

Session 1.2: Cross-Cultural Ethics and Social Responsibility

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Articulating the Meanings Attached To Collective Experiences of Ethical Consumption: A View from Spain

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Development of a Short and Valid Scale to Assess Consumers' Cognitive Justifications for not Behaving Ethically: A Canada-China Study

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ARTICULATING THE MEANINGS ATTACHED TO COLLECTIVE EXPERIENCES OF ETHICAL CONSUMPTION: A VIEW FROM SPAIN

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ABSTRACT

In consumer research there has been traditionally a preference for individualistic approaches and ethical consumer behavior literature does not constitute an exception. Researchers tend to employ the individual ethical consumer as unit of observation of their studies, ignoring that consumer decisions can often be projects carried out by groups, instead of single individuals.

Given the relatively recent growth of the ethical consumer movement and the appearance of different types of collective spaces to serve their needs, the current paper explores the meanings drawn from the participation in Responsible Consumption cooperatives in an effort to complement existing research on individual ethical consumer behavior.

A combination of qualitative techniques was employed including focus groups, in-depth interviews, observation and documentary analysis.

Results show that ethical consumption as a group project offers a greater sense of effectiveness and control when compared to individual actions. Also, additional benefits are gained such as the creation of a social circle and new learning, results of the social interaction that takes place in the ethical space of the cooperative.

References available on request

DEVELOPMENT OF A SHORT AND VALID SCALE TO ASSESS CONSUMERS' COGNITIVE JUSTIFICATIONS FOR NOT BEHAVING ETHICALLY: A CANADA-CHINA STUDY

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ABSTRACT

This paper reports the results of a study aimed at validating a shortened version of a scale purported to assess consumers' reasons for not behaving ethically. The original scale (d'Astous and Legendre 2009) is a 28-item multidimensional instrument assessing the degree to which consumers invoke different justifications for not behaving ethically in the context of their consumption activities. The three dimensions covered by the scale are organized around reasons based on (1) economic development (ED), i.e., the tendency to believe that the economic development of countries justifies the adoption of consumption behaviors that are not socially responsible, (2) government dependency (GD), i.e., the degree to which consumers believe that when there are no laws regulating the unethical actions of social actors, these actions are legal and