

## Studying the Attitudes-Behavior Gap in Ethical Consumerism: A review of Research

Nindria Untarini<sup>1,\*</sup>

Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Surabaya, Surabaya, Indonesia

\*Email: [nindriauntarini@unesa.ac.id](mailto:nindriauntarini@unesa.ac.id)

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**Abstract:** *The attitude of consumers who are pro-environment does not always lead to buying behavior on environmentally friendly products. Consumers who are always exposed to the message of products do not always have an impact on actual changes in behavior. Therefore, encouragement to understand the behavior of consumption of green products in the future needs to be done for marketers. This study reviews the literature on attitude-behavior gaps. The reason for the attitude-behavior gaps and solutions to overcome them are discussed at length so as to produce a conceptual model of ethical purchasing behavior on environmentally friendly products. Future research directions are outlined.*

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**Keywords:** *attitude; behavior; ethical consumption; green product*

### Introduction

The rise of the issue of global warming indirectly influences people's behavior patterns. This pattern of behavior is related to the increasing awareness of consumers of their rights to obtain products that are feasible, safe, and environmentally friendly so that this condition becomes critical environmental issue for governments and policymakers. Many studies have conducted research focusing on the environment. These studies include research that focuses on determinants of environmentally friendly or ethical behavior (Florenthal & Arling, 2011; Karim, Vincents, & Rahim, 2012; Goh & Wahid, 2015). Research related to ethical consumption that focuses on psychographic factors such as 1) environmental knowledge (Ahmad & Thyagaraj, 2015); 2) perceived consumer effectiveness (Ghvanidze, Velikova, Dodd, & Oldewage-Theron, 2016; Heo & Muralidharan, 2017); 3) environmental concern (Tilikidou & Delistavrou, 2012; Dagher, Itani, & Kassar, 2015); 4) environmentally conscious consumer behavior (Akehurst, Afonso, & Gonçalves, 2012; Taufique, Siwar, Chamhuri, & Sarah, 2016). Research related to the consumption of environmentally friendly products caused by social environmental factors such as the physical environment, sociocultural, environmental, social factors, situational factors (Rai & Robinson, 2015), and reference groups (Koo et al., 2015). Rarely have studies focused on the problem of attitudes and behavior gap.

Understanding the difference in attitude and behavior is essential. The underlying thing is that generally, people who are more sensitive to the environment might show a positive attitude towards the environment (Czap & Czap, 2010). However, ironically, pro-environmental opinions do not necessarily indicate environmentally sensitive behavior (Moser, 2015; Shaw, McMaster, & Newholm, 2016; Song & Kim, 2018; ). As in the United Kingdom, even though 46% -67% of consumers show a liking for organic food, only 4% -10% make actual purchases (Rana & Paul, 2017) and this trend continues for the last three years. Studies in the United States have also demonstrated similar results (Kim & Chung, 2011; Sadachar, Feng, Karpova, & Manchiraju, 2016;). Studies in China show that the level of consumer preferences for environmentally friendly products is quite good, but, not followed by buying behavior because of price, time, and availability of goods (Kaenzig et al., 2013). Yet according to Ajzen in the theory of planned behavior (TPB), attitude is a driving factor of intention and behavior (Ajzen, 2012).

The TPB model that is associated with ethical consumer behavior explains that personal attitudes, moral norms and internal ethics influence individual behavior (Yazdanpanah & Forouzani, 2015; Shaw et al., 2016; Caruana, Carrington, & Chatzidakis, 2016; Liobikiene, Mandravickaite, & Bernatoniene, 2016). However, some empirical evidence suggests that the continuation of ethical buying behavior has not accompanied a growing number of ethical consumers who are

motivated by the value of ethical consumerism. Buying intentions still slightly translate into actual ethical purchasing behavior (Deng, 2015; Hassan, Shiu, & Shaw, 2016; Khor & Hazen, 2017; Schamp, Heitmann, & Katzenstein, 2019). A number of studies show the weak influence of attitudes and behaviors in ethical judgment and environmental marketing literature (Hasan & Almubarak, 2016; Shaw et al., 2016). A possible explanation is a bias in social desirability, wherein, the formation of consumer preferences and purchase intentions is only in response to ethical issues and as a form of social responsibility. (Pino et al., 2016). Based on the previous statement, there is still a chasm among pro-environment attitude as well as certain buying behavior. Therefore, there is a reason to be cautious about the application of intention-based ethical behavior model. Data from the Futtera study shows the model predicting moral intention in ethical behavior is wrong by 90% (Caruana et al., 2016).

Some previous research states that ethical considerations should not be explained in purchasing decisions (Dootson et al., 2016). These ethical considerations include 1) situational aspects, like financial pressure, trustworthiness, finite choices, product completeness (Gleim, Smith, Andrews, & Cronin, 2013); 2) perceived quality and ability, specific information, or information that is not clear, and skepticism (Johnstone & Tan, 2015). That can hamper the creation of green practices. Most consumers state that they choose environmentally friendly products, but do not make a budget allocation in their purchases. Therefore, the reason consumers buy environmentally friendly products is not only based on environmental concerns. Consumers in purchasing decisions also consider product characteristic factors such as name, brand, price, and product quality. Three reasons people do not succeed in social ethical consumption, namely 1) the use costs for social responsibility are greater than the benefits, (2) the economic development of a country takes priority over ethical or moral obligations, and (3) the government is responsible for preventing unethical behavior (Bolton & Mattila, 2015). What can connect it is the theory of

neutralization and green consumer behavior. This explains how people rationalize discontinuing green buying behavior (Johnstone & Tan, 2015). This condition highlights the gap between attitudes (Gleim et al., 2013; Biswas, 2017).

This condition affects marketers, because green product launches that are based on a positive attitude may fail in purchasing intentions and behavior. The most important objective in the discussion of this study is to understand the gaps about what consumers want to do, their actions at the actual purchase level, and how to fill the gap. The most important objective in the discussion of this study is to understand the gaps about what consumers want to do, their actions at the actual purchase level, and how to fill the gap.

This paper aims to understand the consumption of environmentally friendly products based on knowledge of the attitude-behavior gap and apply it to consumption behavior. The result is to present each variable's role in influencing ethical-minded consumer behavior in the consumption of green products. The operational discussion of the conceptual model of ethical consumer purchasing behavior and suggested research directions is also discussed in this paper.

## Literature Review

### *Ethical Consumer Mindset*

Recently, public awareness regarding the environment has shown a positive trend. This is evidenced by the emergence of organized environmental activities, public concern for the impact of consumption culture and the availability of environmentally friendly products (Medeiros et al., 2017; Shaw et al., 2016; Reese & Kohlmann, 2015). The impact of this condition is the emergence of a new consumer character, namely someone who is more ethically minded and feels responsible for their environment and / or tries to express the values they know by consuming and behaving ethically. Ethically summarizes the various expressions, worries, and problems for each individual. Environmental problems are one example of ethical concern for ethical-minded individuals. Consumption and ethical behavior is demonstrated by a 47% growth in

sales of green products globally (Fairtrade International, 2018).

Today, companies are starting to be interested in the growth and popularity of ethical culture in supporting efforts to fulfill their interests (Nichols, 2010; Guerci, Longoni, & Luzzini, 2016). Starting from electric car technology, organic products, LED lights, products, and recycled packaging. Other efforts by marketers to enter ethical market segments are to obtain benefits, promote ethical responsibility, and sustainable behavior towards the environment of the company's products, services, brand.

#### *Attitude-Behavior Gap*

In the social psychological field and the sub-field of ethical consumerism, it is explained that consumers who behave or think ethically do not always show actual behavior (Valtonen et al., 2010). Kozar & Connell, (2013), stated that what consumers say and do is different, and this is called the attitude-behavior gap (Yang et al., 2012). Intention is a bad predictor of shaping behavior. The need for understanding, interpretation, predictions in influencing consumer behavior (Han & Hwang, 2014) and this concept is poorly understood in the context of ethical consumption. (Ma, Littrell, & Niehm, 2012; Andorfer & Liebe, 2012). There are two research views in the ethical consumerism literature discussing how to overcome the gap between attitudes, intentions, and purchases behavior (Carrington et al., 2014).

The initial view is that there are still few survey methodological approaches in assessing ethical purchase intentions and subsequent behavior (Flynn & Marley, 2015). The focus here is to consider problems of ethical, attitude, and intention. The community will respond to socially acceptable behavior and as a form of accountability in purchasing behavior (Davies et al., 2012). The next view, takes a modeling approach by identifying the factors that influence attitudes towards intentions and behavior both directly and indirectly in an ethical context (such as Chang et al., 2015).

From the previous statement, it was concluded that social desirability and imperfect research methodology made the

inability to reveal the disparities that occurred. In addition, an error occurred in predicting sustainability in consumer purchases. In this case when consumers come to the shopping location with little money, they cannot buy the desired eco-friendly product so that the non-environmentally friendly product can compete for calculations or promotion in a more attractive way. So the need to build theoretical knowledge in the context of ethical consumerism based on decision-making models and the socio-psychological domain by reviewing the related literature.

#### **Discussion**

##### *The Development of Ethical Consumerism Theory in the Intention-Behavior Gap*

In the field of ethical consumerism, theory is still in its infancy and theoretical frameworks for decision making has not been developed and widely accepted. Where, the basis of this model tends to be a cognitive approach that focuses on the internal decision-making process (Hiller, 2010). Researchers take a theoretical framework in consumer behavior, business ethics, and the domain of social psychology to understand consumer purchasing decision processes (Bucic et al., 2012; Sparks & Pan, 2010). Vitell & Hunt, (2015) tries to explain the Theory Model of Marketing Ethics for the context of business ethics and has since been applied to consumer ethics. This model is for ethical consumerism purchasing decision process. In the same view, Schwartz's theory of norm activation is to understand individual altruistic behavior (Park & Ha, 2014).

Yang et al., (2012), stated that the TPB and Theory of Reaction Action (TRA) models are most widely used and modified in understanding the purchasing decision process of ethically minded individuals. Cognitive development builds the majority of consumer behavior models, namely 1) attitudes are determined by beliefs; 2) attitude leads to intention; 3) intention as information to shape behavior. Subjective norms and PBC play a role in shaping behavioral intentions. Within this framework, there are two conditions that contribute to the difference between attitudes and behavior, namely the cognitive development of the individual and the environment.

Some researchers have tried to incorporate the TPB model in a behavioral framework. For example, developing theoretical models about the influence of internal ethics or personal values on intentions and doing so in the context of fair trade (Bray et al., 2011). Meanwhile, Yazdanpanah & Forouzani, (2015), applied it to the desire to buy organic food. Kumar, (2012), tries to integrate it but in food objects. This means that the individual's intention will determine the actual behavior. However, the simplification of the intention-to-behave transition received a broad unfavorable response (de Groot et al., 2011; Kiatkawsin & Han, 2017). Carrington et al., (2010), suggest that empirical research in the field of consumer behavior shows that purchase intention does not literally mean actual buying behavior.

#### *Limitations of Ethical Consumerism Theory in the Intention-Behavior Gap*

Several assumptions and behavioral constraints. First, cognitive theory models of purchase decisions. Purchase intention is a mediating element between attitudes and behavior (Ajzen & Fishbein, 1975). This implies that individual intentions directly determine actual behavior (Hiller, 2010), but it needs to be interpreted if we want to apply it. Second, the intention-behavior model artificially isolates decision making and ignores the external effects of the environment on purchasing behavior (K. Lee, 2011). During the transition, individuals interact with the physical and social environment (Rhodes et al., 2018). This interaction with environmental factors influences decision making. The cognitive approach assumes the occurrence of perfect and constant conditions, thus simplifying the explanation of the complexity of purchase intentions into actual buying behavior (Hiller, 2010).

Third, the minimal application of TPB in the context of ethical consumption, especially on actual behavior control (ABC) in purchases. When adopting TRA to TPB, Ajzen specifically introduced the concept of PBC as an indirect moderator between intention and behavior. However, this control perception rarely reflects actual control (Ajzen, 2012). The assumption used is that the

purchase intention transition is generally inaccurate when using behavioral controls which are considered antecedents of ABC (Paul et al., 2016). This condition still leaves further questions for research on the impact of social desire bias, which can occur when people feel social pressure to respond to answers they believe that their behavior is socially acceptable and this is inherent in the research method. who use self-reported intentions and behavior with ethical considerations (Bekkers & Wierpking, 2011).

#### *Conceptual Development*

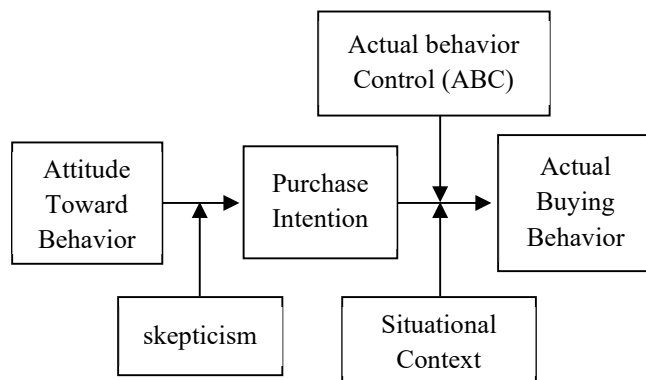
In order to overcome the limitations of the cognitive framework in ethical consumer decision making, it is proposed that an integrated comprehensive framework be based on a cognitive approach but also recognizes that the decisions of consumers who think ethically are complex. Include external environmental factors in the framework and ensure the conceptual model reflects the complexities of real-life consumer decisions.

The basis of the cognitive perspective of human behavior is mental (internal) processes that have a role to determine behavior. Such a view tries to understand the interactions and correlations of cognitive constructs, such as beliefs, attitudes, and intentions (Holt, 2012). The behaviorist perspective is based on measuring observed behavior. Here, the environment plays an important role in determining actual behavior.

Increasing the broader context of human behavior regarding the integration of relevant elements in understanding consumer behavior and overcoming shortcomings (Cheung & Lee, 2010). For example, Claudy et al., (2013), present the Attitude-Behavior-Constraint behavior model which shows that behavior is a function of internal attitude variables and external contextual factors. The consumption action theory model explains that the integration of situational forces in the cognitive decision-making model is a contingent factor that facilitates or hinders the achievement of consumption goals. The line of thought and application is very interesting in explaining the gap. Therefore, understanding consumer decisions ethically remains significant for further research. It is

also important for the advancement of theoretical knowledge in the field of consumer ethics research.

The basis of the conceptual model in this paper is that contextual elements help to understand the differences in attitudes, intentions, and actual purchasing behavior. Therefore, these elements are integrated to develop a holistic conceptual model of ethical consumer behavior that explicitly focuses on explaining gaps (Figure 1).



**Figure 1. Moderation and Mediation Model of Purchasing Attitudes-Behaviors of Consumers Who Think or Think Ethically**

The proposed conceptual model seeks to overcome the shortcomings of the previous behavioral framework by exploring the mediating effects of intention. Behavior of skepticism as a moderation between actual attitudes and perceived behavior of price and quality. As well as the situational context between intentions and actual behavior. Its aim is to develop an understanding of why consumers who behave or think ethically seldom follow through on their ethical intentions and then actualize them with buying behavior.

#### *Attitudes, Intentions, and Actual Purchasing Behavior in Ethical Consumerism*

Explanation of logical ideas about how to turn one's good intentions into action. Individuals can succeed or fail in acting based on intention. This concept is referred to in the social psychology / action literature as implementation intention or implementation plan (Lordde, 2014). Intention determines the

desired end point and signifies commitment to achieving results. The implementation of the intention determines the plan to bring the intention into an outcome (Phua et al., 2017). It is an if/then plan formed by individuals that describe when, where, and how their intentions manifest as actual behavior (Bélanger-Gravel et al., 2013). Plans are developed internally (cognitively) prior to purchase behavior. And as a situational cue to persuade the intended behavior, when situation X arises, I will respond with Y's behavior (Wieber et al., 2015). Just as an ethically minded book consumer builds an intention of buying only foreign books on Fair Trade Books and develops application intent. "When I needed more foreign books and was at a bookstore exhibition. I will look for foreign book products and buy the most interesting books". Empirical evidence shows that when people shape the application of intentions, they substantially increase the likelihood that they will successfully translate their intentions into behavior.

In a meta-analysis of 94 studies, Bélanger-Gravel et al., (2013), revealed strong support ( $d = 0.65$ ) and there was a contradiction that intention / implementation planning increased the likelihood of achieving one goal.

Intention positively mediates the relationship between attitude and behavior. Because it helps individuals start realizing their intentions of protecting their goals from unwanted influences and avoiding conflict (Phua et al., 2017; Tumwesigye, 2010). Make an intention implementation plan if / then make it easier for individuals to change existing habits and potentially make new decisions (Ajzen et al., 2011).

When people experience difficulties, they often forget to realize their intention to act according to plan, especially when the behavior is unknown or not part of the routine (Reed & Card, 2016). This forgetfulness is relevant for ethical-minded individuals. They have problems related to action, because they fail to capture or detect opportunities to behave as needed translating intentions into reality (Wieber et al., 2015). Establishing the implementation of intent can put a person in a state of preparedness, guiding attention to the

opportunities and situations available to enforce the desired behavior.

Mental practice is useful for carrying out predetermined desires in helping individuals protect their intentions from undesirable factors (Phua et al., 2017). Situational factors (eg visual temptations) and individual internal (eg habits and moods) provide the potential to block, frustrate, and conflict with individual intentions (Bélanger-Gravel et al., 2013). It aims to protect and maintain intentions, enabling individuals to shift control of their behavior to the situational environment (Lordde, 2014). Practicing planned behavior and relating it to a specific context allows a person to consciously exercise control. Moreover, they can be easily guided by situational cues (Joshi & Rahman, 2015). Automaticity is a mental state in which the release of one's conscious control results in changes in behavior so that it becomes easy, because it frees up cognitive capacities (Oettingen & Gollwitzer, 2010).

Wieber et al., (2015) show two psychological processes that underlie the formation of implementation intentions, namely identification of anticipated situations (planning components), and related behavioral responses. Individuals who plan something are limited in the desire to inform the plan. Weak intentions are ineffective. There needs to be a commitment to doing the intention. It is an important element that underlies its effectiveness. Han & Hwang, (2014), broadly conceptualize that the intention process mediates the relationship between attitude and behavior. Intention can become a behavior if the behavioral control and the context of the situation influence the relationship.

Ethical-minded individuals generally pay little attention to how a plan is formed. In fact, this is a bridge to minimize the gaps in purchasing intentions and behavior. Therefore, intention positively mediates between attitudes and behavior in ethical consumerism.

### *Skepticism*

Skepticism is not a kind of mood and can only be seen under certain conditions. Sceptics have doubts about what the other said

or did, but one can be sure when evidence is presented. This is a variety of cognitive reactions that are tailored to the opportunities and content of communication (Do Paço & Reis, 2012). Customers who are skeptical of the company's claims can reduce the impact of advertising. Conversely, if consumers really remember advertising claims, doubt does not occur, meaning that there is a relationship between advertising and purchase intentions (Khuhro et al., 2017). Skepticism has a negative impact on purchases (Connors et al., 2017) and skeptical consumers are generally those who are sensitive to the environment. Unfortunately, the impact of this skepticism on green buying behavior is rarely studied.

Increased business competition means companies must demonstrate the highest quality products. However, some commercial advertising regulations allow to exaggerate the characteristics of the product. This can increase the level of public skepticism (Hurt, 2010). Consumers may consider environmental claims that must be exaggerated or motivated by profit, can mislead them in making wrong decisions. Generally, consumer skepticism about environmental claims reduces the positive impact on consumer behavior.

For people who already have environmental concerns, doubts or skepticism often arise about a green ad. That is because often the emergence of a "greenwashing" is an ad with green claims that are misleading, insignificant, or even fake. Skepticism about green advertising can also be influenced by how many levels of concern the community has because someone who has environmental concerns is usually doubtful or not easily trust the information contained in a green ad.

Do Paço & Reis, (2012), describes a positive and significant influence between environmental awareness and consumer skepticism on environmentally friendly advertising. This means that consumers who care most about the environment are they most skeptical of green communication. This is in line with the opinion of Grimmer & Woolley, (2014), consumers who are more environmentally sensitive think that environmentally friendly advertising is inconclusive. However, this argument is

different from Nyilasy et al., (2014), where the level of environmental awareness of consumers has little effect on the perceived level of fraud in advertising. Therefore, skepticism is able to strengthen the relationship between the intention gap and buying behavior in ethical consumerism.

### *Actual Behavior Control*

The conceptual framework shows cognitive and environmental factors that act as barriers or facilitators in translating intentions into ethical buying behavior. PBC and the situational context influence the relationship between both the literature and the theoretical model. Based on this statement, the exploration of each important variable's role is carried out.

The concept of control behavior confirms that individuals mentally develop purchase intentions before applying to buying behavior. The basis of intention formation is attitudes, social norms, and perceived control behavior. This controlled behavior refers to the perception of its ability to perform certain actions, namely, considering the extent to which performance is under control (external) and ability (internal) (Steinmetz et al., 2011; Bong Ko & Jin, 2017). In the planned behavior framework, behavior control is not a new concept in the purchasing decision domain. However, many previous studies limit the role of PBC in purchase intentions (eg Arts et al., 2011; Chan & Bishop, 2013).

PBC constructs are always controversial because of the ambiguity of the constructs originally conceptualized and presented in the TPB (Klößner, 2013). Researchers state that PBC is a way to overcome ambiguity and heightened constructs consisting of two basic conceptual elements (Norman, 2011). Kautonen et al., (2013), based on two variables namely control behavior and self-efficacy. Wauters et al., (2010) stated that these two factors are correlated while the other is not. Controllability refers to the extent to which a certain behavior is performed. Factors such as cooperation with others, finances, knowledge, and habits have a decisive role in controlling perceived behavior. Self-efficacy is defined as the ease or difficulty of doing behavior and is very much in line with Bandura, (1977) conceptualization. Bandura

revealed that self-efficacy is a person's belief in his ability to organize and carry out the necessary actions to produce a certain level of achievement. Time, strength, skills and abilities are determinants of self-efficacy.

Bandura, (2010), revealed that internal and external factors can affect the ability of customers to control their behavior through control and / or self-efficacy. Meanwhile, Bray et al., (2011) stated that consumer purchasing behavior can be controlled by price, availability, convenience, information, ethical issues and time. Next, questions arise regarding PBC's ability to form actual behavioral controls. Sometimes the imagined scenario is often different from reality. PBC is the control perception of the actual control behavior. This perception can be accurate or inaccurate, stable or unstable over time (Kiriakidis, 2015). A person with intentions may not represent actual behavior. Therefore, the PBC and ABC disparities are the driving force for differences in buying intentions and behavior.

Recognizing that individuals do not always have complete control over their behavior, the PBC concept is used in expanding the TPB model (Kumar, 2012). PBC directly affects intentions and indirectly influences behavior. Although, TPB does not claim a causal impact of PBC on behavior (Paul et al., 2016). Meng & Han, (2016), revealed that there are several possibilities that determine the validity of using PBC as an ABC proxy. The behavior that occurs is not completely under the deliberate control of the individual. Behavioral controls should reflect actual controls in situations of a certain degree of accuracy. In fact, perceptions of control seldom reflect actual control (Sommer, 2011).

Operating ABC is sometimes difficult, therefore PBC is used as a proxy for ABC. Sheeran & Webb, (2016), tried to answer this difficulty by developing a post-ABC behavior assessment known as Actual Control Proxy Actions (PMAC). This allows ABC as a direct moderation in the conceptual model. ABC includes sub-elements of control and self-efficacy and tries to be consistent with behavioral control as in The General Theory of Marketing Ethics (Nill, 2015). Action control refers to the extent to which

individuals use control in implementing intentions in certain situations (Vitell & Hunt, 2015). However, it does not deny the impact of ABC on actual buying behavior began to be ignored both in the field of consumer ethics and the field of social psychology. Few studies have explored the impact of ABC in explaining intention to purchase behavior (Neale & Fullerton, 2010). This is why ABC's role in influencing consumer behavior is still very conceptual and abstract. Although the role is still in doubt, it is important to explain the actual purchase intention-behavior gap.

Kautonen et al., (2013), explain that there are two approaches to measuring behavioral control based on actual beliefs and behavior, namely internal and external factors. Trust-based observation provides additional insight into any PBC when there is ease of measurement in performance (Ajzen et al., 2011). ABC measurement is post-behavioral. Measurement of this construct needs to reflect current and past temporal sequences.

Actual Behavioral Control (ABC) individuals have more than just behavioral performance that moderates intention to buy behavior (Carrington et al., 2014). Thus, the disparity of PBC and ABC is a key factor that underlies the differences in intention to become behavior. Specifically, one's perceptions tend to be further from 'reality' when imagining new situations where individuals have little experience ((Jiang et al., 2010). The distinction between PBC and ABC is particularly relevant with ethical product purchasing. In these situations, with little or no previous experience with persuasion, the individual's perception of the ease or difficulty of purchasing an ethical product may bear little resemblance to the actual scenario. Therefore, ethical purchase intentions may bear little resemblance to actual buying behavior. So it can be concluded that actual behavioral control is able to moderate the intention-behavior gap in actual purchases to ethical consumers

### *Situational Context*

When ethically minded consumers are in the evaluation process, the intention-behavior gap can occur. Consumers face an environment outside their minds which can be proven in current behavior (Han et al., 2010).

The logical explanation for intention-to-behavior is that consumers will be ethically minded when entering, and interacting with, the physical and social environment (the shopping environment). Bagozzi argues that consumption theory should include factors that cause control outside or in addition to consumer behavior (Cheung & Lee, 2010). Thus, it is necessary to consider the situational context (SC). In the context of consumer behavior, situations are represented by environmental elements for individuals at particular times (Loersch & Payne, 2011). This study introduces the SC construct to represent momentary contingent factors in the shopping environment that act to block or facilitate the explanation of intent to become ethical buying behavior.

According to (Baecke & Van Den Poel, 2010), there are two types of environmental stimuli that influence consumer behavior, namely situations and objects. These situational characteristics are temporary, such as financial constraints, trust, limited choice, availability (Loersch & Payne, 2011). This is relevant to the concept of SC. Conversely, durable product / environmental characteristics and brand or retailer features such as recommended retail prices or standard packaged parts are object factors. Given the chronic nature of the object stimulus, these factors are more conceptually relevant to the PBC/ABC construction.

Simpson & Radford, (2014), suggest taxonomy of five situational factors that determine the situational context. The combination of situational factors that are internal and external to the individual: (a) Physical environment is an easily identifiable physical feature of the marketing environment, such as product placement and visibility, product proximity competition and accessibility of price comparisons; (b) the social environment is a consideration of whether other people are present, how their roles and interpersonal interactions occur; (c) Temporal perspective, namely aspects related to the state of time, such as time, time limit, time since the last purchase; (d) The definition of the task is the individual's objective in the situation and can consider whether the buyer is the end user. For example, consider whether someone intends to choose, buy, or collect



information about a purchase; (e) An antecedent status is a temporary individual situation that brings them (overtaking) into a situation, including temporary moods (such as confrontation, hostility, stimulation), and temporary conditions (such as cash, compensation, illness).

Measurement and observation of situation factors have two dimensions, namely, psychological and objective (Simpson & Radford, 2014). SC psychological measures pay attention to how individuals perceive situational factors. Some of the previous literature was more interested in psychological measurement of SC, because of the ease of measurement using the questionnaire method. However, there are many situational factors that influence consumer behavior but consumers are not aware of its existence such as lighting cues. Andreu et al., (2010), stated that the reality attribute has a smaller effect on behavior than the unconscious attribute. Therefore, it is necessary to identify situational factors that may arise, namely by objective measurement of the features of the situational environment that exist before individual interpretation (Baecke & Van Den Poel, 2010). For example, subconscious factors include the presence of other buyers in the store, and the savings on lighting effects. J. Lee, (2014) and Wang & Wanberg, (2017), also measure endogenous and exogenous emotional experiences originating from the situational environment.

The meta-analysis conducted by Ajzen related to the use of TPB paid more attention to situational factors. The conceptual model generated here is used to overcome the shortcomings by adding a situational context. Next, connect ethically-minded individuals and their behavior with actual environmental or external factors in purchasing. Therefore, the situational context is expected to be able to moderate the actual purchase intention-behavior gap in the context of ethical consumerism, both positive and negative.

### *Conclusion*

Ethically minded consumers rarely place ethical products on the shopping list (Yang et al., 2012). And there are still many who do not understand the context of ethical consumerism (Caruana et al., 2016). Ethical consumerism

researchers generally fail to understand consumer intentions in shaping actual behavior, especially when examining the gap between ethical-minded consumer ethical attitudes and often unethical purchasing behavior (Papaoikonomou et al., 2011; Arts et al., 2011). This paper tries to focus on understanding the relationship between attitudes, intentions and ethical buying behavior as well as identifying gaps. So that a conceptual model is produced as a solution in bridging the gap.

The role of intention in overcoming the gaps in ethical-minded consumer attitudes is needed as the basis for a marketing platform in designing effective strategies. On the other hand, it can help ethically minded consumers in formulating plans that may have a positive impact and as a visualization of situations and appropriate behavior so as to activate ethical intentions. Such as using a combination of storage media inside and outside the store to remind consumers of moral intentions so that it can help consumers change shopping activities automatically, remind initial intentions, and improve shopping habits.

Likewise, when understanding the impact of ABC on the mindset of ethical behavior as a new medium for designing marketing strategies. ABC refers to an individual's ability to perform certain behaviors. Where the behavior is under the control and ability of the person. The gap between consumer perceptions related to PBC and ABC when making purchase decisions supports differences in intention and behavior. In the ABC concept, marketing tactics can influence others to ensure cooperation in ethical purchasing goals, provide accurate information and knowledge to consumers in making decisions in the store. It's like helping consumers shape price perceptions or helping companies do ethical football marketing.

Marketing managers need to exploit the role of the SC in the intention and behavior gap to facilitate the realization of ethical intentions into ethical behavior. Some of the implications of marketing tactics by leveraging the role of SC such as 1) placing employees in the aisles of store shelves to facilitate interaction with ethically minded consumers; 2) placing products that have

prominent visibility; 3) conducting tactical price promotions as a way of testing products; 4) use visual communication in a symbolic and effective manner with the ethical credentials of all products.

Paul et al., (2016) built the PMAC concept to empirically measure and verify the impact of moderation on the relationship between intention and behavior. Until now this concept has not been further developed or refined. The transition of PBC to ABC, namely when and how to change PBC to ABC in certain situations is also not well understood. Therefore, future studies may examine the impact of PBC to ABC.

The main contribution in this paper is to bring together insights about implementation intention, actual behavior control, and situational context to understand the gaps in ethical consumer behavior. In addition, the integration of environmental factors at the point of purchase in a cognitive framework produces a holistic model that reflects the real purchasing decisions of ethical consumers.

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