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this dissertation elaborates differences and similarities of forms of ethical behaviour in general and analyses whether german consumers differentiate between different types of ethical behaviour in particular the thesis is characterised by its intensive combination of theoretical and empirical research it furthermore contributes to the literature as the method triangulation applied in the different surveys reveals previously unknown relationships between different kinds of ethical behaviour such as ethical consumption and charitable giving as well as between different forms of ethical products choice experiment latent class analysis information display matrix and item based attitude assessment allowed the comparison of stated and revealed preferences as well as an analysis of the relevance of ethical product features within the context of different product and process attributes the dissertation provides insights into a research field which is becoming more and more relevant and improves the understanding of consumers assessment and the interdependencies of the possibilities of ethical behaviour this allows the development of recommendations for consumer policy makers business and ngos concerned with the ethics of consumer choice as well as future research on ethical behaviour in general and ethical

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