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Behind Ethical Consumption: Purchasing motives and marketing strategies for organic food products, non-GMOs, bio-fuels

Gianluigi Guido

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This book presents five related studies, each dealing with the issue of the motivations behind ethical choices of consumption and discussing their implications on marketing strategy. The fields of investigation range from organic food to genetically modified products, from bio-fuels to new low-emission transport technologies, the consumption of each of which has by its very nature a recognized ethical validity. On these themes, this volume offers a European point of view and, in particular, an Italian one, either extending studies undertaken in various countries, or proposing new and original lines of research into the antecedents of purchase intentions that have never before been explored.

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