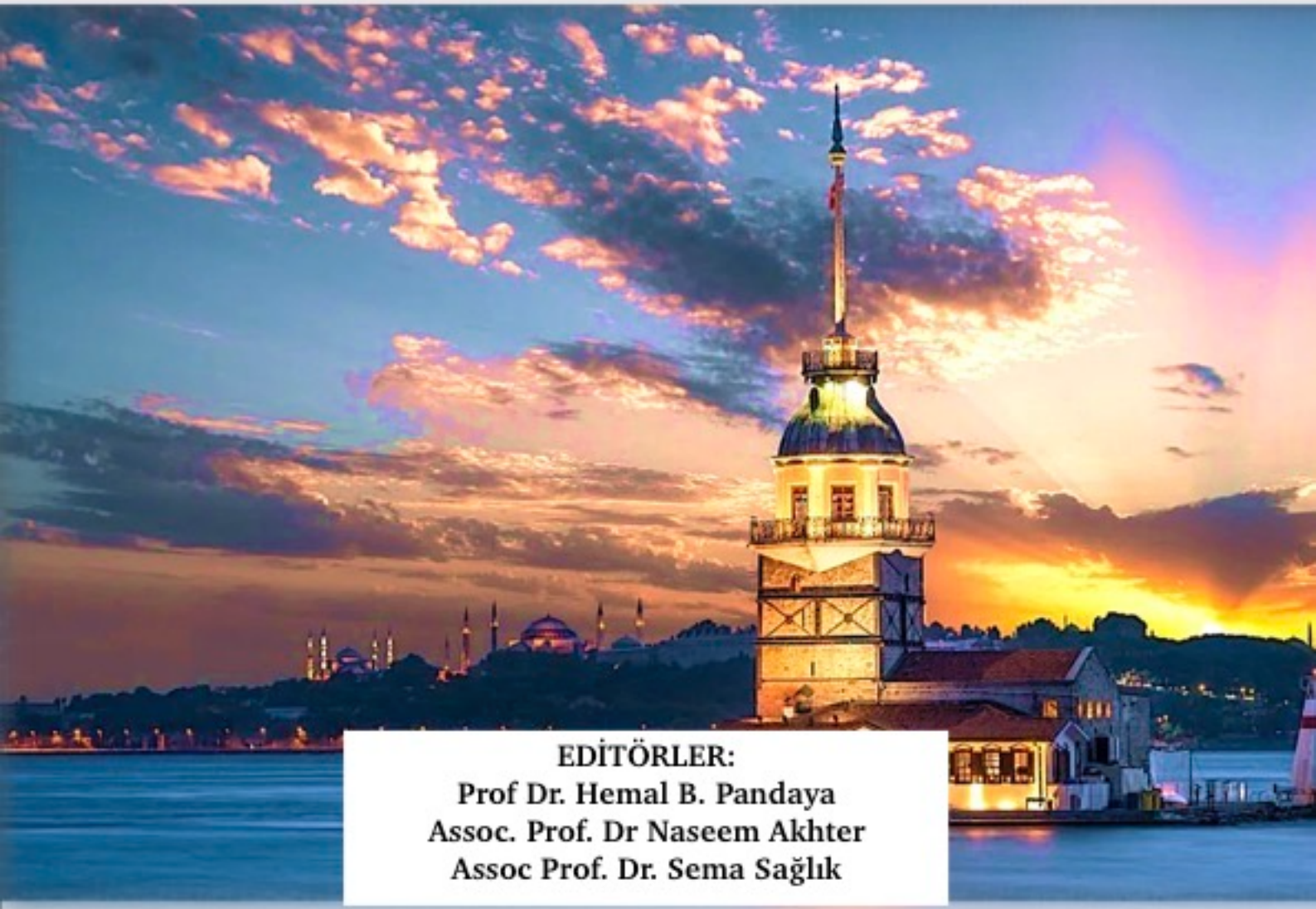
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Dr. Rıza AKKAYA	……..	Karar Verme Süreçlerinde Dağıtılmış Liderlik, Kriz Liderliği ve Sosyal Sorumluluk Temelli Liderlik: Eğitim Örgütlerinde Nitel Bir İnceleme
Ayşegül GÜLER	Karamanoğlu Mehmetbey University	Somali Intervention And Regional Security
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LUXURY BRANDS, MARKETING ETHICS AND CONSUMER ETHICS: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

Brands must carry out their activities by considering the interests of society and ethical values, and must not compromise on these values in all processes. On the other hand, luxury brands are questioned about their policies in line with ethical values, and luxury consumption is associated with an unethical perspective, and it is stated that ethics and luxury are often incompatible. This study aims to examine the relationship between luxury, marketing ethics and consumer ethics, with a bibliometric analysis, specifically the concepts of luxury brand and ethics. Data were downloaded from the Web of science database. 117 studies, written only in English and in the form of articles and proceeding papers were evaluated. The studies were analyzed in the VOSviewer program according to author, country, citation, source and keywords. As a result of the analysis, it was seen that 279 authors carried out studies in this direction, the author who wrote the most studies was Pelikanova (N = 5), and the first study was published in 1991, and the number of studies increased between 2018-2022. Authors from 47 countries took part in these studies. The top 4 countries are USA, England, France-China, Australia-Czech. The most cited study is the study of Davies, Lee and Ahonkhai (2012) (N=194). The most publications were published in the Journal of Business Ethics (N=9). There are studies on this subject in 89 different journals. It was determined that 448 keywords were used and the number of keywords used at least twice was 50. Apart from ethics and luxury, the most commonly used words are concepts such as sustainability, counterfeit, religiosity, corporate social responsibility, luxury consumption and climate change. As a result of the study, the findings were evaluated and future study suggestions were presented.

Keywords: Luxury brands, Marketing ethics, Consumer ethics, Bibliometric, VOSviewer

LÜKS MARKALAR, PAZARLAMA ETİĞİ VE TÜKETİCİ ETİĞİ: BİR BİBLİYOMETRİK İNCELEME

ÖZET

Markalar, toplumun çıkarlarını gözeterek ve etik değerleri dikkate alarak faaliyetlerini yerine getirmeli, tüm süreçlerde bu değerlerden ödün vermemelidir. Lüks markalar ise, etik değerlere uygun politikalar yürütme hususunda sorgulanmakta ve lüks tüketim etik olmayan bir bakış açısıyla ilişkilendirilerek, etik ve lüksün çoğu zaman uyumsuz olduğu ifade edilmektedir. Bu çalışma, lüks marka ve etik kavramları özelinde lüksün, pazarlama etiği ve tüketici etiği ile ilişkisini bir bibliyometrik analizle incelemeyi amaçlamaktadır. Veriler Web of science veri tabanından indirilmiştir. Dili sadece İngilizce olan ve makale, bildiri türündeki 117 çalışma değerlendirmeye alınmıştır. Çalışmalar, yazar, ülke, atıf, kaynak ve anahtar kelimelere göre VOSviewer programında analiz edilmiştir. Analiz sonucunda, 279 yazarın bu yönde çalışmalar yaptığı, en çok çalışma yapan yazarın Pelikanova (N=5) olduğu ve ilk çalışmanın 1991 yılında yayınlandığı, 2018-2022 yılları arasında ise çalışma sayısının arttığı görülmüştür. 47 ülkeden yazar bu çalışmalarda yer almıştır. İlk 4 sıradaki ülkeler USA, England, France-China, Australia-Czech' dir. En çok atıf alan çalışma Davies, Lee ve Ahonkhai (2012)'nin (N=194) çalışmasıdır. En çok yayın Journal of Business Ethics (N=9) dergisinde yayınlanmıştır. 89 ayrı dergide bu konuda çalışmalar mevcuttur. 448 tane anahtar kelime kullanıldığı belirlenmiştir ve en az 2 defa kullanılan anahtar kelime sayısı 50'dir. “Ethics” ve “Luxury” dışında en çok kullanılan bu kelimeler “sustainability, counterfeit, religiosity, corporate social responsibility, luxury consumption ve climate change” gibi kavramlardır. Çalışma sonucunda bulgular değerlendirilmiş, gelecek çalışma önerileri sunulmuştur.

Anahtar Kelimeler: Lüks markalar, Pazarlama etiği, Tüketici etiği, Bibliyometrik, VOSviewer

1. INTRODUCTION

It is claimed that we are going through a period, also called the ethical age, in which an increasing number of consumers become aware of the ethical consequences of the products they purchase (Crane and Matten, 2007; McGoldrick and Freestone, 2008). Recent research has revealed that, considering increasing environmental and social pressures, ethical practices are not only a necessity for the luxury industry, but also increasingly valued and demanded by consumers (Amatulli et al. 2018; de Angelis, Adıgüzel and Amatulli , 2017). For luxury brands, ethical practices are considered an important element in ensuring long-term success (Arrigo 2018).

Regarding the questioning of ethical standards, the luxury industry has recently begun to attract more public attention (Kapferer 2010; Cheah, Zainol and Phau, 2016). Because elements such as unsustainable consumer behavior, social inequality, irresponsible use of resources and excessive consumption (Kapferer 2010) and criticisms on the subject are frequently voiced by non-governmental organizations such as Greenpeace and PETA (Kapferer and Michaut-Denizeau 2019). In addition to the ethical aspects of luxury products, unethical issues related to the luxury product supply chain have also increasingly come to the fore. Many problems have arisen, such as the displacement of communities for different purposes, environmental damage caused by gold mining, contamination of drinking water, and the extraction of diamonds from war zones to fund military campaigns (DeBeers 2009). Destruction of unsellable products in the fashion industry, poor working conditions in factories, abuse of animals for production, irresponsible production practices, plastic waste, environmental damage caused by large cruise ships, and lack of transparency in the supply chain are other factors that create ethical concerns in the luxury industry (Achabou and Dekhhili 2013; Moraes 2013). et al. 2017, Kapferer and Michaut-Denizeau 2019). In recent years, some luxury brands have also come to the fore with such problems and raised doubts among consumers regarding their compliance with ethical standards. It would be a wrong assessment to generalize this process across all luxury brands. Therefore, as a result of definitive evidence, it is more appropriate to examine whether luxury brands engage in practices outside ethical standards.

While there are opposing views on the compatibility and relationship between ethics and luxury, it is also argued that there is a harmonious relationship between ethics and luxury if certain conditions such as timelessness and rarity are met (Osburg et al., 2021). Luxury consumption behavior is also considered unethical (Chaudhuri and Majumdar, 2006; Godey et al., 2006; Beckham and Voyer, 2014), and it is thought that people often view ethics and luxury as incompatible, with luxury shoppers reacting negatively to sustainable luxury (Beckham and Voyer, 2014). On the consumers' side, the answer to the question of whether they see luxury as compatible with ethical values may appear in different ways depending on the consumers' own identities and motivations (Moraes et al., 2017). This situation may vary depending on what the unethical issue is and which sector of the luxury brand's product group.

As a result of the discussions mentioned above, this study aims to evaluate the relationship between luxury brands and ethical concepts. By examining the current status of the studies conducted with bibliometric analysis, it is aimed to determine which ethical elements luxury brands are associated with, how they are reflected in consumer behavior, which authors, authors

from which countries, which studies and journals stand out, and what the most used keywords related to these concepts are.

2. CONCEPTUAL FRAMEWORK

Although the concept of luxury product is a frequently used concept, it is a difficult concept to define. The reason is that the perception of luxury is not clear and varies according to consumer lifestyle (Hauck and Stanforth 2007). For this reason, there is no common definition of what luxury is in the literature (Vickers and Renand 2003). Phau and Prendergast (2000) stated that what is luxurious for one person may be ordinary for another. Therefore, a product or brand that is perceived as luxury by some consumers may not be perceived as luxury by other consumers. In addition to the consumer's lifestyle, factors such as social class, status and mood may also be effective in this situation.

According to a consumer research, luxury; It is expressed as a concept associated with features that are perceived as truly excellent by offering quality, rarity, uniqueness, use of natural materials and good workmanship, with a price offer that exceeds the functional values offered by the product, service or brand (Kapferer and Laurent, 2016). Other factors that can be added to these features can be considered inaccessibility.

The concept of ethical consumer behavior can be defined as the reflection of consumers' ethical concerns on their decision-making, purchasing and other consumer experiences (Cooper-Martin and Holbrook 1993). Consumers perceive brands as ethical if they actively do something good, proactively create a positive impact on society through social participation and philanthropy, in other words, if they feel socially responsible towards society and act accordingly (Brunk, 2012). Ethical consumption is explained as a concept that summarizes the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs (Crane and Matten, 2003). Marketing ethics refers to brands ensuring ethical standards in all processes from supply to production and from sales to after-sales, adopting ethical values and never giving up on these values. Consumer ethics can be defined as the adoption of ethical values as a priority for consumers by brands and caring about the consumer.

3. BIBLIOMETRIC ANALYSIS AND RESEARCH METHOD

Bibliometric analysis includes analysis of studies written on any subject, based on data downloaded from certain databases within the criteria selected by the researcher. During the analysis process, studies can be examined in terms of elements such as author, country, citation, source, keyword, abstract and bibliographic match. Along with the most published author, country, most cited work, most used keyword, etc., which authors worked together, the total

number of authors working on the subject, number of countries, number of citations, etc. can also be examined as a result of the analysis. Bibliometric analyzes are seen as an important tool in showing the current situation on the relevant subject and providing forward-looking research suggestions in terms of the development of the subject.

In this study, which examines the concepts of luxury brands, marketing ethics and consumer ethics together with bibliometric analysis, the Web of Science database was used. Only studies in the form of articles and papers whose language was English were used. In the search tab in the database, "luxury" or "lux" or "luxury brand" or "luxury branding" is written in the first line, while the concepts "ethics" or "marketing ethics" or "consumer ethics" are written in the second line. First of all, among the 145 studies accessed, studies with types of book chapter, book review and editorial material were removed and 131 studies were obtained. When filtering was done for studies whose language was only English, 117 studies were obtained. 109 of these studies are articles, 7 are proceeding papers, 3 are review articles and 2 are early access articles. The analysis results are shown in the figures below.

4. FINDINGS

4.1. Distribution of Authors According to Their Contributions

According to the authors, as a result of the analysis, Pelikanova (N=5) is the author who has done the most studies on luxury brands, marketing ethics and consumer ethics, followed by Jalees, Jiang and Zaman (N=4 per author) with four studies each. It has been determined that he is one of the most contributing authors. It was revealed that a total of 279 authors carried out studies in this direction, the first study was published in 1991, and the number of studies increased between 2018-2022. The distribution according to authors with at least 2 studies is shown in Figure 1.

It was determined that Pelikanova completed her studies together with Macgregor, Jalees, Jiang and Zaman worked together in all their studies, and Michaut and Kapferer also worked together in their studies. Carrigan was the sole author of both studies.

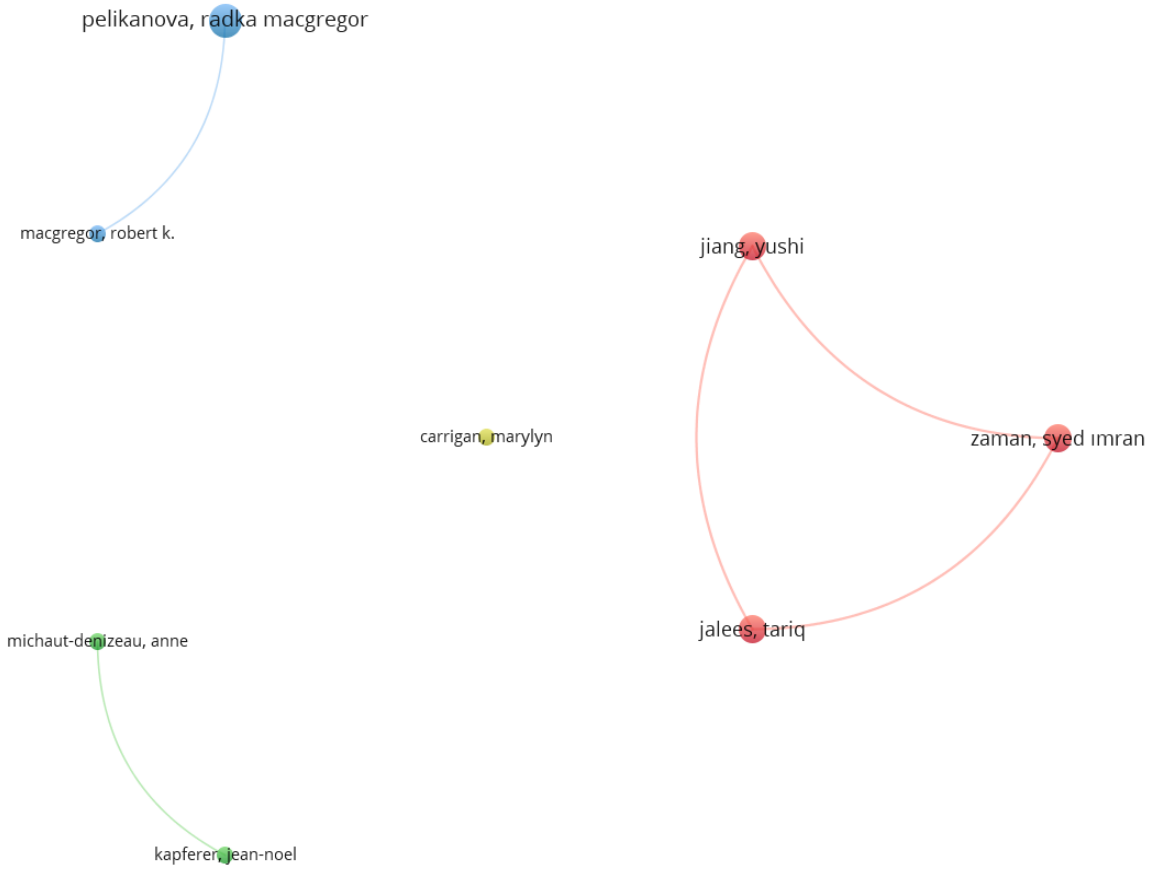


Figure 1. Mapping results according to authors with at least 2 studies

4.2. Distribution by Countries

When an evaluation was made in terms of the countries stated by the authors according to the institution they work in, it was determined that authors from 47 different countries contributed to the studies. When the countries with at least 5 studies are listed, USA (N=28) ranks first with the study, followed by England (N=17), France and China (N=11, per country), Australia and Czech Republic (N=8, per country) and Pakistan, Germany and India (N=5, per country) were included in the ranking. The distribution of other countries is seen in Figure 2.

When the country groups are evaluated in terms of the works in which the authors worked together, it is seen that each group with the same color indicates the countries of the authors

working together. Red, green, blue, purple and yellow colors indicate these country groups.

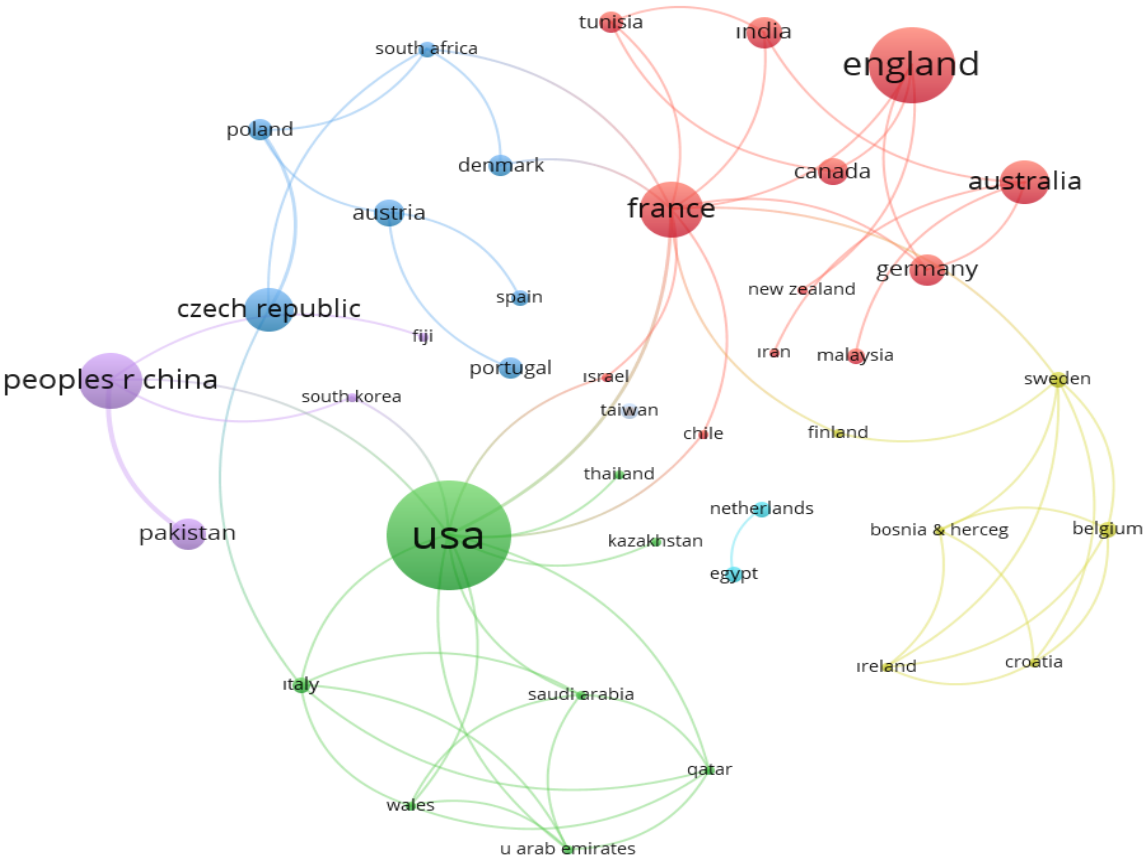


Figure 2. Mapping results according to authors' country distribution

4.3. Citation Distribution

When looking at the citation distribution of the studies, Davies' (2012) study is the most cited study, followed by the first five most cited studies, respectively, by Jiang (2018), Alam (2024), Bian (2016), Kasber (2023). It has been observed that . The map according to citation distribution is shown in Figure 3. While the sizes of the nodes show the sizes in numbers according to the citation distribution, it is concluded that the authors in the same color groups are cited together in the studies.

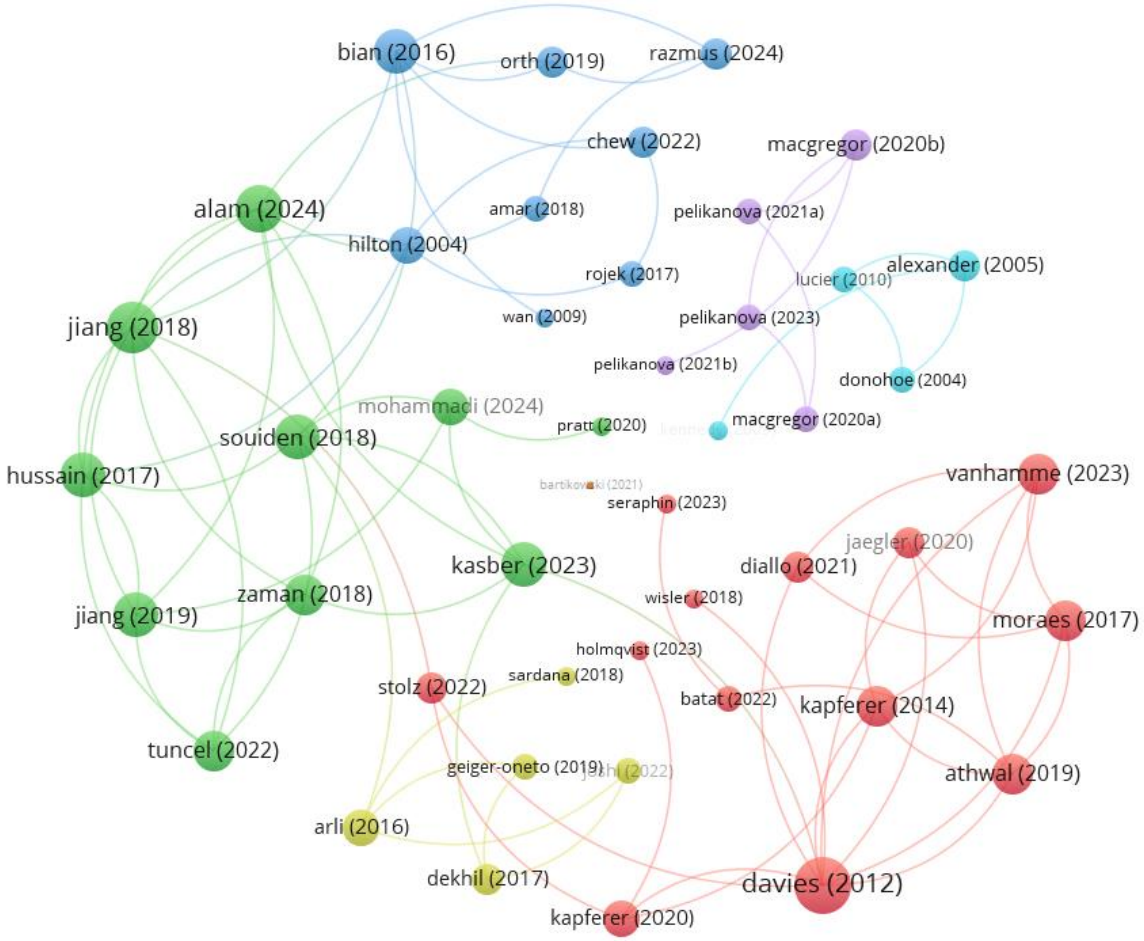


Figure 3. Mapping results according to the distribution of citations

4.4. Distribution of Top Contributing Sources

When the distribution of the sources in which the studies are published is examined, the Journal of Business Ethics (N=9) comes first. Journal of Islamic Marketing (N=4) ranks second. International Journal of Consumer Studies, Journal of Business Research, Asia Pacific Journal of Marketing and Logistics and Sustainability (N=3, per journal) shared the third place. As can be seen in Figure 4, studies in the same color groups show that these studies are used together as citation and bibliography in other studies.

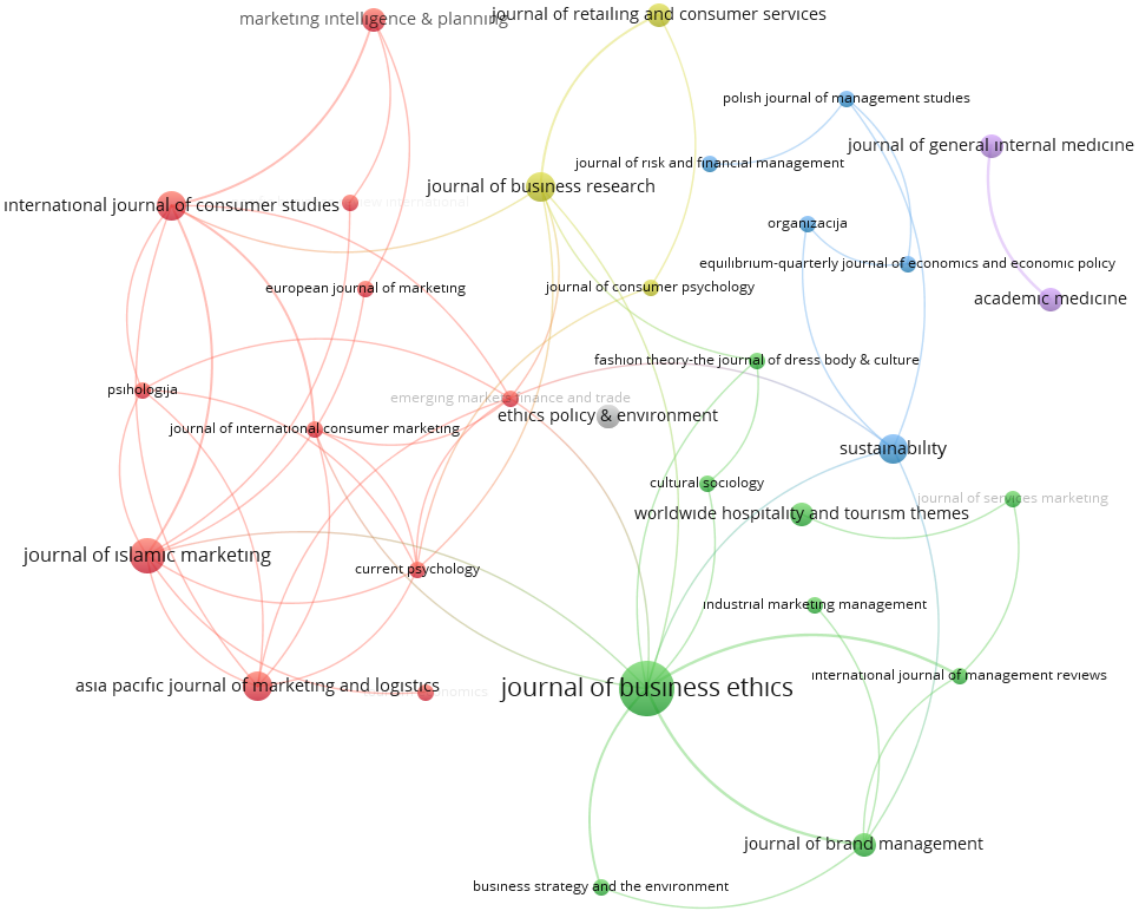


Figure 4. Mapping results according to the journals in which the studies were published

4.5. Distribution by Keywords

When the distribution according to the keywords mentioned in the studies was examined, it was revealed that a total of 448 different concepts were used as keywords in the studies. The most used word was ethics (N=24), followed by sustainability (N=11), luxury (N=9), counterfeit (N=8), religiosity, corporate social responsibility and consumer ethics (N=6 per word). , luxury consumption (N=5), consumption and climate change (N=4 per word), branding, theory of planned behavior, business ethics, eu law, sustainable development, attitudes, Covid 19 and luxury brand (N=3 per word) words are included. The number of words used at least twice is 50. The distribution of words used at least twice and the connections between them are seen in Figure 5. Words that are related to each other and are in the same color groups show the words and relationships used together in the studies.

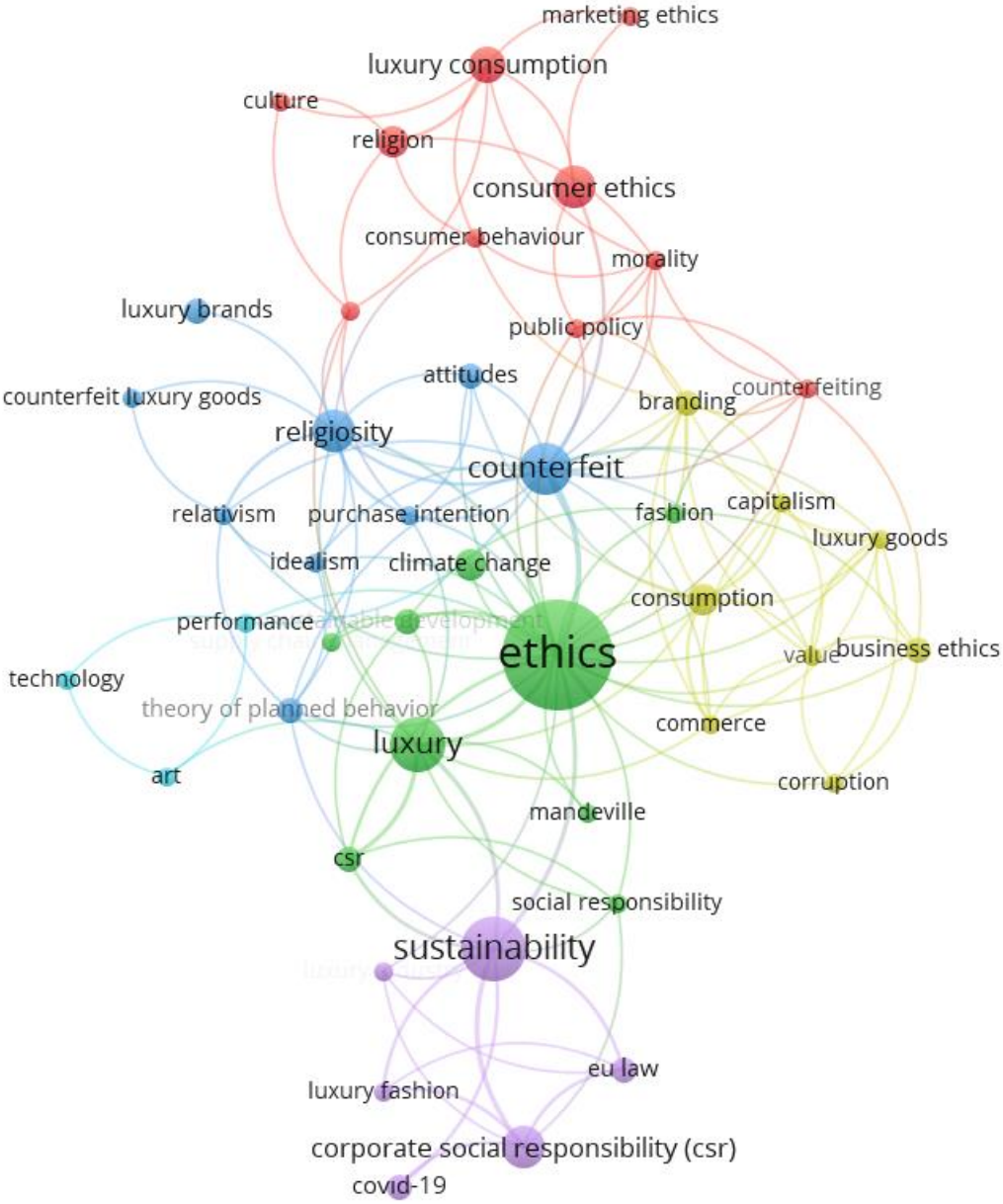


Figure 5. Mapping results by keywords

CONCLUSION AND DISCUSSION

In this study, bibliometric analysis of studies on the concepts of luxury and ethics from the Web of Science database was made with the VOSviewer program, and evaluations were made in terms of author, country, citation, source and keywords. The results are summarized below and conclusions are made.

It is an interesting finding that Pelikanova, who has the most publications, worked with Macgregor in all of her works. Based on this finding, it can be said that these authors deepened their studies on luxury and ethics. The fact that a total of 279 different authors have studies on the subject can be considered as a direction for the subject to be studied by more authors. The

fact that the first publication was published in 1991 shows that the subject has a long research history. The increase in the number of publications between 2018 and 2022 can be interpreted as the subject gaining more importance recently.

The fact that participating authors from 47 different countries produced studies on the subject can be considered as a comprehensive concept that is examined on an international scale. The fact that participants are mostly from European countries other than the USA, China and India can be considered as important information for the countries where the subject is researched. In terms of cross-country connections, it is surprising that writers from the USA mostly publish in collaboration with writers from Qatar, Saudi Arabia and the United Arab Emirates, and that writers from China mostly publish with writers from Pakistan.

The prominence of Davies (2012) in the citation distributions guides the authors in future studies to refer to this publication and other studies with high citation rates. Publications in the same color group indicate that they appear together in the bibliographies of other studies. This finding may help in determining which works to refer to when writing literature.

When the evaluation was made in terms of the most contributing sources, it was revealed that the journals were mostly those that published studies on ethics, Islamic marketing, consumer behavior, marketing, business research and sustainability. This finding is helpful in determining which journals to send studies to for future publications. It also gives an idea about which areas the study subjects focus on.

The most used words as keywords are ethics, sustainability, luxury, counterfeit, religiosity, corporate social responsibility, consumer ethics, luxury consumption, consumption, climate change, branding, theory of planned behavior, business ethics, eu law, sustainable development, attitudes. It has been determined as Covid 19 and luxury brand. This result shows that the concepts of luxury and ethics are more associated with these concepts. It can be said that luxury and ethics research is mostly shaped by sustainability, climate change, counterfeit, religiosity, corporate social responsibility, branding, consumption and attitudes and Covid 19. The reason for this is the sustainability of luxury, the future of luxury consumption in the face of climate change, what the situation of counterfeit will be next to luxury, how religiosity and luxury and ethics are related, and it can be said that luxury consumption and ethics come to the fore as there is more staying at home during the Covid period.

With these findings as a result of the study, information was given about which sources and which authors' works to refer to for future research. Ideas are given to establish relationships between concepts, especially through keywords. These relationships can be used to create more

comprehensive and holistic new research designs and models. Designing new research models based on less studied words can also be evaluated with the aim of producing original studies.

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