

Review of: "Ethical and political consumption: an integrated typology of practices"

Paweł Bryła¹

¹ University of Lodz

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This is an excellent conceptual paper. The proposed typology of ethical and political consumption practices is clear and valuable from the perspective of consumer behaviour research.

In future, the author may consider some additional aspects which are relevant for this topic, for instance the impact of the variety of economic systems (both present and past), the role of regulations and government policies, the role of information asymmetry, the growing involvement of consumers in production (prosumption) and distribution, mainly due to the development of online peer-to-peer platforms.

As far as consumer motivation is concerned, it is worth noting that for the same product category, it can be both egoistic and altruistic. For instance, some consumers choose organic food for health reasons, whereas others are motivated to a larger extent by environmental friendliness (Bryła, 2016). It would also be interesting to examine the role of quality signs in consumer decision-making (see e.g. Bryła, 2017). Another future research avenue which is worth pursuing concerns the link between consumer ethnocentrism and sustainable consumption practices (see e.g. Bryła, 2019). It is also worth examining the influence of dubious marketing strategies on consumer behaviour, e.g. creating false impressions about the country of origin (COO) of a given brand, either by pretending to be a home-country local brand or by pretending to originate from a country with a very positive COO effect in the product category (Bryła and Domański, 2023).

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