organization* **66**:2, 265-280. [Crossref]

436. Longinos Marín, Salvador Ruiz. 2008. La Evaluación de la Empresa por el Consumidor según sus Acciones de RSC. *Cuadernos de Economía y Dirección de la Empresa* **11**:35, 91-112. [Crossref]

437. Satyendra Singh. Ethics and Profitability: Can They Coexist? 69-87. [Crossref]

438. Patrick De Pelsmacker, Wim Janssens. 2007. A Model for Fair Trade Buying Behaviour: The Role of Perceived Quantity and Quality of Information and of Product-specific Attitudes. *Journal of Business Ethics* **75**:4, 361-380. [Crossref]

439. Pat Auger, Timothy M. Devinney. 2007. Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions. *Journal of Business Ethics* **76**:4, 361-383. [Crossref]

440. Andreas Chatzidakis, Darryn Mitussis. 2007. Computer ethics and consumer ethics: the impact of the internet on consumers' ethical decision-making process. *Journal of Consumer Behaviour* **6**:5, 305-320. [Crossref]

441. William Low, Eileen Davenport. 2007. To boldly go...exploring ethical spaces to re-politicise ethical consumption and fair trade. *Journal of Consumer Behaviour* **6**:5, 336-348. [Crossref]

442. Terry Newholm, Deirdre Shaw. 2007. Studying the ethical consumer: a review of research. *Journal of Consumer Behaviour* **6**:5, 253-270. [Crossref]

443. Robert Caruana. 2007. A sociological perspective of consumption morality. *Journal of Consumer Behaviour* **6**:5, 287-304. [Crossref]

444. Johan Anselmsson, Ulf Johansson. 2007. Corporate social responsibility and the positioning of grocery brands. *International Journal of Retail & Distribution Management* **35**:10, 835-856. [Abstract] [Full Text] [PDF]

445. Daniela Abrantes Ferreira Serpa, Lucelena Ferreira Fourneau. 2007. Responsabilidade social corporativa: uma investigação sobre a percepção do consumidor. *Revista de Administração Contemporânea* **11**:3, 83-103. [Crossref]

446. Sophie Hadfield-Hill. 2007. The Greening of Project Finance. *Geography Compass* **1**:5, 1058-1075. [Crossref]

447. Guido Berens, Cees B. M. van Riel, Johan van Rekom. 2007. The CSR-Quality Trade-Off: When can Corporate Social Responsibility and Corporate Ability Compensate Each Other?. *Journal of Business Ethics* **74**:3, 233-252. [Crossref]

448. Gillian Rice, Nittaya Wongtada. 2007. Conceptualizing Inter-Attitudinal Conflict in Consumer Response to Foreign Brands. *Journal of International Consumer Marketing* **20**:1, 51-65. [Crossref]

449. Andreas Chatzidakis, Sally Hibbert, Andrew P. Smith. 2007. Why People Don't Take their Concerns about Fair Trade to the Supermarket: The Role of Neutralisation. *Journal of Business Ethics* **74**:1, 89-100. [Crossref]

450. Morven G. McEachern, Monika J.A. Schröder, Joyce Willock, Jeryl Whitelock, Roger Mason. 2007. Exploring ethical brand extensions and consumer buying behaviour: the RSPCA and the "Freedom Food" brand. *Journal of Product & Brand Management* **16**:3, 168-177. [Abstract] [Full Text] [PDF]

451. Gi-Du Kang, Jeffrey James. 2007. Revisiting the Concept of a Societal Orientation: Conceptualization and Delineation. *Journal of Business Ethics* **73**:3, 301-318. [Crossref]

452. Khosro S Jahdi. 2007. Pease Drum and Tank Recycling and Reconditioning: The Impact of Legislation and Limitations on Being Green. *Social Responsibility Journal* **3**:2, 68-72. [Abstract] [PDF]

453. G. Birtwistle, C.M. Moore. 2007. Fashion clothing – where does it all end up?. *International Journal of Retail & Distribution Management* **35**:3, 210-216. [Abstract] [Full Text] [PDF]

454. Victoria Vyvyan, Chew Ng, Mark Brimble. 2007. Socially Responsible Investing: the green attitudes and grey choices of Australian investors. *Corporate Governance: An International Review* **15**:2, 370-381. [Crossref]

455. Michelle Bergadaà. 2007. Children and business: pluralistic ethics of marketers. *Society and Business Review* **2**:1, 53-73. [Abstract] [Full Text] [PDF]

456. Pat Auger, Timothy M. Devinney, Jordan J. Louviere. 2007. Using Best–Worst Scaling Methodology to Investigate Consumer Ethical Beliefs Across Countries. *Journal of Business Ethics* **70**:3, 299-326. [Crossref]

457. Kyoko Fukukawa, Christine Ennew, Steve Diacon. An Eye for an Eye: Investigating the Impact of Consumer Perception of Corporate Unfairness on Aberrant Consumer Behavior 187-221. [Abstract] [Full Text] [PDF] [PDF]

458. Suzanne C. Beckmann. 2007. Consumers and Corporate Social Responsibility: Matching the Unmatchable?. *Australasian Marketing Journal (AMJ)* **15**:1, 27-36. [Crossref]

459. Deirdre Shaw, Gillian Hogg, Elaine Wilson, Edward Shiu, Louise Hassan. 2006. Fashion victim: the impact of fair trade concerns on clothing choice. *Journal of Strategic Marketing* **14**:4, 427-440. [Crossref]

460. Len Tiu Wright, Simon Heaton. 2006. Fair Trade marketing: an exploration through qualitative research. *Journal of Strategic Marketing* **14**:4, 411-426. [Crossref]

461. Deirdre Shaw, Terry Newholm, Roger Dickinson. 2006. Consumption as voting: an exploration of consumer empowerment. *European Journal of Marketing* **40**:9/10, 1049-1067. [Abstract] [Full Text] [PDF]

462. Philip J. Trocchia, Thomas L. Ainscough. 2006. Characterizing consumer concerns about identification technology. *International Journal of Retail & Distribution Management* **34**:8, 609-620. [Abstract] [Full Text] [PDF]

463. Patrick De Pelsmacker, Wim Janssens, Ellen Sterckx, Caroline Mielants. 2006. Fair-trade beliefs, attitudes and buying behaviour of Belgian consumers. *International Journal of Nonprofit and Voluntary Sector Marketing* **11**:2, 125-138. [Crossref]

464. Iris Vermeir, Wim Verbeke. 2006. Sustainable Food Consumption: Exploring the Consumer "Attitude – Behavioral Intention" Gap. *Journal of Agricultural and Environmental Ethics* **19**:2, 169-194. [Crossref]

465. M. Morand, L. Rayman-Bacchus. 2006. Think global, act local: Corporate Social Responsibility Management in Multinational Companies. *Social Responsibility Journal* **2**:3/4, 261-272. [Abstract] [PDF]

466. Sara R. Jaeger. 2006. Non-sensory factors in sensory science research. *Food Quality and Preference* **17**:1-2, 132-144. [Crossref]

467. Ying Fan. 2005. Ethical branding and corporate reputation. *Corporate Communications: An International Journal* **10**:4, 341-350. [Abstract] [Full Text] [PDF]

468. Patrick De Pelsmacker, Wim Janssens, Ellen Sterckx, Caroline Mielants. 2005. Consumer preferences for the marketing of ethically labelled coffee. *International Marketing Review* **22**:5, 512-530. [Abstract] [Full Text] [PDF]

469. William Low, Eileen Davenport. 2005. Has the medium (roast) become the message?. *International Marketing Review* **22**:5, 494-511. [Abstract] [Full Text] [PDF]

470. PATRICK DE PELSMACKER, LIESBETH DRIESEN, GLENN RAYP. 2005. Do Consumers Care about Ethics? Willingness to Pay for Fair-Trade Coffee. *Journal of Consumer Affairs* **39**:2, 363-385. [Crossref]

471. Kirsty Golding, Ken Peattie. 2005. In search of a golden blend: perspectives on the marketing of fair trade coffee. *Sustainable Development* **13**:3, 154-165. [Crossref]

472. H. Iwanow, M.G. McEachern, A. Jeffrey. 2005. The influence of ethical trading policies on consumer apparel purchase decisions. *International Journal of Retail & Distribution Management* **33**:5, 371-387. [Abstract] [Full Text] [PDF]

473. Marta De La Cuesta Gonz�lez, Carmen Valor Martinez. 2004. Fostering Corporate Social Responsibility Through Public Initiative: From the EU to the Spanish Case. *Journal of Business Ethics* **55**:3, 275-293. [Crossref]

474. Marylyn Carrigan, Isabelle Szmigin, Joanne Wright. 2004. Shopping for a better world? An interpretive study of the potential for ethical consumption within the older market. *Journal of Consumer Marketing* **21**:6, 401-417. [Abstract] [Full Text] [PDF]

475. Michael Getzner, Sonja Grabner-Kräuter. 2004. Consumer preferences and marketing strategies for "green shares". *International Journal of Bank Marketing* **22**:4, 260-278. [Abstract] [Full Text] [PDF]

476. Outi Uusitalo, Reetta Oksanen. 2004. Ethical consumerism: a view from Finland. *International Journal of Consumer Studies* **28**:3, 214-221. [Crossref]

477. Paul Gibbs. 2004. Marketing and the notion of well-being. *Business Ethics: A European Review* **13**:1, 5-13. [Crossref]

478. André Cauduro D'Angelo. 2003. A ética no marketing. *Revista de Administração Contemporânea* **7**:4, 55-75. [Crossref]

479. Nina Urala, Liisa Lähteenmäki. 2003. Reasons behind consumers' functional food choices. *Nutrition & Food Science* **33**:4, 148-158. [Abstract] [Full Text] [PDF]

480. 2003. Is there such a thing as an ethical consumer?. *Strategic Direction* **19**:6, 28-30. [Abstract] [Full Text]

481. Anne Broderick, Amandeep Jogi, Tony Garry. 2003. Tickled Pink: The Personal Meaning of Cause Related Marketing for Customers. *Journal of Marketing Management* **19**:5-6, 583-610. [Crossref]

482. Nilanthi Ratnayake, Dushan Chaminda Jayawickrama. Manifestation of Ethical Consumption Behaviour through Five Precepts of Buddhism 83-104. [Crossref]

483. Nilanthi Ratnayake, Dushan Chaminda Jayawickrama. Manifestation of Ethical Consumption Behaviour through Five Precepts of Buddhism 1591-1611. [Crossref]

484. Syaidatina Akila Mohamad Azizan, Norazah Mohd Suki. Consumers' Intentions to Purchase Organic Food Products 86-100. [Crossref]

485. Ebtihaj A. Al A'ali, Abdul Redha Al-Sarraf. Ethical Consumerism: Contextual Issues of Ethical Decision-Making Processes: 133-149. [Crossref]

486. Johanna Kujala. Branding as a Tool for CSR 266-287. [Crossref]

487. . Marketing to Children and Ethical Research 1-14. [Crossref]

488. Isaac Wasswa Katono. Ethically Questionable Behavior and Consumerism in Uganda: 334-360. [Crossref]

489. Johanna Kujala. Branding as a Tool for CSR 746-768. [Crossref]

490. Giacomo Del Chiappa, Mariella Pinna, Marcello Atzeni. Barriers to Responsible Tourist Behaviour: 290-308. [Crossref]