

## **Ethical Consumption**

Ethical consumption is a modern and fashionable term, already studied in detail. Research has most often focused on the values associated with ethical consumption, the sociodemographic characteristics of consumers of products with a higher ethos, and the decision-making of these consumers. However, most researchers acknowledge the existence of an intention-behaviour gap, where respondents make claims, but their actual behaviour may not match them. The aim, therefore, is to address this issue.