

University of Mississippi

eGrove

Honors Theses

Honors College (Sally McDonnell Barksdale
Honors College)

2015

A Global Perspective on Ethical Consumerism: A Study of Advertisements from Social Enterprises to Identify the Ethical Consumer

Murray Miller

University of Mississippi. Sally McDonnell Barksdale Honors College

Follow this and additional works at: https://egrove.olemiss.edu/hon_thesis



Part of the [Sociology Commons](#)

Recommended Citation

Miller, Murray, "A Global Perspective on Ethical Consumerism: A Study of Advertisements from Social Enterprises to Identify the Ethical Consumer" (2015). *Honors Theses*. 723.

https://egrove.olemiss.edu/hon_thesis/723

This Undergraduate Thesis is brought to you for free and open access by the Honors College (Sally McDonnell Barksdale Honors College) at eGrove. It has been accepted for inclusion in Honors Theses by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

A GLOBAL PERSPECTIVE ON ETHICAL CONSUMERISM:
A STUDY OF ADVERTISEMENTS FROM SOCIAL ENTERPRISES TO
IDENTIFY THE ETHICAL CONSUMER

© 2015
By Murray Miller

A thesis presented in partial fulfillment of the requirements for completion
Of the Bachelor of Arts degree in International Studies
Croft Institute for International Studies
Sally McDonnell Barksdale Honors College
The University of Mississippi

University, Mississippi

2015

Approved:

Advisor: Dr. Jeff Jackson

Reader: Dr. William Schenck

Reader: Dr. Marcos Mendoza

© 2015
Murray Catherine Miller
ALL RIGHTS RESERVED

ABSTRACT

MURRAY CATHERINE MILLER: A Global Perspective on Ethical Consumerism: A study of Advertisements from Social Enterprises to Identify the Ethical Consumer
(Under the direction of Dr. Jeff Jackson)

This paper explores ethical consumerism in the United States and Latin America. I examined ethical consumerism in these two settings by identifying social enterprises from different countries in each setting to identify the ideal ethical consumer. After comparing and contrasting the ethical consumer in each context, I determined that ethical consumerism does exist in Latin America. According to scholarship, a country must be postmaterialist in order for ethical consumerism to exist. Through my research, I concluded that Latin America is postmaterialist, therefore ethical consumerism does exist.

Table of Contents

1. Chapter One	5
a. Introduction.....	5
b. Research Question.....	6
c. Structure of Thesis.....	8
d. History of Ethical Consumerism.....	9
e. Defining Ethical Consumerism.....	11
f. Importance of Research Question.....	19
g. Methodology.....	21
2. Chapter Two – Large US Social Enterprises	25
3. Chapter Three – Small US Social Entrepreneurs	46
4. Chapter Four – Small Latin American Social Entrepreneurs	73
5. Chapter Five – Findings and Conclusion.....	91
6. References.....	97
7. Appendices.....	99

Chapter One

Introduction

There's an old saying that Cinderella is proof that a pair of shoes can change a girl's life. To a certain extent, I can relate. A pair of shoes may not have changed my life and led me to my prince charming, but they certainly taught me something about the world around me. A few years ago, I purchased a pair of shoes, not realizing at the time how much of an impact it would have on me. This pair of sandals that I bought from Nisolo, a company that claims to be "socially conscious," made me realize that my purchases can have a direct effect on others. Nisolo taught me that through my purchases, not only did I impact others, but I could positively impact others through consuming responsibly. Nisolo empowers artisans in Trujillo, Peru, that have an incredible skill: they handcraft leather shoes and accessories. Nisolo connects these artisans with a marketplace. Rather than giving them a hand-out to fight poverty, they are giving them a "hand up." Nisolo's mission statement explains the impact that consumerism can have on the world: "As consumers, we are not alone in the world. We recognize that our small choices have a big impact somewhere else. As producers, we are not alone. We have access to the global market and fair compensation for our work. We are a team of makers, doers, and storytellers working together to facilitate a healthy connection between consumers and producers in the global marketplace." (Nisolo) To me, this mission statement emphasizes the impact that consumers can have through their purchases, which

is essentially what ethical consumerism is – moving past products and focusing on relationships. I learned that when I buy things, it is not just buying a dress or a pair of shoes – behind that dress or pair of shoes is a story. Someone made that product, and my purchase can either affect them in a positive way or a negative way. It can either help their status, or hurt their status.

It may seem naïve to say that buying things – consumerism – is an inherently selfish activity, so people typically do not think about others when they purchase a new pair of jeans, a purse, or shoes. When I first realized the impact that consumerism can have on the world around me, I became interested in the concept of ethical consumerism. Ethical consumerism is consumerism that has a positive impact on something else in the world around us – whether that is the people who make the product or the environment. Through this project, my goal is to learn more about the topic from a global perspective, comparing the United States and Latin America – specifically asking: who are the ethical consumers in each society? Is the ethical consumer male or female? Wealthy or poor? Young or old? Cultured or sheltered? My goal was to determine if the ethical consumer comes from a certain background, with a certain affluence, of a certain gender, having a particular mindset about life. The ethical consumer must have a certain set of beliefs and values to motivate them to consume in an ethical way, so I am interested in finding out exactly who these consumers are in each setting.

Research Questions

My research will focus on five main questions: what is ethical consumerism? Where does ethical consumerism come from? Who is the ethical consumer? How do

different social enterprises market to their consumers? How should burgeoning social enterprises, in newly postmaterialist societies, market to their consumers? And finally, does ethical consumerism exist in developing countries?

First, I researched ethical consumerism, keeping in mind my main research questions. I found that many scholars have done studies on ethical consumerism. Furthermore, I found that scholars have researched ethical consumerism from a cross-cultural perspective, comparing ethical consumers in multiple cultures.

Next, I wanted to identify the ethical consumer in two cultures, the United States and Latin America. I wanted to study consumers through a survey, but this presented difficulties. I was not able to locate either a survey or a group of people in Latin America to survey. Instead, I decided to study businesses and identify their consumers.

Lastly, I identified multiple businesses that claim to be socially responsible. I located these business's social media accounts to gather their advertisements in order to identify what type of consumer they market to.

Structure of Thesis

In Chapter 1 of this thesis, I will discuss the first two research questions: what is ethical consumerism, and where does it come from? I will present my literature review, which includes scholars' work on ethical consumerism, the history of ethical consumerism, and ethical consumerism from a cross-cultural perspective.

In Chapter 2, I will discuss the first category of social enterprises, large businesses in the United States. I have identified multiple social enterprises and completed a study of their advertisements to identify their ethical consumer.

Chapter 3 discusses the second category of businesses, small social entrepreneurships in the United States. Like Chapter 1, I include multiple social enterprises and a study of their advertising and marketing material.

Similarly, Chapter 4 introduces the third and final category of businesses. These social entrepreneurships are based in Latin America. Again, I researched multiple social entrepreneurships that claim to be socially conscious, and analyzed their advertisements.

In Chapter 5, I present my Findings and Conclusion. I determined that ethical consumerism is consumerism with a positive impact – it is consumerism that focuses not only on the quality of the product, but also on the quality of the circumstances in which the product was produced. From other scholars' work, I determined that for ethical consumerism to exist, a society must be developed, modern, and postmaterialist. Scholars argue that without postmaterialism, ethical consumerism cannot exist. Finally, I determined that ethical consumerism does exist in developing countries, though there are differences.

History of Ethical Consumerism

This idea of consuming responsibly is not a new one. Several scholars have offered various definitions of ethical consumerism, but the first scholarly work published on ethical consumerism was written by James Carrier, an anthropologist at Oxford Brooks University and the University of Indiana. He argues that ethical consumerism cannot exist in a society or culture that is not modern. “Ethical consumerism cannot be understood without seeing it as an embrace of a certain kind of modernity.” (1) Ethical consumerism is the result of moving past what Carrier calls “materialism” to a new, more modern period in history called postmaterialism. Generally, postmaterialism does not only emphasize the product, but where the product comes from, and in what conditions it was made. Because postmaterialism is the most current period in history, this idea of modernity, ethical consumerism, and postmaterialism are all interconnected. Carrier argues, “It [ethical consumerism] is the current manifestation of a long history of social movements that have urged people to assess the objects that they confront not just in the classic economic terms of their cost and utility, but also in terms of the ways in which they are produced, processed and transported.” (Carrier) I discuss the important role that social movements play in this process in a moment.

Others have built on Carrier’s work. For instance, Sooyoung Cho and Andreas Krasser recognize and further explain the role that postmaterialism plays in the history of ethical consumerism. According to Cho and Krasser, materialism refers to the “value placed on the acquisition of material objects,” while postmaterialism “represents values that emphasize environmental protection, sense of community, tolerance and inclusion of minorities, concern over quality of life, self-actualization, human rights, sustainable

development, and demands for choice among products and services.” (7) While similar to Carrier’s definition of postmaterialism, Cho and Krasser build on it by adding different values. Materialism in society means that success is often viewed in relation to the amount of “things” that one person has. Postmaterialism focuses more on where these things come from, how they are made, who makes them, and what is the social and ecological consequence of making them. For example, in societies that are post-materialist, consumers may have choices between products. Consumers could buy a purse that was made in a foreign country by a child working a 12-hour workday in a harmful environment, or they could buy a purse that was made by someone who was protected from these issues.

The choice that consumers have creates the context for ethical consumerism. Choosing to buy the product made according to ethical standards is becoming an increasingly important issue for consumers in the post-materialist context.

Aside from postmaterialism, there is another dimension to the concept of ethical consumerism, and that is citizenship. Two scholars from the University of Texas at Austin, Sergio Cabrera and Christine Williams, examined modern marketing textbooks in order to demonstrate whether there exists the idea that consumers can improve the social welfare of their society through consumption. Cabrera and Williams argue that sociologically-speaking, consumers historically do not make good citizens (2014). However, they present what they consider to be the first example of ethical consumerism. The first time that consumerism was linked to social good was after World War II (2014). Through consumption, Americans could promote freedom, equality, and democracy, because they were fulfilling their duty as citizens (2014). Increasing consumerism in the

United States accomplished two things: it boosted the economy, and it increased national interest. Essentially, the government worked alongside businesses to increase advertisements that encouraged citizens to shop. This idea was called “consumer citizenship” – the ideal relationship between government, consumers, and businesses that promotes social good (2014).

Defining Ethical Consumerism

Carrier argues that ethical consumerism is rooted in social movements that have increasingly grown in popularity in recent years and that emphasize relationships over products. To me, this means that Carrier’s concept of ethical consumerism focuses not on the product, but on the circumstances in which the product was made, distributed, and purchased. Carrier defines ethical consumption as the “consumption of goods that are produced in circumstances that meet the purchaser’s ethical criteria” (2007). Ethical consumption is associated with social and political orientations, and serves as a way to reestablish the link between consumers and producers. According to Carrier, ethical consumers can do two things: lead a more moral life, and affect the world around them through creating competition in the marketplace, which changes the way corporations operate (2010).

Cho and Krasser expand the definition of ethical consumerism, by offering a new dimension. They argue that it is “an expression of ethical concerns about products and organizations ‘by choosing to purchase a product that meets certain ethical standards, or by choosing not to purchase a product that fails to meet that criteria.’” (2011) These concerns include environmental considerations, animal welfare, fair trade, labor

standards, and organic food sales. Cho and Krasser present a two-fold concept of ethical consumerism: buying *and* boycotting. While Carrier expresses ethical consumerism as a relationship, Cho and Krasser express it as an action. Carrier's definition emphasizes the importance of identifying where products come from before you buy them. Cho and Krasser present ethical consumerism as either a positive action or negative action: buying products that are produced with ethical standards, or not buying products that are produced in unethical standards. From these scholars' work, we can see that ethical consumerism emphasizes relationships and action.

Cho and Krasser completed their research through a cross-cultural study aimed at providing an understanding the motivations for ethical consumerism. Cho and Krasser surveyed respondents from Austria and South Korea. The authors argue that cultural differences shape consumer attitudes and behavior, and found that there were large cultural differences between the two cultures they studied, and in turn, a large difference in the amount of ethical consumerism. They found that culture was a strong predictor for ethical consumerism, because it reflects the values that consumers learn from society.

Cho and Krasser developed a series of hypotheses that they sought to prove throughout their research. First of all, post-materialism will be positively related to motivation for ethical consumerism; materialism will be negatively related to motivation for ethical consumerism (2011). According to their research, materialism and motivation for ethical consumerism have an inverse relationship. The more materialistic a culture is, the less likely that culture is to ethically consume. The opposite is also true. Consumers from non-materialistic cultures are more likely to show higher motivation for ethical consumerism than those from materialistic cultures (2011). Cultures that are

postmaterialistic are more likely to ethically consume. In this case, Austria represents a non-materialistic culture (meaning it is post-materialistic), while South Korea represents a materialistic culture.

The next hypothesis states that universal benefits will be positively related to motivation for ethical consumerism; emotional benefits will be positively related to motivation for ethical consumerism (2011). Simply put, this means that consumers will often make ethical consumption choices because they want to feel better about themselves. They buy products that are good for the environment or products that help other people, because purchasing this product provides them with universal and emotional benefits. Ethical consumerism helps others, and it helps the consumer to feel good about his or herself.

Next, ethical self-identity will be positively related to motivation for ethical consumerism (2011). This means that issues that are important to the consumer will influence ethical consumerism. If a consumer recognizes the importance of ethics in consumption, they will be more likely to ethically consume.

The next hypothesis states that attention to news media content will be positively related to motivation for ethical consumerism (2011). Consumers that pay attention to the news are more likely to ethically consume, because they are more informed on certain issues like environmental concern.

Lastly, attention to entertainment media content will be negatively related to motivation for ethical consumerism (2011). Fictional-based television programs negatively affect ethical consumerism, unlike news-based television programs.

Cho and Krasser note the importance of social movements in the case of each country. For example, a recent concern for ecological issues sparked by the rise of the Green Party in Austria encouraged Austrians to consume in a manner that did not harm the environment. On the other hand, South Korea is a highly materialistic culture. Ethical consumerism is still new. Social movements, like in Austria, have not had a strong presence. Only recently have green movements influenced consumers. For this reason, Austria and South Korea represent two cultures that will support my study: one culture that is clearly materialist, and one that is clearly post-materialist.

Cho and Krasser developed a research question to involve these values: To what degree do the seven variables (post-materialism, materialism, emotional benefits, universal benefits, self-identity, news media attention, and entertainment media attention) predict motivation for ethical consumerism (2011)? Cho and Krasser compared Austria and South Korea, two distinct cultures, in order to answer the research question and prove or disprove their hypotheses. All of their hypotheses except Hypothesis 2 were supported by their findings. They also found that, answering their research question, three of the seven variables (self-identity, post-materialism, and attention to news media content) did in fact significantly predict motivation for ethical consumerism.

Cho and Krasser made several conclusions from their findings. First, post-materialism highly motivates ethical consumerism (2011). Second, culture largely affects ethical consumerism (2011). Third, anticipated benefits do not motivate ethical consumerism to a large degree (2011). Next, self-identity was definitely a predictor of motivation for ethical consumerism. Lastly, attention to entertainment media does not

motivate ethical consumerism, while attention to news media does motivate ethical consumerism.

As previously mentioned, Cabrera and Williams completed a study of marketing textbooks in order to determine if consumption could be linked to social good. They focus on relationship management marketing, and how these types of marketing are related to ethical consumerism. The authors specifically focus on “neoliberal consumer citizenship,” which displays the ideal relationship between consumers, government, and businesses (2014). According to Cabrera and Williams, the role of the government is to ensure free competition, and provide a minimum level of protection for consumers. It should only intervene when businesses ‘misbehave,’ but ideally, businesses should be free from government intervention. Essentially, the government’s role is to ensure that businesses abide by ethical standards. If this were the case, all SEs would be ethical.

The role of business, on the other hand, is to cater to their customers’ needs while also generating profit for its owners, whether public or private. But not all customers are equal in the eyes of the business. Businesses should cater to the most profitable customers’ needs. Finally, the customer’s responsibility is to have desires, wants, and needs, and have them fulfilled by the business (2014). All of the textbooks are consistent in their information about consumers. In fact, the textbooks all expect the consumers to behave ethically. The neoliberal model of consumer citizenship, according to the textbooks in the study, has two general ideals: the consumer behaves ethically and the government ensures free competition.

One important part of Cabrera and Williams' research, similar to Cho and Krasser, is how different demographics and values affect consumer behavior. The authors argue that consumer actions are influenced by culture, subculture, values, beliefs, attitudes, lifestyle, personality, life-cycle stage, age, gender, family, social groups, reference groups, class, status, and other psychological factors (2014). Based on these demographics, businesses can then market to specific groups or individuals using one of the models of marketing. The first type of marketing is mass marketing, which is an undifferentiated message aimed at an entire market (2014). Next is 'niche' marketing: specific messages that are tailored to carefully selected market segments (2014). Lastly, relationship management marketing uses personalized messages to wealthy individual customers (2014).

Based on the demographics, businesses can easily predict consumer actions. Additionally, consumers can display motivations to buy (or not buy) goods – and this is related to a hierarchy of needs (physiological, safety, social, esteem, self-actualization). As consumers satisfy their bottom needs, then motivation to buy the higher needs increases (2014).

Ryan McConnell (2007) presents a new trend related to ethical consumerism called "mutual social responsibility." This new trend links consumers and companies, proving that they recognize their mutual responsibility and take a new interest in being good responsible citizens. In my opinion, this is a direct result of growing postmaterialism, and the fact that SEs and consumers are both realizing this. SEs and consumers are noticing that they can make a difference through each of their roles: consumers can purchase products that make a difference, and SEs can produce products

that make a difference. McConnell recognizes the importance of “cause marketing”. In general terms, cause marketing is marketing to a specific group of people based on different ideas. If given a choice between two products of similar price and quality, most consumers will choose the brand with a social purpose. McConnell lists different aspects of social purposes as protecting the environment, reducing poverty, providing equal opportunity to education, enabling everyone to live a healthy life. Those four principles are the ideas that most SEs take into consideration as social enterprises, according to McConnell. According to McConnell, in order for the mutual social responsibility and ethical consumerism movement to advance, SEs need to step up their cause marketing. Basically, social enterprises need to do a better job of making consumers aware that they are social enterprises. He offers suggestions to social enterprises on how to better market to ethical consumers through cause marketing.

This study relates to my own research, because it discusses marketing from social enterprises. In my study, I will be researching different SEs that consider themselves social enterprises, and analyzing their advertisements to see how they market to ethical consumers.

Marsha Dickson conducted a study that analyzed consumer behavior, researching whether or not a “no sweat” label would influence an ethical consumer’s behavior – or in other words, whether to buy or not buy a “no sweat” clothing label. The main goal of Dickson’s study was to identify the market for no-sweat label users, and profile the attitude and demographic characteristics of this market (2001).

Dickson's study provides a brief history on one issue of ethical consumerism that deals with sweatshops. Dickson argues, "Since the mid-1990s, government officials, consumer activists, labor representatives, industry leaders, and the media have focused increasing attention on working conditions surrounding the production of apparel." (2001) Since these arguments have arisen, ethical consumers are demanding that governments place greater regulations on working conditions. Dickson's goal is to analyze the use of social labeling campaigns and how consumers react to them. She states that "The objectives of social labels are to provide information to consumers so that they can knowledgeably support ethical businesses and refrain from unknowingly supporting unethical businesses." (qtd. in Wang, Fletcher, and Carly) In this case, knowledge is power: knowing how and in what circumstances a product was made can potentially influence consumer behavior. Dickson is looking for characteristics of consumers that may choose the no-sweat label when shopping (2001). She argues that psychographic and demographic characteristics do in fact influence socially conscious consumer behavior: age, education, gender, income, marital status all influence ethical consumerism (2001).

In conclusion, Dickson found that only a small portion (16%) of respondents were strongly influenced by the presence of a No Sweat label (2001). She also determined that unmarried females with lower education levels are more likely to purchase apparel with No Sweat labels (2001). This may be because unmarried females of lower education levels sympathize with and identify with certain producers. This study is relevant to my research because it examines one product and how demographics and values play into consumer behavior, determining whether or not consumers will ethically consume.

Importance of Research Question

Before moving on, I ask, why is this important in the first place? Why is it necessary to know how cultural values may influence ethical consumerism? The reason I chose to write on this topic is because I have realized the importance of knowing that our purchases affect more than just ourselves. A purchase made here can affect someone in an entirely different country, entirely different culture, and entirely different circumstance. On one hand, it is important for marketing purposes. “International companies need to understand how ideas, values, and moral standards differ across cultures and how cultural differences affect consumers in order to develop successful marketing strategies.” (Swaidan) “In summary, a greater understanding of how culture influences consumer ethics will allow marketers to develop better strategies that include consumers’ ethical characteristics.” (Swaidan 2011). On the other hand, it is important because of globalization. “With the rise of globalization, it is essential to understand, not just from a theoretical perspective, but also from a marketer’s vantage point, how ethical interpretations and actions might differ in various consumer markets around the world.” (Krasser and Cho). Lastly, it is important to know exactly who the ethical consumer is. Through my study I will be examining two different cultures with different consumer behavior, so I will gather a good idea of what an ethical consumer looks like in each culture. Essentially, at the end of my research, I will be finding and identifying the ethical consumer, so that I can expand the marketplace for ethical consumerism.

Additionally, I was curious to know whether or not ethical consumerism only exists in developed countries. According to the literature I researched, ethical consumerism can only exist in developed countries that are postmaterialist. But I want to

know if it can be found in developing countries as well. In my project, I look to find examples of ethical consumerism on a global scale, in both the United States and Latin America. Finding evidence of ethical consumerism in Latin America signifies one of two conclusions. It either contradicts the scholarship on ethical consumerism by saying that ethical consumerism can exist without postmaterialism, or it means that Latin America is in fact postmaterialist.

Methodology

In order to answer my questions, I will use a content analysis of advertisements from social enterprises - businesses that appeal to and market to ethical consumers. There are several different terms that scholars use to discuss businesses with a social purpose. Any of the following terms may be used to describe this type of business: socially conscious business, social enterprise, socially responsible business, or social entrepreneurship. For the purpose of my study, I will use the term “social enterprise” (abbreviated as SE) or “social entrepreneurs” when I refer to these businesses. By studying a wide variety of social enterprises both in the United States and in Latin America, I hope to find out how the SEs market to ethical consumers. I will identify what SEs promote to their consumers. Instead of looking at consumers to find out who the ethical consumer is, I will be looking at the SEs themselves to identify their marketing approaches towards consumers. Originally, I intended to survey consumers from different cultures to examine their purchases and what decisions went into their purchases. That proved to be difficult, because I had trouble formulating a survey, and difficulty gathering respondents. So instead of looking at consumers, I will look at businesses and their marketing techniques to determine the ideal consumer. More specifically, I will be analyzing advertisements from these businesses.

In order to identify the ethical consumer, I will be looking at multiple social enterprises, their social media accounts, and their advertisements. My goal is to determine what image these SEs are trying to portray through their social media and advertising. For the purpose of this project, these advertisements will include images from social media outlets.

The social enterprises vary in products, size, location, and advertising style. Some SEs are large businesses that sell their products internationally, some are small businesses that sell in the United States, and some are small businesses that sell in Latin America. The smaller SEs do not “advertise” in the traditional sense – they are not “big” enough for that yet. These SEs advertise and capture their consumer’s attention via social media.

Based on my research into various social enterprises, I noticed that social enterprises can be divided into three categories: large U.S. social enterprises, small U.S. social entrepreneurs, and small Latin American social entrepreneurs. I noticed differences in each category – differences in their products, differences in their advertising tactics, and differences in their means of ethical production. I decided to investigate the similarities and differences between the SEs in each category, collect their advertisements, analyze them, and determine what image these SEs are trying to portray through their advertisements. For the purpose of this project, “advertisements” include web advertisements, print advertisements, and images obtained through a brand’s social media outlets.

Category 1 SEs are large SEs that sell a wide variety of products, and while producing these products, they claim to abide by ethical standards and promote their products in this manner. This category of businesses advertises primarily on the internet, in newspapers, and in magazines. I collected a wide variety of their advertisements from these different sources.

Category 2 SEs are small SEs in the United States that advertise and capture their consumer’s attention primarily via social media. I obtained numerous ads for Category 2

SEs on Instagram, and documented their images and captions as well. Category 3 SEs are small businesses based in Latin America. Some of these SEs advertise in the traditional sense, online and in print sources. However, some of these SEs are still growing, and use social media as advertising.

In the chapters that follow, I will describe each category in more detail, identify the SEs in the category, explain the methods I used to identify themes in the advertisements, and describe the advertisements and themes in detail. In each case, I will use an inductive approach to analyze each set of advertisements. I will also compare and contrast each category. An inductive approach, as defined by W. Lawrence Neuman, entails “observing the empirical world and then reflecting on what is taking place, thinking in increasingly more abstract ways, moving toward theoretical concepts and propositions.” (60) I will also use a qualitative content analysis methodology, considering the themes and subthemes I have identified for each category of advertisements. Each different category contains its own list of adjectives and phrases that appear in the advertisements or images, and those qualify them to be certain themes. In particular, I developed a coding system to systematically observe the content from the ads, using both manifest and latent coding techniques. A manifest coding system is content analysis coding in which one develops a list of words, phrases, or symbols then locates them in the ads. A latent coding system is content analysis coding in which one identifies subjective meanings (in this case, themes) and systematically locates them in the advertisements. My unit of analysis will be advertisements, which include images from social media outlets. I employ a convenience sampling from United States SEs and Latin American SEs. According to Neuman, a convenience (or haphazard) sampling allows the

researcher to “get any cases in any manner that is convenient.” (2006) By definition, a convenience sampling is “a nonrandom sample in which the researcher selects any [cases] he or she happens to come across.” (2006)

While such a sample is not generalized to the larger world of all ads created by social enterprises, it does allow me to conduct a preliminary exploration into how certain social enterprises may define the ethical consumer. Therefore, as exploratory research my study aims to explore my research question in a preliminary fashion. Whether the conclusion arrived at are true for the larger world of ads from all social enterprises is beyond the scope of this project, though I hope they may provide clues that future researchers interested in these larger patterns may be able to follow.

Chapter Two

Guilt Free Shopping

Large U.S. Social Enterprises

Category 1 SEs are different from Category 2 SEs based on their cause and who receives benefits from their social responsibility. Category 2 SEs appeal to consumers that are shopping for a cause – shopping with the intentions of changing the world for the better. Category 1 SEs, on the other hand, can be described as “guilt free” shopping. These companies may not aim to change the world, but they do hope to minimize the harm caused in the processes of production. In this chapter I discuss how I chose these SEs and identify the themes encountered in their advertisements.

The Better World Shopper is a website dedicated to providing consumers with the most responsible SEs in business. Paired with a book, “The Better World Shopping Guide,” the idea of these two resources is to show consumers how shopping can make a difference. By consuming from responsible businesses, consumers can change the world in a positive light. The book and the website rank products – beer, condiments, hair care, gum and mints, vitamins, and everything in between – on a scale of A to F, notifying the consumer how responsible these SEs are in the production of their products. The website provides an A to F scale, as follows: A means “These companies are social and environmental leaders in their category,” B means “These tend to be mainstream companies taking social/environmental responsibility seriously,” C means “These companies have either mixed social and environmental records or insufficient data available to rank them,” D means “These engage in practices that have significant negative impacts on people and the planet,” and F means “These companies have the worst social and environmental records in the industry.”

The Better World Shopper website also outlines the principles that define being “socially responsible.” According to the book and website, there are five key issues at hand when it comes to ethical and responsible production. These key components consist of human rights, the environment, animal protection, community involvement, and social justice. The website provides examples for each component. The human rights aspect consists of sweatshops, third world community exploitation, international health issues, divestment, child labor, and ethical codes of conduct. The environmental aspect includes global warming, rainforest destruction, pollution, recycling, renewable energy, greenwashing, toxic waste, eco-innovations, illegal dumping, and sustainable farming. Animal protection includes factory farming, animal testing, humane treatment, and wild animal habitat. Community involvement includes family farms, local business support, volunteer efforts, sustainable growth, philanthropic donations, nonprofit alliances, and establishing foundations. Lastly, social justice includes fair wages, fatalities, union busting efforts, health and safety records, and discrimination based on: race, gender, age, ability, religion, sexuality, and ethnicity.

The authors of the website have developed a process that allows for the ranking of SEs in each different category. First, data is collected from nonprofit sources. This data contains information on the social and environmental responsibility of companies. Next, the data is organized into a database that matches companies with their SEs, organizes and weighs the data, and calculates a responsibility score. The next step is to transfer the companies to more specific charts based on category, and assign them a letter grade based on responsibility relative to competitors in the same category. Finally, SEs are organized in an easy fashion to allow consumers to readily see the most and least

responsible SEs while they are shopping. The Better World Shopper book and website provide consumers with information so that they can make a difference, and shop from responsible SEs. These resources allow consumers to “vote with their wallet” and shop responsibly.

For my project, I have selected five SEs from The Better World Shopper to research. I then collected advertisements from their social media outlets to analyze in order to see what image the SEs are portraying to ethical consumers. The businesses I chose to research are Aveda, Clif Bar, Method, Organic Valley, and Seventh Generation. They are classified as social enterprises by The Better World Handbook. These SEs are businesses that seek to operate under ethical and responsible values in order to make a difference. I selected these SEs because they are the top ranked businesses according to the Better World Shopper, all receiving a grade of A+ or A.

Aveda

Founded by Horst Rechelbacher, Aveda Corporation is a business “dedicated to holistic beauty and environmental responsibility.” Aveda sells hair care, skin care, makeup, perfume, and styling products. Stated on the Aveda website, Aveda’s vision is “connecting beauty, environment and well-being.” “Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.” (Aveda)

Aveda claims to accomplish their mission through a set of beliefs and values that they uphold (Aveda). Summarized, they value people, the environment, and excellent

ethical business. They claim to treat others with dignity and respect, and treat the environment with care throughout their processes of production. They strive for excellence, and seek to achieve it while upholding an ethical code. (Aveda)

Additionally, Aveda works with an indigenous community in Brazil, to harvest a product called urukum. By using urukum, Aveda could support the indigenous tribe, who had suffered in the past. Aveda could support traditional farming in Brazil and protect their indigenous culture. Aveda can be considered a social enterprise because it promotes environmental responsibility and empowerment. (Aveda)

Clif Bar

Clif Bar is a private family and employee-owned business founded by Gary Erickson that sells organic foods and drinks. Clif Bar is most known for their energy bars, sold in many different flavors, with many different purposes. Clif Bars are made for different activities: some bars are meant for recovery, some restore protein, some are made for snacking, some enhance athletic performance, and some hydrate. Additionally, there are different bars that are fit for different age groups, some made for men, some specifically for women, and some for children. Bottom line, Clif Bars are intended for those that are active and adventurous. (Clif Bar)

On their website, Clif Bar outlines the five aspirations that guide their business. Their aspirations include: sustaining our business, sustaining our SEs, sustaining our people, sustaining our communities, and sustaining the planet. Clif Bar is a company dedicated to resilient and sustainable business, looking ahead to the future. They also value integrity and quality, only offering the best products. People are important at Clif

Bar: employees work together, encourage one another, and build each other up. At Clif Bar, they value relationships. Additionally, they value relationships with the community. They seek to promote healthy communities, both at home and abroad. Lastly, Clif Bar pursues a healthy environment by conserving and restoring natural resources. Clif Bar's social enterprise quality includes their desire to promote a healthy environment. They attempt to keep the environment healthy while keeping people healthy as well. (Clif Bar)

Method

Adam Lowry and Eric Ryan own Method, a brand that offers home cleaning supplies and body and skin care products. They were originally inspired by cleaning products that were harmful and toxic – giving them an idea. According to their website, Adam and Eric wanted to create a line of cleaning products that weren't harmful to people or the environment, yet still get the job done. (Method)

Method has several points that reflect their socially conscious values. Method makes their products with natural plants, rather than products from an industrial plant. They do not harm animals in the testing of their products. They are dedicated to providing products that will clean without harm. Method provides products that do not harm the environment. Ultimately, Method's mission is to provide consumers with products that keep their homes clean while keeping people and the environment healthy. According to their website, they run their business with values at the forefront – they create social and environmental benefits through their production process. Method values transparency – in ingredients and production. They empower consumers to make educated, responsible decisions. Finally, Method has a program called Method Cares that

gives back to the local community. Each Method employees is given three days a year to give back to the community in whatever capacity they choose. (Method)

Method qualifies as a social enterprise because they again seek to produce cleaning supplies without harming the environment we live in. When buying from Method, according to their website, consumers know that the products they are buying will not hurt the environment. They also value the communities they live in, by directly serving their community through Method Cares. (Method)

Organic Valley

Organic Valley is a cooperative farm in Wisconsin that was started in 1988, driven by a goal to sustain family farming traditions, and build more opportunities for the future. Organic Valley offers a wide variety of dairy products, all grown by farmers in local communities. Stated on their website, Organic Valley's mission is "to support rural communities by protecting the health of the family farm – working toward both economic and environmental sustainability." (Organic Valley)

Basically, Organic Valley is a community of farmers in which all of the farmers work together to govern the community and keep the farms sustained. Farmers, employees and citizens all play a vital role in the community. Organic Valley's mission is "to create and operate a marketing cooperative that promotes regional farm diversity and economic stability by the means of organic agricultural methods and the sale of certified organic products." The brand has seven goals under which they operate: "cooperatively market certified organic products produced by our members; market the best tasting, most nutritious and wholesome food as possible; establish farmer determined food prices

to reflect fair return and to use these prices to guide the cooperative marketing; encourage a farming future emphasizing ecological and economic sustainability; enable a healthy human livelihood by providing quality employment, cooperation, organic education and community growth; practice environmental awareness and cooperative principles in all aspects of production, handling, marketing and operations; promote a respect for the diversity, dignity, and interdependence of human, animal, plant, soil, and global life.” Ultimately, according to their promotional materials, Organic Valley is a family-owned, mission-driven cooperative that believes in working together to produce organic food, and in turn, change the world by keeping people, animals and the earth healthy. (Organic Valley)

Once again, Organic Valley is an example of a social enterprise that seeks a healthy environment. Additionally, in a way they claim to empower farmers, creating a sustainable market for these traditional family farms. These two aspects of their business classify Organic Valley as a social enterprise that promotes a positive world through business, rather than harming the world through business. (Organic Valley)

Seventh Generation

Seventh Generation is a brand that sells household cleaning products, baby products, and health and beauty products. The name “Seventh Generation” embodies their main goal: “to inspire a consumer revolution that nurtures the health of the next seven generations.” (Seventh Generation) Overall, they aim for sustainability through responsible sourcing, using natural materials, ensuring the health of our planet and our people, and caring for the community. (Seventh Generation)

Like most other social enterprises, Seventh Generation outlines several steps to achieving their goal of being a social enterprise. These steps are featured on their website. The steps ensure that Seventh Generation will “create and use sustainable energy, source sustainable, produce zero waste, decrease carbon foot-print, be radically transparent, exert influence beyond our size, create healthy products for health homes, nurture thriving communities, and create a vibrant workplace.” Seventh Generation strives to use business to make a difference. Their main focus, like stated in their main goal, is to focus on the next seven generations, while still caring for consumers today. At Seventh Generation, they promote the idea that caring today will create a healthy tomorrow. (Seventh Generation)

Lastly, Seventh Generation promotes a clean, natural environment as well. They market themselves as a company who provides the best for consumers today, while keeping the future in mind, so they do not harm the environment. Their main cause as a social enterprise, like most of the other Category 1 SEs, is a healthy natural environment.

Methodology

These large U.S. SEs might not be saving the world, but they definitely are not hurting it in the process. The main goal of Category 1 SEs is to make the world a better place, while pleasing consumers. In order to identify the consumer that is likely to buy a product from a Category 1 brand, I have researched the SEs’ social media outlets and captured images that they use as advertising tools. My images for these SEs come from their advertisements as well as social media outlets. I have documented the picture and caption, and compiled them into a spreadsheet. In the spreadsheet, I documented general information: image, caption, brand, language, and hashtags. Next, I identified reoccurring

themes that stood out in all of the images. During my research and compilation of pictures, I used an inductive content analysis, letting the images speak to me – I identified nine themes that reappeared in different SEs. I have labeled these themes, and included subthemes as well, to specify what exactly the themes include.

The themes from Category 1 brand social media outlets include Simplicity, Family, Health, Environment, Humor, Adventure, and Trends. These themes have subthemes that helped me to easily identify them from the images. Simplicity includes the subthemes “meditation,” “peace,” “relaxation,” and “rest.” Family includes “motherhood,” “babies,” “generations,” “tradition,” and “hard work.” Health includes “feeling good,” “nutrition,” “wellness,” and “yoga.” The subthemes for environment are “going green,” “nature,” “animals,” “farming,” and “landscapes.” Humor includes “funny,” “laughter,” or “jokes.” Adventure includes “athletics,” “chaos,” “energy,” “extreme sports,” “risk taking,” “adrenaline,” and “exploration.”

Simplicity

Many SEs in Category 1 utilized the theme of simplicity to market their products. Simplicity includes the subthemes “meditation,” “peace,” “relaxation,” and “rest.” Often times, these images were very plain, sometimes black and white pictures that only featured the product itself. The general feeling associated with these images and captions is minimalism – they were very plain and modest. The images do not have much going on in the background, and the captions are not lengthy. Often times the captions include words similar to the subthemes, like “meditation” or “relaxation.” Other times, the

captions are short and to the point. Summarily, these images and captions get the point across in a simple manner.

Many examples of Simplicity can be found in Method images. In fact, I classified



Figure 1

every Method image as Simplicity. The image above from a Method Instagram shows just the product on a white background. Each product is facing the same direction, and the products are lined up in ascending order. The caption for this image reads “in anticipation of warm summer days, we’re bringing the scent of sand, surf + sunset dreams to you early. beach soundtrack optional. pick some up at target and relax.” The caption refers to relaxation, further evoking the idea of simplicity.

Another example of Simplicity can be found in the image from Seventh Generation. The caption for the image is, “Life can get crazy. Add time for meditation to your calendar – even if it’s only for a few minutes!” The image does not include a product in the advertisement, but includes cool colors like blue, white, and green to



Figure 2

induce a calming feeling. I classified the image as Simplicity because it refers to breathing and meditation, which are both subthemes of Simplicity. Overall, this image suggests a relaxing feel.

Family

Family was a strong theme in some SEs, but was not present in every brand in Category 1. It includes the subthemes “motherhood,” “babies,” “generations,” “tradition,” and “hard work.” These images often included photos of babies, children, or entire families. The captions often referred to children, families, or generations. Images with the Family theme often stressed the idea of caring for others, or traditions through generations. Family was present in only two SEs, Organic Valley and Seventh Generation.

Figure 3 below is an example of a Family-themed image from Seventh Generation. The caption is “Which is better in your house: yoga with or without a little partner?” The image contains a mother and a baby together, and the caption mentions a “little partner,” suggesting the idea of a family.



Figure 3

Another brand, Organic Valley, utilizes the Family theme in many of their advertisements. Most of their images contain either children or entire families in the photo, or refer to them in the caption. As you can see in Figure 4, this image from Organic Valley pictures children in a field, and refers to generations of family farmers in the caption. The caption reads, “When you buy Organic Valley products you’re helping keep generations of small family farmers on their land. (So thank you!)” This image suggests a sense of family tradition, and the caption even refers to supporting the families through their business.



Figure 4

Health

Since many of the products advertised in Category 1 SEs deal with food or cleaning products, Health is a strong theme throughout a lot of the SEs. Health includes the subthemes “feeling good,” “nutrition,” “wellness,” and “yoga.” Many of these images and captions show or discuss ways to be healthier, and how the SEs are promoting healthy options.

One example of Health can be seen in Figure 5 below from Aveda. The caption reads, “Prepare to welcome the new month. Spend a few moments of your day centering yourself with a few deep breaths and a conscious mind. #Wellness” Since it includes “#Wellness” I classified it as Health, because “wellness” is a subtheme. It is clear through this image that Aveda places an importance on health.

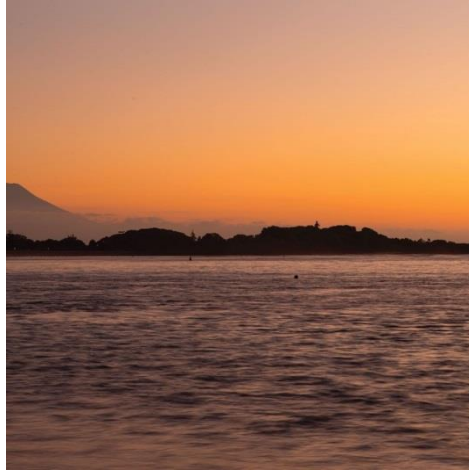


Figure 5

Seventh Generation also presents an image that is Health-themed, Figure 6. The caption includes a tip for wellness: “Hang eucalyptus in the shower to release beneficial oils each time you turn on the hot water. Perfect for a bit of relaxation before a busy day!” The simple image shows how to hang the eucalyptus in the shower. This image shows a way to better oneself, thus classifying it as a Health-themed image.

Environment

The Environment theme was rather consistent through many SEs in Category 1. The subthemes I identified for Environment are “going green,” “nature,” “animals,” “farming,” and “landscapes.” Most of them are somehow related to nature, preserving



Figure 6

nature, or keeping the environment or animals healthy. Any image that contained something relating to the environment was classified as this theme. For example, if an image included trees, a scenic landscape, or animals in the photo, I classified it as Environment.

Examples of Environment-themed images can be found in many SEs. Clif Bar includes many images with Environment subthemes. For example, Figure 7 is captioned “Yosemite Valley never disappoints. Photo by #ClifBar friend and photographer in the field @travisburkephotography”. The image contains a beautiful, picturesque photo of the sky and mountains in Yosemite Valley. It features the beauty of the environment in a

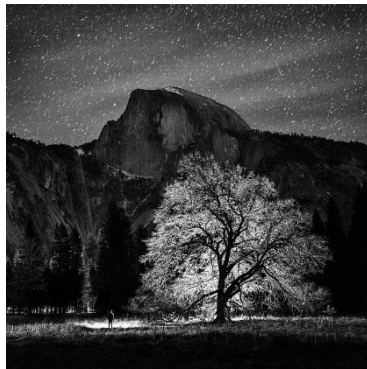


Figure 7

very simple form.

Another example of Environment can be found in the following Organic Valley image. The caption for the image is “It’s my responsibility to take care of the cows,



Figure 8

because they take care of me.” The image contains a man standing in a pasture surrounded by cows, smiling at one of the cows with a gentle expression. The caption and the image both evoke a sense of endearment towards the animals, suggesting that the man (farmer) is caring for the cows. The caption stresses the idea of caring for the cow, because the cow provides what the farmer needs. It expresses the relationship between animals and people, suggesting the idea of environment.

Humor

Humor was only present in some of the SEs, but it was rather consistent in those SEs that utilized humor as a theme. Humor includes “funny,” “laughter,” or “jokes.” Any captions or images that included funny jokes or the idea of laughter were classified as Humor. Overall, I classified any image that had the intentions of making the consumer laugh as Humor-themed.

Figure 9 from Method contains a funny caption within the image, so I classified it as humor. The caption for the image reads, “consider our waterfall fragrance your oasis in a desert of routine. surrender to the scent of cool, cascading water lily + sandlewood. check it ou here: {link}” Additionally, within the image there is a text that includes a humorous phrase: “We think there’s a time and place for streaking. It just shouldn’t involve your glass.”



Figure 9

Adventure

Images that I classified as Adventure were exciting, chaotic, and out-of-the-box. In a sense, these images were often the opposite of Simplicity-themed images. Adventure includes “athletics,” “chaos,” “energy,” “extreme sports,” “risk taking,” “adrenaline,” and “exploration.” They often included people performing extravagant sports or exciting obstacles. These are often risky, adventurous situations.

Clif Bar has many examples of Adventure throughout their images. In fact, it was present in every Clif bar advertisement, but it was not present in any other brand. For example, the image below is captioned “‘Some climbs we do for the aesthetics.’ #ClifBar athlete @freddiewilkinson. Chimney-ing behind the sea stack at Otter Cliffs in Acadia National Park, Maine. Photo by @freddiewilkinson.” It is quite clear that this image suggests a sense of adventure, showing a dangerous sport with exciting surroundings. The caption even uses the word “athlete” when referring to the person in the image.

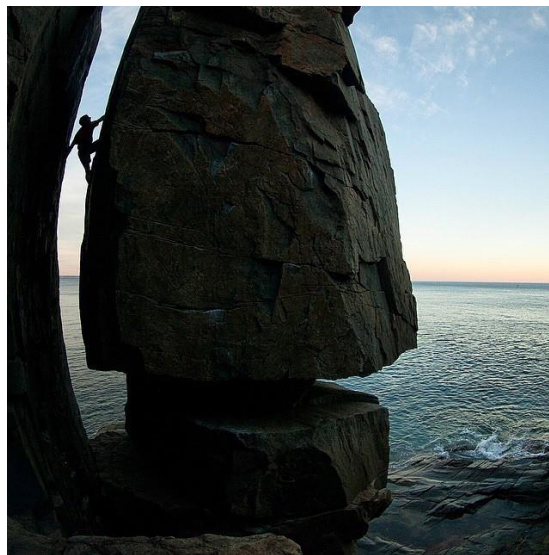


Figure 10

Trends

Certain images include ideas or subject matters that relate to certain relevant themes. These trends often come from entertainment or news media, or even social



Figure 11

media. Method has many images that I classified as Trends, but only one other brand (Organic Valley) had an image that I classified as Trends. For example, one recent image from Method includes a product half blue and black, half white and gold, referring to the popular idea of “The Dress” that recently took social media by storm. The image is pictured below, and captioned “is this soap bottle blue and black, or white and gold? #thedress”

Another example of Trends can be found in the following Organic Valley image.



Figure 12

The caption for the image reads “Happy #NationalMilkDay! Will you be celebrating with a tall glass of delicious #OrganicValley #Milk?” Since the caption includes the hashtag referring to National Milk Day, it is clearly discussing a current trend.

Conclusion

While I was compiling images for Category 1 SEs, inserting them into the spreadsheet, and classifying them into certain themes, I noticed that the themes were much less consistent, and the products varied much more. There was not much continuity between products in Category 1 SEs, thus resulting in less continuity amongst themes. I have found that there are more themes for Category 1 SEs, and the themes are not as consistent. They are consistent throughout the images from each brand, but they are not consistent across SEs. The themes for Category 1 SEs were less consistent across SEs, but more consistent within SEs.

Additionally, products for Category 1 SEs vary, so the images (and therefore, themes) vary as well. The themes are general, and not extremely specific. Since there are more products, the themes must cater to a larger audience, not specific types of people. Each brand has its own style, and there is less continuity between SEs.

I have concluded that Category 1 SEs market their products by showcasing and advertising their own values, in hopes of appealing to consumers with those values. The advertising or marketing goal of Category 1 SEs is to show their own values, not the values of the consumer. Again, the themes can be restated as values, but this time not consumers’ values – this time they are values of the businesses. These SEs recognize the importance of simplicity, family, health, environment, humor, adventure, and trends. But

furthermore, they see the value of utilizing these values in their marketing to attract consumers. They realize that if they broadcast these themes that they value in business, consumers will be attracted to their brand, and will be more likely to buy their product.

Summarily, some of the values of these SEs directly relate to the themes in The Better World Handbook. According to the book and website, the five key issues at hand consist of human rights, the environment, animal protection, community involvement, and social justice. Most obvious is the environment issue. In my themes, I also classified “animals” as a subtheme of Environment, so animal protection also relates to the environment. Community Involvement can include the Family theme, since it relates to tradition, generations, and family. The themes that do not relate to the principles of The Better World Handbook are used as marketing tools – like Trends and Simplicity – to catch the consumers’ eye. The themes of The Better World Handbook can be translated into themes in the images of Category 1 SEs, because these SEs seek to advertise their values in order to make consumers aware that they are producing their products in an ethical manner.

In conclusion, I have identified the typical ethical consumer that Category 1 SEs are attempting to attract through their marketing. In most cases, this ethical consumer has a family, cares about their health and the health of their family, and is trendy. This consumer also cares about the environment, but not necessarily saving the environment; they do not want to harm the environment. Most of these SEs market to consumers with a family. They advertise family relationships and pictures with different family members. These SEs want to attract consumers that lead healthy life styles. They advertise natural, organic products that are healthy both for people and for the planet. Large U.S. social

enterprises market to a consumer who is trendy, which implies that they are younger and up to date on current happenings. They know what is going on in the world around them. The ethical consumer of Category 1 brand products is a middle-aged mother that wants to maintain her health and her families' health, all while not harming the environment.

After researching ethical consumerism and comparing the definition with these businesses, I concluded that the ethical consumer in this category is not a true ethical consumer. Ethical consumerism, in a sense, is “shopping for a cause.” This category of social enterprises is not shopping for a cause, it is “guilt free shopping.” Rather than trying to change the world, these consumers are simply trying to avoid harm. Many consumers may not even know that these businesses are social enterprises. However, I used the same techniques to analyze other businesses that claim to be social enterprises. I will further discuss the next two categories of social enterprises in the following chapters, and compare the two in the Conclusion.

Chapter Three

Shopping for a Global Cause

Small U.S. Social Entrepreneurs

Category 2 SEs are social entrepreneurs that offer a wide variety of products. Many Category 2 SEs sell clothes, shoes or accessories; they may also sell household items, like decorative home products. These SEs are small start-up businesses that are often founded by young social entrepreneurs who claim they want to change the world for the better, and use business as the vehicle of change. They use empowerment to tackle poverty. Often times the SEs connect impoverished artisans to a marketplace outside of their local community, providing them with a market in which they can sell their product. These SEs aim to help others rise above poverty by helping those who already have a skill. Category 2 SEs abide by the old saying, “If you give a man a fish, you feed him for a day. If you teach him how to fish, you feed him for a lifetime.” Summarily, a simple way to identify Category 2 SEs is the idea of “shopping-for-a-cause.”

In order to gain a better picture of what Category 2 SEs are, what they do, and who they help, I will introduce several businesses that I have qualified as this category. The businesses that I will focus on are Nisolo, 31 Bits, FashionABLE, Krochet Kids International, and Sseko Design. These companies differ slightly, but all can be classified as ethical companies and social enterprises that employ the main idea, “shopping-for-a-cause.” These SEs sell shoes, clothes, accessories, jewelry, and hats – each different brand offers unique, different products. Despite their differences in products, they all

have one thing in common: empowerment. All of these SEs offer handmade products that are made by talented yet impoverished artisans in the developing world. Each founder tells a similar story: as a young adult, a recent college graduate traveled to a country in the developing world to volunteer, teach, or serve the community there. During their time abroad, they saw two things: incredible talent among the impoverished people in the community, and a need for help in the impoverished community. Often times, the impoverished people had incredible talent, but no means to use it. They could handcraft incredible shoes, weave beautiful scarves, or knit intricate sweaters...but had nothing to do with them, and no one to sell them to. There was no market for these handcrafted products; therefore the artisans could not make ends meet. This disconnect astounded the young adult, and inspired them to take action. After seeing this incredible skill, an idea was born – fill the gap. Connect the artisans and their remarkable talents to a marketplace in the United States. They would create a business that empowers impoverished artisans in the developing world, and sell their products in markets where people have the choice and the means to buy them. Though each brand is different, offers unique products, and has a different story, they are similar in that they fight poverty through empowerment.

Nisolo

One of these SEs, Nisolo, offers a quote on their website by ancient philosopher Lao Tzu that embodies the underlying theme of all Category 2 SEs: “Go to the people. Live with them. Learn from them. Love them. Start with what they know. Build with what they have. But with the best leaders, when the work is done, the task accomplished, the people will say ‘We have done this ourselves.’” (Nisolo website)

In 2006, the same year that TOMS was created by Blake Mycoskie, Patrick Woodyard was a sophomore at the University of Mississippi. He studied International Business, Economics and Spanish, and had a heart for helping the impoverished. As soon as he heard about TOMS, he immediately jumped on the bandwagon, and became a dedicated advocate for TOMS Shoes. Patrick began to travel around the world to different impoverished countries, and even went on a TOMS shoe drop in Trujillo, Peru – when TOMS “shoe givers” actually get to hand out the shoes to impoverished children, and see the effects firsthand. But according to Patrick, this experience was less than fulfilling. Patrick said the shoe drop in Trujillo was almost awkward – most of the kids already had shoes. Though they were somewhat thankful, everyone was left feeling confused and awkward. Patrick stated that he left feeling like he and the other shoe givers elevated themselves; it was a case of the typical “white knight” giving the impoverished a gift (P. Woodyard, personal communication, November 27, 2013).

After this experience, combined with other experiences Patrick had in similar developing countries, he began to question TOMS Shoes and the BOGO (buy one, give one) model they used. With the BOGO model, for each pair of shoes a consumer bought, TOMS would give a pair to a child in need. While in the impoverished communities he visited, Patrick saw past the poverty, and was able to see the talent that exists in the developing world. He met people like Rosanna in Paraguay, who handcrafted beautiful scarves, yet had trouble making ends meet. He met people like Pablo from Argentina, who told him that his “insight” wasn’t always the solution. He met Dan from Uganda, who taught him that before offering a blanket solution, or handing out aid, you must listen, plan and develop a mutual respect for the impoverished. He met people like

Willan, who handcrafted fine, leather shoes, yet couldn't provide for his family (Nisolo). These people and these experiences, Willan in particular, ultimately led Patrick to a new idea, something different than TOMS Shoes.

One morning in Trujillo, Peru, a group of people that worked to empower impoverished women were sitting in the kitchen of one such woman. This group, that included Patrick Woodyard, worked for a company in Trujillo called Sinergia, focusing on the microfinance sector. Sinergia sought to empower these women, and create jobs for them so that they would be able to provide for their families. Suddenly, in the middle of their discussion, they were interrupted by a loud noise. Curious, they went into the next room, surprised to find her husband hand-crafting a high-quality men's leather shoe. Despite the finesse and quality of the shoe, the man, Willan, and his wife, could not make ends meet. They were intrigued by this situation, and did research only to find out that this was not a unique situation in Trujillo. Come to find out, another 3,000 families are in this same predicament: they are capable of handcrafting fine leather shoes, but suffer from lack of opportunity, capital, and know-how to move products to a larger-scaled market (Nisolo). This problem inspired Patrick, and from this day forward, a business was born: Nisolo.

Nisolo is a socially conscious shoe brand that empowers artisans in Peru through direct trade to make handmade leather shoes. Beforehand, the shoemakers were capable of producing a remarkable good, but had no marketplace to sell the good. Essentially, Nisolo connects these artisans with a marketplace. In his own words, Woodyard described Nisolo: "Nisolo uses direct trade to empower impoverished artisans through job creation and access to established markets. A hand up out of poverty is always better

than a handout!” (P. Woodyard, personal communication, November 27, 2013). The key idea behind the Nisolo business model is empowerment through job creation and income generation. Nisolo intends to be a “vehicle of opportunity.” They strive to enable the potential and passion amongst these impoverished Peruvians, and help them create a better life not only for themselves, but for their family, their community, and the entire world. “As we grow, they will grow. As they grow, their communities will grow. As these communities grow, our world will change for the good.” Based on their numbers, it is clear that Nisolo has had success on both the United States and Peruvian front. In Peru, artisans now have consistent employment, an average income increase of 300% per artisan, improved living conditions, and access to education for the first time.

31 Bits

Kallie Dovel, Alli Swanson, Anna Toy, Brooke Hodges, and Jessie Simonson were five college girls that were simply trying to graduate and figure out what would come next in their lives. In the process of applying for jobs and grad schools, the girls were stopped in their tracks, when Kallie went on a life-changing trip to Uganda. While in Uganda, Kallie was exposed to a whole new world, a new perspective that changed her path for the future. She met women her own age that came from impoverished families with nothing. On top of that, these families had just come out of a war. Some of these women were even single moms. But despite their background, their lack of education, and their lack of wealth, these women had an incredible skill. They showed Kallie the jewelry that they made from old posters, and once Kallie saw it, she knew her friends back home would fall in love with the jewelry. Not only was the jewelry beautiful and

skillfully handcrafted, but it had a wonderful story behind it. She brought some pieces of the jewelry home to show her friends, and she was right...they loved it (31 Bits).

Similar to Patrick's idea, the girls saw this skill and what the women in Uganda could produce, and knew that people would love and wear the jewelry. So they decided they could connect the two, and provide the women with a marketplace: their own friends. Once summer rolled around, some of the girls went back to Uganda to build their business. They originally chose six women to work with, and sat with them day after day to refine their craft and listen to their stories. Kallie stayed in Uganda to work out the logistics of the business and continued to help the women. Back home, the other four girls finished their last year of college, but instead of looking to the future, they had a new agenda: sell all the jewelry they could. Along the way, the girls realized it was quite an undertaking. They did not study business or economics, therefore they did not know right away how to run a business. It was a learning process for them, as well as the women in Uganda. The girls also realized that the women in Uganda needed much more than just a job – they needed an education, health care, and emotional care. The five girls in the United States wanted to help the six girls in Uganda get back on their feet (31 Bits).

Five years later, 31 Bits has come a long way. They have made progress on the United States front, meaning much has happened on the Uganda front. In the United States, 31 Bits pieces are sold in over 300 stores across the country. In Uganda, they have implemented a five-year development for the women artisans. In this program, women receive health education, finance training, counseling, and business training. After a woman finished the five year program, she graduates, and has a substantial background.

31 Bits originally started with six women...now the program has grown to include 120 women, changing each and every life along the way. On their website, the 31 Bits founders have a quote that embodies the true ideals of ethical consumerism: “We’ve learned that as consumers, every purchase we make has either a negative impact or a positive impact in the world. That’s why we’ve taken a simple product like jewelry and made it a vehicle for doing something GOOD. Our customers are changing people’s lives through their purchases. 31 Bits is part of a movement revolutionizing the way people do business. We believe businesses should be conscious of both the creator and the consumer. Through holistic care and YOUR purchase, women are being empowered to rise above poverty.” (31 Bits website)

FashionABLE

Similar to Patrick and Kallie, Barrett Ward traveled to Ethiopia, where he lived for a year. During this year, Barrett became involved with a group called Women At Risk, an organization that partnered with women who had been exploited in the sex industry (FashionABLE). He grew to know these women and see their capabilities. Along the way, he learned that one huge aspect of keeping women off of the streets and out of the sex industry was employment. Barrett sought to provide that employment to these women...which is where FashionABLE comes into the story.

FashionABLE sells handmade scarves, leather accessories, and jewelry throughout the United States. Their goal is to provide opportunity and employment to women who could, if not employed, be exploited into the sex industry. They desire to fight poverty through job creation, not charity and handouts, so that the women can stand on their own two feet. FashionABLE partners with Women At Risk, the program that

Barrett was introduced to in his first trip to Ethiopia, to accomplish their goal (FashionABLE). Both organizations realize that often times, in desperate situations, impoverished women resort to prostitution in order to support their children or themselves. The two organizations also realize that this can be stopped. FashionABLE and Women at Risk provide these vulnerable women with not only a job, but counseling and help. The scarves that these women produce through their jobs at FashionABLE save them from poverty and prostitution, and allow them to stand on their own two feet and make ends meet. Today, the FashionABLE artisans are able to provide for their families, send their daughters to school, achieve their dreams, contribute to their community, save for their future, and overall, be independent...unlike before.

Krochet Kids International

Krochet Kids International is a similar business that began using hats as a vehicle of empowerment and opportunity. Kohl Crecelius, Travis Hartanov, and Stewart Ramsey were just three high school students that shared an unusual hobby for teenage boys: crocheting. The boys were snow sport fanatics, so they began to crochet their own headwear. Soon, the hats caught their friends' attention, and the boys started selling them to make a profit. A local newspaper first nicknamed the boys as the "Krochet Kids," and that title stuck. But the boys were soon halted by the separation of college, and new priorities took the place of crocheting. Each of the boys traveled to several developing countries, and learned just how blessed they had been as children. A desire was planted within them, and they took action. Just like Patrick, Kallie, and Barret, Stewart visited a government camp in Uganda, where people lived and were totally dependent on the government for everything, but had the desire to survive on their own. Suddenly it all

made sense: they would teach their high school hobby, crocheting, to these impoverished people to give them jobs and empower them (Krochet Kids). Not much later they taught their first group of women how to crochet, and everything fell into place in front of their eyes. The women picked up the habit with ease, and Krochet Kids International was born.

Krochet Kids International has a mission that is clearly working. Their impact in Peru and Uganda is obvious through the numbers. Artisans' income has increased to ten times larger than before being empowered by Krochet Kids. Their savings levels have increased times twenty five. Families are five times more likely to have access to healthcare, women are forty percent less likely to be physically abused, and women are twenty five percent more likely to participate in major family decisions, and children are twenty five times more likely to attend high school. The numbers are clear, and the impact is positive.

Sseko Designs

Sseko Designs was founded by a woman named Liz Forkin Bohannon, who shared a similar passion and mindset as all of the other founders. With a degree in journalism and communications, Liz set out for Uganda to work with a youth development-organization with communications, donor relations, and the quarterly newsletter. But that plan changed when she got to Uganda. Liz came across a community called Cornerstone, where she met a group of young women who soon became her friends. Liz was blown away by the dedication and determination of these young women, to learn and to lead their countries. She was also blown away by the struggles that these women faced in finding consistent work. The school systems in Uganda are designed

with a nine month break after secondary school a before university, that allows students to work and save money for tuition (Sseko Designs). Despite this opportunity, women struggle to find work in an impoverished and male-dominated community.

This is where Sseko comes in: Sseko Design hires these women during that nine month gap so that they can make and save money for university tuition. Sseko's goal is to enable and empower these motivated women to work temporarily in order to provide them with money for tuition, then go on to university so that they can reach their full potential. But this goal works in two ways: it not only empowers these women, it also contributes to the economic development of Uganda, by selling locally-made sandals. "I love to dream about the future of these women. About the change they will bring and the love they will give. But I love dreaming about the here, as well. About building a community of people right here, who love everything. Who see shoes as something more than a lifeless product on a shelf. Who see the lives and the dreams of the hands who made them." (Sseko Designs)

Sseko Designs has had much success through the past six years. From 2009 until now, they have grown from three to forty seven employees in Uganda. Forty-two women have been able to attend college because of Sseko Designs. They have built a new workshop in Uganda that is five times bigger than their last workshop, allowing for more workers and more production. Sseko Designs has grown to include three partners in East Africa. They have gone from producing only one sandal, to now hosting a five-product line. They now have 350 retailers around the world (Sseko Designs). Clearly, Sseko Designs has grown in both the United States and abroad, impacting artisans in the developing world, and helping them achieve success.

Each of these businesses, Nisolo, 31 Bits, FashionABLE, Krochet Kids International and Sseko Design are more than just businesses, they are storytellers. Each pair of shoes, each wallet, or each hat tells a story of empowerment. Behind these products is a person, and that person is proof that poverty can be defeated. These products – whether it is a handcrafted leather bag, a pair of sandals, or a necklace made from recycled posters – are vehicles of opportunity for impoverished people. Each founder of Category 2 SEs saw potential in the developing world, but the lack of access they had to a thriving marketplace. The founders knew the skill and ability they had, yet realized that they could not make ends meet. This disconnect planted a seed in Patrick, Kallie, Barrett, Stewart, Kohl, Travis and Liz. It gave birth to an idea – a business – that could help fight poverty through empowerment.

Methodology

These six SEs – Nisolo, 31 Bits, FashionABLE, Krochet Kids International and Sseko Design – are SEs that embody the ideals of what I have identified as Category 2 SEs. These are the businesses that empower impoverished artisans in developing countries. They are “shopping-for-a-cause” SEs. My goal for this project is to identify the ethical consumer in each category. In order to pinpoint the consumer that is likely to buy a product from a Category 2 brand, I have researched the SEs’ social media outlets and captured images that they use as advertising tools. My images for these SEs come from Instagram, so I have documented the picture and caption, and compiled them into a spreadsheet. In the spreadsheet, I documented general information: image, caption, brand, language, hashtags. But to really capture the essence of the photo, I identified reoccurring themes that stood out in all of the images from all of the SEs. During my research and

compilation of pictures, I let the images speak to me, and through an inductive content analysis approach, I identified eight themes that reappeared in different SEs. I have labeled these themes, and included subthemes as well, to specify what exactly the themes include.

The eight themes include Nature, Artisans, Journey, Relationships, Simplicity, Inspiration, Beauty, and Color. Again, each theme has several subthemes. Nature includes “green,” “snow,” “mountains,” “animals,” and “water.” The Artisans subthemes are “in photo,” “in caption,” and words that are similar to “unique,” “one of a kind,” or “handmade.” Journey includes “travel,” “exploration,” “path,” “destination,” and “wander.” The Relationships theme includes “giving,” “him/her,” “love,” “family,” “community,” and “friendship.” Simplicity involves images that are black and white, “simple” or have the words “peace and quiet,” or words associated with that sentiment. Inspiration includes “imagination,” “inspire,” or “dreams.” Beauty involves several words, including “style,” “elegance,” “design,” “fashion,” or “chic.”

Nature

The Nature theme was quite consistent throughout all the images from Category 2 SEs. As previously stated, the subthemes are “green,” “snow,” “mountains,” “animals,” and “water.” These subthemes made it simpler to identify an image with the Nature theme present. For example, an image with any plant, flower, tree, bush, or grass would be classified as Nature under the subtheme “green.” Additionally, if the photo took place in a forest or jungle, I classified it as “green.” Likewise, any image with snow in the

background or in the caption would be classified as Nature. Mountain ranges were present in images quite often, and these qualify as Nature according to the “mountains” subtheme. When any type of animal was present – wild or domestic – it qualified as Nature. Lastly, when water was present in the environmental sense, I classified it as Nature. This subtheme includes oceans, rivers, seas, lakes, ponds, beaches, and rain. In order for “water” to be Nature, it must be related to the environment. For example, the following figure from Sseko Designs shows a woman pictured on the beach in front of



Figure 13

the rolling ocean waves. Because the ocean and sand are present in the image, it is classified as Nature.

I chose Nature as a theme because it had a strong presence in the images from every brand. In fact, every single brand contains multiple images that I have classified under the Nature theme. Many images had backdrops of a forest or jungle, alluding to the idea of an exotic location. Additionally, many images consisted of the product the brand was advertising with a tree, bush, or flowers. Another reoccurring backdrop was mountains or cliffs, with a model wearing the product situated in the forefront of the

image. Lastly, bodies of water seemed to be a popular backdrop as well. Scenic beaches or rivers were picturesque backgrounds to advertise different products.

In my opinion, the Nature theme represents the SEs' concern for the environment. Each image artfully displays the SEs' product alongside an exotic destination with scenic mountain ranges or beautiful beaches. Displaying these environments implicitly suggests that the SEs care for the environment. The SEs produce their products in ways that do not harm the environment, and take care to protect it rather than hurt it.

Artisans

The Artisans theme is rather self-explanatory. The subthemes of Artisans include "in photo," "in caption," and words like "unique," "one of a kind," "handcrafted," or "handmade." The first two denote whether the artisans are pictured in the image, or if they are mentioned in the caption. The next words allude to the idea that each product was uniquely handcrafted by a specific individual. This theme was present in every brand in multiple images, because the Artisans theme is a very important aspect of Category 2 SEs. Figure 14 from 31 Bits refers to the artisans in the image's caption: "Drifting imagination paved a surprising path for the @31bits Spring 2015 Collection. We worked with the 31 Bits artisans to create new techniques for stringing paper beads into woven



Figure 14

patterns. We combined colors of brick red, charcoal, bright yellow, and speckled gold. This collection is exotic, warm, and bright. And it's available now! // shop the link in profile #31bits #howitsmadematters” Because it discusses working hand in hand with the artisans, and uses the hashtag #howitsmadematters, it is classified as Artisans.

Artisans are extremely important to these SEs, because artisans are the heart of the business. The sole purpose of Category 2 SEs is to empower artisans, bring them out of poverty, and create a sustainable environment for them to live in. For this reason, transparency is important. Through being transparent and including artisans in their images and captions, the SEs are displaying where the products come from, and who makes the products. Additionally, it establishes a personal connection with the consumer, so that the consumer can see an idealized version of who they would actually be helping if they bought a product. Category 2 SEs proudly display the skillful artisans, and celebrate where their products come from.

Journey

Journey includes the subthemes “travel,” “exploration,” “path,” “destination,” and “wander.” Many SEs included foreign destinations or travel ideas, suggesting the idea of a journey. Frequently, captions referenced a certain destination, or referred to a weekend trip. Some images displayed a road as a backdrop, referring to a journey. Captions that qualified as Journey included phrases like, “The road less traveled,” “Here’s to spontaneous exploration in 2015,” “Drifting imagination paved a surprising path,” or “Stay warm, but don’t stay home.” For example, in Nisolo’s Figure 15, the caption states: “Here’s to spontaneous exploration in 2015. Photo by @annaliantes #regram.” Because it refers to a “spontaneous exploration,” it qualifies as a Journey-themed image.



Figure 15

This idea of journey refers to a certain type of ethical consumer. The ethical consumer that it refers to is a person who travels around the world, and does not have boundaries. It alludes to the idea of a “global citizen” – a citizen that recognizes other cultures and has the desire to explore other destinations, whether that means international destinations or destinations in their own country. This ethical consumer is adventurous, often spontaneous. They constantly desire to learn more about the world around them, and their thirst for knowledge is unquenched. Comfort zones do not exist for this ethical consumer – they long to explore, learn, and discover. This ethical consumer travels to see the world, and to learn about others.

Relationships

The Relationships theme includes “giving,” “him/her,” “love,” “family,” “community,” and “friendship.” In general, there are three different types of images: images with no people, images with one person, and images with two or more people. Each type of image, even those with no people, can be Relationship themed, because of the caption. For example, Figure 16 from FashionABLE displays a passport wallet that is

to be given as a gift, with a caption that reads, “Dad’s been talking about that Europe trip he wants to take your mom on for their big anniversary. Get him the Eyerusalem Passport Wallet so they can travel in style. // We’re talking about our favorite gifts for everybody on your list today on the blog, >> livefashionABLE.com/blog // plus, add \$200 of products to your cart & instantly save \$50 – TODAY ONLY!” This image does not contain a person, but still references a relationship, by referring to a father, mother and gift. Images that include one person sometimes refer to “gifts” or “giving,” which are both subthemes of Relationships. Images that include two people more clearly can be qualified as Relationship themed because two people pictured suggests some type of



Figure 16

relationship, or a sense of community.

From the Relationships theme, I have determined that SEs with these images also refer to a particular type of ethical consumer. Love, friendship, community, and people in general are important to this particular ethical consumer. This idea suggests that people that buy from Category 2 SEs care for other people aside from themselves, whether that

means they have a family, a significant other, or care about the community. They recognize that the world is bigger than just them, and other peoples' lives matter as well. These consumers seek social solidarity.

Simplicity

Simplicity is a general theme with images that are black and white, simple, and have the words “peace and quiet” (or words associated with that sentiment). The general feeling associated with these images is minimalism. The images are often black and white, and often do not have much going on in the background. The captions can be simple, or the images themselves can be simple. They do not involve mess or confusion, and typically have clean, straight lines. An example of a simple caption can be found in the following Krochet Kids caption: “Take a moment for some peace and quiet. #kkioutside {photo by @braidedbliss}.” This caption includes the words “peace and quiet,” encouraging the consumer to step back and enjoy simplicity. An example of an image qualified as Simplicity is Figure 17. The dominant colors in the photo are black and white, and it includes a simple white backdrop. The model is wearing a simple white top and black pants, and carrying a black leather clutch. There is not mess, confusion, or



Figure 17

complication in the image. It is minimalist, straightforward, and simple.

Inspiration

Inspiration was a common theme throughout many images. The subthemes for Inspiration include “imagination,” “inspire,” or “dreams.” Additionally, sometimes images would have captions with quotes or messages that serve as inspiration. The general sentiment of these images and captions often included a dream of another place or time. For example, a FashionABLE caption reads, “How are you spending this sunny Saturday? It has us dreaming of shorts & springtime!” The key word is “dreaming.”

Inspiration is an important theme in these images, because it directly relates to ethical consumerism. These SEs hope to inspire consumers; they market themselves as SEs that will change the world, and inspire others to do so through their purchases. By including key terms like “imagine” or “dream” they are creating an opportunity for consumers to see the world how they want to see it. This theme clearly serves to inspire the ethical consumers to picture a better world.

Beauty

Beauty contains several different subthemes, including “style,” “elegance,” “design,” “fashion,” or “chic.” It is a rather broad theme, which is why there are several subthemes associated with beauty. I have also included a few other words that are synonyms for the subthemes, but not necessarily the exact same. For example, “stunning” and “gorgeous” appear in a few captions. It is easy to determine a Beauty themed image when the subtheme word is present in the caption. An example of a Beauty themed image with a subtheme in the caption from a Sseko Design image: “The gorgeous black suede

bucket bag is now on SALE! {& ships free today!} #ssekoholiday #giftsforher.” Since it contains the word “gorgeous,” it is associated with the theme Beauty.

When the word is not present in the caption, it is not as clear cut. In these cases, it depends on whether or not the image gives off the sentiment of beauty. For this reason, I set specific guidelines to help me determine whether the images could be classified under this theme, because no SEs would include images that cannot somehow be classified as beautiful. All SEs tend to put their best images on display as advertisements, therefore no images would be classified as *not* beautiful. For the purpose of identifying Beauty images without having a subtheme in the caption, I included images that had a model whose face was captured in the image. Many images contained models without their faces showing, but Figure 18, which shows the models’ face, would be more likely to be classified as



Figure 18

“beautiful” or “stunning” since it includes her face.

Beauty is an important theme, because when SEs use beauty to appeal to appeal to consumers, they are trying to appeal to a certain type of consumers. When using beauty as an advertising tactic, it implies a certain level of affluence. Not everyone has the

option to purchase products that enhance or increase beauty; that is achieved once a consumer passes a level of affluence. Thus, ethical consumers must be of a certain class in order to buy these products. Ethical consumerism requires a certain level of affluence in order to purchase ethically produced products from social enterprises.

Findings

To classify an image as one of the themes, the theme or subtheme was present in either the image or the caption. At times, the themes were obvious. Other times, they were subtle. If a specific word appeared that related to the theme, it was an obvious giveaway. For example, the caption for Figure 19 from Nisolo reads “Looking forward to all the places you’ll go and all the people you’ll meet in this new year. Share your Nisolos journey with us #inmynisolos Photo by @clarkbrewer.” Since it includes the phrases “places you’ll go” and the word “journey” in the caption, I classified it as a Journey theme. In this case, the theme was quite obvious. In other cases, the theme can be

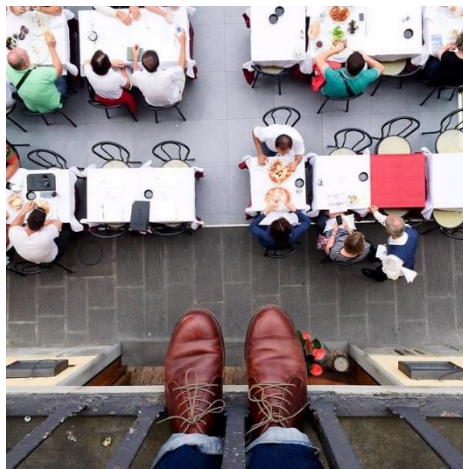


Figure 19

obvious but rather than the words being obviously present in the caption, I labeled some images as a certain theme based on the image itself.

Lastly, I identified some images as certain themes through inductive reasoning. These images contained themes that weren't as obvious. These images or captions had themes that were present, but in a subtle way. Most of the time, these images and captions alluded to a subtheme or theme without explicitly expressing it. For the first two examples, the themes were explicit: a word or image representing a certain theme or subtheme was present. For this example, the themes are implicit: a word, image, or sentiment alluding to a certain theme or subtheme is present. Using the first Nisolo example again, I will present another theme that is implicit, rather than the explicit Journey theme. Again, the caption for the image was "Looking forward to all the places you'll go and all the people you'll meet in this new year. Share your Nisolos journey with us #inmynisolos Photo by @clarkbrewer." The explicit theme, according to the caption, is Journey. Additionally, I labeled this image as Relationships as well. The people below are eating, conversing, and summarily, relating to each other in the image. Since it expresses a sense of community, a subtheme of Relationships, I categorized it under that theme. It was not necessarily obvious, but a sentiment that was expressed in many images in Category 2 SEs.

In conclusion, for each image from the six SEs in Category 2, I labeled them with certain themes and subthemes in my spreadsheet in order to identify which themes and subthemes were more prevalent. By seeing the themes and subthemes that are prevalent in Category 2 SEs, I have identified different feelings that these SEs are evoking in their images, and ideas that they are portraying to consumers. Below, I will present an image from a Category 2 brand that expresses many of the themes and subthemes. These are

two examples of images and captions from a Category 2 brand that sums up the majority of the images and captions from this category.

In conclusion, for each image from the six SEs in Category 2, I labeled them with certain themes and subthemes in my spreadsheet in order to identify which themes and subthemes were more prevalent. By seeing the themes and subthemes that are prevalent in Category 2 SEs, I have identified different feelings that these SEs are evoking in their images, and ideas that they are portraying to consumers. Below, I will present an image from a Category 2 brand that expresses many of the themes and subthemes. These are two examples of images and captions from a Category 2 brand that sums up the majority of the images and captions from this category.

First is Figure 20, an image from FashionABLE, the brand that empowers women in Ethiopia that have been subjects to the sex industry. The image shows a model standing in a forest, surrounded by trees, wearing a FashionABLE scarf. The caption for this image reads “#tbt to when @estherhavens went to Ethiopia with us last summer and grabbed some amazing iPhone shots of our beautiful friend Z modeling fashionable



Figure 20

scarves in the forest on Entoto Mountain.”

The themes that are present in this image are Nature, Beauty, Relationships, and Journey. First and most obviously is Nature – the model is standing in a forest on Entoto Mountain in Ethiopia, according to the caption. This theme is explicitly portrayed in both the caption and the image. Next, the Beauty theme is explicit in the caption, and implied in the photo, with the model. The caption uses the word “beautiful” to describe the model. The Relationships theme is slightly less obvious, but implied through the friendship discussed in the caption. The caption says “...our beautiful *friend Z*” meaning there is a friendship between two people, and friendship is a subtheme of Relationships. Next, the Journey theme is implied as well in the caption. One of the subthemes of Journey is Destination, because arriving at a destination requires a journey. Since this photo was taken on Entoto Mountain in Ethiopia, I categorized it as a Destination subtheme under Journey.

The next example image, Figure 21, is from Krochet Kids International. The caption for the image is “Follow the wind, wherever it blows. #kkioutside {photo by @mauriciothomsen}” I classified this image as Journey, Nature, and Simplicity.

This image displays the Journey theme to me because of the quote in the caption – “following” suggests a journey. It can easily be qualified as Nature because of the bright blue sky and mountain range scenery. Finally, I identified it as Simplicity because of the minimalist features of the image. It is one person not facing the camera, and there is not much confusion in the image or the caption.



Figure 21

Conclusion

During my research and compilation of pictures, I noticed that each brand had similar images. At times, I would mistake a picture from Nisolo with a picture from Sseko Designs...the look they are portraying to consumers is very similar, with like themes and messages. In conclusion, I determined that the themes can relate to values. The themes that SEs portray in their images are consistent with the values of consumers. Summarily, consumers that buy products from these SEs value what each theme embodies.

Ethical consumers that buy from Category 2 SEs value Nature. They care about the environment, and desire to keep our planet healthy. By displaying products with scenic backgrounds or beautiful items from nature, SEs are proving that they care for the environment, something that consumers appreciate.

Consumers value Artisan, meaning they have a heart for the impoverished, and a desire to help others. When artisans are picture in an image, it lets the consumer know where the product they are buying is coming from. Not only does this put the consumer at ease, but it also celebrates the artisan, by proudly displaying who the brand is empowering. Ethical consumers want to see who makes their product, and who they are helping.

Consumers value Journey. The ethical consumer that buys from Category 2 SEs appreciates travel. Furthermore, this consumer appreciates exposure to other cultures. Wandering, traveling, and undertaking a journey leads to a learning experience – all ideals that this ethical consumer has.

This consumer also values Relationships. Other people are important to consumers in this category. Family and community are important to consumers, so SEs display this in their images.

Beauty is important to these consumers. The ethical consumer cares about where their product comes from, but they also care about the product in general. These SEs all stress that their products are unique and handmade products, all crafted by artisans with incredible talent and skill. This assures consumers that they are getting beautifully crafted products. SEs display these images with gorgeous backgrounds and stunning models to attract consumers.

Lastly, consumers value Simplicity. In a world full of chaos and confusion, this consumer appreciates simplicity and minimalism. Clean cut products with straight lines and simple colors attract these consumers, reflecting the simplicity that they desire in life.

Most people crave peace and quiet, and these small U.S. social entrepreneurs recognize that, so they portray that in their images to attract consumers.

Chapter Four

Shopping for a Local Cause

Small Latin American Social Entrepreneurs

The final category of SEs consists of social enterprises in developing Latin American countries. These SEs are similar to those in Category 2 – they are “shopping-for-a-cause” SEs that empower artisans. But there is one notable difference in the two categories. Category 2 SEs empower artisans in developing countries and raise them out of poverty. Social enterprises in this category (like Nisolo, Krochet Kids, and 31 Bits) work with artisans in countries like Peru and Uganda. Category 3 SEs are based in countries that are still developing. These social enterprises work with artisans in countries like Guatemala, Mexico, and Brazil. Category 3 SEs offer a variety of products, including handmade soaps, jewelry, and clothes. Essentially, Category 3 SEs are Category 2 SEs, but their business and their cause are both based in Latin American countries.

In order to gain a better picture of Category 3 SEs, I will introduce and describe each brand that falls under this label. The businesses I will focus on include Fábrica Social, Kirah Design, Chamuchic, Brasil Aromáticos, BAOBAB, and Colectivo 1050°. Each brand offers different, unique products made in a Latin American country, and has a cause that either works with indigenous artisans or fights poverty. They each offer an interesting story, and in some way seek to change the world for the better.

Fábrica Social

Like many of the businesses in Category 2, Fábrica Social is a social enterprise that hopes to empower indigenous women artisans in Mexico. According to their website, through this organization, indigenous women are taught business skills, while simultaneously polishing their own design skills, all to create sustainability in their community. The women are taught design, organization, administration, and Fair Trade so that they can operate and sustain their own businesses. Fábrica Social identifies their philosophy in five main values: profitability, respect for creative freedom, Fair Trade, innovation and high quality. According to their website, they aim to uphold four values through their work: equal opportunity, equity, dignity, and autonomy. Working with communities in seven different Mexican states, Fábrica Social empowers 150 women. Fábrica Social's belief is that investing in these women is a three-fold benefit: it will preserve the indigenous culture in Mexico, help these women build their own businesses, and boost the Mexican economy. (Fábrica Social)

High quality design and bright colors are featured in Fábrica Social's style. The artisans offer a modern twist on indigenous styles; they mix contemporary looks while preserving their indigenous culture. Their product line includes dresses, skirts, blouses, wallets, hair pieces, and other accessories. All of their products are made by women specifically for women. On their website, when each product is displayed in the lookbook (an online catalog of their products), several pieces of information are listed as well. This information not only includes what material the product is made from, but it also includes who the product was made by, and what indigenous community they are from. So each fashionable piece tells the story of an indigenous community, and the woman that created that piece. (Fábrica Social)

Fábrica Social is a social enterprise because it aims to empower women through their business. Like many Category 2 SEs, empowerment is an important value with Fábrica Social as well. They hope to change the world by creating jobs for women and creating sustainability in their communities.

Chamuchic

Chamuchic celebrates indigenous artisans through their sale of handmade accessories and household products. Supporting the families of women in different communities in Mexico, Chamuchic blends old and new, traditional and modern, while offering unique products. The collections are created by indigenous women in San Andrés Larráinzar, Zinacantán, and San Juan Chamula. Additionally, Chamuchic sells pottery created by artisans in Amatenango del Valle. In total, Chamuchic works with the families of sixteen women to develop their trade and create sustainability. (Chamuchic)

Chamuchic's product line includes accessories for men, women, children and home. In addition to their accessory line and pottery, they also take special requests for custom designs. Each product is handmade and uniquely crafted by one of the women artisans. The accessories boast bright, bold colors that reflect the indigenous Mexican culture, preserving the past but creating a better future.

Like Fábrica Social, Chamuchic is another brand that claims to use empowerment as their business model. This aspect of their business classifies them as a social enterprise.

Similar to Fábrica Social, Chamuchic hopes to create jobs for women to support them as they rise above poverty.

Brasil Aromáticos

Inspired by aromatherapy, Brasil Aromáticos offers household products that not only keep your household clean, but keep the environment clean as well. Their mission is to offer an excellent product that provides pleasurable experiences and increases interaction with the human body, other people, and the environment. Their goal is to create a positive wellbeing, both visibly and invisibly. Brasil Aromáticos completes their mission through their vision, stated on their website: “Estar sempre conectada com as pessoas, com o ambiente e com os movimentos atuais, de forma realmente sustentável e globalizada. O prazer está nos detalhes, no simples, no contribuir e no compartilhar.”¹ (Brasil Aromáticos) They strive to always be connected with people, the environment, and current movements in a sustainable and globalized form.

Brasil Aromáticos claims to operate under a certain set of standards. They value ethical conduct and absolute integrity, and claim to abide by these values. They also respect life, people, and the environment. After researching Brasil Aromáticos, I have determined that they value certain ideals in their business: quality, reliability, tolerance, and innovation. Brasil Aromáticos offers products that reflect Brazilian culture, flavors, colors, and smells, all while remaining conscious of social and environmental issues. They seek to generate positive impact on the environment, create job opportunities, and continue to grow as a business under ethical standards. They are guided by the idea that they do not have to be the best in the world, but they seek to create the best for the world. (Brasil Aromáticos)

¹ “Always be connected with people, the environment, and current movements in a truly sustainable and globalized form. The pleasure is in the details, the simple, in contributing and sharing.”

Some of the ideals that Brasil Aromáticos advertises do not necessarily relate to ethical consumerism in social enterprises, but some do. They market themselves as a company that seeks to provide the best to their consumer, and that does not classify a business as a social enterprise. The information that classifies Brasil Aromáticos as a social enterprise is not quite as clear as other SEs. They claim to operate under ethical standards and not harm the environment during their production, but they do not have one specific cause like other SEs.

BAOBAB

Baobab Natural claims to be more than just a business. They argue that their business is a lifestyle. It is a lifestyle that promotes natural, organic products that are safe for your body and for the environment. Ultimately, it is a lifestyle that promotes a natural balance between people and the environment. BAOBAB's website offers the three main values behind their business: passion, honesty and conviction in what they produce and how they produce it. BAOBAB sells lip balm, bath products and soaps. They use natural ingredients that are good for your body and good for the environment, so they claim to protect your body and the world we live in. (BAOBAB Natural)

BAOBAB not only provides consumers with organic products made with the best natural ingredients, they also provide young children with soap and educate them about hygiene. Each time a consumer buys a BAOBAB product, that consumer is contributing to a child's health in Guatemala. BAOBAB is founded off of the idea that wellbeing should be shared all across the world, and one way to do this is to promote good health. For this reason, BAOBAB has created a movement called Happy Hands. Happy Hands

educates children on disease prevention, raising their living standards and reducing infant mortality. In fact, according to information on BAOBAB's website, more than two million children under five die each year from diarrhea and respiratory infections. Simply washing children's hands frequently with soap and water can reduce this number. That is the goal of Happy Hands: to reduce this number of deaths by providing children with information about hygiene. The two main objectives of the program include taking soap to public schools in rural areas, and promote a change in the habits of people by encouraging them to wash their hands before eating and after using the bathroom. Through Happy Hands, BAOBAB is promoting a healthier world. (BAOBAB Natural)

The main idea behind BAOBAB that qualifies it as a social enterprise and the main tactic behind their marketing to ethical consumers is their argument that they use natural, organic products that are good not only for our health, but also for the environment. They market themselves as a brand that is highly concerned for the environment. (BAOBAB Natural)

Colectivo 1050°

Unique, handmade ceramics crafted in Oaxaca, Mexico, by artisans at Colectivo 1050° keep a centuries-old heritage alive and well. The sale of these products preserves a long history and distinct culture. Colectivo 1050° offers high quality products that represent a strong aesthetic value, attention to detail, and harmonious production processes. The products are made by artisans in Oaxaca, and are lead-free, so that in the production, they minimize their environmental impact. (Colectivo 1050°)

After researching Colectivo 1050°, I learned that it is the commercial branch of Innovando la Tradición, which is a multidisciplinary non-profit and sustainable design

project where designers and artists honor the ceramic tradition of Oaxaca. The goal of the project is to empower artisans in communities in Oaxaca, keep these communities alive, and boost their economy. According to Colectivo 1050°, “When you buy a product from 1050° you help a centuries-old heritage and its artisans stay alive.” The artisans at 1050° come from San Bartolo Coyotepec, a city in Mexico with enigmatic bark clay, San Marcos Tlapazola, where women create ceramics with red clay, and Santa Maria Atzompa, a community with renowned masters of glazed pottery. (Colectivo 1050°) Ultimately, Colectivo 1050° strives to create sustainability for these communities, and preserve their cultural heritage. Once again, Colectivo 1050° is another brand that claims to use empowerment as their business model, thus making them a social enterprise. They market themselves as a business that cherishes artists, and want to create a sustainable market for their products. This aspect of empowerment classifies Colectivo 1050° as a social enterprise in Category 3.

Though each brand is different, each offers a unique story of culture, heritage and tradition. The products sold by each business all serve to make the local community better. Either the products boost the economy, preserve the traditional heritage, preserve the environment, or improve the health of people in a community. While SEs in Category 1 used business as a means to promote a cause in the developing world in foreign countries, these Category 3 SEs use business to promote a cause in their own community. They are each based in Guatemala, Brazil, or regions of Mexico, and that is where they focus their cause. Category 3 SEs recognize the need for improvement in their own country, and use their business to achieve that improvement.

Methodology

These five SEs – BAOBAB, Brasil Aromáticos, Chamuchic, Colectivo 1050°, and Fábrica Social – are SEs that I have classified as Category 3 SEs. They are all social enterprises that started in a Latin American country, and their cause benefits that same country in which they are located. Like Category 2 SEs, they are “shopping-for-a-cause” businesses that benefit their local community. In order to pinpoint the consumer that is likely to buy a product from a Category 3 brand, I have researched the SEs’ social media outlets and captured images that they use as advertising tools. I collected 75 images total from Instagram and/or Facebook, documented the captions, and compiled them into another spreadsheet. Similar to the spreadsheets in Categories 1 and 2, I documented general information: image, caption, brand, language, hashtags. But to really capture the essence of the photo, I identified reoccurring themes that stood out in all of the images from all of the SEs. While I compiled the pictures, I used an inductive approach to identify four major themes that reappeared in different SEs. I have labeled these themes, and included subthemes as well, to specify what exactly the themes include.

The four themes include Nature, Artisans, Feminism and Health. Each theme had its own set of subthemes. For Nature, the subthemes were “natural,” “green,” “organic” and “environment”. Artisans includes the subthemes “indigenous,” “handmade” and “design”. Feminism was rather simple to label, therefore I did not identify subthemes – I simply based this theme off of the presence of women in the image or caption, or reference to women in the image or caption. Daily Life involved “activities,” “work,” and “greetings.” Health includes the subthemes “better health,” “illness” and “wellbeing.”

Nature

Much like Categories 1 and 2, SEs in Category 3 consistently represent Nature in their images. The subthemes – “natural,” “green,” “organic” and “environment” – made it easier to identify images that included Nature. Any time an image included something natural, like bushes, plants, flowers, trees, or grass it would be classified as Nature under



Figure 22

the subtheme “green.” Additionally, if the photo took place in a forest or jungle, I classified it as “green.” Often, the captions for images in this category would promote organic products and natural ingredients. For this reason, I included the subthemes “organic” and “natural.” Likewise, many captions referred to the environment and protecting the environment with their products, so I included the “environment” as a subtheme. Nature is a common theme throughout most SEs. One image from BAOBAB is captioned “Lo natural es belleza. #Baobab #Natural #Organic” which translates to “Natural is beautiful.” The image below displays a phrase, “You look great.” The words in the caption combined with the words in the image promote natural beauty. Another image from BAOBAB displays beautiful roses. The caption for this image reads, “Nos regalaron estas bellezas hoy! Increible las creaciones de la naturaleza. #baobab #natural

#rosas” which translates to “We were given these beauties today! Amazing creations of



Figure 23

nature.”

Lastly, another image from Brasil Aromáticos displays a graphic with a quote about rain. The caption says, “E a chuva chegou em São Paulo e veio com força!! Saiba a situação dos reservatórios de água em São Paulo” which means “The rain came in São Paulo and it came with force! Learn the situations of the water reserves in São Paulo.” The graphic displayed in the image, translated from Portuguese, says “On rainy days, there is nothing better than the calm sound of raindrops hitting the window. It cleans the soul and renews energy.” Since the graphic and its caption discuss rain, I classified it as nature.

All of these images, and more from Category 3 SEs, involve Nature in some way. Category 3 SEs utilize this theme in many of their images because many of the SEs promote the natural environment. They promote the preservation of nature, and a harmonious relationship between people and the environment. By displaying the natural environment and many images, SEs communicate this to consumers who value the same

ideals. Category 3 SEs use Nature as a theme in their images to appeal to consumers who value a harmonious relationship between people and the environment, much like SEs in Categories 1 and 2.

Artisans

The theme Artisans refers to the presence of artisans in the image or the image's caption. Additionally, Artisans can include words like "handmade," "unique," or "one-of-a-kind." These words allude to the idea that each product was uniquely handcrafted by a specific individual. This theme was present in many SEs in multiple images, because the Artisans theme is a very important aspect of Category 3 SEs.

Fábrica Social has many examples of Artisan-themed images. Artisans are pictured in many of the SEs' images, and they are often referred to in the captions. The image is captioned "Sara y su diseno para #fabricasocial, #disenomexicano, #modamexicana, #textiltradicional, #mujeresartesan, #hechoenmexico, #viernestradicional" which in English is translated to "Sara and her design for #fabricasocial #mexicandesign #mexicanstyle #traditionaltextile #womenartisans #madeinmexico #traditionalfriday." The hashtags in this caption clearly celebrate Mexican women artisans, like the brand in general.

Another image from Colectivo 1050° artfully displays ceramics in their product line. The caption reads “Algunos de nuestros platitos en el delicioso Restaurante Cabuche. Hechos por Rufina Ruiz López, y esmaltados por el maestro Juan Ruiz Zárate. ¡Así sí se puede comer bien!” Translated, that means “Some of our saucers in the delicious Restaurante Cabuche. Made by Rufina Ruiz López, and glazed by the master Juan Ruiz Zárate. So yes, you can eat well!” Since the caption directly mentions who the plates are made by, Colectivo 1050° is being transparent. They are promoting and celebrating their artisans. Figure 23 from Chamuchic directly expresses this value: “¡Hoy es viernes de amar a México! En Chamuchic seguimos celebrando la belleza y la dignidad de las artesanas de Los Altos de Chiapas.” The caption translates to “Today is Friday of love in Mexico! At Chamuchic, we continue to celebrate the beauty and dignity of the artisans of Los Altos de Chiapas.”



Figure 23

By picturing the artisans in the image or referring to them in the captions, Category 3 SEs are not only being transparent with where the products come from, but furthermore they are celebrating where they come from. Category 3 SEs are proud of where their products are made and who makes them. Much like Category 2 SEs, these SEs proudly display the skillful artisans, and celebrate where their products come from.

Feminism

Like Artisans, Feminism as a theme was relatively easy to identify. I based this theme off of the presence of women in the image or caption, or reference to women in the image or caption. Many SEs in Category 3 promote women artisans, like Fábrica Social and Chamuchic, or gender equality, like Brasil Aromáticos. Many SEs in Category 3 offer examples of Women-themed images.

Figure 23 above from Chamuchic can also be classified as Feminism as well. Since it refers to the artisans in the caption, and the women artisans are pictured in the image, it not only celebrates artisans, but more specifically women artisans. Another image, Figure 24 from Brasil Aromáticos, is captioned “Feliz dia Internacional da Mulher! Somente para mulheres M.A.R.A.V.I.L.H.O.S.A.S! Mês de Março - Mês da



Figure 24

Mulher.” In English, that reads “Happy International Woman’s Day! Only for M.A.R.A.V.I.L.L.H.O.S.A.S women. Month of March – Month of Women.”

This theme is important, because many of the SEs empower women artisans to preserve their traditional culture. By picturing women in their advertisements, Category 3 SEs are promoting not only women artisans, but women in general. Ultimately, these SEs value gender equality. By advertising this, they are attracting consumers that value gender equality as well.

Health

Many SEs in Category 3 promote health through their advertisements, and include Health-themed images. The subthemes for Health include “better health,” “illness” and “wellbeing.” In this theme, SEs promote improving one’s health, while simultaneously improving the health of the environment. Businesses use healthy ingredients in their products, and give tips on how to stay healthy. Additionally, businesses use ingredients that are healthy for our bodies and our environment.

BAOBAB presents one example of a Health-themed image, Figure 25. The caption for the image below reads “REUSA. Por un ambiente mas limpio y duradero aportemos reusando de forma creativa lo que ya no nos sirve. Aqui unos retazos de tela y bastidores convertidos en cuadros. #Baobab” which translates to “REUSE. For a cleaner and sustainable environment, we creatively contribute to reusing what we no longer need. Here are a few scraps of fabric and wooden racks recreated into pictures.” This idea of health refers to the health of the environment.



Figure 25

Additionally, SEs can use the Health theme to refer to the health of people. An example of a Health-themed image in this context comes from a different BAOBAB image. The caption for this image is “¿Sabías que lavarse las manos adecuadamente es la primera línea de defensa frente a la propagación de muchas enfermedades? Muchas de estas enfermedades, que en algunos casos llegan a ser letales, pueden ser evitadas con el simple acto de lavarse las manos. #Baobab #ManosFelices.” In English, this means “Did you know that proper hand-washing is the first line of defense against the spread of many diseases? Many illnesses, lethal in some cases, can be avoided by the simple act of



Figure 26

washing hands.” The image itself shows the hands of Guatemalan children washing their hands.

Health is an important theme in Category 3 SEs, because these SEs encourage good health among people and a healthy environment. This theme relates to Nature, because it too promotes a harmonious relationship between the environment and people. By advertising good health, Category 3 SEs are attracting consumers that value good health and good wellbeing.

Conclusion

One main point I gathered from Category 3 SEs is that there are fewer themes, meaning more consistency between the themes. Since there are fewer themes (Nature, Artisans, Women and Health), these themes were more present across the different SEs. Like Category 2 SEs, I have drawn the conclusion that SEs portray these themes in their images, because these are values of the consumer. In order to appeal to a certain type of consumer, Category 3 SEs use Nature, Artisans, Women and Health to draw them in. These are not only the values of the businesses, but they are values of the consumer as well. Keeping in mind that these SEs are Latin American businesses, this means that the consumers are likely Latin American. Therefore, the Latin American ethical consumer values nature, artisans, women and health.

Consumers of Category 3 SEs value Nature. They strive to maintain a harmonious balance between people and nature. These consumers desire a healthy planet and environment, and they want to buy from businesses that keep the planet healthy. By

promoting nature, natural products, and a positive relationship between the earth and the people that live on it, Category 3 SEs are attracting consumers that value the earth.

Consumers in Category 3 SEs value Artisans and transparency. Like Category 2 consumers, Category 3 consumers want to know where their products came from, who made them, and in what circumstances. Most often, Category 3 SEs empower indigenous artisans. Ethical consumers of Category 3 SEs desire to keep these indigenous communities alive. Because these are Latin American consumers, they cherish these traditions and heritages, so they want to preserve the communities.

Ethical consumers value women and gender equality. Many of the artisans of Category 3 SEs are women in indigenous communities. The ethical consumer recognizes the need for gender equality, and wants to make a difference. This ethical consumer places high value on empowering women.

Lastly, the ethical consumer in Latin America values health. They recognize the need for better health in their communities, and see that they can change that. Both a healthy environment and a healthy body are important to ethical consumers. By purchasing products from Category 3 SEs, the ethical consumer can improve their own health, the health of others, and the health of the environment.

According to my research presented in my Literature Review, scholars argue that ethical consumerism cannot exist in societies that are not postmaterialist. Countries must be wealthy for ethical consumerism to take place. For ethical consumerism to exist, consumers must be well-off, and have the option to choose a brand that is a social enterprise that may be slightly more expensive than a regular brand. My research of

Category 3 SEs supports this argument. I had much difficulty finding social enterprises in Latin America, and I believe it is because it is composed of developing countries that are on the edge of postmaterialism. These countries are in fact advancing, but they are not fully postmaterialist yet. Because of this, there are not as many social enterprises. The few that I have found are among the SEs that are paving the way for more social enterprises to emerge.

Chapter 5

Conclusion

When I began this project, I set out to identify the ethical consumer in two settings: Latin America and the United States. Based on the literature, I understood that culture influences beliefs, and beliefs influence behavior. Therefore, I wanted to determine if consumers in different settings would consume differently in terms of ethics. Through my research and throughout this project, I have found that consumers in different settings do in fact consume differently based on their values.

I first attempted to fully understand ethical consumerism, what it is, and where it comes from. Examining the scholarship, I learned that ethical consumerism is buying products based not only on the quality of the product, but also upon the quality of the circumstances in which the product was made. Put simply, it is “shopping for a cause.” Additionally, I learned that the root of ethical consumerism is postmodernity. According to this scholarship, for ethical consumerism to exist, a society must have developed past modernity to a level of high consumerism called postmaterialism. Consumers in this context sometimes focus on where products come from – traditionally, this means the advanced wealthy nations like the United States. My own research challenged this scholarship, because I found ethical consumerism in developing countries in Latin America. This could mean that Latin America is becoming postmaterialist, or it could mean that ethical consumerism can exist in less developed contexts as well.

Next, after gaining an understanding of ethical consumerism, I set out to identify the ethical consumer in a developed society and in a developing society in order to determine if there was a difference. This question posed a challenge, because I intended on researching consumers. Because of the difficulties that this presented – including finding a survey as well as finding a survey base – I chose to examine social enterprises instead. Social enterprises are businesses that claim to operate under ethical standards. By identifying the consumers they are targeting in their ads, I could indirectly observe the ethical consumer.

I identified three different categories of SEs and identified the consumer for each category, which I presented in Chapters 2, 3 and 4. I have come to the conclusion that there are differences in the consumers of each category. I identified the consumer by identifying different social enterprises in the United States and Latin America to determine to whom they marketed their products. I gathered images from their social media outlets, and analyzed how they marketed to consumers, so that I could determine who the typical consumer is that these companies are targeting.

From my research, I have identified the typical consumer for each category. Consumers of Category 1 SEs, large U.S. businesses that employ “guilt free shopping” are slightly older than Category 2 consumers. Since these businesses sell products that are different than Category 1 SEs, their marketing techniques differ slightly. The typical Category 1 consumer is generally wealthy, since these products tend to be relatively expensive as well. This consumer is typically a mother, or some member of a family. These consumers do not necessarily want to change the world; they simply want to avoid harm. They are the “soccer moms” in society: middle-aged mothers that want the best

products for their families, and shop responsibly. I concluded that, based on the definitions of ethical consumerism I gathered, consumers in this category are not true ethical consumers. A true ethical consumer shops for a cause, while this consumer just avoids negative consequences. It is “guilt free shopping,” not “shopping for a cause.”

Category 2 SEs, small U.S. social entrepreneurs that empower artisans in developing countries, typically market to younger individuals that care about the world around them. Because products in this category are relatively expensive, consumers in this category must be more affluent. These consumers travel the world, and view the world without borders. They may identify with nature and place a high value on our environment. Ultimately, these consumers recognize that they are global citizens: they are part of an interconnected world without borders, and since they tend to be wealthy, they enjoy exploring the world. In sum, these consumers recognize the opportunity to change the world through consumption. They are the “hipsters” in society: young, outside the mainstream, and unique.

Category 3 SEs, small international brands, have a different consumer. Since these brands are international, their consumers are international. The typical consumer in this category may live in a country that has impoverished areas, recognizing the need to develop these areas to better their country. They see consumerism as an opportunity to help people in their own community. In fact, these consumers place a high value on community and tradition. They use consumerism as a manner of preserving indigenous communities, tradition, culture and heritage. They seek to maintain their heritage by empowering artisans in developing communities or dying cultures.

One of my main goals for this project was to compare and contrast the ethical consumer in the United States, a developed setting, with the ethical consumerism in Latin America, a developing setting. I found that there were differences in consumers in each setting, although ethical consumerism exists in both places. Ethical consumerism in each setting targets consumers that seek to shop for a cause – but the central difference between the American ethical consumer and the Latin American ethical consumer is where that cause is located, and this is based on cultural values.

Ethical consumers in the United States shop for a global cause. Like I mentioned previously, American ethical consumers recognize that they are global citizens in an increasingly interconnected world. For this reason, they travel the world, explore new situations and live without borders. Additionally, because of this they recognize the need of others on a global spectrum. American ethical consumers desire to shop for a global cause, and help those in need in other countries.

Ethical consumers in Latin America shop for a local cause. These consumers are proud of their heritage and culture, and seek to preserve their traditions. They view consumerism as a way to keep their heritage alive. They value indigeneity and are proud of their roots. Latin American ethical consumers focus their cause inward, because of their beliefs. They value heritage, culture, indigeneity and community, and to them, ethical consumerism means shopping local.

In conclusion, I have found that each setting, the United States and Latin America, do in fact have different values, therefore there is a difference in the ethical consumer in each place. The American ethical consumer values their global citizenship, while the

Latin American consumer values their own culture. This difference in values results in a different ethical consumer.

Like I previously mentioned, I set out to identify the ethical consumer in different settings. Upon doing so, I found something that challenged information from other scholars. The fact that there is ethical consumerism present in Latin America means that these countries could be on the verge of postmaterialism. Most all of the scholars that I studied argue that a country must be developed, modern and postmaterialist in order for ethical consumerism to exist. Since I found ethical consumerism in Latin America, composed of societies that are still considered to be developing, this could mean two things. Either postmaterialism does not have to be present for ethical consumerism to exist, or postmaterialism is present in Latin America. It may be fresh, still growing, and different than ethical consumerism in the United States, but there is evidence of ethical consumerism in Latin America. The social enterprises are evidence that ethical consumerism does exist.

This new presence of postmaterialism offers a new opportunity for social enterprises to market to their consumers. Social enterprises in Latin America, and in newly postmaterialist societies in general, should promote their own values, values of consumers, quality of their product and uniqueness of their product through their marketing material. This will appeal to consumers in postmaterialist societies because they care about the quality of the product and the quality of the circumstances in which the product was produced. The main difference America begins with who the social enterprises seek to empower. In the United States, the ethical consumer recognizes the needs of those in developing countries, and consumes from SEs that empower others in

those countries. In Latin America, the ethical consumer recognizes the needs of those in their own communities, and consumes from SEs that empower people in these local communities. Since the United States is a developed country, U.S. consumers can help others in countries that are less developed. Since Latin America is still in the process of developing, they still need help in their own communities, and use business as a means to help.

My research is mainly from the perspective of the social enterprises, but it would be interesting to study how the consumers receive the advertisements. Future researchers may be interested in looking more at the social media accounts, and focusing on how many followers each SE has, how many Instagram “likes” each picture gets, what themes tend to get more “likes,” and more. Additionally, it would be interesting to study each country in Latin America on a country-by-country basis. This would allow researchers to see the differences in each country, rather than lumping them together as a whole. It also raises the question of what exactly a developing country is, when a developing country becomes developed, and when a society becomes postmaterialist.

References

- 31 Bits. 31 Bits – 100% recycled bead products made by Ugandan women. (2006-2015). Retrieved from <http://www.31bits.com>.
- Aveda. (n.d.) The Art and Science of Pure Flower and Plant Essences. Retrieved from <http://www.aveda.com>.
- Cabrera, Sergio A. and Christine L. Williams. "Consuming for the Social Good: Marketing, Consumer Citizenship, and the Possibilities of Ethical Consumption." *Critical Sociology (Sage Publications, Ltd.)* 40.3 (2014): 349-367. *SocINDEX with Full Text*. Web. 30 Aug. 2014.
- Carrier, James G. (2007) "Ethical consumption." *Anthropology Today* Aug. 2007: 1+. *SocINDEX with Full Text*. Web. 6 Oct. 2014.
- Carrier, James G. (2010) "Protecting the Environment the Natural Way: Ethical Consumption and Commodity Fetishism."
- Cho, Sooyoung and Andreas H. Krasser. (2011). "What Makes Us Care? The Impact of Cultural Values, Individual Factors, and Attention to Media Content on Motivation for Ethical Consumerism." *International Social Science Review*, 86, ½, pp. 3-23, *SocINDEX with Full Text*. Web. 30 Aug. 2014.
- Clif Bar. (2014). Retrieved from <http://www.clifbar.com>.
- Dickson, Marsha A. (2001). "Utility of No Sweat Labels for Apparel Consumers: Profiling Label Users and Predicting Their Purchases." *The Journal of Consumer Affairs* 35.1 (2001): 96-119. Web.
- Fábrica Social (n.d.). Fábrica Social. Retrieved from <http://www.fabricasocial.org>.
- FashionABLE. (n.d.) Creating sustainable business in Africa. Retrieved from <http://www.livefashionable.com>.
- Krochet Kids intl. Krochet Kids intl. | This is empowerment | Knit Crochet Hats Men Women Baby | Social Capitalism. (2015). Retrieved from <http://www.krochetkids.org>.
- McConnell, Ryan. (16 November 2007). Edelman: Consumers Will Pay Up to Support Socially Conscious Marketers. *Advertising Age*. Retrieved from <http://www.adage.com>.
- Method. (2015). Method Products. Retrieved from <http://www.methodproducts.com>.

- Neuman, W. Lawrence (2006). *Social Research Methods: Qualitative and Quantitative Approaches*. University of Wisconsin at Whitewater.
- Nisolo. (2015). Handmade Leather Shoes, Chukka Boots, & Bags | Nisolo. Retrieved from <http://www.nisolo.com>.
- Organic Valley. (2015). Organic Valley – Organic Milk, Cheese, Butter, Eggs & More. Farmer-Owned since 1988. Retrieved from <http://www.organicvalley.coop>.
- Seventh Generation (2015). Green Cleaning Products, Baby Diapers, Laundry Detergent | Seventh Generation. Retrieved from <http://www.seventhgeneration.com>.
- Sseko Designs. (2015). Sseko Designs | Using Fashion to Empower & Educate Women. Retrieved from <http://www.ssekodesigns.com>.
- Swaidan, Ziad. "Culture and Consumer Ethics." *Journal of Business Ethics* 108.2 (2012): 201-13. Web.
- Turcotte, Martin. "Ethical Consumption." *Canadian Social Trends* 91 (2011): 20-29. *SocINDEX with Full Text*. Web. 6 Oct. 2014.

Appendix A

Category 1 Spreadsheet

GENERAL/SOCIAL MEDIA										THEMES								
Image	Image Name	Brand	Product	Caption	Source	Language	Emoji	Hashtags	Regram	Simplicity	Family	Health	Environment	Humor	Trends	Adventure	Cute	Beauty
A1	Aveda			n/a	advertiser	English	n/a	n/a	n/a									
A2	Aveda			n/a	advertiser	English	n/a	n/a	n/a									
A3	Aveda			n/a	advertiser	English	n/a	n/a	n/a									
A4	Aveda			n/a	advertiser	English	n/a	n/a	n/a									
A5	Aveda			n/a	advertiser	English	n/a	n/a	n/a									
A6	Aveda			Aveda wo	Instagram	English							x					
A7	Aveda			Prepare t	Instagram	English				x		x	x					
A8	Aveda			#GiveAve	Instagram	English				x						x		
A9	Aveda			Did you k	Instagram	English							x					
A10	Aveda			TELL US: H	Instagram	English				x			x					
A11	Aveda			See how A	Instagram	English						x	x					
A12	Aveda			Stunning,	Instagram	English				x								x
A13	Aveda			#AvedaCo	Instagram	English				x								x
A14	Aveda			A bevy of	Instagram	English				x								x
A15	Aveda			Pick your	Instagram	English				x								x
A16	Aveda			Keep a sin	Instagram	English				x								x
CB1	Clif Bar			"Some clif	Instagram	English							x					
CB2	Clif Bar			#ClifBar at	Instagram	English							x					
CB3	Clif Bar			Hustling,	Instagram	English							x					
CB4	Clif Bar			Yosemite	Instagram	English							x					
CB5	Clif Bar			The early	Instagram	English							x					
CB6	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a				x					x
CB7	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a				x					x
CB8	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB9	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB10	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB11	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB12	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB13	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
CB14	Clif Bar			n/a	advertiser	English	n/a	n/a	n/a									x
M1	Method				advertiser	English	n/a	n/a	n/a	x				x				
M2	Method				advertiser	English	n/a	n/a	n/a	x					x			
M3	Method				advertiser	English	n/a	n/a	n/a	x					x			
M4	Method				advertiser	English	n/a	n/a	n/a									
M5	Method				advertiser	English	n/a	n/a	n/a	x					x			
M6	Method			is this soa	Facebook	English				x				x	x			
M7	Method			in anticip	Facebook	English				x		x						
M8	Method			some of t	Facebook	English				x				x	x			
M9	Method			give your	Facebook	English				x					x			
M10	Method			soap can t	Facebook	English				x				x	x			
M11	Method			place you	Facebook	English				x					x			
M12	Method			now that t	Facebook	English				x					x			
M13	Method			consider c	Facebook	English				x					x			
M14	Method			we all hav	Facebook	English				x					x			
M15	Method			we're def	Facebook	English				x					x			
OV1	Organic Valley				Facebook	English					x				x			
OV2	Organic Valley				Facebook	English					x				x			
OV3	Organic Valley				Facebook	English									x			
OV4	Organic Valley				Facebook	English					x				x			
OV5	Organic Valley				Facebook	English					x				x			
OV6	Organic Valley				Instagram	English					x				x			
OV7	Organic Valley				Instagram	English					x							x
OV8	Organic Valley				Instagram	English				x								
OV9	Organic Valley				Instagram	English									x			
OV10	Organic Valley				Instagram	English					x				x			
OV11	Organic Valley				Instagram	English				x					x			
OV12	Organic Valley				Instagram	English					x				x			
OV13	Organic Valley				Instagram	English					x				x			
OV14	Organic Valley				Instagram	English									x			
OV15	Organic Valley				Instagram	English									x			
SG1	Seventh Generation				advertiser	English	n/a	n/a	n/a		x				x			
SG2	Seventh Generation				advertiser	English	n/a	n/a	n/a		x				x			
SG3	Seventh Generation				advertiser	English	n/a	n/a	n/a		x				x			
SG4	Seventh Generation				advertiser	English	n/a	n/a	n/a		x				x			
SG5	Seventh Generation				advertiser	English	n/a	n/a	n/a		x				x			
SG6	Seventh Generation				Facebook	English									x			
SG7	Seventh Generation				Facebook	English					x				x			
SG8	Seventh Generation				Facebook	English				x					x			
SG9	Seventh Generation				Facebook	English				x	x				x			
SG10	Seventh Generation				Facebook	English					x				x			
SG11	Seventh Generation				Instagram	English					x				x			
SG12	Seventh Generation				Instagram	English									x			
SG13	Seventh Generation				Instagram	English				x	x							x
SG14	Seventh Generation				Instagram	English				x					x			
SG15	Seventh Generation				Instagram	English				x					x			x

Appendix C

Category 3 Spreadsheet

General					Social Media					Artisans	Nature	Feminism	Health	
Picture nam	Picture	Brand	Country	Product	Caption	Language	Emoji	Hashtags	Source	Regram				
B1		Baobab	Guatemala		Lo natural	Spanish	x	x	Instagram			x		x
B2		Baobab	Guatemala		Ven a pro	Spanish	x	x	Instagram			x		
B3		Baobab	Guatemala		REUSA. Pc	Spanish	x	x	Instagram			x		
B4		Baobab	Guatemala		Tarde de t	Spanish	x	x	Instagram			x		
B5		Baobab	Guatemala		Nos regal	Spanish	x	x	Instagram			x		
B6		Baobab	Guatemala		Porque cri	Spanish	x	x	Instagram		x	x		x
B7		Baobab	Guatemala		¿Sabías qu	Spanish	x	x	Instagram					x
B8		Baobab	Guatemala		Siempre h	Spanish	x	x	Instagram					
B9		Baobab	Guatemala		Después c	Spanish	x	x	Instagram					
B10		Baobab	Guatemala		Nosotros i	Spanish	x	x	Instagram			x		x
B11		Baobab	Guatemala		*Le hice cc	Spanish	x	x	Instagram			x		
B12		Baobab	Guatemala		¡A llenar a	Spanish	x	x	Instagram			x		
B13		Baobab	Guatemala		i Buenos D	Spanish	x	x	Instagram					
B14		Baobab	Guatemala		Sonriele a	Spanish	x	x	Instagram			x		
B15		Baobab	Guatemala		¿Sabías qu	Spanish	x	x	Instagram			x		x
BA1		Brasil Aroi	Brazil		Momento	Portuguese		x	Instagram					
BA2		Brasil Aroi	Brazil		Aniversári	Portuguese		x	Instagram					
BA3		Brasil Aroi	Brazil		Conheça j	Portuguese		x	Instagram			x		
BA4		Brasil Aroi	Brazil		A sua pele	Portuguese		x	Instagram			x		
BA5		Brasil Aroi	Brazil		Mel e suas	Portuguese			Facebook			x		x
BA6		Brasil Aroi	Brazil		4 DICAS ir	Portuguese			Facebook					x
BA7		Brasil Aroi	Brazil		Feliz dia Ir	Portuguese			Facebook				x	
BA8		Brasil Aroi	Brazil		Trotes nas	Portuguese			Facebook					
BA9		Brasil Aroi	Brazil		Vida Longe	Portuguese			Facebook					x
BA10		Brasil Aroi	Brazil		Bom dia!!	Portuguese			Facebook			x		x
BA11		Brasil Aroi	Brazil		* O que va	Portuguese			Facebook					
BA12		Brasil Aroi	Brazil		* Suas rou	Portuguese			Facebook					
BA13		Brasil Aroi	Brazil		* Comparti	Portuguese			Facebook					
BA14		Brasil Aroi	Brazil		: E a chuv	Portuguese			Facebook			x		x
C1		Chamuchi	Mexico		no captior	Spanish			Facebook				x	
C2		Chamuchi	Mexico		Hoy en #M	Spanish		x	Facebook					
C3		Chamuchi	Mexico		Historias c	Spanish		x	Facebook		x			
C4		Chamuchi	Mexico		De nuest	Spanish		x	Facebook					
C5		Chamuchi	Mexico		Tiempo d	Spanish		x	Facebook					
C6		Chamuchi	Mexico		Fin de sen	Spanish		x	Facebook					
C7		Chamuchi	Mexico		Hoy en #M	Spanish		x	Facebook					
C8		Chamuchi	Mexico		Hoy en #M	Spanish		x	Facebook					
C9		Chamuchi	Mexico		Agradecie	Spanish			Facebook		x		x	
C10		Chamuchi	Mexico		Esta Navic	Spanish			Facebook					
C11		Chamuchi	Mexico		no captior	Spanish			Facebook					
C12		Chamuchi	Mexico		no captior	Spanish			Facebook					
C13		Chamuchi	Mexico		no captior	Spanish			Facebook					
C14		Chamuchi	Mexico		i Hoy es vi	Spanish			Facebook		x		x	
C15		Chamuchi	Mexico		Pirámide	Spanish		x	Facebook		x			
Co1		Colectivo	Mexico		no captior	Spanish			Facebook		x			
Co2		Colectivo	Mexico		En la Tiend	Spanish			Facebook					
Co3		Colectivo	Mexico		no captior	Spanish			Facebook					
Co4		Colectivo	Mexico		Algunos c	Spanish			Facebook		x			
Co5		Colectivo	Mexico		¡Comenzó	Spanish			Facebook					
Co6		Colectivo	Mexico		Zandunga	Spanish			Facebook		x			
Co7		Colectivo	Mexico		Este fin de	Spanish		x	Facebook		x			
Co8		Colectivo	Mexico		Desde aqu	Spanish			Facebook		x			
Co9		Colectivo	Mexico		En #Oaxac	Spanish		x	Facebook		x		x	
Co10		Colectivo	Mexico		Hoy nos ai	Spanish		x	Facebook					
Co11		Colectivo	Mexico		Tazón de	Spanish			Facebook					
Co12		Colectivo	Mexico		¿Sabías q	Spanish		x	Facebook		x			
Co13		Colectivo	Mexico		¿Quieres l	Spanish		x	Facebook					
Co14		Colectivo	Mexico		Para esta	Spanish		x	Facebook					
Co15		Colectivo	Mexico		i Empezan	Spanish		x	Facebook			x		x
FS1	C:\Users\	Fabrica So	Mexico	clothes	by @xime	English			instagram	yes			x	
FS2	C:\Users\	Fabrica So	Mexico	clothes	by @mart	Spanish			instagram	yes	x			
FS3	C:\Users\	Fabrica So	Mexico	fabric	by @dum	Spanish			instagram	yes				
FS4	C:\Users\	Fabrica So	Mexico	clothes	Sara y su	Spanish			instagram		x			
FS5	C:\Users\	Fabrica So	Mexico	fabric	by @dum	Spanish			instagram	yes				
FS6	C:\Users\	Fabrica So	Mexico	clothes	Lindo dia	Spanish			instagram			x	x	
FS7	C:\Users\	Fabrica So	Mexico	fabric	#fabricasc	Spanish			instagram		x		x	
FS8	C:\Users\	Fabrica So	Mexico	clothes	Gracias @	Spanish			instagram	yes	x			