

Session 1.2: Cross-Cultural Ethics and Social Responsibility

Session Chair: Laurie Babin (University of Louisiana at Monroe)

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

they cannot be blamed for them, and (3) economic rationalization (ER), i.e., the degree to which consumers think that ethical consumption is costly and, consequently, justify their behaviors based on the argument that in ethical consumption, prices are higher and quality is lower (see Eckhardt et al. 2006). The scale reduction responds to the need of applied researchers and to expectations of organizations for the construction of efficient measuring instruments (Richins 2004; Smith et al. 2001). The 28-item scale has been reduced to 9 items (3 per dimension) following a scale reduction methodological procedure proposed by Stanton et al. (2002), as well as scale reduction and validation recommendations put forward by Marsh et al. (2005), Netemeyer et al. (2002) and Smith et al. (2001).

Two main objectives are addressed by this study. First, the psychometric properties and structural stability of the shortened scale are contrasted with those of the original instrument, using both a North-American sample (n = 204) and a Chinese sample (n = 206). The second research objective is to show that the degree of use and the type of justification invoked by consumers for unethical consumption behaviors differ between the North-American and Chinese cultures. Eckhardt et al. (2006) proposed that consumers from individualist and capitalist countries tend to use ER arguments, whereas consumers from socialist countries would rather blame the government. Because their proposition is based on a limited number of qualitative interviews, it needs to be subjected to a more rigorous empirical test. The proposed comparative analyses allow for a more appropriate test of Eckhardt et al.'s (2006) prediction and, at the same time, contribute to the process of validating the reduced scale. Multigroup structural equation modeling and polytomous IRT analysis were employed to look at the psychometric properties of the reduced scale and to contrast, at the cultural level, the use by consumers of cognitive justifications for not behaving ethically.

References available on request.

Session 2.1: Marketing Strategy and Performance

Session Chair: Jorge Francisco Bertinetti Lengler (ISCTE-IUL, Lisbon)

Learning Orientation and Radical Innovation as Antecedents of Business Performance

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The Effect of Perceived Corporate Competencies on Brand Strength: A Comparison between Domestic and Foreign Markets

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Frederik Meyer (Johannes Gutenberg-University)

Johannes Vogel (Johannes Gutenberg-University)

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LEARNING ORIENTATION AND RADICAL INNOVATION AS ANTECEDENTS OF BUSINESS PERFORMANCE

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ABSTRACT

In changing contexts, innovation is increasingly considered to be one of the key drivers of the long-term success of a firm. The main reason for this is that companies with the capacity to innovate will be able to respond to environmental challenges