

CARROTMOBING: EXPLORING CONSUMER MOTIVATION FOR ETHICAL SHOPPING IN EMERGING COUNTRIES A CASE OF MAURITIUS

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ABSTRACT

This paper explores the motivational factors influencing consumer participation in Carrotmobs. The various dimensions such as social influences, shopping places, choices of products, promotions and consumer profiling have provided a conceptual overview of CarrotMobbing and ethical shopping. Design/Methodology/Approach - The survey method was used to investigate on the various conceptual elements affecting consumer motivations for ethical shopping in Mauritius the CarrotMobbing Model (CMM) has been tested and validated. Findings - The analysis revealed that most consumers perceive CarrotMobbing as ethical shopping. The findings also highlighted the crucial role of social influences such as online network services and the press play in the purchase decision process. More in-depth examination of the inferential statistics depicted that participation in Carrotmobs could be substantially related to the profiling of consumers. Practical Implications - Consumer associations and key players in the retail industry should help consumers in their green endeavour. Marketers should create an ethical shopping ambiance and promote sustainable and environment-friendly products to boost consumer participation in Carrotmobs. Green aspirants should also mobilize their resources on media channels such as social networks and the press to grab consumer attention on CarrotMobbing. Originality/Value - The paper is a pioneer work on CarrotMobbing and ethical shopping in emerging developing countries like Mauritius. The study suggests possible means through which ethical shopping and sustainable business practices can be encouraged in developing nations where ethical shopping concepts are still novel and idealistic.

Keywords: *CarrotMobbing, Consumer Motivation, Ethical Shopping, Mauritius*