

Understanding Consumer Behavior Towards Business Ethics: Is it Really Important for Consumers

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Abstract : Ethics is important for all shareholders and stakeholders that a firm has in its environment. Whether a firm behaves ethically or unethically has a significant influence on consumers' decision making and buying process. This research tries to explain business ethics from consumers' perspective. The survey includes several questions to explain how consumers react if they know a firm behave unethically or ethically. What are consumers' expectations regarding the ethical behavior of firm? Do consumer reward or punish the firms considering the ethics? Does it really important for consumers firms behaving ethical?

Keywords : business ethics, consumer behavior, ethics, social responsibility

Conference Title : ICETRD 2015 : International Conference on Economics, Trade and Regional Development

Conference Location : Barcelona, Spain

Conference Dates : August 17-18, 2015