



# Morality x Price Trade-Off: what is the price of your values?

Inês Rodrigues

Dissertation written under the supervision of Professor João Niza  
Braga

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## **Abstract**

### **Summary**

This dissertation explores why consumers buy from extremely low-price vendors, and if they make ethical inferences when looking at a product's price. Past research has shown that price is a cue for quality or sustainability, for example, but this study goes a step further in the field of ethics. To do so two studies were made where the objective was the same, but there were two main differences: one analyzed the impact of self-actor consumer behavior, and the other studied the impact of moral actions on consumer behavior.

Consumers believe they are more intelligent than others, and they feel smarter while buying a cheaper product. Doing a moral action led them mainly to consistency, and not recognizing their actions as immoral but the company as so. The main finding was that consumers don't make ethical inferences based on price, and this leaves ethical companies with a challenge on their hands: figure out what cues deliver their message in the best way. A gap is left for unethical companies to operate, since consumers aren't still aware of their practices, and are still looking only for the best price.

**Keywords:** ethics, consumer behavior, price cues, sustainability, actor-observer, moral actions, consistency, self-licensing hedonic consumption, utilitarian consumption.

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**Author:** Inês Morgado Luz Rodrigues

## **Resumo**

Esta tese explora o porquê de os consumidores comprarem produtos extremamente baratos e se, quando olham para o seu preço, fazem inferências éticas sobre o mesmo. Literatura já existente mostra que o preço é uma pista para, por exemplo, a qualidade ou sustentabilidade de um produto, mas este estudo aprofunda este conhecimento para a área da ética. Dois estudos foram realizados onde o objetivo final era o mesmo, mas continham duas diferenças fulcrais: o primeiro analisava o impacto da diferença entre comprar o próprio ou observar um estranho, e o segundo estudou o impacto de ações morais no comportamento do consumidor.

Os participantes acharam que eram mais inteligentes do que os outros e sentiram-se mais espertos quando compraram produtos mais baratos. Realizar uma ação moral levou os participantes à consistência e a não se classificarem como não éticos, mas classificaram a marca como tal. A mais importante descoberta deste estudo foi que os consumidores não fazem inferências éticas baseadas no preço, tal deixa empresas éticas com um desafio em mãos: perceber que outras pistas ditam a mensagem da sua empresa da melhor forma. Um espaço fica aberto para as empresas não éticas onde podem continuar a operar, visto que os consumidores continuam a não estar conscientes das suas práticas e continuam à procura dos melhores preços.

**Palavras-chave:** ética, comportamento do consumidor, preço, sustentabilidade, ações morais, consistência, auto licenciamento, consumo hedónico, consumo utilitário.

**Título:** Trade-off Moralidade x Preço: qual é o preço dos seus valores?

**Autor:** Inês Morgado Luz Rodrigues

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***“Reality is merely an illusion,  
albeit a very persistent one.”***

- Albert Einstein

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## **List of Abbreviations**

RQ: Research question

EP: Experienced Pleasantness

CSR: Corporate Social Responsibility

BTAE: Better-than-average effect

WTP: Willingness to pay

ANOVA: Analysis of Variances

## **Chapter 1: Introduction**

### **Topic Presentation and Relevance**

We live in a world that is becoming more responsible each day (Carrington, Neville, & Whitwell, 2010), or at least that is the image that we, as a society, are trying to convey (Heyward, 2020). The theme of this dissertation came from my need to understand why we have this behavioral gap where we don't support child exploitation, poor work conditions, unsustainable manufacturing, ruthless resources management, animal cruelty, etc. (Hassan, Shiu, & Shaw, 2015) but are willing to buy from stores where one or more of these conditions applies. This either does not affect our consciousness or we don't even take a minute to understand the consequences of our actions, there is a clear behavior gap in our society, what consumers think does not translate into their actions (Carrington, Neville, & Whitwell, 2010). This is particularly bizarre in today's world where we have all the information that we need to make conscious choices, so why do we ignore our moral values to have the trendiest piece of clothing?

While doing this exercise I saw myself in need of taking a step back: do we think about the ethicality of a product when we see its price? Or are we, on the other hand, just thinking about how good that deal is and buying without thinking twice? Why do we buy from these cheap stores?

This is a particularly important topic that can have innumerable impacts on a company's management since it can affect every product's price and consequently all financial statements, marketing decisions, the overall strategy of the company, the operations and manufacturing, and many others. If this study concludes that consumers associate low prices with unethicity or high prices with ethicality companies and managers (from ethical businesses) should mark their prices higher to show exactly this. On the other hand, if consumers don't associate one with the other managers have more freedom to set their prices as low or as high as they wish.

Other important variables to consider that will affect this pricing decision are the brand that sells the product, whether one is buying the item for themselves or if a stranger is buying it, and if it is a hedonic or a utilitarian consumption. All these can impact the willingness to pay of a consumer.

### **Problem Statement and Research Questions**

The main goal of this dissertation is to understand whether consumers associate the price of a product with its' ethicality. There are two main types of strategies for a company to use: either differentiation or cost leadership (Hill, 1988). But where is the line where the means no longer justify the end? Many consumers of today take advantage of the tools and information that are in

their disposition to make their purchases at the lowest price possible (Hamilton & Chernev, 2013), considering themselves smart shoppers. Or are they purchasing such a low-cost product because it was unethically produced? To understand whether consumers are aware of this situation the present dissertation tests how a price change of a similar product can influence consumers' ethical perceptions and buying decisions. Thus, the research questions of the study are the following:

***RQ1: Why do consumers buy from extremely cheap shops? Do consumers make ethical inferences when encountered with low prices? How can consumers buy from these unethical brands?***

This first question will help in understanding in under what conditions consumers feel the need to buy from extremely low-price stores, and while doing it, do they associate price with a product's ethicality. Many consumers now correlate price with quality, but do they also correlate it with ethics? Nowadays, consumers have an extremely extended offer when it comes the time to buy any product, but with this question, we will understand if they are more concerned with buying a product at the lowest price or if they opt to buy a similar product from a more ethical vendor. Also, many have the cues that they aren't shopping from an ethical vendor, so why keep doing it?

***RQ2: Does the perception of ethicality change when one is buying for himself versus when he is judging someone else's purchasing behavior?***

Theoretically, we make harsher judgments about the consumer behavior of others than of ourselves. In a similar unethical situation, we can identify it faster if we are observing someone else doing rather than if we were in that position. This second question will help to understand if this is the case and if so, why is it acceptable for one to buy from questionable companies but at the same time promptly judge who acts in a similar way.

***RQ3: Does a moral act influence an unethical consumer purchase behavior?***

This third research question will clarify if participants are consistent or, in the other hand, if they act by self-licensing. This will constitute important additional information on the work already done in this field, but in a new perspective, instead of utilitarian or hedonic consumption, with an ethical and an unethical product.

## **Dissertation Structure**

This dissertation is segmented into five main chapters. The first one “Introduction” presents an overview for this dissertation, such as the topic, relevance, research questions, and structure.

The second chapter "Literature Review" comprehends the theoretical review of the key concepts that are crucial to understanding each variable and the connections between them; and the hypothesis developed for the study are presented.

The third chapter "Methodology and Data Collection" provides a description of the methodological procedures applied to the studies, research instruments and methods, and the characterization of the sample.

In chapter four "Results' Analysis" are presented the results of the surveys conducted, as well as its analysis.

Lastly, “Discussion” presents the main conclusions of the research and its limitations, as well as suggestions for future research.

## **Chapter 2: Literature Review**

This chapter provides an overview of the theoretical framework and empirical publications that helped to support and answer the research questions and problem.

### **2.1. Ethicality and Ethically Minded Consumer Behavior**

The definition of “ethical” combines different issues, concerns, and expressions for every person such as human rights, equality, fair trade, workers' rights, green issues, and country of origin effect are some concerns of ethically minded individuals (Carrington, Neville, & Whitwell, 2010).

Ethical consumer behavior is the consumption behavior of customers who follow moral principles when they acquire and dispose of goods and services (Sudbury-Riley & Kohlbacher, 2016). Ethically minded consumers can dissuade their behavior, and stop purchasing, if they have a strong attachment with a brand that isn't fulfilling their ethical standards, such as social corporate responsibility (CSR) (e.g., Rasool, Cerchione, & Salo, 2020).

CSR can be described as a “business's obligation to pursue achievable and good long-term goals for its people and the world at large” (Heyward, 2020). For a company can be crucial to have an implemented CSR strategy - it demonstrates the commitment for their employees, the world resources, and “can help people see your company as a positive force in society” (Heyward, 2020). Studies show that CSR can be crucial to create or maintain customer loyalty (Schramm-Klein, Zentes, Steinmann, Swoboda, & Morschett, 2013), a company that is dedicated to social activities that go in line with its consumers' values is perceived by them as having greater quality products (Chernev & Blair, 2015). More than 50% of consumers are willing to pay more for a product or service if the brand has sustainability as a priority inside the company, according to a 2015 survey by Nielson (The sustainability imperative, 2015). Fortune 500 companies invest more than \$15 billion per year in corporate social responsibility (Smith, 2014).

Buying green products is related to status, and altruism, since generally they cost more (Griskevicius & Tybur, 2010). People are more likely to give money in a crowdfunding or solidary event to preserve the environment when this offer is public and can increase one's status (Milinski, Semmann, Krambeck, & Marotzke, 2006). Activating status motives people to opt for green products relative to more luxurious nongreen products; it leads to a higher chance of picking environmentally friendly products when shopping in public, being observed and influencing their reputation; and these products are more desirable when they cost more than other similar green products (Griskevicius & Tybur, 2010).

## 2.2. Actor-Observer

A study, by Bell, Burkley, and Bock (2019), was made to examine the asymmetry in judgments of racism in self and others. They observed racist behaviors of people who committed them but didn't acknowledge themselves as a racist, that reflected the "asymmetry between the ways people view racism in themselves versus how others view their racism" (Bell, Burkleyb, & Bock, 2019, p. 611). They considered two possible explanations for this, "they perceive racism differently than their observers and would judge anyone who engages in similar behaviors as non-racist" or "it could be that they perceive racism similarly to their observers but are unable or unwilling to see racism in themselves" (Bell, Burkleyb, & Bock, 2019, p. 611).

Individuals are frequently reluctant to admit their weaknesses (e.g., Critcher, Helzer, & Dunning, 2011), so the authors predicted that in their study participants would label themselves as less racist than others, even when the other person was in fact themselves.

To evaluate traits and perform judgments, individuals examine behavior and compare them to relevant comparison targets (Festinger, 1954), however, we are less likely to do this when we are assessing ourselves, "as a result, people often form self-judgments that are overly positive and driven by a need for self-enhancement" (Sedikides & Alicke, 2012). The better-than-average effect (BTAE) characterizes "the tendency for people to evaluate themselves more favorably than they evaluate the average other" (Alicke, Klotz, Breitenbecher, Yurak, & Vredenburg, 1995). Individuals "consistently rate themselves as more honest, intelligent, talented, dependable, and sympathetic than their average peer" (Alicke & Govorun, The better-than-average effect, 2005). Also, stock market investors think they are better at detecting lucrative investment opportunities than their colleagues (Odean, 1998), managers consider themselves as more skilled than their peers (Malmendier & Tate, 2005), and university professors believe they are better at teaching than the average college professor (Cross, 1977). Paradoxically, people "think they are less likely to fall prey to psychological biases such as the BTAE than their average peer" (Pronin, Gilovich, & Lee, 2004).

Research has also found that beyond people evaluating themselves more favorably when compared to an abstract concept, like the "average" person, people also rate themselves more positively when comparing to a particular individual (Brown, 2012).

The study consisted of three experiments where a list of racist behaviors from colleagues was given to the participants, but these behaviors mimicked the participants' actions. The results were that participants rated "themselves as less racist than this comparison other, even though this other's racist behaviors were identical to their own" (Bell, Burkleyb, & Bock, 2019, p. 611).

### 2.3. Hedonic and Utilitarian Consumption

*"People buy products not only for what they can do, but also for what they mean"* (Levy, 1959, p.118).

Consumption goods can be defined as hedonic or utilitarian. Hirschman and Holbrook (1982) define "hedonic consumption as those that relate to the multisensory, fantasy and emotive aspects of product usage experience" (Hirschman & Holbrook, Summer 1982, p. 92), Woods (1960) defines hedonic products as "highly dependent on their sensory character for their appeal" (Woods, 1960, p. 18). This type of products "provide more experiential consumption, fun, pleasure, and excitement" (Dhar & Wertenbroch, 2000, p. 60), and some examples are luxury clothes, high-end watches, or perfumes (Dhar & Wertenbroch, 2000).

On the other hand, utilitarian products "possess a rational appeal and are less arousing as they generally provide cognitively oriented benefits" (Lim & Ang, 2008, p. 226), these products can be qualified as effective, helpful, functional, essential, and practical. This type of consumption is the end result of rational reasoning, instrumental, and motivated by a goal (Roy & Ng, 2012). These are products that result from the need to satisfy our more basic needs, such as food, clothing, or a bed (Khan, Dhar, & Wertenbroch, 2005).

Since hedonic consumption is linked with luxuries and superfluous acquisitions, buying, or just even thinking of buying a product of this type results in a higher level of guilt than considering the consumption of utilitarian products (e.g., Zemack-Rugar, Rabino, Cavanaugh, & Fitzsimons, 2016). There exists a positive correlation between anticipatory guilt and hedonic consumption, the higher the first one is the less likely it is for that individual to go through with the acquisition of the hedonic product (Lu, Liu, & Fang, 2016). According to a study developed by Laran (2010), "supermarket consumers who made choices for themselves were less likely to choose indulgent items than those who made choices for others" (Lu, Liu, & Fang, 2016, p. 333). So, buyers who shop for themselves prefer to buy utilitarian products, while when buying for others opt more for hedonic ones (Laran, 2010).

According to a UK study, "48% of consumers were either unwilling or unable to pay the premium associated with more sustainable goods" (PriceWaterhouseCoopers, 2008). Although, a BCG survey reported that "around one-third of consumers across the world said they would pay 5-10 percent more for ethical products, if they were convinced they offered direct benefits" (Manget, Roche, & Munnich, 2009), this fluctuates between categories, consumers are "willing to pay more for ethical ingestible products than disposables, and while consumers are concerned about the

pollution issues attached to disposables, they are less willing to pay a premium for greener alternatives” (Carrigan, 2009, p. 681)

## **2.4. Price Quality Heuristic**

According to Knauth (1949), a socks’ shop registered exponential sales when a price increase from \$1.00 to \$1.14 was made, because this new higher price suggested a rise in quality as well. For consumers it is a conscious, sometimes it may be unconscious, process to rely on price cues to construct quality inferences (Rao, 2005). A higher price correlates with greater perceived quality, liking, and perceived and actual efficiency by consumers (Gneezy, Gneezy, & Lauga, 2014).

A placebo finding was made when, in a study, participants were asked to use one of two products intended to enhance mental performance where the only difference was the price, the ones who drank the lower price option performed worse at a puzzle performance than the ones who drank the higher-priced (Rao, 2005).

Many “studies have provided behavioral evidence that marketing actions can successfully affect experienced pleasantness (EP) by manipulating nonintrinsic attributes of goods” (Plassmann, O’Doherty, Shiv, & Rangel, 2008, p. 1050). Some examples are that knowing a beer’s ingredients and brand may interfere with the taste quality reported, or that how much one enjoys a movie is influenced by its’ expectations regarding quality. An experience was conducted to show an even deeper level of how non-intrinsic properties effects EP, the goal was to show that an increase in wine prices leads to increases in flavor pleasantness and blood-oxygen-level-dependent activity in the medial orbitofrontal cortex. The experience consisted of trying five different Cabernet Sauvignons, participants were given the retail price of each one, but the manipulation was that there were only three different wines, and two of them were sampled twice, once with a high price and again but at a low price. Since “perceptions of quality are known to be positively correlated with price, the individual is likely to believe that a more expensive wine will probably taste better” (Plassmann, O’Doherty, Shiv, & Rangel, 2008, p. 1050), and beyond that participants’ brain showed more activity in the medial orbitofrontal cortex when trying a high price wine (Plassmann, O’Doherty, Shiv, & Rangel, 2008).

“If a brand provides a better quality of service than its competitors, it may be perceived that the brand is credible and reliable, which are aspects of ethical value” (Alwi, Ali, & Nguyen, 2017, p.400), a higher price can influence the consumer’s perception that the company is committed with ethical standards in relation to the environment, social, and economic responsibilities, which is also related with brand loyalty (Story & Hess, 2010).

## 2.5. Self-Licensing and Consistency

Moral **self-licensing** (Monin & Miller, 2001) happens when previous moral actions make one more prone to act in a potentially immoral way “without worrying about feeling or appearing immoral” (Merritt, Effron, & Monin, 2010, p. 344). Research presents that one possibility why this happens is because “good deeds make people feel secure in their moral self-regard” (Merritt, Effron, & Monin, 2010, p. 344). When someone is comfortable with his past actions because they showed empathy, benevolence, compassion, or a lack of intolerance, prejudice, preconception, his future behavior is more likely to be morally incongruent without him feeling cruel, coldblooded, self-centered, or biased. For example, according to Mazar and Zhong (2010) making the option to buy more eco-friendly goods in an online store licensed them to fraud on a succeeding chore.

There are numerous studies where this theory is tested, for example, Monin and Miller tested it based on a real-world simulation. In this study, a group of participants was requested to play the role of a police chief in a small town, in need of hiring a new deputy. As police chief, the participants know that the predominantly White workforce often have hostile attitudes towards the Black officers, which recently led to a Black officer resigning. The participants are asked who is better suited for the job: a White officer, a Black officer or if they are equally suited. Even though the work conditions seem to be better for White officers, participants may feel that choosing the White officer may be a racist act, and therefore choose the “morally safe” option that is the Black officer.

The idea behind this study is to develop an understanding on the effects of moral self-licensing in these participants: if a respondent was given the option of demonstrating that they are in fact not racist, they may more easily choose the White officer for the job, since they don't feel held up by the fear of appearing racist. To achieve this, an exercise was made with some of the participants, prior to the detailed experiment, which was designed to make them demonstrate their lack of prejudice. In said exercise, the participants were asked to play the role of an employer who is selecting a candidate for an unrelated consulting job, out of a pool of four total candidates. The best-qualified candidate is an African American, whereas the rest were White. Given this simple seemingly simple choice, almost all the candidates chose the African American candidate, who gave them sense a sense of security after demonstrating their lack of prejudice with their choice. To assure that the study was carried out correctly, a control group was formed, with the change that, in this control group, all 5 candidates in the consulting candidate question were White – therefore, they were not given the chance of demonstrating their lack of prejudice prior to the chief of police question.

In the end, the study successfully implemented a case of moral self-licensing and its effects on the choices of the participants: when given the prior opportunity of demonstrating their lack of prejudice, these candidates had less fear of choosing the racist option afterwards. The same type of results was obtained when doing a similar study but this time regarding sexism (Merritt, Effron, & Monin, 2010).

Another interesting study was performed by Khan and Dhar (2006), this time about the association between buying luxury goods and feeling guilty about it. If the theory of self-licensing is applied, it would be logical to say that those who can establish themselves as an “ethical and reasonable spender should be more likely to indulge in frivolous purchases later on” (Merritt, Effron, & Monin, 2010, p. 348). The study had as its first step to ask participants to imagine themselves doing regular voluntary work, and to make them choose what kind of work they would like to do, either “teaching children in a homeless shelter or improving the environment” (p.261), the participants had also to justify their choice. The next page of the study presented the following scenario to the participants: they had to imagine that they went to the mall wanting to buy “a pair of designer jeans and a vacuum cleaner” (p. 261), both cost 50\$ but they can only afford to buy one. The control condition did not mention the first exercise about the community service and the shopping scenario was presented right away. The results from this study were that the participants who were presented with the voluntary work task, that imagined they were doing an altruistic action, chose the luxury product more times than those who did not imagine. Who committed “a charitable act in a prior task feel licensed to subsequently choose a luxury item” (Khan & Ravi, 2006, p. 261). With this study, we conclude that “acting altruistically in a first task increases the probability of choosing a hedonic over a utilitarian good in a second task” (Weibel, Messner, & Brugger, 2014, p. 39).

This last example shows exactly why morality, self-licensing, and consumer behavior are interconnected and how they can affect consumers’ daily shopping behavior. According to Singer (1972), it is not reasonable or morally acceptable to acquire superfluous products (hedonic goods) since, in his view, that money could go to people in poverty. Although his vision may not be plausible for many consumers the reality is that “many consumer decisions have moral implications” (Weibel, Messner, & Brugger, 2014, p. 39) (McGregor, 2006).

Another important finding about self-licensing is that “individuals strategically seek out opportunities to act morally” (Merritt, Effron, & Monin, 2010, p. 345) if they are aware that they will need those credits for a future ambiguous situation (Merritt, Effron, & Monin, 2010). Self-licensing has been studied on a great variety of moral domains, and according to Weibel, self-licensing does not need to occur in the same moral domain, meaning that the first action can be, for

example, about racial discrimination, and the following one about cheating, as an example (Weibel, Messner, & Brugger, 2014).

The moral credits model is a form of moral licensing, that says that when someone has a good behavior or action it gives them credits that are stored in a “metaphorical moral bank account” that can be used later on when that individual is confronted with a situation where he licenses that subsequent behavior. After that he should still have a positive balance on the “bank” although his “bad” moral actions.

In conclusion, “if people feel above a certain level of morality, they feel authorized to engage in an immoral action” (Weibel, Messner, & Brugger, 2014, p. 38), on the other hand, if their balance is negative they will feel the need to act more in a moral way to equilibrate their moral self-worth (Weibel, Messner, & Brugger, 2014).

On the opposite side of this theory, there is **consistency**, a theory that is defended by numerous researchers in social psychology (e.g., Beaman et al., 1983, Burger, 1999, Festinger, 1954, Gawronski & Strack, 2012). Consistency is about acting in a similar way as one had done before - it can be either positive, when a good action leads to another positive one (creating a virtuous cycle) or negative, when a first negative action is completed that leads to more negative behavior (creating a vicious cycle) (Mullen & Monin, 2016).

Consistency is more prompt to happen when individuals “think abstractly, focus on their commitment or can draw inferences about their values from their initial behavior” (Mullen & Monin, 2016). To better understand the impact of conceptual abstraction in moderating whether past behavior leads to consistency or to self-licensing situations, a study was conducted. In said study, participants who more easily recalled their moral acts (therefore having a concrete construal) proved to be less willing to volunteer in the future, whereas the participants who more easily recalled their recent immoral acts were more willing to volunteer in the future (balancing act). Finally, the participants who recalled their more distant moral acts (that is, which happened over 1 year ago – abstract construct) displayed more willingness to volunteer than the participants who recalled their more distant immoral acts – showcasing the same results, but in an inverted way (Mullen & Monin, 2016).

According to Weibel, Messner, and Brügger (2014), thinking of finished actions leads to balancing (self-licensing), while demonstrating intentions of completing an action will lead to consistency since that person will want to accomplish that same goal (Weibel, Messner, & Brugger, 2014). Nevertheless, Cascio and Plant (2015) discovered that to someone believe that they gain moral credits is enough to just imagine themselves doing a moral action, which can lead to licensing, “perhaps because intentions can also be formulated in concrete terms” (Mullen & Monin,

2016). In summary, when the initial behavior is an imaginary scenario the tendency is to act in a consistent way, on the other hand, when the initial behavior actually happened people tend to balance their actions.

For Meijers (2014) licensing just happens if one does not completely identify with the theme that is being experienced, when the opposite happens the tendency is to be consistent (Blanken, van de Ven, Zeelenberg, & Meijers, 2014). Another component for this theory was added by Kristoferson et al. (2014), the difference between having an initial behavior public or private. Their studies showed that “individuals who agreed to sign a petition in private or to take a lapel pin home with them were more likely to agree to later donate or volunteer to help the same cause than as a baseline group with no prior behavior, suggesting consistency when the initial behavior was private” (Blombäck & Wigren-Kristoferson, 2014). In conclusion, participants demonstrate consistency when they are able to identify with a goal or value of their first behavior.

Another interesting point was made by Khan and Dhar (2006) when they discovered the difference between mandatory community service as a result of a traffic misordering or do it on a voluntary basis, when and only when this was the case “participants who imagined performing 24 hours of community service were more likely to prefer a hedonic over a utilitarian good (licensing)” (Mullen & Monin, 2016).

## **2.6. Hypothesis Development**

**H1:** *Consumers will draw ethical inferences from low-price products.*

**H2a:** *When a consumer is buying a product by himself, he is not so much aware of an unethical manufacturing process.*

**H2b:** *When someone is judging a stranger's purchasing behavior is more aware of a product's unethicality.*

**H3:** *Doing a moral act before a purchase will lead consumers to consistency.*

## **Chapter 3: Methodology and Data Collection**

The following chapter presents the methodology used to answer both the research questions and the hypothesis formulated. It starts with an overview of the sample collected, followed by a description of the variables and measures used.

To obtain the necessary data to perform a significant statistical analysis, an online survey was conducted. The survey was hosted at the Qualtrics platform.

To obtain a deeper knowledge on the subject, two studies were made. Detailed information about the procedure is presented followed by the research design of the study.

### **3.1. Study 1**

#### **3.1.1. Participants**

The survey was distributed online via social networks, being all the participants volunteers. There were 161 participants of which 48% were male and 52% were female. Regarding age, an open response was used, and the average was 46 years old, most participants are employed (59%), followed by students (19%). Around 93% of the respondents were residing in Portugal, and the questionnaire was available in both Portuguese and English, with Portuguese being the most used language (90%).

#### **3.1.2. Materials**

##### **Independent variables**

To test the validity of the hypothesis formulated, two independent variables were manipulated. Two conditions of price were used (high price, low price), as well as two conditions of the buyer (myself, stranger). The buyer condition was presented to the participants through an imaginary situation where they are asked to pretend that they have some free time on that day and go online shopping for a few products, including some t-shirts. The participant is also asked to imagine that they find a lot of different options from different brands.

On the other hand, when the buyer is a stranger, the participant is asked to imagine that they are seeing someone else that afternoon and that person has some free time and decides to do some online shopping, in the same stores as before. The buyer has a list of a few products that he would like to find and purchase, including some t-shirts. The stranger also finds the different options from the different brands.

The survey had two pieces of identical clothing, the only difference was the color and the price. Price was manipulated by asking participants to consider they or another person were considering the purchase of two similar t-shirts, one priced 50€ and the other priced 2€.

### **Dependent variables**

The dependent variables aim to analyze the consumer ethical buying behavior. As for dependent variables we measured: price, perceived quality, willingness to pay, perceived ethicality of the product presented, the participant's ethical purchase consumer behavior, sustainability, etc. we measured general attitudes and perceived ethics, the objective was to understand if extremely low prices correlate (in the participant's mind) with unethicity and high prices with extreme sustainability and good practices.

The dependent variables of the study are presented with a description of how the variable is measured in the survey. The dependent variables in question are chosen because of the close collection they have to the decision-making process when purchasing clothes. All the dependent variables, apart from *price and Willingness-To-Pay* are assessed in the survey by a seven-point Likert scale, in which 1 was the lowest position, for example, "not likely at all", and 7 the highest one, "extremely likely".

- *Quality*. To assess the customers' perception of the quality of the t-shirt displayed, the question "What would be, in your opinion, the perceived quality of this product before the purchase?" is asked.
- *Willingness to Pay (WTP)*. This question was done with a "text entry", where participants could write any number. The question was: "What would be your willingness to pay for this product (in €)?"
- *Trust*. To assess how much trust the participant has in the brand of the t-shirt the question made was "How likely would it be for you to buy this t-shirt again but this time to offer it to a friend?"
- *Ethicality*. To assess the consumer judgments related to the ethicality related to the whole process of selling the product the question "How ethical do you believe this brand is?" was asked.
- *Sustainability*. To measure the perceived sustainable features of the t-shirts, the survey also includes the question "How sustainable do you believe the manufacturing of this t-shirt is?" and "Do you believe this is an environmentally friendly brand?"

- *Anticipatory guilt.* To measure the extent to which the participant would feel guilty if they had decided to buy the t-shirt the question asked was “How guilty would you feel with this purchase?”.

### 3.1.3. Procedures

An online questionnaire was distributed through Qualtrics, a provider of online surveys software. The survey was spread through social media platforms such as Facebook, WhatsApp, and Instagram.

The survey was available in two languages (Portuguese and English) and the estimated time for completing it was approximately 5 minutes. Participants were informed that all answers would be collected anonymously and asked to answer all questions with honesty since there were no wrong or right answers. The conditions presented to the participant were randomized, meaning that participants were randomly assigned to the condition buyer *myself* or *stranger*, the variable price was manipulated within-subjects, where *high-price* and *low-price* products were presented in a random order.

In the first section, a brief introduction to the survey was made available as well as some information such as the completion time and the researcher’s contact details to clarify any questions.

In the second block, both studies started with a more detailed scenario for the participants to imagine themselves in it. For the first study, the participant was asked to imagine that he was doing online shopping or that he was watching someone, a stranger, doing online shopping

After this first step, the participants were presented with one of two t-shirts, this choice was randomized, either the 2€ t-shirt or the 50€ one. The questions that came along were about whether the participant liked the product presented or not, what was the perceived quality, what would be his willingness to pay, how much of a smart shopper they would feel with the purchase, how much the participant likes the t-shirt, how likely would it be for him to wear it to a public event, and how likely would it be for the participant to buy the t-shirt again but this time to offer it to a friend. Overall, these questions had the purpose of understanding how likely it would be for the participant to buy the t-shirt presented with that specific price in a real-life situation.

In the next section, respondents were again asked all the same questions but this time they were allocated to the random option that hadn’t been assigned before (either high price or low price).

The following block was the manipulation check, where participants had to answer what was the price of the first t-shirt that had appeared, and the second one.

Finally, in the last section, the demographic questions were asked, namely age, gender, nationality, occupation, and education. The respondent is thanked, and the survey is completed.

### 3.1.4. Design

The survey was constructed according to a 2x2-group design with a factorial design (Table 1), for the first one with two independent variables (Price: High Price/Low Price and Buyer: Myself/Other). The variable price was manipulated within-subjects design while the buyer and morality points variables were manipulated between-subjects design. A mixed experimental design was adopted since it combines the advantages of both within-subjects factors (higher statistical power) and between-subjects factors (lower risk of participants discovering the hypothesis to be tested).

Price	Buyer	
	<i>Myself</i>	<i>Other</i>
<i>High</i>	51	47
<i>Low</i>	47	47

*Table 1- Distribution of participants*

## 3.2. Study 2

### 3.2.1. Participants

The survey was distributed online via social networks, being all the participants volunteers. There were 163 participants of which 40% were male and 58% were female. Regarding age, an open response was used, and the average was 45 years old, most participants are employed (66%), followed by students (15%). Around 94% of the respondents were residing in Portugal, and the questionnaire was available in both Portuguese and English, with Portuguese being the most used language (91%).

### 3.2.2. Materials

#### Independent variables

The independent variable *price* was used in study 2 in the same way as it was on study 1.

The new independent variable that was introduced in this study was *morality points*. The relative preference for a luxury option will be higher if people's prior decisions helped boost their relevant self-concepts (Khan & Ravi, 2006), so the participants were presented with a scenario where they were asked to imagine that they have been doing voluntary work every week and the control survey didn't mention this fact. The first task asked participants to imagine that they had volunteered to spend three hours a week doing community service, and then they could choose which type of activity they would like to do between "teaching children in a homeless shelter" and "improving the environment by collecting plastic from beaches") (Khan & Ravi, 2006). The introduction of this independent variable was to measure to that extent doing a good action would make them to keep doing good actions, or in the other hand, if they now felt like doing something not so good because they had these "morality credits" and could balance them (Merritt, Effron, & Monin, 2010).

#### Dependent variables

The dependent variables on this study were the same as the ones presented in the topic [3.1.2.2 Dependent variables – study 1](#).

### 3.2.3. Procedures

The procedure for the second study was similar to the first one, please check the [3.1.3. Procedures](#) chapter to know more.

The conditions presented to the participant were also randomized, but this time participants were randomly assigned to the condition *with morality points* or *neutral*, the variable price was manipulated within-subjects, where *high-price* and *low-price* products were presented in a random order.

The differences in the survey were in the detailed scenario for the participants to imagine themselves in it, on the second block. The participant was asked to imagine that he does voluntary work on a weekly basis, more precisely that he offered to spend three hours a week doing it (Khan & Ravi, 2006). Then he was asked to choose between two types of voluntary work, so they would feel this decision more as their choice and become closer with the scenario. The control condition didn't mention anything related to voluntary.

### 3.2.4. Design

The survey was constructed according to a 2x2-group design with a factorial design (Table 2), for the second study, it also had two independent variables (Price: High-Price/Low-Price and Morality Points: Voluntary Work/Neutral). The variable price was manipulated within-subjects design while the buyer and morality points variables were manipulated between-subjects design. A mixed experimental design was adopted since it combines the advantages of both within-subjects factors (higher statistical power) and between-subjects factors (lower risk of participants discovering the hypothesis to be tested).

Price	Morality Points	
	<i>With morality points</i>	<i>Neutral</i>
<i>High</i>	55	50
<i>Low</i>	48	47

*Table 2- Distribution of participants*

### 3.3. Manipulation check

To assess the effectiveness of the previous manipulation a manipulation check was used, the participants had to answer at the end of the survey, before the demographic questions, what was the price of the first t-shirt presented and what was the price of the second one, to make sure one was paying attention to the main differences between them.

## Chapter 4: Results' Analysis

In this chapter the results of the studies and its' surveys will be analyzed and described, divided by each study.

### 4.1. Study 1

#### 4.1.1. Demographics

The first study had 192 participants, but only 162 completed it, due to the failing of the manipulation check only 105 answers were analyzed. Meaning that 24 participants were exposed to the condition “buyer myself, price high then low”, 29 to “buyer myself, price low then high”, 26 to “buyer other, price high then low”, and 26 to “buyer other, price low then high”.

Table 3 shows the sample's demographic characteristics.

		Absolute Value	Percentage
<b>Age</b>	Average	46	
	Minimum	15	
	Maximum	75	
	Standard Deviation	15,6	
	Median	49	
<b>Gender</b>	Male	78	48%
	Female	83	52%
	Non-Binary	0	0%
	Prefer not to say	0	0%
<b>Country of Residence</b>	Portugal	150	93%
	Germany	1	1%
	Italy	1	1%
	Luxembourg	1	1%
	Spain	1	1%
	Denmark	1	1%
	South Africa	1	1%
	Brazil	1	1%
	Australia	1	1%
	UK	1	1%
	Cuba	1	1%
	Lower than Highschool	4	2%
	Highschool	35	22%

<b>Education Completed</b>	Bachelor's Degree	75	47%
	Master's Degree	26	16%
	Post-Graduation	18	11%
	PhD	3	2%
<b>Occupation</b>	Student	19	12%
	Working Student	11	7%
	Employed	95	59%
	Unemployed	5	3%
	Retired	18	11%
	Other	13	8%

Table 3 - Study 1 Demographics

#### 4.2.1. Analysis

For every dependent variable, the data analysis relied firstly on a 2 *buyer* (Myself, Stranger) x 2 *price* (high-price, low-price) ANOVA with Repeated Measures on *price*. When it was necessary an Independent Sample T-Test was also computed.

##### *Willingness to pay*

There is a main effect for *price* ( $F_{(1, 102)} = 17.165, p < .000, \eta^2 = .144$ ). This result indicates that for the *high-price* t-shirt, *willingness to pay* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 10.871, SD = .787; M_{\text{low-price}} = 7.097, SD = .787$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 102)} = .329, p = .568, \eta^2 = .003$ ), meaning that there is no significant difference in *WTP* when participants are buying the t-shirts *themselves* ( $M = 8.575, SE = .998$ ) or when they are observing a *stranger* doing it ( $M = 9.392, SE = 1.017$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 102)} = 6.072, p = .015, \eta^2 = .056$ ) suggesting that the *self-observer* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 5.57, SE = 6.075$ ) have lower *willingness to pay* than those who were observing a *stranger* doing it ( $M = 8.63, SE = 9.642$ ). This difference,  $-3.06$ , BCa 95% CI  $[-6.50, -.12]$ , is marginally significant,  $t_{(86.224)} = -1.929, p = .057$ .

##### *Likelihood of purchase*

There is a main effect for *price* ( $F_{(1, 103)} = 7.575, p = .007, \eta^2 = .069$ ). This result indicates that for the *high-price* t-shirt, *likelihood of purchase* is lower than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 2.613, SD = .185; M_{\text{low-price}} = 3.461, SD = .210$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 102)} = .843, p = .361, \eta^2 = .008$ ), meaning that there is no significant difference in *likelihood of purchase* when participants are buying the t-shirts *themselves* ( $M = 3.151, SE = .175$ ) or when they are observing a *stranger* doing it ( $M = 2.923, SE = .176$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 8.277, p = .005, \eta^2 = .074$ ) suggesting that the *self-observer* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 4.02, SE = 2.223$ ) have higher *likelihood of purchase* than those who were observing a *stranger* doing it ( $M = 2.90, SE = 2.079$ ). This difference, 1.12, BCa 95% CI [.25, .96], was significant,  $t_{(102.768)} = 2.655, p = .007$ .

#### *Perceived Quality*

There is a main effect for *price* ( $F_{(1, 103)} = 21.637, p < .000, \eta^2 = .174$ ). This result indicates that for the *high-price* t-shirt, *perceived quality* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 4.084, SD = .152; M_{\text{low-price}} = 3.108, SD = .146$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .077, p = .783, \eta^2 = .001$ ), meaning that there is no significant difference in *perceived quality* when participants are buying the t-shirts *themselves* ( $M = 3.566, SE = .149$ ) or when they are observing a *stranger* doing it ( $M = 3.625, SE = .151$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 10.722, p = .001, \eta^2 = .094$ ) suggesting that the *self-observer* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *high-priced* t-shirt for *themselves* ( $M = 4.40, SE = 1.621$ ) have higher *perceived quality* than those who were observing a *stranger* doing it ( $M = 3.77, SE = 1.490$ ). This difference, .63, BCa 95% CI [- .02, 1.19], was significant,  $t_{(102.566)} = 2.064, p = .042$ .

On average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 2.02, SE = 1.416$ ) have lower *perceived quality* than those who were observing a *stranger* doing it ( $M =$

3.48 SE= 1.578). This difference, -1.46, BCa 95% CI [-1.33, -.14], was significant,  $t_{(101.371)} = -2.544$ ,  $p = .012$ .

### *Smart Shopper*

There is a main effect for *price* ( $F_{(1, 103)} = 7.420$ ,  $p = .008$ ,  $\eta^2 = .067$ ). This result indicates that for the *high-price* t-shirt, the feeling of *smart shopper* is lower than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 2.900$ ,  $SD = .174$ ;  $M_{\text{low-price}} = 3.654$ ,  $SD = .189$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .345$ ,  $p = .558$ ,  $\eta^2 = .003$ ), meaning that there is no significant difference in *smart shopper* when participants are buying the t-shirts *themselves* ( $M = 3.208$ ,  $SE = .166$ ) or when they are observing a *stranger* doing it ( $M = 3.346$ ,  $SE = .168$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 9.866$ ,  $p = .002$ ,  $\eta^2 = .087$ ) suggesting that the *self-observer* difference is larger for the *high-price* condition than for the *low-price* condition.

Indeed, on average, participants who were buying the *high-priced* t-shirt for *themselves* ( $M = 2.40$ ,  $SE = 1.523$ ) have a lower feeling of *smart shopper* than those who were observing a *stranger* doing it ( $M = 3.40$ ,  $SE = 2.022$ ). This difference, -1.00, BCa 95% CI [- 1.76, -.32], was significant,  $t_{(103)} = -2.888$ ,  $p = .005$ .

### *Trust*

There is a not main effect for *price* ( $F_{(1, 103)} = 1.513$ ,  $p = .222$ ,  $\eta^2 = .014$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.361$ ,  $SD = .158$ ;  $M_{\text{low-price}} = 3.124$ ,  $SD = .137$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .131$ ,  $p = .718$ ,  $\eta^2 = .001$ ), meaning that there is no significant difference in *trust* when participants are buying the t-shirts *themselves* ( $M = 3.283$ ,  $SE = .158$ ) or when they are observing a *stranger* doing it ( $M = 3.202$ ,  $SE = .159$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .283$ ,  $p = .596$ ,  $\eta^2 = .003$ ) meaning that there is not a combined effect.

### *Liking of t-shirt*

There is a not main effect for *price* ( $F_{(1, 103)} = .571$ ,  $p = .452$ ,  $\eta^2 = .006$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.716$ ,  $SD = .157$ ;  $M_{\text{low-price}} = 3.572$ ,  $SD = .163$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .461, p = .499, \eta^2 = .004$ ), meaning that there is no significant difference in *liking* when participants are buying the t-shirts *themselves* ( $M = 3.557, SE = .181$ ) or when they are observing a *stranger* doing it ( $M = 3.731, SE = .182$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .431, p = .513, \eta^2 = .004$ ) meaning that there is not a combined effect.

#### *Wear to a Public Event*

There is a main effect for *price* ( $F_{(1, 103)} = 5.471, p = .021, \eta^2 = .050$ ). This result indicates that for the *high-price* t-shirt, *wear it to a public event* is more likely than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.487, SD = .195; M_{\text{low-price}} = 3.107, SD = .178$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .852, p = .358, \eta^2 = .008$ ), meaning that there is no significant difference in the probability of *wearing to a public event* when participants are buying the t-shirts *themselves* ( $M = 3.142, SE = .166237$ ) or when they are observing a *stranger* doing it ( $M = 3.452, SE = .239$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .638, p = .426, \eta^2 = .006$ ) meaning that there is not a combined effect.

#### *Buy for Friend*

There is a not main effect for *price* ( $F_{(1, 103)} = .760, p = .385, \eta^2 = .007$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 2.333, SD = .152; M_{\text{low-price}} = 2.513, SD = .177$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .675, p = .413, \eta^2 = .007$ ), meaning that there is no significant difference in *buying for a friend* when participants are buying the t-shirts *themselves* ( $M = 2.528, SE = .181$ ) or when they are observing a *stranger* doing it ( $M = 2.317, SE = .182$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .350, p = .555, \eta^2 = .003$ ) meaning that there is not a combined effect.

#### *Ethical Purchase Behavior*

There is a not main effect for *price* ( $F_{(1, 103)} = 2.549, p = .113, \eta^2 = .024$ ), meaning that there was not found a significant difference, but almost, ( $M_{\text{high-price}} = 3.871, SD = .143; M_{\text{low-price}} = 3.584, SD = .159$ ).

Regarding *buyer*, a main effect was found ( $F_{(1, 103)} = 11.150, p = .001, \eta^2 = .098$ ), meaning that there is a significant difference in *ethical purchase behavior* when participants are buying the t-

shirts *themselves* (M= 3.321, SD= .172), which is lower than when they are observing a *stranger* doing it (M= 4.135, SD= .173).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .573, p = .451, \eta^2 = .006$ ) meaning that there is not a combined effect.

On average, participants who were buying the *high-priced* t-shirt for *themselves* (M= 3.40, SE= 1.548) felt less *ethical* than those who were observing a *stranger* doing it (M= 4.35, SE= 1.385). This difference, -0.95, BCa 95% CI [-1.48, -.403], was significant,  $t_{(102.130)} = -3.312, p = .001$ .

On average, participants who were buying the *low-priced* t-shirt for *themselves* (M= 3.25, SE= 1.651) felt less *ethical* than those who were observing a *stranger* doing it (M= 3.92, SE= 1.607). This difference, -0.67, BCa 95% CI [-1.36, -.04], was significant,  $t_{(102.993)} = -2.132, p = .035$ .

### *Ethicality of the Brand*

There is a not main effect for *price* ( $F_{(1, 103)} = 1.605, p = .208, \eta^2 = .015$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.267, SD = .143; M_{\text{low-price}} = 3.041, SD = .144$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = 2.664, p = .106, \eta^2 = .025$ ), meaning that there is no significant difference in the perceived *ethicality of the brand* when participants are buying the t-shirts *themselves* (M= 2.972, SE= .157) or when they are observing a *stranger* doing it (M= 3.337, SE= .159).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 1.344, p = .249, \eta^2 = .013$ ) meaning that there is not a combined effect.

On average, participants who were buying the *low-priced* t-shirt for *themselves* (M= 2.75, SE= 1.492) thought the *ethicality of the brand* was minor than those who were observing a *stranger* doing it (M= 3.33, SE= 1.451). This difference, -0.58, BCa 95% CI [-1.14, -.02], was significant,  $t_{(102.992)} = -2.132, p = .049$ .

On average, participants who were buying the *high-priced* t-shirt for *themselves* (M= 3.19, SE= 1.481) thought the *ethicality of the brand* was minor than those who were observing a *stranger* doing it (M= 3.35, SE= 1.440). This difference, -0.16, BCa 95% CI [-.76, .42], was not significant,  $t_{(102.992)} = -.552, p = .661$ .

### *Sustainability*

There is a main effect for *price* ( $F_{(1, 103)} = 12.155, p = .001, \eta^2 = .106$ ). This result indicates that for the *high-price* t-shirt, the perceived *sustainability* is more perceptible than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.333, SD = .152; M_{\text{low-price}} = 2.727, SD = .140$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = 1.112, p = .294, \eta^2 = .011$ ), meaning that there is no significant difference in *sustainability* when participants are buying the t-shirts *themselves* ( $M = 2.908, SE = .166$ ) or when they are observing a *stranger* doing it ( $M = 3.154, SE = .167$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = .638, p = .426, \eta^2 = .006$ ) meaning that there is not a combined effect.

### *Environmentally Friendly*

There is a main effect for *price* ( $F_{(1, 103)} = 17.978, p < .000, \eta^2 = .149$ ). This result indicates that for the *high-price* t-shirt, participants thought that the manufacturing was more *environmentally friendly* than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.371, SD = .151; M_{\text{low-price}} = 2.669, SD = .134$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = 677.231, p = .747, \eta^2 = .007$ ), meaning that there is no significant difference in *environmentally friendly* when participants are buying the t-shirts *themselves* ( $M = 2.915, SE = .163$ ) or when they are observing a *stranger* doing it ( $M = 3.115, SE = .165$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 3.791, p = .054, \eta^2 = .035$ ) meaning that there is not a combined effect.

### *Fairtrade Mark*

There is a main effect for *price* ( $F_{(1, 103)} = 17.504, p < .000, \eta^2 = .145$ ). This result indicates that for the *high-price* t-shirt, the perception of having a *Fairtrade mark* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.330, SD = .159; M_{\text{low-price}} = 2.555, SD = .138$ ), as predicted.

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .171, p = .680, \eta^2 = .002$ ), meaning that there is no significant difference in *Fairtrade mark* when participants are buying the t-shirts *themselves* ( $M = 2.991, SE = .164$ ) or when they are observing a *stranger* doing it ( $M = 2.894, SE = .166$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 11.950, p = .001, \eta^2 = .104$ ), suggesting that the *self-observer* difference is larger for the *high-price* condition than for the *low-price* condition.

Indeed, on average, participants who were buying the *high-priced* t-shirt for *themselves* ( $M = 3.70, SE = 1.716$ ) felt that it was more likely for the company to have a *Fairtrade mark* than those who were observing a *stranger* doing it ( $M = 2.96, SE = 1.533$ ). This difference, 0.74, BCa 95% CI [0.12, 1.38], was significant,  $t_{(102.116)} = 2.320, p = .022$ .

On average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 2.28, SE = 1.336$ ) felt that it was less likely for the company to have a *Fairtrade mark* than those who were observing a *stranger* doing it ( $M = 2.83, SE = 1.491$ ). This difference,  $-.55$ , BCa 95% CI  $[-1.06, -.04]$ , was marginally significant,  $t_{(101.313)} = -1.967, p = .052$ .

#### *Sustainability Scales: Sustainability + Environmentally Friendly + Fairtrade Mark*

These scales combined reported a Cronbach's Alpha of .899, for *high-price*, and .919, for *low-price*, meaning they are considered reliable.

There is a main effect for *price* ( $F_{(1,103)} = 19.731, p < .000, \eta^2 = .161$ ). This result indicates that for the *high-price* t-shirt, the *sustainability scales* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.345, SD = .141; M_{\text{low-price}} = 2.647, SD = .127$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = .290, p = .591, \eta^2 = .003$ ), meaning that there is no significant difference in *sustainability scales* when participants are buying the t-shirts *themselves* ( $M = 2.937, SE = .153$ ) or when they are observing a *stranger* doing it ( $M = 3.054, SE = .155$ ).

There is a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 7.662, p = .007, \eta^2 = .007$ ), suggesting that the *self-observer* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 2.37, SE = 1.249$ ) felt that it was less likely for the company to have *sustainability measures* than those who were observing a *stranger* doing it ( $M = 2.92, SE = 1.354$ ). This difference,  $-.55$ , BCa 95% CI  $[-1.05, -.07]$ , was significant,  $t_{(101.979)} = -2.171, p = .032$ .

On average, participants who were buying the *high-priced* t-shirt for *themselves* ( $M = 3.50, SE = 1.529$ ) felt that it was more likely for the company to have *sustainability measures* than those who were observing a *stranger* doing it ( $M = 3.19, SE = 1.357$ ). This difference,  $.31$ , BCa 95% CI  $[-.23, .86]$ , was not significant,  $t_{(101.972)} = 1.125, p = .264$ .

### Anticipatory Guilt

There is a not main effect for *price* ( $F_{(1, 103)} = .101, p = .751, \eta^2 = .001$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.429, SD = .196; M_{\text{low-price}} = 3.356, SD = .188$ ).

Regarding *buyer*, a main effect was not found ( $F_{(1, 103)} = 1.606, p = .208, \eta^2 = .015$ ), meaning that there is no significant difference in *anticipatory guilt* when participants are buying the t-shirts *themselves* ( $M = 3.198, SE = .216$ ) or when they are observing a *stranger* doing it ( $M = 3.587, SE = .218$ ).

There is not a significant interaction between *price* and *buyer* ( $F_{(1, 103)} = 1.518, p = .221, \eta^2 = .015$ ) meaning that there is not a combined effect.

On average, participants who were buying the *low-priced* t-shirt for *themselves* ( $M = 3.02, SE = 1.792$ ) felt less *anticipatory guilt* than those who were observing a *stranger* doing it ( $M = 3.69, SE = 1.491$ ). This difference,  $-.67$ , BCa 95% CI  $[-1.36, -.07]$ , is marginally significant,  $t_{(100.460)} = -1.784, p = .077$ .

	Condition	High-Price Mean ± SD	Low-Price Mean ± SD	p-value High-Price	p-value Low-Price
<b>WTP</b>	Myself		5.566 ± 6.075		.057
	Other		8.678 ± 9.642		
<b>Likelihood of Purchase</b>	Myself		4.02 ± 2.223		.007
	Other		2.90 ± 2.079		
<b>Perceived Quality</b>	Myself	4.40 ± 1.621	2.02 ± 1.416	.042	.012
	Other	3.77 ± 1.490	3.48 ± 1.578		
<b>Smart Shopper</b>	Myself	2.40 ± 1.523		.005	
	Other	3.40 ± 2.022			
<b>Ethical purchase behavior</b>	Myself	3.40 ± 1.548	3.25 ± 1.651	.001	.035
	Other	4.35 ± 1.385	3.92 ± 1.607		
<b>Ethical brand</b>	Myself	3.19 ± 1.481	2.75 ± 1.492	.662	.049
	Other	3.55 ± 1.440	3.33 ± 1.451		
<b>Fairtrade mark</b>	Myself	3.70 ± 1.716	2.28 ± 1.336	.022	.052
	Other	2.96 ± 1.533	2.83 ± 1.491		
<b>Sustainability scales</b>	Myself	3.50 ± 1.529	2.37 ± 1.249	.264	.320
	Other	3.19 ± 1.357	2.92 ± 1.354		
<b>Anticipatory guilt</b>	Myself		3.02 ± 1.792		.077
	Other		3.69 ± 1.491		

Table 4 - T-Tests' Summary

## 4.2. Study 2

### 4.2.1. Demographics

The second study had 200 participants, but only 167 completed it, due to the failing of the manipulation check only 112 answers were analyzed. Meaning that 31 participants were exposed to the condition “with morality points, price high then low”, 29 to “with morality points, price low then high”, 26 to “without morality points, price high then low”, and 26 to “neutral (without morality points), price low then high”.

Table 5 shows the sample’s demographic characteristics.

		<b>Absolute Value</b>	<b>Percentage</b>
<b>Age</b>	Average	45	
	Minimum	15	
	Maximum	89	
	Standard Deviation	15,3	
	Median	47	
<b>Gender</b>	Male	66	40%
	Female	94	58%
	Non-Binary	3	2%
	Prefer not to say	0	0%
<b>Country of Residence</b>	Portugal	154	93%
	Germany	1	1%
	Italy	1	1%
	France	2	1%
	Spain	1	1%
	Singapore	1	1%
	Angola	1	1%
	The Netherlands	1	1%
	Macau	1	1%
<b>Education Completed</b>	Lower than Highschool	6	4%
	Highschool	28	17%
	Bachelor’s Degree	73	45%
	Master’s Degree	41	25%
	Post-Graduation	13	8%
	PhD	2	1%
	Student	22	13%
	Working Student	4	2%

<b>Occupation</b>	Employed	108	66%
	Unemployed	5	3%
	Retired	10	6%
	Other	14	9%

Table 5 - Study 2 Demographics

#### 4.2.2. Analysis

For every dependent variable, the data analysis relied on a 2 *morality* (With Morality Points, Neutral) x 2 *price* (high-price, low-price) ANOVA with Repeated Measures on *price*. When it was necessary an Independent Sample T-Test was also computed.

##### *Willingness to pay*

There is a main effect for *price* ( $F_{(1, 124)} = 56.016, p < .000, \eta^2 = .311$ ). This result indicates that for the *high-price* t-shirt, *willingness to pay* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 11.022, SD = .622; M_{\text{low-price}} = 6.599, SD = .491$ ), as predicted.

Regarding *morality*, a main effect was found ( $F_{(1, 124)} = 4.194, p = .043, \eta^2 = .033$ ), meaning that there is a significant difference in *WTP* when participants are buying the t-shirts *with morality points* ( $M = 9.785, SD = .662$ ), which is higher than when they are *neutral* ( $M = 7.836, SD = .683$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .021, p = .886, \eta^2 < .000$ ) meaning that there is not a combined effect.

On average, participants who were buying the *high-priced* t-shirt *with morality points* ( $M = 11.954, SE = 7.105$ ) have higher *willingness to pay* than those who were *neutral* doing it ( $M = 10.090, SE = 6.838$ ). This difference, 1.864, BCa 95% CI [-.67, 4.26], was not significant,  $t_{(123.918)} = 1.500, p = .136$ .

On average, participants who were buying the *low-priced* t-shirt *with morality points* ( $M = 7.615, SE = 6.287$ ) have higher *willingness to pay* than those who were *neutral* doing it ( $M = 5.582, SE = 4.521$ ). This difference, 3.094, BCa 95% CI [.28, 3.82], was significant,  $t_{(124)} = 2.073, p = .04$ .

##### *Likelihood of purchase*

There is a main effect for *price* ( $F_{(1, 124)} = 119.505, p < .000, \eta^2 = .491$ ). This result indicates that for the *high-price* t-shirt, *likelihood of purchase* is lower than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 1.921, SD = .110; M_{\text{low-price}} = 4.042, SD = .165$ ).

Regarding *morality*, a main effect was found ( $F_{(1, 124)} = 8.249, p = .005, \eta^2 = .062$ ), meaning that there is a significant difference in the *likelihood of purchase* when participants are buying the t-shirts *with morality points* ( $M = 2.692, SD = .140$ ), which is lower than when they are *neutral* ( $M = 3.270, SD = .145$ ).

There is a significant interaction between *price* and *morality* ( $F_{(1, 123)} = 8.081, p = .005, \eta^2 = .061$ ) suggesting that the *morality-neutral* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *low-priced* t-shirt *with morality points* ( $M = 3.48, SE = 1.669$ ) have a lower *likelihood of purchase* than those who *neutral* doing it ( $M = 4.61, SE = 2.019$ ). This difference,  $-1.13$ , BCa 95% CI  $[-1.78, -.49]$ , was significant,  $t_{(116.648)} = -3.411, p = .001$ .

On average, participants who were buying the *high-priced* t-shirt *with morality points* ( $M = 1.91, SE = 1.100$ ) have a lower *likelihood of purchase* than those who were *neutral* doing it ( $M = 1.93, SE = 1.352$ ). This difference,  $-.02$ , BCa 95% CI  $[-.44 - .39]$ , was not significant,  $t_{(115.791)} = -.121, p = .904$ .

### *Perceived Quality*

There is a main effect for *price* ( $F_{(1, 124)} = 6.496, p = .012, \eta^2 = .050$ ). This result indicates that for the *high-price* t-shirt, *perceived quality* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 4.484, SD = .138; M_{\text{low-price}} = 3.760, SD = .257$ ), as predicted.

Regarding *morality*, a main effect was found ( $F_{(1, 124)} = 7.805, p = .006, \eta^2 = .059$ ), meaning that there is a significant difference in the *perceived quality* when participants are buying the t-shirts *with morality points* ( $M = 4.538, SD = .208$ ), which is higher than when they are *neutral* ( $M = 3.705, SD = .214$ ).

There is a significant interaction between *price* and *morality* ( $F_{(1, 124)} = 8.257, p = .005, \eta^2 = .062$ ) suggesting that the *morality-neutral* difference is larger for the *low-price* condition than for the *high-price* condition.

Indeed, on average, participants who were buying the *low-priced* t-shirt *with morality points* ( $M = 4.58, SE = 3.783$ ) have a higher *perceived quality* than those who were *neutral* doing it ( $M = 2.93, SE = 1.377$ ). This difference,  $1.65$ , BCa 95% CI  $[.72, 2.59]$ , was significant,  $t_{(124)} = 3.213, p = .002$ .

### *Smart Shopper*

There is a main effect for *price* ( $F_{(1, 124)} = 87.918, p < .000, \eta^2 = .415$ ). This result indicates that for the *high-price* t-shirt, the feeling of *smart shopper* is lower than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 2.301, SD = .142; M_{\text{low-price}} = 4.446, SD = .152$ ), as predicted.

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .089, p = .765, \eta^2 = .001$ ), meaning that there is no significant difference in the feeling of *smart shopper* when participants have *morality points* ( $M = 3.346, SD = .129$ ) or are *neutral* ( $M = 3.402, SD = .133$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .089, p = .766, \eta^2 = .001$ ) meaning that there is not a combined effect.

### *Trust*

There is a not main effect for *price* ( $F_{(1, 124)} = 2.286, p = .133, \eta^2 = .018$ ), that there was not found a significant difference ( $M_{\text{high-price}} = 3.754, SD = .136; M_{\text{low-price}} = 3.455, SD = .139$ ).

Regarding *morality*, a main effect was marginally significant ( $F_{(1, 124)} = 3.039, p = .084, \eta^2 = .024$ ), meaning that there is a marginally significant difference in *trust* when participants have *morality points* ( $M = 3.438, SD = .133$ ) or are *neutral* ( $M = 3.770, SD = .137$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .938, p = .335, \eta^2 = .008$ ) meaning that there is not a combined effect.

### *Liking the t-shirt*

There is a not main effect for *price* ( $F_{(1, 124)} = .171, p = .680, \eta^2 = .001$ ), meaning that there was not found a significant difference.

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .634, p = .427, \eta^2 = .005$ ), meaning that there is no significant difference in *liking* when participants have *morality points* ( $M = 3.446, SD = .169$ ) or are *neutral* ( $M = 3.639, SD = .174$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .931, p = .336, \eta^2 = .007$ ) meaning that there is not a combined effect.

### *Wear to a Public Event*

There is a not main effect for *price* ( $F_{(1, 124)} = 2.895, p = .091, \eta^2 = .023$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.207, SD = .171; M_{\text{low-price}} = 2.908, SD = .164$ ).

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .210, p = .648, \eta^2 = .002$ ), meaning that there is no significant difference in the probability of *wearing to a public event* when participants have *morality points* ( $M = 2.992, SD = .198$ ) or are *neutral* ( $M = 3.123, SD = .205$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .238, p = .626, \eta^2 = .002$ ) meaning that there is not a combined effect.

#### *Buy for Friend*

There is a main effect for *price* ( $F_{(1, 124)} = 18.905, p < .000, \eta^2 = .132$ ). This result indicates that for the *high-price* t-shirt, the probability of *buying for a friend* is lower than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 2.246, SD = .138; M_{\text{low-price}} = 3.161, SD = .157$ ).

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = 1.010, p = .317, \eta^2 = .008$ ), meaning that there is no significant difference in *buying for a friend* when participants have *morality points* ( $M = 2.808, SD = .145$ ) or are *neutral* ( $M = 2.598, SD = .150$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .710, p = .401, \eta^2 = .006$ ) meaning that there is not a combined effect.

#### *Ethical Purchase Behavior*

There is a not main effect for *price* ( $F_{(1, 124)} = .059, p = .809, \eta^2 < .000$ ), meaning that there was not found a significant difference ( $M_{\text{high-price}} = 3.682, SD = .144; M_{\text{low-price}} = 3.630, SD = .156$ ).

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .211, p = .646, \eta^2 = .002$ ), meaning that there is no significant difference in *ethical purchasing behavior* when participants have *morality points* ( $M = 3.608, SD = .133147$ ) or are *neutral* ( $M = 3.705, SD = .152$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .302, p = .584, \eta^2 = .002$ ) meaning that there is not a combined effect.

#### *Ethicality of the Brand*

There is a main effect for *price* ( $F_{(1, 124)} = 5.270, p = .023, \eta^2 = .041$ ). This result indicates that for the *high-price* t-shirt, the perceived *ethicality of the brand* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.642, SD = .127; M_{\text{low-price}} = 3.160, SD = .149$ ).

Regarding *morality*, a main effect was found ( $F_{(1, 124)} = 7.970, p = .006, \eta^2 = .060$ ), meaning that there is a significant difference in the perceived *ethicality of the brand* when participants are buying the t-shirts *with morality points* ( $M = 3.146, SD = .126$ ), which is lower than when they are *neutral* ( $M = 3.656, SD = .130$ ).

On average, participants who were buying the *high-priced t-shirt with morality points* ( $M=3.42$ ,  $SE=1.435$ ) have lower perceived *ethicality of the brand* than those who were *neutral* doing it ( $M=3.87$ ,  $SE=1.408$ ). This difference,  $-.45$ , BCa 95% CI  $[-.97, .04]$ , was marginally significant,  $t_{(123.749)}=-1.790$ ,  $p=.076$ .

On average, participants who were buying the *low-priced t-shirt with morality points* ( $M=2.88$ ,  $SE=1.644$ ) have lower perceived *ethicality of the brand* than those who were *neutral* doing it ( $M=3.93$ ,  $SE=1.708$ ). This difference,  $-1.05$ , BCa 95% CI  $[-1.16, .00]$ , was marginally significant,  $t_{(122.722)}=-1.892$ ,  $p=.061$ .

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)}=.071$ ,  $p=.790$ ,  $\eta^2=.001$ ) meaning that there is not a combined effect.

### *Sustainability*

There is a main effect for *price* ( $F_{(1, 124)}=17.595$ ,  $p<.000$ ,  $\eta^2=.124$ ). This result indicates that for the *high-price t-shirt*, the perceived *sustainability* is higher than for the *low-priced t-shirt* ( $M_{\text{high-price}}=3.760$ ,  $SD=.137$ ;  $M_{\text{low-price}}=2.886$ ,  $SD=.143$ ), as predicted.

Regarding *Morality*, a main effect was not found ( $F_{(1, 124)}=.163$ ,  $p=.687$ ,  $\eta^2=.001$ ), meaning that there is no significant difference in *sustainability* when participants have *morality points* ( $M=3.285$ ,  $SD=.131$ ) or are *neutral* ( $M=3.361$ ,  $SD=.135$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)}=1.727$ ,  $p=.191$ ,  $\eta^2=.014$ ) meaning that there is not a combined effect.

### *Environmentally Friendly*

There is a main effect for *price* ( $F_{(1, 124)}=29.520$ ,  $p<.000$ ,  $\eta^2=.192$ ). This result indicates that for the *high-price t-shirt*, participants thought that the manufacturing was more *environmentally friendly* than for the *low-priced t-shirt* ( $M_{\text{high-price}}=3.720$ ,  $SD=.129$ ;  $M_{\text{low-price}}=2.666$ ,  $SD=.132$ ), as predicted.

Regarding *morality*, a main effect was not found ( $F_{(1, 124)}=.639$ ,  $p=.426$ ,  $\eta^2=.005$ ), meaning that there is no significant difference in *environmentally friendly* when participants have *morality points* ( $M=3.123$ ,  $SD=.121$ ) or are *neutral* ( $M=3.262$ ,  $SD=.125$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)}=.982$ ,  $p=.324$ ,  $\eta^2=.008$ ) meaning that there is not a combined effect.

### Fairtrade Mark

There is a main effect for *price* ( $F_{(1, 124)} = 27.693, p < .000, \eta^2 = .183$ ). This result indicates that for the *high-price* t-shirt, the perception of having a *Fairtrade mark* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.798, SD = .135; M_{\text{low-price}} = 2.804, SD = .145$ ), as predicted.

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .019, p = .891, \eta^2 < .000$ ), meaning that there is no significant difference in *Fairtrade mark* when participants have *morality points* ( $M = 3.315, SD = .144$ ) or are *neutral* ( $M = 3.287, SD = .149$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = 2.547, p = .113, \eta^2 = .020$ ) meaning that there is not a combined effect.

### Anticipatory Guilt

There is a main effect for *price* ( $F_{(1, 124)} = 4.451, p = .037, \eta^2 = .035$ ). This result indicates that for the *high-price* t-shirt, the *anticipatory guilt* is higher than for the *low-priced* t-shirt ( $M_{\text{high-price}} = 3.705, SD = .156; M_{\text{low-price}} = 3.337, SD = .144$ ).

Regarding *morality*, a main effect was not found ( $F_{(1, 124)} = .088, p = .767, \eta^2 = .001$ ), meaning that there is no significant difference in *anticipatory guilt* when participants have *morality points* ( $M = 3.485, SD = .170$ ) or are *neutral* ( $M = 3.557, SD = .176$ ).

There is not a significant interaction between *price* and *morality* ( $F_{(1, 124)} = .962, p = .329, \eta^2 = .008$ ) meaning that there is not a combined effect.

	Condition	High-Price	Low-Price	p-value	p-value
		Mean ± SD	Mean ± SD	High-Price	Low-Price
<b>WTP</b>	Myself	11.954 ± 7.105	7.615 ± 6.287	.136	.040
	Other	10.090 ± 6.838	5.582 ± 4.521		
<b>Likelihood of Purchase</b>	Myself	1.91 ± 1.100	3.48 ± 1.669	.904	.001
	Other	1.93 ± 1.352	4.16 ± 2.019		
<b>Perceived Quality</b>	Myself		4.58 ± 3.783		.002
	Other		2.93 ± 1.377		
<b>Ethical brand</b>	Myself	3.42 ± 1.435	2.88 ± 1.644	.076	.081
	Other	3.87 ± 1.48	3.93 ± 1.708		

Table 6 - T-Tests' Summary

## Chapter 5: Discussion

### Results' Overview

The main purpose of this study was to understand why consumers buy extremely cheap products and under what circumstances consumers associate price with ethics. The proposed answer is they draw those inferences when they do not feel threatened in their self-image, in their perception that they are actually ethical persons or ethical consumers.

The main findings of the first study were that when consumers are buying for *themselves* (vs. *observing* other consumers) purchasing *high-price* products (vs. *low-price* products) leads to a higher *WTP*, and the exact opposite happens while buying *low-price*. Also, for the *high-priced* t-shirt, the *perceived quality* is higher for the *myself* condition than for *observing others*, and the reverse occurs for the *low-priced*. This suggests that one believes he is smarter than others, since it pays more for an assumingly higher quality product, but assumes others pay more for a low-price/low-quality one than himself.

The *likelihood of purchase* is higher, and participants felt *smarter shoppers* when the t-shirt is *low-price*, suggesting that participants are looking for the best deal possible. According to a study by Hawk Incentives, 97% “of respondents answered yes when asked if they were looking for deals when shopping and 92 percent said they are “always” looking” (Roesler, 2017), and 40% of participants said they “feel smarter” when they are able to find the greatest deals (Jackson, 2017).

Both in *ethical purchase behavior* and *ethicality of brand* participants gave lower points in the *myself* condition than *other*, regardless of the price, which goes in the opposite direction of the literature review. With these findings, we can reject H2a and H2b. When a consumer is buying a product by himself, he is more aware of an unethical manufacturing process and considers himself less ethical than others.

Consumers are aware that *sustainability measures* change according to *price*, *higher prices* equal more *sustainability*. For low-price products, consumers who are buying for *themselves* have this perception clearer than the ones observing a stranger.

Regarding the second study, the main findings were that participants' *WTP* is higher when presented with a *high-priced* t-shirt, but also *with morality points*. Even when the t-shirt is *low-priced*, the *WTP* is higher *with morality points*. The same is not verified for the *high-price* condition. This goes in line with the consistency theory, a higher *WTP* can be seen as a pro-social behavior, wanting to pay a fairer price.

Participants were more likely to buy the t-shirt when it was *low-priced*, and when they were in the control condition – no mentioning of doing good deeds. In fact, for the *low-price* t-shirt, the

*likelihood* was significantly higher for the control condition versus *with morality points*. This goes in line with the consistency theory, people want to do continuous good actions one after the other. Also, it can be explained by the fact that people would rather to buy utilitarian products for themselves (Laran, 2010)

Regarding the *perceived quality*, participants assessed with more *quality* when *with morality points* than in the control position, even the *low-price*. This is not consistent with previous findings. This is more a self-licensing effect.

Participants are more willing to buy the t-shirt for a friend when it is *low-priced*. Alongside other variables, people seem to prefer what is cheaper. *Morality* has a marginally significant effect in *trust*, participants *trusted* more the brand when in the control position. This goes in line with the consistency theory, since *trust* was lower for participants *with morality points*, for the *low-priced* t-shirt.

For respondents, the *high-priced* t-shirt was a more *ethical brand* than the *low-priced*, although participants inferred the low-priced t-shirt as less ethical, they didn't evaluate themselves as such after the purchase, which indicates the easiness with we can judge the brands, but not our behavior. Also, for the control condition, the brand seemed more *ethical* than for the ones *with morality points*. This can be explained by the consistency theory - people who had done good actions had higher expectations for the brand to do so as well, and because of those good actions didn't feel like an unethical consumer at the moment.

We can accept H3, for most of the analysis, doing a moral act led consumers to consistency, they wanted to continue the cycle of good actions. This may be also influenced by the fact that they knew their responses were going to be analyzed, although anonymously, and they didn't want to damage their image.

In conclusion, although participants take a moment to reflect on how these *low-price* products are made, they conclude that it is in a worse manner than *higher-priced* products, but they don't go the extra step to associate these conditions with ethics, so we can reject H1 - consumers don't make ethical inferences based on price. This can demonstrate a lack of critical thinking. If consumers don't have all the information about the company (the case of this study, but it might be applied to other situations) where they are buying, they also don't take in the cues at their disposition. We, as a society, prefer to opt for a good economic decision but morally wrong. We don't realize it because it doesn't affect us directly, "out of sight, out of mind". Although we know something is not right, since participants assessed the low-priced brand as unethical, but not themselves. But it is easier to blame the brands than to blame who buys from them.

## Limitations and Future Research

There are some limitations in this research, the first one regards the sample size. For the first study 192 answers were collected, but due to the manipulation check and randomization, on average, only 26 responses per condition were analyzed. In the second study 200 responses were collected, but only 28 responses per condition, on average, were analyzed. With a larger sample size, results would be more accurate. However, this was not possible due to time constraints.

The second limitation is about the online survey, because it was online it didn't give a chance for participants to clarify doubts or to express their concerns. Also, an in-person experiment could generate more precise outcomes since it wasn't possible to create a similar enough atmosphere to online shopping, which was not possible due to a lack of resources.

There is still much more to explore in future research. Firstly, a wider study can be done with more participants. More studies can be done with different examples of products, for example, a luxury/ hedonic product, like a perfume, and an essential/ utilitarian one, like a coat, in this way it would be clearer for participants the differences between both. These studies could be done with additional in-depth interviews or focus group, in this way it would give the chance to make sure participants understand the difference between the buyers myself and observing others, which is also a limitation. Also, in this type of procedure, more questions could be done to differentiate even further the conditions of *with morality points* and *neutral*.

Other interesting variables that weren't explored in this study and could be added are the influence of age, academic background, annual income, and even the country of origin of participants. With this analysis more questions could be answered, for example, do more educated people (in the sense that they frequented school for more years) think more about their purchases and their origin? How much would these answers change when participants have higher incomes? Since one of the conclusions of this study was that respondents opt for what is cheaper, when one doesn't have this concern will the price cue unveil other effects? Is this ethics problem more prominent in certain countries around the globe? Which ones take the most action to tackle the concern?

One important topic to explore is if people don't make ethical inferences out of prices, what other cues or information would trigger them to do so, what can companies do to translate that message, and which other cues don't let consumers do this correlation.

## **Academic and Managerial implications**

This research originated important conclusions at the academic level that enrich scientific knowledge in Pricing, Marketing, and CSR.

The results of this study show consumers don't make ethical inferences based on price, so companies that want to show their customers that they have these values will have to do it with different cues, especially for low-price products. Unfortunately, this creates a gap for unethical companies to survive without being accused of such behaviors. Without any information about it, consumers will continue to buy from them since most of the time that is where the lowest prices are, and that is what attracts consumers the most. Even when companies are labeled as unethical by many, in social media, news outlets, or reports from social associations, many consumers will still close their eyes to the issue and buy from where it is cheaper.

This is a problem that our society will have to resolve. Of course, there are many people who don't have the money to splurge on more expensive products, and many who simply want to buy the cheapest, but we should have low-budget options that are also ethically produced and easy to find and buy. This will have to be an all-company job, from marketing, production, sales, etc. to find the balance between all these aspects.

## Appendices

### Analysis: Tables and Graphs – Study 1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	740,458	1	740,458	17,165	,000	,144
Price * Buyer	261,943	1	261,943	6,072	,015	,056
Error	4399,953	102	43,137			

Table 7 - Test of Within-Subjects Effects to measure WTP

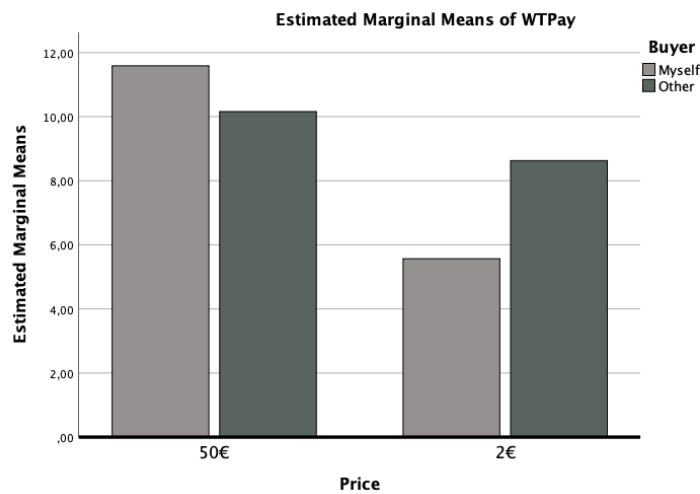


Figure 1 - Graph of Estimated Means of WTP

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	37,811	1	37,811	7,575	,007	,069
Price * Buyer	41,316	1	41,316	8,277	,005	,074
Error	514,112	103	4,991			

Table 8 - Test of Within-Subjects Effects to measure Likelihood of Purchase

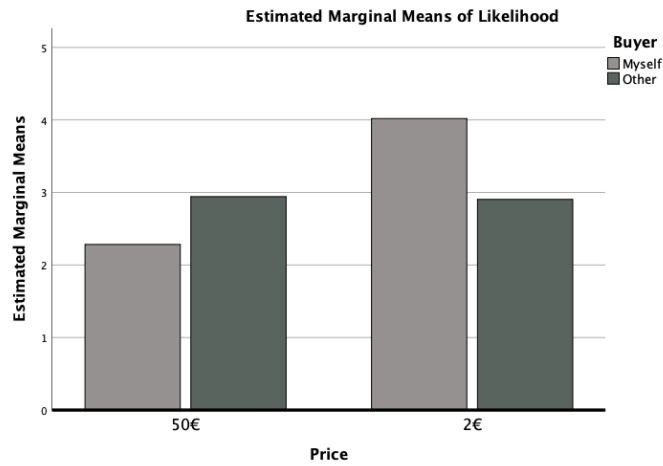


Figure 2 - Graph of Estimated Means of Likelihood

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	49,844	1	49,844	21,637	,000	,174
Price * Buyer	24,701	1	24,701	10,722	,001	,094
Error	237,280	103	2,304			

Table 9 - Test of Within-Subjects Effects to measure Perceived Quality

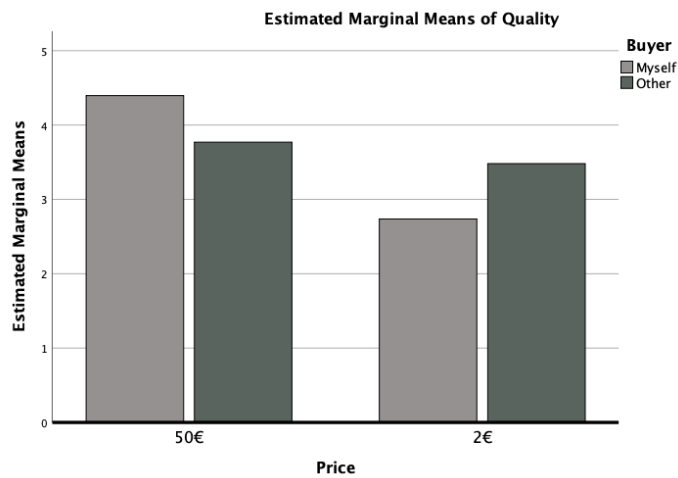


Figure 3 - Graph of Estimated Means of Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	29,815	1	29,815	7,420	,008	,067
Price * Buyer	39,644	1	39,644	9,866	,002	,087
Error	413,880	103	4,018			

Table 10 - Test of Within-Subjects Effects to measure Smart Shopper



Figure 4 - Graph of Estimated Means of Smart Shopper

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	2,952	1	2,952	1,513	,222	,014
Price * Buyer	,552	1	,552	,283	,596	,003
Error	200,972	103	1,951			

Table 11 - Test of Within-Subjects Effects to measure Trust

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	1,089	1	1,089	,571	,452	,006
Price * Buyer	,823	1	,823	,431	,513	,004
Error	196,606	103	1,909			

Table 12 - Test of Within-Subjects Effects to measure Liking

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	7,569	1	7,569	5,471	,021	,050
Price * Buyer	,883	1	,883	,638	,426	,006
Error	142,498	103	1,383			

Table 13 - Test of Within-Subjects Effects to measure Wear to a Public Event

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	1,697	1	1,697	,760	,385	,007
Price * Buyer	,783	1	,783	,350	,555	,003
Error	229,998	103	2,233			

Table 14 - Test of Within-Subjects Effects to measure Buy for Friend

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	2917,819	1	2917,819	935,636	,000	,901
Buyer	34,771	1	34,771	11,150	,001	,098
Error	321,210	103	3,119			

Table 15 - Test of Between-Subjects Effects to measure Ethical Purchase Behavior

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	2,695	1	2,695	1,605	,208	,015
Price * Buyer	2,257	1	2,257	1,344	,249	,013
Error	173,000	103	1,680			

Table 16 - Test of Within-Subjects Effects to measure Ethicality of Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	19,298	1	19,298	12,155	,001	,106
Price * Buyer	5,965	1	5,965	3,757	,055	,035
Error	163,530	103	1,588			

Table 17 - Test of Within-Subjects Effects to measure Sustainability

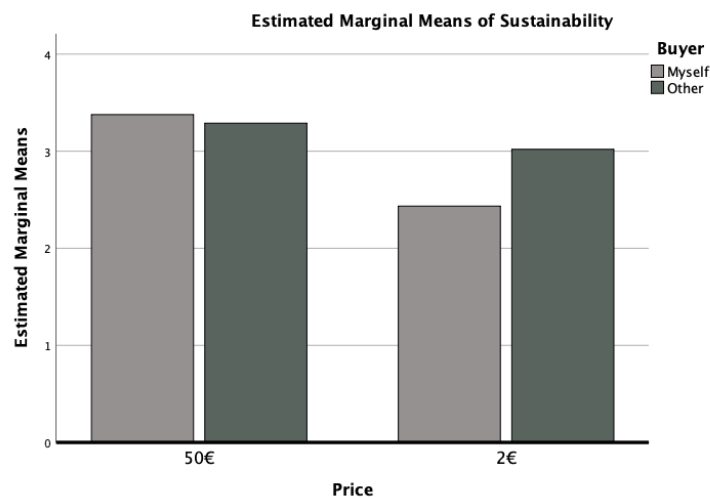


Figure 5 - Graph of Estimated Means of Sustainability

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	26,551	1	26,551	17,978	,000	,149
Price * Buyer	5,598	1	5,598	3,791	,054	,035
Error	152,116	103	1,477			

Table 18 - Test of Within-Subjects Effects to measure Environmentally Friendly

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	31,518	1	31,518	17,504	,000	,145
Price * Buyer	21,518	1	21,518	11,950	,001	,104
Error	185,463	103	1,801			

Table 19 - Test of Within-Subjects Effects to measure Fairtrade Mark

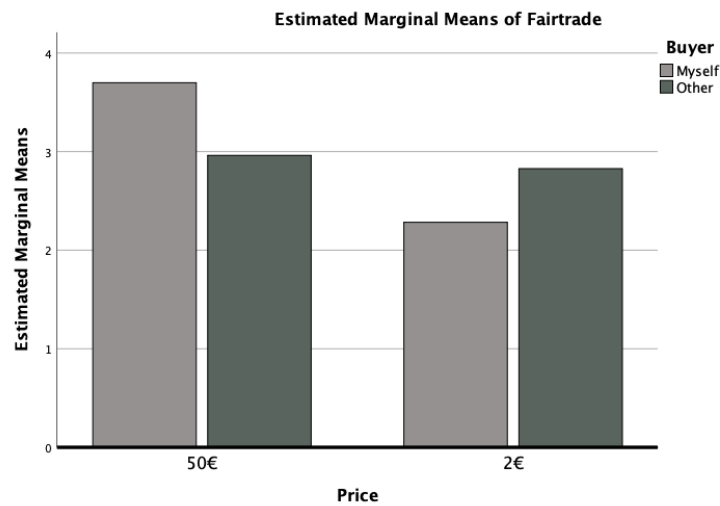


Figure 6 - Graph of Estimated Means of Fairtrade

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	,283	1	,283	,101	,751	,001
Price * Buyer	4,264	1	4,264	1,518	,221	,015
Error	289,431	103	2,810			

Table 20 - Test of Within-Subjects Effects to measure Anticipatory Guilt

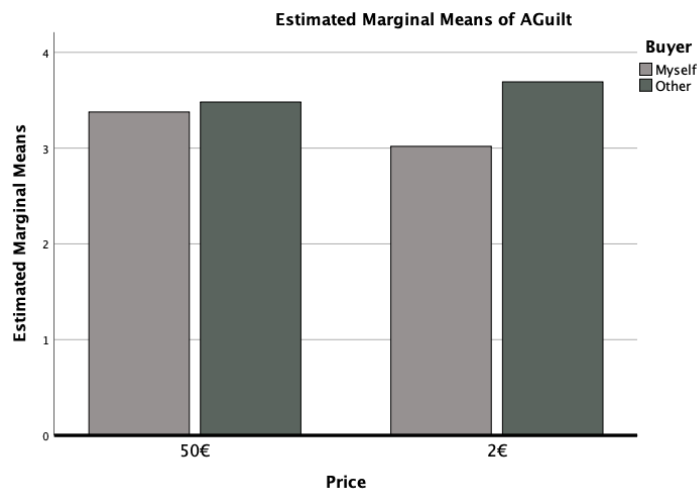


Figure 7 - Graph of Estimated Means of Anticipatory Guilt

## Analysis: Tables and Graphs – Study 2

<i>Source</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>	<i>Partial Eta Squared</i>
<i>Price</i>	1231,406	1	1231,406	56,016	,000	,311
<i>Price * Morality</i>	,453	1	,453	,021	,886	,000
<i>Error</i>	2725,900	124	21,983			

Table 21 - Test of Within-Subjects Effects to measure WTP

<i>Source</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>	<i>Partial Eta Squared</i>
<i>Intercept</i>	19540,692	1	19540,692	342,887	,000	,734
<i>Morality</i>	239,000	1	239,000	4,194	,043	,033
<i>Error</i>	7066,604	124	56,989			

Table 22 - Test of Between-Subjects Effects to measure WTP

<i>Source</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>	<i>Partial Eta Squared</i>
<i>Price</i>	283,044	1	283,044	119,505	,000	,491
<i>Price * Morality</i>	19,139	1	19,139	8,081	,005	,061
<i>Error</i>	293,691	124	2,368			

Table 23 - Test of Within-Subjects Effects to measure Likelihood of Purchase

<i>Source</i>	<i>Type III Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>	<i>Partial Eta Squared</i>
<i>Intercept</i>	2237,706	1	2237,706	877,348	,000	,876
<i>Morality</i>	21,039	1	21,039	8,249	,005	,062
<i>Error</i>	316,266	124	2,551			

Table 24 - Test of Between-Subjects Effects to measure Likelihood of Purchase

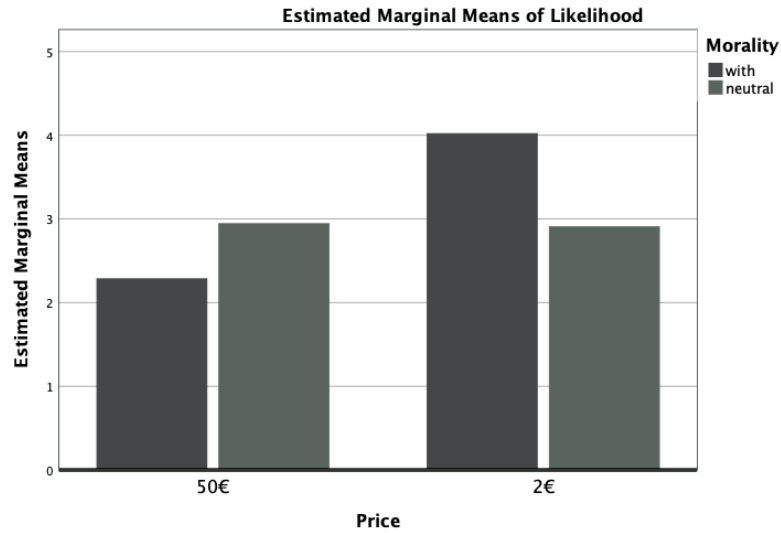


Figure 8 - Graph of Estimated Means of Likelihood

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	33,021	1	33,021	6,496	,012	,050
Price * Morality	41,973	1	41,973	8,257	,005	,062
Error	630,297	124	5,083			

Table 25 - Test of Within-Subjects Effects to measure Perceived Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	4276,744	1	4276,744	763,391	,000	,860
Morality	43,728	1	43,728	7,805	,006	,059
Error	694,685	124	5,602			

Table 26 - Test of Between-Subjects Effects to measure WTP

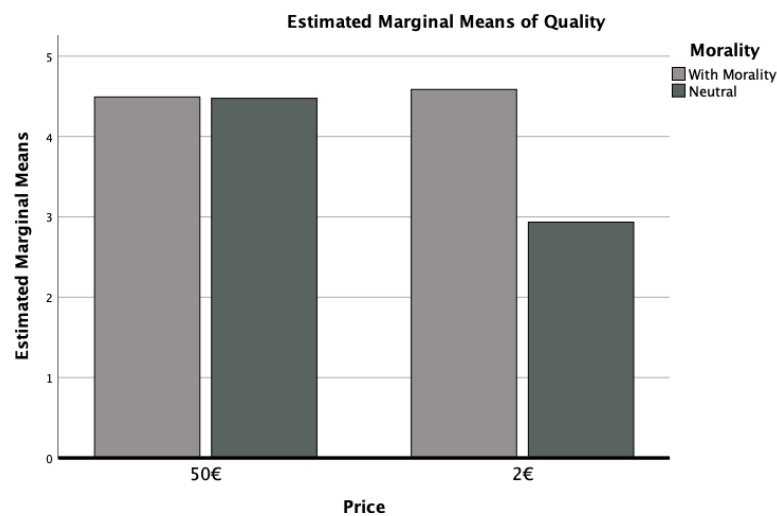


Figure 9 - Graph of Estimated Means of Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	289,578	1	289,578	87,918	,000	,415
Price * Morality	,292	1	,292	,089	,766	,001
Error	408,422	124	3,294			

Table 27 - Test of Within-Subjects Effects to measure Smart Shopper

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	5,655	1	5,655	2,286	,113	,018
Price * Morality	2,321	1	2,321	,938	,335	,008
Error	306,746	124	2,474			

Table 28 - Test of Within-Subjects Effects to measure Trust

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	,344	1	,344	,171	,680	,001
Price * Morality	1,867	1	1,867	,931	,336	,007
Error	248,736	124	2,006			

Table 29 - Test of Within-Subjects Effects to measure Liking

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	5,622	1	5,622	2,895	,091	,023
Price * Morality	,463	1	,463	,238	,626	,002
Error	240,807	124	1,942			

Table 30 - Test of Within-Subjects Effects to measure Wear to a Public Event

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	52,693	1	52,693	18,905	,000	,132
Price * Morality	1,978	1	1,978	,710	,401	,006
Error	345,625	124	2,787			

Table 31 - Test of Within-Subjects Effects to measure Buy for Friend

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	,169	1	,169	,059	,809	,000
Price * Morality	,867	1	,867	,302	,584	,002

Error	356,438	124	2,875
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Table 32 - Test of Between-Subjects Effects to measure Ethical Purchase Behavior

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	14,643	1	14,643	5,270	,023	,041
Price * Morality	,198	1	,198	,071	,790	,001
Error	344,536	124	2,779			

Table 33 - Test of Within-Subjects Effects to measure Ethicality of Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	2911,803	1	2911,803	1420,034	,000	,920
Morality	16,343	1	16,343	7,970	,006	,060
Error	254,264	124	2,051			

Table 34 - Test of Between-Subjects Effects to measure Ethicality of Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	48,050	1	48,050	17,595	,000	,124
Price * Morality	4,717	1	4,717	1,727	,191	,014
Error	338,636	124	2,731			

Table 35 - Test of Within-Subjects Effects to measure Sustainability

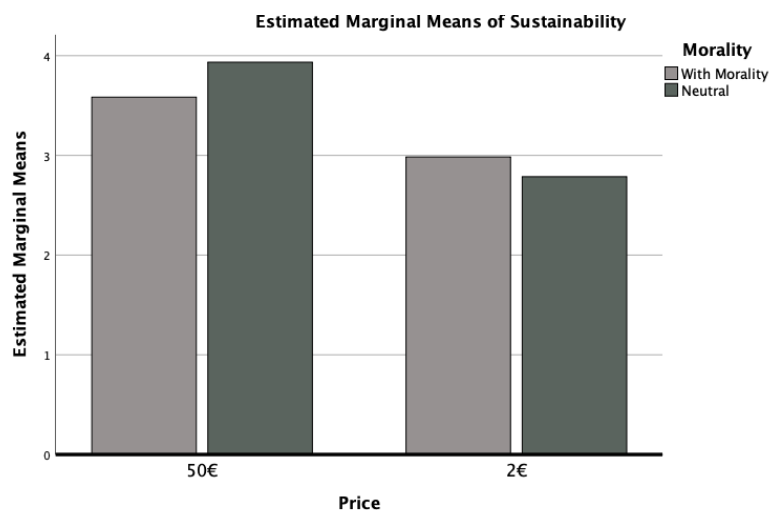


Figure 10 - Graph of Estimated Means of Sustainability

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	69,880	1	69,880	29,520	,000	,192
Price * Morality	2,324	1	2,324	,982	,324	,008

Error	293,533	124	2,367
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Table 36 - Test of Within-Subjects Effects to measure Environmentally Friendly

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	62,145	1	62,145	27,693	,000	,183
Price * Morality	5,717	1	5,717	2,547	,113	,020
Error	278,267	124	2,244			

Table 37 - Test of Within-Subjects Effects to measure Fairtrade Mark



Figure 11 - Graph of Estimated Means of Fairtrade

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Price	8,504	1	8,504	4,451	,037	,035
Price * Morality	1,838	1	1,838	,962	,329	,008
Error	236,897	124	1,910			

Table 38 - Test of Within-Subjects Effects to measure Anticipatory Guilt

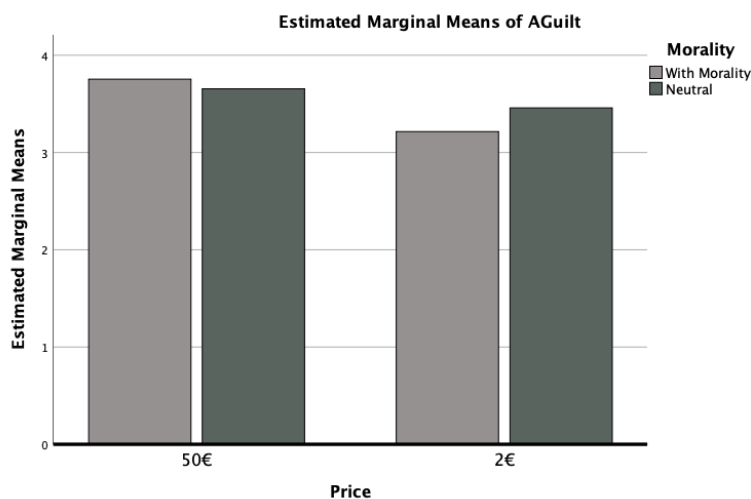


Figure 12 - Graph of Estimated Means of Anticipatory Guilt

## Qualtrics Survey for Study 1 - English Version

Dear Participant, welcome and thank you for taking part in this study.

The present survey is integrated into a research project on consumer's purchase behaviors to contribute to the conclusion of the Master's Thesis of the researcher.

Your participation in this study is completely anonymous and voluntary. We will not collect any data that would allow identifying the participant. There are no right or wrong answers, so please answer as truthfully as possible.

Your participation in this study should take approximately 4 minutes. You can select the language of this survey between English and Portuguese, please click on the drop-down in the top right corner. If you have any questions regarding participation, please contact: 152120254@alunos.lisboa.ucp.pt.

By moving forward on this survey, you are agreeing to voluntarily participate in this study. Thank you for your cooperation!

[page break]

[Randomizer allocation of condition]

Imagine that you have some free time today and you decide to do some online shopping. You have a list of a few products that you would like to find and purchase today, including some t-shirts. You find a lot of different options from different brands.

One of the options that you have found is the one presented below. Imagine that you are really considering purchasing this t-shirt, please think about how you would feel if you had actually decided to purchase this product.



[or]



[or]

Imagine that you are watching someone's afternoon (a complete stranger):

That person has some free time today and decides to do some online shopping. He has a list of a few products that he would like to find and purchase today, including some t-shirts. He finds a lot of different options from different brands.

One of the options that person has found is the one presented below. Imagine that he is really considering purchasing this t-shirt. Please think about how YOU would feel if he had actually decided to purchase this product.



[or]



Q1: How likely would it be for you to purchase this t-shirt?

	1	2	3	4	5	6	7	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

Q2: What would be, in your opinion, the perceived quality this product before the purchase?

	1	2	3	4	5	6	7	
Extremely poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely high quality

Q3: What would be your willingness to pay for this product (in €)?

[open response]

Q4: Moving forward please consider the original price of the t-shirt. How much of a smart shopper would you feel with this purchase?

	1	2	3	4	5	6	7	
Not smart at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely smart

Q5: How much would you trust the t-shirt's brand after your purchase?

	1	2	3	4	5	6	7	
Do not trust it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complete trust

Q6: How much do you like the t-shirt?

	1	2	3	4	5	6	7	
Do not like it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely love it

Q7: How likely would it be for you to wear this product to a public event?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q8: How likely would it be for you to buy this t-shirt again but this time to offer it to a friend?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

[page break]

Q9: After this purchase how would you rate yourself in terms of ethical purchasing behavior?

	1	2	3	4	5	6	7	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely

ethical at all  ethical

Q10: How ethical do you believe this brand is?

	1	2	3	4	5	6	7	
Not ethical at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely ethical

Q11: How sustainable do you believe the manufacturing of this t-shirt is?

	1	2	3	4	5	6	7	
Not sustainable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely sustainable

Q12: Do you believe this is an environmentally friendly brand?

	1	2	3	4	5	6	7	
Not environmentally friendly at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely environmentally friendly

Q13: How likely do you believe the t-shirt's brand to have a Fairtrade mark?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q14: How guilty would you feel with this purchase?

	1	2	3	4	5	6	7	
Extremely guilty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not guilty at all

[page break]

Imagine now that you have visited another online store that has the t-shirt below and you are now also interested in this t-shirt.

Imagine that you are really considering purchasing this t-shirt. Please think about how you would feel if you had actually decided to purchase this product.



[or]



[or]

Please continue to imagine that you are still observing the stranger's afternoon:

Imagine now that he has visited another online store that has the t-shirt below and he is now also interested in this t-shirt.

Imagine that he is really considering purchasing this t-shirt. Please think about how YOU would feel if he had actually decided to purchase this product.



[or]



Q15: How likely would it be for you to purchase this t-shirt?

	1	2	3	4	5	6	7	
Not likely at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

all

Q16: What would be, in your opinion, the perceived quality this product before the purchase?

	1	2	3	4	5	6	7	
Extremely poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely high quality

Q17: What would be your willingness to pay for this product (in €)?

[open response]

Q18: Moving forward please consider the original price of the t-shirt. How much of a smart shopper would you feel with this purchase?

	1	2	3	4	5	6	7	
Not smart at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely smart

Q19: How much would you trust the t-shirt's brand after your purchase?

	1	2	3	4	5	6	7	
Do not trust it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complete trust

Q20: How much do you like the t-shirt?

	1	2	3	4	5	6	7	
Do not like it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely love it

Q21: How likely would it be for you to wear this product to a public event?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q22: How likely would it be for you to buy this t-shirt again but this time to offer it to a friend?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

[page break]

Q23: After this purchase how would you rate yourself in terms of ethical purchasing behavior?

	1	2	3	4	5	6	7	
Not ethical at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely ethical

Q24: How ethical do you believe this brand is?

	1	2	3	4	5	6	7	
Not ethical at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely ethical

Q25: How sustainable do you believe the manufacturing of this t-shirt is?

	1	2	3	4	5	6	7	
Not sustainable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely sustainable

Q26: Do you believe this is an environmentally friendly brand?

	1	2	3	4	5	6	7	
Not environmentally friendly at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely environmentally friendly

Q27: How likely do you believe the t-shirt's brand to have a Fairtrade mark?

	1	2	3	4	5	6	7	
--	---	---	---	---	---	---	---	--

Extremely unlikely |        | Extremely likely

Q28: How guilty would you feel with this purchase?

1 2 3 4 5 6 7

Extremely guilty |        | Not guilty at all

[page break]

Q29: What was the price of the first t-shirt presented (the image below)?



[or]



[open response]

Q30: What was the price of the second t-shirt presented (the image below)?



[or]



[open response]

[page break]

Before ending the survey, please respond to a few demographic questions.

Q31: How old are you?

[slider with age]

Q32: What is your gender?

- Male
- Female
- Non-Binary
- Prefer not to answer

Q33: What is your country of residence?

- Portugal
- Germany
- France
- Italy
- Luxembourg
- Spain
- Other: [open answer]

Q34: What is your occupation?

- Student
- Working student
- Employed
- Unemployed
- Retired
- Other

Q35: Can you please indicate your highest level of completed education?

- Lower than High School
- High School
- Bachelor's Degree
- Master's Degree
- Post-Graduation

- PhD

[page break]

We thank you for your time spent taking this survey.

Your response has been recorded.

## Qualtrics Survey for Study 2 - English Version

Dear Participant, welcome and thank you for taking part in this study.

The present survey is integrated into a research project on consumer's purchase behaviors to contribute to the conclusion of the Master's Thesis of the researcher.

Your participation in this study is completely anonymous and voluntary. We will not collect any data that would allow identifying the participant. There are no right or wrong answers, so please answer as truthfully as possible.

Your participation in this study should take approximately 4 minutes. You can select the language of this survey between English and Portuguese, please click on the drop-down in the top right corner. If you have any questions regarding participation, please contact: 152120254@alunos.lisboa.ucp.pt.

By moving forward on this survey, you are agreeing to voluntarily participate in this study. Thank you for your cooperation!

[page break]

[Randomizer allocation of condition]

Imagine that you do voluntary work on a weekly basis, more precisely you offered to spend three hours a week doing it.

Q0: Please choose which volunteer work you would like to do

- Teaching children in a homeless shelter
- Improving the environment by collecting plastic from beaches

[page break]

Now also imagine that you have some free time today and you decide to do some online shopping. You have a list of a few products that you would like to find and purchase today, including some t-shirts. You find a lot of different options from different brands. One of the options that you have found is the one presented below. Imagine that you are really considering purchasing this t-shirt, please think about how you would feel if you had actually decided to purchase this product.



[or]



[or]

Please imagine that you have some free time today and you decide to do some online shopping. You have a list of a few products that you would like to find and purchase today, including some t-shirts. You find a lot of different options from different brands.

One of the options that you have found is the one presented below. Imagine that you are really considering purchasing this t-shirt, please think about how you would feel if you had actually decided to purchase this product.



[or]



Q1: How likely would it be for you to purchase this t-shirt?

	1	2	3	4	5	6	7	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

Q2: What would be, in your opinion, the perceived quality this product before the purchase?

	1	2	3	4	5	6	7	
Extremely poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely high quality

Q3: What would be your willingness to pay for this product (in €)?

[open response]

Q4: Moving forward please consider the original price of the t-shirt. How much of a smart shopper would you feel with this purchase?

	1	2	3	4	5	6	7	
Not smart at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely smart

Q5: How much would you trust the t-shirt's brand after your purchase?

	1	2	3	4	5	6	7	
Do not trust it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complete trust

Q6: How much do you like the t-shirt?

	1	2	3	4	5	6	7	
Do not like it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely love it

Q7: How likely would it be for you to wear this product to a public event?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q8: How likely would it be for you to buy this t-shirt again but this time to offer it to a friend?

1	2	3	4	5	6	7
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Extremely unlikely |        | Extremely likely

[page break]

Q9: After this purchase how would you rate yourself in terms of ethical purchasing behavior?

1 2 3 4 5 6 7

Not ethical at all |        | Extremely ethical

Q10: How ethical do you believe this brand is?

1 2 3 4 5 6 7

Not ethical at all |        | Extremely ethical

Q11: How sustainable do you believe the manufacturing of this t-shirt is?

1 2 3 4 5 6 7

Not sustainable at all |        | Extremely sustainable

Q12: Do you believe this is an environmentally friendly brand?

1 2 3 4 5 6 7

Not environmentally friendly at all |        | Extremely environmentally friendly

Q13: How likely do you believe the t-shirt's brand to have a Fairtrade mark?

1 2 3 4 5 6 7

Extremely unlikely |        | Extremely likely

Q14: How guilty would you feel with this purchase?

	1	2	3	4	5	6	7	
Extremely guilty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not guilty at all

[page break]

Please remember that you have done volunteer work last week.

Imagine now that you have visited another online store that has the t-shirt below and you are now also interested in this t-shirt.

Imagine that you are really considering purchasing this t-shirt. Please think about how you would feel if you had actually decided to purchase this product.



[or]



[or]

Imagine now that you have visited another online store that has the t-shirt below and you are now also interested in this t-shirt.

Imagine that you are really considering purchasing this t-shirt. Please think about how you would feel if you had actually decided to purchase this product.



[or]

Q15: How likely would it be for you to purchase this t-shirt?

	1	2	3	4	5	6	7	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very likely

Q16: What would be, in your opinion, the perceived quality this product before the purchase?

	1	2	3	4	5	6	7	
Extremely poor quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely high quality

Q17: What would be your willingness to pay for this product (in €)?

[open response]

Q18: Moving forward please consider the original price of the t-shirt. How much of a smart shopper would you feel with this purchase?

	1	2	3	4	5	6	7	
Not smart at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely smart

Q19: How much would you trust the t-shirt's brand after your purchase?

	1	2	3	4	5	6	7	
Do not trust it at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Complete trust

all

--

Q20: How much do you like the t-shirt?

	1	2	3	4	5	6	7	
Do not like it at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely love it

Q21: How likely would it be for you to wear this product to a public event?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q22: How likely would it be for you to buy this t-shirt again but this time to offer it to a friend?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

[page break]

Q23: After this purchase how would you rate yourself in terms of ethical purchasing behavior?

	1	2	3	4	5	6	7	
Not ethical at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely ethical

Q24: How ethical do you believe this brand is?

	1	2	3	4	5	6	7	
Not ethical at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely ethical

Q25: How sustainable do you believe the manufacturing of this t-shirt is?

	1	2	3	4	5	6	7	
Not sustainable at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely sustainable

Q26: Do you believe this is an environmentally friendly brand?

	1	2	3	4	5	6	7	
Not environmentally friendly at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely environmentally friendly

Q27: How likely do you believe the t-shirt's brand to have a Fairtrade mark?

	1	2	3	4	5	6	7	
Extremely unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely

Q28: How guilty would you feel with this purchase?

	1	2	3	4	5	6	7	
Extremely guilty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not guilty at all

[page break]

Q29: What was the price of the first t-shirt presented (the image below)?

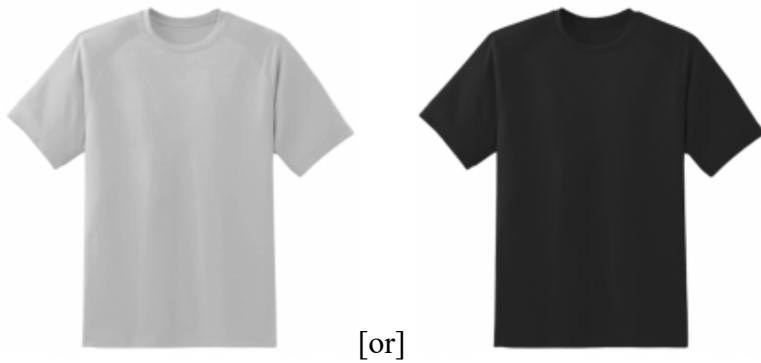


[or]



[open response]

Q30: What was the price of the second t-shirt presented (the image below)?



[open response]

[page break]

Before ending the survey, please respond to a few demographic questions.

Q31: How old are you?

[slider with age]

Q32: What is your gender?

- Male
- Female
- Non-Binary
- Prefer not to answer

Q33: What is your country of residence?

- Portugal
- Germany
- France
- Italy
- Luxembourg
- Spain
- Other: [open answer]

Q34: What is your occupation?

- Student
- Working student
- Employed
- Unemployed
- Retired
- Other

Q35: Can you please indicate your highest level of completed education?

- Lower than High School
- High School
- Bachelor's Degree
- Master's Degree
- Post-Graduation
- PhD

[page break]

We thank you for your time spent taking this survey.

Your response has been recorded.

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