



Socio-Cultural Motivations behind Ethical Consumerism in Global Markets

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Article info

Received: 03.11.2025

Accepted: 14.12.2025

Available Online: 15.12.2025

Checked for Plagiarism: Yes

Keywords:

ethical consumerism, socio-cultural motivations, moral identity, sustainability, cultural values

ABSTRACT

Ethical consumerism varies widely across global markets, yet its socio-cultural foundations remain insufficiently theorized. This study conducts a structured qualitative, systematic literature review, guided by PRISMA principles, to integrate two decades of research on socio-cultural drivers of ethical consumption. The thematic synthesis identifies six recurring mechanisms: cultural value systems, social norms, identity expression, moral responsibility, religious frameworks, and the global local interpretation of ethical narratives. These mechanisms collectively explain how consumers assign meaning to ethical claims and why ethical behaviors diverge across cultural contexts. Drawing on these insights, the study proposes a novel conceptual model in which socio-cultural drivers operate through a meaning-making filter that mediates global ethical messages and generates culturally specific marketing implications. This model reframes ethical consumerism as a culturally embedded interpretive process rather than a preference-driven outcome, offering actionable guidance for policymakers and global marketers aiming to design culturally adaptive, norm-responsive, and identity-aligned ethical strategies.

Introduction

In recent decades, the global marketplace has witnessed a striking rise in ethical consumerism forms of consumption guided not only by personal preference but by concerns for social responsibility, environmental stewardship, and moral integrity. Ethical consumerism spans a wide spectrum of behaviours: choosing fair-trade goods, prioritizing eco-friendly and cruelty-free products, supporting companies with transparent labour practices, and rejecting brands associated with exploitation or environmental harm. These choices, once peripheral, now sit at the centre of public debates about sustainability and justice. They reflect a deeper cultural moment in which ordinary purchasing decisions have become entangled with questions of conscience, identity, and collective responsibility. This shift is not simply a reaction to market trends; it emerges from a growing global awareness that consumption is never neutral. What we buy and refuse to buy carries consequences for workers, communities, and ecosystems across the world. Researchers have repeatedly shown that consumers are no longer motivated solely by price, convenience, or utility. Instead, ethical behavior is

shaped by the cultural worlds people inhabit: their values, their social networks, their sense of who they are, and the norms that bind their communities together. These socio-cultural forces often operate quietly, yet they profoundly influence how people interpret ethical issues and which forms of consumption feel meaningful or necessary.

Scholars in consumer behavior, sociology, and cultural studies have highlighted that ethical consumption is not a single, uniform phenomenon. In some contexts, it emerges from solidarity with distant communities; in others, from environmental concern, religious obligation, or the desire to live an authentic and principled life. Cultural capital, social norms, and identity work all play pivotal roles. At the same time, cross-cultural research suggests that motivations vary sharply between societies shaped by individualism and those anchored in collectivist traditions. Despite this growing body of work, the socio-cultural dimensions of ethical consumerism remain scattered across disciplines, often treated as secondary rather than central drivers of behavior. This study responds to that gap. By weaving together insights from diverse empirical and conceptual research, it examines how cultural

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values, social norms, identity, and moral consciousness interact to shape ethical purchasing behavior in global markets. Rather than viewing ethical consumerism as a purely economic or rational choice, the paper approaches it as a socio-cultural practice one that reflects how individuals understand their place in the world and their responsibilities within it.

The research is guided by three core questions:

- ✓ What socio-cultural factors motivate ethical consumerism in global markets?
- ✓ How do cultural values and social norms shape consumers' ethical decision-making and identity-building?
- ✓ What implications do these motivations hold for global marketing strategies and policy interventions?

In exploring these questions, the paper aims to offer a clearer, more integrated understanding of the cultural and social forces that drive ethical consumption forces that continue to reshape not only markets, but the moral landscape of everyday life.

Literature Review

Defining Ethical Consumerism

Ethical consumerism is widely understood as a multidimensional construct in which purchasing decisions are shaped not solely by functional or economic evaluation but by considerations of environmental protection, social justice, human rights, labour conditions, animal welfare, and broader concerns about corporate conduct. Scholars often distinguish between ethical consumption the concrete behavioral act of choosing products aligned with moral or sustainability standards and ethical consumerism as a wider socio-market phenomenon in which ethical criteria become part of brand interpretation, identity formation, and marketplace participation. Prior research highlights that such choices draw on moral, emotional, cultural, and relational motivations rather than simple rational calculation [4]. This expanded view situates ethical consumerism within a wider ethical landscape, where consumption itself becomes a medium for expressing values and negotiating one's position in society.

Socio-Cultural Dimensions of Consumption

Cultural context exerts a powerful influence on consumer judgement, shaping what individuals perceive as "ethical," which behaviors they view as appropriate, and how they interpret responsibility in the marketplace. Hofstede's cultural dimensions provide a foundational framework for understanding these variations, showing how collectivist cultures tend to emphasize community welfare, reciprocity, and social harmony, while individualistic cultures foreground autonomy, personal preference, and self-expression [5]. These cultural orientations influence not only what consumers prioritize but also how they

justify ethical choices, how they interpret sustainability narratives, and how sensitive they are to issues such as fairness, transparency, or ecological impact.

This socio-cultural lens is supported by research in organizational and consumer behavior that demonstrates the role of cultural capital, habitus, and socialization in shaping value orientation. For example, studies in leadership development, organizational identity, and cross-cultural educational practices show how individuals' cultural frames influence their interpretation of moral obligations, professional responsibility, and collective welfare patterns observed in the context of Georgian universities, governance systems, and workforce development [6,7]. Although these studies focus on organizational environments rather than consumer markets, they reveal how cultural expectations and institutional norms shape ethical reasoning mechanisms that parallel consumers' justification of ethical purchases.

Social norms and peer influence reinforce these cultural patterns. Extensive research shows that individuals adopt ethical consumption practices more readily when such behaviors are normatively endorsed by their social network or when alignment with group expectations enhances social identity. Ethical choices frequently carry symbolic value: they signal cultural refinement, moral credibility, or membership in communities that value sustainability or social responsibility. Your earlier research on diversity, inclusion, and brand loyalty in Georgian tech startups similarly illustrates how social norms and shared identity shape behavioral commitment [8], reinforcing the argument that socio-cultural environments condition how ethical choices are interpreted and enacted.

Moral and Ethical Motivations

Moral commitments represent another core driver of ethical consumption. Consumers often perceive themselves as agents with responsibility toward the environment, workers, or distant communities affected by production practices. Moral philosophy frameworks particularly deontological ethics (duty-based reasoning) and utilitarian ethics (outcome-oriented reasoning) provide analytical tools for understanding such choices [9]. Consumers acting from a deontological stance may avoid unethical products regardless of personal cost, whereas consumers guided by utilitarian reasoning may evaluate whether their choice maximizes collective welfare.

Empirical evidence also shows that moral identity the extent to which being a "moral person" is central to one's self-concept predicts engagement in socially responsible behaviors. This is consistent with research in CSR and organizational ethics demonstrating that individuals respond positively to institutions or brands whose values mirror their own

moral commitments [10]. In both organizational and market contexts, moral congruence strengthens trust, loyalty, and willingness to support ethical initiatives.

Religious and spiritual beliefs further shape ethical consumption by providing moral guidelines that influence daily practices. Many religious traditions emphasize stewardship of the environment, fairness in trade, compassionate treatment of animals, and respect for human dignity. These teachings function as cultural scripts that guide consumption, framing certain choices as morally imperative or spiritually meaningful [11].

Global Market Trends and Ethical Consumption

Globalization and technological connectivity have made social and environmental issues more visible and emotionally salient to consumers worldwide. International NGOs, global supply chain scandals, climate activism, and heightened media scrutiny expose unethical practices and create new narratives of responsibility. Digital platforms accelerate this process by circulating information rapidly and allowing consumers to engage in public moral

discourse. Your work on patient-centric digital systems and ethical communication in health and service organizations [12] similarly illustrates how technological visibility reshapes expectations of accountability and trust dynamics that increasingly shape how consumers interpret brand behavior.

The intersection of global exposure and local cultural traditions creates complex motivational landscapes. Some consumers adopt ethical products to express a cosmopolitan identity aligned with global citizenship, while others do so to honor local cultural norms or demonstrate refinement and awareness. In emerging markets, ethical consumption may also carry aspirational value, signaling modernity or alignment with global ethical standards. Conversely, in contexts where informal markets and local production dominate, ethical consumption may emphasize support for community producers or preservation of traditional practices.

This interplay between global narratives and local meaning-making underscores the necessity of interpreting ethical consumerism not as a uniform global trend but as a culturally embedded practice shaped by multiple layers of influence.

Table 1. Key Empirical and Conceptual Studies on Socio-Cultural Drivers of Ethical Consumerism

Reference (APA)	Focus/Aim of Study	Key Findings/Implications Related to Socio-Cultural Motivations
Role of Socio-Cultural Capital and Country-Level Affluence in Ethical Consumerism (Prikshat, V., Patel, P., Kumar, S., Gupta, S., & Malik, A.,2025)	Investigates how individual social & cultural capital along with national-level affluence influences ethical consumption in emerging markets.	Finds a positive association: higher social/cultural capital strongly predicts higher likelihood of ethical consumption. Suggests that post-materialist values (self-expression, aesthetic satisfaction, quality of life) motivate ethical buying.
How social capital impacts the purchase intention of sustainable fashion products (2020)	Explores how social capital, social interactions (including parasocial interaction via YouTube), influence intention to purchase sustainable fashion products.	Demonstrates that stronger social capital and social influence (e.g. via media/social networks) increase consumer intention toward sustainable/ethical fashion highlighting the role of social networks and cultural/social environment.
Social norms and socially responsible consumption behavior in the sharing economy: The mediation role of reciprocity motivation (2023)	Investigates how social norms (injunctive and descriptive) shape socially responsible consumption behavior in the sharing economy, mediated by reciprocity motivation.	Finds that injunctive norms (what people think should be done) have stronger influence than descriptive norms (what people do). Social norms + reciprocity motivation significantly encourage socially responsible consumption showing normative social influence as a socio-cultural driver.
Leveraging voluntary simplicity in promoting sustainable consumption from the perspective of moral appeals (2022)	Studies how voluntary simplicity (minimalistic lifestyle) and moral appeals influence sustainable / ethical consumption behavior.	Reveals that adopting minimalistic values and morally-oriented lifestyle is associated with more sustainable/ethical consumption underlining the role of personal values and identity aligned with socio-cultural trends.
Fashionable Ethics: Exploring Ethical Perspectives in the Production, Marketing, and Consumption of Fashion (2024)	Reviews ethical issues in fashion consumption, marketing, supply chain and examines cultural, social and ethical drivers and barriers in fashion ethics globally.	Emphasizes complexity and multiplicity of socio-cultural motivations and barriers including cultural norms, supply-chain ethics, consumer identity, social and environmental awareness in shaping ethical consumption in fashion.

Ethically Minded Consumer Behavior, Retailers' Commitment to Sustainable Development, and Store Equity in Hypermarkets (2021)	Explores how ethically minded consumer behavior (EMCB) is driven by moral beliefs, social/environmental awareness, and how that affects retailer-consumer relationships.	Shows that consumers guided by moral/social/environmental beliefs prefer retailers committed to sustainability, indicating that ethical consumption is often value- or norm-driven rather than purely economic.
The subjective norms of sustainable consumption: A cross-cultural exploration (2018)	Cross-cultural study examining how subjective norms influence sustainable consumption intentions/behaviors across different countries.	Finds that subjective norms (social expectations, peer/family/community norms) significantly affect sustainable consumption behaviors, underscoring the cultural and social context's role in ethical consumerism.
Why consumers boycott fast fashion: the role of environmental concern and sustainability awareness (2025)	Investigates motivations behind boycotting fast-fashion products, focusing on environmental concern, social concern, universalism and sense of simplicity, in a developing country context.	Shows that moral values, environmental and social concern, coupled with personal simplicity or minimalism, significantly drive boycott intentions highlighting ethical and socio-cultural values as motivators.
The Role of Ethical Marketing Issues in Consumer-Brand Relationships in the Context of Social Media Marketing (2025)	Studies the impact of ethical marketing (e.g. CSR, transparency, social responsibility) communicated via social media on consumer-brand relationships and purchase intentions.	Finds that ethical marketing and social-media driven social influence significantly strengthen consumer trust and loyalty to brands, suggesting media/social networks as socio-cultural channels advancing ethical consumption.
Green consumerism: moral motivations to a sustainable future (2015)	Reviews green consumerism as morally motivated behavior, analyzing endogenous (personal), exogenous (social), and structural motivations for environmentally-sustainable consumption.	Concludes that green/ethical consumption is often driven by moral motivations beyond self-interest a sacrifice of personal gain for abstract social/environmental benefit underlining altruism and moral values as foundational.

Research Methodology

This study employs a structured qualitative literature review to synthesize existing knowledge on socio-cultural drivers of ethical consumerism. The review draws on secondary academic sources, including peer-reviewed journal articles, books, and reputable market reports. Searches were conducted across major scholarly databases using terms related to ethical consumption, cultural values, social norms, and identity-based consumer behavior, with primary attention to studies published within the last two decades.

A thematic analytical strategy was used to organize the literature. Extracted findings were coded into core domains cultural values, social norms, identity expression, moral responsibility, and religious or spiritual influences allowing for the identification of convergent themes across diverse contexts. Where relevant, cross-regional comparisons were incorporated to illustrate how socio-cultural mechanisms operate differently in various market environments. This method supports the development of an integrated conceptual understanding without claiming empirical generalization.

Findings and Discussion

Drawing on the structured literature review and thematic synthesis conducted for this study, several convergent socio-cultural mechanisms were identified across the reviewed research. Using a PRISMA-informed screening process allowed the analysis to focus on studies that examined cultural, normative, moral, and identity-based determinants of ethical consumer behavior across different regions. The themes presented below represent the dominant patterns that emerged across the literature and reflect how socio-cultural environments shape the meaning and practice of ethical consumption.

Cultural Values as Foundations of Ethical Judgement:

Across the reviewed studies, cultural values consistently appeared as the deepest layer shaping how consumers interpret what counts as an “ethical” product. Thematic synthesis revealed that cultural orientation particularly collectivism versus individualism frames the moral vocabulary through which consumers make sense of ethical choices. In collectivist contexts, ethical consumption is commonly constructed around communal welfare, reciprocity, and obligations to the group or community. Conversely, in more individualistic societies, ethical purchasing is often linked to

personal authenticity, self-expression, and individual moral agency. These variations influence both the motivation to choose ethical products and the justification for doing so. Studies grounded in cross-cultural consumer behavior show that cultural value systems shape sensitivity to issues such as fairness,

ecological responsibility, and labour justice. The reviewed literature indicates that ethical consumption cannot be understood outside the cultural scripts through which consumers interpret social responsibility and moral obligation.

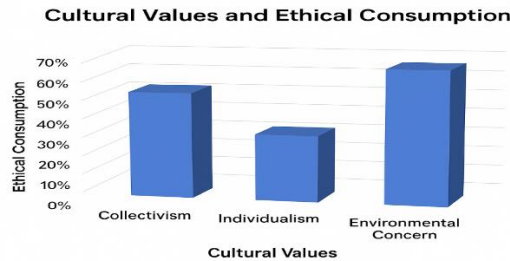


Figure 1. Cultural Values and Ethical Consumption

Social Norms and Network Influence:

A second dominant theme reflects the role of social norms both injunctive norms (expectations about what one ought to do) and descriptive norms (observations of what others actually do). The literature shows that ethical consumption frequently emerges within social environments where responsible behavior is visible, endorsed, or symbolically rewarded. In the thematic synthesis, social networks and peer groups repeatedly appeared as mechanisms of reinforcement. Consumers are more likely to engage in ethical behavior when such actions align with

shared norms, particularly within tightly bonded communities or digital environments where ethical choices are publicly displayed. Several studies highlighted the amplifying effect of social media: these platforms transform ethical behavior into a form of social signaling, strengthening both accountability and identity alignment within consumer groups [13]. Collectively, these findings underscore that ethical consumption is not only a personal act but a socially situated practice shaped by network-level expectations.

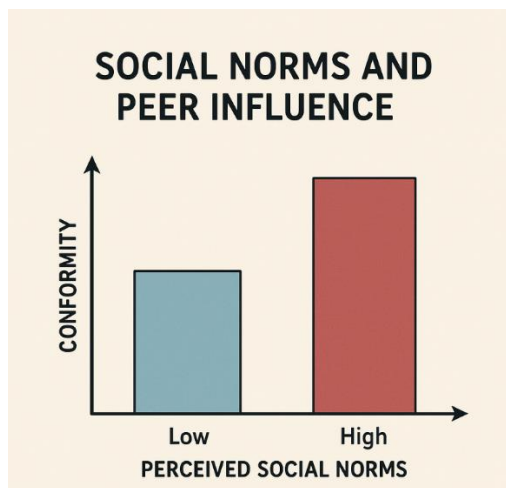


Figure 2. Social Norms and Peer Influence

Identity Expression and Moral Self-Presentation:

The third theme concerns identity work. The literature demonstrates that ethical consumption functions as a vehicle for expressing personal and moral identity, enabling consumers to align market behavior with internal values. In the thematic synthesis, this pattern emerged strongly in studies where ethical consumption is associated with

lifestyle choices, authenticity, or moral self-consistency. Consumers use ethical products as symbolic resources to communicate who they are or who they aspire to be. This includes eco-conscious lifestyles, minimalist or anti-consumerist orientations, and identity projects rooted in moral or cultural values. Ethical consumption thus becomes an avenue for self-presentation, linking purchasing

decisions to broader narratives of selfhood, belonging, and social recognition.

Moral Responsibility and Ethical Commitments:

Across the literature, moral responsibility appears as a recurring explanatory mechanism behind ethical decision-making. The synthesis highlights two main moral orientations:

- ✓ **Deontological reasoning:** consumers avoid unethical products because the act itself violates personal principles, regardless of outcome.
- ✓ **Consequentialist reasoning:** consumers choose ethical alternatives when they believe their decisions contribute to reducing harm or improving social/environmental welfare.

Moral identity plays a central mediating role: individuals who view moral behavior as integral to the self are more likely to translate ethical awareness into consistent purchasing patterns. This theme reinforces the notion that ethical consumerism draws from deep moral frameworks, not simply surface-level preferences.

Religious and Spiritual Influences on Ethical Choice:

The review also identified religious and spiritual beliefs as significant socio-cultural motivators. Many religious traditions articulate ethical obligations regarding consumption, including care for creation, fairness in trade, compassion toward animals, and the pursuit of justice. In the thematic synthesis, such teachings functioned as cultural scripts that legitimized ethical decisions and provided moral justification for avoiding harmful products. Religious identity often strengthens ethical consistency, as spiritual norms supply both motivation and moral framing. These patterns hold across diverse cultural contexts, indicating that ethical consumerism frequently intersects with spiritual worldviews that guide everyday practices.

Interaction of Global Visibility and Local Meaning:

A final theme concerns the interplay

between global information flows and local cultural interpretation. Studies reviewed under the PRISMA screening highlight that globalization through media, NGOs, and transnational communication exposes consumers to distant ethical issues such as labour exploitation, environmental harm, and human rights violations. However, the thematic synthesis shows that global visibility does not produce identical reactions everywhere: local cultural logics filter, translate, and reframe these issues.

In some contexts, ethical consumption becomes a form of global citizenship or cosmopolitan identity. In others, it is interpreted through local traditions of solidarity, communal responsibility, or cultural refinement. This interactive process suggests that ethical consumerism is simultaneously global in content and local in meaning.

Implications for Global Marketing:

The thematic synthesis shows that socio-cultural drivers shape how consumers interpret ethical issues, providing a foundation for the proposed model. Cultural values determine what counts as morally acceptable, requiring marketers to localize ethical messages using culturally resonant language and symbolism. Social norms further influence ethical behavior, meaning global brands can ethically leverage peer endorsement, community visibility, and social-proof mechanisms to promote responsible consumption.

Identity-based motivations indicate that ethical appeals are most effective when they align with consumers' self-concept rather than relying on purely rational arguments. Additionally, the interaction between global visibility and local meaning highlights that ethical narratives cannot be standardized across markets. Global ethical themes such as sustainability or fairness must be adapted so they reflect local beliefs, moral expectations, and cultural interpretations. These insights confirm the logic of the model: socio-cultural drivers filter global ethical concerns and shape the marketing strategies needed to engage ethically minded consumers across cultural contexts.

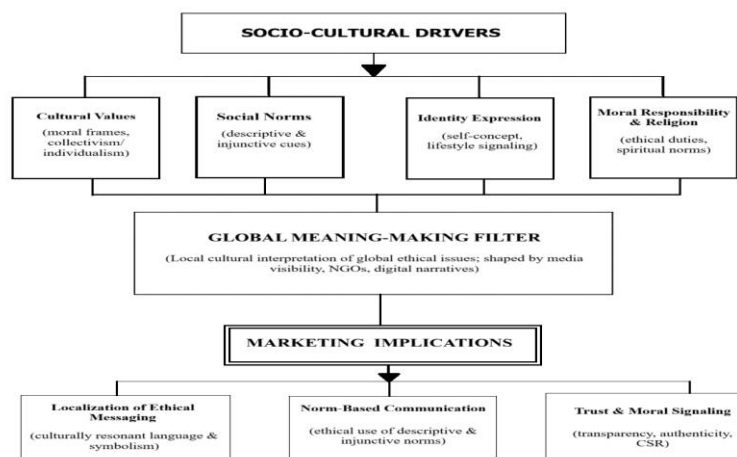


Figure 3. Socio-Cultural Drivers of Ethical Consumerism and Their Implications for Global Marketing

Table 2. Key Factors Influencing Global Marketing Strategies

Factor	Implication for Global Marketing	Example
Cultural Differences	Requires localization of messaging and branding	Adapting advertising slogans to local languages and values
Legal and Regulatory Variations	Necessitates compliance with local laws and ethical standards	Varying labeling regulations across countries
Economic Conditions	Influences pricing, product positioning, and distribution strategies	Offering premium vs. budget products depending on market income
Technological Advancements	Drives digital marketing, e-commerce, and customer engagement	Social media campaigns tailored to regional platforms
Competitive Landscape	Requires differentiation and strategic positioning	Global vs. local competitors in emerging markets
Consumer Behavior	Shapes marketing mix, promotional strategies, and customer experience	Preferences for online shopping vs. in-store purchases
Supply Chain and Logistics	Affects delivery speed, cost, and market reach	Local manufacturing vs. global shipping models

Discussion

The findings of this review demonstrate that ethical consumerism is shaped by a constellation of socio-cultural forces rather than by individual preferences alone. Across the literature, cultural values, social norms, identity construction, moral frameworks, and religious or spiritual beliefs collectively form the interpretive lens through which consumers evaluate ethical claims. These forces structure how global ethical concerns such as sustainability, labor justice, environmental stewardship, and animal welfare are translated into locally meaningful actions. Understanding this socio-cultural scaffolding is essential for marketers, policymakers, and institutions seeking to encourage ethical consumption in diverse cultural contexts [14].

A key insight emerging from the synthesis is the foundational role of cultural values in shaping ethical judgment. Ethical behavior is not universal; it is filtered through cultural vocabularies that determine what is perceived as responsible, admirable, or morally desirable [15]. Consumers in collectivist contexts tend to frame ethical choices as contributions to social harmony and collective welfare, whereas consumers in individualist settings more often associate ethical consumption with personal integrity or authenticity [16]. This cultural grounding challenges uniform marketing strategies and underscores the need for value-sensitive communication. The review also highlights the consistent influence of social norms on ethical consumption. Both descriptive norms (observing others' behavior) and injunctive norms (perceived expectations) significantly shape consumers' willingness to purchase ethical products [17]. Ethical behavior gains traction when it becomes socially visible and culturally endorsed. This finding is particularly relevant for public policy, as interventions that increase the visibility of ethical behavior certifications, public commitments, or community programs can generate normative momentum within markets [18].

Identity expression further emerged as a pivotal motivator. Ethical consumption functions as a symbolic resource through which individuals articulate moral identity, lifestyle orientation, and socio-cultural belonging. Studies consistently show that consumers adopt ethical products not only for material benefits but to maintain coherence between their self-concept and their market behavior [19]. This suggests that successful ethical branding must move beyond functional claims to engage with identity-based narratives.

Moral responsibility provides an additional explanatory mechanism. Ethical consumers often act from deontological concerns (moral duty) or consequentialist reasoning (minimizing harm) [20]. Moral identity strength how central morality is to one's sense of self further conditions whether ethical concerns translate into action. These findings indicate that policies and marketing strategies must articulate ethical consequences in ways that resonate with prevailing moral orientations [21].

Religious and spiritual beliefs enrich this moral landscape by supplying culturally embedded ethical scripts. In many societies, religious teachings support environmental care, fairness, and humane treatment of animals [22]. Ethical consumption thus becomes entangled with spiritual identity and moral obligation, suggesting opportunities for policy alignment with faith-based or community institutions [23].

The interaction between global visibility and local meaning is particularly consequential. While globalization exposes consumers to distant ethical issues through media, NGOs, and digital campaigns, local cultural filters shape how these issues are interpreted. Ethical consumption therefore reflects a negotiation between global narratives and local socio-cultural norms. This insight directly supports the proposed conceptual model: socio-cultural drivers form the upper layer, the meaning-making filter mediates global inputs, and marketing implications emerge downstream [24].

From a policy perspective, these findings emphasize that interventions aimed at promoting ethical consumption must be culturally literate [25]. Universal ethical campaigns risk failure if they do not reflect local values, norms, and identity structures. Governments and institutions should integrate community-based engagement, culturally resonant messaging, and identity-affirming narratives into sustainability programs. Policies that increase transparency, strengthen certification credibility, and publicly recognize ethical practices may also amplify normative reinforcement and foster long-term behavioral change [26].

For global marketers, the implications are equally significant. Ethical communication must be localized, norm-aligned, identity-conscious, and culturally adaptive. Strategies that highlight communal benefits may be effective in collectivist markets, while messages emphasizing authenticity or personal integrity may resonate in individualistic contexts. The findings collectively affirm that ethical consumerism is embedded in socio-cultural ecologies rather than driven by economic incentives alone. In sum, this review underscores that socio-cultural motivations are central to understanding and influencing ethical consumption [27]. Their interaction shapes both the meaning consumers assign to ethical products and the strategies required to engage them effectively. Recognizing these dynamics can help businesses, policymakers, and civil society actors design interventions that strengthen ethical behavior and support sustainable consumption at scale [28].

Conclusion

This review shows that ethical consumption is not driven by abstract moral ideals but by concrete socio-cultural mechanisms that filter how consumers interpret ethical claims. Cultural value systems define what counts as “ethical,” social norms regulate when ethical behavior is socially rewarded, identity concerns determine who adopts ethical practices, and moral or religious frameworks supply the justification for action. These mechanisms collectively explain why global ethical narratives succeed in some markets and fail in others. The proposed model highlights that effective interventions must target this meaning-making layer. Policies should strengthen normative visibility and align ethical standards with local moral vocabularies. For marketers, standardized global messaging is insufficient; ethical positioning must be culturally coded, norm-responsive, and identity-compatible. By grounding ethical consumerism in socio-cultural structure rather than preference or awareness alone, this review offers a clearer pathway for designing strategies that can reliably shift consumption toward ethical and sustainable outcomes.

Disclosure Statement

No potential conflict of interest reported by the authors.

Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Authors' Contributions

All authors contributed to data analysis, drafting, and revising of the paper and agreed to be responsible for all the aspects of this work.

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