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Consumers' Preferences for Ethical Products: The Influence of Brand Name, Willingness to Pay and Product Usage

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Abstract

The authors explore the influence of an explicit ethical component on purchase intentions. A conjoint choice experiment measured university students' running shoes preferences. Our results demonstrate (1) ethical augmentation of products, especially when certified by an independent third party, provides an opportunity to enhance consumers' product utility; (2) brands with more negative ethical history benefit the most from certified ethical claims; (3) consumers' willingness to pay for ethical products depends on consumer's involvement and price point itself. Ethical claims had the greatest influence on preference for products at the low and high price points.