

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)*Index*

- a priori segmentation of consumers 53–4, 114–15
- actions *see* consumer behavior
- activists
 - effects of pressures on firms 34
 - ethics of power and influence 34
 - firms' responses to pressure from 32–3
 - protests and demonstrations 10–11
 - social persuasion 30–1
- adaptive unconscious model 42–3, 46–8
 - consumer as evolved ape 46–8
- affective events theory 52
- AT&T 30
- attitude–behavior gap, implication for measurement 56
- attitudes
 - linear model of consumer behavior 48–50
 - recursive model of consumer behavior 51–3
- Australia, cross-cultural research 124–6
- authorities, desire to pass responsibility to 133
- Becker, Gary 167, 171
- behavior motivation models
 - 55–6 *see also* consumer behavior
- beliefs
 - linear model of consumer behavior 48–50
 - recursive model of consumer behavior 51–3
 - see also* values and beliefs
- Ben & Jerry's 3, 33, 34–5
- Best Buy 31–2
- best–worst (BW) experimental approach 141–2
- Betfair 44
- Bono (U2) 1, 2
- boycotts of products or companies 10–11
- brands and logos
 - influence of 30
 - value to the consumer 19–20
- British Union for the Abolition of Vivisection 39
- Burger King 30
- Calvin Klein 30
- Caribou Coffee 3
- Carnegie, Andrew 138
- Carrefour 31–2, 36
- categorization of consumers from survey information 53–4
- China, cross-cultural research 128–32
- citizen-consumer
 - concept 139–40
 - estimating general societal preferences 152–62
 - linking social and consumer preferences 162–5
 - measuring social issue priorities 140–52
 - moral citizen myth 163–5
 - trade-offs between social causes 140–52
- C_NSR (consumer social responsibility)
 - definition 9
 - vs ethical consumerism 9–11
 - evolution of 35–6
 - impact on corporate economic profit 23–4
 - implications of ethical consumption research 39–40
 - means of expression 10–11
 - purchasing or non-purchasing behavior 10–11

- relationship to corporate social responsibility 27, 33–5
- revealed social preferences 10–11
- role in consumer decision making 11–13
- role of interpretive research 118–20
- stated social preferences 10–11
- value in the study of consumption 186–7
- and willingness to pay 18–23
- C_NSR enhancement strategies 179–83
 - allow the consumer to learn and co-produce 180–1
 - approaches to social consumption investigation 179–80
 - focus on behavioral outcome 180
 - focus on ties and interactions with functionality 180
 - link behavior back to motivations 181–2
 - logical premises 182–3
 - persuasion and behavior reinforcement 181–2
 - use small-scale experimental steps 180–1
- Co-operative Group (UK) 39
- cognitive simplification 186
- comparability problem in research 57–8
- consumer, a priori segmentation 53–4, 114–15
- consumer-as-voter model of social consumption 43–6
- consumer behavior
 - archetypes 41–3
 - consumer as evolved ape 46–8
 - consumer-as-voter model of social consumption 43–6
 - consumer as *vox populi* 43–6
 - economic voter model of consumption 43–6
 - evolutionary biological view 46–8
 - importance of understanding 64–6
 - linear model of consumer behavior 48–9, 51
 - link with knowledge and beliefs 133
 - recursive model of consumer behavior 51–3
 - social, economic, and political implications 64–6
 - consumer behavior archetypes
 - adaptive unconscious model 42–3, 46–8
 - quasi-rational co-producer of value 42, 43
 - quasi-rational reactive purchaser 41–2, 43
 - rational informed processor 41, 43
 - see also* social consumer behavior models
 - consumer behavior research
 - approaches 40–8
 - empirical approaches 40–1
 - models underlying empirical approaches 40–1
 - respondent bias issues 40
 - consumer choice
 - dilemma in ethical consumerism 168–9
 - and taste 166–72
 - consumer decision making, role of C_NSR 11–13
 - consumer depth interviews, cross-cultural research 120–3
 - consumer preferences
 - coevolution with products and services 29–30
 - constrained preferences 31–3
 - and CSR 33–5
 - evolution of 33–5
 - influence of brands and logos 30
 - influence of product advertising 30
 - influence of social persuasion 30–1
 - linking with social preferences 162–5
 - manipulation of the shopping experience 31–3
 - persuasion strategies 30–1
 - pressure on firms from activists 32–3
 - revelation to firms 29–30
 - consumer social behavior, review of studies 67–71
 - consumer social responsibility *see* C_NSR
 - consumer surplus 17–18
 - consumer value 17–18
 - market scenarios for social consumption 24–8
 - consumerism *see* ethical consumerism; social consumerism
 - consumption activity, testing for a social component 21–3

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

234

Index

- context
 - importance of 114, 177
 - interaction with values and beliefs 173–4
 - problem in research 58–9
 - and salience bias 137–9
- core social value 20
- corporate activity
 - economic profit in light of C_NSR 23–4
 - economic profit motive 17–18
 - and social consumerism 16–28
- corporate social responsibility (CSR) 16–17
 - and the ethical consumer 35–6
 - and evolution of customer preferences 33–5
 - relationship with C_NSR 27, 33–5
 - role of the consumer 27
 - value creation 33–5
- corporations
 - coevolving system of supply and demand 28–35
 - constraining consumer preferences 31–3
 - control of product mix on offer 31–2
 - ethics of power and influence 34
 - experimentation for and with consumers 29–30
 - influence of pressures from activists 34
 - influence on the social consumption context 28–35
 - manipulation of the shopping experience 31–3
 - motives for offering ethical products 34–5
 - persuasion strategies 30–1
 - response to pressure from activists 32–3
 - revelation of consumer preferences 29–30
 - scenarios of effects of social consumption 24–8
- counterfeit goods market 11
- cross-cultural research
 - Australia 124–6
 - China 128–32
 - comparison with the mythical ethical consumer 134–6
 - consumer depth interviews 120–3
 - desire to pass responsibility to authorities 133
 - developmental realist justifications 128–32
 - economic rationalist justifications 124–6
 - Germany 126–8
 - governmental dependent justifications 126–8
 - hostility toward social policy initiatives 133–4
 - India 128–32
 - information not a motivator 133
 - link between knowledge and behavior 133
 - rationales for consumption behaviors 123–32
 - Spain 124–8
 - Sweden 126–8
 - trends in logic and justification 132–4
 - Turkey 128–32
 - USA 124–6
- CSR *see* corporate social responsibility
- culture
 - and ethical consumerism 8
 - impact of cultural differences 108–9
 - and rationalization of behavior 8
 - role in social consumption 175
 - see also* cross-cultural research
- customer *see* consumer
- David Jones (department store) 30
- de gustibus non est disputandum* (there is no accounting for tastes) 166–72
- decision making, Kantian versus Humean approach 42–3
- demographics
 - and ethical consumerism 7–8
 - experimental study 99, 100, 106
- developmental realist justifications 128–32
- discrete choice experimentation (DCE) 72–4
- dolphin-safe tuna 64
- domicile, and ethical consumerism 8
- Drummond, John 173
- Durex, annual sexual well-being survey 57

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

Index

235

- economic exchanges, as prediction markets 44
- economic profit 17–18
 - in light of C_NSR 23–4
- economic rationalist justifications 124–6
- economic voter model of consumption 43–6
- Economist, The* 30
- elaboration likelihood model of persuasion 52
- emotive social value 20–1
- empirical truths
 - consumer responses to product social features 178–9
 - context interacts with values and beliefs 173–4
 - convenient truths 176–9
 - effectiveness of active persuasion 177
 - function trumps ethics 176
 - importance of context 177
 - inconvenient truths 172–6
 - ineffectiveness of passive information provision 177
 - influence of other social choices 177–8
 - intentions without trade-offs are suspect 173
 - role of culture 175
 - role of the group is overstated 174–5
 - role of the individual in understated 174–5
 - social consumption follows the law of demand 175–6
 - values and beliefs are overrated 173–4
- empowerment dilemma in ethical consumerism 168–9
- ethical consumer
 - assessing the myth 116
 - categorization from survey information 53–4
 - challenges to simplistic characterization 6–9
 - and the citizen-consumer 163–5
 - comparison with real consumer behavior 134–6
 - evolution of the concept 1–2
 - as heroic ideal 134–6
 - interpreting the myth 134–6
 - jettisoning the myth 183–7
 - and the moral citizen myth 163–5
 - mythical attributes 4–6
 - notions of what is ethical 4–5
- Ethical Consumer Research Association 168
- ethical consumerism
 - assumptions behind surveys 2–3
 - beliefs about consumer behavior 2–3
 - cognitive simplification 186
 - consumer choice dilemma 168–9
 - consumer empowerment dilemma 168–9
 - vs consumer social responsibility 9–11
 - and corporate social responsibility 35–6
 - and culture 8
 - demographics 7–8
 - and domicile 8
 - ethical judgment of individual taste 166–8
 - illusion of free will 36
 - implications of experimental studies 112–16
 - informing consumers 168–9
 - myth and self-deception 14–15
 - narrowness of studies 8–9
 - non-social aspects 21–3
 - overgeneralization of studies 8–9
 - possible motives for 21–3
 - review of studies 67–71
 - self-deception 186
 - surveys contradicted by purchasing behavior 9–13
- ethical consumption
 - implications of consumer behavior models 43
 - linear model of behavior 48–51
 - myth of 60–3
- ethical consumption research
 - implications for the ethical consumer 39–40
 - inability to predict consumer behavior 37–40
 - possible sources of bias 39
- ethical disposition inventory 76–9
- ethical judgment of individual taste 166–8

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

236

Index

- ethical products
 - extent of the market for 1–2, 3
 - firms' motives for offering 34–5
 - firms' strategies toward 32–3
 - lack of public support for 1–2
 - low levels of purchase 11
 - niche markets 3
- evolution of C_NSR 35–6
- evolutionary biological view of the consumer 46–8
- experimental studies
 - assessing the ethical consumer myth 116
 - effects of providing information 116
 - implications for ethical consumerism 112–16
 - importance of context 114
 - individual-level analysis 115
 - ineffectiveness of a priori segmentation 114–15
 - issues addressed 66–7
 - level of influence of social features 113–14
 - picture of social consumption 112–16
 - review of ethical consumerism studies 67–71
- experimental study no. 1 72–97
 - comparison of trade-offs 72–4
 - discrete choice experimentation (DCE) 72–4
 - effects of providing information 86, 87
 - ethical disposition inventory 76–9
 - experimental approach 72
 - Forsyth's ethics position questionnaire 78–9
 - functionality trade-offs against ethics 77, 94–7
 - influence of social features on choice 79–86
 - link between surveys and experiments 87–94
 - Machiavellianism scale 76–8
 - MORI poll 79
 - product categories 72
 - structure of the experiment 72
 - study aims 72
 - study components 74–9
 - study sample 72, 79, 80
 - survey results and true preferences 87–94
 - willingness to consider/purchase 79–86
 - willingness to pay 79–86
- experimental study no. 2
 - (global segments) 98–112
 - choice of countries 98
 - cross-cultural context 98
 - demographics 99, 100, 106
 - impact of cultural differences 108–9
 - influence of previous purchasing decisions 109–12
 - latent class (finite mixture) regression analysis 102
 - product categories 98–9
 - product features 99–102
 - recall of features of previous purchases 109–12
 - segment size and country differentiation 108–9
 - social segment position across product categories 106–7
 - structure of experiments 102
 - structure of the study 98–9
 - study aims 98
 - study sample 98, 99, 100
- Fairtrade movement 3, 11, 19
- Forsyth's ethics position questionnaire (EPQ) 78–9
- function
 - priority over ethics 176
 - trade-off against ethics 77, 94–7
- functional components of value 18–20
- G8 133
- Gap 1
- Germany, cross-cultural research, 126–8
- Giorgio Armani 1
- global segments, experimental study 102–6
- Globescan 39
- Gore, Al 35, 55–6
- government
 - desire to pass responsibility to 133
 - leading social change 35
- governmental dependent justifications 126–8
- Greening America 168
- Greenpeace 31

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

Index

237

- group, role in social consumption 174–5
 guilt, socially induced 20–1
- Harrods 30
 Heinlein, Robert 166–7, 170
 Hollywood Stock Exchange 44
 Humane Society 39
 Humean approach to decision making 42–3
 Huxley, Thomas 184
 hybrid automobile market 3 *see also* Toyota Prius
- Ikea 36
 image signifier value 19–20
 incentive compatibility problem in research 56–7
 India, cross-cultural research 128–32
 individual level of analysis 115, 174–5
 inferences problem in research 58
 influence marketing 31
 information
 as motivation 133
 effectiveness of active persuasion 177
 effects of providing 86, 87, 116
 and ethical consumerism 168–9
 ineffectiveness of passive provision 177
 intentions
 effects of trade-offs 173
 increasing predictive validity 59–60
 linear model of consumer behavior 48–9, 51
 recursive model of consumer behavior 51–3
 International Labour Organization (ILO) 133
 International Right to Know campaign 55–6
 interpretative research
 interpretative approach to C_NSR 120–3
 role in understanding C_NSR 118–20
 Ipsos MORI 39
- Kantian approach to decision making 42–3
 Kirk, James 47
 knowledge and behavior 133 *see also* information
 Kroger 31–2, 36
- latent class (finite mixture) regression analysis (LCRA) 102
 law of demand and social consumption 175–6
 linear model of social consumer behavior 48–51
 logos *see* brands and logos
- Machiavellianism scale 76–8
 market research surveys
 a priori segmentation of consumers 53–4
 failure to predict purchasing behavior 2–3, 9–13, 37–40
 implications for C_NSR 39–40
 methodological flaws 56–9
 narrowness 8–9
 overgeneralization 8–9
 possible sources of bias 39
 relationship to true preferences 87–94
 see also consumer behavior research; social consumption research
 market scenarios, reactions to social consumption 24–8
 McDonald's 30
 measurement, implications of consumer behavior models 53–6
 MediaMarkt 31–2
 Mill, John Stuart 44
 models of consumer behavior
 archetypes 41–3
 empirical approaches based on 40–1
 see also social consumer behavior models
 Monsanto 55–6
 moral citizen myth 163–5
 MORI poll, use in experimental study 79
 motives for apparent ethical consumerism 21–3
 MTV 30
 Murphy, Thomas 44
 myths, and scientific objectivity 185–6 *see also* ethical consumer
- Nader, Ralph 36
 Nestlé 28–9
 Nike 30, 114
 Nokia 31

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

238

Index

- organic food 19
- Oxfam Shop 33
- People for the Ethical Treatment of Animals (PETA) 30, 65–6
- persuasion
 - effectiveness of active persuasion 177
 - elaboration likelihood model 52
 - strategies 30–1
- Procter & Gamble 28–9
- producer surplus 17–18
- producers, market scenarios for social consumption 24–8
- product advertising strategies 30
- product mix on offer, control of 31–2
- product social features, consumer responses to 178–9
- Project Red 1–2
- protest groups *see* activists
- pseudo-opinions 58
- purchasing (or non-purchasing) behavior
 - and C_NSR 10–11
 - disconnect with stated preferences 9–13
- quasi-rational co-producer of value model 42, 43
- quasi-rational reactive purchaser model 41–2, 43
- rational informed processor model 41, 43
- recall of features of previous purchases 109–12
- recursive model of social consumer behavior 48, 51–3
- reputational value 19–20
- research *see* consumer behavior
 - research; ethical consumption
 - research; market research surveys;
 - social consumption research
- respondent bias in consumer behavior research 40
- retailers, supply chain systems 31–2
- revealed social preferences, and C_NSR 10–11
- Sagan, Carl 186
- saliency bias in social consumption research 137–9
- Saturn 31–2
- scientific objectivity, dangers of myths 185–6
- Scott, Lee 34
- segmentation of consumers from survey information 53–4, 114–15
- self-deception 186
- self-perception theory 52
- Shakespeare, Stephan 2
- Shriver, Bobby 1
- signal value 19
- Singh, Manmohan 133
- Smith, Adam 43–4
- social change, role of government 35
- social component of consumption activity 21–3
- social consumer behavior models 48–56
 - assumptions about how people behave 55–6
 - consumer-as-voter model 43–6
 - factors affecting decision making 48
 - implications of models 53–6
 - linear model 48–51
 - models of what motivates behavior 55–6
 - recursive model 48, 51–3
 - and research approach 54–5
 - segmentation of consumers 53–4
 - ways to influence behavior 55–6
- social consumerism 9–11
 - and corporate activity 16–28
 - evolution of 35–6
 - and firm profitability 16–28
 - firms' strategies toward 32–3
 - see also* C_NSR (consumer social responsibility)
- social consumption
 - impacts on aggrieved third parties 24–8
 - implications of consumer behavior models 43
 - market response scenarios 24–8
 - picture from experimental studies 112–16
 - potential economic effects on producers 24–8
 - reality of 60–3
 - role of interpretive research 118–20
 - testing for 21–3
 - see also* C_NSR (consumer social responsibility)

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

Index

239

- social consumption context, influence of corporations 28–35
- social consumption rationales 123–32
 - comparison with the mythical ethical consumer 134–6
 - developmental realist 128–32
 - economic rationalist 124–6
 - governmental dependent 126–8
 - trends in logic and justification 132–4
- social consumption research 56
 - abstract nature of the context 58–9
 - attitude–behavior gap 56
 - citizen-consumer concept 139–40
 - comparability problem 57–8
 - comparison with the mythical ethical consumer 134–6
 - context problem 58–9
 - cross-cultural consumer depth interviews 120–3
 - desire to pass responsibility to authorities 133
 - effects of trade-offs 137–9
 - general societal preferences 152–62
 - hostility toward social policy initiatives 133–4
 - implications for C_NSR 39–40
 - inability to predict consumer behavior 37–40
 - incentive compatibility problem 56–7
 - increasing the predictive validity of intentions 59–60
 - inferences problem 58
 - influence of context 137–9
 - information not a motivator 133
 - interpretative approach 120–3
 - link between knowledge and behavior 133
 - linking social and consumer preferences 162–5
 - measuring social issue priorities 140–52
 - methodological flaws 56–9
 - possible sources of bias 39
 - problems related to informational content 57–8
 - pseudo-opinions 58
 - rationales for consumption behaviors 123–32
 - salience bias 137–9
 - “social desirability” bias 56–7
 - trade-offs between social causes 140–52
 - trends in logic and justification 132–4
 - wording and meaning issues 57–8
 - see also* empirical truths
- social features, influence of on choice 79–86
- social intent, specific nature of choices 7–8
- social issue priorities, measurement 140–52
- social networks, use in marketing 31
- social persuasion, influence on consumers 30–1
- social policy initiatives, hostility toward 133–4
- social preferences
 - and C_NSR 10–11
 - linking with consumer preferences 162–5
- social segment position across product categories 106–7
- social value for the consumer 20–1
- socially induced guilt, responses to 20–1
- societal preferences, estimation 152–62
- socio-political nature of consumption 163–5
- Sony 28–9
- South Park* cartoon series 19
- Spain, cross-cultural research, 124–8
- Starbucks 3, 11, 36
- stated social preferences
 - and C_NSR 10–11
 - disconnect with purchasing behavior 9–13
- status goods 19–20
- Stigler, George 167, 171
- surveys *see* market research surveys
- Sweden, cross-cultural research 126–8
- Target 31–2
- tastes
 - and consumer choice 166–72
 - de gustibus non est disputandum* 166–72
 - ethical judgments about 166–8
 - nature and complexity of 166–72
 - role of values in determining 171–2
- Tesco 31–2, 36
- third-party value (TPV), market scenarios 24–8

Cambridge University Press

978-0-521-74755-4 - The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger and Giana M. Eckhardt

Index

[More information](#)

240

Index

- Toyota 28–9
- Toyota Prius 3, 19–20, 135–6, 181
- trade-offs 8–9, 173
 - and ethical consumerism 137–9
- trade-offs between social causes
 - estimating general societal preferences 152–62
 - individual 140–52
- truths *see* empirical truths
- Turkey, cross-cultural research 128–32

- unconscious consumption 119
- Unilever 28–9, 33, 34–5
- University of Iowa, Iowa Electronic Market 44
- USA, cross-cultural research 124–6

- value
 - branding 19–20
 - changes with market scenarios 24–8
 - components of the individual's valuation equation 18–23
 - core social value 20
 - customer value (consumer surplus) 17–18
 - economic model 17–18
 - economic profit (producer surplus) 17–18
 - emotive social value 20–1
 - functional components 18–20
 - image signifier 19–20
 - pure social value 20–1
 - reputational 19–20
 - signal value 19
 - status goods 19–20
 - willingness to pay 17–23
- values and beliefs
 - influence of 173–4
 - interaction with context 173–4
 - linear model of consumer behavior 48–9
 - recursive model of consumer behavior 51–3
 - role in consumption decisions 6–7
 - role in determining tastes 171–2
 - role of context 7
- viral marketing 31
- Vogue 30
- von Mises, Ludwig 169

- Wal-Mart 28–9, 31–2, 34–5, 36
- willingness to consider/purchase, experimental study 79–86
- willingness to pay (WTP) and C_{NSR} 18–23
 - definition 17–18
 - experimental study 79–86
- World Trade Organization (WTO) 133