

Cambridge University Press

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

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

Table of Contents

[More information](#)

Contents

<i>List of figures</i>	<i>page</i> xii
<i>List of tables</i>	xiii
<i>Preface</i>	xv
1 The appeal and reality of ethical consumerism	1
The ethical consumer and myth	1
Ethical consumerism versus consumer social responsibility	9
Moving from ethical consumer to C _N SR	11
2 Social consumerism in the context of corporate responsibility	16
Social consumerism and firm profitability	16
Economic profit	17
Willingness to pay and C _N SR	18
Economic profit in light of C _N SR	23
Firm and market reactions to social consumption	24
Firms and the social consumption context	28
The evolution of preferences and the role of the firm	33
The ethical consumer and CSR	35
3 Are we what we choose? Or is what we choose what we are?	37
Radical attitudes, conservative behaviors	37
Understanding the nature of consumer choice	40
Archetypes of consumer behavior	41
Consumers as rational informed processors	41
Consumers as quasi-rational reactive purchasers	41
Consumers as quasi-rational co-producers of value	42
Consumers as actors for the adaptive unconscious	42
The consumer as <i>vox populi</i>	43
The consumer as evolved ape	46
Two meta-models of social consumer behavior	48
A linear model of social consumption	48

Cambridge University Press

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

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

Table of Contents

[More information](#)

x	<i>Contents</i>
A recursive model of social consumption	51
Implications of the models	53
The attitude–behavior gap and its implication for measurement	56
The four methodological flaws: incentive compatibility, comparability, inference, and context	56
Increasing the predictive validity of intentions	59
The myth of ethical consumption; the reality of social consumption	60
 4 Ethical consumers or social consumers? Measurement and reality	 64
The importance of the consumer	64
Experimentation and consumer social behavior	67
Are we willing to put our money where our conscience is?	72
Discrete choice experimentation	72
The components of study no. 1	74
Ethical disposition inventory	76
The MORI poll	79
The study sample	79
Willingness to consider/purchase; willingness to pay	79
How valuable is providing information?	86
Can we believe what consumers say when not constrained?	87
The link between surveys and experiments	87
Will consumers sacrifice functionality?	94
Global segments of social consumers	98
The structure of study no. 2	98
The sample	99
Product features and structure of the experiments	99
Global segments	102
Demographics again	106
Does “social” segment position exist independent of product context?	106
Segment size and country differentiation	108
The importance of recall	109
Ethical consumerism in light of experimental reality	112
Assessing the myth	116
 5 Rationalization and justification of social (non-)consumption	 117
The contribution of interpretative methods to understanding C _N SR	118
An interpretative approach	120

Cambridge University Press

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

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

Table of Contents

[More information](#)

<i>Contents</i>	xi
Understanding varying social consumption rationales	123
The economic rationalists	124
The governmental dependents	126
The developmental realists	128
Currents of logic and justification	132
Interpreting the myth	134
6 The ethical consumer, politics, and everyday life	137
From the consumer context to the perspective of the citizen	137
A pound for human rights, a penny for genetically modified food: a glimpse at measuring social issue priorities	140
Seeing the citizen: estimating general societal preferences	152
The consumer as citizen: linking social and consumer preference	162
7 Tastes, truths, and strategies	166
<i>De gustibus non est disputandum</i>	166
The inconvenient empirical truths	172
The convenient empirical truths	176
Strategies for enhancing C _N SR	179
Jettisoning the myth	183
Appendix 1 Description of country choices and participant sampling	188
Appendix 2 Ethical disposition survey: the MORI poll and ethics scales	195
Appendix 3 Latent class finite mixture modeling	201
Appendix 4 Semi-structured interview guide used in all countries	203
Appendix 5 The logic of best–worst scaling	206
Appendix 6 Australia omnibus social, economic, and political preference study	209
<i>Notes</i>	216
<i>References</i>	219
<i>Index</i>	232