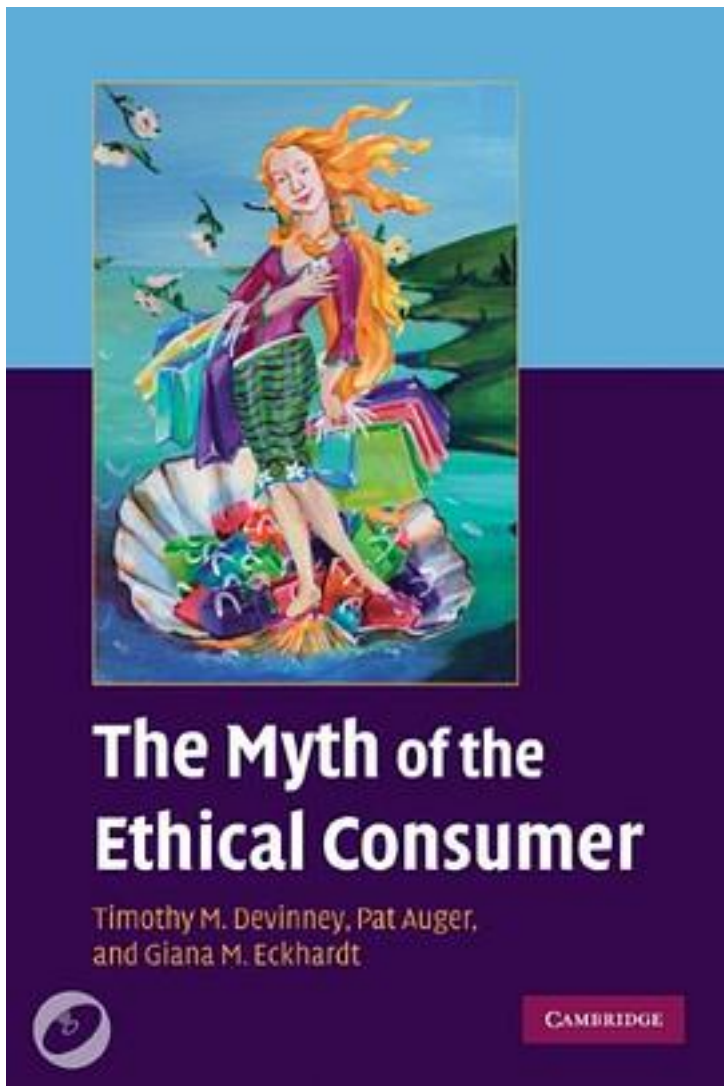


The Myth of the Ethical Consumer



[The Myth of the Ethical Consumer_ 下载链接1](#)

著者:Timothy M. Devinney

出版者:Cambridge University Press

出版时间:2010-9-6

装帧:Paperback with DVD

isbn:9780521747554

Do consumers really care where products come from and how they are made? Is there such a thing as an 'ethical consumer'? Corporations and policy makers are bombarded with international surveys purporting to show that most consumers want ethical products. Yet when companies offer such products they are often met with indifference and limited uptake. It seems that survey radicals turn into economic conservatives at the checkout. This book reveals not only why the search for the 'ethical consumer' is futile but also why the social aspects of consumption cannot be ignored. Consumers are revealed to be much more deliberative and sophisticated in how they do or do not incorporate social factors into their decision making. Using first-hand findings and extensive research, *The Myth of the Ethical Consumer* provides academics, students and leaders in corporations and NGOs with an enlightening picture of the interface between social causes and consumption.

作者介绍:

Timothy M. Devinney is Professor of Strategy at the University of Technology, Sydney. He is a fellow of the Academy of International Business, a recipient of an Alexander von Humboldt Research Award, a Rockefeller Foundation Bellagio Fellow, an International Fellow of the Advanced Institute of Management (UK), and Distinguished Member (Fellow) of the Australian and New Zealand Academy of Management. He has published six books and more than eighty articles in leading academic journals.

Pat Auger is Associate Professor of Information Systems and e-commerce and Director of the Executive MBA Program at the Melbourne Business School, The University of Melbourne. He has published extensively in leading academic journals in a variety of disciplines including information systems, marketing, business ethics, and strategy.

Giana M. Eckhardt is Associate Professor of Marketing at Suffolk University, Boston. She has published widely on issues related to consumer behavior in China, branding, culture and globalization in Asia, and consumer ethics. Her research has been funded by and won awards from the Sheth Foundation and the Marketing Science Institute.

目录: List of figures

xii	List of tables
xiii	Preface
xv	1 The appeal and reality of ethical consumerism
1	The ethical consumer and myth
1	Ethical consumerism versus consumer social responsibility
9	Moving from ethical consumer to CNSR
11	2 Social consumerism in the context of corporate responsibility
16	Social consumerism and firm profitability
16	Economic profit
17	

Willingness to pay and CNSR

18

Economic profit in light of CNSR

23

Firm and market reactions to social consumption

24

Firms and the social consumption context

28

The evolution of preferences and the role of the firm

33

The ethical consumer and CSR

35

3 Are we what we choose? Or is what we choose what we are?

37

Radical attitudes, conservative behaviors

37

Understanding the nature of consumer choice

40

Archetypes of consumer behavior

41

Consumers as rational informed processors

41

Consumers as quasi-rational reactive purchasers

41

Consumers as quasi-rational co-producers of value

42

Consumers as actors for the adaptive unconscious

42

The consumer as vox populi

43

The consumer as evolved ape

46

Two meta-models of social consumer behavior

48

A linear model of social consumption

48

A recursive model of social consumption

51

Implications of the models

53

The attitude–behavior gap and its implication for measurement

56

The four methodological flaws: incentive compatibility, comparability, inference, and context

56

Increasing the predictive validity of intentions

59

The myth of ethical consumption; the reality of social consumption

60

4 Ethical consumers or social consumers? Measurement and reality

64

The importance of the consumer

64

Experimentation and consumer social behavior

67	Are we willing to put our money where our conscience is?
72	Discrete choice experimentation
72	The components of study no. 1
74	Ethical disposition inventory
76	The MORI poll
79	The study sample
79	Willingness to consider/purchase; willingness to pay
79	How valuable is providing information?
86	Can we believe what consumers say when not constrained? The link between surveys and experiments
87	Will consumers sacrifice functionality?
94	Global segments of social consumers
98	The structure of study no. 2
98	The sample
99	Product features and structure of the experiments
99	Global segments
102	Demographics again
106	Does “social” segment position exist independent of product context?
106	Segment size and country differentiation
108	The importance of recall
109	Ethical consumerism in light of experimental reality
112	Assessing the myth
116	5 Rationalization and justification of social (non-)consumption
117	The contribution of interpretative methods to understanding CNSR
118	An interpretative approach
120	Understanding varying social consumption rationales
123	The economic rationalists
124	

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

标签

ethical-consumption

CRS

评论

[The Myth of the Ethical Consumer_ 下载链接1](#)

书评

[The Myth of the Ethical Consumer_ 下载链接1](#)