

THE INFLUENCE OF CULTURE ON ETHICAL CONSUMER DECISION MAKING

Kayla Ybarra

HONR499: Honors Thesis

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Abstract

Using the experiences and perspectives of international students from Mexico, Cameroon, and Haiti, this study examines how cultural influences influence ethical decision-making and consumer motivations. Through a student panel discussion at Colorado State University, the research examines how social, economic, and cultural differences shape ethical choices in consumption between the United States and the students' home countries. The findings reveal critical intersections between culture and ethics, highlighting the global disparities and shared challenges in addressing fast fashion's environmental and social impacts. This reflective analysis bridges cultural insights with existing literature, offering a nuanced understanding of the ethical implications of fast fashion in a multicultural context.

Introduction

Ethical decisions are not universal, cultural lenses shape how we perceive and interact with our environments. Much like our own experiences shape our world, our experiences are determined by the cultural influences surrounding us in our external environment. This reflective paper examines how culture shapes individuals' interpretation of ethical decision-making in the context of consumption with the combination of a literature review and a student panel. The discussion centers on the experiences of international students from Mexico, Cameroon, and Haiti. The broader implications of exploring the influence of culture in decision-making provide insight into how different societies perceive ethics. A student panel provides reflective insights based on the discussion of personal values, globalization, and tradition in consumer behavior within the United States and their birth country (*Appendix A*).

My interest in culture's impact on ethical decision-making grew from a fundamental question: to what extent do our choices and thoughts reflect the complex influence of culture, a

universal force that shapes our understanding of the world? This project examines the influence of national and familial culture. Familial culture acts as a subset of national culture and exerts an immediate impact on shaping an individual, national culture influences the perception of broader societal norms. These cultural influences create a powerful framework for ethical perception, making them essential to this project.

Literature Review

Research on the influence of culture on ethical decision-making in consumption has largely focused on individual choices but often overlooks the broader societal factors at play. Scholars in consumer behavior have emphasized that decisions are not made in a vacuum, but are instead shaped by a network of societal and cultural influences. Schor (2001) underscores this point by stating, "In competition-oriented consumption, consumption alone is not enough; the government, religion, and social organizations also cooperate to influence individuals" (Schor, 2001: 11). A deeper understanding of ethical consumption reveals that it is rooted in social structures as well as individual choices, which illustrates the complex interplay between external factors.

To better understand the cultural influence of decision-making, researchers from the Department of Psychology and the Ross School of Business from the University of Michigan, define culture as nuanced and complex. Culture extends beyond language and traditions, "we refer to the myriad ways of living exhibited by a particular group of people, ways that are transmitted from one generation to the next and which distinguish that group from others" (Smith, Young, 2012). According to Hofstede's Cultural Dimensions, he distinguishes between individualism and collectivism within nations and the influence these dimensions have on consumer decision-making. Collectivist cultures exhibit behavior focused on unity and altruism,

while individualistic cultures emphasize the importance of individual achievement and autonomy (Brewer, Venaik p. 438, 2011). Cultural dimensions lay the foundation for studies that examine national culture and ethical behavior in greater depth.

This analysis will explore three studies to address factors that shape ethical behavior. A study done in *The Journal of Psychology* analyzes Hofstede's framework and Inglehart's framework to explain the dynamics of national culture. Hofstede's framework is a way to examine the characteristics of nations based on historical implications. The framework perceives culture as the “mental software”, the “collective programming of the mind”, through which members of one human group perceive their physical and social environment and infer shared meanings and beliefs (Hofstede, Minkov, pg. 5, 2010). Inglehart's framework focuses on generational shifts and economic change over time (Beugelsdijk and Welzel, pg. 18, 2018). Both frameworks suggest that individuals within a given nation have certain thought processes based on their culture, however, cultural traits are not fixed and these dimensions are subjective. Nations are not specifically tied to certain dimensions over time as the study reveals that globally, younger generations are increasingly becoming more individualistic, even within historically collectivist nations.

Researchers from Hacettepe University in Ankara, Turkey further explore differences between collectivist and individualistic societies. The study analyzes the link between Consumer Social Responsibility (CSR) and Hofstede's collectivism versus individualism. CSR is defined as an “obligation” for individuals to consider their external environment when making purchasing decisions, while ethics are based on morality and values (Tunçel, Kavak, Karademir, p. 37, 2017). Researchers found that consumers struggle to distinguish if their choices are ethical or socially responsible, as the terms harbor complexities. Socially responsible decisions may not

always be ethically sound, resulting in neutral ethical principles among consumers. Additionally, there was a distinction between collectivist and individualistic cultures relative to CSR and ethics. Collectivist cultures were more inclined to reject the purchase of a product or service if it caused harm to the environment or to groups.

Although culture is often analyzed on a national scale, its influence transcends borders, shaped by socio-cultural variables like gender, religion, family, income, and language. These variables significantly impact how sustainability and ethics are understood, with consumers from collectivist cultures often exhibiting stronger commitments to sustainability. Researchers from Leeds University Business School highlight that culture is typically studied at the national level due to internal forces fostering shared characteristics within a country's boundaries. They argue that individuals develop a “distinct national character” (Leonidu, Skarmeas, and Saridakis, p. 475, 2017), where national culture not only nurtures a collective identity but also shapes unique perspectives among those within its borders.

Perception shaped by culture is important in decision-making, however, concerning consumer behavior, Hofstede's framework emphasizes the need to examine cultural characteristics, particularly in an ever-changing global market. Globalization is transforming societal changes, ethical, cultural, and consumerism connections.

Research Process and Design Project

For this project, three students enrolled at Colorado State University participated in a panel to discuss their consumption experiences while reflecting on their cultures (*Appendix A*). The participants were selected to provide diverse perspectives on cross-cultural consumption. The panelists were:

- Lety, an undergraduate student from Mexico, majoring in political science.
- Kingsley, a graduate student from Cameroon, pursuing an MBA in Business Administration.
- Dieulin, a graduate student from Haiti, also pursuing an MBA in Business Administration

Participants reflected on cultural habits and patterns from home countries and the differences they have observed in their consumer behavior in the US. A list of questions was provided and was designed to address cultural and economic influences; these were ultimately broken up into two primary groups:

- *How have your personal values or traditions shaped your decisions regarding shopping?*
- *Do you find factors such as income or education impacting ethical consumption in your community?*

The questions were designed for panelists to provide open-ended responses. What was being asked evoked them to reflect on their upbringing, cultural norms within their represented nations, and the external environments they have been in throughout their lives. Reflecting on their own experiences, the experiences of those close to them and the other panelists, allowed them to provide the class with valuable insights into the connection between culture and ethics.

Reflective Analysis

The perspectives of the three panelists revealed that culture is a dominant factor of ethical decision making but it is not completely reliant on family and national culture alone. Individual values and beliefs play a large role in shaping personal moral systems (Oliveira, Arnaldo, pg. 13, 2007), however, cultural influences remain deeply embedded in individuals' decisions, whether they are familial, national, or societal, even as they adapt or shift their perspectives over time.

These value systems interact with cultural norms, shaping personal ethics in a dynamic process where internal beliefs and external influences continually evolve over time.

Analysis of Student Responses- Mexico

Lety provided insight through her experience as an immigrant living in the United States. Being here for over 15 years, her experiences reflected the differences she has noticed within her external environments. Lety emphasized immediate accessibility among consumers in the US, compared to Mexico. She described it as a “what is here is what you get” mentality, in regard to food and textiles. Tradition dictates the seasonal availability of consumables, and the connection to traditional values is rooted within a culture.

Social and personal values shape tradition in Mexico and uphold stronger ethical values throughout the community. Local businesses often align with local communities' ethical standards. In the US trendiness and availability play a role in how we consume. Lety pointed out the role of globalization. Globalization has transformed areas within the country into communities dominated by mass consumption. Cancun, Cabo, and Puerto Vallarta are examples of towns that were once small fishing towns and have become commercial hubs that house big-name corporations. Yet, despite the shift of tradition in given areas, tradition remains a strong value for those outside of these areas, “someone from a rural farm town isn't going to go out of their way and drive two hours into the city to visit the newest Walmart”, this is not how cultural or traditional norms are in Mexico.

Economic differences also impact how individuals consume. Lety noted that in Mexico and the US, people with a lower income cannot afford to make the more sustainable or ethical decisions. Lety noted that in the US, economic dilemmas are a factor that determine if an

individual chooses to eat organically and locally versus eating fast food. The dynamic of mass consumption, as seen in the United States has become a prevalent issue with negative environmental impacts. Lety mentioned textile waste generated from the mass consumption of clothing is shipped to undeveloped countries and dumped, which raises the question of how to classify what is ethical.

Analysis of Student Responses- Cameroon

Kingsley made observations from his life in Cameroon and since starting his MBA in the US. He reflected on societal differences between the US and Cameroon, emphasizing how tradition has great influences on his purchasing decisions. He notes that with tradition comes a generational influence as well, “I approach shopping differently than the way my parents do. I have more exposure to other cultures which has impacted how I shop now”.

Much like Lety, he shared that availability in terms of consumption is limited in Cameroon, “there is maybe only one big shopping mall in town, so personal values were shaped by the fact that there were limited choices for us”. Traditional consumption was more prevalent among his parents and older generations. It is common to see and visit open street markets in Cameroon, as this is how locals shop. Consumer loyalty relies on individuals building relationships with vendors they buy from, it creates a custom that locals will visit a specific vendor for specific products, “my mom has a set person for the same products, she knows who to go to for what.” Local vendors influence a community-focused consumption culture in Cameroon. While this local influence exists, Kingsley expressed his generation is very influenced by technology. Older generations still choose to consume locally and stray away from the pressure to purchase from well-known corporations to stay true to cultural norms and tradition.

Economic influence affects consumption within Cameroon and financial limitations steer people towards affordable products. Interestingly, differences in national currency appear to be a factor that pointed to whether people indulged in textile consumption. Kingsley compared USD to CFA franc and mentioned how around 40% of the Cameroon population lives off less than \$100 per month, “at the one shopping mall, a shirt would probably cost around \$70”. He concludes that people choose inexpensive options that are more readily accessible and make more financial sense for their situation. Educational disparities further impact choices, he mentioned ethical choices are influenced by whether individuals are educated on decisions that matter in ethics.

When reflecting on the differences in experiences between Cameroon and the US, there seems to be less pressure to consume ethically in Cameroon because of the limited availability. Comparable to Lety’s statement of ‘what you see is what you get’. Citizens of Cameroon consume locally and they like to consume locally, it's easier for locals to know where their products are coming from. He mentions how compared to Cameroon, in the US, it's challenging to consume ethically. Difference in national culture introduces complexities when faced with consumer decisions. He notes that while citizens of Cameroon know the origins of their food and textiles, it's often harder while abroad to make a morally sound purchase. Though choices are few in the country, it's not difficult for locals to make ethical choices because of the knowledge they have surrounding consumption, it’s a cultural standard and the way of life.

Analysis of Student Responses- Haiti

Dieulin’s reflection emphasized the link between simplicity and ethical consumption. This perspective reflects a value for minimalism and sustainability. His perspective is likely shaped by the reliance on imports due to limited local production within Haiti, however, there

exists a collective emphasis on “consuming locally during celebrations like Independence Day”. Reflecting on his consumption patterns, Diuelin harbors a combination of both traditional consumption and what he has learned from living as a consumer in the US, “choices that I make here are different from back home”. Similar to the other two students, the level of consumption in the US is much greater than what is available in Haiti. However, he recognizes how large availability can have a neutral impact on ethical decisions, “if I know what I want, I will be able to find it”, yet he mentions that in the US, businesses such as big corporations are not adjusted to fit the ethical standards of consumers.

Dieulin connects the effect of globalization and how it tends to push people to purchase products that are cheaper because they are more readily available. A result of globalization is the economic disparities that exist within Haiti and the reliance the nation has on external actors. The limited choice in Haiti influences people to consume through a mix of local traditions and the most inexpensive options.

Generational Influence

One of the prominent themes discussed by each panelist was generational differences among consumers. While these differences have evolved, traditions persist in the influence across generations. Within the nations represented in the panel, tradition seems to bridge the gap between generational differences, “Ethics require norms, and norms can only be formed and enforced among people who are in regular contact with each other” (Esteva, Babones, Babicicky p. 113, 2013). Each panelist described how compared to their experiences in the US, their home countries do not acquire the same mentality around mass-consumption. Each of their cultures valued the importance of community and tradition, common characteristics found among

individuals who come from collectivist cultures. Despite generational shifts in perspectives, the influence of globalization has created a blend of traditional and modern values among consumers today.

Globalization Influence

Globalization is complex and the effects are nuanced. The process of globalization should be seen as more of an unstoppable force than a simple label. It affects the social and economic lives of a majority of countries in the world (Clegg and Carter, 2007: 271). Generational differences show the complexity of globalization, as Lety and Kingsley both mentioned. Older generations did not have accessibility at their fingertips. Today, mass consumption has become a generalized norm in nations with quick turnover consumption patterns, particularly in the US. Shifts in production systems, which have granted consumers greater flexibility and access to alternatives, have significantly transformed consumption habits, often in ways that subtly influence cultural norms (Orçan, 2004; Scriven, 2014). It's important to note that mass consumption is a social norm for most Americans, who have the convenience to utilize services of big corporations such as one-day shipping for material goods and imported food that is not in season. The majority of the world does not live with the luxury of availability the US has. Dieulin provided insights on the effects of globalization, where the reliance on imports complicates consumer ethical consumption, making it more difficult to discern whether consumption aligns with ethical standards when distributor options are limited. Kingsley explained how choices made by the current generations will impact future generations, creating a

reflective outlook on the importance of sustainability. Consumers analyze if products meet personal and ethical standards. Personal values go hand-in-hand with personal choices.

The Influence of Collectivism and Individualism

Evident in each of the panelists' responses was the difference between collectivist and individualistic societies. When panelists were asked to reflect on their experiences within their home countries and the US, Lety and Kingsley recognized there is a clear distinction of ethical implications between nations that value cultural traditions versus nations that do not. Lety explained how in Mexico, especially in small rural towns where she is from, sticking to tradition allows for connection within the community. Kingsley explained that with the open street markets, tradition has made it easy for relationships to be created among individuals. Their reflections highlight the concept that "sustainable consumption can be considered a social dilemma, as consumers weigh their collective and individual interests," (Rahman, Chwialkowska, Hussain, pg. 1002, 2021), demonstrating how cultural values shape consumption behaviors. From a business-to-consumer perspective, this manifests as brand loyalty. It differs within nations, in the US, people are more likely to be deemed as "brand loyal" if they consistently purchase products from a particular brand. National culture significantly influences consumer decisions, which may explain why the panelists' choices continue to reflect collectivist attitudes rooted in their home countries, even while living in the US.

Comparing Economic Influences Between Mexico, Cameroon, and Haiti

Each panelist shared similar economic limitations within their home countries that reflect consumer decisions. What was particularly interesting was how different each response was.

Lety mentioned a clear economic split between rural areas and big cities in Mexico, people are not motivated to travel somewhere new to visit big-brand stores within big cities. Emphasizing the role tradition plays within cultural norms and ethical decision-making, yet also highlighting the lack of accessibility. People say it goes back to valuing tradition and closeness within a community. Kingsley shared a similar perspective, explaining that in Cameroon, not everyone has accessibility to visit the one shopping mall in town, so there is no push to stray away from traditional consumption behavior, nor do people want to because of the relationships between the community. Dieulin provided a different perspective to add. Haiti's reliance on imports creates a dynamic where limited accessibility exists because of external influences and not necessarily because individuals want to stick to tradition.

Conclusion

The panel discussion highlights the significance of culture in shaping ethical decision-making between consumers, while also drawing from the complexities between tradition, globalization, and economic influences. The experiences of Lety, Kingsley, and Diuelin feature insights from a generation of young adults who have been able to see how different cultural backgrounds influence their consumption behavior and those within their given external environments.

Culture in collectivist societies encourages community-based consumption and despite the influence of globalization on mass consumption in the US, cultural traditions persist through individuals which influence their ethical decision-making even when placed in an individualistic society. The generational divide complicates the relationship between culture and ethics as young

generations of consumers are increasingly exposed to technology. However, traditional values remain steady.

The intersection of socioeconomic factors requires convoluted analysis to draw assumptions on the influence of consumer behavior. The findings from the panel reveal that while accessibility will differ across borders, cultural context continues to impact an individual's perception of what is ethical and what is not. Understanding cultural dynamics is crucial for understanding the ethical implications of global issues.

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*Appendix A***Panel Description:** The Cultural Influence of Ethical Decision Making**Event Details**

Date/Time: Wednesday, October 16th, 11:00 AM - 11:50 AM

Location: Behavioral Sciences Building, Room 131

Audience: Students in BUS220 (Business Ethics Lecture)

Panelists:

- Kingsley, MBA student from Cameroon
- Dieulin, MBA student from Haiti
- Lety, Political Science undergraduate from Mexico

Project Overview

This panel was part of my honors thesis research examining how cultural factors influence ethical decision-making, particularly regarding consumer behavior. The discussion focused on the interplay between cultural values, traditions, and external influences such as globalization, demographic factors, and economic conditions.

The panel was conducted as part of a Business Ethics course to complement students' classroom exposure to ethical dilemmas.

Purpose of the Panel

The panel sought to explore:

1. How societal and cultural norms shape attitudes and behaviors toward ethical consumption.
2. The influence of personal values and traditions on ethical decision-making.
3. The impact of demographic and economic factors, including age, gender, income, and education, on ethical consumption choices.
4. Cross-border interactions and globalization's role in shaping ethical consumption norms.
5. Challenges businesses face in promoting ethical practices across culturally diverse contexts.

Discussion Topics

- Cultural norms, traditions, and their effect on consumer ethics.
- Mechanisms linking culture to attitudes and behaviors related to ethical consumption.
- Intersection of demographic factors with cultural influences.
- Globalization's influence on ethical consumption norms and practices.
- Historical and economic factors affecting consumption patterns in panelists' countries.

Guiding Questions for Panelists

The panelists were provided the following guiding questions to frame their responses:

1. Can you share how societal norms in your country influence ethical consumption choices?
2. How have your personal values or traditions shaped your decisions regarding ethical shopping?
3. In your experience, how do age or gender affect people's attitudes towards buying ethically in your country?

4. How do socioeconomic factors, like income or education, impact ethical consumption in your community?
5. Have you seen cultural interactions or globalization influence ethical consumption norms where you live?
6. How have businesses in your country responded to promoting ethical consumption across diverse cultural groups?
7. Can you describe how historical or economic events in your country have affected ethical consumption patterns?
8. How do regional differences within your country affect ethical consumption?
9. What role does social media play in shaping ethical shopping behaviors in your country?
10. How do religious beliefs in your culture influence ethical consumption?
11. Have you noticed any generational shifts in ethical shopping trends in your country?
12. How does the perception of fast fashion vary across cultural or ethnic groups in your country?
13. Are there any local initiatives or movements promoting ethical consumption in your community?
14. How does advertising reflect or challenge ethical consumption norms in your culture?
15. What are some differences that you have noticed between your consumption choices in your home country and being in the US? Do you believe you make more ethical choices regarding one or the other?

Supplementary Materials

- A recording of the panel discussion
- PowerPoint slides used during the lecture to introduce the topic and provide context for the discussion.
- A detailed list of prepared questions

Prepared Question List

The questions were designed to elicit open-ended responses, encouraging panelists to draw from personal and collective experiences. Their focus was to ensure that insights into the broader thesis themes were provided.

Panel Process and Reflection

Each panelist shared personal experiences and reflections based on their cultural context. The discussion explored the complexities of ethical decision-making and highlighted the intersection of tradition, economics, and globalization in shaping consumer behavior.

I originally planned on having four students sit on the panel, however, there were conflicting schedules. I had one panelist who was representing the US who dropped out at the last minute. Lety was able to step in but it worked out because she was able to provide insight from the US and Mexico. Having three panelists was a good amount, everyone got to talk an equal amount and elaborate on the questions within the 50 minute period.

Student Feedback

Students in the BUS220 lecture had the option to provide feedback as an extra credit assignment. Many appreciated the diverse perspectives shared by the panelists. Students expressed interest in learning about

how cultural values influence shopping habits and the ethical considerations that are often overlooked in American consumerism. They were able to recognize the differences in consumption behaviors and economic challenges compared to the U.S, even if they didn't know much before.

Overall, the discussion prompted students to reflect on their own consumption choices and the broader impact of those choices on society and the environment, emphasizing the importance of ethical decision-making in a global context



THE CULTURAL INFLUENCE OF ETHICAL DECISION MAKING

Topic: Fast Fashion

Kayla Ybarra

HONR499

October 16, 2024- BUS220

IClicker

Which do you think has the greatest influence on consumer ethical decision making?

- A. Personal values and beliefs
- B. Cultural traditions and societal norms
- C. Economic factors (income, affordability)
- D. Global trends and media influence

THE PURPOSE OF THIS PANEL

Our panelists will be discussing their consumption experiences in relation to their culture- have they noticed patterns within how they consume textiles and clothing items and is their decision making linked cultural influences? How do these experiences differ from their experiences in the US?

MEET YOUR PANELISTS



Kingsley Epie Etone

Home Country: Cameroon
Major: MBA Business



Leticia Madrigal-Tapia

Home Country: USA
Major: Political Science



Dieulin Napolean

Home Country: Haiti
Major: MBA Business

Cultural Influences

How have your personal values or traditions shaped your decisions regarding shopping?

Economic Influences

Do you find factors such as income, education, impact ethical consumption in your community?

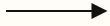
Comparison

Have you seen cultural interactions influence the way you make purchasing decisions?

IClicker

After listening to the panel, what do you think is the largest barrier to ethical consumption?

- A. Lack of awareness
- B. High costs of ethical products and services
- C. Influence of the fast fashion market
- D. Limited availability of sustainable options and resources



Kayla Ybarra
HONR499
December 4, 2024

THE CULTURAL INFLUENCE OF ETHICAL DECISION- MAKING

AGENDA

01 Introduction

02 Background

03 Project

04 Goals

05 Research & Design

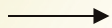
06 Themes, Findings, &
Insights

07 Student Feedback

08 Challenges & Adaptions

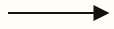
09 Conclusion

10 Questions



01

Introduction



“Ethical decisions are not universal, cultural lenses shape how we perceive and interact with our environments. Culture influences how consumers make decisions.”



WHAT IS ETHICAL DECISION- MAKING?

A cognitive process that involves considering personal morals and rules when making decisions.

(Markkula Center, Santa Clara University)



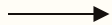
WHAT IS CULTURE?

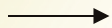
Shared beliefs, practices, values, and customs that define a group, institution, or society.

(Merriam Webster, Define Culture)

HOW ARE THESE TWO CONNECTED?

Much like our own experiences shape our world,
our experiences are determined by the cultural
influences surrounding us in our external
environment.





02

Background

The fast fashion industry results in **10 %**
of **total CO2 emissions**.

(UNEP, 2022)

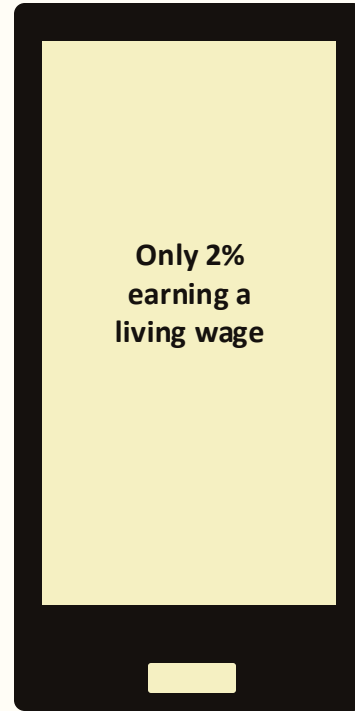
92 million tons of textile waste is
generated **annually**.

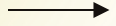
(Ellen MaCarthur Foundation).



An estimated **75 million** garment workers worldwide are **underpaid.**

(Clean Clothes Foundation).





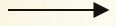
03

Goals

To explore how cultural factors influence ethical consumption.

Understand how external influences related to culture affect ethical consumption.

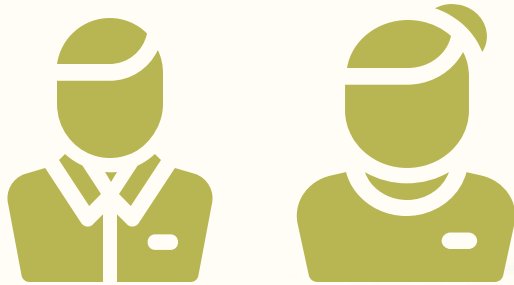




04

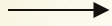
Project

PANEL PRESENTATION



1. Provides **real** experiences
2. Small group of international students attending Colorado State University
3. Perceptive and thoughtful
4. No emphasis on demographics





05

Research & Design

PANEL INFORMATION

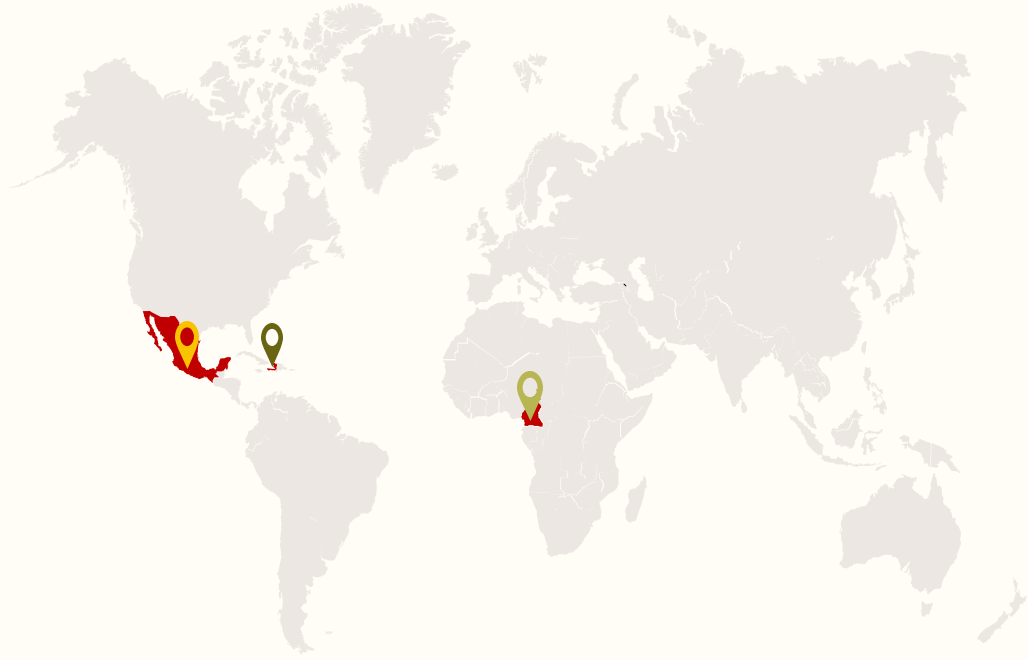


Date & Time: Wednesday October 16th, 11:00-11:50am

On-Campus: Behavioral Sciences 131

Audience: Students in BUS220
(Business Ethics Lecture)

PANELIST INFORMATION



Leticia
Undergrad in Political Science

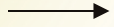
Kingsley
MBA College Of Business

Dieulin
MBA College Of Business

All panelists are CSU students and agreed to share their experiences on the topics discussed.

DISCUSSION TOPICS

1. Cultural norms, traditions, and their effect on consumer ethics
2. What links culture to attitudes and behaviors related to ethical consumption
3. Intersection of demographic factors
4. Influence of globalization
5. Historical and economic implications that affect consumption patterns



06

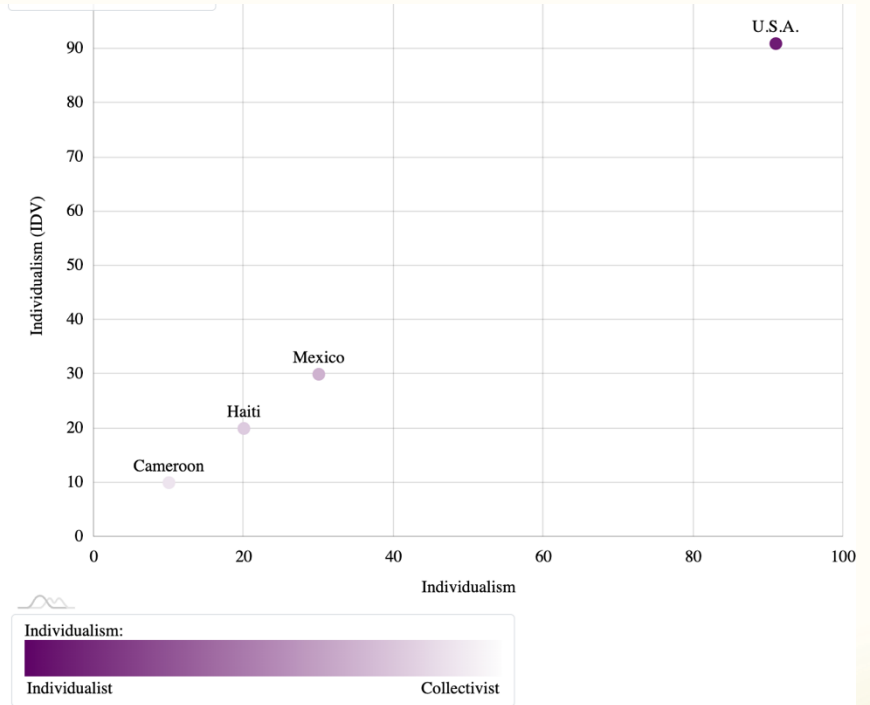
Themes, Findings, & Insights

CULTURAL VALUES	GENERATIONAL DIFFERENCES	GLOBALIZATION
Traditions, beliefs, patterns, thoughts that are passed down.	Beliefs and patterns tend to shift in generations over time.	New ideas, products, buying habits, media, consumption
ECONOMIC HISTORY	INCOME	INDIVIDUALISM V. COLLECTIVISM
Change in nations economic systems over time.	Accessibility and choice.	Hofstede's Cultural Dimensions

CULTURAL VALUES

“My mom has a set person for everything, if she needs something, she knows who to go to” -Kingsley

“[We] consume locally during celebrations like Independence Day”- Dieulin



(Hofstede Country Comparison Tool).

GLOBALIZATION

“Someone from a rural farm town isn’t going to go out of their way and drive two hours into the city to visit the newest Walmart”- Lety

- Mexico: \$9.8 billion spent on textile industry
- Haiti: exported ½ a billion articles to US in 2021
- Cameroon: expected to reach \$2.4 billion
- **United States: \$259.79 billion**

(Statista)



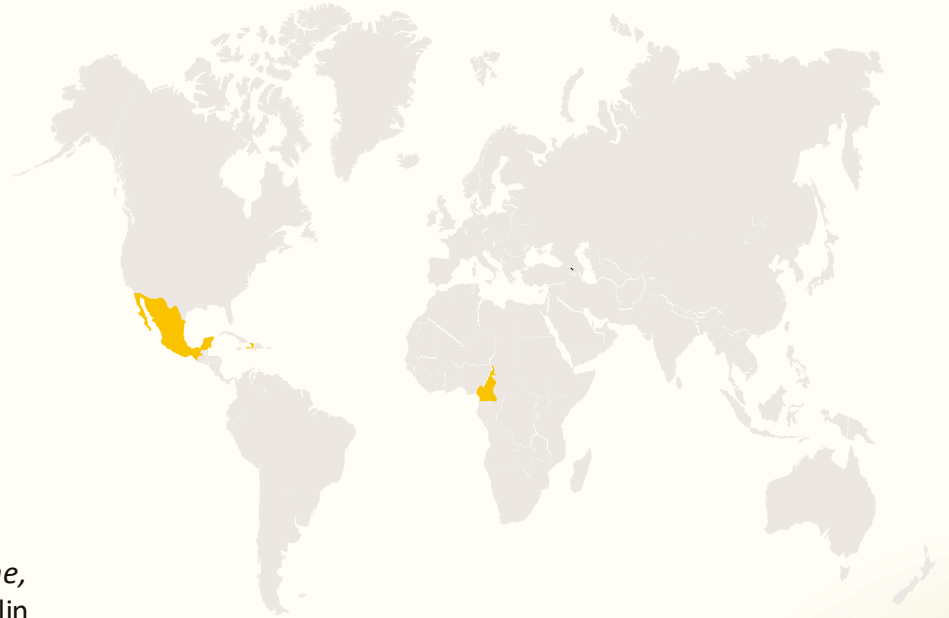
ECONOMIC HISTORY

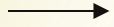
*"[In Mexico], there is a **what is here is what you get mentality**" - Lety*

- Mexico: MX\$399,000 -> \$19,700
- Haiti: \$2,400
- Cameroon: \$460,000CFA -> \$9,600
- **United States: \$37,585**

(Statista)

"Choices that I make here are different from back home, if I want something, I know I'll be able to find it"- Dieulin





07

Student Feedback

Diverse Perspectives

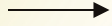
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graph TD; A[Diverse Perspectives] --> B[Awareness and Reflection]; A --> C[Global Context]; B --> D["■ 'This panel made me consider my own due diligence and made me want to research my online shopping choices further'"]; B --> E["■ 'The discussion made me realize how often we overlook the ethical implications of our purchases and the impact they have on people in other countries'"]; C --> F["■ 'It was interest to hear how different cultures value different things based on the specific region they are in'"]; C --> G["■ 'The panelists shared their firsthand experiences about how consumer habits affect not only economies on a macro level, but also cultures and environments on a micro scale'"];
```

Awareness and Reflection

- *"This panel made me consider my own due diligence and made me want to research my online shopping choices further"*
- *"The discussion made me realize how often we overlook the ethical implications of our purchases and the impact they have on people in other countries"*

Global Context

- *"It was interest to hear how different cultures value different things based on the specific region they are in"*
- *"The panelists shared their firsthand experiences about how consumer habits affect not only economies on a macro level, but also cultures and environments on a micro scale"*



08

Challenges & Adaptions

CHALLENGES

01 Findings Panelists

Easier said than done.

03 Panelist Withdrew

Original US representative withdrew the Monday before.

02 Schedule Conflicts

Working around schedules and the tentative date.

04 Fast Fashion Focus Fell Short

Original topic did not end up being the central theme.

ADAPTIONS

01 Last Minute Panelist

Lety was able to represent Mexico and the United States.

03 Evolution of Topic

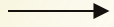
Making connections with what the panelists discussed and research was more simple and cohesive.

02 Lucky Number 3

Maximized time for panelists to share their experiences and insight.

04 Flow of Discussion

Certain insights led to other ideas and questions.



09

Conclusion

PERSONAL REFLECTION

01

Analysis

02

Broadened Perspective

03

Cultural Awareness



04

Awareness of Self

05

Relationships

06

Data
Visualization



ACADEMIC & PROFESSIONAL REFLECTION

01

Reinforced Interest

02

Advocate for ethical practices

03

Research



04

Communication

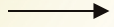
05

Foundation for Future Topics

06

Interdisciplinary Approaches to Ethics and Culture





10

Questions

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