



UNIVERSIDADE CATÓLICA PORTUGUESA

College students' perception of ethical consumption

A cross-national assessment of Portugal and Germany

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Resumo

O objetivo principal do presente estudo é traçar um quadro das percepções e comportamento dos estudantes universitários em relação ao comportamento ético e compreender as barreiras que limitam tal consumo.

Para isso, é realizado um estudo quantitativo, baseado principalmente na escala de Comportamento Ético do Consumidor (*ethically minded consumer behavior scale*, EMCB) proposta por Sudbury-Riley and Kohlbacher (2016) e na Teoria do Comportamento Planejado (*Theory of Planned Behavior*, TPB) de Ajzen (1985), modificada por Shaw et al. (2000). O presente estudo fornece uma comparação transnacional entre a Alemanha e Portugal e verifica as questões da pesquisa usando um questionário com uma amostra de 375 participantes. Neste contexto, são analisados os determinantes da intenção de engajamento no consumo ético e avaliada a correlação com o comportamento auto-relatado.

Os resultados confirmam a aplicabilidade da modificada TPB, neste contexto, especialmente as medidas éticas indicam algumas diferenças internacionais também em relação ao comportamento. Constatou-se que a *falta de informação* constituiu um obstáculo à intenção de comportamento, no entanto as características demográficas não demonstraram ser significativas.

A tese pode ser considerada um dos primeiros estudos a incorporar a escala EMCB, inicialmente a integrar uma dimensão adicional e aplicar o modelo em um cenário diverso. Assim, oferece contribuições teóricas e práticas, úteis visando uma melhor compreensão do comportamento ético do consumidor.

Palavras-chave: consumo ético, intenção de compra, teoria do comportamento planejado, escala de comportamento ético do consumidor (*ethically minded consumer behavior scale*), hiato attitude-comportamento

Abstract

The main objective of the present study is to draw a picture of the perceptions and behavior of college students regarding ethical behavior and to understand the barriers constraining such consumption.

For this purpose, a quantitative study is conducted, based mainly on the *Ethically minded consumer behavior* (EMCB) scale proposed by Sudbury-Riley and Kohlbacher (2016) and the *Theory of Planned Behavior* (TPB) of Ajzen (1985), modified by Shaw et al. (2000). The present study provides a cross-national comparison between Germany and Portugal and verifies the research questions using a questionnaire with a sample of 375 participants. In this context, determinants of intention to engage in ethical consumption are analyzed and the correlation with self-reported behavior assessed.

The results confirm the applicability of the modified TPB in this context, especially of the ethical measures, and indicate some cross-national differences also concerning behavior. It was found that *Lack of information* was an obstacle to behavioral intention, while demographic characteristics were not significant.

This thesis can be considered one of the first to incorporate the EMCB-scale, to integrate an additional dimension and apply the model into a distinct setting. It thus provides useful theoretical and practical contributions to a better understanding of ethical consumer behavior.

Keywords: ethical consumption, purchase intention, theory of planned behavior, ethically minded consumer behavior scale, attitude-behavior gap

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Glossary

AT	Attitude
BI	Behavioral Intention
CSR	Corporate Social Responsibility
EMCB	Ethically Minded Consumer Behavior (-scale)
EO	Ethical Obligation
PBC	Perceived Behavioral Control
RQ	Research Question
SI	Self-Identity
SN	Subjective Norm
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action

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CHAPTER 1: INTRODUCTION

1.1. Background

Today, more than ever, our consumption has vast global impacts. The world climate, the living conditions of humans and animals as well as the consequences of unsustainable actions are becoming increasingly noticeable. In recent years, the issue of the producer responsibility and Corporate Social Responsibility (CSR) activities have often been the focus of attention within the social debate about consumption, not only because of repeated media scandals and discussions but also due to the need for societal changes (Schudak et al., 2014). Furthermore, a steadily growing awareness on the consumer side is also noticeable - an awareness of one's own actions and the social and ecological effects of these (Shaw & Clarke, 1998).

Ethical consumption has become increasingly important in the last 10-15 years (Crane & Matten, 2004). As a consequence of the increased interest in ethical consumption, the profile of the *ethical consumer* or *ethically thinking consumer* has emerged, as the person who feels a responsibility for the society and translates those beliefs into purchase decisions (Pelsmacker, Driesen, & Rayp, 2005). More specifically, this means that in addition to traditional aspects such as price and quality, ethical considerations are also taken into account when purchasing (Carrington et al., 2010; Shaw et al., 2006). This is reflected in the fact that ethical consumers integrate more complex aspects, such as CSR, production conditions or the origin of the products in their decision-making process (Toti & Moulins, 2016). What unites them is the concern on the impact of their purchasing choices on the external world (Harrison et al., 2005).

The review of literature portrays ethical consumption as a very comprehensive and complex concept. In the current study “ethical consumerism” is understood as consumption decisions, which take place consciously and intentionally based on personal and moral values (Crane & Matten, 2004).

The growing awareness and concern for ethical issues among consumers has been increasingly highlighted in the literature (e.g. Ethical Consumer, 2018; Nicholls, 2002). Moreover, the concept of ethical consumption itself and the consciousness about it has increased in such a way that nowadays it might not be considered to be niche anymore but rather developing to become a mainstream movement (Tallontire et al., 2001). This can be confirmed by the findings of Cowe and Williams (2000), stating that a third of the consumers in the UK consider themselves “ethical purchasers”. Moreover, sales statistics, surveys, and societal movements confirm the upturn of ethical considerations.

In that sense, the demand for ethical products has experienced enormous growth, which is reflected in the revenue gains for fair-trade-products worldwide (Statista, 2019), the German market share of fair-trade coffee (Handelsdaten, 2019), and organic products (BLE, 2018; BMEL, 2017), for instance. Similarly, the number of vegetarians and vegans has increased immensely (e.g. in the context of the UK) although these numbers are still small in terms of the total population (Ethical Consumer, 2018). Furthermore, the movement *Fridays for future* is currently an omnipresent topic, being recently widely discussed and debated in the media and society worldwide. It has been shown that consumer habits are increasingly placing ethics at the heart of people’s concerns, especially among young people (Sommer et al., 2019).

While ethical consumer behavior is gaining momentum and its widespread importance is increasing, there is little empirical evidence of it in Portugal. The few pieces of evidence in the form of some studies and reports relating to ethical consumption in Portugal do not allow us to fully understand the course of the phenomenon. However, the few statistics also point to some increase in adaptations to ethical behavior across the country, for example concerning the vegetarian and vegan food market in Portugal (Associação Vegetariana Portuguesa, 2018) or in terms of an increase in environmental attitudes and concerns (Fórum do Consumo, 2018).

In summary, a significant and growing number of consumers have shifted from a self-focused consumption to value-based consumerism in recent decades (Nicholls, 2002). The wide range of statistics mentioned above points to a general movement towards more ethical choices, a phenomenon that appears to be widespread throughout Europe.

1.2. Problem Statement, Objectives and Relevance

Given the increasing striving for ethical solutions, both the social relevance and the growth of the phenomenon of "ethical consumption" continue to increase. This entails an increased and prominent interest and need for research into the topic.

Examining this topic will provide valuable insights and simultaneously serve as a basis for future research. Overall, this thesis builds on and expands previous findings, adding to the academic and managerial body of knowledge in the field of marketing and sociology, and specifically to cross-cultural ethical consumer behavior. To investigate the ethical consumer behavior in terms of antecedents of ethical consumption, barriers and the assessment of purchase-behavior the *Ethically Minded Consumer Behavior-Scale* (EMCB) by Sudbury-Riley and Kohlbacher (2016) as well as the *Theory of Planned Behavior* (TPB) by Ajzen (1985) and its modification by Shaw et al. (2000) were chosen as a basis of the research.

The selection of the research topic of ethical consumption and the aspect of the cultural comparison was primarily the result of a strong personal interest in the research area, which prior familiarization in form of a previously elaborated academic assignment within the master program had awakened and affirmed. In addition, familiarity with the two countries under study had supported interest in the research.

This study seeks to analyze the intercultural differences on the topic of ethical consumption between Portuguese and German college students. Hereby the aim of the

study is the acquirement of new consumer insights into the ethical consumer market as a basis for marketing recommendations. The general objectives are the following:

- to reveal the students' attitude about ethical considerations;
- to determine whether the students care about ethical considerations and assess in what way or to what extent they exhibit ethical consumer behavior;
- to ascertain whether they consider themselves to be ethical regarding the purchase;
- and to analyze what barriers might prevent the students from translating these into consumption choices.

1.3. Outline of the Study

To achieve these goals, this work proceeds from the theoretical foundations to the conceptual framework, followed by the analysis and then, finally, the results. Starting from an understanding of the meaning and importance of the topic and the overview of the objectives of this study elaborated in the first chapter, the second chapter examines the theoretical background through a more detailed examination of the measurement of ethical consumption and related concepts, such as the *attitude-behavior gap*. The following third chapter is a synthesis of the previous chapters and findings and is devoted to a review of the scales and their components of this study and thus provides more detailed insights into the determinants of ethical consumption. Besides, the research questions, the research hypotheses derived, and the conceptual model are presented. Chapter four explains the methodology used and the procedures for preparing, conducting and analyzing the study, while chapter five presents the results of the statistical analysis and the steps taken. Finally, the main findings are discussed (chapter six), and conclusions are drawn (chapter seven), followed by the limitations in chapter eight. The theoretical contributions of this thesis and the academical and practical implications are discussed in the last chapter, chapter nine, and directions for

future research are presented. References and appendices are listed at the end of the document.

CHAPTER 2: THEORETICAL FOUNDATION

This chapter aims to provide an overview and background to the phenomenon under study by explaining the main terms and concepts, examining the dimensions of ethical consumption, and highlighting the most relevant studies.

2.1. The Concept of Ethical Consumption

While the origin of ethical consumer behavior is not recent and is cited to date back to the 18th century, the phenomenon has recently gained in importance in the 20th century (Cowe & Williams, 2000). Factors such as technological progress (Harrison et al., 2005), increasing media coverage and available information, the wider availability of fair trade or alternative products have all contributed to this development (Strong, 1996). Besides, the increasing responsibility of companies is recognized as another driving force contributing to the growing importance of ethical issues for consumers (Strong, 1996; Toti & Moulins, 2016).

The concept is subject of an interdisciplinary debate with contributions from various fields and perspectives, including marketing (e.g., Coles & Harris, 2006; Pelsmacker, Driesen, & Rayp, 2005), sociology (e.g., Caruana, 2007) and other fields such as social psychology (e.g., Sparks & Shepherd, 1992). In the literature, a plethora of definitions coexist but no consensus has been achieved on a general definition of the terms “ethical consumption” or “ethical consumerism”. Many scientists have noted the difficulty of an all-encompassing definition of the term to incorporate diversity and interdisciplinarity of the topic (Carrigan et al., 2004; Carrington et al., 2010). Crane and Matten (2004) interpret the main concern of the concept as “the conscious and deliberate decision to make certain consumption choices due to personal moral beliefs and values” (p. 370). However, in addition to “ethical consumption”, several other

related terms are used as synonyms. Conscious consumption (e.g., Szmigin et al., 2009), social consumption or consumer social responsibility (e.g., Devinney et al., 2010), socially responsible consumption (e.g., Anderson & Cunningham, 1972) are often used as similar notions, which underlines the complex nature of the concept. Sometimes the meanings of these terms tend to overlap and represent fluid transitions, by emphasizing different aspects (Pecoraro & Uusitalo, 2014).

Whereas 25 years ago the concept of ethical consumerism had been reduced to nearly exclusively environmental issues, nowadays has broadened into including several issues (Devinney et al., 2006). The “green” consumer and the ethical consumer can be distinguished, as the former is concerned with environmental and animal welfare issues (Balderjahn, 1988), while the ethical consumer is additionally concerned with societal issues, such as with people (Strong, 1996), issues in developing countries (Shaw et al., 2000), and topics concerning social injustice and human rights (Newholm & Shaw, 2007). Thus, the concept of ethical consumerism is broader in its concerns (Carrigan et al., 2004) and is understood to be born out of the environmental or green movement (Freestone & McGoldrick, 2008).

While Sudbury-Riley and Kohlbacher (2016) suggest that ethical consumption pertains to both environmental and social issues, Toti and Moulins (2016) have classified it into three dimensions (social, political, and environmental/ecological) based on a qualitative study. Harrison et al. (2005, p. 2) follow a broad sense of understanding, mentioning a multitude of possible expressions of the concern for ethical issues:

“Ethical purchasers may, therefore, have political, religious, spiritual, environmental, social or other motives for choosing one product over another [...]. The one thing they have in common is that they are concerned with the effects that a purchasing choice has, not only on themselves but also on the external world around them.”

Pelsmacker, Driesen, and Rayp (2005) understand the spectrum of ethical issues in a similarly broad way, which they classify into two causes: (1) in benefit of people (e.g.

human right, no child labor), and (2) causes in benefit of the natural environment (e.g. environmentally friendly products, animal well-being), either close to home (e.g. organic) or very distant (e.g. fair trade). In doing so, the individual may feel more attached to one or more causes and at the same time does not care about another social issue, which means that consumers often behave in a “selectively ethical” (Carrigan et al., 2004, p. 406) manner. It has been shown that the interest in ethical consumption tends to be highest when the relevance of his/her individual decision and thus an influence on the person's own life has been recognized (Carrigan & Attalla, 2001).

2.2. Ethical Consumption in Literature

Given the importance of this topic in today's society, it is noteworthy that ethical consumer behavior as an object of research is rather rare and inconsistent. Nevertheless, there has been a significant increase in this research area (Bray et al., 2011), mainly since the year 2006 (Papaoikonomou, Ryan, & Valverde, 2011). Furthermore, the review of the relevant literature has revealed that ethics has been more intensely explored from the companies side, while the buyer side is rather under-researched (Carrigan & Attalla, 2001). However, an expansion to focus more on the consumer perspective can be noted (Schlegelmilch & Öberseder, 2010).

Several studies have sought to understand ethical purchase decision-making and its complexity of issues relating to ethical consumers (Shaw & Newholm, 2002), especially the formation of ethical purchase intentions had been the focus of study (e.g., Pelsmacker, Driesen, & Rayp, 2005; Shaw & Clarke, 1999). Others have increased the understanding of ethical consumer, for example in terms of socio-demographic or psychological profiling (e.g., Chen et al., 2011; Diamantopoulos et al., 2003), personality measures and attitudes (e.g., Balderjahn, 1988; Le & Kieu, 2019; Rawwas, 2001) or in terms of specific variables such as the willingness to pay (e.g., Jolly, 1991; Pelsmacker, Driesen, & Rayp, 2005; Ureña et al., 2008).

A holistic understanding about ethical consumer behavior in a broad sense is almost absent in past research and consequently, there is no overall measure on ethical concerns as a wider concept (Caruana et al., 2015; Papaoikonomou, Ryan, & Valverde, 2011; Shaw et al., 2000). Instead, studies often address singular expressions within the broad topic, focusing on either environmental or social causes. For this reason, Papaoikonomou, Ryan, and Valverde (2011, p. 215) propose to “go beyond the narrow examination of specific ethical projects [...] to observe the ethical consumer experience in its totality”. This emphasizes the need for further research.

From the present overview, it can be concluded that ethical consumption has been widely and increasingly addressed in recent years, but it still lacks an understanding of the concept from a broader perspective.

2.3. Attitude-Intention-Behavior Gap

Although ethical concerns are increasing and the attitude towards ethical consumption is becoming more positive (Carrigan & Attalla, 2001), ethically concerned consumers often do not “walk their talk” (Carrington et al., 2010, p. 141), which means that people still attach more importance to factors other than ethics (Boulstridge & Carrigan, 2000). This is consistent with the study by Cowe and Williams (2000), which found that of the 30% of consumers who showed positive attitudes and intentions regarding ethical issues, only 3% actually converted these into a purchase, the so-called “30:3 phenomenon” (p. 597). In fact, studies reveal disconnections between on one hand ethical attitudes and intention (e.g. the desire to act ethically) and on the other hand between intention and the actual buying behavior (Auger & Devinney, 2007). In line with this, McDonagh and Prothero (2014) raised the question of why the engagement in unsustainable behavior still persists to such an extent, despite an understanding of unsustainability and personal consent for more ethical options for action.

These examples of a discrepancy are described and discussed in the scientific literature by many authors as the “attitude-behavior gap” or “attitude-intention-

behavior gap” (e.g., Auger et al., 2007; Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001; Carrington et al., 2010).

Even though the concept of the attitude-behavior gap is often mentioned in literature and its academic and managerial significance understood, Carrington et al. (2010) consider it to be a still poorly conceived concept. Despite the concern to behave in a socially responsible manner, factors such as the price, value, quality, and brand often outweigh the ethical criteria in a purchase decision (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001). For this reason, the barriers are discussed as important factors that possibly hinder ethical consumption (chapter 3.3.).

2.4. Measurement of ethical consumption behavior

In order to measure the importance of ethical attributes in a study, it has been found that attitudes alone or attitudinal scales may not be a reliable reference for ethical consumption due to the gap mentioned above (e.g., Shaw et al., 2000; Sudbury-Riley & Kohlbacher, 2016). As early as 1969, attitudes were questioned as a good predictor of certain behavior (Wicker, 1969). Since even today it is still assumed that ethical intentions are rarely translated into actual ethical purchasing behavior (Auger et al., 2007; Belk et al., 2005), which is why intentions should not be considered a reliable substitute for actual behavior (Carrigan et al., 2011).

Instead of intention, Pelsmacker, Driesen, and Rayp (2005) propose to focus on the actual purchasing behavior when assessing ethical activities. Within the range of scales for ethical consumption, the focus on actual purchasing behavior is still rather rare (Sudbury-Riley & Kohlbacher, 2016), as intentions and attitudes or a combination of both are often measured instead (Andorfer & Liebe, 2012; Carrington et al., 2010; Ertz, 2016). One of the scales that takes a broader perspective and seeks to measure actual consumer behavior is the *socially responsible consumer behavior (SRCB)* scale by Roberts (1995), which takes social and environmental considerations into account and measures them in terms of behavior. However, due to the significant social and legal

changes since its development, scholars question the continued validity of the model, as some items seem to be outdated (Sudbury-Riley & Kohlbacher, 2016). For instance, due to political changes over the last 25 years. To overcome these limitations, Sudbury-Riley and Kohlbacher (2016) have adapted the scale and proposed the so-called “Ethically minded consumer behavior” scale, which will be discussed within the following chapter.

CHAPTER 3: CONCEPTUAL MODEL AND HYPOTHESES

The following section is devoted to an introduction to the concepts and components of the scales used in this present study. In particular, two scales, are commonly used to measure ethical consumption behavior: the *Ethically Minded Consumer Behavior* scale and the well-established *Theory of Planned Behavior*. The analysis of potential barriers, demographic characteristics of the respondents and purchasing behavior complete this chapter. Based on a literature review, hypotheses are developed which are summarized in a conceptual framework

3.1. Modified Theory of Planned Behavior

3.1.1. Theory of Planned Behavior as a Model

To the understanding of the decision-making process of consumers, two theoretical frameworks seem to be predominantly used: the two “traditional” expectancy-value models, *Theory of Reasoned Action* (TRA) (Ajzen & Fishbein, 1975) and the later extension, the *Theory of Planned Behavior* model (TPB) (Ajzen, 1985). This scale was then again modified, e.g. by Shaw et al. (2000).

The literature review indicated that the TPB, in particular, has gained preference in this research area (Chatzidakis et al., 2007). Previous research used the TPB framework extensively as a model to explain a variety of ethical topics to understand and predict

the behavioral intention, such as for fair trade (e.g., Chatzidakis et al., 2007; Ozcaglar-Toulouse et al., 2006; Shaw & Shiu, 2002, 2003), recycling (e.g., Chan, 1998), organic food/vegetables (e.g., Al-Swidi et al., 2014; Arvola et al., 2008; Sparks & Shepherd, 1992), environmentally friendly consumption behavior (e.g., Kalafatis et al., 1999) or concerning sweatshop apparel (e.g., Shaw et al., 2007). Within many studies, the validity of the variables of the model has repeatedly been confirmed as significant determinants of the purchase intention regarding ethical consumption e.g. by Chatzidakis et al. (2016) or Dowd and Burke (2013). Although the TPB is frequently used to explain ethical consumption (Hiller & Woodall, 2019), many researchers have questioned the value of its predictive ability, as a significant proportion remains unexplained (Ozcaglar-Toulouse et al., 2006). According to the results of a meta-analysis by Sheeran (2002), about 28% of the variance within consumer behavior is explained by the intention in the intention-behavior relationship, with 72% remaining unexplained. These results are similar to the findings of the meta-analysis (of 185 studies regarding a variety of behaviors) by Armitage and Conner (2001), which found that the TPB explained 39% of the average variance in intention and 27% in behavior.

In some of the studies mentioned above, adaptations were made to the original TPB-model (e.g., Ozcaglar-Toulouse et al., 2006; Shaw et al., 2000), following the indication by Ajzen (1991), that add-ins to the model were welcome as long as they would improve its explanatory ability. In regard of the ethical consumer research, the applicability of the original model in terms of the accurate prediction of purchase intention towards ethical products is often being debated (Arvola et al., 2008; Ozcaglar-Toulouse et al., 2006; Shaw et al., 2000). To improve the model, it was argued the need to incorporate a more social orientation into the decision-making-model of ethical consumers (Ozcaglar-Toulouse et al., 2006). Therefore, it was suggested to extend the TPB with a measure that reflects ethical concerns (Ozcaglar-Toulouse et al., 2006; Shaw & Clarke, 1999). This has been done e.g. by Shaw et al. (2000), adding two new components *ethical obligation* and *self-identity*. The addition of these two

complementary measures proved to be significant for explaining the behavioral intention of the consumer and thus for improving the predictive ability (Dowd & Burke, 2013; Ozcaglar-Toulouse et al., 2006; Shaw et al., 2000). Despite this variation and others implemented within the TPB, it is found that the modified framework still only partially explain the ethical consumer behavior (Ozcaglar-Toulouse et al., 2006; Shaw et al., 2000; Shaw et al., 2005; Shaw & Shiu, 2002), in Shaw et al. (2000), for instance, 76% remained unexplained.

Nevertheless, the TPB is considered the most robust attitude-behavior model in the literature (Chatzidakis et al., 2016) and therefore the scale and the modification to ethical matters by Shaw et al. (2000) are integrated into this present study. While the TPB is mainly said to be affected by three determinants (*attitude to the behavior* and *subjective norm, perceived behavioral control*), the central idea of the model is the integration and interrelation of these three components in the model. The *Modified Theory of Planned Behavior* model, in turn, thus encompasses not only the original variables, but also the measures of *ethical obligation* and *self-identity* (see Figure 1). As in the original scale, the concept of the *behavioral intention* to engage in a certain behavior is again seen as a function of these determinants. Moreover, this intention is then subsequently assumed to be the main predictor of the behavior (Ajzen, 1991).

FIGURE 1:
Modified Theory of Planned Behavior



Source: based on Shaw & Shiu (2002, 2003)

In this present study, the actual behavior is measured using the EMCB-scale, which will be discussed in chapter 3.2. How the components of the TPB relate to the actual behavior is discussed below.

3.1.2. Components of the Modified Theory of Planned Behavior

Attitude towards Ethical Consumption

The ethical decision-making process is influenced, among other factors, by the *attitude towards the behavior* (AT). According to Ajzen and Fishbein (1975, p. 6), attitude is regarded as a “learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object” and thus refers to the degree to which an individual holds positive or negative evaluations of the behavior in question (Ajzen, 1991). Following this definition, this study will measure attitudes towards ethical consumption.

In the context of ethical consumption, many scholars confirm the significant impact of the attitude on engagement in ethical activities and have shown that it plays an important role in the formation of the intention to behave more ethically (Ozcaglar-Toulouse et al., 2006; Shaw et al., 2007). Furthermore, some studies considered attitude to be the factor that exerts the greatest influence on intention (Shin & Hancer, 2016; Vermeir & Verbeke, 2008) what justifies the importance of including the variable attitude into the TPB-framework (Dowd & Burke, 2013; Shaw & Shiu, 2002). Besides, Le and Kieu (2019) support these results by revealing an impact of *attitude* on all dimensions of the Ethically Minded Consumer Behavior scale. Accordingly, it is expected that a more favorable attitude towards behavior is correlated to a stronger intention to perform a certain behavior, which then strengthens the likelihood of carrying out the behavior (Ajzen & Fishbein, 1980).

Subjective Norm

The second determinant of *behavioral intentions* within the model is the *subjective norm* (SN), which, according to (Ajzen, 1991), describes the extent to which an individual is influenced by significant others to perform or avoid a particular behavior. This means that the individual feels a perceived subjective social influence or pressure to act in a certain way.

According to the *Theory of Planned Behavior*, it is established that the greater the individual's impression that important others (e.g. family and friends) consider a certain behavior to be acceptable or unacceptable and expect him or her to behave in a certain way, the greater is the intention to comply or avoid the behavior (Ajzen & Fishbein, 1980). Previous research has found that the *subjective norm* is the weakest predictor of *behavioral intentions* within the components of the TPB (e.g., Armitage & Conner, 2001). Despite the weak prediction power, several studies in the ethical field support the idea that the *subjective norm* positively and significantly influences the formation of *behavioral intention* (e.g., Ajzen, 1991; Al-Swidi et al., 2014; Fielding et al., 2008; Shaw et al., 2000; Vermeir & Verbeke, 2008). In contrast, the results of Le and Kieu (2019) in the Vietnamese context showed that *subjective norm* is more likely to be correlated with boycotting behavior. The researches attributed the results to the Vietnamese population's distrust of this issue.

Perceived Behavioral Control

The third component of TPB is the *perceived behavioral control* (PBC), which refers to the perceived "ease or difficulty of performing the behavior" (Ajzen, 1991, p. 188). The addition of the measure into the TRA model was justified by situations where the deliberate control of the individual was limited by certain circumstances (Ajzen, 2002). It has often been found that *perceived behavioral control* significantly improved the extended model (e.g., Beck & Ajzen, 1991; Shaw et al., 2000).

This measure reflects the individual's perception of their ability to engage in ethical consumption behavior. Hereby a high degree of *perceived behavioral control* refers to a high degree of belief and confidence in the individual's ability to enact the desired behavior, which then influences the *intention* (Ajzen, 1991, 2002). These findings were supported by Ozcaglar-Toulouse et al. (2006), for instance.

Ethical Obligation

The research has proposed the addition of a measure reflecting the ethical standards of an individual, as previous studies have shown that ethical consumers demonstrated

a sense of responsibility obligations for others (Shaw & Clarke, 1999). To this end, the factor *ethical obligation* (EO), was later included in the TPB by Shaw et al. (2000).

This additional component is referred to as the individual's perception of what is morally or ethically correct or incorrect and thus influences whether or not the individual performs a certain behavior (Ajzen, 1991). The variable was proven to be a meaningful addition to the TPB in explaining ethical behavior, such as the purchase intention to buy fair trade (e.g., Ozcaglar-Toulouse et al., 2006; Shaw et al., 2000; Shaw & Shiu, 2002) or organic foods (e.g., Arvola et al., 2008).

Self-Identity

Another factor cited to extend the original TPB-model is *self-identity* (SI). *Self-identity* is described as "the pertinent part of an individual's self that relates to a particular behavior. It reflects the extent to which an actor sees him- or herself as fulfilling the criteria for any societal role" (Conner & Armitage, 2006, p. 1444). As ethical consumers are said to identify themselves with ethical issues, this concern will be incorporated into their identity. Therefore, the integration of the concept into the model is justified (Shaw et al., 2000). Furthermore, studies proved *self-identity* to be a significant determinant of *intention* (e.g., Armitage & Conner, 1999; Fielding et al., 2008; Shaw et al., 2000; Sparks & Shepherd, 1992)

Behavioral Intention

A central factor in the *Modified Theory of Planned Behavior* is the individual's intention to perform a given behavior and postulates five determinants of *behavioral intention*: *attitude towards the behavior, subjective norm, perceived behavioral control, ethical obligation, and self-identity*, which were described above. The *intention* is defined in this context as the subjective probability of an individual to perform a certain behavior (Ajzen & Fishbein, 1975). Thus, an enhanced intention is expected to correlate with an increased probability of carrying out the behavior (Ajzen, 1991). In contrast to this assumption, the intention-behavior-gap is often mentioned, which constitutes a disconnection between these concepts (as discussed in subchapter 2.3.).

In this study the *behavioral intention* is understood to be the intention to engage in ethical consumption and the EMCB is considered as an indicator of actual purchasing behavior.

Drawing from the preceding theoretical discussion, the study puts forward the following hypotheses:

H01: A positive *attitude towards ethical consumption* positively influences the *intention* to engage in ethical consumption.

H02: *Subjective norm* positively influences *intentions* to engage in ethical consumption.

H03: *Perceived behavioral control* positively influences the intention to engage in ethical consumption.

H04: *Ethical obligation* positively influences the *intention* to engage in ethical consumption.

H05: *Self-identity* positively influences the *intention* to engage in ethical consumption.

H06: A strong *behavioral intention* towards ethical consumption positively influences the *EMCB*.

3.2. Ethically Minded Consumer Behavior (EMCB) scale

Given the widely known and well-documented discrepancy between the attitudes and the behavior, as described above (chapter 2.3.), it seems advisable to focus more on the actual ethical consumption behavior of consumers (Sudbury-Riley & Kohlbacher, 2016), as in the case of the *Ethically Minded Consumer Behavior* – scale (EMCB) by Sudbury-Riley and Kohlbacher (2016). The fact that this scale is one of the few that asks about actual behavior is seen by the authors as a clear advantage of the scale. Nevertheless, they concede that measuring self-reported actual purchasing behavior is not comparable to the accuracy of observing and directly measuring purchasing behavior (Sudbury-Riley & Kohlbacher, 2016).

The EMCB-scale can be considered as an instrument which “conceptualizes ethically-minded consumer behavior as a variety of consumption choices pertaining to environmental issues and corporate social responsibility” (Sudbury-Riley & Kohlbacher, 2016, p. 2697). In doing so, Sudbury-Riley and Kohlbacher adapted the *Socially Responsible Consumer Behavior* scale (SRCB) of Roberts (1993, 1995) to more contemporary ideas by incorporating four aspects into the model:

1. Environmental issues and recycling;
2. Social justice and human rights issues (worker exploitation, animal welfare, local community initiatives);
3. Refusal to buy products or boycotting (anti-consumption);
4. Price premium & willingness to pay more.

Therefore, the scale integrates a wide range of ethical consumer choices, both environmental and social, and thus captures an overall understanding of ethical consumption. This present research integrates the scale as a dependent variable, observing to what extent it can be considered as a proxy for ethical behavior through the influence of the intention. The aim is, therefore, to observe how the TPB through the intention predicts the ethical behavior of the EMCB scale and to better understand ethical consumption. Another reason for the appropriateness of the inclusion of this scale into this study is the apparent suitability of the framework for cross-national comparison, as already applied by Sudbury-Riley and Kohlbacher (2016) across different countries (e.g. UK, Germany, Hungary, and Japan.)

Le and Kieu (2019) were among the first, to recently utilize the EMCB – scale, by applying the scale in the Vietnamese context, an Asian emerging market. In addition to this scale, cultural and personal values and two components of the *Theory of Planned Behavior*, namely *attitudes* towards ethical consumption and *subjective norms*, were also included in the study. The results indicated that the *attitudes* were related to the ethical purchasing behavior, while the *subjective norm* was more related to boycott.

3.3. Barriers to Ethical Consumption

In seeking to understand consumer behavior regarding ethical consumption, it is important to recognize factors that may deter consumers from intending and pursuing such behavior. It is believed that several factors, by their very presence, may have a negative impact on the intention and the consumer behavior of individuals. These factors can be considered as barriers (Barbarossa & Pelsmacker, 2016; Bray et al., 2011; Kidwell & Jewell, 2003). Bray et al. (2011) note that very few in-depth studies in the field of ethical consumption specifically address purchase inhibitors.

In the following, we will gain a more detailed insight into several factors that could potentially act as barriers to consumption. We will focus on those that are increasingly mentioned in the literature, such as the factors cited by Bray et al. (2011). Emerging from this review, the following concepts have been identified and selected for review and inclusion in this study: (1) perceived price premium, (2) skepticism, (3) perceived lack of availability & variety of ethical alternatives, (4) time expenditure & shopping inconvenience, (5) aspects regarding information. These factors and their expected impact on intention are discussed below.

Perceived Price Premium

One of the factors almost always mentioned in this context concerns the perceived high(er) prices of ethical alternatives and the unwillingness to pay. Many authors have reached a consensus that price can be considered the most important barrier in choosing ethical products (Boulstridge & Carrigan, 2000; e.g., Bray et al., 2011; Padel & Foster, 2005; Young et al., 2010). Limited budgets and considerably high(er) prices of ethical products are the reasons why the ethical criteria might not dominate in the decision-making process (Carrigan & Attalla, 2001; Papaoikonomou, Ryan, & Ginieis, 2011; Uusitalo & Oksanen, 2004). Research has furthermore shown that the barrier also affects self-identified ethical consumers as well if the ethical products are perceived as more expensive (Shaw & Clarke, 1999). These are arguments why the *price* can be

regarded as a reason for the gap between attitude and behavior (Pelsmacker, Driesen, & Rayp, 2005).

Skepticism and Mistrust

Skepticism, expressed in various forms, also plays a crucial role in decision-making and inhibits ethical consumerism in the sense that some consumers question ethical choices. The low *perceived consumer effectiveness* (PCE) is often cited as a well-documented motive for skepticism by the (potential) consumer side. This term refers to the “extent to which the consumer believed that efforts of an individual acting alone can make a difference” (Ellen et al., 1991, p. 102). When applied to ethical consumption, it thus reflects the individual’s conviction that he or she can effectively influence environmental and societal issues. In fact, consumers are uncertain or unconvinced about their purchasing behavior (Carrigan & Attalla, 2001), as they assume that their consumption practices will only be converted into a small (real) impact. This was particularly evident in a younger sample (Carrigan & Attalla, 2001), while older people were more likely to be convinced and to feel responsible for their actions (Carrigan et al., 2004). According to the findings of several scholars, the perception of the effectiveness of ethical consumer practices has a direct impact on the purchase decision process (Kinnear et al., 1974; Roberts, 1996), in such a way that a low PCE has a significant negative influence on attitudes towards ethical products and on thus purchase intention (Vermeir & Verbeke, 2006) and thus inhibits consumption (Ellen et al., 1991; Kinnear et al., 1974; Roberts, 1996).

Besides the barrier PCE (as skepticism about the own impact), some studies have found that consumers question the motives of companies for ethical actions and declare these activities to be marketing tricks (Bray et al., 2011; Carrigan & Attalla, 2001). Another related concept in this sense is the mistrust of consumers about ethical labeling and their reliability, for instance (Padel & Foster, 2005).

Perceived Lack of Availability and Variety of Ethical Alternatives

Several authors mention the *lack of availability* of ethical alternatives or stores as a barrier for ethical consumption (Nicholls & Lee, 2006; Papaoikonomou, Ryan, & Ginieis, 2011; Shaw & Clarke, 1999; Uusitalo & Oksanen, 2004). Similarly, *lack of variety*, i.e. limited choice of products, is often considered an impediment to buying ethical products, such as organic or Fairtrade (Pelsmacker, Janssens, & Mielants, 2005; Shaw et al., 2000). Even only the belief that ethical products may be less available acts as a restrictive, negative effect on the consumers' intention and behavior, including among consumers with a positive attitude (Vermeir & Verbeke, 2006). Besides the perceived, the actual availability and variety of products may also facilitate or constrain the purchasing behavior based on the demographic variable of the place of residence. Hereby differences between Northern and Southern Europe are apparent regarding the availability and variety of ethical products in supermarkets (Koos, 2012). The fact that the intention of potential customers is reduced by both the expected and the actual availability, this can possibly be explained by the concept of "time expenditure and shopping inconvenience". This factor is examined below.

Time Expenditure and Shopping Inconvenience

Nowadays, time pressure and the number of competing products have increased, which causes some people to regard being "green" as a difficult task, e.g. due to the time needed to compare the products (Carrigan & Attalla, 2001; Young et al., 2010). In this sense, *search time*, for example, is perceived as a restricting barrier (Jolly, 1991). Several scholars emphasize that consumers rather tend to focus on the easiest option due to time and energy required and avoid inconvenience (e.g. to go to a specialized store), previous studies confirm this barrier, in the sense that consumers have shown to be unwilling to shop ethically as a result (Mohr et al., 2001; Papaoikonomou, Ryan, & Ginieis, 2011). In particular, consumers are often unwilling to make additional efforts regarding their daily shopping due to the low level of involvement in daily purchases (Carrigan & Attalla, 2001). As a result, these efforts predominate the "good"

intentions and initial willingness to buy, a phenomenon related to the gap between attitude and behavior (Carrigan & Attalla, 2001).

Aspects regarding Information

Since ethical consumption can be characterized by a high degree of complexity (Shaw & Newholm, 2002), information is of high importance. The topic of information as a barrier has brought forward a considerable amount of literature, with several authors highlighting especially three different aspects regarding information as possible obstacles to an (ethical) purchase decision. The first factor that has been identified is a lack of available information, where information is perceived as scarce and not widely available (Carrigan et al., 2004; Carrigan & Attalla, 2001; Uusitalo & Oksanen, 2004). Factor two refers to a lack of “good” information, whereby the lack of quality, reliability or trustworthiness of sources reduces the purchase intention and thus act as a barrier (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001; Pelsmacker & Janssens, 2007; Roberts, 1996). At the same time, it was found that increased availability (factor 1) and reliability of information (factor 2) lead to more favorable attitudes and knowledge about ethical consumption and strongly influence negatively the purchasing behavior (Bray et al., 2011; Carrington et al., 2014; Papaoikonomou, Ryan, & Ginieis, 2011; Pelsmacker & Janssens, 2007; Shaw & Clarke, 1999; Uusitalo & Oksanen, 2004). The third factor that is often mentioned with this issue is the excess of information which generates confusion within the individual (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001; Shaw & Clarke, 1999).

All these factors mean that information is failing to influence or convince the (potential) consumer to opt for ethical alternatives (Carrigan & Attalla, 2001).

Hypotheses

Resuming, based on the literature review the five constructs above, previous research suggests that each of the factors negatively influences the behavioral intention to purchase ethical products. The analyzed constructs and their different aspects were split into individual variables. These and the hypotheses are listed in Table 1 below.

TABLE 1:
Variables Potential Barriers

Construct	Variable and Hypotheses	Nr. Hypothesis
Perceived Price Premium	High(er) Price A higher perceived price is negatively related to the behavioral intention	H07
Skepticism and Mistrust	Skepticism or lack of trust in claims of “ethically made” in general A stronger skepticism/lack of trust is negatively related to the behavioral intention	H08a)
	Untrustworthy information about the products or companies Untrustworthy information is negatively related to the behavioral intention	H08b)
	Lack of trustworthy stores A perceived lack of trustworthy stores is negatively related to the behavioral intention	H08c)
Perceived Lack of Availability and Variety of Ethical Alternatives	Lack of availability of products A perceived lack of product availability is negatively related to the behavioral intention	H09a)
	Lack of variety of products (poor assortment) A perceived lack of product variety is negatively related to the behavioral intention	H09b)
	Lack of specialized stores A perceived lack of specialized stores is negatively related to the behavioral intention	H09c)
Time Expenditure and Shopping Inconvenience	Shopping inconvenience (distance, parking, transportation...) A perceived shopping inconvenience is negatively related to the behavioral intention	H10
Aspects regarding Information	Lack of information about the products or company A perceived lack of information is negatively related to the behavioral intention	H11a)
	Excess of information about the products, company A perceived excess of information is negatively related to the behavioral intention	H11b)
	Unreliable information about the products’ source The perception of unreliable information is negatively related to the behavioral intention	H11c)

3.4. Demographic Characteristics

In order to better understand the consumer, it is important to examine the underlying factors and their correlations, that could influence - support or inhibit - behavior. The *Theory of Planned Behavior* considers demographic characteristics to be important background factors that influence intention and behavior indirectly through one or more antecedents and thus exert a mediating influence (Ajzen, 2015).

Literature is full of articles profiling the ethical consumer, including demographic measures. However, other studies question the value of these variables for creating a

consumer profile and attribute little or ambiguous relevance to them in today's modern society (Blackwell et al., 2006; Solomon, 2006). Others consider demographic characteristics to be a poor predictor of ethical consumption behavior (Devinney et al., 2010; Pelsmacker, Driesen, & Rayp, 2005; Roberts, 1996) and note that socio-demographics do not play a predictable role in differentiation (Devinney et al., 2010). Despite this criticism in some studies, other scholars emphasize the continuing importance of sociodemographic variables in general (Wedel & Kamakura, 1999) and justify the validity and appropriateness of their use as a form of segmentation for the profiling ethical consumers (Auger et al., 2003).

Against the tendency to include demographics in almost all studies (Delistavrou et al., 2017), an inconsistency of previous findings on demographic variables correlating with intention and ethical behavior can be observed. In this study five demographic factors are selected to be analyzed and included: (1) *place of residence*, (2) *age*, (3) *educational attainment* (degree and semester) and (4) *gender*, since previous studies have repeatedly found an influence on ethical consumption. Subsequently, these variables are discussed, and hypotheses developed.

Place of Residence

Since globalization is a growing phenomenon, it is important to understand the cultural context and its specific perceptions, interpretations, and reactions to (in)ethical consumer activities (Belk et al., 2005). In a cross-national study conducted by Bucic et al. (2012) the authors found that the country of residence or national culture has a major influence on ethical decision making. This is consistent with findings by Rawwas (2001) who concluded that the perception of ethics varies according to nationality and thus culture. However, not only culture but also the place of residence has been linked to concerns for the environment (Straughan & Roberts, 1999). The inclusion of the influence of the country of residence in the study on consumer ethics is considered essential, due to the entanglement of these two concepts of culture and

consumer ethics and behavior regarding, for instance, the perception of moral values and the consideration of what ethical consumption is (Belk et al., 2005).

Only a few studies have carried out cross-national comparisons in this context. Due to the apparent focus of the studies in the Western context, many authors mention the need to extend the studies to the question of how culture influences ethical consumer behavior in other cultural contexts (Delistavrou et al., 2019; Newholm & Shaw, 2007; Papaoikonomou, Ryan, & Valverde, 2011). Papaoikonomou, Ryan, and Valverde (2011) have underlined the particular importance for future research in Southern and Eastern Europe where the growth of ethical consumption is rather weak.

As Schwarz (2003) points out, culture and its differences are reflected in attitudes and behaviors, which underlines the importance of a cross-cultural approach. This is reflected in the findings of Polonsky et al. (2001), where significant differences in terms of ethical beliefs and perceptions were found between Northern (included Germany) and Southern European Union (EU) (included Portugal). Therefore, it is expected that the country of residence will influence the ethical considerations and behavior of this study. Although perceptions and behavior regarding ethical consumption have to some extent been studied separately in both Germany and Portugal, to our knowledge, no significant research has investigated the differences between the two countries.

Based on the discussion above we expect to find differences between Portuguese and German individuals, as they are influenced differently by their prevailing culture. Regarding the scientific evidence specifically on the intention to purchase ethical products, no comparable values for the two countries are available. Furthermore, in Portugal, only a few studies on this subject, in general, seem to be published (see chapter 11). At the same time, there are not enough statistics available to suggest a possibly enhanced intention to buy, e.g. due to the volume of sales of ethical products. On the other hand, Germany is mentioned very often and positively, for instance, for exceeding a further turnover threshold (e.g., TransFair, 2019), increasing ethical movements (e.g., Zweites Deutsches Fernsehen, 2019) and numerous recent references

to academic studies (e.g., Gollnhofer et al., 2019; Hagedorn et al., 2019) - which highlight the relevance and importance of ethical purchasing intentions and purchases in Germany. We, therefore, expect that Germany might show a higher intention.

Age

In the present study, college students constitute the subject of research. It can be presumed that college students have a fair amount of education and in most cases tend to be young adults. Due to the nature of the sample, the age range is expected to be rather reduced to a shorter period.

Different authors have pointed out the importance of young adults as prospective consumers (Mäkinemi & Vainio, 2014), their interest and future value for companies (Gill, 2012) or their interest in their decision-making processes due to the (possibly) recently gained autonomy in daily choices (Ianole-Călin et al., 2020). As far as ethical consumption is concerned, it is assumed that younger consumers are pushing the switch to ethical products (Hancock, 2017) and, as the Ethical Consumer Markets Report showed, young people, in particular, are adopting a more sustainable lifestyle (Ethical Consumer, 2018). Besides, this Ethical Consumer Markets Report showed that around 49% of the British population under the age of 2 had previously decided against a particular product or company because of its negative ethical reputation. At the same time, Carrigan and Attalla (2001) state their deep concern about the consumer of the new millennium and their low interest in ethical activities. Therefore, it seems very important and interesting to identify the current stand of college students on ethical activities and their perception.

In several publications, *age* appears to be a decisive factor in determining consumer behavior and attitudes, but a review of the literature has shown that no consensus has been reached on the influence of this variable. Scholars have found, for instance, that environmental concern decreases with age (Chen et al., 2011; Franzen & Meyer, 2010). In line with this finding, younger individuals, in contrast to older people, tend to show increased concern about ethical issues, such as *Ecologically Conscious Consumer Behavior*

(ECCB) (Roberts, 1996) or more socially conscious behavior (Anderson & Cunningham, 1972), while Jolly (1991) reported that buyers of organic food tend to be younger than non-buyers.

Despite those numerous researches discovering a correlation between the demographic characteristic age and a reduced likelihood of being an ethical consumer, research still yields contradictory findings. Dickson (2005) and Kinnear et al. (1974), for instance, found no correlation between age and ethical behavior or, in contrast, Hines and Ames (2000) that ethical sensitivity increases with age.

Education

The results of previous studies are fairly consistent, suggesting that educational attainment has a strong effect on the likelihood of being an ethical consumer, for example in terms of attitude (Jolly, 1991). Many studies conclude that there is a correlation between the *education level* and the ethical concern or consumption (Chen et al., 2011; Delistavrou & Tilikidou, 2012; Pelsmacker, Driesen, & Rayp, 2005), organic food (BLE, 2018), regarding environmental concern or green consumption (Balderjahn, 1988; do Paço & Raposo, 2009; Roberts, 1996) or environmental knowledge (Diamantopoulos et al., 2003). However, in contrast to the results cited above, there are also a few earlier studies that have found an inverse correlation (Dickson, 2005; Durham, 2007; Thompson & Kidwell, 1998).

Gender

While the findings regarding demographic factors have been contradictory in some cases, *gender* has proved to be a factor whose results from past studies are more consistent. Many studies underline the link between gender and a greater concern for ethical issues. It has often been found that women are more likely to make ethical purchases (Delistavrou & Tilikidou, 2012; Diamantopoulos et al., 2003; Roberts, 1996) and to express a higher level of environmental concern (Andorfer, 2013; Chen et al., 2011; Franzen & Meyer, 2010; Lee, 2009). Even though a considerable number of scholars tend to see the female gender as an indication of ethical consumption,

Carrigan and Attalla (2001) or Pelsmacker, Driesen, and Rayp (2005) observed no relevant influence of gender on ethical consumption. Sikula and Costa (1994) found women and men, in this case also college students, to be “ethically equivalent”, even if the priority given to the ethical values was found to differ between the gender.

Hypotheses

Following the discussion regarding each of the four demographic characteristics:

H12: *Country of residence* influences the *intention* to engage in ethical consumption: German respondents will show a higher intention to engage in ethical consumption;

H13: *Age* positively affects the *behavioral intention* to engage in ethical consumption;

H14: The *educational level* positively influences *behavioral intention* to engage in ethical consumption;

H15: *Gender* influences the *behavioral intention*: female respondents will show a higher intention to engage in ethical consumption.

3.5. Purchasing Behavior: frequency and extent

To gain a better understanding of purchasing behavior, this section approximates the frequency and extent of the individual’s ethical consumption. However, this is by no means intended to replace a direct observation, the aim is rather to obtain a self-assessment of the individuals and thus a vague understanding of their purchasing habits, serving as an introduction to the topic.

The results of Cowe and Williams (2000) showed that about 55% of respondents consider and define themselves as ethical consumers, indicating to be “a great deal” or “a fair amount” ethical. Furthermore different groups were identified in terms of the buying frequency in studies (e.g., Jolly, 1991; Ozcaglar-Toulouse et al., 2006). Similarly, Roitner-Schobesberger et al. (2008) found differences between types of consumers in terms of purchase frequency and knowledge about organic labeling.

3.6. Conceptual framework

Based on the theoretical foundations and understanding of the relationship between the concepts described in the previous chapters, this chapter focuses on the synthesis of the hypotheses with the research questions and objectives of the study.

With the aim to explore the German and Portuguese college student's ethical perception and behavior, this present work aims to study the constructs below, based on the following objectives (Figure 2):

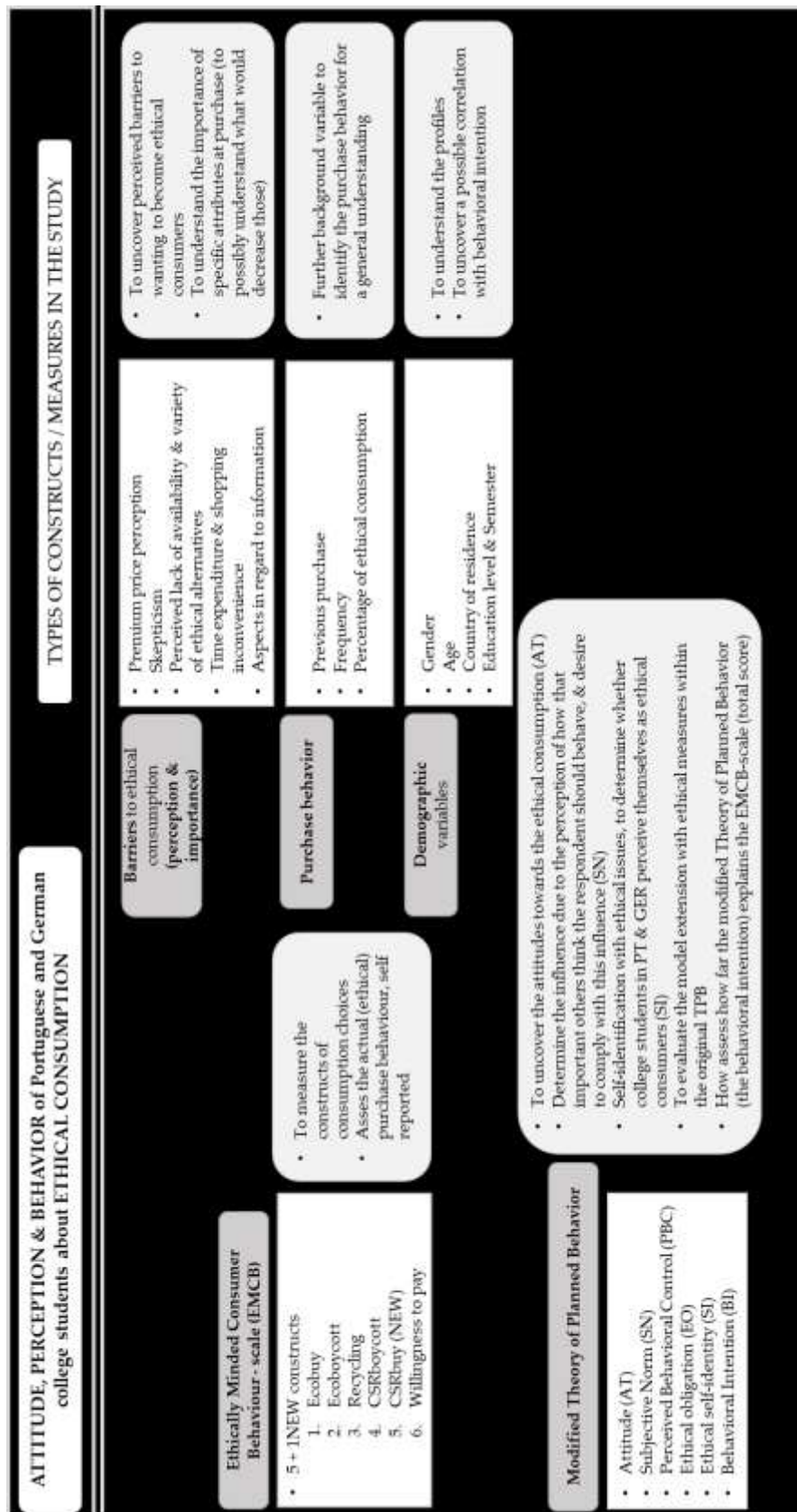


FIGURE 2:
Constructs and Variables

The aim and originality of this research in terms of the components can be summarized as followed:

- TPB: due to the successful application of the theory in similar studies, it is expected that the results of the *modified Theory of Planned Behavior* will be comparable with these results. While previous research has highlighted the existence of different aspects of ethical consumption activities, this thesis applies the scale in a more general context.
- EMCB: this research aims to test or challenge the scale, which has not yet been widely applied. Since it claims to provide insights into actual behavior, the scale is contrasted with the TPB, including the behavioral intention. In this sense, this research aims to show the extent to which the TPB can explain the EMCB through the intention. Therefore, the EMCB scale will hereby be further explored, validated and applied in different contexts and countries. Furthermore, a new construct has been added to the EMCB-scale (*CSRbuy*).
- Barriers: by assessing the barriers and importance of attributes in purchasing, this study contributes to the theoretical body by increasing the understanding of potential obstacles to purchase.
- Demographics: while previous studies aimed to develop a demographic profile of individuals with different ethical perceptions and behaviors, not many have included a broad topic. Through consumer profiling concerning ethical consumption as a general topic, the demographic data contribute to a better understanding of the consumer and might reflect an influence on behavioral intention

Based on the literature review, the relationship between these constructs and variables have been evaluated in the course of this thesis, resulting in several hypotheses that are summarized here under the respective research question (RQ).

The following main research question is proposed:

→ How do German and Portuguese college students perceive ethical consumption, and do they act ethically?

Below this umbrella-research question, various sub-research questions can be identified, which will be presented hereinafter:

Research question 1: What are the attitudes and perceptions regarding the purchase intention (TPB) of ethical alternatives?

Hypotheses: H01 – H05

The purpose of this question is to gain a greater understanding of the perception of college students in Portugal and Germany on the topic of ethical consumption, the degree to which an individual perceives himself as ethically oriented when making consumption choices and which ethical topics are considered particularly relevant. In this context, we will explore whether there are differences between these countries, taking into consideration the components of the modified *Theory of Planned Behavior* by examining the relationship between *behavioral intention* and its antecedents.

Research question 2: To what extent is the TPB (through behavioral intention) correlated with the EMCB?

Hypothesis: H06

The aim is to uncover to what extent the Theory of Planned Behavior explains the Ethically Minded Consumption Behavior- Scale by the indirect relationship between its antecedents and the behavioral intention.

Research question 3: What barriers are imposed on individuals wanting to become ethical consumers?

Hypothesis: H07 – H11c

This question analyzes the understanding of the external factors that inhibit ethical consumption. Hereby the individual's perception is taken into account, as well as the importance of attributes at the purchase.

Research question 4: How do the demographic characteristics of the respondents influence behavioral intention?

Hypotheses: H12 – H15

The purpose of this question is to understand the profile of the ethical or non-ethical consumer. This question aims to establish a demographical profile to correlate with behavioral intention to possibly reveal an influence of the demographic characteristics.

Due to the importance of the cross-national comparison within the study, it will be particularly important to assess the differences between Portugal and Germany at all levels. The following theoretical model (Figure 3) summarizes the established hypotheses to be tested and the relationships between the chosen constructs, which shall be analyzed.

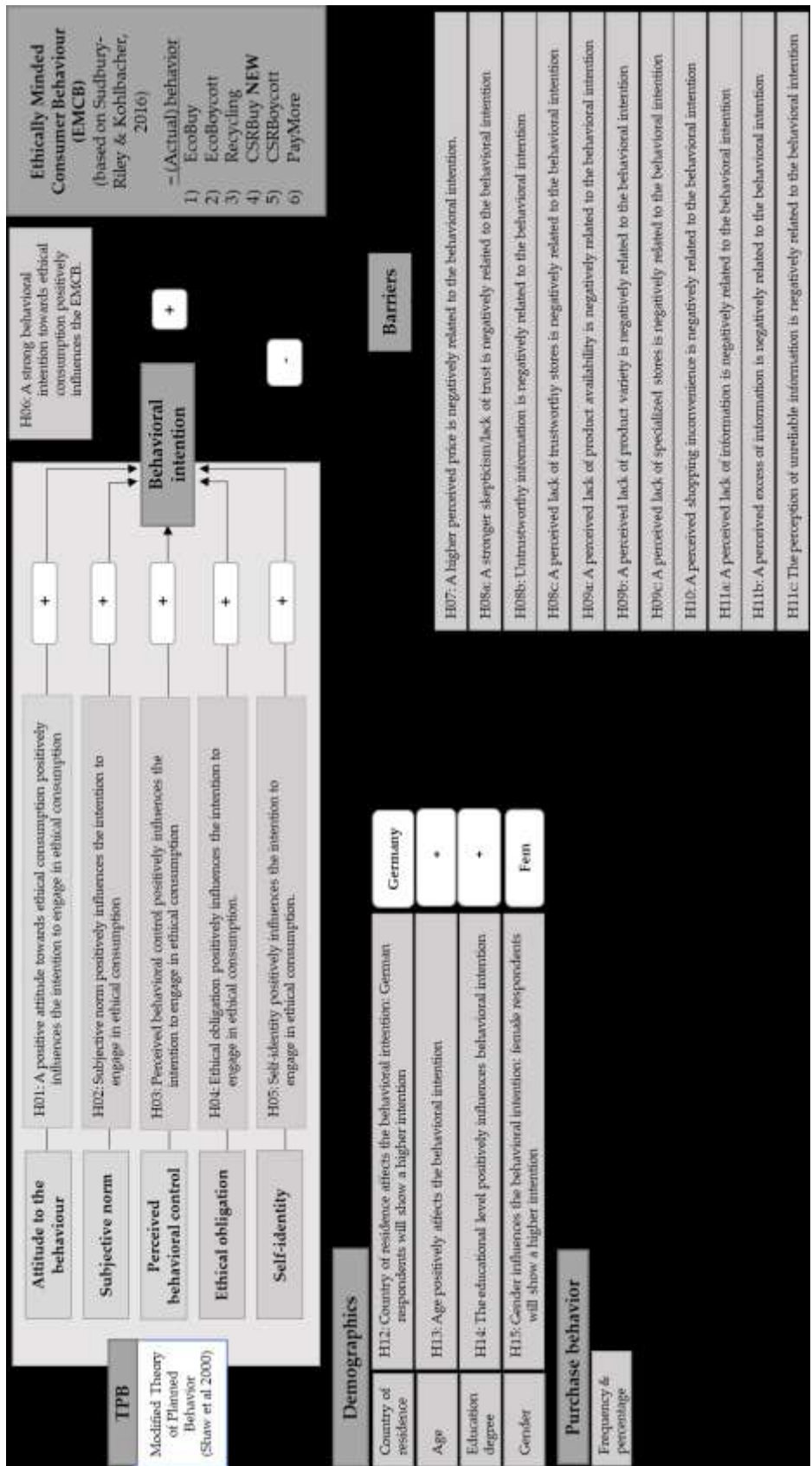


FIGURE 3:
Conceptual Model

CHAPTER 4: METHODOLOGY

This chapter presents the methodology used for the present study. In the following section, the questionnaire development, the method used for the data collection, the description of the sample obtained, the survey design and the procedures for conducting the statistical analysis are explained in a detailed manner.

4.1. Research Approach & Data Collection

A quantitative research method was used to determine whether ethical consumption and perceptions of the two nationality groups differed concerning the different scales and variables of interest. This method seemed suitable to meet the objectives of the study. The advantages of quantitative research are the possibility of direct measurement and generalizability, as well as an analysis with a statistical procedure (Bacon-Shone, 2013). A cross-sectional research design was chosen since the objectives of this research are not only to investigate and measure the relationships between the chosen variables but also to test the formulated research questions and hypotheses within the topic (Malhotra et al., 2017).

Under the research objectives of the study, the data collection was carried out utilizing a self-administered questionnaire. It was decided that the most adequate form of data collection would be online, as this corresponds to the target group behavior of the younger generation (Rüdiger et al., 2011). Cost efficiency, the rapid implementation of the surveys, short fieldwork period and direct and prompt access to the results, the automatic filtering procedure (Rüdiger et al., 2011) as well as the possibility of reaching geographically dispersed participants (Malhotra et al., 2017) are further arguments in favor of online research. Potential disadvantages could, however, arise in sampling due to possible self-selection of the sample, the (non-existing) access to the web and technical problems (Malhotra et al., 2017). In order to reduce the possibility of technical problems, a technical test was conducted in advance, as

recommended by SoSci Survey (SoSci Survey, 2000). Besides, continuous monitoring of the survey results was performed to identify potential technical problems with data entry and to ensure data integrity, as suggested by Malhotra et al. (2017). As no problems were detected, no action was taken.

4.2. Sample

To meet the research objective of the present study, the target population is composed of current university students of all disciplines, persons of all genders, residing in two European countries: Portugal on one hand and Germany on the other. It is, therefore, the population of interest and the criterion for participation in this study.

The sampling strategy used for the study is non-probability convenience sampling. This technique is defined to leave the selection of sampling units mainly to the participant of the study (Malhotra et al., 2017). Even though this technique has many advantages, such as being considered the least expensive and time-consuming sampling technique, disadvantages such as the selection bias can occur (Malhotra et al., 2017). Besides the convenience sample, an additional strategy was applied in order to reach the desired target group, the so-called *snowball sampling*, which refers to a technique where the participants recruit other participants, in this case, their student colleagues for instance, and invite them to participate in the study (Malhotra et al., 2017).

4.3. Questionnaire Design

Extensive developmental research was undertaken before and during the construction of the questionnaire. The process of the questionnaire construction was mainly based on the previously reported findings from the relevant literature review and similar studies in the field of ethical consumption following the proposed research objectives and hypotheses. Although mainly validated questions were used for the construction of the questionnaire, no study was fully replicated due to different focus and

objectives. The questionnaire was implemented using the SoSci Survey (Leiner, 2020), a common online software for questionnaires, and made available to participants at <https://www.soscisurvey.de/>, in line with the online survey-based quantitative method.

As the research was carried out in two countries, the original English questionnaire was then translated into Portuguese and German using the back-translation method, to ensure the linguistic accuracy, in accordance with the procedure by Brislin (1970). The use of the (mother-)language of the respondents was aimed at minimizing potential misunderstandings caused by terminology. Furthermore, before the implementation of the survey, a pilot-test was conducted beginning of January 2020 to verify the comprehensibility and completeness of the questionnaire and eliminate potential misunderstandings. Therefore, following the advice of Malhotra et al. (2017), a cultural adaptation was made to ensure a linguistic equivalence and avoid cultural bias in the study. Subsequently to the pre-test, the necessary minor modifications were made. The questionnaire of the present study was further pretested, modified to suit both desktop and mobile versions and after approval was finally made available.

A structured direct data collection of the survey was used, mainly using questions with fixed-response alternatives, such as multiple-choice questions, where the respondent is obliged to respond to predetermined possibilities of answers. Arguments for the usage of this survey method are the simple administration and easy guidance of the respondents of the questionnaire, which facilitates the coding and statistical treatment of the questions (Malhotra et al., 2017), which will then be analyzed through the SPSS statistical analysis software program.

After the creation of the questionnaire, different methods have been applied to reach out to students in Portugal and Germany in order to achieve a proper sample size, such as the traditional approach through personal contacts, approaches of universities and the distribution through social media, e.g. different kinds of Facebook groups. Within the months of January and February 2020, data collection took place.

4.4. Questionnaire Structure

The questionnaire used to conduct this research consists of questions regarding the TPB and the EMCB, along with modifications and additional constructs, as discussed. The final questionnaire was structured into six main sections and can be found in Appendix A.

- Section 1: is a brief introduction, informing the participants about the academic nature of the study and the subject to be analyzed
- Section 2: is devoted to the collection of demographic data
- Section 3: (Ethical) purchasing behavior
- Section 4: includes issues related to the adherence to ethical consumption practices using the *Ethically minded Consumer Behavior* scale.
- Section 5: The Modified Theory of Planned Behavior was furthermore assessed using six dimensions
- Section 6: Potential barriers to ethical consumption and factors that are important in the purchase decision are assessed based on perceived perception and extent.

4.5. Variable Measurement

Demographic Data

First, the demographic sections were presented to the respondents with four questions. Qualifying items were chosen as opening questions to ensure the suitability of the (potential) respondents in this survey, as described by Malhotra et al. (2017). To meet the requirement of being a college student, the current level of education was surveyed and by specifying the place of residence it was ensured that the respondents fit into our target group, living in either Germany or Portugal. Specifying either of these two questions with an answer outside the desired target group has resulted in the questionnaire being terminated at this early stage. After the filter questions, survey participants were asked to provide further demographic information. The

demographical control variables were included as additional independent variables in the data analysis.

Purchasing Behavior

Questions about the purchasing behavior were included as background variables to provide more context and an increased understanding of the sample characteristics in terms of their self-reported extent consumption behavior. For mutual understanding and avoidance of ambiguous interpretations, the term “ethical consumption” was defined in advance, followed by three questions. Whether the respondents have already bought products that claim to be ethically, was measured using a dichotomous question with two response alternatives (*yes* and *no*) and a neutral response alternative. The assessment of the purchase frequency of ethical products was measured on an itemized rating scale with five scales from *Never* to *Always*. And lastly, the third question had the aim to obtain a personal assessment of the “regular” purchases in comparison with the “ethical purchases”, where the respondent was asked to answer on a continuous rating scale from 0% to 100%.

Ethically Minded Consumer Behavior Scale

Respondents were then faced with questions about their *Ethically minded Consumer Behavior*, a scale by constructed and previously validated by Sudbury-Riley and Kohlbacher (2016). The following dimensions are included in the original scale:

- a. *Ecobuy*: the choice of environmentally friendly products over other alternatives;
- b. *Ecoboycott*: refusal to buy products that are harmful to the environment;
- c. *Recycle*: recycling issues;
- d. *CSRboycott*: refusal to buy the products based on social issues;
- e. *Paymore*: willingness to spend more for ethical products.

The questionnaire measured each concept against a set of statements about their actual ethical purchasing behavior. Changes from the original scale were made to

include additional concepts or to adjust limitations made on the scale. A sixth construct (*CSRbuy*) has been added to the five original concepts

- f. *CSRbuy* dimension refers to the conscious purchase based on ethical considerations concerning a company's CSR activities and the choice of the least negative social impacts over other alternatives

The new questions related to *CSRbuy* arise from the corresponding questions for *Ecobuy*, which have remained unchanged, as well as the questions on the purchase of recyclable products (*recycle*), *CSRboycott*, and *Willingness to pay*. For *Ecoboycott* a question on the boycott was included for environmental reasons, also following the scholar's communicated limitations. At the same time, "I do not buy household products that harm the environment", instead, has been deleted, since it does seem very specific to the household and lacks a general application. The newly proposed model attempts to exploit the validity of the original model, but also includes an additional construct to potentially improve the model and its predictive power.

To answer the *Ethically minded consumer behavior*- scale, respondents had to indicate their level of agreement along a 5-point continuum (Likert scale), following the original scale, from *never* (1) to *always* (5) with each of the listed items. Hereby always two items belonged to one construct (see Table 2). As a result, people that rated higher on the scale demonstrated more ethically minded consumer behavior.

TABLE 2:
Measurement of the Constructs of EMCB

Construct	Item		Source
EcoBuy	EM01_01	When there is a choice, I choose the product that contributes to the least amount of environmental damage	Sudbury-Riley and Kohlbacher (2016)
	EM01_02	I have switched products for environmental reasons	
EcoBoycott	EM02_01	If I understand the potential damage to the environment that some products can cause, I do not purchase those products	Based on Sudbury-Riley and Kohlbacher (2016)
	EM02_02	I do not buy products from companies that I know cause environmental damage	
Recycling	EM03_01	Whenever possible, I buy products packaged in reusable or recyclable containers	Sudbury-Riley and Kohlbacher (2016)
	EM03_02	I make every effort to buy paper products (toilet paper, tissues, etc.) made from recycled paper	
CSRbuy	EM04_01	When there is a choice, I always choose the product that contributes to the least negative social impact	Own addition
	EM04_02	I have switched products for reasons of social responsibility	
CSRboycott	EM05_01	I do not buy a product if I know that the company that sells it is socially irresponsible	Sudbury-Riley and Kohlbacher (2016)
	EM05_02	I do not buy products from companies that I know use sweatshop labor, child labor, or other poor working conditions	
Willingness to pay more	EM06_01	I have paid more for environmentally friendly products when there was a cheaper alternative	Sudbury-Riley and Kohlbacher (2016)
	EM06_02	I have paid more for socially responsible products when there was a cheaper alternative	

Modified Theory of Planned Behavior

The original *Theory of Planned Behavior*, developed by Ajzen and Fishbein (1980), provided four different constructs (*Attitude Towards the Behavior*, *Subjective Norm*, *Perceived Behavioral Control* and *Behavioral Intention*), which were later expanded by Shaw et al. (2000), adding *Ethical Obligation* and *Self-Identity* (see chapter 3.1.). In this study, direct measures are used to assess and predict intentions. All constructs were measured by three items each and can be consulted in Table 3.

As the concept of *attitude* reflects the individual's favorable or unfavorable evaluation regarding ethical consumption, the respondents were asked to state the respondent's evaluation of the object. Three items were measured on a seven-point semantical differential scale from -3 (negative attitude) to a +3 (positive attitude) with the following adjectives: *beneficial*, *good* and *wise* with each of the bipolar opposite. Subsequently, participants were asked to respond to two statements that assess the *subjective norm*, which reflects the degree of influence to perform or refrain from performing a certain behavior due to the perception of the opinion, behavior or influence of significant others. The measurement takes on the format of a semantical

differential scale with endpoints associated with bipolar labels and a score from -3 to +3. Hereby the respondents stated their extent of the importance of other people's opinions, whether they perceive through them to engage or not to engage in ethical consumption and if important people would approve or disapprove the respondent's engagement in ethical consumption. The construct *Perceived Behavioral Control* was assessed by three items as well, which were rated on a 7-point-Likert scale from -3 to +3, to indicate the difficulty or easiness, whether the respondents agree or disagree and how they rate their amount of control. *Ethical obligation* and *self-identity* were each measured by respondents' agreement with the statements on a 7-point scale ranging from *strongly disagree* (-3) to *strongly agree* (+3). The assessment of the *behavioral intention* was conducted based on items derived from the previous studies by Armitage and Conner (1999), where the respondent was asked to state their agreement between *strongly disagree* (-3) and *strongly agree* (+3).

TABLE 3:
Measurement of the Modified Theory of Planned Behavior

Construct	Item	Source: based on
Attitude		I think that engaging in ethical consumption behavior is...
	AT_01	Beneficial
	AT_02	Good
	AT_03	Wise
Subjective Norm	SN_01	Most people that are important to me think that engaging in ethical consumption is... (<i>not important at all - extremely important</i>)
	SN_02	Most people who are important to me think that I (<i>should not - should</i>) engage in ethical consumption
	SN_03	If I engaged in ethical consumption behavior people who are important to me would... (<i>completely disapprove to completely approve</i>)
Perceived Behavioral Control	PBC_01	For me engaging in ethical (<i>very difficult to very easy</i>)
	PBC_02	It is mostly up to me whether I engage in ethical consumption (<i>strongly disagree to strongly agree</i>)
	PBC_03	How much control do you have over whether you engage in ethical consumption? (<i>very little control to a great deal of control</i>)
Self-identity	SI_01	I think of myself as someone who is concerned about ethical issues
	SI_02	I think of myself as an ethical consumer
	SI_03	I see myself as someone who is concerned about the welfare of humans, animals, and the environment
Ethical obligation	EO_01	I feel that I have an ethical obligation to avoid purchasing products with a negative environmental or social impact
	EO_02	I feel that I have an ethical obligation to support ethical consumption
	EO_03	It would be morally wrong for me to buy "normal" products instead of a more ethical version
Behavioral Intention	BI_01	I plan to consume ethically in the near future
	BI_02	I want to engage in ethical consumption in the near future
	BI_03	I intend to engage in ethical consumption

Barrier Perception and Importance of Attributes at Purchase

The following part of the questionnaire aimed to uncover the perceived influence of potential barriers, which were derived from the literature, and the importance of attributes at the purchase. This led to the identification of the following variables: *price, availability, variety, specialized stores, trustworthy information, shopping inconvenience, lack of information, untrustworthy information, excess of information, unreliable information, skepticism.*

For each of the eleven items, plus a closed-ended item (to indicate another possible factor), respondents were asked to indicate the perceived barrier. The item asked the respondents about the extent of the negative impact on their ethical consumption. The answers were collected on a 7-point scale from 0 (*no perceived negative influence*) to 6 (*strongly perceived negative influence*), along with the possibility of indicating that the participant does not know what to answer.

The second question referred to the personal importance of the attributes considered at the time of purchase, asking to indicate on a scale of 0 to 6 points from *not important* to *very important* the personal importance of a list of attributes that might be considered when making a purchase, as well as a closed-ended category, for the respondents to indicate an additional factor.

At the end of the questionnaire, free space was left for respondents to share comments, information, etc.

CHAPTER 5: RESULTS

This section has the objective of summarizing the results of the statistical analysis taken to answer the research questions of this study.

5.1. Statistical Procedure and Reliability measures

Procedure

To be able to answer the research questions, a quantitative analysis was conducted via the statistical program SPSS (version 26.0). The data analysis was carried out in four steps: First, the data was prepared, then the internal reliability of the scales was checked, followed by the descriptive analysis and finally, the research hypotheses were tested using correlations and regressions. The following sections provide details on the results of the survey.

The first step in the data preparation process included verification and cleansing of the questionnaire data. The total number of persons who completed the questionnaire was 521 participants. Due to the cleaning procedure, 146 respondents were not eligible to participate, reducing the total sample to a final of 375 people. The deletion of cases had the following reasons: since the filter questions (*education* and *country of residence*) ensured that persons who did not fit into the target group were not allowed to proceed

with the questionnaire, these partially answered cases were excluded from further analysis.

The procedure chosen for dealing with missing answers beyond the filter questions is the pairwise deletion (Malhotra et al., 2017). This was used when the participants had finished the questionnaire without having answered all questions, which was particularly common towards the end and led to missing answers. This may indicate that the survey questionnaire was considered too long for the respondents. Cases in which key variables were excessively missing were therefore discarded in the final analysis to minimize data loss, but at the same time to make use of the maximum of data.

Reliability Measures

The significance level $\alpha = .05$ was used to perform the analyses. Furthermore, the interpretation of the results of the analyses is in line with the guidelines by Cohen (1969) for the magnitude of r , where a correlation of $r = .10$ represents a small effect size, $r = .30$ represents a medium effect size and $r = .50$ represents a large effect size.

After data preparation, the constructs were then tested for reliability. This measure of formal accuracy determines the proportion of systematic variance that is explained by the scale (Malhotra et al., 2017). The internal scales' consistency reliability was assessed by calculating the coefficient alpha (Cronbach's alpha). According to Nunnally (1978), a coefficient alpha of 0.70 is preferable, whereas in some cases also values near 0.60 will be accepted as sufficient (Hair et al., 2006). In terms of internal consistency, all dimensions reached the threshold values of the indicators used. The alpha coefficient demonstrated values greater than 0.6, which shows an acceptable degree of internal consistency when taking into account the criteria mentioned (>0.60). Also, the newly added construct *CSRbuy* to the EMCB-scale was found to be reliable. In some cases, excellent reliability values above 0.9 were shown, e.g. regarding the TPB-model for the *behavioral intention*, which confirms the long provenance and relevance of the model. Based on the elevated Cronbach's-Alphas, the constructs and

dimensions were retained for further data analysis. The corresponding values can be consulted in Table 4.

TABLE 4:
Reliability Statistics

Construct	Nr. of items	Cronbach's Alpha	Construct	Nr. of items	Cronbach's Alpha
EMCB-Scale	12	.871	TPB with intention	18	.917
EcoBuy	2	.633	Attitude	3	.891
EcoBoycott	2	.637	Subjective Norm	3	.824
Recycling	2	.652	Perceived Behavioral Control	3	.754
CSRbuy	2	.655	Ethical obligation	3	.838
CSRboycott	2	.738	Ethical self-identity	3	.827
Willingness to pay more	2	.828	Behavioral intention	3	.962
Perception of Barriers	11	.882	Importance of Attributes at Purchase	13	.885

After the reliability analysis, scores were computed for further calculations, by using the items of each construct to obtain an overall value. This value was calculated by combining, for instance, the three items of the variable *attitude*, to one score. The same procedure was applied to all constructs of the TPB and EMCB. Besides, an overall score for EMCB was calculated, adding up all the variables of the scale (*EMCB_total*), as well as a score for the barrier perception, had been put together, whereby “other factor” was not integrated since it was an open question and thus did not allow the inclusion into the quantitative analysis.

Subsequently, further procedures such as the descriptive analysis, correlation analyses and linear regressions were carried out. The results of these procedures can be found below.

5.2. Sample Characteristics

In this section, the profile of respondents is examined, and the results are presented. The demographic criteria considered relevant for the study were *gender, age, country of residence* and *current level education* as well as the corresponding *year/semester*.

Questions about the purchase behavior served furthermore as background variables to create an overall understanding.

Demographic characteristics

The sample of 375 respondents was very balanced in terms of *country of residence*, with 187 respondents being Portuguese (49.9%) and the remaining 188 (50.1%) being German. Regarding *age*, as expected from a sample of students, the respondents were rather young, with an average age of 25.85 years ($SD = 5.640$), while the age ranged between 18 and 53 years. Of these, 35.8% were between 18 and 23 years old and 56.1% between 24 and 29 years. The *gender* distribution reflects the fact that more women filled out the survey, namely 72.8% women, 26.9% men and 0.3% indicating “other”. The respondents had different *levels of education*, while a narrow majority of 51.2% were in a master's program. Table 5 presents the complete distribution of demographic variables, broken down by German and Portuguese respondents.

TABLE 5:
Demographic Characteristics of the Sample

Variable	Country of residence					
	Germany		Portugal			
		N	% within country	N	% within country	
Age range	18-23	65	34,8%	80	42,8%	
	24-29	105	56,1%	60	32,1,4%	
	30-35	13	7,0%	21	11,2%	
	36-41	3	1,6%	18	9,6%	
	42-47	1	0,5%	3	1,6%	
	48-53	0	0,0%	5	1,3%	
Gender	Female	144	76,6%	129	69,0%	
	Male	44	23,4%	57	30,5%	
	Other	0	0,0%	1	0,5%	
Education/ Semester	Bachelor	1-3	18	20,2%	34	50,0%
		4-6	32	36,0%	29	42,6%
		7-9	36	40,2%	4	5,9%
		10-12	3	3,4%	1	1,5%
		13-15	0	0,0%	0	0,0%
	Master	1-3	28	30,8%	55	54,5%
		4-6	42	46,2%	23	22,8%
		7-9	6	6,6%	9	8,9%
		10-12	12	13,2%	12	11,9%
		13-15	3	3,3%	2	2,0%
	Doctorate	1-3	2	28,6%	6	37,5%
		4-6	1	14,3%	7	43,8%
		7-9	3	42,9%	2	12,5%
		10-12	0	0,0%	0	0,0%
		13-15	1	14,3%	1	6,3%

Purchasing Behavior of the Sample

A chi-square test of independence was performed, as both variables are measured on a nominal scale, to examine the relationship between the country of residence and the question whether the respondents have bought ethical products in the past. The relation between these variables was significant, $\chi^2 (2, N = 375) = 26.811, p < .001$. Therefore, the relation between people living in a different country of residence and whether they have consumed ethically is significant and the number of Germans who have previously bought ethical products is higher than that of the Portuguese (Germany: 89,4%, Portugal: 69,5%). It is striking that the number of Portuguese respondents who state that they do not know whether they have already bought ethical products is quite high: Portuguese of 22.5% in comparison with 4.8% of the

German respondents. The distribution regarding the past purchase can be found in Table 6.

TABLE 6:
Past Purchase of Ethical Products

		Country of residence			
		Germany		Portugal	
		Count	Column N %	Count	Column N %
Ever purchased ethical products?	don't know	9	4,8%	42	22,5%
	yes	168	89,4%	130	69,5%
	no	11	5,9%	15	8,0%

When it comes to the percentage given to the ethical purchases in comparison to the total amount purchases, the majority of the respondents indicate to buy between 0% and 20% (36,5% Germans, 35,8% Portuguese). Hereby the average percentage of the German sample is slightly higher ($M = 31.73$, $SD = 25.009$) in comparison with the Portuguese sample ($M = 29.47$, $SD = 26.123$), being non-significant ($t(344) = .825$, $p = .410$).

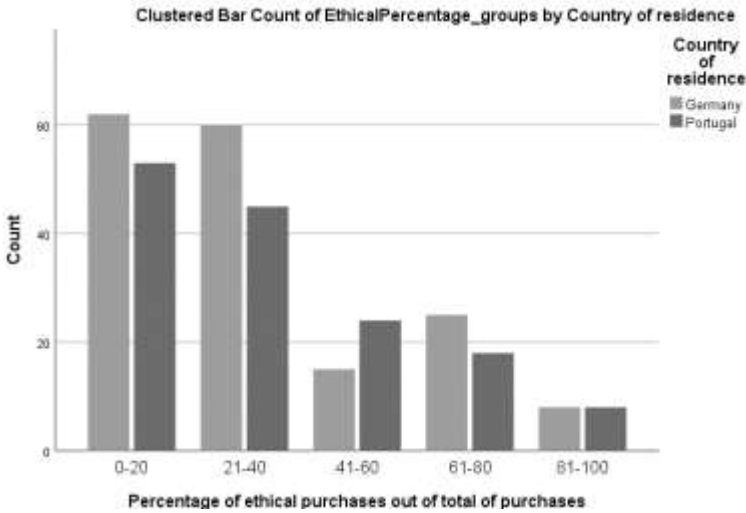


FIGURE 4:
Percentage of Ethical Purchases out of Total Purchases

For the purchase frequency by country of residence, a two-sided t-test was conducted for independent samples. The purchase frequency showed that almost half of the Portuguese respondents (49,4%) indicated to purchase ethically several times a

year, whereas in Germany it is split between weekly (34,5%), monthly (23,2%) and several times a year (31,1%). Hereby a significant difference in the frequency of purchasing behavior between Germany ($M = 2.77$; $SD = 1.295$) and Portugal ($M = 1.84$; $SD = 1.565$) was found. The results suggest that the Germans purchase significantly more frequently than the Portuguese, $t(347) = 6.063$, $p < .001$.

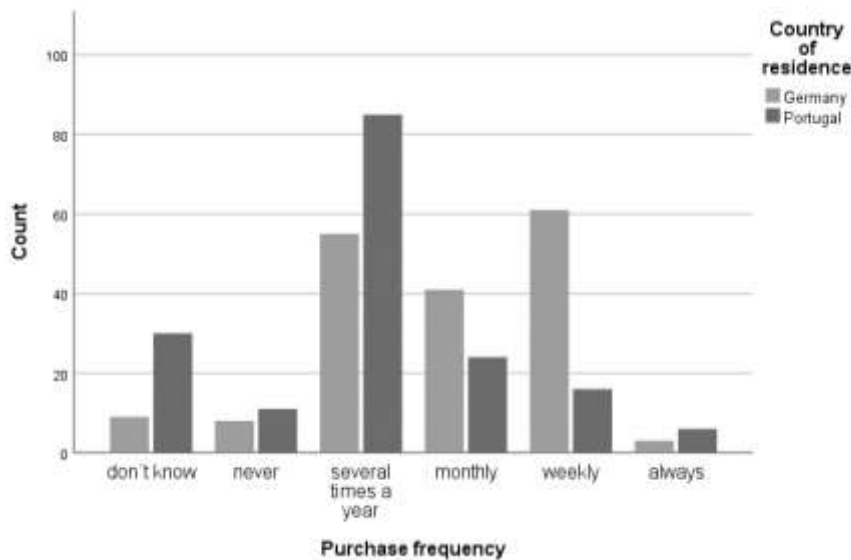


FIGURE 5:
Purchase Frequency of Ethical Products by Country of Residence

5.3. Correlation Analysis and Hypotheses Test

Linear regressions and correlations were carried out to test the hypotheses; the assumptions of the linear regression were statistically verified in advance.

5.3.1. RQ1: Modified TPB

What are the attitudes and perceptions regarding the purchase intention (TPB) of ethical alternatives?

The first part of this chapter will be dedicated to the results regarding the country differences found within the TPB constructs.

Consumer *attitudes* towards ethical issues reached quite high values (Germany: $M = 6.24$, $SD = 1.02$; Portugal: $M = 6.01$, $SD = 1.79$, while the mean scores are based on a 7-

point scale, with the higher values indicating a more favorable attitude. This means that college students perceive ethical consumption favorable. The German shows a slightly higher average score, even though the differences between the populations were found to not be statistically significant ($t(356) = 1.485, p = .137$). The *self-identity* reflects a higher self-identification with the ethical issue. As this, this construct has been compared between Portugal and Germany. Here, the Portuguese sample ($M = 5.21, SD = 1.42$) seem to consider themselves on average descriptively to be more ethical, than the Germans ($M = 5.19, SD = 1.21$). However, no statistical differences between the population were confirmed ($t(346) = -.120, p = .905$), as in the case of *ethical obligation* ($t(346) = -.090, p = .928$; Germans $M = 5.13, SD = 1.33$; Portuguese $M = 5.14, SD = 1.56$), with a similar average across the both countries. Regarding the *behavioral intention*, Portugal indicated slightly less intention to engage in ethical consumption ($M = 5.73, SD = 1.61$) in comparison with Germany ($M = 5.50, SD = 1.47$), with $t(346) = -1.375, p = .170$, being non-significant. Variables which were found to be statistically significant regarding the differences between Portugal were *subjective norm* and *perceived behavioral control*. *Subjective Norm* showed a significant difference between the two populations with $t(290.499) = 2.498, p = .013$; Germany: $M = 5.08, SD = .092$ and Portugal: $M = 4.64, SD = 2.04$. Hereby the Germans seem to feel more influence of significant others to pursue ethical consumption. In regard to *perceived behavioral control*, the German residents seemed on average to have a higher score, which reflects a greater perceived level of control over the target behavior, ethical consumption: Portugal ($M = 4.26, SD = 1.598$) and Germany ($M = 4.77, SD = 1.255$), with $t(320.564) = 3.292, p < .001$.

After analyzing the differences of the variables about Portugal or Germany as country of residence, a Pearson correlation was then used to determine the extent to which the variation of one variable correlates with the variation of another variable (Malhotra et al., 2017). It was found that the components of the TPB had positive relationships with their component parts (see Appendix B).

With the aim to test the hypotheses of the first research question, in the next step a series of linear regression analyses were conducted. R^2 is a measure to assesses the variation explained by the variable (Malhotra et al., 2017), i.e. how well the independent variables are able to predict the dependent variable. The regression of each of the antecedents separately on intention reached in all cases statistical significance and positive correlations through the beta values of *attitude towards the behavior*: $\beta = .434$, $r^2 = .179$, $F(1, 346) = 75.610$, $p < .001$; *subjective norm*: $\beta = .435$, $r^2 = .180$, $F(1, 346) = 76.103$, $p < .001$; *perceived behavioral control*: $\beta = .405$, $r^2 = .164$, $F(1, 346) = 68.042$, $p < .001$; *ethical obligation*: $\beta = .686$, $r^2 = .470$, $F(1, 346) = 307.158$, $p < .001$ and *Self-Identity*: $\beta = .740$, $r^2 = .548$, $F(1, 346) = 454.770$, $p < .001$. Consistent with previous research on the modified TPB, each of the antecedents were found as significant positive predictors of *behavioral intention*, suggesting the hypotheses H01 to H05 to be confirmed. What stood out, was the high correlation and explanatory power of *self-identity*. Thus, individuals who identify themselves more with the ethical issue, had greater intentions to engage in ethical consumption. This indicates that an increase of one point in *self-identity*, would increase the intention by .740 points on the scale and explains 54.8% of the variance of behavioral intention.

TABLE 7:
RQ1: Hypothesis Verification TPB (H01-H05)

	Research Hypothesis	Expected Relation	Estimated Parameter R^2	Standardized Coefficient β	Significance level	Supported?
RQ1	What are the main attitudes and perceptions regarding the purchase intention (TPB) of ethical alternatives?					
H01	A positive attitude towards ethical consumption is positively related to the behavioral intention	Positive	.179	.434	.000	Yes
H02	Subjective norm is positively related to the behavioral intention	Positive	.180	.435	.000	Yes
H03	Perceived behavioral control is positively related to behavioral intention	Positive	.164	.405	.000	Yes
H04	Ethical obligation is positively related to behavioral intention	Positive	.470	.686	.000	Yes
H05	Self-identity is positively related to the behavioral intention	Positive	.548	.740	.000	Yes

5.3.2. RQ2: Correlation TPB (intention) with EMCB

To what extent is the TPB (through the behavioral intention) correlated with the EMCB?

The results of this section, which are mainly about the EMCB, are divided into the description of the frequencies and cross-national differences in the first part, and the hypotheses verification in the second.

The frequency tables regarding the aggregated scores for each of the constructs showed the following values: *EcoBuy* ($M = 3.27$, $SD = .996$), *EcoBoycott* ($M = 3.26$; $SD = 1.17$), *Recycling* ($M = 3.53$; $SD = 1.01$), *CSRbuy* ($M = 3.06$, $SD = 1.09$), *CSRboycott* ($M = 3.13$, $SD = 1.33$) and *WillingnessToPay* ($M = 3.13$, $SD = 1.21$). Therefore, in all constructs the answers were on average above 3 (*sometimes*), of a 5-point scale with increasing frequency. Particularly the construct of the recycling *suggests* a very high frequency.

Considering the cross-national difference within the EMCB-score (aggregated score of the dimensions), the results indicate that significant differences were found. (Germany: $M = 3.39$, $SD = .757$, Portugal: $M = 3.08$, $SD = .890$, $t(373) = 43.618$, $p < .001$). It shows that respondents, resident in Portugal showed on average, and statistically significant, a decreased EMCB-score, and thus less *ethically minded consumer behavior*. Regarding the influence of the two populations, statistically significant differences were confirmed between Portugal and Germany within the following dimensions of the EMCB: *EcoBuy* (Germany: $M = 3.51$, $SD = .83$, Portugal: $M = 3.03$, $SD = 1.09$, $t(373) = 4.80$, $p < .001$), *Recycling* (Germany: $M = 3.66$, $SD = .99$, Portugal: $M = 3.40$, $SD = 1.00$, $t(372) = 2.447$, $p = .015$) and *Willingness To Pay* (Germany: $M = 3.40$, $SD = 1.02$, Portugal: $M = 2.86$, $SD = 1.32$, $t(372) = 4.43$, $p < .001$). Particularly, this latter mentioned difference is quite substantial, meaning that the German residents seem to have paid more for ethical alternatives, when there was a cheaper alternative.

Whereas the *Modified Theory of Planned Behavior* measures the antecedents of intention and behavioral intention itself, the EMCB-scale is measuring rather the actual

behavior. The aim of research question 2 is to identify a possible correlation between the TPB and the EMCB scale. In the following part of the hypothesis testing, first, the correlations between the constructs were calculated, showing all positive and significant correlations between them, as presented in Appendix C. Linear regression was performed with the behavior as the dependent variable (aggregated *EMCB-score*) and *behavioral intention* as an explanatory variable. The model explained 15.4% ($F(1, 346) = 63.135, p < .001$) with a moderate correlation to the behavioral intention ($\beta = .393, t = 7.946, p < .001$) with the EMCB score. Below, in Figure 6, the relationship between the two components can be consulted.

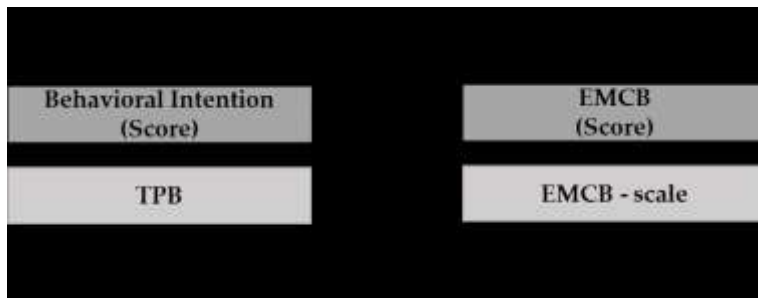


FIGURE 6:
Correlation Intention - EMCB

The results showed that 15% of the variance can be explained by the EMCB to the intention, as well as a positive correlation, meaning that a one-unit increase of the EMCB, leads to a change of intention by .393 units. Therefore, hypothesis 06 is suggested to be confirmed, even though with a rather small explained variance (see Table 9).

TABLE 8:
RQ2: Hypothesis Verification TMB – EMCB (H06)

	Research Hypothesis	Expected Relation	Estimated Parameter R ²	Standardized Coefficient β	Significance level	Supported?
RQ2	To what extent is the TPB (through the behavioral intention) correlated with the EMCB?					
H06	An increased behavioral intention is positively related to the EMCB-score	Positive	.154	.393	.000	Yes

5.3.3. RQ3: Barrier Perception and Importance of Attributes at Purchase

What barriers are imposed on individuals wanting to become ethical consumers?

Asked to identify the extent of perceived barriers that constrain the individual's purchase of ethical products as well as the importance of attributes at the purchase, the results can be found below. In the beginning, the perceived barriers will be analyzed based on cross-national differences, later the hypotheses will be assessed.

The results of the comparison reveal that the mean values of the two countries in terms of the barriers hardly differ (Portugal: $M = 4.68$, $SD = 1.02$, Germany: $M = 4.42$, $SD = 1.50$). Besides, an independent sample t-test was performed to investigate if there is a difference in *barrier perception* in the total population of Portugal and Germany and assess the homogeneity of variance. The results let assume no significant difference between the populations in terms of the perception of barriers ($t(337) = -1.85$, $p = .065$). The respondents perceived the barriers as ranked based on the means in Table 10, the first three ranks are in the same order for both countries: *price*, *lack of information* and *lack of availability of products*.

Employing the closed-ended question regarding what barrier influence the respondents, besides the one listed, several people reassured the big influence of the variable *price* on their purchase behavior. Other factors, which were mentioned only once each, are the following: *lack of transparency*, *lack of productive traceability*, the *problem of weighing up different ethical aspects in terms of their importance* (e.g. tradeoff between organic products in plastic package and loose conventional fruit or vegetables), and *compromises which need to be found in a common household*.

TABLE 9:
Perception of Barriers to Ethical Consumption

	Portugal (N=162)		Germany (N=177)		p-value
	Mean	Standard deviation	Mean	Standard deviation	
High(er) Price	5.64 (1)	1.837	5.53 (1)	1.365	.508
Lack of Availability of products	5.15 (3)	1.706	5.00 (3)	1.537	.401
Lack of variety of products	4.93 (4)	1.845	4.71 (4)	1.693	.241
Lack of specialized stores	4.73 (5)	1.984	4.41 (7)	1.845	.130
Lack of trustworthy stores	4.52 (7)	2.113	3.98 (10)	1.897	.013
Shopping inconvenience	4.51 (8)	2.159	4.25 (8)	1.914	.245
Lack of information	5.28 (2)	1.938	5.03 (2)	1.812	.220
Untrustworthy information	4.93 (4)	2.069	4.43 (6)	1.811	.019
Excess of information	3.03 (10)	2.174	2.82 (11)	1.719	.332
Unreliable information	4.63 (6)	2.138	4.47 (5)	1.826	.449
Skepticism or lack of trust	4.18 (9)	2.257	4.02 (9)	1.948	-.494

7-point scale 1 = don't perceive a negative influence, 7 = perceive a very strong negative influence
Ranking based on means

Following, to verify the hypotheses H07 – H11c, the intention was regressed on each of the *perceived barriers*, resulting in $r^2 = .141$ $F(11,324) = 4.84$, $p < .001$, while a positive effect of *barriers* (all together) on *intention* was found, explaining in total 14.1% of the variance of intention. This means an increase of the barriers by one unit, increases the intention by .376 points on the scale. Out of these 11 individual barriers only 4 were negatively correlated with *behavioral intention*: *lack of trustworthy stores* ($\beta = -.73$, $t = -.978$, $p = .329$), *lack of information* ($\beta = -.199$, $t = -.2.417$, $p = .016$), *excess of information* ($\beta = -.020$, $t = -.318$, $p = .751$) as well as well as the *lack of trust in ethical claims such as "ethically made"* ($\beta = -.015$, $t = -.227$, $p = .820$). Hereby the only significant negative effect on intention indicated was *Lack of information*, which is why the only hypothesis confirmed is H11a, the others were rejected (see Table 11).

The other variables suggested a positive relationship with intention, the variable *higher price*, for example, was significant and positively correlated with the behavioral intention to pursue ethical consumption.

TABLE 10:
RQ3: Hypothesis Verification Barrier Perception (H07-H11c)

Nr. Hypothesis	Research Hypothesis	Expected relation	Standardized Coefficient β	Significance level	Supported?
RQ3	What barriers are imposed on individuals wanting to become ethical consumers?				
H07	High(er) Price		.204	.000	No
H08a	Skepticism or lack of trust in claims		-.015	.820	No
H08b	Untrustworthy information		.209	.033	No
H08c	Lack of trustworthy stores	Barriers are negatively related to behavioral intention	-.073	.329	No
H09a	Lack of availability of products		.048	.547	No
H09b	Lack of variety of products		.014	.853	No
H09c	Lack of specialized stores		.189	.011	No
H10	Shopping inconvenience		.066	.289	No
H11a	Lack of information		-.199	.016	Yes
H11b	Excess of information		-.020	.751	No
H11c	Unreliable information		.070	.396	No

Regarding the importance of *attributes at the purchase*, as a aggregated score, the attributes seem to differ to some extent in the cross-national comparison between Germany and Portugal (Germany: $M = 4.51$, $SD = .862$; Portugal: $M = 5.22$, $SD = 1.18$), while no significant difference was found ($t(332) = -6.257$, $p = .103$). Hereby the two countries showed differences in the perceived importance of attributes in purchasing. Below, in Table 12, those are presented and ranked based on the mean scores. As additional relevant attributes, the following were mentioned: *identification with product or brand*, *ingredients of the product*, *the origin of the product (regional)* and *cleanliness of the store*.

TABLE 11:
Consideration of Attributes at Purchase

	Portugal (N=174)		Germany (N=160)		<i>p</i> -value
	Mean (rank)	Standard deviation	Mean (rank)	Standard deviation	
Price	6.05 (1)	1.400	5.37 (2)	1.264	.000
Promotional offers	5.84 (3)	1.427	4.18 (9)	1.780	.000
Store (brand)	3.99 (13)	1.888	3.39 (12)	1.692	.002
Brand of the products	4.29 (12)	1.865	3.35 (13)	1.743	.000
Store environment	4.63 (11)	1.821	4.16 (10)	1.621	.013
Availability of products/brands	5.43 (6)	1.536	5.12 (3)	1.475	.066
Variety of products	5.56 (4)	1.495	4.75 (7)	1.495	.000
Shopping convenience	5.55 (5)	1.804	5.10 (4)	1.615	.016
Amount of information	5.10 (8)	1.713	4.45 (8)	1.661	.000
Quality of information	4.87 (10)	1.677	4.87 (6)	1.602	.006
Store employees' sympathy	5.18 (7)	1.730	3.41 (11)	1.683	.000
Confidence in quality of product	5.96 (2)	1.414	5.65 (1)	1.309	.038
Labels such as i.e. "ethically made", "Fairtrade" or "organic"	4.99 (9)	1.946	4.97 (5)	1.564	.933

7-point scale: 1= not important, 7 = very important
Ranking based on means

5.3.4. RQ4: Demographics

How do the demographic characteristics of the respondents influence behavioral intention?

The following section aims to assess the impact of the demographic variables (*gender*, *country of residence* and *education*, *age*) on the *intention* to purchase ethically. Three single One-Way ANOVA were calculated to investigate whether there was a difference in the intention depending on the following variable: (1) *gender*, (2) *country of residence* and (3) *education*. *Gender* was divided into three groups: female (n = 252, M = 5.69, SD = .095), male (n = 95, M = 5.41, SD = .170) and other (n = 1, M = 6.00), while *country of residence* was split in two groups: Portugal (M = 5.73, SD = 1.61) and Germany (M = 5.50, SD = 1.47). The *education* was made up of three groups, which are the following: Bachelor (M = 5.329, SD = 1.80), Master (M = 5.80, SD = 1.18) and Doctorate (M = 2.02, SD = 2.02). In the case of *gender* and *country of residence*, there were no outliers (assessed with the box plot). The data were normally distributed for each group (Shapiro-Wilk test, $p > .05$) and variance homogeneity was given according to the Levene test ($p > .05$). The *behavioral intention* was statistically not significantly different

for the different *gender* groups ($F(2.345) = 1.106, p = .332$), while the female had the slightly highest average in intention. Neither was the influence of *country of residence* significant on *intention* ($F(1.346) = 1.890, p = .170$), where Germany scored on average less than Portugal.

In the case of *education*, the variance homogeneity was slightly not given, therefore ANOVA may not be interpreted, and instead, a nonparametric test of independent samples (Kruskal-Wallis Test) was employed for the analysis. As the distribution of *behavioral intention* was found to be identical across the categories of education, the H0 was failed to be rejected, which is why it seems that the type of *education* (Bachelor, Master, Doctorate) does not influence the *intention* $t(348) = 2.562, p = .278$. To investigate the effect of *age* on the *behavioral intention* a linear regression was conducted. The results suggest that very little variance explanation was given $r^2 = .008$ and no significant influence of the *age* ($M = 25.85, SD = 5.64$) on the *intention* was identified ($F(1, 345) = 2.886, p = .090$).

Therefore, no demographic variables significantly influenced the *behavioral intention* and thus H12 through H15 were rejected, as presented in the Table 13 below.

TABLE 12:
RQ4: Hypothesis Verification Demographics (H12-H15)

Item	Variable	Research Hypothesis	Expected relation	Significance level	Supported?
RQ4	How do the demographic characteristics of the respondents influence behavioral intention?				
H12	Country of residence	Country of residence affects the behavioral intention: German respondents will show a higher intention	Portugal	.170	No
H13	Age	Age positively affects the behavioral intention	Positive	.090	No
H14	Education	The educational level positively influences behavioral intention	Positive	.278	No
H15	Gender	Gender influences intention to conduct a certain behavior: female respondents will show a higher intention	Female	.332	No

5.3.5. Excursus: Model evaluation original and modified TPB

Despite not being a hypothesis of this research, it was considered interesting to verify whether the extended TPB improves the original TPB by adding the two ethical measures, thus confirming the applicability to the subject of this study. Hence, a multiple linear regression was conducted to analyze the relationship between the *behavioral intention* as a dependent variable and each of the antecedents as explanatory variables within the model: in a first step the three original components of the TPB model (*AT*, *SN*, *PBC*), and in a second step including the two additional constructs (*EO* and *SI*). The multiple regression model with three predictors produced $R^2 = .302$, $F(3.344) = 49.635$, $p < .001$, suggesting that 30.2% variance of intention can be explained by these explanatory variables. As visualized in Figure 7, the antecedents had significant positive regression weights (*AT*: $\beta = .239$, $t = 4.700$, $p < .001$, *SN*: $\beta = .254$, $t = 5.068$, $p < .001$ and *PBC*: $\beta = .229$, $t = 4.58$, $p < .001$).



FIGURE 7:
Regression of Intention - Original TPB

Next, the additional two measures for explaining ethical behavior (*EO* and *SI*) were included. The results showed that the inclusion of the two variables increased the explained variance to 61.3% ($F(5.342) = 108.377$, $p < .001$). The addition of the two constructs caused a change in the correlation of *subjective norm* into a negative, non-significant, standardized beta coefficient with $\beta = -.015$ ($t = 2.942$, $p = .720$). *Attitude* ($\beta = .115$, $t = 2.942$, $p = .003$) and *perceived behavioral control* ($\beta = .030$, $t = .772$, $p = .441$) reduced their contribution, whereas the coefficient values of *ethical obligation* ($\beta = .286$, $t = 5.738$,

$p = < .001$) and *self-identity* ($\beta = .490, t = 9.715, p = < .00$) showed a statistically significant and strongest relationship towards the dependent variable, see Figure 8.

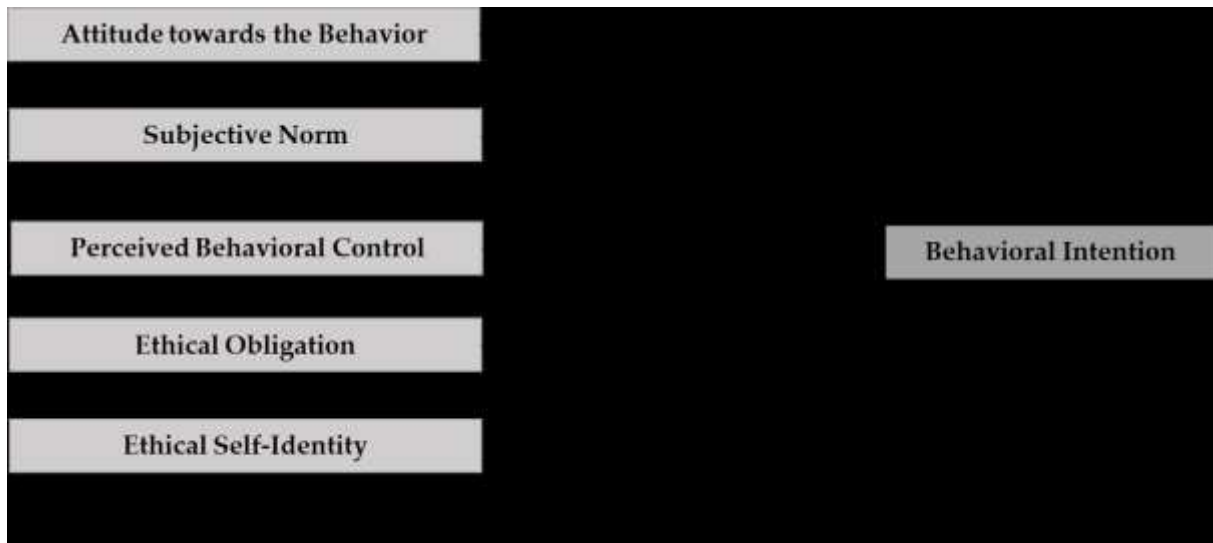


FIGURE 8:
Regression of Intention - Modified TPB

As *attitude towards the behavior*, *ethical obligation*, and *self-identity* seemed to be the most significant predictors of *intention*, the three components were integrated into a model to test how well this combination of components explains intention. The results showed an explanatory power of 61.2% of the variance ($F(3.344) = 181.092, p < .001$).

CHAPTER 6: DISCUSSION

In this section, the results of this research are summarized and discussed based on the four main concepts and scales of this study: (1) *Theory of Planned Behavior – Scale*, (2) *Ethically Minded Consumer Behavior – Scale*, (3) perception and importance of *Barriers and attributes at purchase* as well as (4) *demographics*.

6.1. Theory of Planned Behavior

The purpose of the usage of the TPB-scale was to gain a greater understanding of the perception of college students in Portugal and Germany regarding the topic of ethical consumption and the degree to which an individual perceived themselves as ethically

minded. In this context it was explored whether differences between those countries exist, drawing on the well-established model of *Theory of Planned Behavior* and examining the relationship between the components.

Effect of the country of residence on modified TPB

To answer the research question about how the attitudes and perceptions about ethical issues are, the TPB supported us in answering. *Attitudes, self-identity, ethical obligation, and intention* were found to be not statistically significant in the explanation of the differences between the country of residence. The results suggested that the college students of this sample considered ethical consumption to be a favorable topic, besides a concern for ethical issues. On average the concern about the welfare of humans and animals scored the highest and the Portuguese of this sample considered themselves more ethical than the Germans, while the German residents showed slightly higher behavioral intention to engage in ethical consumption. The influence of the *country of residence* on the components of the TPB was found statistically significant in the case of *subjective norm* and *perceived behavioral control*. The results showed that the Germans, in comparison with the Portuguese, perceive more strongly that significant others would consider their engagement in ethical consumption desirable. This might imply that ethical consumption is considered generally desirable behavior in Germany, whereas in Portugal this might not be the case. The results of the *perceived behavioral control* suggest that the extent of confidence in the respondent's ability to pursue ethical consumption is significantly different between Portugal and Germany. As a high score means less difficulty, this result indicates that the German college students on average find it easier to engage in ethical consumption, having control over whether they pursue ethical purchasing. Contrary, this suggests the existence of barriers in Portugal. Hereby the strong ethical movement in Germany might facilitate the easiness and control to pursue this form of purchasing, as e.g. the observed differences in the availability and variety of ethical products between Northern and Southern Europe might constrain the ethical behavior (Koos, 2012). Nevertheless, no

statistically significant difference between the two countries regarding the barrier perception as a total was found.

Hypothesis verification (H01 – H05) and model evaluation:

The independent effect of intention on each of the components of the modified TPB was analyzed, while the results suggest that each antecedent show independently a positive correlation with intention. This is in line with many scholars, as the model has been applied by several researchers in different contexts (e.g. Shaw et al., 2007; Sparks & Shepherd, 1992). It seems that *ethical obligation* and *self-identity* play a very important role within the TPB in the context of ethical consumption, explaining a significant part of the variance of the behavioral intention to purchase ethical products. Especially the *self-identity* is highly correlated and significantly able to predict the dependent variable with the intention, yielding 54,8% of explanatory power. This astonishingly high value furthermore underlines the importance of the variable, which we have seen above in the model assessment.

The analysis of the complete model indicated that the addition of ethical measures reached statistical significance improvement for explaining the *behavioral intention* of the consumer by doubling the explanatory power of the original TPB (30% to 61% of explained variance). The variance of the original model is lower than the average of 39% of the variance in the original TPB relationship with intention, calculated in the meta-analysis conducted by Armitage and Conner (2001). Yet, the results are similar to the findings by Shaw et al. (2000), yielding 21% of the variance in intention.

The improvement of the model has also been confirmed by scholars such as Ozcaglar-Toulouse et al. (2006) and Shaw et al. (2000), yet the strong effect of the addition on the model is surprising. While Shaw et al. (2000) found an adjusted R^2 of .24, the results of this thesis are rather similar to the findings of Beldad and Hegner (2018), with an explanatory power of 70%. Thus, the findings of this present thesis confirm the ability of this extended model to predict the behavioral intention of ethical consumption, as they greatly improved the model, and the importance of including

the two variables in the ethical context, in line with Beldad and Hegner (2018), Shaw et al. (2000) or Shaw and Shiu (2002).

A further effect of the addition of the two measures to the model altered the variable *subjective norm* to a non-significant contribution for the prediction of *intention* and reduced the contribution of *attitude* and *perceived behavioral control*, while *self-identity* and *ethical obligation* demonstrated increased importance. These results have been similarly found, for instance by Shaw et al. (2000). *Self-identity* showed a particularly elevated beta coefficient ($\beta = .490, p < .001$) and thus suggests a high impact of *intention* on *self-identity*. Since *self-identity* reflects self-identification with ethical issues, it can be deduced that the ethical concern becomes part of the identity of the individual, from which the intention to pursue ethical behavior arises. Likewise, the *ethical obligation* reflects the individual's sense of responsibility, the obligations for others to support ethical consumption. Therefore, the strong impact on intention suggests that the intention to pursue ethical purchases indeed is strongly related to an obligation to others. The non-significant contribution of the *subjective norm* to *behavioral intention* leads to the belief that the influence by significant others to pursue or retain ethical consumption is not important, to those who are convinced of this kind of consumption. To go a step further, the aggregation of the components into a model, which were shown to be the most significant in the prediction of intention within the modified TPB (*attitude towards the behavior*, *ethical obligation*, and *self-identity*), yielded $r^2 = .612$. Therefore, this questions the real necessity or importance of the inclusion of further variables: *subjective norm* and *perceived behavioral control*.

To summarize, the findings confirm the applicability and superiority of the extension of the traditional model by the ethical measures for the purpose of ethical topics, and in this present cross-national study regarding a broad understanding of ethical consumption within college students.

6.2. EMCB-Scale

The analysis of the constructs of the scale indicates that ethical behavior among college students seem to occur frequently. Furthermore, the results suggest that the ethical consumer behavior is significantly more prevalent in Germany than in Portugal, especially reflected in a high engagement in the purchase of environmentally friendly products over other alternatives (*EcoBuy*) and recyclable products (*recycle*), as these dimensions are on average substantially higher than in Portugal. The importance of those ethical dimensions within the daily life might be supported by the influence and general desirability within the population of the concepts, as discussed above regarding *subjective norm*. Moreover, a sizeable and significant difference was found between the countries regarding the *willingness to pay*, while Germans were on average willing to pay more, even when a cheaper alternative available. This might be traced back to the economic situation of the countries or the personal financial standing of the respondents. For evidence of this, additional measures should have been integrated into this study. Nevertheless, the fact the assertions were self-reported, the actual behavior might be less than the stated (Schwarz, 2003).

To uncover to what extent the *Theory of Planned Behavior* (through the behavioral intention) explains the actual (self-reported) behavior, the *Ethically Minded Consumption Behavior*- scale was applied. The *intention* accounts for a rather moderate statistically significant correlation between intention and behavior (total EMCB-score) of about 15%. In comparison, a meta-analysis of ten meta-analyses has found the average of explained variance to be around 28% (Sheeran, 2002). Therefore, this value of the intention-behavior relationship can be considered to be below the average, stating a rather poor prediction of the ethical behavior by keeping about 85% of the behavior unexplained, especially in comparison with the TPB-intention relationship. Nevertheless, the hypothesis can be accepted that increased *behavioral intention* is positively and significantly related to the *EMCB*. What remains might be considered what is commonly known as the "intention-behavior gap" (see 2.3.), which is in line

with Carrington et al. (2010) or Carrigan and Attalla (2001). Therefore, it may be helpful to increase the explanatory power of actual purchasing behavior by the inclusion of additional variables into the EMCB- model.

6.3. Barrier Perception and Importance of Attributes at Purchase

With this research question, the understanding of the external factors possibly inhibiting ethical consumption is analyzed. Hereby the individual's perception of barriers was considered, as well as the importance of attributes at the purchase.

Perceived Barriers and cross-national differences

The results indicated that no significant statistical difference between the populations of Portugal and Germany regarding the perception barrier was found. Regarding this sample, the Portuguese perceived on average the barriers in a slightly stronger way, while the ranking of the barriers across the country of residence was very similar. Both countries identified (1) *price* as the main barrier, which is in line with the results of many scholars, such as Bray et al. (2011), Padel and Foster (2005) and Young et al. (2010). On rank two and three were considered (2) *Lack of information* and (3) *lack of availability of ethical products* as relevant factors restraining the ethical purchase.

Hypothesis verification: barriers – Intention (H07 – 11c)

Contrary to our expectations, only one of the eleven listed barriers were negatively and significantly correlated with intention: *lack of information*. This suggests, that a *lack of information* about the product or company results in a decreased *behavioral intention* to pursue ethical consumption. As this, this result is of great importance for marketers and salesmen, for instance, indicating that a sufficient amount of information is required for the purchase of ethical products.

Positively and statistically significant correlated were higher *price*, *lack of specialized stores* and *untrustworthy information*. Possible reasons for *price* not be considered a

barrier, might be due to the financial status of the respondents. As no variable regarding the income, for instance, had been included in the questionnaire, this assumption cannot be proofed directly. One explanation could be that respondents considered the higher price as an indicator of the quality of the product, as this attribute is regarded by Germans as the most important factor in purchasing. Another possible explanation, which would somewhat question and relativize the perception of the Portuguese about barriers as well as other results of this study, is the fact that 22.5% Portuguese respondents had indicated to not know whether they have already bought products that claim to be ethically. Therefore, the question arises to what extent they are really familiar with the concept of ethical consumption and therefore whether the barriers to ethical consumption mentioned above are perceived as such in reality.

As the eleven barriers together explain a total of 14,1% of the variance of intention, further research for the improvement of the model is recommended. Possibly through the inclusion of internal control – factors, being within the control of an individual, as further explained in Kidwell and Jewell (2003), for instance.

Perceived importance of attributes at purchase and cross-national differences

The findings of the attributes at purchase reflect that no significant statistical difference on a cross-national basis exists between Portugal and Germany. Nevertheless, for the Portuguese college students, the *price* (1) the *confidence in the quality of the product* (2) and *promotional offers* (3) are considered to be the most important considerations, while the least important *attribute is the store brand* itself (13). In Germany, on the other side, the (1) *confidence in the quality of the product* appears to be the most important attribute, followed by (2) *price* and (3) the *availability of the product/brand*. For German college students, the *brand of the product* appears to be the least important attribute (13). The findings in terms of the consideration and importance of attributes at the time of purchase are consistent with prior research by Carrigan and Attalla (2001) and Bucic et al. (2012), stating that the traditional aspects, mainly quality and price, continue to drive the purchase of products. Ethical labels such as i.e. “ethically made”, “Fairtrade”

or “organic” seems, furthermore, to be on average less important for Portuguese college students than it is for German college students (rank 9 vs. 5). Therefore, we can conclude that in this sample neither of the countries considers ethical labeling as a dominant attribute at the time of purchase.

6.4. Demographics

Many scholars confirm the influence of demographic variables on behavioral intention (read 4.3.). Therefore, this section aims to understand the influence of each demographic variable on behavioral intention.

Regarding all four demographical variables (*gender, country of residence, education, and age*), the *behavioral intention* was statistically not significantly different concerning the different groups of each demographical variable. The results suggest that independent of the gender, where you live or what educational degree you pursue or how old you are, the behavioral intention to purchase ethical products is not influenced. These findings might support the little ongoing relevance of demographics in today’s world, congruent with Blackwell et al. (2006) and Solomon (2006). It can be argued that regarding the country of residence, for instance, the existence and diffusion of cultural influences might have broadened up the concept of demographics, implying no significant influence between these two countries. It seems that Portuguese and German engage in ethical consumption regardless of their demographic profile, for instance, due to the popularity of the concept and its increase. It would interesting, to extend this study across Europe, to see further differences and similarities.

CHAPTER 7: CONCLUSIONS

This study has provided insight into college students’ perceptions, intentions, and behavior concerning ethical issues. From this research is evidence to believe that

certain differences between the countries Portugal and Germany exist. Within the *modified Theory of Planned Behavior*, Germans seemed to perceive more influence by significant others and greater control to engage in ethical consumption. Moreover, this study confirmed the positive correlation between the components of the *modified TPB* with *behavioral intention* and the application of the scale validated the usefulness for understanding ethical consumption in the context of this thesis, while especially the importance of the measures *ethical obligation* and *self-identity* was confirmed.

The actual ethical behavior was assessed employing the *Ethically Minded Consumer Behavior*, which indicated that Germans reported more ethical behavior, especially a high engagement in the purchase of environmentally friendly products over other alternatives and recyclable products. Moreover, the newly added construct *CSRbuy* to the EMCB-scale was found to be reliable.

While the modified *TPB–intention* relationship was significant and particularly elevated in its explanatory power, the *intention–EMCB* relation aimed to understand the relation to ethical consumer behavior and was rather weak. Therefore, analysis and the addition of further variables seem to be required to improve the model and better understand, as well as predict ethical consumption behavior.

The analysis of what barriers might prevent college students from intending to consume ethically brought similar results to previous studies in terms of the ranking of barrier perception across both countries. Further analysis revealed though, that the barriers were correlating positively and non-significant with intention, except for *lack of information*, which was found to negatively influence behavioral intention. Moreover, the impact of demographics on behavioral intention has shown to not be statistically significant.

CHAPTER 8: LIMITATIONS

Notwithstanding the theoretical and practical contributions, we acknowledge the limitations of this study. The first limitation of this study is the focus on a specific target group (college students) within a specific cultural context and population (Portugal and Germany). Therefore, the generalizability of the results to the entire population or other contexts is limited. Besides, the sampling technique and the possibility of participant self-selection might have caused bias. Due to the convenience sample, the respondents who completed the questionnaire might represent the views of people with a rather positive attitude towards ethical consumption, showing an increased interest in the subject and have thus participated in the survey. For this potential reason, this study does not allow generalizability to the whole population (Malhotra et al., 2017). The question, therefore, arises as to the attitude of the non-responding participants to this topic and their opinion about the subject. Another reason that limits the generalization to a certain extent is a distribution of demographic variables that do not correspond to the real population. The gender distribution from the questionnaire, for example, is not representative, since according to the census of Germany and Portugal the ratio between men and women is rather balanced (FFMS, 2019; Statistisches Bundesamt [Destatis], 2020), yet 72.8% of the respondents of this study were women. Nevertheless, the results of this study give an insight into attitudes and behavior.

A major concern for research, particularly covering ethical practices as in this thesis, is the so-called *social desirability bias*. The self-administered survey, where participants were asked to report on their own behavior, may have supported the potential distortion (Malhotra et al., 2017). Respondents might have indicated their attitudes and behavior more positive than they indeed are, as they believed to be considered as more favorable and socially desirable in the light of the prevalent social norms (Auger et al., 2007; Carrigan & Attalla, 2001; Wiederhold & Martinez, 2018). A strategy applied to

reduce this bias is high subject anonymity, which Sudman, S., & Bradburn, N. M. (1974) considered an effective strategy. Another possibility of having influenced the bias may have resulted from the order of the questions. Since the questions on buying behavior followed directly on the demographic variables at the beginning of the survey, the questions on the purchasing behavior may have insinuated the subject and may have increased the social desirability bias. Thus, a different order of the questions, e.g. the purchase behavior rather at the end, might have possibly further reduced the bias.

Future research

Based on the aforementioned contributions and limitations, the opportunity of those aspects to be covered in future research raises.

As this research was undertaken in Portugal and Germany, extending the study to a wider national context and comparing the results could increase the understanding of the topic and assess cross-national differences. To evaluate the concept more in-depth, future research could also extend towards the integration of qualitative research that examines the reality of the individuals and their understanding in more detail.

Furthermore, other demographic variables could be included in the model which, according to the literature, could have a further influence on attitudes and purchasing behavior, for instance, *income* (e.g. Anderson & Cunningham, 1972; Carrigan & Attalla, 2001). The inclusion of socio-economic variables is likely to increase the understanding of the variable *price*, which could not be achieved with this thesis.

Although the present research has contributed to the area of ethical consumption behavior, further research could be undertaken to validate, reject or broaden the findings.

CHAPTER 9: CONTRIBUTIONS AND FUTURE INVESTIGATIONS

This chapter aims to present the main contributions of this research and to highlight its potential practical and academic applications. It also presents some suggestions for future research.

Contributions

With the aim to enhance the current understanding of the concept of ethical consumption, this research contributes to the academic and managerial field in several ways. This present thesis has theoretical implications, for instance, as follows:

- 1) This dissertation adds to the growing body of literature by applying two existing scales and testing the applicability and reliability in a different context, as well as testing the correlation between the TPB and the EMCB.
- 2) The EMCB- scale has not yet been applied in many contexts. Furthermore, the inclusion of an additional dimension proposed by Sudbury-Riley and Kohlbacher (2016) has been added. Accordingly, this study contributes to the current body of literature by applying such a model.

Furthermore, this study will contribute to the business field in the following ways:

- 1) The results of this research serve to expand the current understanding of the concept of ethical consumption and, thus, helps marketers to understand consumer behavior. Especially due to the increasing trend in ethical products and brands and growing managerial interest, this could significate a great advantage for the future. Through the knowledge about the barriers, the importance of attributes at purchases and perceptions of ethical consumption, the implementation of marketing strategies can be improved by creating effective advertising and marketing campaigns.

- 2) Furthermore, the findings enhance the knowledge about cross-cultural differences between Portugal and Germany concerning ethical consumption. This allows a more targeted approach suited to that particular market.
- 3) The study examined why college students might not opt for ethical products, in terms of the perceived barriers. The results provide insights about constraining factors and the relevance of certain factors at the time of purchase. This can be useful to businesses, researchers, and policymakers.

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APPENDICES

Appendix A Questionnaire

FIGURE 9:
Questionnaire

Source: own elaboration within SoSci survey - website (Leiner, 2020)



English



Português



Deutsch

[Isabella Mangei](#), Católica Porto Business School, Universidade Católica Portuguesa – 2020

0% completed

Welcome to this survey!

This survey is part of a master thesis conducted on consumer behavior in the area of "ethical consumption". The completion of the survey will take between 5-10 minutes.

Your participation is voluntary, and withdrawal is possible at any point in the survey. It is also important that you are aware that there are no right or wrong answers to the questions in this questionnaire. We are interested, above all, in your opinions. The survey is anonymous, and your answers will be treated confidentially.

If you have any questions in this regard or interest in being informed about the results of the research, you can contact 355018028@porto.ucp.pt.

Thank you in advance for your support!
Isabella Mangei

1. Which country are you currently living in?

Note: Portugal or Germany as country of residence is a prerequisite for participation in this study

Germany

Portugal

Other country

2. What is the level of education you are currently completing?

Note: current studies are a requirement for the participation in this study

Bachelor

Master

Doctorate

Currently not studying

3. What semester are you currently in?

Example: 2 semesters = 1 year

I am currently in

4. What is your gender?

female

male

other

5. How old are you?

I am years old

6. Have you ever bought products that claim to be ethically?

Ethical consumption can be defined as the purchase of a product or service due to ethical beliefs about issues such as i.e. human rights, working conditions, animal and environmental wellbeing, social justice etc. For example: fair trade, local, organic, socially or environmentally friendly goods etc.

yes

no

don't know

How often do you purchase a product or service deliberately for ethical reasons?

never

several times a year

monthly

weekly

always

don't know

Out of your total amount of purchases...

Please indicate what percentage of your total purchases you make deliberately for ethical reasons

0% 100%
don't know

Personal estimation: % of my purchases for ethical reasons out of total



7. Please indicate your agreement/disagreement with the statements below

	never 1	rarely 2	sometimes 3	mostly 4	always 5	don't know
When there is a choice, I choose the product that contributes to the least amount of environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have switched products for environmental reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I understand the potential damage to the environment that some products can cause, I do not purchase those products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not buy products from companies that I know cause environmental damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whenever possible, I buy products packaged in reusable or recyclable containers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I make every effort to buy paper products (toilet paper, tissues, etc.) made from recycled paper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	never 1	rarely 2	sometimes 3	mostly 4	always 5	don't know
When there is a choice, I always choose the product that contributes to the least negative social impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have switched products for reasons of social responsibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not buy a product if I know that the company that sells it is socially irresponsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not buy products from companies that I know use sweatshop labor, child labor, or other poor working conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have paid more for environmentally friendly products when there was a cheaper alternative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have paid more for socially responsible products when there was a cheaper alternative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I think that engaging in ethical consumption behavior is...

unfavorable -3 -2 -1 0 +1 +2 +3 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	don't know <input type="radio"/>
harmful -3 -2 -1 0 +1 +2 +3 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	beneficial don't know <input type="radio"/>
bad -3 -2 -1 0 +1 +2 +3 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	good don't know <input type="radio"/>

9. Please indicate your agreement/disagreement with the following statements

Most people who are important to me think that engaging in ethical consumption is...

	not important at all	-3	-2	-1	0	+1	+2	+3	extremely important	don't know
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

Most people who are important to me think that I ... engage in ethical consumption

	should not	-3	-2	-1	0	+1	+2	+3	should	don't know
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

If I engaged in ethical consumption behavior people who are important to me would...

	completely disapprove	-3	-2	-1	0	+1	+2	+3	completely approve	don't know
		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

10. Please indicate your agreement/disagreement with the statements below

	very difficult	-3	-2	-1	0	+1	+2	+3	very easy	don't know
For me engaging in ethical consumption is...		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

	strongly disagree	-3	-2	-1	0	+1	+2	+3	strongly agree	don't know
It is mostly up to me whether I engage in ethical consumption		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

	very little control	-3	-2	-1	0	+1	+2	+3	great deal of control	don't know
How much control do you have over whether you engage in ethical consumption?		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

	strongly disagree	-3	-2	-1	0	+1	+2	+3	strongly agree	don't know
I feel that I have an ethical obligation to avoid purchasing products with a negative environmental or social impact		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

I feel that I have an ethical obligation to support ethical consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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It would be morally wrong for me to buy "normal" products instead of a more ethical version	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	strongly disagree	-3	-2	-1	0	+1	+2	+3	strongly agree	don't know
I think of myself as someone who is concerned about ethical issues		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>

I think of myself as an ethical consumer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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I see myself as someone who is concerned about the welfare of humans, animals and the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
---	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

	definitely do not	-3	-2	-1	0	+1	+2	+3	definitely do	don't know
I plan to consume ethically in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to engage in ethical consumption in the near future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to engage in ethical consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Thinking about ethical consumption

	i don't perceive a negative influence	0	1	2	3	4	5	6	i perceive a very strong negative influence	don't know
Do you perceive these factors as barriers that have a negative impact on your ethical consumption? If so, to what extent?										
High(er) Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of availability of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of variety of products (poor assortment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of specialized stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of trustworthy stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping inconvenience (distance, parking, transportation...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of information about the products or company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Untrustworthy information about the products or companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excess of information about the products, company...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unreliable information about the products' source	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skepticism or lack of trust in claims of "ethically made" in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factor (if applicable, please insert) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. And last but not least... What are the factors most important to you when shopping?

	not important	0	1	2	3	4	5	6	very important	don't know
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store (brand)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand of the products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agreeable store environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of products and brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping convenience (closeness, parking, transportation, less time-consuming...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amount of information about the products or company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information about the products or company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store employees' sympathy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence in the quality of product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labels such as "ethically made", "Fairtrade" or "organic" for example	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other factor (if applicable, please insert) <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Would you like to comment this questionnaire, or would you like to add information for us to better understand your answers?

Thank you for completing this questionnaire!

I would like to thank you very much for helping! If you have any questions, feel free to contact 355018028@porto.ucp.pt.

Kind regards,
Isabella Mangei

Your answers were transmitted, you may close the browser window or tab now.

Appendix B
Pearson Correlations

TABLE 13:
Pearson Correlations

Variables	1	2	3	4	5	6
1. Attitude_total	1					
2. SubjectiveNorm_total	.364**	1				
3. PBC_total	.376**	.340**	1			
4. EthicalObligation_total	.424**	.482**	.411**	1		
5. EthicalSelfIdent_total	.371**	.504**	.448**	.707**	1	
6. BehavioralIntention_total	.423**	.425**	.405**	.686**	.740**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix C
Correlations EMCB

TABLE 14:
Correlations EMCB

		EcoBuy_ total	EcoBoycott_ total	Recycling_ Total	CSRbuy_ Total	CSRboycott _total	Willingness- topay_total
EcoBuy_ _total	Pearson Correlation	1					
	Sig. (2-tailed)						
EcoBoyc ott_total	Pearson Correlation	.516**	1				
	Sig. (2-tailed)	.000					
Recyclin g_total	Pearson Correlation	.527**	.451**	1			
	Sig. (2-tailed)	.000	.000				
CSRbuy_ _total	Pearson Correlation	.543**	.377**	.420**	1		
	Sig. (2-tailed)	.000	.000	.000			
CSRboy cott _total	Pearson Correlation	.374**	.494**	.291**	.435**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
Willing nessto pay _total	Pearson Correlation	.531**	.364**	.420**	.549**	.457**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).