

Table of Contents

Part A. Introductory Overview of the Dissertation	VII
List of Figures	IX
List of Tables	XI
List of Abbreviations	XIII
1 Introduction	1
1.1 Overview and Relevance of Research Topic	1
1.2 Identification of Research Deficits	4
1.3 Deduction of Research Questions	9
1.4 Aspired Contribution	13
2 Theoretical and Conceptual Background	15
2.1 Ethical Consumption Communication Literature	15
2.1.1 Product-Specific Ethical Labeling	16
2.1.2 Individual-level Human Values	19
2.2 Theoretical Foundation	22
2.2.1 Theory of Bounded Rationality	22
2.2.2 Signaling Theory	24
2.2.3 Value Congruity Theory	25
2.2.4 Multiple Cue Theories	26
3 Research Design	29
3.1 Research Methods	29
3.1.1 Systematic Literature Review	30
3.1.2 Survey-Based Experiment	31
3.2 Sample Composition	33
3.3 Empirical Model	35
3.4 Method Validation and Robustness Tests	37
3.4.1 Systematic Literature Review	37

3.4.2 Survey-Based Experiment	38
4 Summary of Research Papers	41
4.1 Summary of Research Paper I	42
4.2 Summary of Research Paper II	46
4.3 Summary of Research Paper III	49
5. Implications for Research and Practice	53
5.1 Theoretical Implications and Avenues for Further Research	53
5.2 Practical Implications	58
Appendices	63
Appendix A: Literature Table	63
Appendix B: Survey-Based Experiment	65
References	93
Part B. Research Papers	109
Research Paper I	111
Research Paper II	147
Research Paper III	179