

**The Changing Relationship Between
Business Ethics And Buyer Behaviour
In The Past Decade**

Lisa McEneff

A dissertation submitted in partial fulfilment for a
MSc in Management

National College of Ireland

August 2011

Abstract

Over the past ten years the term 'business ethics' has become a popular topic considering the level of corruption within organisations which has created a high level of media coverage. There is much misconception as to what exactly business ethics is by both consumers and organisations. It can broadly be described as an organisation conducting their practices and procedures in a manner that ensures 'rightness in behaviour' (Bartels, 1967, p.22). The exposure of this topic has led consumers to question where products and services are sourced from and consumers' now not only require a product to be priced adequately but also expect for an organisation to be ethical, however organisations are struggling to strike a balance between these needs (Hiller, 2010).

The researcher has used both questionnaire's and a number of in-depth interviews in the aim not only to profile who an ethical consumer is but also to explore what organisations' consumers currently consider to be un/ethical. Although it was difficult to categorise an ethical consumer by their gender, social class and age, the researcher did discover what traits an ethical consumer is likely to possess and why business ethics has become increasingly important.

Dedication

I would like to dedicate this dissertation to my parents John and Margaret and my sister Jennifer. I can never thank you enough for everything you have done for me.

Acknowledgements

This investigation has been one of the most challenging tasks I have completed to date but without a number of important people I would have never have completed it.

I would firstly like to thank my supervisor Michelle Teevan for her invaluable guidance and support throughout this investigation; I cannot thank you enough for all your help.

Secondly I would like to thank my family and my friends for their never ending support, words of encouragement and patience throughout this process, without such a strong support group I would not be where I am today.

Finally I would like to thank the library staff and lecturers at National College of Ireland.

Table of Contents

	Pg
Chapter 1: Introduction	1
1.1 Business Ethics Theories	1
1.2 Historical Ethical Business Challenges	2
1.3 Introduction to Code of Ethics	3
1.4 Who Are The 'Ethical Consumers'?	5
1.5 Conclusion	6
Chapter 2: Literature Review	7
2.1 Ethical Theories	7
2.2 Moral Responsibilities of an Organisation	9
2.3 Code of Ethics	11
2.4 Impact of Ethics in Organisations	13
2.4.1 Ethical Organisations	13
2.4.2 Unethical Organisations	16
2.5 The Connection Between Consumer Behaviour and Business Ethics	18
Chapter 3: Research Aims and Objectives	24
3.1 Research Questions	26
Chapter 4: Methodology Section	28
4.1 Research Philosophical Principals	28
4.2 Research Instruments	30
4.2.1 Questionnaire	31
4.2.2 In-depth Interviews	38

Chapter 5: Data Analysis	43
5.1 Introduction	43
5.2 Objective one; To explore what is the profile of an ethical consumer?	45
5.2.1 The relationship between gender and ethical reputation	47
5.2.2 The relationship between age and ethical reputation	49
5.2.3 The relationship between social class and ethical reputation	52
5.2.4 Correlations	53
5.2.5 Qualitative results	55
5.3 Objective two; To identify the motives behind buying ethical goods and services	56
5.4 Objective three; To examine if the recession has effected the ethical stance of consumers in their buying decision process	60
5.5 Objective four; To discover what organisations are perceived to be ethical and unethical by consumers and why consumers feel it is important for organisations to be ethical.	64
Chapter 6: Discussion	73
Chapter 7: Conclusion	77
7. 1 Limitations of research process	78
7.2 Generalisation of research findings	79
7.3 Reliability and validity of research	80
7.4 Future research on business ethics and buyer behaviour	80
Chapter 8: References	81

Chapter 9: Appendices	92
9.1 Carroll's Four Part Model of Corporate Social Responsibility	92
9.2 Five Stage Model of the Consumer Buying Process	93
9.3 Maslow's Hierarchy of Needs	94
9.4 Ethical Consumer Questionnaire	95
9.5 Interview Schedule	100
9.5.1 Interview Questions	100
9.6 Frequency Respondents Purchased Ethical Goods	102
9.7 SPSS Findings: Crosstabulations, Pearson Chi Squared and Phi Cramer's V	103
9.7.1 Gender	103
9.7.2 Age	106
9.7.3 Social Class	108
9.8 Additional Questionnaire Findings	111
9.8.1 Ben & Jerry's level of Fair-trade raw material	111
9.8.2 Reason for consumers purchasing ethical good prior to the recession	112

List of Tables

	Pg
Table 5.1.1 Condensed Interview Schedule	43
Table 5.1.2 Employment Status of Respondents	44
Table 5.1.3 Respondents Shopping Habits	45
Table 5.2.1 Crosstabulation – How important is ethical reputation currently * What gender are you?	47
Table 5.2.2 Chi-Square Test – Gender * Ethical Reputation	47
Table 5.2.3 Symmetric Measure - Gender * Ethical Reputation	47
Table 5.2.4 Crosstabulation - How important is ethical reputation currently * What age bracket do you fall into?	49
Table 5.2.5 Chi-Square Test – Age * Ethical Reputation	49
Table 5.2.6 Symmetric Measure – Age * Ethical Reputation	49
Table 5.2.7 Crosstabulation – How important is price currently * What age bracket do you fall into?	51
Table 5.2.8 Chi-Square Test – Age * Price	51
Table 5.2.9 Symmetric Measure – Age * Price	51
Table 5.2.10 Crosstabulation – How important is ethical reputation currently * What are your current earnings per year?	52
Table 5.2.11 Chi-Square Test – Social Class * Ethical Reputation	52
Table 5.2.12 Symmetric Measure – Social Class * Ethical Reputation	52
Table 5.2.13 Correlations – Ethical Reputation * Organisational Ethical Stance	54

Table 5.3.1 Crosstabulation – Do you consider the ethical stance of an organisation to be important * Do you consider the ethical stance of an organisation to be important	56
Table 5.3.2 Correlations – Ethical Stance * Ethical Consideration * Value For Money	58
Table 5.4.1 Importance of ethical reputation currently	60
Table 5.4.2 Importance of ethical reputation prior to recession	61
Table 5.5.1 Which organisation seen as ethical	65
Table 5.5.2 Most ethical organisations	67
Table 5.5.3 Most unethical organisations	68

Chapter 1: Introduction

The term “business ethics” is a continually evolving term and has become a more predominant issue due to corporate collapses such as Barings Bank in 1995 and more recently the collapse of Enron which caused the organisation to go bankrupt in 2001. It can be defined in a number of ways, Bartels (1967) referred to ethics as ‘a standard of rightness in behaviour’ (Bartels, 1967, p.22) during his development of a model of ethics in marketing. Sinclair (1993) believes that in order for an organisation to act ethically they must introduce an ethical culture through various methods such as developing a “unitary” and “cohesive” working environment. More recent to these suggestions, Jalil, Azam and Rahman (2010) proposed that ‘business ethics can guide the managers and executives of a business organisation in the right direction.’ (Jalil et al, 2010, p.147). They also believe that business ethics can be the foundation of an organisation’s reputation as they argue that an ethical culture can potentially have positive long term effects on an organisations profit capacity, for instance Ben and Jerry’s becoming the first organisation to produce a profit whilst acting like a non–profit (Rosin, 1995). Along with this, Jalil et al (2010), also note that there is no one universal standard practice of business ethics as many ethical concepts are not universally accepted (Jalil et al, 2010).

1.1 Business Ethics Theories

Surrounding business ethics are a number of theories which is essentially where the concept of business ethics has emerged from. The study of business ethics is referred to as a normative study, this is a study which ‘attempts to reach conclusions about what things are good or bad or about what actions are right or wrong’ (Velasquez, 2006, p.12). One of the normative theories, stakeholder theory (Freeman, 1984), argues that the management in an organisation

has a duty to act in the best manner for not only the shareholders of an organisation but all stakeholders which include the community, employees and suppliers (Freeman, Harrison, Wicks, Parmar and De Colle, 2010). This is in contrast to Milton Friedman's (1970) view that the sole responsibility of an organisation is to make and increase profits for shareholders once the organisation 'stays within the rules of the game' (Freidman, 1970, p.1). Feldman (2007) described this view as requiring that 'executives are bound only by the single ethical responsibility to reap the highest possible profits for the firm while remaining within the law and the established moral customs of their environment' (Feldman, 2007, p.126). There are on going arguments surrounding which view is correct as it is obvious that ethics is needed in every organisation, since such corporate collapses as Enron which affected the economy as a whole, but to what extent is the implementation of ethics appropriate and necessary.

1.2 Historical Ethical Business Challenges

As mentioned previously, business ethics has become an increasingly popular topic due to corporate collapses such as the Lehman brothers or more recently Anglo Irish Bank and the devastating Bhopal disaster caused by Union Carbide India. Each of these cases occurred due to unethical behaviour of the management teams which have had a huge effect not only for the organisations shareholders but also on the economy. There was extreme damage which had lasting affects caused by Union Carbide India Limited (UCIL) leaking toxic gases into the Indian city Bhopal in early December 1984. Thousands of citizens died and for several generations' babies where born with serious defects (Robertson and Fadil, 1998), yet it is questionable whether this would have happened in a society with different ethical standards and procedures in place.

It is not only corporate collapses where unethical behaviour can be identified; organisations such as Nike and Coca-Cola have been involved and exposed in unethical situations. It was documented by many sources, such as Mason (2000), that Nike were using children below the age of fifteen to make the organisations clothing and footwear as it was a cheaper option. This meant the organisation had ignored all ethical concepts until it was revealed by the media thus this allowed consumers to become aware of the situation. Coca-Cola has been put in the spotlight for a number of ethical issues, one of which is the level of groundwater the organisation was extracting from small villages in India in order to facilitate the required levels of water needed for the organisation to run their bottling factories. It was reported that between May 2008 and May 2009 the organisation assisted in depleting groundwater levels by a significant 5.83 meters (New Internationalist, 2009), however the organisation is insistent they are responsible for a mere '0.0002% of the total water usage in India' (Burnett and Welford, 2007). This left the Indian farmers in these small villages without a livelihood as they had no water to conduct daily farm duties. Yet both organisations are still profitable, making the level of ethics by consumers purchasing these products questionable.

1.3 Introduction to Code of Ethics

Following the exposure of unethical practices in various organisations, a number of organisations began to incorporate a code of ethics into their organisation's strategies, for example in 1978 General Motors implemented the Sullivan Principles to their organisation's daily running (Malone and Roberts, 1996). Unlike Nike or Enron, in the 1990's and 2000's Ben & Jerry's and Starbucks implemented ethics into their marketing strategy and successfully profited from this concept (Rosin, 1995). Starbucks marketed the concept that

they were buying “Fair-trade” coffee which meant a coffee buyer could buy their regular cup of coffee at a premium price with the assumption they were helping third world countries as Starbucks claim to buy in a percentage of their coffee beans from these third world farmers thus justifying the higher price (Sparshott, 2003). Similar to this Ben & Jerry’s marketed their products with ethical claims such as buying produce from under-developed countries which is one of the major contributing factors to the organisation’s multi-million dollar success. It is no secret that when Unilever purchased Ben & Jerry’s and implemented ‘brand changing to their sourcing policies’ (Marketing Weekly, 2009, p.18) across the organisation that it helped increase sales throughout each brand.

Consumer awareness in relation to ethical issues, including issues surrounding the third world and environmental issues, attached to products and services is reported to have become a phenomenon in the late 1980’s into the early 1990’s (Shaw and Clarke, 1999). It could be suggested that in the early 2000’s the connection between buyer behaviour and ethics almost became a fashionable trend, which Farrell (2005) agreed citing ‘how and where clothes are made’ is ‘a hot issue for the young, hip, and well-heeled’ (Farrell, 2005, p.15). Prior to the recession consumers had more money at their disposal, this allowed a broader choice when considering products with positive ethical claims connected to them versus those that did not even though there was a lot of unknown about what ethics in business really meant (Economist, 2004). The level of consumer awareness is growing annually and the variety of available products is growing rapidly thus making it more important for organisations to portray themselves as ethically conscious. Organisational initiatives that appear environmentally friendly are often used as part of an organisations marketing campaign (Murphy, 2010). For instance in 2004 consumers in the United Kingdom reportedly spent

28.5 billion pounds on good and services considered to be ethical (Freestone and McGoldrick, 2007).

1.4 Who Are The 'Ethical Consumers'?

The profile of an ethical consumer is thought to be a consumer that is more complex than a green consumer. Where a green consumer is focused on environmental issues, an ethical consumer is concerned with both the treatment of individuals' along with the environmental aspect (Freestone and McGoldrick, 2007). An ethical consumer is often linked to participating in activities such as consciously using less of scarce resources such as water or resources which are harmful to the universe like petrol, creating and joining groups with the aim to change unethical consumer behaviour and unethical business practices, they also regularly participate in purchasing goods and services which are considered to have 'green' properties attached for instance the level of recyclability (Neale and Fullerton, 2010). More specifically Cowe and Williams (2000) define an ethical consumer as being concerned with 'matters of conscience such as animal welfare and Fair-trade, social aspects such as labour standards, as well as more self-interested health concerns behind the growth of organic food sales' (Cowe and Williams, 2000, p.4).

Since the recession began, there have been two main view points surrounding business ethics. The first opinion is that the collapse of organisations, such as Anglo Irish Bank, has called for a higher standard of ethics and corporate governance to be implemented into business (Bates, 2010). Thus one could suggest that the recession the world's economy has faced has had a positive affect in terms of business ethics as consumers have more confidence in the ethical standards required by organisations. On the other hand it is argued that for organisations to be ethical it can decrease their profit margins (Pratt, 2009), as it can be costly to implement

ethical procedures and in fact it can often force organisations to participate in black market activity. Although there are mixed perspectives from organisations surrounding business ethics and the impact of the recession, it seems consumers have continued to have a positive relationship with purchasing ethical goods. The annual report of Ethical Consumerism published by the The Cooperative Bank indicated that in the United Kingdom between 2007 and 2009 there was a significant increase, i.e. 18%, in the purchase of ethical goods despite the reduction in disposable income available to the majority of consumers (Clarke, 2010).

1.5 Conclusion

The motivation behind this study is to investigate the profile of an ethical consumer and from this determine whether consumers still have the same drive to make ethically motivated purchase decisions now that financial resources are not so freely available. It will also seek to conclude whether the idea of purchasing a good which has not been made while breaking labour laws or a item which is helping build communities in third world countries still has the same appeal now that consumers are faced with a smaller budget due to the turbulent economy. One would question what is now the predominant driving factor in relation to buyer behaviour now that financial resources are scarce, can the higher price tag attached to an ethical good still be justified or was it just a fashionable trend that has now passed? There is much literature surrounding the concept of an ethical consumer however there is little surrounding the changing relationship between consumers and ethical purchasing when faced with a reduced level of disposable income.

Chapter 2: Literature Review

2.1 Ethical Theories

There are a number of ethical theories, such as stakeholder theory (Freeman, 1984), utilitarianism and rights theory, which are generally accepted as the core to the concept of business ethics. Each of these theories, along with other ethical theories, are constantly being re-evaluated and are criticised by academics that feel the theories are no longer relevant due to the fact that some were developed over 200 years ago (Arnold, Audi and Zwolinski, 2010). Some authors even argue that ethical theories are in fact incomplete and do not represent both sides of right and wrong adequately (Moore, 2007).

Utilitarianism is thought to be the most well known ethical theory; it is often referred to as the greatest happiness principal. It was founded by two theorists: Bentham and Mills who suggested that an action should only be carried out if the action would 'maximise the utility or happiness of the greatest possible number of people' (Renouart, 2011, p.86). In order for an organisation to apply the concept of utilitarianism a cost-benefit analysis is commonly used as this would suggest to an organisation if the costs of an action will outweigh the benefits (Velasquez, 2006). The Ford organisation used this cost-benefit analysis when they discovered that one of their car designs, the Ford Pinto, could potentially be a death trap to consumers as the crash tests carried out showed that the gas tank was positioned so that even if a car was involved in a low impact collision the gas tank would rupture (Matthew, 1998). The organisation argued in court that the cost-benefit analysis suggested it would be more beneficial to not alter the design due to the high costs involved including, not only the several injuries, but also the lost of sixty consumers lives (Matthew, 1998).

Ethical theorists argue that organisations need to incorporate morals in an organisational strategy such as ensuring labour laws are not broken, for example the use of children to work in factories or sweatshops and under paying factory workers in third world countries. According to Mc Gee (2009), the rights theory is based around questioning whether the action which a business intends to carry out will “violate” a person’s rights. This would suggest, in the context of an organisation, if an action will lead to having a negative effect on a person’s rights the organisation should automatically deem it as wrong and therefore not proceed with the action even if it will have a positive affect for the shareholders or could even potentially be a profit making activity (McGee, 2009). Primark, for instance, which is a member of the Ethical Trading Initiative, was forced to remove a logo from its products which suggested to consumers that the organisation was adhering to ethical practices (Clews, 2009 and Preuss, 2009). This was due to the fact that it was discovered that the organisation was directly violating the rights theory through the employment of children, some as young as ten years old, in India. This was a cost saving activity for Primark as it is exceptionally cheaper for their garments to be produced in a developing country and no thought was given to the employees rights (Checkout, 2008).

In 1984 Freeman developed the stakeholder theory, which Boatright (2007) defines as ‘any group or individual who can affect or is affected by the achievement of the organisation’s objectives’ (Boatright, 2007, p.385). Freeman’s (1984) theory argues that an organisation should not only make decisions that benefit the shareholders but should take into account any individual which is affected by the actions of the organisation for example the employees and suppliers (Freeman et al, 2010). These stakeholder groups can include the organisation’s consumers, suppliers, employees, the government, local interest groups and even the surrounding community (Argandona, 1998). This is an ambitious task for any organisation as

it can be near impossible to please every stakeholder in all business decisions. Recently Bendixen, Abratt and Jones (2007) opposed to Freeman's view stating 'that business decisions have no moral content and moral decisions have no business content' (Bendixen et al, 2007, p.4). Freeman (1994) also suggested that ethical theories have not yet become something that organisations have complied with, instead it has become a 'narrative about how we do and could live' (Freeman, 1994, p.410).

2.2 Moral Responsibilities of an Organisation

Traditionally it was standard practice for an organisation to follow a profit making or a profit increasing strategy. Milton Friedman (1962) stood firmly behind this belief stating that the main function of an organisation is 'to use resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to, say, engage in open and free competition, without deception or fraud' (Friedman, 1962, p.133). For an organisation to solely isolate their strategy around the view of Friedman, of providing goods and services while aiming to achieve the highest profit, would ignore all morals and any thought for ethical responsibilities. This was precisely the view of GlaxoSmithKline (GSK), along with many other pharmaceutical organisations, when they discovered a combination of medicines that they believed would kill almost any class of the HIV virus which, in 2004, the United Nations stated there was approximately 40 million people carrying this virus (Velasquez, 2006). The pharmaceutical organisations argued that it would cost their shareholders too much if the price of the drug was to be lowered or even be made freely available in third world countries, where the virus is most wide spread, even though it is estimated that around 5 million people a year die from the virus (Dawkins, 2005). Due to the

level of activists and the bad media it was carrying for the organisations they have now agreed to help fight AIDS and HIV in Africa, with GSK promising in 2009 to invest 50 million over the following ten years (PharmacoEconomics & Outcomes News, 2009).

In contrast to this Carroll (1979) developed a Four Part Model of Corporate Social Responsibility, which consisted of four levels of different responsibilities which Carroll (1979) believes are both required and desired by society from organisations, as illustrated in Appendix 10.1. J. Meehan, K. Meehan and Richards (2006) identified that when Carroll developed this model, not only were there legal and economic responsibilities obligations to society, but also organisations now faced the task of balancing ethical and philanthropic responsibilities which were desired by society. Ethical responsibilities are thought to be when an organisation adapts certain policies in the hope that their organisation is acting in an ethical manner, above this is philanthropic responsibilities which can include charity donations or initiatives in developing countries (Carroll, 1979). It is now argued that this can be a profitable activity for an organisation as it can increase their reputation as they are seen to be giving back to the wider community. Avon has put the increase of their sales down to the initiative they created in order to educate woman about breast cancer (Strategic Direction, 2003).

It has become increasingly harder for organisations to fulfil their philanthropic responsibilities since the recession began as organisations are being forced to close and budgets are being reduced to a minimum. The Hershey organisation is a prime example of this. The organisation opened a school, Milton Hershey School, which caters for 1800 underprivileged children however they are facing the prospect of being forced to close the school due to the high costs attached, approximately \$76,000 per student, which they cannot afford during an unstable economic period (Brat, 2009).

Both Carroll's Four Part Model and all ethical theories are directly conflicting with Friedman's (1970) view and there is continual debate as to what level, if any, an organisation can be held either morally or socially responsible. It must be noted that these are only two views in a broad spectrum of the most effective strategy for organisations' to adapt. Abela (2001) and Abratt and Sacks (1988) recognised the difficult challenge that faces an organisation between the balance of morals with future business decisions as they believe there is some level of moral content in each business choice. Often it comes down to an organisation having to decide between following an ethical strategy, a profit making strategy or a balance of both of these, however 'the deciding factor is often money' (Johnson, 2007, p.17) as for an organisation to be ethically conscious it can be a costly process with many organisations now claiming they satisfy both ends of the spectrum.

2.3 Code of Ethics

The introduction of ethical policies into a select amount of organisational strategies led to organisations forming a structure to their ethical policies, this was known as a code of ethics. Coughlan (2005) describes a code of ethics as a mutual agreement among the appropriate group, i.e. the members of the relevant organisation, to conform to a set of ethical principals which ideally generate a positive outcome. If a problem arose which involved a dilemma involving the organisations stance on a particular ethical view, the code of ethics should 'provide justifications that are easily identified and articulated by executives, managers and employees during the resolution' (Coughlan, 2005, p.46).

General Motors was one of the first organisations to adapt a code of ethics which they refer to as the Sullivan Principles (Malone and Roberts, 1996). Malone and Roberts (1996) outline

that when an organisation, such as General Motors, disclose in their organisation's reports that they will follow a certain set of ethical policies it often puts them under a lot of pressure from the public to uphold to these promises and if they do not it can attach a negative perception to the organisation.

It is vital that an organisation not only devises a code of ethics but also ensures that these principals are sufficiently implemented (Murphy, 1988). Murphy (1988) and Schlegelmilch and Houston (1989) suggest that in order for the code of ethics to be effective in an organisation, the management team should ensure that the code of ethics is specific and detailed, it should be revised regularly in order for it to remain relevant and it may 'need to be accompanied by ethical education and other processes that support their enforcement' (Schlegelmilch and Houston, 1989, p.21). Carbone (2008) illustrates a current example of an organisation, Apple, which had a code of conduct in place however their suppliers did not abide by the code and it was documented that the suppliers were abusing employees' in their Shezhen factory. This had a direct negative effect on the organisation's reputation as 'suppliers are an extension of your business' (Carbone, 2008, p.58) therefore reinforcing the importance of implementation of ethical policies across the organisation and any related parties.

As with a vast amount of strategies and theories there is criticism against organisations that have implemented a code of ethics. Schlegelmilch and Houston (1989) conducted research into organisations who believed that a code of ethics was not a sufficient tool. Some of the findings include; the management in U.K. organisations felt a code of ethics was an American concept and that there was no need for a formal document outlining organisations ethical beliefs once they had a suitable corporate culture (Schlegelmilch and Houston, 1989). A more recent study, which was based on the top 100 Irish organisations, concluded that one of the

major findings in the report revealed that organisations which had adapted a code of ethics or code of conduct was based around employee protection, such as health and safety, and not centred on the interests of society (O'Dwyer and Madden, 2006). Thus this would indicate that these organisations are introducing these codes for their own protection and not for the benefit of their consumers.

2.4 Impact of Ethics in Organisations

2.4.1 Ethical Organisations

There are a number of organisations in recent years which claim to be ethical and this is often thought to be a strategic element of their marketing strategy (Farrell, 2005). These organisations include; Edun, American Apparel and The Body Shop but more publicised ethical claims are attached to Ben & Jerry's and Starbucks. The Starbucks and Ben & Jerry's empires have become multi-million dollar successes with their products being sold worldwide but both organisations have had to learn that with success comes criticism which must be expected due to the fact that if their ethical claims were only intended for an organisations internal members they would not be available on an organisation's website and included in advertising campaigns (Pollach, 2003).

Starbucks hold the claim that they purchase the majority of their coffee beans from Fair-trade, i.e. from Fair-trade approved farmers in the third world countries, in order for a farmer to obtain a Fair-trade certificate they must be 'democratic, transparent and accountable' (Lyon, 2007, p.242). The organisation aims to purchase all their coffee beans from these farmers by 2015, and uphold other promises such as reducing the waste related to their coffee cups (Beverage Industry, 2010). They use these ethical policies to market their coffee and thus this

alone seems to be justification for the premium price tag on their coffee. It is outlined that ‘a cup of coffee would typically cost 50 cents, the charge at a US Starbucks is around the region of \$1.75’ (Strategic Direction, 2004, p.13). In 2006, the Economist described the consumers justification of the higher price as they will satisfy their coffee addiction while having a clearer conscience by feeling they are doing a good thing (Economist, 2006). The organisation believes that its ethical policies are not only an extra to their organisational strategy but ‘an essential part of who they are’ (Strategic Direction, 2004).

All the promises Starbucks has made have put the organisation under a lot of pressure to perform. There are a number of groups which have set up websites against the organisation and report that Starbucks is in fact doing more harm than good while entering new markets by acting unethically towards suppliers and withholding farmers in Ethiopia of up to \$90 million in income a year (Strategic Direction, 2004 and The Economist, 2006).

The Ben & Jerry’s organisation was founded by two “hippies” who vowed to buy the ingredients for their products locally in order to avoid from becoming an ‘economic machine’ (Rosin, 1995, p.22). As mentioned by Abratt and Sacks (1988) there has been much scrutiny in relation to organisations remaining profitable while being ethical, but the Ben & Jerry’s organisation became ‘the first company to turn a profit while behaving like a nonprofit’ (Rosin, 1995, p.22). Consumers began to buy into their ethical marketing strategy that involved ‘persuasive appeals’ (Pollach, 2003, p.285). With seven and a half percent of the organisations profits being donated to charities (Bentley, 1996) and similarly to the Starbucks story the consumers felt good while getting their ice-cream fix. In 2000 the Ben & Jerry’s empire was taken over by the Unilever organisation that adapted this persuasive ethical marketing strategy to their existing brands and this has resulted in a sales increase across their accompanying brands such as Lipton Tea (Marketing Weekly, 2009). A positive action in

terms of the importance of ethics is that the organisation has incorporated the progress of their ethical promises into their performance measurements, opposed to most organisations which concentrate heavily on financial measures, by employing an outside auditor to determine their annual ethical progression (Bankowski, 1997).

Rosin (1995) suggests that the reality of the procedures carried out by Ben & Jerry's seem to be adverse to their ethical claims. One of their products, Rainforest Crunch Ice Cream with brazil nuts, claims to buy the nuts from local Brazilian farmers however according to Rosin (1995) and McInerney (1998) the reality is that the organisation actually buys 95% of their brazil nuts from commercial suppliers. Not only are there reports that the procedures are unethical but that the organisations owners are 'nothing more than New Age scam artists' (Rosin, 1995, p.25).

The Body Shop, which opened in 1976, with a number of handmade natural products instantly recognised that their consumer base was willing to pay a premium for goods which were seen to be environmentally friendly (Kent and Stone, 2007). This led to the organisation adapting to an approach whereby they aligned the beliefs of their stakeholders with their organisational beliefs. This is thought to be the core of their ethical stance and a key contributor to their profitability (Sillanpaa, 1998). It is argued that organisations such as The Body Shop will be more likely to prosper through taking a long term approach to stakeholder needs opposed to solely taking a short term view of satisfying merely the shareholder needs (Wheeler and Sillanpaa, 1997). Uniquely the organisation opens it's doors to outside auditors on a regular basis to assess their progression surrounding their ethical stances such as providing jobs in the third world through paying an adequate wage to women for producing their products opposed to creating large factories and paying under minimum wage like other organisations (Stoll, 2002). Similar to Starbucks and Ben & Jerry's, The Body Shop successfully integrated their

ethical policies, such as campaigns surrounding environmental issues, human rights issues and animal welfare, into their marketing strategy (Sillanpaa, 1998 and Hartman and Beck-Dudley, 1999). This encouraged other organisations which were similar to The Body Shop, for instance Bath and Body Works, to create ethical policies predominantly against animal testing throughout their value chain to appear a more attractive organisation to purchase from for consumers and positively affect their balance sheets (Ingram, Skinner and Taylor, 2005).

2.4.2 Unethical Organisations

There are a number of cases where the media have released information to consumers about unethical practices occurring in organisations which can have an impact on their level of sales (Brenton and Hacken, 2006). There are thousands of cases of unethical practices which have had a long term negative affect on organisations such Nestle, Coca-Cola, Shell, Primark and Gap.

Nestle and Shell are two organisations which have been under on-going scrutiny regarding their ethical stances. Nestle, the worlds largest food and drinks organisation, has repeatedly aimed to portray themselves as producing goods in an ethical manner yet they find themselves as the most boycotted organisation in Britain (Hickman, 2005). This is primarily due to the organisation selling baby milk products to parents in the third world without educating the parents what levels of the product were needed for a baby which resulted in a number of babies dying (Croft, 2002). Since then the organisation has spent millions of dollars trying to rebuild their reputation and avoid more boycotts, along with the chairman and Chief Executive Peter Blackburn consistently having to defend the organisation's ethical policies (Bentley, 1999). One of the setbacks that Nestle faced was in 1999 when the Advertising Standards Authority rejected both the initial proposal and the appeal to advertise their baby

milk as being an ethical product (Wilkinson, 1999). The organisation also faced criticism when they put forward a 'Fair-trade' brand of coffee in the United Kingdom which activists fought against (Parry, 2005). After this the organisation made an attempt to re-brand their image in Britain with new products such as the Nestle Rowntree collection (Tungate, 1999).

Shell have endured a lengthy reputation as being unethical following reports of their practices in Nigeria and the possibility of them sinking one of their main oil rigs which would cause extreme damage to the environment (William, 1997). Additionally, the organisation has also been linked to the execution of Nigerian activist Ken Saro and has faced a number of trials over his killing (Boyle, 2009). It is believed the organisation was collaborating with the Nigerian government who executed Saro along with eight other activists as they protested against the oil rigs in Ogoni as they believed that the rigs were violating their human rights and causing mass pollution (Multinational Monitor, 2002). Since these scandals a minority of shareholders have insisted that the organisation has become accountable for its actions and has enlisted the help of stakeholder councils to try and improve their operations (Pirson and Turnbull, 2011). It is questionable if these steps to become more environmentally conscious are merely an attempt to save the organisations reputation.

The Coca-Cola Company is another large organisation which has regularly received negative publicity in terms of their ethical practices such as the level of water they extract from India (Raman, 2008 and The Economist, 2005). This has caused a number of protests and boycott's against the organisation. The problems the organisation is thought to have caused India are described as the 'nerve centre for protests against several bottling plants of Coca-Cola on the subject of water and land pollution' (Harish and Glopal, 2008, p.43). The extraction of large volumes of ground water is believed to have caused villages across India to have insufficient level of water for local farmers to fulfil their farming needs (Hills and Welford, 2005). This

depletion of water left local villagers with loss of livelihood and often no water for personal use (Raman, 2008). Subsequently this encouraged activists to boycott the organisation along with a number of protests (Hills and Welford, 2005). One of the organisations largest bottling plants in India, in a village called Kerala, was forced to close down for over five months due to the severe effect the plant was having on the village which not only brought the organisation negative press but also cost a vast amount of damage (Bogomolny, 2004). In attempt to reverse the bad publicity the organisation has implemented a number of initiatives, such as funding rainwater programmes in India, with the aim of replenishing the water which they extract from these developing countries and rebuild their ethical reputation (Hattam, 2009).

2.5 The Connection Between Consumer Purchasing Behaviour and Business Ethics

In the past decade consumer expectations have increased to the highest standard. It is now taken for granted by the consumer that the product or service they intend to purchase has originated from an ethical organisation and as mentioned consumers not only desire an organisation to be ethically responsible but to also participate in philanthropic activities (Carroll, 1979). Organisations strive to give the consumer what they want in order to survive. It is an essential part of an organisation's mission to 'give the customer what they want' (Kotler, 2004, p.32). Some organisations are now in the predicament of having to question whether their product or service is harmful for the consumer or if it is bad for society as a whole (Kotler, 2004), which has made it extremely difficult for some organisations to remain ethical and meet all of their consumer's requirements. The change in consumer requirements has led to a number of NGO's developing strategies with the aim of encouraging clothing

retailers to use suppliers which have high ethical values. These NGO's include Clean Clothes Campaign, Labour Behind the Label and Ethical Trading Initiative; each of which strive to improve working conditions and ethical standards within the clothing industry (Goworek, 2011).

As mentioned Ben & Jerry's strategy was originally to purchase the raw materials for their products from local farmers with the intention of not becoming like other organisations which only buy raw materials from the cheapest source (Brand Strategy, 2005). It is now questionable whether this strategy is still a novelty to consumers or whether it has become the expected norm for an organisation to act ethically and should the ethical claims attached to goods and services need a certification of proof from an independent auditor to be advertised as an ethical good to deter from organisations using this concept as a marketing tool (Miles and Munilla, 2004).

According to Berglung (2010) ethical organisations are a vital factor for 'sustainability in a global market place' (Berglung, 2010, p.22). There is a direct link between an organisations' sales figures and ethical behaviour, Britt (2005) recognises this concept and reports that when it was revealed that the Mitsubishi Motor organisation failed to caution consumers that there was several defects to their product, it had a major influence on sales with Mitsubishi reporting an 11.7% decrease in sales in the following quarter of the year. In contrast to this Dymock (2007) claims that the investment from organisations in ethical causes is merely a fashionable trend and has little to do with the actual causes the organisations are claiming to help.

The consumer buying process (Kotler, Keller, Goodman and Hanson, 2009), as illustrated in Appendix 10.2, is a five step process which every consumer subconsciously participates while

purchasing a product or service. An organisation's ethical stance would arguably relate to the third step, "evaluation of alternatives", in this process. A consumer's driving factor regarding buying a product or service may come down to if the organisation is seen as ethical or if they could buy the same product from an organisation which has dominant ethical promises within their marketing strategy. According to Freestone and McGoldrick (2007) satisfaction factors that consumers feel following the purchase of an ethical good or service include personal achievement. It is argued by Shaw and Shiu (2003) that consumers will go as far as to boycott a product or service if it is believed to be unethical in any way and increasingly consumers are opting for the most ethical option. Farrell (2005) suggests that consumers are choosing the more ethical choice, as it has now become a fashionable trend to do so, as consumer ethical awareness is growing. For instance the clothing brand 'Edun' was specifically marketed as having strong ethical claims attached to it from every aspect of the supply chain which some critics argued was aiming to make ethics fashionable (Carter, 2005).

The purchase of ethical goods can also be related to Maslow's Hierarchy of Needs (1954). This is a pyramid which has five sections of needs which Maslow claims each individual craves to satisfy. These levels are, as illustrated in Appendix 10.3, physiological, safety, belonging, esteem and self-actualisation (Maslow, 1954). Freestone and McGoldrick (2007) suggest that the purchase of ethical goods can give a consumer a feeling of accomplishment thus this would suggest that the need of self-actualisation is satisfied when an ethical good is purchased. Not all humans have the drive to satisfy the need for self-actualisation, most feel if they have safety, food and feel loved it is enough, however Witzel (2002) states that self-actualisation often exists in those with 'high personal values' (Witzel, 2002, p.9) which can be directly linked with the profile of an ethical consumer. Although consumers feel as if they are satisfying the most sought after level of Maslow's Hierarchy of Needs, organisations are now

facing scrutiny over targeting consumers using ethics (Smith and Copper-Martin, 1997). Smith and Copper-Martin (1997) believe that organisations are taking advantage of consumers through marketing products which are potentially harmful and thus would be seen to be an unethical strategy.

There are many opinions surrounding the reason consumers purchase goods with ethical claims attached, some suggest it's a genuine personal fulfilment for consumers others suggest it is merely to keep up with the latest fashion trend (Farrell, 2005). An ethical product or service is that which claims to have positive ethical awareness attached (Crane, 2001). Once a consumer purchases an ethical product it is thought that they not only purchase the tangible product but also 'intangibility, justice and perhaps conscience' (Bezencon and Blili, 2010, p.1305). Freestone and Goldrick (2007) researched the motivations behind ethical consumption using the Decisional Balance Scale and the results found that the motivations can alter due to the level of ethical awareness a consumer possesses and often, as mentioned previously, it can be a trade off between cost and benefits for the consumer.

It is not only the middle or upper class of the population turning to more ethical options but it is across the board as a recent survey, which surveyed consumers from all social classes, showed that 69% of the United Kingdom's population were committed to buying more 'Fair-trade' products in the coming years (Tiltman, 2007). Along with this the survey revealed that a sizable 29% of consumers were willing to boycott an organisation completely if they were believed to be having a negative affect on the environment (Tiltman, 2007). Previously a lot of goods with ethical attachments were food products, however now in the UK the clothing industry has been forced to introduce more ethical procedures to protect against unethical activities such as child labour, especially in the high streets, as they strive to offer low prices,

as consumer awareness is rapidly growing in relation to these unethical practices (Hiller, 2010).

Opposing the results of surveys which suggest consumers are becoming more ethically conscience, De Pelsmacker, Driesen and Rayp (2005) argue that consumers rarely actually purchase ethical goods and suggest that it is simply good intentions by consumers. A survey carried out by Price Waterhouse Coopers confirmed that 48% of the respondents were 'unwilling or unable to pay the premium' (Carrigan and DePelsmacker, 2009 p.674) price tag attached to ethical goods. To help bridge the gap between consumers' intent to purchase ethical products and actually purchasing ethical goods, Carrington, Neville and Whitwell (2010) suggest that organisations need to have tactical marketing schemes in place to ensure when a consumer is faced with the higher price of an ethical good they are reminded why they are buying an ethical good and who they are helping, which is generally the suppliers in developing countries.

Even though consumers' expect more from organisations, Costa (2006) researched how many consumers actually go through with buying goods because of their ethical values attached. He discovered mixed results and stated that consumers 'are generally smarter about ethical considerations yet do not necessarily follow through on their concerns or values in purchase decisions' (Costa, 2006, p.13). Yet according to Kensicki (2004) consumers expect that they can be unethical in purchasing situations, such as purchasing insurance, when providing the organisation with their personal information. Along with this it is now argued that consumers in the recession expect both goods and services to have a lower price tag, be environmentally friendly and still come from a reputable source which is not thought to have any unethical practices in their supply chain (Carrigan and DePelsmacker, 2009). There is still a lot of misconception surrounding business ethics and the majority of business ethics has turned into

a marketing tool for large organisations and now that organisations have had the task of dealing with turbulent economic conditions long-term financial interests are more important than ethical interests (Pratt, 2009).

Chapter 3: Research Aims and Objectives

It is vital that the aim and objectives of an investigation are clearly set out, this is to ensure that the most appropriate methodologies are chosen and all relevant literature has been reviewed prior to conducting the research in the hope the researcher will contribute and expand on existing knowledge (Horn, 2009).

After reviewing and critically assessing all current and previous literature in the area of business ethics, this investigation will explore the connection between buyer behaviour and the ethical stance of organisations. More specifically the fundamental aim of this research is to investigate the profile of an “ethical consumer” and attempt to determine whether the recessionary conditions which consumers have faced in the years following 2008 when the economy was worst affected, has had an effect on the relationship between buyer behaviour and business ethics. This aim will be where most emphasis is placed throughout the investigation however there will be a number of objectives, such as identifying the main driver for consumers when purchasing a product or service, which will also complement the overall aim and from this researching the impact the turbulent market has had on ethical purchases (Horn, 2006 and Fisher, 2004).

To achieve this aim, the objective will be to employ a number of research techniques, which are outlined in the Research Methodology section 4.0. The methodologies selected will be both quantitative and qualitative methods to attempt to give the results a numerical conclusion and also allow for insights gathered from the public through open ended questions within the questionnaire and through in-depth interviews (Saunders, Lewis and Thornhill, 2009). Once these results are collected and analysed, the final objective will be to draw conclusions in relation the proposed research questions. The research questions will be confined to Republic

of Ireland consumers; this is due to time limitations which will not allow the research to be carried out in a broader geographical area. It must be noted at this point that the literature reviewed is in relation to a broader geographical division, as the majority of organisations which have ethical claims attached are organisations that distribute their goods or services internationally. It was decided if the literature review was restricted to literature solely representing the Republic of Ireland it would not allow a full exploration on articles relating to buyer behaviour and business ethics which is the reason for this discrepancy.

These objectives are not only to complement the fundamental aim but also to aid the justification of the results found in the predominate aim. Similarly Saunders, Lewis and Thornhill (2009) suggest ‘the second and third objectives operationalise the matching research questions by introducing the notion of explicit effectiveness criteria’ (Saunders et al, 2009, p.35). These accompanying objectives include establishing if the purchase of ethical goods prior to the recession was seen by buyers as a trendy or fashionable activity. The investigation will also intend to describe if the main purchasing driver for consumers is money and business ethics is no longer a desired requirement, now that financial resources are limited for most consumers.

The final aim of this research is to broaden and contribute to the information and research already conducted on the relationship change between business ethics and buyer behaviour due to the recession as there is little information published in regards to this direct topic available due to the newness and unknown of the concept business ethics which a lot of organisations have not yet adapted to or are merely using as part of their marketing strategies in the hope to appear environmentally friendly (Murphy, 2010).

It is important to note that the researcher is aware that the Irish financial system has been put under the spotlight and become extremely topical recently due to the high levels of corruption for example the lasting effect the collapse of Anglo Irish Bank has had on the Irish economy (Burgess, 2007). This in turn is one of the key factors to Ireland's recession, as outlined in the Introduction 1.0, and this has led to many questioning the ethics of such financial institutions. However this research will be centred on consumers purchasing from organisations which provide household goods, clothing, groceries etc., i.e. everyday items, although there may be some mention of financial institutions in respondents surveys and interviews given the level of importance and affect such institutions have had in the past decade.

3.1 Research Questions

There are a number of research questions which will ideally intend to help achieve these aims and objectives. The research questions include:

- What is the profile of an “ethical consumer”? This will be investigated in terms of variables including age, earnings and gender.
- Prior to consumers having less disposable income was the ethical stance of an organisation important to a consumer in their buying decision process and has this changed since the recession? Or will price remain to lead consumers.
- Why do consumers buy ethical goods and services? Has it become a fashionable activity or are consumers genuinely buying the goods for the ethical values they carry.
- What organisations do consumers currently perceive to be ethical and not ethical? Along with why consumers feel it is important for organisations to be ethical.

There will be specific research techniques, outlined in the Research Methodology section 4.0, which will describe how the investigation will aim to answer each of these research questions.

Chapter 4: Research Methodology

Collis and Hussey (2009) believe that the methodology of an investigation is ‘an approach to the process of the research encompassing a body of methods’ (Collis and Hussey, 2009, p.73). Within this section the researcher will aim to clearly outline not only the chosen research instruments but also the thinking behind the researcher.

4.1 Research Philosophical Principals

According to Horn (2009) it is essential that the view which a researcher holds is first established in order to understand the logic behind the chosen methodology of an investigation. The research principals behind this investigation will arguably reflect an epistemology perspective; this is opposed to the researcher portraying an ontological view. Ontology can be defined as ‘the study of the nature of reality’ (Quinlan, 2011, p.14), an ontological view would require the thinking behind the research to be devoted to a particular set of views. In ontology there are two perspectives; objectivism and subjectivism. The objectivism approach portrays the position that social entities exist in reality external to social actors concerned with their existence’ (Saunders, et al, 2009, p.110). In contrast to this the subjectivism view believes that ‘social phenomena are created from the perceptions and consequence actions of social actors’ (Saunders et al., 2009, p.111). Collectively the overall aim of this ontology view is to essentially question what exists (Cameron and Price, 2009). This view, however, does not relate to the philosophy behind this investigation as the concept of ethical purchasing has already been established as being in existence by previous investigations conducted which have been outlined in the literature reviewed. In contrast to

the ontological view, the investigation is related to researching consumers in past ten years and their buying behaviour towards ethical goods, i.e. a concept which is already in existence.

As mentioned, the thinking behind this research will be an epistemology philosophy with a realism perspective. Epistemology is described as a ‘general set of assumptions about the best ways of inquiring into the nature of the world’ (Easterby-Smith, Thorpe and Jackson, 2008, p.60). This type of view is centred on analysing facts and feelings which will directly aid the achievement of answers to questions, such as aiming to discover why consumers purchase ethical goods and the consumers feeling towards the ethical stance of an organisation. In relation to realism, this is outlined by Bryman and Bell (2007) as having two main factors; empirical realism and critical realism, this research will adapt an empirical realism approach. Empirical realism is based on approaching the investigation with the view that with using a set of appropriate data collection methods that reality can be distinguished (Bryman and Bell, 2007). It can be argued that due to the nature of the research questions, including the profile of an ethical consumer, this will be the most appropriate philosophy to support the research as it will involve the collection of thoughts and buying trends which will help in coming to a conclusion on whether the recession has had an impact on the purchasing of ethical goods.

A prominently inductive strategy will be adapted to this investigation however there will be factors of a deductive strategy also utilised, i.e. quantitative data will be collected. The inductive strategy will consist of using qualitative data collection methods in order to help find the nature of the problem (Saunders et al., 2009), in this case the reasons and feelings consumers have for purchasing ethical goods. The reason an inductive approach is proposed is the fact that the objectives of this research is to gain and expand the knowledge as to whether consumers’ relationship with buying goods that have ethical policies attached has been affected the by turbulent market conditions the economy has faced since 2008. If the research

was based around the development and the testing of a hypothesis then a solely deductive approach would have been chosen as this would require using quantitative data collection methods to help prove the proposed hypothesis. There will however, as mentioned and as with many other investigations, be elements of a deductive approach (Horn, 2009). Using deductive elements as a primary source of research through quantitative data collection, in this case a questionnaire, will aim to discover the research questions which intends to identify the profile of an ethical consumer, this will be prior to carrying out the in-depth interviews.

4.2 Research Instruments

There are three categories of studies which a research question could potentially fall into; exploratory studies, descriptive studies and explanatory studies (Saunders, et al, 2009). The research questions for this investigation will explore firstly the profile of an ethical consumer and then the relationship between buyer behaviour and business ethics, therefore this would relate directly to Saunders, et al (2009) explanation of an explanatory study; ‘studies that establish casual relationships between variables’ (Saunders et al, 2009, p.140). As mentioned, in order to identify if the changing market conditions has had an effect on these variable relationships there will be mainly qualitative data collection pursued and some methods which will include quantitative data collection.

There are three main differences in qualitative and quantitative collection methods. The most obvious distinction between them is that qualitative data is related to “words” in contrast to quantitative data being connected to “numbers”. Quantitative data collection is often associated with the researcher being distant, as the questions asked are often through the use

of a questionnaire, which in turn can lead to no relationship being necessarily built. This will occur in the initial stages of this research and although no personal relationship will be built, this will help in determining the profile of an ethical consumer through statistical analysis and in the secondary stages of the research process, through a number of in-depth interviews, a relationship with respondents will develop. Qualitative data is collected through interaction with specific individuals in order for the researcher to gain a real understanding of how topic is viewed by other people; this will be conducted through a number of in-depth interviews (Yauch and Steudel, 2003).

This will be used in the investigation to help understand the reasons behind consumers buying ethical goods and if their attitudes towards buying ethical goods has changed since the recession left them with less disposable income. Finally, as mentioned, a deductive approach involves developing and testing a hypothesis, it uses quantitative results to test if the hypothesis is accurate, qualitative data is distinctive to this as after qualitative data is collected this is where concepts transpire from (Bryman and Bell, 2007). The idea behind using more than one research method for this investigation is it is thought that combining qualitative and quantitative results will ‘produce more robust results than could be produced using a single approach’ (Yauch and Steudel, 2003, p.465).

4.2.1 Questionnaire

Quinlan (2011) defines a questionnaire as ‘a structured means of gathering data’ (Quinlan, 2011, p.482). A questionnaire has been chosen for this investigation in the initial stages of the investigation as it will assist in collecting vital primary data. The primary data which is needed will aim to categorise the profile of an ethical consumer which is needed prior to conducting the in-depth interviews. The reason for using a questionnaire before conducting

the interviews is that the researcher will gain a stronger knowledge and understanding of the type of consumer which purchases ethical goods and how frequent. The factors which are going to be used to determine a typical “ethical consumer” for this investigation will be in terms of gender, age and social class in terms of one’s annual income. Once the questionnaire is completed, these variables will be tested using Chi-Squared Statistics to determine whether they are dependent or independent of being “ethical” (Berenson, Levine and Krehbiel, 2006). The respondents will also be asked their current employment status but due to the requirement to target different income brackets the majority of respondents will be employed therefore it would be inadequate to use this factor as an indicator of an ethical consumer. Additionally carrying out the questionnaire as an initial research tool will allow the participants for the in-depth interviews to be chosen more efficiently as the interviews, which will be predominantly based on ethical consumers, will aim to understand why these consumers purchase ethical goods and if their attitude towards ethical purchasing has changed since the recession, this will be in order to answer the research questions.

The questionnaire for the investigation will contain both qualitative and quantitative elements. The questions which require the individual to answer in numerical terms or require the individual to pick one answer out of a certain number of options will give the researcher quantitative results. These will include questions such as age group, gender and societal class which will aid in categorising the ethical consumer. These types of questions are often referred to as closed ended questions, Quinlan (2001) defines a closed ended question as ‘questions that elicit short responses e.g. a yes/no. Often used to establish factual information’ (Quinlan, 2011, p.479). Each of the closed ended questions within the questionnaire for this investigation will provide the participant with possible answers (Horn, 2009).

There will be a number of different types of closed questions within the questionnaire in order to deter from the respondents becoming disinterested and for the required information to be collected. Firstly dichotomous questions will be used; these are questions which respondents will be limited to the number of answers they have to choose from, they are usually yes or no questions but occasionally contain answer an option for “don’t know” (Kotler, Keller, Goodman and Hanson, 2009). There is much debate as to whether a researcher should include a “don’t know” option as it is often thought to be a middle answer or a conservative discrete response (Groothuis and Whitehead, 2002). Taking this information into account, the questionnaire will avoid using the option of “don’t know”, instead for questions such as ‘Do you consider the ethical stance of an organisation to be important?’ it will offer the respondent only a “yes” or “no” option as this will give one a more concise insight to a consumers understanding of business ethics.

There will also be a number of multiple choice questions. These type of closed ended questions allow the respondents to have a number of possible answers to choose from for instance ‘Prior to the recession what would you consider the main reason a person would purchase an ethical good?’ (Kotler, et al, 2009). This type of question was chosen for the questionnaire as it does not limit the respondent to two potential answers and gives more variety. Similar to multiple choice questions are checklists which allow the respondent to choose more than one answer (Fisher, 2004). This method of questioning will be used in asking respondents which organisations, from a list of approximately 16 organisations provided, they would consider to be ethically responsible.

A number of questions will require the respondent to indicate how much they agree or disagree with a statement, this type of question is referred to as the Likert scale (Horn, 2009). There are generally five or seven responses for participants to choose from on a Likert scale

however, similarly to the “don’t know” response in dichotomous questions, the middle response has been removed from the questionnaire for this investigations. The logic behind this is often respondents will choose the middle option if they are unsure about the question therefore if it is removed it is thought that the answers will be more reliable (Kulas, Stachowski and Haynes, 2008). Along with this participants will be given a number of factors which they consider when purchasing a product or service, such as price and quality, and will be asked to rank there level of importance using an importance scale (Kotler, et al, 2009).

In order to obtain qualitative results the questionnaire will include questions which allow the participant to give their personal opinions and feelings on the concept of ethical purchasing, although the questionnaire predominately consists of closed ended questions. This type of question is called an open ended question, Cameron and Price (2009) describe that in order for an open ended question to be effective they must ‘be clearly expressed in such a way that people can identify the key themes and develop their own answers’ (Cameron and Price, 2009, p.342). There will be a question whereby respondents will be asked ‘Why would you think it is important for an organisation to consider business ethics?’, this is called a completely unstructured open ended question (Kotler, et al, 2009). This type of question leaves it completely up to the respondent on how they answer the questions and also allows for one to capture respondents’ feelings towards the importance of business ethics in organisations as this will help in developing an interview schedule. Both types of questions will be used in the questionnaire as the aim of the questionnaire is not only to discover the profile of an ethical consumer but also give the researcher a guide to the changing behaviour of consumer purchasing which will aid in developing an interview schedule for the secondary research.

From the questions contained in the questionnaire, there are three types of data variables which can be collected they are; opinion variable, behavioural variable and attribute variable (Saunders et al., 2009). An opinion variable will allow the researcher to see what the participants feel about the topic, questions such as ‘What organisation would you consider to be ethical?’ will be included, as mentioned above. A behavioural variable informs the researcher of the participants past behaviour for example if the participant has ever bought a product with ethical policies attached prior to having less disposable income. The participants characteristics are based around the findings of attribute variables.

In order to ensure that the questionnaire can be understood by all participants and results are credible, a pilot questionnaire will be used. A pilot questionnaire is often distributed to ensure that the results will be ‘appropriate and valid’ (Horn, 2009, p.15) and that participants will not have any issues in answering any of the final questions (Saunders, et al, 2009). Initially a number of experts will be asked to comment on the validity of the questionnaire and any necessary amendments needed will be made. Following this, the pilot survey will be then distributed to a number of potential participants and will be asked to give feedback on the questions and any feedback from participants will enable the survey to be adjusted so it is user friendly, identify the margin of error and it is appropriately designed to gather information needed to help in answering the research questions (Fisher, 2004).

There will be two methods of distribution used, through social media sites, Facebook, Twitter and LinkedIn, along with this the questionnaires will also be delivered and collected. These methods have been chosen in order to ensure that participants from all targeted age groups and social classes (which will be determined by one’s earnings) are reached. There will be a cover note attached, as demonstrated in Appendix 9.4, to each questionnaire in order to introduce the topic of business ethics to the respondents and explain the purpose and

importance of this questionnaire (Saunders, et al, 2009). The respondents will be given a time frame in which they will need to reply by as time restrictions will only allow a certain period of waiting time.

There is much debate as to what is a sufficient sample size when conducting an investigation (Fielder and Kareev, 2011). The sample size chosen by a researcher is vital as it will determine the accuracy and validity surrounding the data analysis (Nayak, 2010). The population of the Republic of Ireland is currently over 4 million and thus in an ideal situation the researcher would aim to choose a sample size which had a margin of error of +/- 5% (Fisher, 2004), however it is not realistic in this investigation for the researcher to set such goals. As there are significant time constraints there will be a sample of the population, 130 individuals, selected to participate in the questionnaire out of 300 questionnaires which will be distributed. 130 was chosen as this would facilitate a sufficient number of respondents to be included in the data analysis from each sub-group and would therefore give a broader range of results and thus would arguably increase the rate of validity of this investigation. The researcher is aware and acknowledges that this is a considerably small sample size and if time constraints were not present and more resources were available to the researcher a larger sample size would have been chosen. However after much consideration and taking into account the need to target various sub-groups, which will be outlined, it is arguable to suggest that 130 participants will give a sufficient overview of the sub groups in which the researcher aims to target. Along with this the aim will be to target both women and men in the ratio of 60:40, this is due to ensuring the results are valid and as a generalisation women are often seen to participate in grocery shopping more frequently than men however the researcher is aiming for a balanced view and thus ideally 40% of the respondents will be male. Given that the researcher can only select a relatively small sample size this is also why the researcher has

chosen to not only distribute questionnaires but additionally will be conducting a number of interviews which will be outlined in the next section.

Two of the subgroups, respondents age bracket and social classes in terms of earnings, will need to be equally represented, i.e. lower, middle and higher class. This will be determined by one's earnings, lower class will be defined as any person who earns below €20,000, a person with earnings of €20,001 to €40,000 in the middle class category and above €40,001 as the higher class range. The aim is to get equal responses from each of these social classes therefore approximately 43 respondents from each. Given that it is required for a number of subgroups to be targeted stratified random sampling will be conducted. Stratified random sampling allows for an accurate representation of subgroups within a population which is vital to answer the research questions regarding the profile of an ethical consumer, for instance this will identify who is a typical ethical consumer from a particular age bracket or social class (Horn, 2009). This will also aid in choosing suitable individuals for the in-depth interviews which will be carried out as a secondary research tool. As the return rate of a questionnaire can be as low as 30% there will be initially 300 questionnaires distributed with the aim of reaching a reply rate of 130 people which is just over 33% reply rate (Fisher, 2004).

The main disadvantage of a questionnaire is that the participants may not respond to the questionnaire or become disinterested due to long and difficult questions. To avoid this and to ensure that the questionnaire is suitable and adequate Easterby-Smith, et al. (2008) advise that a number of suggestions are addressed, they include; 'make the task easy and short, explain the purpose clearly, give incentives to take part, give assurances of confidentiality and anonymity' (Easterby-Smith, et al, 2008, p.214). The questionnaire was strategically designed to avoid participants becoming inattentive through asking questions which are to the point and readable for all participants.

4.2.2 In-depth Interviews

Initially it was considered that a number of focus groups would be the most suitable choice for carrying out the second part of this investigation, as a focus group is a recorded discussion with a group of four or more individuals and allows the researcher to collect a number of opinions and allows insights to be developed within a group situation (Horn, 2009). This data collection method originates from the 1950's; it was used as a tool to collect data from a group of house wives in America on various household products. The idea of a focus group is to generate rich information to help the researcher understand the group's perception of a particular topic opposed to individual insights. According to Quinlan (2011) a focus group is 'where a researcher uses a group of participants in a focused discussion on the issue under investigation, designed to produce new knowledge and new insights' (Quinlan, 2011, p.480).

Although a focus group would potentially create a strong discussion and collect feedback regarding consumer preference for certain brands, for a number of reasons it was discovered that in-depth interviews were a stronger source of collecting the data needed in order to sufficiently answer the research questions. The questions contained in the interviews will be based on individual insights as to why individuals have or have not changed their buying habits since the recession which maybe be overshadowed in a group situation. Along with this focus groups also carry a number of weaknesses, firstly as mentioned the information needed for answering the research questions may be seen as quite personal, for instance consumers disposable income change since the recession, and often in a focus group situation individuals may feel pressured to only share their thoughts and feelings that are in line with others in the group (Williams, 1998). A group situation can additionally create an environment for "group think" which will be avoided by using in-depth interviews as it will be based on a one to one basis (Marrelli, 2008). Focus groups also make it hard for the researcher to develop a strong

relationship with the participants and would not facilitate for trust to be developed which is needed in this investigation in order to get valid and realistic reasons as to why consumers' relationship may have changed through the recession with business ethics (Marrelli, 2008). Morgan (1996) also carried out a study whereby a focus group and individual interviews were compared, the results of this study showed that the focus group produced a mere 60% of ideas in comparison to the results of the individual interviews, again this study strengthens the reason behind using individual in-depth interviews opposed to focus groups (Morgan, 1996). Given this it is arguable to suggest that in-depth interviews will allow for the rich data needed to answer the research questions to be collected.

An in-depth interview can be described as a deliberate discussion where feedback is collected by two or more individuals (Kahn and Cannell, 1957). The aim in using in-depth interviews is to discover potential conclusions to the research questions such as the reasons behind individuals, with different income levels, changing behaviour towards business ethics in the past ten years and shed light on the reasons they feel it is important/not important for organisations to incorporate and implement business ethics into their business model. The in-depth interviews will allow for a clear set of topics to be discussed which the researcher wishes to address about the relationship between consumer behaviour and ethical goods to be designed, prior to the interviews (Horn, 2009).

There are a number of different interview structures which could be used such as pre-coded interviews or unstructured interviews (Fisher, 2004). Although these options could be used in this research it is arguable to suggest that a semi-structured interview will allow for the strongest investigation results. A semi-structured interview will require that prior to the interviews the researcher will create an interview schedule which will include a number of topics which will need to be covered in the interview but gives the interviewee sufficient

allowance to discuss each topic with as much latitude or as little latitude as the participant feels necessary (Fisher, 2004 and Saunders, et al, 2009). Given that the interview will not be restricted to a strict set of questions or overly open, which could potentially allow the interviewee to lead the topic in an adverse manner, this will allow the interview to produce the needed information in order to form a conclusion on the research questions. Each interview will last one hour to allow sufficient time for topics to be covered as per interview schedule, Appendix 9.5.

Bryman and Bell (2007) suggest that in order to select the individuals to participate in the interviews the researcher should determine criteria in relation to individuals, such as gender and age, and chose in terms of this. For this investigation the criteria for each interviewee selected will be dependant on one's income. As mentioned, there will be five in-depth interviews conducted, one from each income category as per questionnaire. In turn this will require one participant which has an annual income of; €20,000 or under, an income between €20,001 to €30,000, an income between €30,001 to €40,000, an income between of €40-001 to €50,000, and finally an income of €50,001 or over per year. The reason that participants are not being chosen in relation to age or gender is due to the fact that the primary research tool, i.e. the questionnaire, relieved that there is not one standard profile for an "ethical consumer". Consumers, both men and woman, across all age brackets had similar levels of ethically consciousness. There will, however, be a requirement for the participants to be currently employed. The reason behind this is that in order to make a direct comparison between the various income brackets outlined it would be more adequate to have similar variables in terms of employment status and allow the income bracket to be the varying factor in discussing the reason and changing attitudes consumers have had towards business ethics.

In order to prepare for the interviews a number of areas have been identified which need to be discussed in order to answer the research questions for instance why a consumer would buy an ethical product both before and during the recession. These topics will be prioritised therefore to defer the researcher from not collecting the most important information needed if time is running low (Fisher, 2004). Once the interview schedule is completed the interview process will be initially piloted, this will be to ensure that the interview schedule and proposed interview structure will facilitate for the needed topics to be covered and any amendments will be made to final interview schedule, as illustrated in Appendix 9.5 (Horn, 2009). Peterson and Barron (2007) propose that in order for the interviews to be successful that the researcher should consider the following factors when developing an interview schedule; ‘generating information, checking for understanding of what has been captured, elaborating when necessary, sorting ordering and grouping the Post-Its’ (Peterson and Barron, 2007, p.140). To ensure that the richest data is collected techniques such as using visual aids are suggested, this technique will be adapted into each interview. This will include using a range of pictures of ethical goods, such as Starbucks coffee and The Body Shop products, beside goods that are identical but which have no ethical connections attached in order to capture consumers reaction to similar products which only have differences in terms of ethical attachments. Each interview will be recorded on an electronic recording device and then each interview will be transcribed in order to compare the respondents from each income categories replies and identify any common trending themes (Horn, 2009).

Once the data is collected it can be analysed in three ways; descriptive statistics, content coding analysis and discourse analysis (Cameron and Price, 2009). This will give the researcher a set of qualitative data which will allow the researcher to analyse the finding from the questionnaires and interviews and from this find common theme’s in order to draw

conclusions from the participants' perception collected in relation to the effect the recession has had on ethical purchasing and who they perceive as an ethical organisation. The results from the quantitative data collected will then be displayed through a number of diagrams such as bar charts, pie charts and SPSS calculations (Saunders, et al, 2009).

Chapter 5: Data Analysis

5.1 Introduction

The purpose of this section will be to illustrate the findings which emerged from both the 131 questionnaires which were completed from a range of consumers with various incomes, along with the five interviews from consumers which were considered to be ethical each of which fall into different income brackets in order to gain a broader insight into consumers perspective on business ethics, as previously outlined in the Methodology section 4.0. The information which was gathered produced not only qualitative results but also quantitative results which will be outlined throughout this section with the aim of applying these results to the four research objectives (Yauch and Steudel, 2003)..

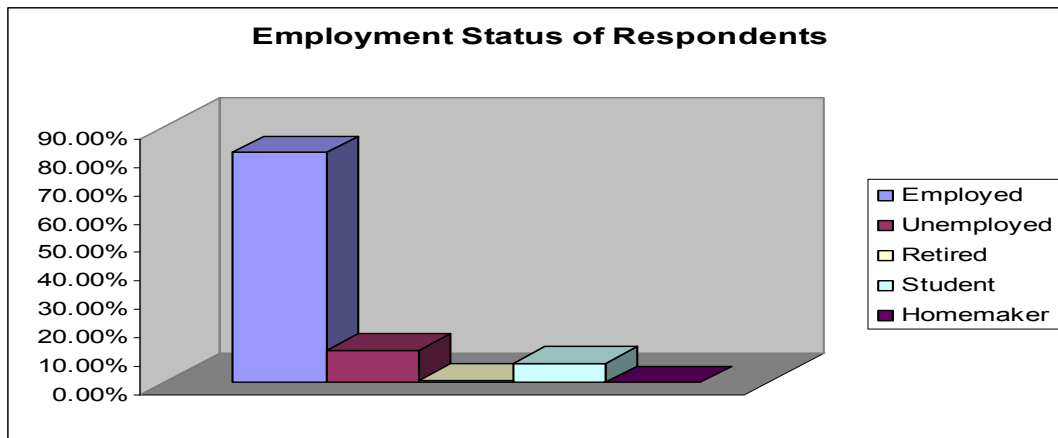
The interview schedule, located in Appendix 9.5, contains a table detailing each individual that participated in the interviews and the length of each interview. Below is a table which also has some relevant information for each interviewee and a reference for each interviewee which will be used throughout the findings section in order to display their comments and opinions which emerged through the interview process.

Table 5.1.1

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
Wage Bracket	Under €20,000	€20,001-€30,000	€30,001 - €40,000	€40,001 - €50,001	Over €50,001
Gender	Female	Female	Male	Male	Female
Reference	LE	JC	PO	SJ	MC

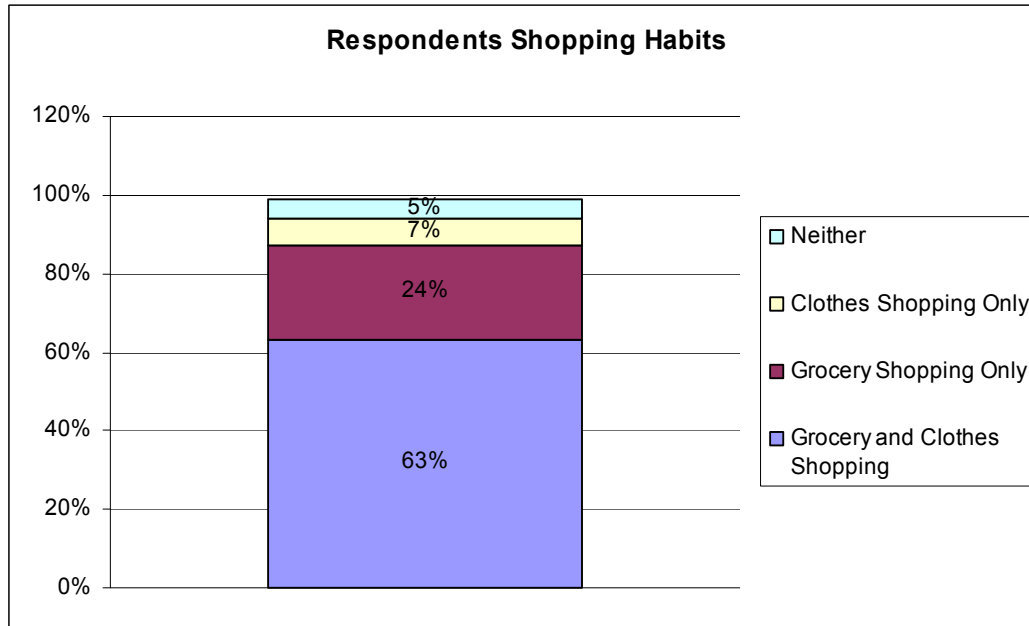
Table 5.1.2 is a bar chart which is demonstrating the employment status of the questionnaire respondents, given the requirement to target consumers within different social classes in terms of their current annual earnings, as discussed in the Methodology section 4.2.1, required for the majority of the participants to be currently employed to reach the target numbers in each segmentation which is evident in the findings.

Table 5.1.2



It was also important for the researcher to target consumers which were familiar with participating in activities such as grocery shopping and clothes shopping in order to ensure their responses were valid and relevant to this study. Thus one of the opening questions in the questionnaire was to discover whether the sample population participated in clothes and/or grocery shopping as displayed in Tale 5.1.3. Over 63% of the respondents regularly participated in both activities and a mere 5% did not participate in either activity regularly. Given that the overall majority, 95%, participated in one or more of these shopping activities it is assumed that the responses from the questionnaire are reliable.

Table 5.1.3



Finally the researcher felt it was important to identify how frequently the questionnaire respondents bought goods which were considered to be ethical for example Fair-trade or against child labour. A large proportion, 40%, of respondents believed they purchased ethical goods often, with nearly half of the 131 respondents admitted to actually purchasing ethical goods occasionally, the remainder of results are allocated in Appendix 9.6.

5.2 Objective One; To explore what is the profile of an ethical consumer?

The first objective required the researcher to discover who a typical ethical consumer is. This was analysed in terms of age, social class and gender. Each of the questionnaire respondents were required to disclose these details. In order to identify if a relationship occurred between the mentioned variables and consumers that purchase ethical goods, the researcher used SPSS

to perform a number of scientific tests; Pearson Chi-Squared, Spearman's Rho and Phi Cramer's V. In order for these tests, in particular Pearson Chi-Squared, to be valid there is a requirement for each cell to have a minimum count of 5 (Berenson, et al, 2006). In the aim to achieve this the researcher combined the 26 – 35 year age group with the 36 – 45 year group. In addition to this the 46 – 55 year age group was combined with the 55 and older age group. The incorporation of these above age groups assisted the researcher in producing a more accurate and valid set of findings as it accommodated the researcher in reaching the needed cell count for Pearson's Chi-Squared to be performed.

Similarly this occurred in the social class groups, therefore the €20,001 - €30,000 earnings group is combined with the €30,001 - €40,000 group and the €40,001 - €50,000 is coupled with the earners over €50,001 per annum. Not only did combining the above groups assist in the researcher reaching the minimum cell count needed, but it also allowed the researcher to categorise the respondent's earnings into three social classes; under €20,001 as lower class, €20,001 – 40.000 as middle class and finally €40,001 and above as higher class.

SPSS crosstabulations were first carried out in order to determine if the relationship between ethics and the three variables mentioned; gender, age and social class, was more than random. In order to compare the relationship, crosstabulations, Pearson's Chi Squared and Phi Cramer's V were also carried out on price, quality and brand, the full set of these results are allocated in Appendix 9.7. If one was to determine solely from an overview of the crosstabulations, Table 5.2.1, Table 5.2.4 and Table 5.2.10, what the profile of an ethical consumer is, it would suggest an ethical consumer is more likely to be a female, in the age group of 26 – 45 years old and from the middle class of society, however there is a mere 0.1% difference between those in middle class and upper class and thus Pearson Chi Squared and

Phi Cramer’s V will determine if these variables are independent and the strength of the variables relationships (Field, 2000).

5.2.1. The relationship between gender and ethical reputation

Table 5.2.1

**How important is ethical reputation currently * What gender are you?
Crosstabulation**

		What gender are you?		Total
		Male	Female	
How important is ethical reputation currently	Very Important	5.3%	7.6%	13.0%
	Important	16.8%	28.2%	45.0%
	Not Important	16.0%	16.8%	32.8%
	Irrelevant	3.1%	6.1%	9.2%
Total		41.2%	58.8%	100.0%

Table 5.2.2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.714 ^a	3	.634
Likelihood Ratio	1.711	3	.634
Linear-by-Linear Association	.089	1	.766
N of Valid Cases	131		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.95.

Table 5.2.3

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.114	.634
Nominal by Nominal	Cramer's V	.114	.634
N of Valid Cases		131	

Gender was the first variable which the researcher examined. As illustrated in Table 5.2.1 the first crosstabulation carried was the level of importance that respondents currently ranked the ethical reputation of an organisation, crossed with the respondents' gender. The results show that nearly 17% of men considered ethical reputation to be important while over 28% of woman felt it to be important.

Pearson Chi Squared test was then carried out as the researcher aimed to identify if there was a relationship held between gender and ethical reputation. Pearson Chi Squared test is used to determine if two variables, in this case gender and ethical reputation, are independent (Boero, Smith and Walls, 2004). If the significance value is below 0.05 it is thought that the variables hold some level of dependency between one another and thus are not independent. In contrast if the significance value is above 0.05 it is understood that the variables are independent and therefore there is no relationship held between such variables (Field, 2000). In the case of gender and ethical reputation, the results show a significance value of 0.634 which indicates that these variables show no evidence of reliability between each other and thus are independent. This test was also carried out on price, quality and brand to discover if they held an element of reliability with gender, however all of these variables carried similar results as ethical reputation and each were independent of gender.

Another technique which can be used in SPSS is Phi Cramer's V, this is to test the strength of the relationship, however as there is no dependence between gender and ethical reputation it is irrelevant for the researcher to outline such findings in this case.

5.2.2 The relationship between age and ethical reputation

Table 5.2.4

How important is ethical reputation currently * What age bracket do you fall into? Crosstabulation

		What age bracket do you fall into?			Total
		25 years old or under	26 - 45 years old	46 years old and over	
How important is ethical reputation currently	Very Important	1.5%	6.9%	4.6%	13.0%
	Important	10.7%	26.7%	7.6%	45.0%
	Not Important	3.1%	24.4%	5.3%	32.8%
	Irrelevant	4.6%	4.6%	.0%	9.2%
Total		19.8%	62.6%	17.6%	100.0%

Table 5.2.5

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.738 ^a	6	.015
Likelihood Ratio	16.152	6	.013
Linear-by-Linear Association	4.199	1	.040
N of Valid Cases	131		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.11.

Table 5.2.6

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.347	.015
Nominal by Nominal	Cramer's V	.245	.015
N of Valid Cases		131	

The next variable the researcher investigated was age. As with gender, a crosstabulation was first carried out, this identified that 45% of participants felt that ethical reputation was important, with 26.7% of these respondents falling into the 26 – 45 year old category.

Interestingly in contrast to gender, Pearson Chi Squared demonstrated a significance figure below 0.05 of 0.015. This would lead one to conclude that there was a level of dependency between age and ethical reputation of an organisation. To further analyse this, using Phi Cramer's V through SPSS it shows the level of strength in the relationship, where the closer the value is to 1 the stronger the relationship is that occurs, therefore the closer the value is to 0 the weaker the relationship between two variables. If the case in question consists of two rows and two columns then Phi's value is taken however as this case has more than the stated Cramer's value must be taken. In this case there is a relationship present as confirmed by Pearson Chi Squared however it is not relatively strong with a value of 0.245.

As outlined previously these tests were also carried out on the price, brand and quality variables. Price, which is illustrated in Table 5.2.8, had the most significant dependency relationship with age at 0.002. Additionally quality also displayed that it had a dependant relationship with age however brand was the only variable which results showed it to be independent and thus no significant relationship is present. Price also holds the strongest relationship in terms of Phi Cramer's V of 0.283 however this relationship is considered to be some what weak considering it is close to 0.

It should be noted by the researcher that although Pearson Chi Squared results illustrate a dependant relationship between ethical reputation and price both of these variables did not reach the needed cell count of 5 and in turn the minimum cell count for ethical reputation was 2.11 and price was 0.18, thus the validity of these results may be questionable.

Table 5.2.7

**How important is price currently * What age bracket do you fall into?
Crosstabulation**

		What age bracket do you fall into?			Total
		25 years old or under	26 - 45 years old	46 years old and over	
How important is price currently	Very Important	11.5%	43.5%	6.1%	61.1%
	Important	6.9%	19.1%	10.7%	36.6%
	Not Important	1.5%	.0%	.0%	1.5%
	Irrelevant	.0%	.0%	.8%	.8%
Total		19.8%	62.6%	17.6%	100.0%

Table 5.2.8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.942 ^a	6	.002
Likelihood Ratio	17.994	6	.006
Linear-by-Linear Association	1.754	1	.185
N of Valid Cases	131		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .18.

Table 5.2.9

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.400	.002
	Cramer's V	.283	.002
N of Valid Cases		131	

*5.2.3 The relationship between social class and ethical reputation***Table 5.2.10**

How important is ethical reputation currently * What are your current earnings per year? Crosstabulation

		What are your current earnings per year?			Total
		€20,000 and under	€20,001 - €40,000	€40,001 and over	
How important is ethical reputation currently	Very Important	3.8%	3.1%	6.1%	13.0%
	Important	9.9%	19.1%	16.0%	45.0%
	Not Important	3.8%	9.2%	19.8%	32.8%
	Irrelevant	3.1%	3.1%	3.1%	9.2%
Total		20.6%	34.4%	45.0%	100.0%

Table 5.2.11**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.352 ^a	6	.155
Likelihood Ratio	9.380	6	.153
Linear-by-Linear Association	.626	1	.429
N of Valid Cases	131		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.47.

Table 5.2.12**Symmetric Measures**

		Value	Approx. Sig.
Nominal by Nominal	Phi	.267	.155
Nominal by Nominal	Cramer's V	.189	.155
N of Valid Cases		131	

The final variable for the researcher to test through SPSS was social class. This was based on each respondent's earnings. The crosstabulation results display that a large proportion of respondents, 45%, felt that ethical reputation was important. Both middle class and upper class, as previously mentioned, held the highest level of respondents who felt ethical reputation was either important or very important, with a mere 0.01% variance between the two classes.

The findings in terms of social class were similar to that of gender as Pearson Chi Squared illustrated a result, 0.155, which was above the level which demonstrated a significant relationship between the variables, therefore there is no dependency in the relationship between ethical reputation and social class thus these variables are independent. As with gender as there is no relationship between these variable the results, Phi Cramer's V is inapplicable. Price also showed no dependency on ethical reputation as it resulted in a value of 0.681 in Pearson Chi Squared. Opposing to this both brand and quality showed a dependency with ethical reputation however as the minimum cell count was not reached for these variables the validity is again questionable.

5.2.4 Correlations

The above crosstabulation allowed for the researcher to discover whether two variables had a significant relationship in terms of being dependent or independent of each other and then measure the strength of such a relationship. To extend the validity of the results the researcher also wished to test the relationship between variables. This was achieved by applying Spearman's rank-order correlation coefficient, which is often referred to as Spearman's rho. This was chosen as it allows the researcher to test the statistical dependency of non-

parametric data which is appropriate for this investigation as Pearson Chi Squared can only be used for parametric data. The aim of the correlation is to discover if there is a relationship between two questions in the questionnaire i.e. between how important respondents felt ethical reputation currently is and if they felt the ethical reputation of an organisation was important, along with identifying the significance of this relationship.

Table 5.2.13

Correlations			How important is ethical reputation currently	Do you consider the ethical stance of an organisation to be important?
Spearman's rho	How important is ethical reputation currently	Correlation Coefficient	1.000	.426**
		Sig. (2-tailed)	.	.000
		N	131	131
	Do you consider the ethical stance of an organisation to be important?	Correlation Coefficient	.426**	1.000
		Sig. (2-tailed)	.000	.
		N	131	131

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

Table 5.2.13 displays the results from the correlation of the outlined questions; this correlation produces a positive relationship of 0.426. This value suggests that there is a positive relationship between the importance of ethical reputation in an organisation and if respondents felt that the ethical stance of an organisation to be important. Spearman’s rho indicates that the closer the correlation coefficient is to 1 in terms of positive relationships, or minus 1 in negative relationships, the stronger the relationship between the variables is. In this case 0.426 would suggest the relationship is moderately strong and these findings would suggest that the relationship held by the above variables is not accidental. Additionally, as can

be seen in Table 5.2.13, the relationship is significant at the 0.01 level which suggests a confidence level of 99% as it is below 0.05.

5.2.5 Qualitative results

SPSS allowed for the researcher to carry out scientific tests in order to detect if there was a relationship between variables such as gender and consumers buying ethical goods in an attempt to calculate what type of consumer is more likely to be ethical. The researcher felt it was also sufficient to gather the interviewee's perception of a typical ethical consumer and thus within the interview process each interviewee was asked to describe what they felt was an ethical consumer. The results varied, which is in line with the findings through SPSS, and it was evident to identify that the level of interest and passion towards business ethics stagnated between responses but all responses were similar in a sense that interviewee's believed that an ethical consumer carries the trait of awareness.

LE: "A person who is willing to pay extra to make sure that what their buying is from a good source, like no child labour and buying from Fair-trade."

JC:" An ethical customer is one who buys ethical products and who goes without a product if it goes against their ethical values."

PO: "Someone who is aware of what they are buying and ensuring that the products that they buy are from sustainable resources and that the company that manufacture or provide the goods/services are ethical."

SJ: "Someone that looks at where and how products are produced."

One of the interviewee’s, MC, highlighted an issue that had recently become topical in the media regarding Superquinn which was being purchased by Musgrave’s however it was thought many of Superquinn’s previous suppliers would not be paid.

MC: “A person that is aware of the chain of supply of the products they use or purchase. At this time people are becoming more aware of the small producer. The Superquinn buy out has left loads of small suppliers in limbo with the possibility of going out of business. This shocked many consumers like me because Superquinn is regarded by many as an ethical employer and buyer. An ethical consumer would buy a kilo of potatoes from their local farmer for 50 cents whereas big supermarkets will charge you a euro for the same thing”.

5.3 Objective two; To identify the motives behind buying ethical goods and services.

Table 5.3.1

Do you consider the ethical stance of an organisation to be important * Do you consider the ethical stance of an organisation to be important? Crosstabulation

		Do you consider the ethical stance of an organisation to be important?		Total
		Yes	No	
Do you consider the ethical reputation of an organisation to be important	Strongly Agree	28.2%	5.3%	33.6%
	Agree	38.9%	21.4%	60.3%
	Disagree	6.1%	.0%	6.1%
Total		73.3%	26.7%	100.0%

The next objective was for the researcher to investigate the motives behind consumers purchasing ethical goods and services. The first method employed was to perform a crosstabulation through SPSS as represented in Table 5.3.1. As outlined previously

crosstabulations allow the researcher to identify if there is a relationship between two variables. In this instance, the importance of the ethical stance of an organisation was crossed with the level of importance the ethical reputation of an organisation is to respondents. The results show that 28.2% of respondents who strongly agreed that ethical reputation in an organisation was important also chose 'yes' when asked if they considered the ethical stance of an organisation to be important. Furthermore, an unexpected result of 21.4% was produced in terms of those who chose 'no' when asked if the ethical stance of an organisation was important while these same respondents determined that they agreed with an organisations ethical reputation to be important.

Spearman's rho was then carried out on three questions to determine, as previously discussed, if the variables carried a positive or negative relationship and to identify the strength of the relationship. Again this method was chosen as these variables are considered to be non-parametric data. Surprisingly, the importance of the ethical stance of an organisation and consideration given to where goods come from in terms of child labour generated a negative relationship of -0.198, however as this figure is notably far from minus 1 it would be considered that it is a weak negative relationship. It should be noted that these correlations have a significance level of 0.05. In contrast the remaining two correlations established positive relationships between the importance of ethical reputation and purchasing goods based on value for money and between consideration for where goods come from correlated with purchasing goods based solely on value for money. Although these results showed a positive relationship it is an extremely weak relationship with results of 0.059 and 0.039 respectively.

Table 5.3.2**Correlations**

		Do you consider the ethical stance of an organisation to be important	When purchasing a good I would often consider where the good has come from in terms of child labour and ethical procedures?	When I purchase a good I am solely interested in getting value for money?
Do you consider the ethical stance of an organisation to be important	Correlation Coefficient	1.000	-.198*	.059
	Sig. (2-tailed)	.	.023	.515
	N	131	131	125
When purchasing a good I would often consider where the good has come from in terms of child labour and ethical procedures?	Correlation Coefficient	-.198*	1.000	.039
	Sig. (2-tailed)	.023	.	.668
	N	131	131	125
When I purchase a good I am solely interested in getting value for money?	Correlation Coefficient	.059	.039	1.000
	Sig. (2-tailed)	.515	.668	.
	N	125	125	125

*. Correlation is significant at the 0.05 level (2-tailed).

As mentioned in the Methodology section 4.0, using interviews allowed the researcher to develop a relationship with the interviewee's as it was on a one to one basis. Given this advantage the researcher felt it was appropriate to discover why they would personally buy an ethical good and similarly why any consumer would buy such a good.

LE: "I think everyone's more aware these days of ethics and I think if you buy an ethical product you feel like your doing the right thing for everyone but it comes with a high price tag most of the time."

JC: "I think it all depends on your opinion of a company, as I mentioned before I always try to avoid buying from Nestle because of their practices in the third world, that is based on my opinion and that is what would steer me away from cheaper substitutes."

PO: "Because by buying ethical goods you are sustaining the environment, promoting Fair-trade and not allowing slave or child labour."

SJ: "To feel like your doing the right thing."

MC: "I think the slogan 'Fair-trade' sums it up, you are supporting the fair trade between suppliers ensuring the farmer gets a fair price. I know Ben & Jerry's ingredients aren't totally Fair-trade however I do see this as a big improvement compared to the 'Buy Irish' campaign which has no guarantee that the price the farmer gets is fair."

A common theme of consumer's purchasing ethical goods as they are able to create a 'feel good' factor emerged from the interviews. In particular, it is evident that the interviewee's, LE and SJ, are motivated to buy ethical goods and services as it produces a feeling that they are 'doing the right thing'. However price continues to play a key role and ultimately a driving factor in the consumer buying process as LE described.

5.4 Objective three; To examine if the recession has effected the ethical stance of consumers in their buying decision process.

The next objective was to investigate if the current recession which consumers are faced with has had an effect on their ethical stance when they are purchasing goods and services. To compare this concept in a practical manner the questionnaire contained two questions which were both in a Likert scale style which asked respondents how important they felt the ethical reputation of an organisation is when purchasing a good or service both before and after the recession.

Table 5.4.1

Ethical Reputation	<i>Very Important</i>	<i>Important</i>	<i>Not Important</i>	<i>Irrelevant</i>
Prior to Recession	16%	41.2%	32.1%	10.7%
Currently	13%	45%	32.8%	9.2%
Difference	- 3%	+ 3.8%	+ 0.7%	- 1.5%

Table 5.4.1 illustrates the outcome from the questionnaire, along with the difference in respondent rate prior to the recession in comparison to now. There was little variance in how consumers rated the importance of an organisations ethical reputation for instance there was a mere 3% fluctuation in the amount of respondents that felt ethical reputation is very important. This can be compared to another variable, price illustrated in Table 5.4.2, which respondents were asked to rank its importance in an identical manner as ethical reputation. In contrast to ethical reputation, the importance of price changed a considerable amount since the recession, the amount of respondents which ranked price as very important since the

recession increased by over 24% which in turn reduced the numbers across the importance levels.

Table 5.4.2

Price	Very Important	Important	Not Important	Irrelevant
Prior to Recession	35.9%	53.4%	9.2%	1.5%
Currently	60.3%	36.6%	2.3%	0.8%
Difference	+ 24.4%	- 16.8%	- 6.9%	- 0.7%

In order for the researcher to attempt to understand why there was little change to consumers’ views both before the recession and currently when disposable income is now scarce, it was then asked within each interview if the interviewee’s felt any different about the importance of business ethics now compared to before the recession.

LE: “I feel the same I’d say. I suppose it’s in the media more about ethics but in general I think my feelings remain the same.”

JC: “I was better before the recession at buying more Fair-trade products and generally buying from more ethical companies but since the recession money is tighter and I can’t always afford to chose the more ethical product.”

PO:”I think over time I have become more aware of ethics and maybe this has coincided with the recession but I don’t think I feel different because of the recession.

SJ: “Different. Now I’m looking to get good value on items because I’ve been on a pay freeze the last three years or even longer.”

MC: “I feel it is as important to use ethically produced goods but due to stress on income at home I’m not always able to. Price has become a greater concern for me, but some products like Ben & Jerry’s are on offer in supermarkets so this helps. Then it leads to the question are the ethical goods being kept artificially at a premium rate or generally could they be more affordable for us”.

The interviewee’s were then asked if they were participating in grocery shopping what would they consider for instance price or ethical background of products, this was in order to see if the results would fall in line with the results from the questionnaire. This question, unlike the questionnaire, did not specify if their preference had changed since the recession which allowed the researcher to establish their current drivers when purchasing. Price again appears to be the main driver with little consideration for ethics illustrated by the interviewee’s in this section of the interview. As previously identified within this objective the respondents replies could have varied dramatically regarding prior to having a shortage of disposable income available.

LE: “I’m on a budget so I look really just for price.”

JC: “I generally buy products that I know, so I mainly stick to the same brand but I will always look for cheaper products and will consider these before making my final decision.”

PO: “Price and quality are probably the most important thing, however if I know of a brand that are not ethical I would not buy it and also if price and quality are similar for two products I would pay slightly more for the one which for example displayed Fair-trade signage.”

SJ: “Quality is what I’d look for first and then price, anything after that is a bonus at the minute.”

MC: “Since the recession brand has dropped in importance, if I can find a product that will match in quality I’d buy that. I try and find products that state where the product is produced like in Ireland so I know the supplier is not sourcing cheaply.”

In connection to the above replies, as there was no direct reference to ethics in the previous question, the researcher then asked if there were two products, and used the example of washing powder, that were identical in price but one was considered to be ethical would they purchase the ethical product over the alternative. Price continued to be the main driver however now ethics was becoming a rival factor.

LE: “I’d go for the ethical one especially if the price was the exact same its win win then.”

JC: “Yes I would once there wasn’t a big difference in price.”

PO: “I would definitely select an ethical product even for a small premium on price.”

SJ: “It’s hard to know who’s ethical though sometimes unless they have an advertising campaign stating they are an ethical company but yes I’d choose the ethical one.”

MC: “Yes I would try and support the ethical brand even it was slightly dearer by a couple of cents.”

To further establish whether consumers would choose price over ethical stance since the recession, interviewee’s were asked if they would pay a higher or premium price for a good

that is ethical over a good that has negative ethical publicity attached. Interestingly none of the respondents answered the question straight away, each took a moment to think carefully of their reply. Collectively price seems to drive the majority of the interviewees’.

LE: “I’d love to say I’d pick the ethical one and if I was earning more I would but I just can’t afford the expensive option.”

JC: “It depends on the price difference if it was less than a euro I would buy the ethical one if it was much more than a euro I would chose the unethical.”

PO: “Unless there is a major price difference I would pay a premium for the ethical goods.”

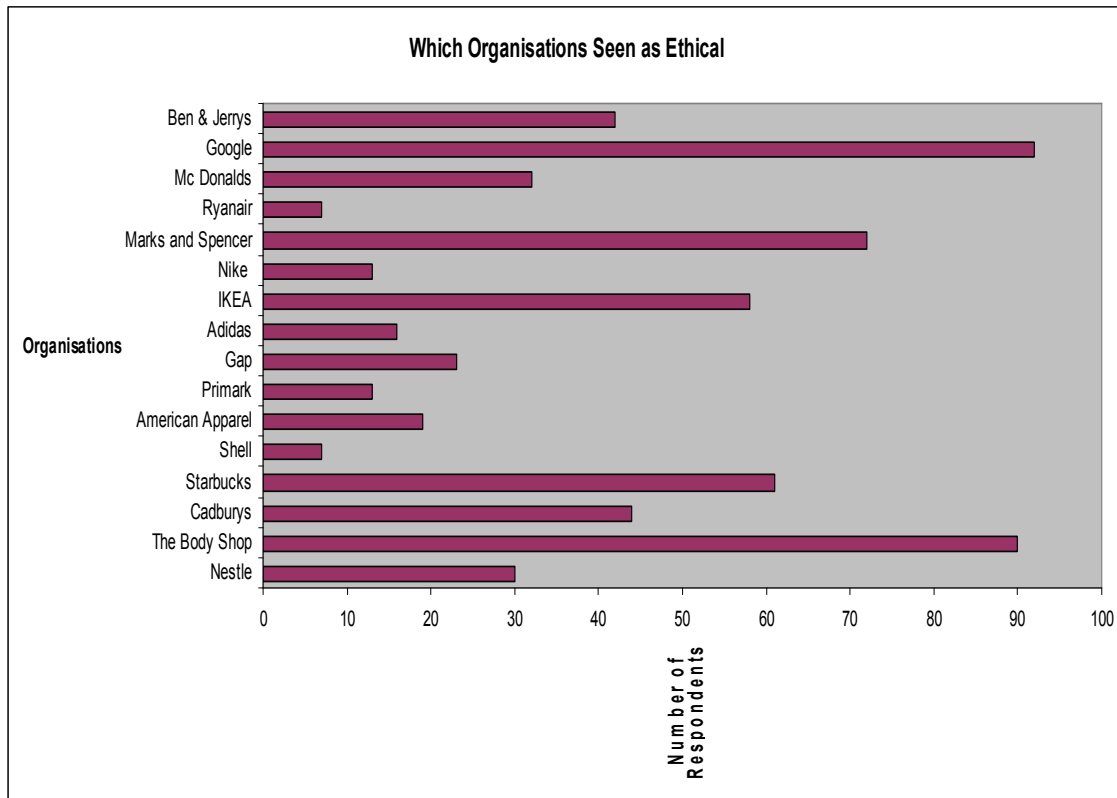
SJ: “Good question, probably buy ethical if I have the extra money.”

MC: “If the quality was the same, cost would be the next consideration and it would have to be a small window in difference in cost.”

5.5 Objective four; To discover what organisations are perceived to be ethical and unethical by consumers and why consumers feel it is important for organisations to be ethical.

The final objective in this investigation was to identify which organisations were seen by consumers as being ethical or unethical. Along with this the aim was to also discover why consumers thought it was important to have business ethics incorporated into an organisations strategy.

Table 5.5.1

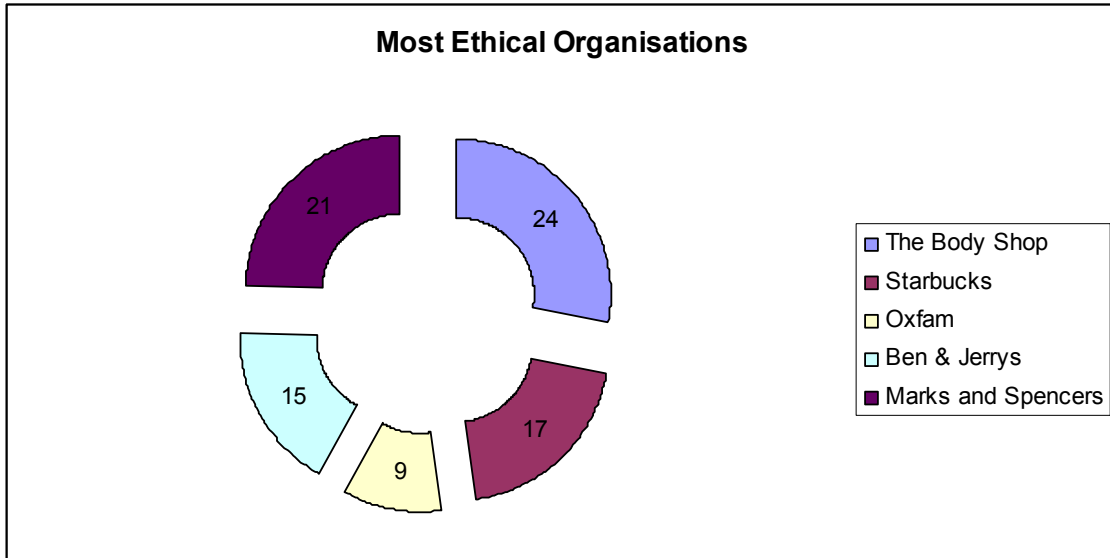


The questionnaire contained a multi-choice question whereby respondents were given a list of 16 organisations and asked to choose which of these organisations they felt are ethical, the choice was not limited and respondents could choose as many or as few organisations as they desired. The list contained organisations which had a relatively large amount of negative media attention regarding their ethical procedures, for instance Nike and Shell, along with organisations that use their ethical stance as a key factor to their marketing campaigns such as Ben & Jerry’s and Starbuck’s, as outlined in Literature Review 2.0. The results in Table 5.5.1 show that Google and The Body Shop were believed to be ethical by over three quarters of the respondents, while Marks and Spencers were seen as ethical by over half of the respondents. Despite Ben & Jerry’s and Starbuck’s best efforts to present their organisations as sourcing

their raw materials from Fair-trade farmers, a mere 42 and 61 respondents respectively out of 131 believed these organisations to be ethical. Similar to the literature reviewed, organisations that were understood to be unethical were chosen by a considerably low level of respondents as being ethical. Both Shell and Ryanair held the lowest level of ethical perception, this could be due to the negative publicity consumers have been exposed to regarding their ethical practises both organisations have carried for a number of years.

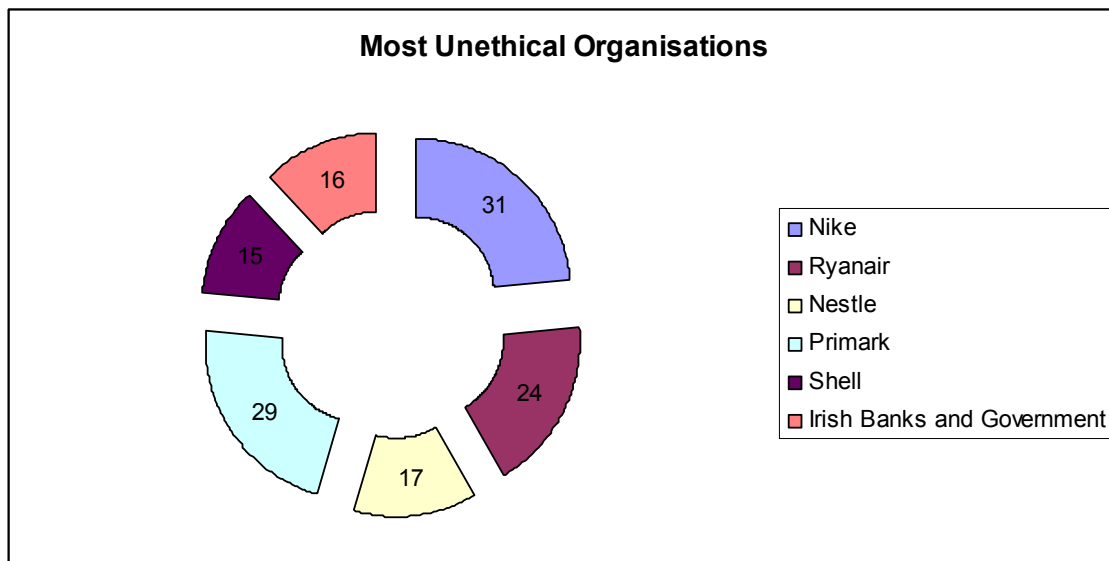
To further explore which organisations are perceived as ethical and unethical respondents were asked to name three organisations they considered to be ethical and three organisations they considered unethical. Table 5.5.2 displays the top five organisations that were considered to be ethical by respondents. It reinforced the previous findings that The Body Shop is well established as an ethical organisation, however conflictingly to the previous findings the organisation which was chosen most by respondents, Google, in the previous table was listed by only seven respondents. As previously discovered in Table 5.5.1, despite Starbucks and Ben & Jerry's marketing strategies to appear as an ethical organisation, less than 16% of respondents named these organisations as ethical.

Table 5.5.2



In terms of which organisations are seen as unethical there were a number of organisations that respondents felt appeared to be unethical, for instance Nike was listed by 31 respondents and Primark was listed by 29, Table 5.5.3 illustrates the top six organisations that respondents named as unethical.

Table 5.5.3



As these results did not give a clear picture of why these organisations are seen to be ethical there was a section of the interviews which asked the interviewee’s to recall any organisation/s which they felt were ethical and why. The Body Shop and Ben & Jerry’s again were chosen by three respondents along with Bewleys, Cadbury’s and Starbucks. Collectively each respondent used the concept of the organisations being Fair-trade as to why they were ethical organisations which once again confirms that the marketing strategies of these organisations have been to some extent successful.

LE: “Well the first company I would say is Starbuck’s for sourcing their coffee from Fair-trade farmers”

JC: “The Body Shop, there whole image is about being ethical and I think it works because everyone associates it with them”

PO: “Bewleys, Ben & Jerry’s and The Body Shop come to mind. Bewleys for buying Fair-trade coffee and Ben and Jerry’s are similar with the being Fair-trade. The Body Shop’s whole ethos is that they are an ethical company”

SJ: “I always think of Ben & Jerry’s, you see their ad’s all the time about buying stuff for their ice cream from Fair-trade farmers”

MC: “Ben & Jerry’s, Cadbury’s and Starbuck’s. I think advertising has played a big part in recognising their support of Fair-trade”.

In contrast, the interviewee’s were then asked which organisation/s they recalled as unethical and again asked to provide a reason for this choice. No two respondents chose the same organisation and each had strong views as to why they believed their chosen organisation/s were unethical. This would reaffirm that once an organisation has bad publicity it can have a lasting affect.

LE: “I’d have to say the Irish Bank’s are pretty unethical for obvious reasons”

JC: “Nestle, because they gave out free baby milk in the third world which the mothers couldn’t prepare correctly or afford to continue to buy which left a lot of babies sick and I think some babies died as well”

PO: “Superquinn, the banks and Musgraves. In the last week acting extremely unethical in how they have dealt with Superquinn’s financial problems. Being extremely greedy, selfish and having complete disregard for the suppliers and the affect they will have on them including small farmers and printers”

SJ: “I think Tesco’s are unethical. They undercut and sell food at a lower price and how they have bullied suppliers into lower prices and how they have helped to get rid of the local shops, grocer, and newsagents”

MC: “I remember watching a documentary on BBC that highlighted Primark using suppliers in India that had sub-contracted a supplier which had kids making the clothes”.

To additionally find out why consumers felt that business ethics is important in an organisation, the researcher felt it was important to use both the questionnaire and interviews to explore this. The questionnaires and interview’s contained an open-ended question asking consumers why they felt business ethics are an important part of an organisation. There were a number of overlapping themes that emerged from the results. Brand image, profitability and gaining a loyal customer base were the most popular concepts, respondents felt that it was important for ethics to be included in an organisation in order to appear as a more attractive brand, more marketable along with protecting an organisations brand thus to avoid negative media publicity. Respondents also felt strongly that having ethical producers would in the long term attract and retain the loyalty of consumers. One questionnaire respondent expressed that:

“An ethical company attracts more business; your business will assuredly be more successful if your traits are ethical. Applying ethics in business makes good sense. A business that behaves ethically induces other business associates to behave ethically as well. If a company (or a manager) exercises particular care in meeting all responsibilities to employees, customers and suppliers it usually is awarded with a high degree of loyalty, honesty, quality and productivity.”

Fairness and rightness in behaviour was also another popular theme. A considerable amount of respondents argued that the implementation of business ethics is important in organisations as it ideally will mean that employee's will be treated equally and will avoid practices such as child labour. Interestingly one of the interviewee's, PO, who is a financial controller in a large organisation, went as far to say that if an organisation was known for being unethical in how they treat their staff and suppliers that himself and the organisation he works for would no longer have dealing with such an organisation.

As the questions in both the interviews and questionnaires requested respondents to answer whether generally they felt business ethics was important, the researcher felt it was important to add a personal element. As the interviews allowed for a relationship to form this technique was chosen to ask the interviewee's if they personally felt business ethics is important.

LE: "Yes I'd say so."

JC: "Yes, however I don't always follow this through. For example I am against Nestle because of the way it operates, like the baby milk scandal, but if I need a product I will still buy it."

PO: "Ethics is important. If a company is mistreating staff or are taking advantage of suppliers I would not buy their goods."

SJ: "Don't usually give it a lot of thought on a daily occasion but it is important."

MC:"I have become more aware of the ethics in business as a result of advertising. It has encouraged me to ask questions and check the chain of suppliers. I'm more inclined to use products that are ethically sourced, however they have to be comparably priced as my income level has dropped."

On a final note, each interviewee was asked if they had anything further they wished to add in regards to business in ethics. It was evident to the researcher throughout the interview process that interviewee ‘MC’ was quite passionate towards the concept of ethics in organisations and summed up why ethics is ultimately important not only in organisations but it can have a positive knock on affect for society as a whole.

MC: ‘In a cost based world it can be very hard to strike a balance between paying fairly for the raw material supplied and producing a product that is competitively priced. However if you look at the larger picture a coffee producer in America is paid fairly it enables him to provide for his family and goes a little way towards readdressing the economy’s imbalance’.

Chapter 6: Discussion

The aim of this section will be to discuss and outline a number of results that the researcher felt are interesting and unforeseen that emerged from the data analysis. The first objective set out was to discover the profile of an ethical consumer. Neale and Fullerton (2010) described an ethical consumer as an individual that is involved in activities which aim to prevent harm and to protect the environment and thus purchase goods and services which address this concept. This description falls in line with the results from the interview process, it emerged that the interviewees' felt similar as they referred to an ethical consumer as being aware of the origin of products and purchasing goods such as Fair-trade products which are considered environmentally friendly.

The researcher anticipated collecting a precise profile in terms of categorising an ethical consumer by age, social class and gender. This was tested using crosstabulations in SPSS however when these variables were tested for independence it transpired that the only variable dependant on ethical reputation is age. The results would then conclude that, unexpectedly, gender and social class play no part in the profile of an ethical consumer as they are independent variables and have no significant relationship with ethics. Additionally a previous survey conducted in the United Kingdom by Tiltman (2007) suggested that consumers from across all social classes were now purchasing ethical goods, however if one was to compare this to this investigation it would be arguable to suggest that given the turbulence of the economy it is now unrealistic for lower class individuals to regularly purchase such products given the premium price tag attached as noted by interviewee 'LE' and Carrigan, et al (2009).

As with the term business ethics, it would be in ones opinion that the universal definition for an ethical consumer will continue to develop as the awareness for business ethics grows. The term business ethics is relatively new and it remains to be a popular topic due to the media releasing information regarding corruption within organisations (Jalil et al, 2010).

The researcher intended to highlight organisations in this investigation which consumers felt are ethical and similarly unethical. A number of organisation were outlined in the literature reviewed as being ethical, in particular the researcher chose Ben & Jerry's and Starbuck's due to their heavily campaigned marketing strategies which are based on the concept of the organisations using Fair-trade raw materials (Pollach, 2003). The researcher was particularly motivated to discover if consumers were aware that these organisations were not using 100% Fair-trade products, in fact Ben & Jerry's advertisements display small print that their products contain 50% Fair-trade raw materials. These issues were highlighted in the literature review by Rosin (1995) who referred to Ben & Jerry's as noting more than 'scam artists' (Rosin, 1995, p.25). Interestingly, although Ben & Jerry's was considered to be an ethical organisation by over 40 questionnaire respondent's, an astounding 115 of the 131 respondents were not aware that Ben & Jerry's products are not 100% Fair-trade, refer to Appendix 9.8.1 for full results. It is the researchers opinion that this finding ultimately compliments Pollach's (2003) suggestion that Ben & Jerry's have used the 'persuasive appeals' (Pollach, 2003, p.285) of ethics in their marketing strategy in order to justify there premium price and fundamentally has been the key ingredient to their success.

In connection to why consumers purchase ethical goods, the literature which was reviewed would suggest that consumers purchase these goods so they can get there favourite items essentially guilt free (Economist, 2006). The findings from the interviews directly link with this concept, the interviewee's suggested that consumers have become motivated to buy

ethical goods as they are creating a feel good factor in the process. Additionally the questionnaire results, see Appendix 9.8.2, would lead one to suggest that prior to the recession a key motivating factor to buying ethically was due to consumers feeling it was fashionable which coincides with literature published prior to the economic downturn that indicated ethical purchasing was a fashionable trend for the young and higher social classes (Farrell, 2005). If time was not restricted the researcher would have ideally gone into more depth regarding the driving factors to buying ethically and potentially the researcher would have wished to further research how exactly ethics is ranked compared to price, as it came to light throughout the investigation that price plays a predominant part in the consumer buying process.

An overall aim was for the researcher to determine why business ethics is important as there is a lot of unknown information regarding each organisations ethical stance and procedures available to consumers unless the organisation themselves make such information available, generally through their websites, or if they are exposed by the media (Pollach, 2003). The results varied, some consumers in the questionnaire felt it was important for ethics to be incorporated to withhold an organisations reputation and brand image, whereas others believed it was needed to ensure employees are treated in a fair manner. Essentially this would suggest that organisations are implementing business ethics for selfish reasons and not for the good of the environment or consumers. This finding would be in agreement with O'Dwyer and Madden's (2006) conclusion that organisations are applying a code of ethics into their organisational strategy in order to protect the organisation.

Finally it is the researchers' opinion that the majority of findings which emerged from this investigation are in line with previous literature surrounding business ethics, however since the recession consumer preferences have changed as price now appears to be the key driver.

Yet as Carrington, et al (2010) found in order for organisations to continue to be perceived as ethical they need to constantly reinforce this concept into their marketing strategies. There is much debate as to how many consumers actually go through with buying ethical goods and not just the intention of believing that they would buy ethically (Costa, 2006). This was evident in the results from the questionnaire that found nearly half of the respondents only purchased ethical goods on an occasional basis, yet a significant 41.4% of respondents believe currently that the ethical reputation of an organisation is important when purchasing goods and services.

Chapter 7: Conclusion

Since the researcher began this investigation the media attention given to ethics in organisations has increased, for instance as mentioned by the interviewee's the distribution of debts from the organisation Superquinn not being paid as the organisation went into receivership (O'Halloran, 2011). It seems that cases revolving around organisations acting in an unethical manner have increasingly become more frequent in the media. There continues to be much debate as to how this can be minimised, the researcher feels that regulation is the key, as Preston (2010) would be in agreement. Yet in spite of the need for strong regulation there has not yet been a formal body or department appointed in the Irish government that solely is responsible and continuously monitoring and ensuring that all factors in the chain of supply are treated in an ethical fashion, this ideally would also include the regulation of organisations which make claims of adapting ethical procedures and ensuring that these promises are actually met (Preston, 2010).

It would be unrealistic of the researcher to comment on whether business ethics has actually gotten better in organisations. However the researcher strongly believes that Cuilla's (2011) suggestion of incorporating ethics into the education system across all business disciplines could potentially encourage ethical practices to be a part of life and one's culture rather than a set of producers that an organisation is forced to adapt to. The perception of what business ethics needs to be altered also, recently a study carried out on small organisations found that the owners of these organisations knew little about business ethics, in fact they were confused as to the relevance it had with their organisations and the information they had received was through articles in the media and not academic publications (Fassin, Rossem and Buelens, 2011). It is arguable to suggest that in order for business ethics to become a part of one's

culture this attitude needs to be addressed and that all organisations, no matter the size, implements ethics into their business strategy and not just their marketing campaigns.

Primark was highlighted throughout this investigation as being unethical, this was due to the organisation being exposed for contracting suppliers which were found to have young children working in a sweatshop type environment (Clews, 2009 and Preuss, 2009). However there has been a positive development and since the researcher reviewed the current literature available and began this research process, Primark have now appointed a director of ethical trading and another popular online high street fashion store ,ASOS.com, has launched an ethical market place called ‘The Green Room’ (Charles, 2010).

The researcher believes that each of the outlined aims and objectives have been adequately addressed Although the researcher aimed to develop a definition of what the profile of an ethical consumer was, through using SPSS calculations it was discovered that there is no direct link and thus Neale and Fullerton (2010) view remains valid that an ethical consumer carries traits such as awareness rather than fitting into a stereotype. The researcher does believe that the recession has had an affect on the level of ethical purchasing, as previously discussed ethical goods often have a premium price tag (Kent and Stone, 2007), and this is now does not fall within many households’ budgets.

7.1 Limitations of research process

The researcher was faced and acknowledges the limitations in this investigation. Firstly, time limits restricted the researcher in the range of methodologies available to conduct this investigation. Ideally, if time allowed, the researcher would have conducted a broader range

of qualitative research in terms of a greater number of interviews and additionally would have conducted a focus group between the interview candidates.

Time also limited the sample size chosen for the questionnaire. The researcher appreciates that 131 as a sample representation of the population of consumers in the Republic of Ireland in research terms is considered to be small, however the researcher feels that the subgroups which needed to be targeted are adequately represented within this sample size. Additionally the researcher also comprehends that a larger sample size would have strengthened the validity of the outlined SPSS results as the desired cell count was not reached in a number of calculations.

If time was not restricted and more resources were available, the researcher would have not only carried out the investigation on consumers from the Republic of Ireland but the researcher would aspired to carry out both the interviews and questionnaires on consumers internationally as to complement the literature review which is based on information surrounding business ethics on an international scale.

7.2 Generalisation of research findings

Generalisation is defined by Collis and Hussey (2010) as ‘the application of research results to cases or situations beyond those examined in the study’ (Collis, et al, 2010, p.65). It is to the researchers’ belief that the percentage of generalisation in this investigation is relatively low considering the chosen topic. The researcher had limitations, as outlined, which forced for some generalisations to be made however the researcher aimed to minimise these throughout the process.

7.3 Reliability and validity of research

The researcher has extensively reviewed all literature available and thus would argue that this investigation is expanding on the most recent studies to date in this area. Both the primary and secondary research has been presented throughout the Data Analysis section 5.0 and Appendix 9.0, and analysed in an accurate manner. In terms of validity of this investigation, Horn (2009) believes that the validity of an investigation can lie in the sample system used. The researcher believes that this investigation has a high level of validity given the time and thought process given to its sample system.

7.4 Future research on Business Ethics and Buyer Behaviour

The researcher firmly believes that in the future the volume of literature and studies regarding the relationship between buyer behaviour and business ethics will broaden extensively. This is due to the consistent evolution of the concept through the expanding level of media attention it has gained both presently and in recent years. It would be interesting if a similar investigation is carried out in a number of years in terms of who an ethical consumer is and if the results are similar to that of this investigation or if a clear definition of an ethical consumer is found. Similarly the researcher feels that it would be compelling to compare the perception of organisations that are seen as ethical and unethical both now and in ten years time. Finally the researcher would suggest that this study could contribute to future investigations as to why business ethics is important to consumers.

Chapter 8: References

- ‘Corporate Socialism Unethically Masquerades as “CSR”’, 2003, *Strategic Direction*, Vol. 19, Issue 6, pp. 31 – 35.
- ‘Doing Well By Doing Good’, 2004, *Economist*, Vol. 355, Issue 8167, April, pp. 65 – 67.
- ‘Business: Storm in a Coffee Cup; Starbucks v Ethiopia’, 2006, *The Economist*, Vol. 381, Issue 8506, December, p. 74.
- ‘Ethical Companies: Case Study – Marketing Strategy’, 2009, *Marketing Weekly*, April, p. 18.
- ‘Ethical Marketing: A Question of Ethics’, 2005, *Brand Strategy*, June, p. 24.
- ‘GSK Announces New Commitments to Fight HIV/AIDS’, 2009, *PharmacoEconomics & Outcomes News*, Issue 583, July, p. 10.
- ‘In Hot Water; Coca-Cola’, 2005, *The Economist*, Vol. 377, Issue 8447, October, p. 78.
- ‘Primark Axes Suppliers Using Child Labour’, 2008, *Checkout*, Vol. 34, Issue 7, July, p. 16.
- ‘Shell Held in Court’, 2002, *Multinational Monitor*, Vol. 23, Issue 4, April, p. 4.
- ‘Starbucks – Taking on the World: Can the Coffee Retailer Join the All-Time Greats?’, 2004, *Strategic Direction*, Vol. 20, Issue 7, pp. 13 – 15.
- ‘Starbucks Tracks its Global Responsibilities’, 2010, *Beverage Industry*, Vol. 101, Issue 5, May, pp. 14.
- ‘Water Shortage: The Real Thing’, 2009, *New Internationalist*, Issue 427, November, p. 28.
- Abela, A., 2001, ‘Adam Smith and The Separation Thesis’, *Business and Society Reviews*, Vol. 106, Issue 3, pp. 187 – 199.
- Abratt, R. & Sacks, D., 1988, ‘The Marketing Challenge: Towards Being Profitable and Socially Responsible’, *Journal of Business Ethics*, Vol. 7, Issue 7, pp. 497 – 507.
- Argandona, A. 1998, ‘The Stakeholder Theory and The Common Good’, *Journal of Business Ethics*, Vol.17, Issue 9/10, July, pp.1903 - 1102.

- Arnold, D.G., Audi, R. & Zwolinski, M., 2010, 'Recent Work in Ethical Theory and Its Implications for Business Ethics', *Business Ethics Quarterly*, Vol. 20, Issue 4, October, pp. 559 – 581.
- Bankowski, E., 1997, 'Ethics Must Come From the Top Down', *Compensation and Benefits Review*, Vol. 29, Issue 2, March/April, pp. 25 – 26.
- Bartels, R., 1967, 'A Model For Ethics in Marketing', *Journal of Marketing*, Vol. 31, Issue 1, January, pp. 20 – 27
- Bates, S., 2010, 'Survey: Business Ethics Improved During Recession', *HR Magazine*, Vol. 55, Issue 1, p.13.
- Benedixen, M., Abratt, R. & Jones, P., 2007, 'Ethics and Social Responsibility in Supplier-Customer Relationships', *The Journal of Applied Management and Entrepreneurship*, Vol. 12, Issue 1, pp. 3 – 23.
- Bentley, S., 1996, 'Ben & Jerry's Get a Chilly Reception', *Marketing Week*, Vol. 19, Issue 3, April, pp. 21 – 22.
- Bentley, S., 1999, 'Nestle Chief Fights Back Over Ethics Ruling', *Marketing Week*, London, Vol. 22, Issue 3, February, p. 7.
- Berenson, M. L., Levine, D. M. & Krehbiel, T. C., 2006, *Basic Business Statistics: Concepts and Applications*, Pearson Prentice Hall, New Jersey.
- Berglund, L., 2010, 'Comestibles and Ethical, Professional and Corporate Responsibility', *Summit: The Business of Public Sector Procurement*, Vol. 13, Issue 4, June, pp. 20 – 22.
- Bezencon, V. & Blili, S., 2010, 'Ethical Products and Consumer Involvement: What's New', *European Journal of Marketing*, Vol. 44, Issue 9/10, pp. 1305 - 1321.
- Boatright, J.R., 2007, *Ethics and the Conduct of Business*, Pearson Prentice Hall, New Jersey.
- Boero, G., Smith, J. & Walls, K. F., 2004, 'Decompositions of Pearson's Chi-Squared Test', *Journal of Econometrics*, Vol. 123, Issue 1, November, pp. 189 – 193.
- Bogomolny, L., 2004, 'Thirst For Change', *Canadian Business*, Vol. 77, Issue 17, p. 13.

- Boyle, C., 2009, 'Shell in Court Over Death of Nigerian Activist', *The Sunday Times*, 26th May, from http://business.timesonline.co.uk/tol/business/industrysectors/natural_resources/article6363058.ece. [Accessed 17th June 2011].
- Bratt, I., 2009, 'The School Hershey Built', *Wall Street Journal*, New York, December, p. B1.
- Brenton, S. & Hacken, L. T., 2006, 'Ethical Consumerism: Are Unethical Labour Practices Important to Consumers?', *Journal of Research for Consumers*, Issue 11, pp. 1 – 4.
- Britt, P., 2005, 'Good Ethics Equals Good Business', *Customer Relationship Management*, Vol. 9, Issue 4, April, p. 14.
- Burgess, B., 2007, 'Ethical Investment Options for Irish Investors', *Accountancy Ireland*, Vol. 39, Issue 1, February, pp. 42 – 45.
- Burnett, M. & Welford, R., 2007, 'Case Study: Coca-Cola and Water in India?: Episode 2', *Corporate Social Responsibility & Environmental Management*, Vol. 14, Issue 5, December, pp. 298 – 304.
- Bryman, A. & Bell, E., 2007, *Business Research Methods*, Oxford University Press, United States.
- Cameron, S. & Price, D., 2009, *Business Research Methods; A Practical Approach*, CIDP, London.
- Carbone, J., 2008, 'Buyers Audit Suppliers' Ethics', *Purchasing*, Vol. 137, Issue 11, November, p. 58.
- Carrigan, M. & DePelsmacker, P., 2009, 'Will Ethical Consumers Sustain Their Values in the Global Credit Crunch?', *International Marketing Review*, London, Vol. 26, Issue 6, p. 674.
- Carrington, M., Neville, B. & Whitwell, G., 2010, 'Why Ethical Consumers Don't Walk Their Talk: Towards a Framework For Understanding The Gap Between The Ethical Purchase Intentions and Actual Buying Behaviour of Ethically Minded Consumers', *Journal of Business Ethics*, Vol. 97, Issue 1, November, pp. 139 – 158.
- Carroll, A.B., 1979, 'A Three-Dimensional Conceptual Model of Corporate Performance', *Academy of Management Review*, Vol. 4, Issue 4, October, pp. 497 – 505.

- Carter, M., 2005, 'Ethical Business Practices Come Into Fashion: Corporate Social Responsibility: Clothing Companies Promoting Their Virtuous Image May Be Seen As Exploiting The Fact That They Are Doing The Right Thing', *Financial Times*, London, 19th April, p. 14.
- Charles, G., 2010, 'Ethics Come Into Fashion', *Marketing*, February, p. 16.
- Clarke, J., 2010, 'Recession Fails to Halt "Ethical Market" Growth', *Belfast Telegraph*, 30th December, p. 36.
- Clews, M., 2009, 'Primark Forced to Remove Ethical Endorsement Logo', *Marketing Week*, Vol. 32, Issue 2, p. 50.
- Collis, J. & Hussey, R., 2009, *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*, Palgrave MacMillan, Basingstoke.
- Costa, J.D., 2006, 'Ethics and Marketing', *Marketing*, Vol. 111, Issue. 19, May, pp. 13 – 15.
- Coughlan, R., 2005, 'Codes, Values and Justifications in the Ethical Decision-Making Process', *Journal of Business Ethics*, Vol. 59, Issue 1/2, June, pp. 45 – 53.
- Cowe, R. & Williams, S., 2000, 'Who Are The Ethical Consumers?', *Co-operative Bank Report*, pp. 1 – 44.
- Crane, A., 2001, 'Unpacking the Ethical Product', *Journal of Business Ethics*, Vol. 30 Issue 4, pp. 361 - 373.
- Croft, M., 2002, 'Nestle Baby Milk Launch Faces Furore', *Marketing Week*, June, p. 5.
- Cuilla, J. B., 2011, 'Is Business Ethics Getting Better? A Historical Perspective', *Business Ethics Quarterly*, Vol. 21, Issue 2, April, pp. 335 – 343.
- Dawkins, C.E., 2005, 'First to Market: Issue Management Pacesetters and the Pharmaceutical Industry Response to AIDS in Africa', *Business and Society*, Vol. 44, Issue 3, September, pp. 244 – 282.

De Pelsmacker, P., Driesen L. & Rayp, G., 2005, 'Do Consumers Care About Ethics? Willingness to Pay for Fair-Trade Coffee', *The Journal of Consumer Affairs*, Vol. 39, Issue 2, pp. 363 – 385.

Dymock, J., 2007, 'Emerging Ethics', *Money Management*, London, March, p.1.

Easterby-Smith, M., Thorpe, R. & Jackson, P.R., 2008, *Management Research*, SAGE Publications Ltd., London.

Farrell, M. B., 2005, 'Shopping With Conscience', *Christian Science Monitor*, Vol. 97, Issue 117, May, pp. 15-16.

Fassin, Y., Rossem, A. & Buelens, M., 2011, 'Small-Business Owner-Mangers' Perceptions of Business Ethics and CSR-Related Concepts', *Journal of Business Ethics*, Vol. 98, Issue 3, February, pp. 425 – 453.

Feldman, G., 2007, 'Putting Uncle Milton to Bed', *Labour Studies Journal*, Vol. 32, Issue 2, June, pp. 125 – 141.

Field, A. P., 2000, *Discovering Statistics Using SPSS for Windows: Advanced Techniques for the Beginner*, Sage, London, United Kingdom.

Fielder, K. & Kareev, Y., 2011, 'Clarifying the Advantage of Small Samples: As it Relates to Statistical Wisdom and Cahan's (2010) Normative Intuitions', *Journal of Experimental Psychology: Learning, Memory and Cognition*, Vol. 37, Issue 4, July, pp. 1038 – 1043.

Freeman, R.E., 1984, *Strategic Management: A Stakeholder Approach*, Pitman/ Ballinger, Boston.

Freeman, R.E., 1994, 'The Politics of Stakeholder Theory: Some Future Directions', *Business Ethics Quarterly*, Vol. 4, Issue 4, pp. 409 – 421.

Freeman, R.E., Harrison, J.S., Wicks, A.C., Parmar, B.L. & De Colle, S., 2010, *Stakeholder Theory: The State of the Art*, Cambridge University Press, United Kingdom.

Freestone, O.M. & Mc Goldrick, P.J., 2007, 'Motivations of the Ethical Consumer', *Journal of Business Ethics*, Vol. 79, Issue 4, pp. 445 – 476.

Friedman, M., (1962), *Capitalism and Freedom*, University of Chicago Press, Chicago.

- Friedman, M., 1970, 'The Social Responsibility of Business is to Increase its Profits', *The New York Times Magazine*, 13th September, p.1.
- Goworek, H., 2011, 'Social and Environmental Sustainability in The Clothing Industry: A Case Study of a Fair Trade Retailer', *Social Responsibility Journal*, Vol. 7, Issue 1, pp. 74 – 86.
- Groothuis, P. A. & Whitehead, J. C., 2002, 'Does Don't Know Mean No? Analysis of "Don't Know" Responses in Dichotomous Choice Contingent Valuation Questions', *Applied Economics*, Vol. 34, Issue 15, October, pp. 1935 – 1940.
- Gunnigle, P., Heraty, N. & Morley, M., 2006, *Human Resource Management Ireland*, Gill & MacMillan, Dublin, Ireland.
- Harish, R. & Gopal, B. S., 2008, 'Coca-Cola In India: A Responsible Corporate Citizen?', *ICFAI Journal of Corporate Governance*, Vol. 7, Issue 4, pp.42 - 56.
- Hartman, C. L. & Beck-Dudley, C. L., 1999, 'Marketing Strategies and The Search for Virtue: A Case Analysis of The Body Shop, International', *Journal of Business Ethics*, Vol. 20, Issue 3, July, pp. 249 – 263.
- Hattam, S., 2009, 'Fluid Measures', *Sierra*, Vol. 94, Issue 4, p. 21.
- Hickman, M., 2005, 'Nestle Defies Boycotters and "Ethical Shoppers" by Launching its Own Fair Trade Coffee Brand', *The Independent UK*, <http://www.independent.co.uk/news/uk/this-britain/nestleacute-defies-boycotters-and-ethical-shoppers-by-launching-its-own-fair-trade-coffee-brand-509918.html>, [Accessed 21ST March 2011].
- Hiller, A. J., 2010, 'Challenges in Researching Consumer Ethics: A Methodological Experiment', *Qualitative Market Research: An International Journal*, Vol. 13, Issue 3, pp. 236 – 252.
- Hills, J. & Welford, R., 2005, 'Coca-Cola and Water In India', *Corporate Social Responsibility & Environmental Management*, Vol. 12, Issue 3, pp. 168 - 177.
- Horn, R., 2009, *Research & Writing Dissertations: A complete Guide For Business and Management Students*, London, CIPD.

- Ingram, R., Skinner, S. J. & Taylor, V. A., 2005, 'Consumers' Evaluation of Unethical Marketing Behaviours: The Role of Customer Commitment', *Journal of Business Ethics*, Vol. 62, Issue 3, December, pp. 237 – 252.
- Jalil, M.A, Azam, F. & Rahman, M.K., 2010, 'Implementation Mechanism of Ethics in Business Organizations', *International Business Research*, Vol. 3, Issue 4, October, pp. 145 – 155.
- Johnson, M., 2007, 'Soul Search', *Design Week*, Vol. 22, Issue 26, June, p.17.
- Kahn, R. & Cannell, C., 1957, *The Dynamics of Interviewing*, Wiley, New York and Chichester.
- Kensicki, P.R., 2004, 'Must Buyers Be Ethical', *National Underwriter*, Vol. 108, Issue 27, July, p. 34.
- Kent, T. & Stone, D., 2007, 'The Body Shop and The Role of Design in Retail Branding', *International Journal of Retail & Distribution Management*, Vol. 35, Issue 7, p. 531.
- Kotler, P., 2004, 'Wrestling With Ethics', *Marketing Management*, Vol. 13, Issue 6, November/December, pp. 30 – 35.
- Kotler, P., Keller, K.L., Goodman, M., & Hanson, T., 2009, *Marketing Management*, Pearson Education Limited, Edinburgh Gate, Essex.
- Kulas, J., Stachowski, A. & Haynes, B., 2008, 'Middle Response Functioning in Likert-Responses to Personality Items', *Journal of Business & Psychology*, Vol. 22, Issue 3, March, pp. 251 – 259.
- Lyon, S., 2007, 'Fair Trade Coffee and Human Rights in Guatemala', *Journal of Consumer Policy*, Vol. 30, Issue 3, September, pp. 241 – 261.
- Malone, D. & Roberts, R.W., 1996, 'Public Interest Reports as a Medium for Corporate Disclosure: The Case of General Motors', *Journal of Business Ethics*, Vol. 15, Issue 7, July, pp. 759 – 772.
- Marrelli, A. F., 2008, 'Collecting Data Through Focus Groups', *Performance Improvement*, Vol. 47, Issue 4, April, pp. 39 – 45.

- Maslow, A. H., 1954, *Motivation and Personality*, Harper and Row, New York.
- Mason, T., 2000, 'Nike Axes 'Sweatshop' After BBC Investigation', *Marketing*, October, p. 5.
- Matthews, T.L., 1998, 'The Ford Pinto Case and The Development of Auto Safety Regulations, 1893 – 1978', *Business and Economic History*, Vol. 27, Issue 2, Winter, pp. 390 – 402.
- McInerney, T., 1998, 'Double Trouble: Combining Business and Ethics', *Business Ethics Quarterly*, Vol. 8, Issue 1, January, pp. 187 – 189.
- McGee, R.W., 2009, 'Analyzing Insider Trading from the Perspectives of Utilitarian Ethics and Rights Theory', *Journal of Business Ethics*, Vol. 91, Issue 1, pp. 65 – 82.
- Meehan, J., Meehan, K. & Richards, A., 2006, 'Corporate Social Responsibility: The 3C – SR Model', *International Journal of Social Economics*, Vol. 33, Issue 5/6, pp. 386 – 398.
- Miles, M.P. & Munilla, L.S., 2004, 'The Potential Impact of Social Accountability Certification on Marketing: A Short Note', *Journal of Business Ethics*, Vol. 50, Issue 1, March, p. 1.
- Moore, A., 2007, 'Ethical Theory, Completeness & Consistency', *Ethical Theory & Moral Practice*, Vol. 10, Issue 3, June, pp. 297 – 308.
- Morgan, D. L., 1996, 'Focus Groups', *Annual Review of Sociology*, Vol. 22, Issue 1, pp. 129 – 152.
- Murphy, P.E., 1988, 'Implementing Business Ethics', *Journal of Business Ethics*, Vol. 7, Issue 12, December, pp. 907 – 915.
- Murphy, P.E., 2010, 'Business and Marketing Ethics: Good News and Bad News', *Business Ethics Quarterly*, Vol. 20, Issue 4, October, pp. 751 – 753.
- Nayak, B. K., 2010, 'Understanding the Relevance of Sample Size Calculation', *Indian Journal of Ophthalmology*, Vol. 58, Issue 6, November, pp. 469 – 470.

Neale, L. & Fullerton, S., 2010, 'The International Search For Ethical Norms: Which Consumer Behaviours Do Consumers Consider (Un) Acceptable', *Journal of Services Marketing*, Vol. 24, Issue 6, pp. 476 – 486.

O'Dwyer, B. & Madden, G., 2006, 'Ethical Codes of Conduct in Irish Companies: A Survey of Code of Content and Enforcement Procedures', *Journal of Business Ethics*, Vol. 63, Issue 3, pp. 217 – 236.

O'Halloran, B., 2011, 'Superquinn Placed in Receivership With Debts of €400m', *The Irish Times*, from <http://www.irishtimes.com/newspaper/frontpage/2011/0719/1224300948481.html>, [Accessed 7th August 2011].

Parry, C., 2005, 'Campaigners Up in Arms at Nestle Fairtrade Move', *Marketing Week*, Vol. 28, Issue 38, September, p. 5.

Pirson, M. & Turnbull, S., 2011, 'Toward a More Humanistic Governance Model: a Network Governance Structures', *Journal of Business Ethics*, Vol. 99, Issue 1, pp. 101 – 114.

Pollach, I., 2003, 'Communicating Corporate Ethics on the World Wide Web', *Business and Society*, Vol. 42, Issue 2, pp. 277 – 287.

Pratt, M.K., 2009, 'Ethics: Harder In A Recession?', *Computerworld*, Vol. 43, Issue 26, August, p. 24.

Preston, I. L., 2010, 'Interaction of Law and Ethics in Matters of Advertisers' Responsibility for Protecting Consumer', *Journal of Consumer Affairs*, Vol. 44, Issue 1, Spring, pp. 259 – 264.

Preuss, L., 2009, 'Ethical Sourcing of Large UK-Based Corporations: Prevalence, Content, Limitations', *Journal of Business Ethics*, Vol. 88, Issue 4, September, pp. 735 – 747.

Quinlan, C., 2011, *Business Research Methods*, Cengage Learning EMEA, United Kingdom.

Raman, K. R., 2008, 'Environmental Ethics, Livelihood, and Human Rights: Subaltern – Driven Cosmopolitanism?', *Nature & Culture*, Vol. 3, Issue 1, March, pp. 82 – 97.

Renouard, C., 2011, 'Corporate Social Responsibility, Utilitarianism, and the Capabilities Approach', *Journal of Business Ethics*, Vol. 98, Issue 1, January, pp. 85 – 97.

- Robertson, C. & Fadil, P.A., 1998, 'Developing Corporate Codes of Ethics in Multinational Firms: Bhopal Revisited', *Journal of Managerial Issues*, Vol. 10, Issue 4, Winter, pp. 454 – 468.
- Rosin, H., 1995, 'The Evil Empire', *The New Republic*, Vol. 213, Issue 11, September, p. 22.
- Saunders, M., Lewis, P. & Thornhill, A., 2009, *Research Methods for Business Students*, Pearson Education Limited, England.
- Schlegelmilch, B.B & Houston, J.E., 1989, 'Corporate Codes of Ethics in Large UK Companies: An Empirical Investigation of Use, Content and Attitudes', *European Journal of Marketing*, Vol. 23, Issue 6, pp. 7 – 24.
- Shaw, D. & Clarke, I., 1999, 'Belief Formation in Ethical Consumer Groups: An Exploratory Study', *Marketing Intelligence & Planning*, Vol. 17, Issue 2, pp. 109 – 119.
- Shaw, D. & Shiu, E., 2003, 'Ethics in Consumer Choice: A Multivariate Modelling Approach', *European Journal of Marketing*, Vol. 37, Issue 10, pp. 1485 – 1500.
- Sillanpaa, M., 1998, 'The Body Shop Values Report – Towards Integrated Stakeholder Auditing', *Journal of Business Ethics*, Vol. 17, Issue 13, October, pp. 1443 – 1456.
- Sinclair, A., 1993, 'Approaches to Organisational Culture and Ethics', *Journal of Business Ethics*, Vol. 12, Issue 1, January, pp. 63 – 73.
- Smith, C. & Cooper-Martin, E., 1997, 'Ethics and Target Marketing: The Role of Product Harm and Consumer Vulnerability', *Journal of Marketing*, Vol. 61, Issue 3, July, pp. 1 – 20.
- Sparshott, J., 2003, 'Coffee Industry Establishes Programs to Prop Up Prices', *The Washington Times*, 16th September.
- Stoll, M. L., 2002, 'The Ethics of Marketing Good Corporate Conduct', *Journal of Business Ethics*, Vol. 41, Issue 1/2, December, pp. 121 – 129.
- Tiltman, D., 2007, 'Who is the Ethical Consumer?', *Marketing*, November, pp. 28 – 30.
- Tungate, M., 1999, 'Nestle Makes Moves to Befriend the British', *Marketing London*, May, p. 15.

Velasquez, M., 2006, *Business Ethics, Concepts and Cases*, Pearson Education International, New Jersey.

Werther, W. B. & Chandler, D., 2006, *Strategic Corporate Social Responsibility*, Sage Publications, London, United Kingdom.

Wheeler, D. & Shillanpaa, M., 1997, *The Stakeholder Corporation: A Blueprint for Maximising Stakeholder Value*, Pitman, London.

Wilkinson, A., 1999, 'ASA Rejects Nestle Appeal Over Baby Milk Ad', *Marketing Week*, Vol. 22, Issue 11, April, p. 5.

William, L., 1997, 'Shell to Face Shareholder Vote on Ethics: Changes Urged Over Issues of Human Rights and Environment', *The Financial Times London Edition*, p. 1.

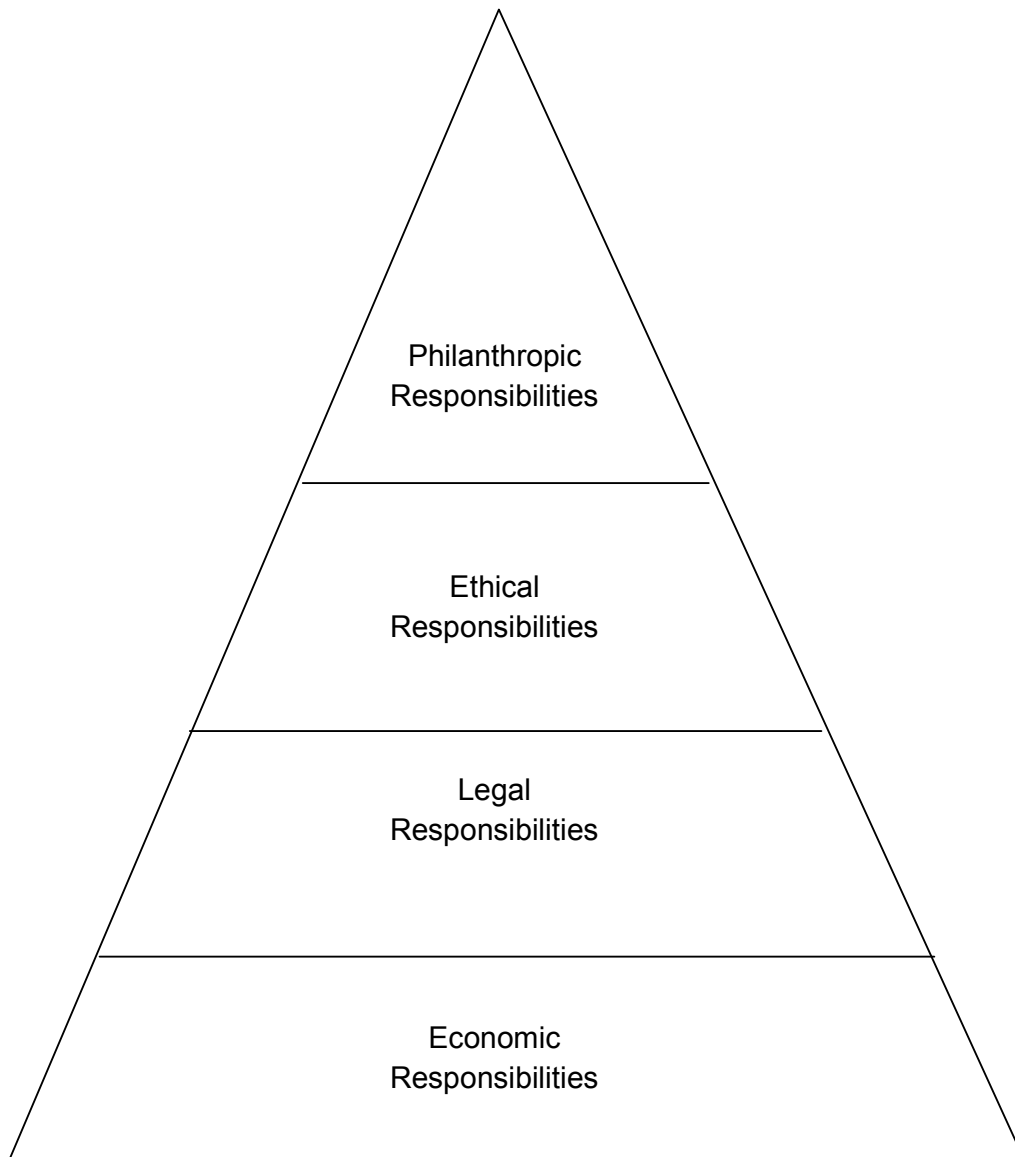
Williams, L .A., 1998, *Another Look At Evaluating Training Programs*, Measurement Made Simple, Alexandria, VA: American Society for Training and Development.

Yauch, C. A. & Steudel, H. J., 2003, 'Complementary Use of Qualitative and Quantitative Cultural Assessment Methods', *Organizational Research Methods*, Vol. 6, Issue 4, October, pp. 465 – 481.

Witzel, M., 2002, 'Motivations That's Push Our Buttons A-Z of Management Hierarchy of Needs', *Financial Times*, London, 14th August, p. 9.

Chapter 9: Appendix

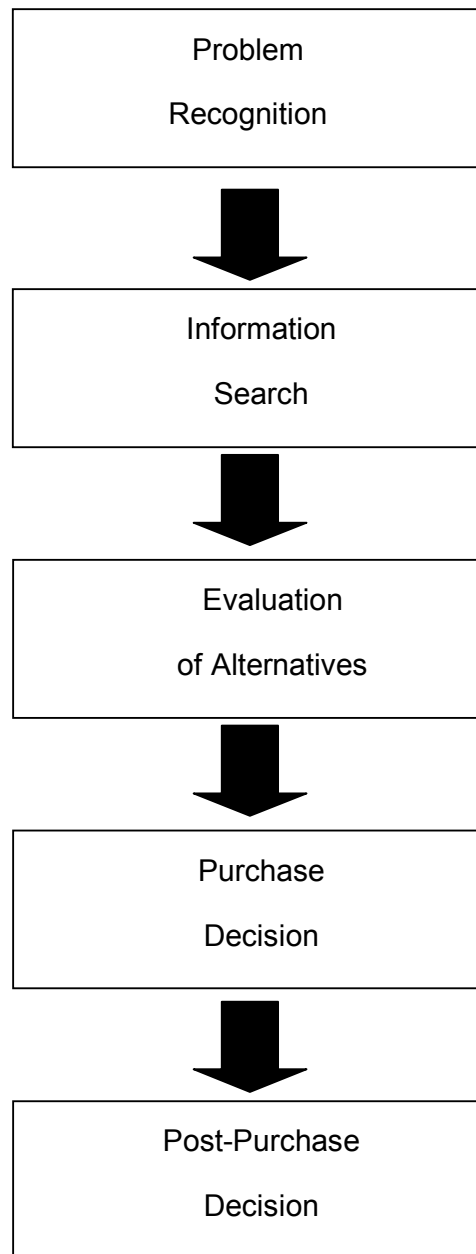
9.1 Carroll's Four Part Model of Corporate Social Responsibility.



Source: Adapted from

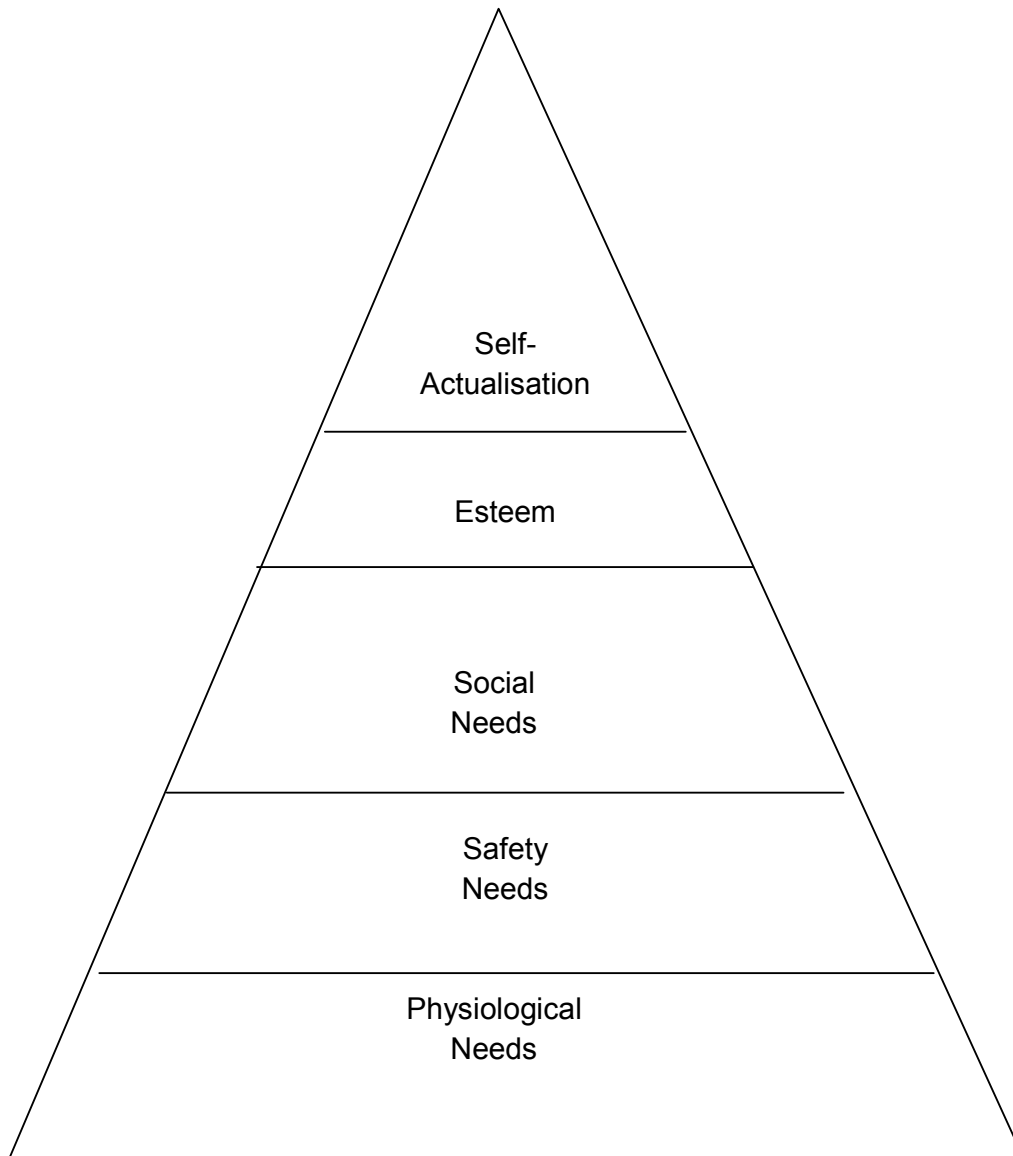
Werther and Chandler, 2006, p. 9.

9.2 Five Stage Model of the Consumer Buying Process



Source: Adapted from
Kotler et al, 2009, p.247.

9.3 Maslow's Hierarchy of Needs



Source: Adapted from
Gunnigle, Heraty and Morley, 2006, p. 134.

9.4 Ethical Consumer Questionnaire

Buyer Behaviour and Business Ethics

This questionnaire is part of research for my MSc in Management dissertation and I'd really appreciate if you could take a few moments to fill it out. All information is confidential.

Many Thanks,

Lisa.

Please note: Ethics can be defined as “a standard of rightness in behaviour”

Question 1

Are you:

Male Female

Question 2

What age bracket do you fall into?

25 years old and under 26 – 35 years old
36 – 45 years old 46 – 55 years old
56 years old and over

Question 3

Are you currently:

Employed Unemployed
Retired A student
Homemaker

Question 4

What is approximately your average yearly income?

- | | | | |
|-------------------|--------------------------|-------------------|--------------------------|
| €20,000 and under | <input type="checkbox"/> | €20,001 - €30,000 | <input type="checkbox"/> |
| €30,001 - €40000 | <input type="checkbox"/> | €40,001 - €50,000 | <input type="checkbox"/> |
| €50,001 and over | <input type="checkbox"/> | | |

Question 5

Would you regularly participate in:

- | | | | |
|------------------------------|--------------------------|-----------------------|--------------------------|
| Grocery and clothes shopping | <input type="checkbox"/> | Grocery shopping only | <input type="checkbox"/> |
| Clothes shopping only | <input type="checkbox"/> | Neither | <input type="checkbox"/> |

Question 6

Please rank how you would CURRENTLY consider each of these factors when purchasing a product or service?

- | | Irrelevant | Very Important | Important | Not Important |
|--------------------|------------|--------------------------|--------------------------|--------------------------|
| Price | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Brand | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ethical Reputation | | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Question 7

Please rank how PRIOR TO THE RECESSION you would have considered each of these factors when purchasing a product or service?

	Very Important	Important	Not Important	Irrelevant
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethical Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 8

How often would you purchase a good or service which are considered to be 'ethical'?

For example are Fair-trade, against child labour or are not harmful to the environment

Daily	<input type="checkbox"/>	Often	<input type="checkbox"/>
Occasionally	<input type="checkbox"/>	Never	<input type="checkbox"/>

Question 9

Do you consider the ethical stance of an organisation to be important?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
-----	--------------------------	----	--------------------------

Question 10

Please list three organisations you would consider to be ethical?

- 1..... 2.....
3.....

Question 11

Please list three organisations you would consider to be not ethical?

- 1..... 2.....
3.....

Question 12

If an organisation had negative publicity in regards to their ethical practices would you avoid purchasing from this organisation?

- Yes No

Question 13

Prior to the recession what would you consider the main reason a person would purchase an ethical good?

- Genuine interest in ethical practices of an organisation
Considered to be fashionable to be environmentally friendly
Favoured brand which happened to be ethical

Question 14

Are you aware that Ben & Jerry's 'Fair-trade' ice-cream products only contain as little as 50% Fair-trade raw material?

- Yes No

Question 15

Why would you think it is important for an organisation to consider business ethics?

.....
.....

Question 16

Please tick which of these organisations you would consider to be ethical?

Nestle	<input type="checkbox"/>	Adidas	<input type="checkbox"/>
The Body Shop	<input type="checkbox"/>	IKEA	<input type="checkbox"/>
Cadburys	<input type="checkbox"/>	Nike	<input type="checkbox"/>
Starbucks	<input type="checkbox"/>	Marks and Spencers	<input type="checkbox"/>
Shell	<input type="checkbox"/>	Ryanair	<input type="checkbox"/>
American Apparel	<input type="checkbox"/>	Mc Donalds	<input type="checkbox"/>
Primark	<input type="checkbox"/>	Google	<input type="checkbox"/>
Gap	<input type="checkbox"/>	Ben & Jerry's	<input type="checkbox"/>

Question 17

Please state if you agree with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. Do you consider the ethical stance of an organisation to be important?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. When purchasing a good I would often consider where the good has come from in terms of child labour and ethical procedures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. When I purchase a good I am solely interested in getting value for money?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you again for your time.

9.5 Interview Schedule

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
Wage Bracket	Under €20,000	€20,001- €30,000	€30,001 - €40,000	€40,001 - €50,001	Over €50,001
Gender	Female	Female	Male	Male	Female
Length of Interview	53 minutes	48 minutes	59 minutes	52 minutes	61 minutes
Reference	LE	JC	PO	SJ	MC

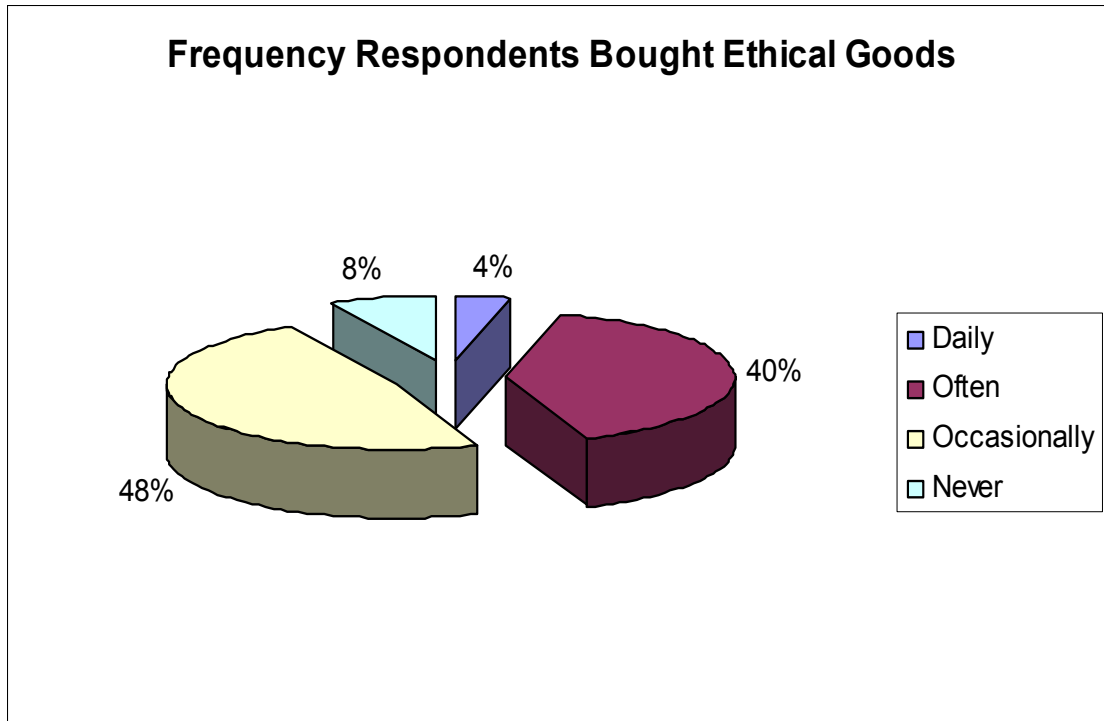
9.5.1 Interview Questions

1. Tell me what you would view as ethics in an organisation? Do you think consumers find ethics important in a business?
2. Do you personally consider ethics in a business important?
3. Did you feel the same or any different before the recession?
4. How would you describe an ethical consumer?
5. When you are doing your grocery shopping what do you consider when making your decision on purchases (i.e. brand, price, quality)?
6. If you were purchasing a product where price was equal (e.g. washing powder) would you select the product from an organisation considered ethical over unethical?
7. If you are purchasing a product where the product from a company is considered ethical is more expensive than an unethical alternative which product would you consider?

8. Why would you buy an ethical good or why in your opinion would any consumer choose an ethical good rather than a cheaper substitute?
9. Can you recall any organisation/s you consider ethical and why?
10. Can you recall any organisation/s you consider unethical and why?
11. Which of these organisations who sell identical goods would you describe as a more ethical organisation and why. (Using illustrations with organisations logos)
 - Starbucks versus Nestle coffee
 - Ben and Jerry's versus Haagen Dazs
 - Marks and Spencer versus Tesco
 - Edun clothing versus Primark

Have you any other thoughts or comments regarding ethics in business?

9.6 Frequency Respondents Purchased Ethical Goods



9.7 SPSS Findings : Crosstabulations, Pearson Chi Squared and Phi Cramer's V

9.7.1 Gender

How important is price currently * What gender are you?

Crosstabulation

		What gender are you?		Total
		Male	Female	
How important is price currently	Very Important	21.4%	39.7%	61.1%
	Important	18.3%	18.3%	36.6%
	Not Important	.8%	.8%	1.5%
	Irrelevant	.8%	.0%	.8%
Total		41.2%	58.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.294 ^a	3	.231
Likelihood Ratio	4.639	3	.200
Linear-by-Linear Association	3.914	1	.048
N of Valid Cases	131		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .41.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.181	.231
	Cramer's V	.181	.231
N of Valid Cases		131	

How important is quality currently * What gender are you?

Crosstabulation

		What gender are you?		Total
		Male	Female	
How important is quality currently	Very Important	22.9%	30.5%	53.4%
	Important	16.8%	26.0%	42.7%
	Not Important	.0%	2.3%	2.3%
	Irrelevant	1.5%	.0%	1.5%
Total		41.2%	58.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.120 ^a	3	.163
Likelihood Ratio	6.897	3	.075
Linear-by-Linear Association	.000	1	.993
N of Valid Cases	131		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .82.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.198	.163
	Cramer's V	.198	.163
N of Valid Cases		131	

How important is brand currently * What gender are you?**Crosstabulation**

		What gender are you?		Total
		Male	Female	
How important is brand currently	Very Important	6.1%	6.9%	13.0%
	Important	11.5%	13.0%	24.4%
	Not Important	19.1%	33.6%	52.7%
	Irrelevant	4.6%	5.3%	9.9%
Total		41.2%	58.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.501 ^a	3	.682
Likelihood Ratio	1.502	3	.682
Linear-by-Linear Association	.445	1	.505
N of Valid Cases	131		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.36.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.107	.682
	Cramer's V	.107	.682
N of Valid Cases		131	

9.7.2 Age

How important is quality currently * What age bracket do you fall into?

Crosstabulation

		What age bracket do you fall into?			Total
		25 years old or under	26 - 45 years old	46 years old and over	
How important is quality currently	Very Important	7.6%	35.1%	10.7%	53.4%
	Important	12.2%	26.0%	4.6%	42.7%
	Not Important	.0%	1.5%	.8%	2.3%
	Irrelevant	.0%	.0%	1.5%	1.5%
Total		19.8%	62.6%	17.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.530 ^a	6	.017
Likelihood Ratio	13.695	6	.033
Linear-by-Linear Association	.010	1	.919
N of Valid Cases	131		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .35.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.344	.017
	Cramer's V	.243	.017
N of Valid Cases		131	

How important is brand currently * What age bracket do you fall into?

Crosstabulation

		What age bracket do you fall into?			Total
		25 years old or under	26 - 45 years old	46 years old and over	
How important is brand currently	Very Important	1.5%	9.9%	1.5%	13.0%
	Important	9.2%	13.0%	2.3%	24.4%
	Not Important	7.6%	32.8%	12.2%	52.7%
	Irrelevant	1.5%	6.9%	1.5%	9.9%
Total		19.8%	62.6%	17.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.611 ^a	6	.101
Likelihood Ratio	9.940	6	.127
Linear-by-Linear Association	1.759	1	.185
N of Valid Cases	131		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.28.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.285	.101
	Cramer's V	.201	.101
N of Valid Cases		131	

*9.7.3 Social Class (in terms of earnings)***How important is price currently * What are your current earnings per year? Crosstabulation**

		What are your current earnings per year?			Total
		€20,000 and under	€20,001 - €40,000	€40,001 and over	
How important is price currently	Very Important	10.7%	27.5%	22.9%	61.1%
	Important	8.4%	6.9%	21.4%	36.6%
	Not Important	1.5%	.0%	.0%	1.5%
	Irrelevant	.0%	.0%	.8%	.8%
Total		20.6%	34.4%	45.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.359 ^a	6	.005
Likelihood Ratio	17.704	6	.007
Linear-by-Linear Association	.261	1	.609
N of Valid Cases	131		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.374	.005
	Cramer's V	.265	.005
N of Valid Cases		131	

How important is quality currently * What are your current earnings per year? Crosstabulation

		What are your current earnings per year?			Total
		€20,000 and under	€20,001 - €40,000	€40,001 and over	
How important is quality currently	Very Important	8.4%	15.3%	29.8%	53.4%
	Important	11.5%	19.1%	12.2%	42.7%
	Not Important	.8%	.0%	1.5%	2.3%
	Irrelevant	.0%	.0%	1.5%	1.5%
Total		20.6%	34.4%	45.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.419 ^a	6	.037
Likelihood Ratio	15.379	6	.018
Linear-by-Linear Association	1.900	1	.168
N of Valid Cases	131		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .41.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.320	.037
	Cramer's V	.226	.037
N of Valid Cases		131	

How important is brand currently * What are your current earnings per year? Crosstabulation

		What are your current earnings per year?			Total
		€20,000 and under	€20,001 - €40,000	€40,001 and over	
How important is brand currently	Very Important	1.5%	5.3%	6.1%	13.0%
	Important	7.6%	6.1%	10.7%	24.4%
	Not Important	9.9%	18.3%	24.4%	52.7%
	Irrelevant	1.5%	4.6%	3.8%	9.9%
Total		20.6%	34.4%	45.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.436 ^a	6	.618
Likelihood Ratio	4.359	6	.628
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	131		

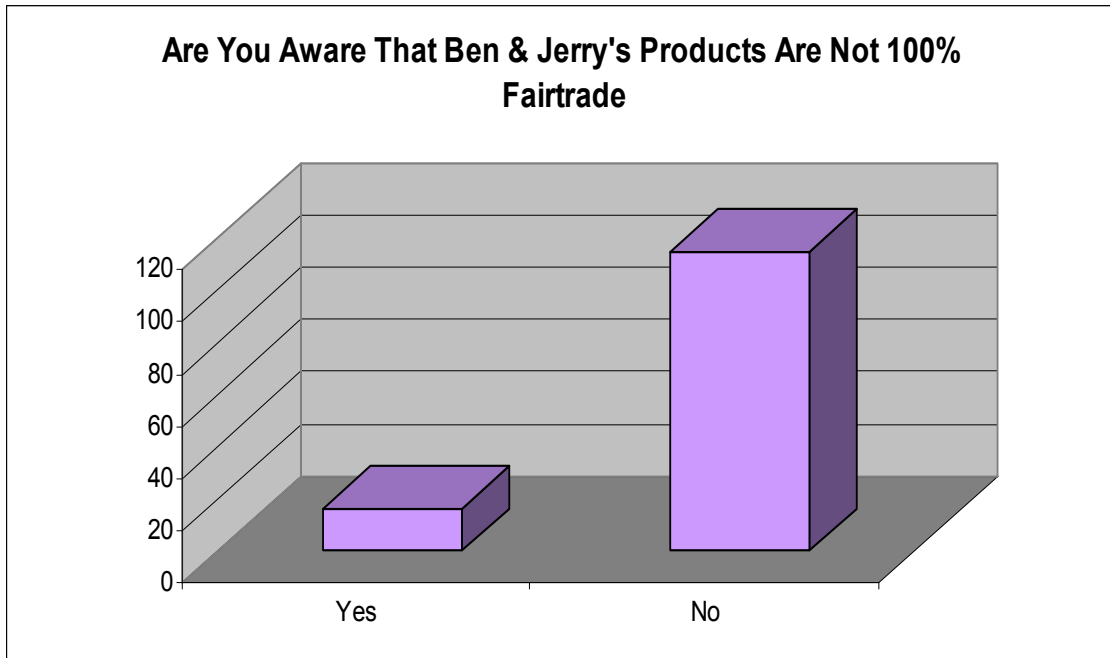
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.68.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.184	.618
	Cramer's V	.130	.618
N of Valid Cases		131	

9.8 Additional Questionnaire Findings

9.8.1 Ben & Jerry's level of Fair-trade raw material



9.8.2 Reason for consumers purchasing ethical good prior to the recession

