

# **CONSUMER PERCEIVED ETHICALITY OF PRODUCTS, CATEGORIES, BRANDS AND COUNTRIES: A NETWORKED PERSPECTIVE**

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## **ABSTRACT**

Consumer perceived ethicality is a new stream of research, which aims at understanding and measuring how consumers perceive the level of ethicality embodied in objects relevant to their behaviour. This paper builds a conceptual framework that explains the relationships between different ethicality perceptions such as product, brand, company, product label and country of origin. The framework also includes the variables that moderate those relationships, such as product category. From a theoretical perspective, there is a need to better understand the links between the ethical behaviour of organisations and the purchase of products marketed by those organizations. This framework is an attempt to explain a part of what lies in between, that is the construction of perceptions relating to ethicality. This framework helps companies to understand product perceived ethicality and its antecedents, in order to design product offerings which are aligned with consumer expectations with regard to ethicality. Indeed, companies have limited instruments to analyse and improve the consumer perceived ethicality of their products. Once the framework is operationalized and tested, companies will be able to evaluate the potential gap between the positioning of the products when it involves an ethical dimension and the actual consumer perception, understand the reasons why and undertake corrective actions.

References available upon request