

*Full Length Research Paper*

# The impact of the sellers' perceived ethical behaviour on consumers' emotions and behaviour intention

Asma Bouguerra, Nabil Mzoughi\*, Karim Garrouch and Hallouma Bouazza

Research Unit MaPReCoB, University of Sousse, Tunisia.

Accepted 20 April, 2011

**This research aims to verify the effect of consumers' evaluation of sellers' ethical behaviour on their emotion and behaviour intention. Actually, the concept of ethics have been partially studied before Reidenbach and Robin's work and its consideration as an antecedent of consumer behaviour has not been proven. Previous studies have integrated few indirect effects of ethics on behaviour intention through the mediation of affective reactions. The present study aims to check all possible direct effects of ethics on the frequentation intention and indirect ones through emotions. The proposed model is verified using structural equations modelling. A quantitative study is conducted with 227 consumers who were recently involved in a shopping experiment. The effects of moral fairness and contractualism on interest, positive and negative emotions as well as on frequentation intention are confirmed. Relativism has, whereas, no significant effect. Contrarily to previous studies' results, the frequentation intention was found not increased by emotions.**

**Key words:** Ethics evaluation, emotion, frequentation intention, structural equations modelling.

## INTRODUCTION

Interest in ethics is not new in marketing (Sénéchal, 2006; Sojka and Spangenberg, 1994). Morality can be studied in different marketing topics such as advertising, price discrimination and practices of the salespeople. However, little attention is paid to the sellers' ethical perceived treatment of customers and its impact in shaping the latter's affective responses and behaviour intentions (Oliver and Swan, 1989). Ethics is one of the eight types of value resulting from a consumption experience (Holbrook, 1994, 1996, 1999; Smith, 1996). It can be perceived or evaluated by the customer (Reidenbach and Robin, 1988; Babin et al., 2004). Conflicting interests do exist between the seller and the buyer and may alter the company's performance (Babin et al., 2004). Sellers take advantage of a mass of information and negotiating skills greater than those that consumers may have. They can disregard some ethical considerations in order to make quick profits (Babin et al.,

2004). This has certainly an effect on consumers and consequently on the companies' sales. Customers proceed to a defensive system which allows them to pass up any relationship with such salespeople (Babin et al., 2004). Their trust is influenced by their perception of the sellers' honesty. Their involvement in the relationship with the store or the brand is linked to sellers' personality (Mascarenhas, 1995; Babin et al., 2004). Therefore, the companies' attention has to be drawn to the ethical actions of their employees by taking into account the customers' views (Wood, 2002). Before Reidenbach and Robin's framework publication (1988), researches have partially surrounded the concept of ethics (Babin et al., 2004) and have failed to prove that it is an antecedent of consumer behaviour. A few researches overlap this consideration by incorporating mediating variables.

Babin et al. (2004) considers few indirect effects of ethics on behaviour intention through the mediation of affective reactions. This research extends Babin et al. (2004) work by checking all possible effects of ethics, specifically on the frequentation intention. The central research objective is to verify whether consumers' evaluation of the sellers' behaviour morality influences

\*Corresponding author. E-mail: [teachershelo@yahoo.fr](mailto:teachershelo@yahoo.fr). Tel: +21673332976.

their frequentation intention, either directly or indirectly through emotion. This issue is addressed by a literature review of the main concepts in order to choose a theoretical perspective for each of them. The resulting conceptual positioning will condition the hypotheses and the measure of the model's variables.

### **Ethics concept**

The first studies having treated ethics evaluation stem from moral philosophy. Theoretical approaches propose different definitions (Robin and Reidenbach, 1993). An ethical action consists in acting for the wellbeing of others (Holbrook, 1994). Ethics represent a set of moral standards, different from laws, that takes into consideration the consequences of actions (Beekun et al., 2003). In the marketing field, ethics conceptualization is also divergent (Nantel and Weeks, 1996; Sorensen, 2002; Robertson and Crittenden, 2003; Svensson and Wood, 2008). It is assimilated to rules judging what is right or wrong, good or bad, concerning human conduct in business (Beekun et al., 2003). The latter is considered as an "essential part of the social fabric" (Thomas et al., 2004). Ethical standards should not be compromised because of the organization's requirements (Lovell, 2002). Business organisations trying to achieve their objectives must operate ethically in the society (Hooghiemstra and van Manen, 2002; Joyner and Payne, 2002; Kaptein, 2003). Companies and their employees have to embrace ethical behaviour in business to fulfil freedom, self-confirmation, and success (Thomas et al., 2004). Sellers can exert pressure on customers and show an opportunistic behaviour (Babin et al., 2000) so as to generate quick financial benefits. This unethical work can alter customer satisfaction (Babin et al., 2004), trust and relationship investment and communication (Smith and Barclay, 1997). Some researchers opt for the development of a universal theory of ethics; others believe that it is impossible, and even undesirable, to think of a broad definition (Robin and Reidenbach, 1993).

MacIntire (Robin and Reidenbach, 1993) explains that traditions' differences lead to the diversity of ethics definitions. An intermediate position considers that the evaluation of ethics can be based on standards which appear frequently (Robin and Reidenbach, 1993). Evaluation of ethics can be defined as an individual's stable response determined largely by its social referent and its past experiences (Ferrell and Gresham, 1985). A diversity of moral philosophical approaches can underlie the ethics' evaluation in Marketing. Normative research is "based on the humanities" and is centred on moral evaluation of human action (Scherer and Palazzo, 2007). A distinction is made between normative theories such as deontology (Beekun et al., 2003), teleology (Fraedrich et al., 2005), utilitarianism (McGee, 2008), relativism (Singh et al., 2007), moral fairness (Flory et al., 1993), and

contractualism (Heugens et al., 2006). Deontology and teleology are approaches which assume the uniqueness of ethics theory (Ferrell and Gresham, 1985; Chonko and Hunt, 1985; Hunt and Vittel, 1986; Fennell and Malloy, 1999; Cherry and Fraedrich, 2000). Deontology is a nonconsequentialist theory that adopts a universal conception (Mascarenhas, 1995). Individual deems an action as ethical if the idea behind it may be subject to an acceptable law. Deontological theories focus on the individual and his undeniable and absolute rights. It is more concerned with processes and procedures than results (Fraedrich et al., 2005) and emphasizes the means and motives by which actions are justified (Cherry and Fraedrich, 2002). The concept of duty lies beneath the deontology approach, therefore, the satisfaction of others' claims represents a moral obligation that has to be respected conformably to ethical rules (Loo, 2004). However, this approach is not able to detect ethics evaluation (Robin and Reidenbach, 1993). In particular situations, some actions can be considered ethical while they are not in general. For example, someone can lie to save a life.

Teleology is a consequentialist ethical theory that focuses on the ends of actions to determine its rightness (Ferrell and Gresham, 1985). Teleology may be utilitarian or egoistic. Ethical egoism expresses that individuals should look for their own greatest good (Hunt and Vitell, 1986). Teleological theory stresses on what is good for the whole: individual, organization, society (Fraedrich et al., 2005). An action is ethical if it helps a significant number of people, even if a minority is aggrieved. This is objectionable. Any action is ethical if it is oriented toward the consumer's satisfaction. He may judge that certain actions are not ethical even if they respond to his needs (Nantel and Weeks, 1996). Utilitarian ethics suppose that the gains issued from any transaction exceed the losses for both customer and store (McGee, 2008) and promote happiness (L'Etang, 1992). Utilitarianism highlights efficiency in the way that the ratio of good to evil produced from any action is very important for all (Loo, 2004). These theories only look at outcomes of actions, not at its foundation ('the end justifies the means') (Roeser, 2006). The postmodern approach, less evoked in marketing contexts, contrasts with the previous theories (Robin and Reidenbach, 1993). Based on relativism, it offers different apprehensions of justice. Some even insist on a moral, total and destructive relativism (Robin and Reidenbach, 1993; Fennell and Malloy, 1999). The argument in favour of relativism, as presented by anthropology and psychology researches, is that moral beliefs do not subordinate to universal standards (Robin and Reidenbach, 1993). Relativism represents a moral philosophy based on skepticism and rejects the notion of universal ethical codes (Robertson et al., 2003; Singh et al., 2007) that apply to everyone everywhere (Loo, 2004).

According to the relativism theory, the consumer may

think that the salesperson's behaviour is always in favour of the company and is not truthful. Ethical relativism is understood differently by authors as being cultural or individual (Robertson et al., 2003). The cultural relativism defines ethics as a set of the most important customs in a culture (Robin and Reidenbach, 1993) that vary from one culture to another. Beekun et al. (2005) have suggested that utilitarianism and relativism drive the decision-making process underlying ethical behaviour in Eastern/socialistic cultures, whereas Western/capitalistic cultures rely on the moral philosophies of egoism and virtue ethics in their intentional behaviour. The ethical principles depend on culture or traditions and are determined by the most accepted perception of a period (Beekun et al., 2003). This relativism is not total. Given that there are universal human needs, all cultures agree on the same ethical principles. Each is characterized by specific rules, themselves derived from the preceding principles (Beauchamp and Bowie, cited in Robin and Reidenbach, 1993). An action which is ethical at a given time and in a given place may not be in another context (Robin and Reidenbach, 1993). This vision is unable to integrate the moral codes of an individual or a minority if they are categorically different from those of their societies. Moral fairness is the foremost evaluative criterion for ethical judgment (Robin et al., 1996). It is based on the overall concept of fairness, justice and right (Maiga, 2005; Maiga and Jacobs, 2008) since it requires that people would be treated equally. It implies a more global concept of morality (Flory et al., 1993) and has been very influential in contemporary moral thoughts (Robin et al., 1996; Maiga, 2005; Maiga and Jacobs, 2008). The individuals judge the acceptability of an action on the basis of its inherent rightness/wrongness and perceived justice/injustice. Equality, fairness, justice and the maintenance of the family's and society's expectations underlie the values of moral equity (Jung, 2009). Dees (1992) adds also other social norms like honesty, trustworthiness, respect for others' autonomy and avoidance of unwarranted damage. On the basis of the moral equity approach, the consumer may believe that he/she is not treated fairly because of his perceived justice of the action. The contractualism theory is based on the obligation to act according to implicit or explicit contracts, rules or promises (Flory et al., 1993; Babin et al., 2004). The idea of implicit contract and promise is inherent in the ethical evaluation of an exchange process (Reidenbach and Robin, 1991). It "judges the ethical aspect of an action against individual duties, contracts and/or obligations" (Jung, 2009). If they can choose, people would freely consent with practices, rules and institutions that guide and constrict their action, interaction and exchange (Heugens et al., 2006). The contractualism theory can presume for example that the consumer may think that the salespeople follow always the terms of the contracts and rules. The development of an ethics theory in marketing is necessary, but requires taking into account two constraints linked to moral

philosophy in general and marketing in particular. The first is the evolving nature of the guidelines issued by society and that moral philosophy in marketing must integrate. The second is the marketing objective: create exchange by satisfying needs. Individuals do not focus on a single theory to make their decisions, but combine various theories (Reidenbach and Robin, 1988, 1990; Hansen, 1992; Cohen et al., 1996; Beekun et al., 2005). The direct application of popular moral philosophies, such as utilitarianism or deontology, in ethical marketing issues has failed to effectively guide researchers (Robin and Reidenbach, 1993). Robin and Reidenbach (1993) marketing approach presents a harmonious vision of ethics. It draws upon the postmodern vision in assuming that ethics are relative, while admitting that moral beliefs may be justified by appealing to rationality. While moral philosophy gives five dimensions to ethics evaluation construct: justice, relativism, selfishness, utilitarianism and deontology, Robin et al. (1996) consider only three factors: moral fairness, relativism and contractualism.

This research is based on the approach of Robin et al. (1996) since it fits the more in a marketing context.

### **The emotion concept**

Emotions are generally interpreted, in a marketing context, as easily accessible affect elements that influence post-consumption evaluations (Westbrook and Oliver, 1991; Buck and Georson, 1997). They represent an affective, multiform and more/less intense response caused by a disruptive and external factor (Gouteron, 1995; Lemoine, 2001). All kinds of decision-making involve cognitive and affective processes (Wenstop and Koppang, 2009). Researches on shopping recognize the role of emotion (Demoulin, 2011; Babin et al., 1994, 2004; Babin and Attaway, 2000; Lemoine, 2001, 2003). Understanding how emotional states influence shopping behaviour is of paramount importance (Sherman et al., 1997). It helps to go beyond the cognitive, analytical and objective evaluations (Batra and Ray, 1986; Lemoine, 2001) because the perception of stimuli is holistic and subjective (Holbrook and Hirschman, 1982; Bitner, 1992; Lemoine 2001, 2003). Emotion is also an individual reaction to an environment that permits to predict consumer attitudes (Allen, 1993; Grailot, 1998). Bagozzi et al. (1999) mention that "emotions arise in response to appraisals one makes for something of relevance to one's wellbeing". Therefore, the individuals' evaluation of ethics generates emotions, not the ethics itself. To describe and classify emotions, two types of approaches can be used: discrete and continuous (Richins, 1997; Grailot, 1998; Ruth et al., 2002).

### **The discrete approach**

The discrete emotion approach states that several basic emotions represent the origin of human emotions (Liu

and Jang, 2009). It distinguishes these basic emotions and measures each of them independently. Izard (1977) identifies three sets of emotions. The first, composed of interest and joy, is positive. The second is negative and integrates seven states: anger, disgust, contempt, shame, guilt, sorrow/distress and fear. The third, both positive and negative, is surprise. Plutchik (1980) defines eight emotions: fear, anger, joy, sadness, acceptance, disgust, hope and surprise. Izard's scale has been subject of several validations (Allen et al., 1988, 1992; Machleit and Eroglu, 2000; Eroglu et al., 2005) and has proved relevance in the consumption context (Westbrook, 1987; Westbrook and Oliver, 1991; Graillot, 1998). It integrates interest, an emotion neglected by Plutchik (Graillot, 1998). This variable predicts the consumer's post-visit behaviour (Babin et al., 2004).

### The continuous approach

Many studies have considered that emotions can be summarized in different dimensions which integrate many elementary affects. The PAD paradigm matches up with this approach. It is built around three dimensions: pleasure, arousal and dominance (Mehrabian and Russel, 1974). Havlena and Holbrook (1986) show that the PAD approach is more relevant than the Plutchik's one to measure emotion during consumption experiences. The comparison made by Machleit and Eroglu (2000), **Favour** Izard and Plutchik's orientations. Moreover, the PAD does not exhaustively identify affective reactions triggered by a shopping context (Lichtlé and Plichon, 2004). Other contributions involve two dimensions: positive and negative emotions (Westbrook and Oliver, 1991; Mano and Oliver, 1993; Oliver, 1993; Bagozzi and Moore, 1994; Babin and Attaway, 2000). Babin et al. (2004) add interest as an important affective dimension in the interaction between sellers and consumers. The resulting three-dimensional structure is underlying our research because it establishes an original link between ethics evaluation and emotions. A moral reaction to a situation involves certain emotions and feelings in addition to thoughts and beliefs (Lurie, 2004).

The present research expands the literature addressing the ethical dimensions as antecedents of shopper emotions and purchase intentions.

### Behaviour intention

One of the purposes of the marketing efforts of stores is to retain their customers and preserve their loyalty. The latter "lies mainly in whether a consumer will continue to purchase a product from the same business operator" (Tsai et al., 2010). Chebat et al. (2009) define loyalty to a mall as a "shopper's attitudinal predisposition consisting

of intentions to continually patron the mall in terms of repeat shopping at the mall and willingness to recommend the mall". Store loyalty involves a behavioural dimension and an attitudinal one (Demoulin and Zida, 2008; Carpenter, 2008; Allard et al., 2009). The former is mostly treated as repeated purchases in a store and the latter as a preference, an attitude and a commitment toward it (Demoulin and Zida, 2008). Most researchers conceptualize loyalty on the basis of its behavioural dimension by measuring the purchase amount and frequency (Demoulin and Zida, 2008; Carpenter, 2008). This is explained by its perception as the external expression of loyalty and its link to sales (Bridson et al., 2008). Concerning the reaction of a consumer to a single shopping experience, researches focus on the behaviour intention as a part of the effect of a shopping episode on the loyalty process (Babin et al., 2004; Baker et al., 2002; Babin and Babin, 2001).

## HYPOTHESES

### Effect of ethics evaluation on emotional reactions

Ethics evaluation is a catalyst of cognitive and emotional reactions (Babin et al., 2004). Positive responses appear if ethical dimensions are respected. Consumers have principles regarding the treatment they should have from sellers. Any lack of these standards can generate an emotional response. People tend to react emotionally, usually with anger or disappointment, when others try to violate their sense of ethics. Babin et al. (2004) explain that if consumers feel manipulated, any positive emotion will become negative and they do no longer wish to participate in exchange. However, their empirical study considers only moral fairness as a variable affecting all emotion components. Several researchers indicate that perceived justice affect emotions (Chebat and Slusarczyk, 2005; Schoefer and Ennew, 2005; Del Río-Lanza et al., 2009). Chebat and Slusarczyk (2005) point out that consumers deal with injustice through emotions. Individuals experience then emotions and also engage in behaviours compatible with the level of perceived justice.

Ho<sub>1a</sub>: Positive emotions are positively affected by moral fairness.

Ho<sub>1d</sub>: Interest is positively affected by moral fairness.

Ho<sub>1g</sub>: Negative emotions are negatively affected by moral fairness.

Babin et al. (2004) show that contractualism influences just interest, whereas relativism has no effect. A perception of contract or promise violations engenders a consumer's defence mechanism. The opportunistic behaviour of the seller, when it exceeds an expected level, leads to consumer's purchase disinterest (Babin, 1995).

Ho<sub>1b</sub>: Positive emotions are positively affected by contractualism.

Ho<sub>1e</sub>: Interest is positively affected by contractualism.

Ho<sub>1h</sub>: Negative emotions are negatively affected by contractualism.

Relativism is a dimension of ethics evaluation which impacts cognitive and emotional reactions (Babin et al., 2004).

Ho<sub>1c</sub>: Positive emotions are positively affected by relativism.

Ho<sub>1f</sub>: Interest is positively affected by relativism.

Ho<sub>1i</sub>: Negative emotions are negatively affected by relativism.

### **Effect of the ethics evaluation on the frequentation intention**

Several empirical studies of morality have recognized the existence of a definite association between ethical judgments and intentions (Robin and Reidenbach, 1988; Vitell and Hunt, 1990; Mayo and Marks, 1990; Fraedrich and Ferrell, 1992; Hansen, 1992; Hunt and Vasquez-Parraga, 1993; Harris and Sutton, 1995; Akaah, 1997; DeConinck and Lewis, 1997). The effect of the ethics evaluation on the frequentation intention may be direct, or indirect through emotions (Babin et al., 2004). The consumer's judgment that a practice is not ethical may have negative consequences, ranging from indifference toward product or advertising to rejection (Treise et al., in Smith and Cooper-Martin, 1997). Burke and Milberg (1993) show the effect of ethics evaluation on attitude toward the product, the organization and the future purchase intention. The contractualism has a direct effect on intentions. A consumer breaks with the firm who betrays his confidence (Babin et al., 2004). For Robin et al. (1996), contractualism and relativism are used by consumer as the rationalization's dimensions that have a direct effect on future purchase intentions. On the basis of Henthorne and LaTour (1994) study, Snipes et al. (1999) suppose that fairness and relativism have direct and positive effects on attitude toward the advertising message, attitude toward the brand as well as purchase intention. They have ignored the contractualism dimension, their previous work demonstrating that it has no effect in advertising. Robin and Reidenbach (1993) verify that fairness affects the individuals' evaluation process and their future purchase intention.

Babin et al. (2004) suggest a direct effect of relativism on intentions. As the frequentation intentions are associated with future purchase intentions, the following hypotheses will be tested:

Ho<sub>2a</sub>: Moral fairness is positively related to frequentation intentions.

Ho<sub>2b</sub>: Contractualism is positively related to frequentation intentions.

Ho<sub>2c</sub>: Relativism is positively related to frequentation intentions.

### **Effect of emotional reactions on the frequentation intention**

Emotion is generally considered as a key determinant of consumer behaviour (Anderson and Sullivan, 1993; Allen et al., 2003, 1992) and affects especially customers' purchase decisions (Barsky and Nash, 2002). Affective states influence shopping behaviour (Donovan and Rossiter, 1982; Bateson and Hui, 1987; Donovan et al., 1994; Babin and Darden, 1996; Babin and Attaway, 2000; Author, 2006). Several studies have demonstrated that positive emotions are important predictors of behavioural intentions (Wakefield and Blodgett, 1999; Dolen and Lemmink, 2004; Ryu and Jang, 2007). The favourable emotions, pleasure and arousal, have a positive effect on the approaching behaviour, expenses, desire to stay and/or intention to return (Mehrabian and Russel, 1974; Donovan and Rossiter, 1982; Bitner, 1992; Donovan and Rossiter, 1994; Wakefield and Baker, 1998; Rieunier, 1998, 2000; Ryu and Jang, 2007). Emotions triggered in a store may be perceived as a reward or a source of value (Holbrook and Hirshman, 1982; Holbrook, 1986; Babin et al., 1994; Babin et al., 2004). They are related to the revisit or purchase intentions (Westbrook and Oliver, 1991; Babin and Attaway, 2000; Babin et al., 2004; Author, 2006). When consumer's emotions are positive, he will tend to adopt behaviour, an attitude or a favourable intention toward the store or the product (Westbrook and Oliver, 1991; Babin and Attaway, 2000; Babin et al., 2004). The negative emotions has a negative effect on behavioural intentions (Mattila and Ro, 2008; Ladhari et al., 2008). Mattila and Ro (2008) study has revealed that switch intention and negative word of mouth result from anger, disappointment and regret.

The negative emotions, resulting from a seller's judged incorrect behaviour, limit purchase intentions (Babin and Attaway, 2000; Babin et al., 2004). Indeed, Interest is considered by the discrete approach as a positive emotion, but represents here a distinct dimension. Therefore, three hypotheses are adopted:

Ho<sub>3</sub>: Positive emotions have a positive impact on purchase intentions.

Ho<sub>4</sub>: Negative emotions have a negative impact on purchase intentions.

Ho<sub>5</sub>: Interest has a positive impact on the purchase intentions.

## **METHODOLOGY**

### **Problem**

This research aims to verify whether consumers' evaluation of the

sellers' ethical behaviour influence their frequentation intention, either directly or indirectly through emotion. All the aforementioned hypotheses are intended to be tested simultaneously through "structural equation modelling".

### Instruments

Positive and negative emotions as well as interest are measured by a scale proposed by Babin et al. (2004) on the basis of previous researches (Oliver, 1993; Darden and Babin, 1994). Each of the following items is measured by 10-point Likert type scales:

- i) Positive emotions: Happy, joyful and excited;
- ii) Negative emotions: Skeptical, furious and dissatisfied;
- iii) Interest: Interested and disinterested.

Three items were selected from the literature (Babin and Babin, 2001; Baker et al., 2002) in order to describe the frequentation intention: probability to return to the same store, purchase more products in a forthcoming visit and communicate positively about the store. The intensity of ethics evaluation is assessed using the Reidenbach and Robin's three-dimension scale (1988, 1990). The items are as follows:

- a) The moral equity construct comprises four items: fair/unfair, just/unjust, morally right/not morally right, and acceptable to my family/not acceptable to my family.
- b) The relativist construct consists of two items: culturally acceptable/culturally unacceptable, and traditionally acceptable/traditionally unacceptable.
- c) The contractualism construct is composed of two items: violates an unspoken promise/does not violate an unspoken promise and violates an unwritten contract/does not violate an unwritten contract.

These items are measured using 7-point Likert type scales.

### Procedure

#### *Scales translation*

Most of the Tunisian people are more fluent in French than in English. It was then more efficient to translate the English scales into French in order to make the questionnaire easy to understand and to minimize the bias of the personal explanation of the items by the interviewers. Translation was made by three marketing researchers who fluently speak both languages. The procedure consisted of two steps:

The first step was to write down the translated expression, the second was to translate the latter back into English. The procedure is repeated until the back to back translation is the same as the initial sentence.

#### *Sampling technique*

A 227 convenience sample of consumers, who recently conducted a shopping experiment expressed by an involving purchase, has been selected to the survey. Most of interviewees are graduate and under graduate students. After eliminating individuals who did not fully respond to the questionnaire, the sample's final size is 221.

#### *Survey*

In the first step, each respondent has been called to indicate the

products, the purchase amount and the visited store (the described shopping experience has to involve an interaction with a salesperson), and to provide further information about the recent shopping experience. The objective was to make them remember a maximum of information in order to make it easier to fill the main questionnaire. We have considered both the experiments with concluded purchases and without it. Described experiences were about the way the sellers treated the clients and some of them talked about experiences with a grocery shop atmosphere. Most of the respondents did not talk too much about the experience and wrote at most one or two paragraphs. In the second step, each respondent was asked to fill the questionnaire assessing the research variables.

### Data analysis method

The test of the theoretical model has been carried out using structural equations modelling and STATISTICA software. The principle of a minimum of ten observations for each latent concept has been respected (Roussel et al., 2002). The estimation of the causal relationships model has been conducted using the method of maximum likelihood. The latter is applicable when the sample size is close to 200, with a distribution which is normal (Roussel et al., 2002). Several indices were used to test the measures' models and the structural model. The RMSEA must be inferior to 0.08, but the model could not be specified again unless this index exceeds 0.1 (Lacaze, 1998). The RMSR must be less than 0.05 and the  $X^2/dl$  inferior to 3 (Roussel et al., 2002). The model's adjustment to the empirical data has been checked through the indices GFI, NFI, NNFI and CFI which should be superior to 0.8 and AGFI which must be greater than 0.7 (Lacaze, 1998).

## RESULTS

### Measurement tools and latent concepts

Some observed variables do not respect the normality condition. The kurtosis/standard error and skewness/standard error ratios are superior to 2 for these variables. Actually, respondents have chosen mostly extreme answers. Structural equations modeling through maximum likelihood method have been implemented (Roussel et al., 2002). Principle components analysis (PCA) method was used to verify data's dimensional structure and items' correlations with factors. These analyses were only aimed at determining items not significantly correlated with factors or those correlated with several components at the same time. Dimensions' validity a priori imposed to was verified through confirmatory factorial analyses (CFA). The items whose t tests have not been significant and which values were less than 2 were removed (Anderson and Gerbing, 1988). The "principal component analyses" show that the fairness's four items reflect a single factor with an eigenvalue of 2.65 and holding 66.4% of information. The correlations of these items with the factor are superior to 0.78 "confirmatory factor". Analyses indicate that these four items are significantly correlated (level of 0.01) with a single factor. The GFI and AGFI indices are respectively 0.965 and 0.824. The t-tests are all significant and above

2. The RMSR is 0.044. The RMSEA is acceptable; it exceeds 0.08 remaining less than 0.1. Therefore, the four items can be used to test the causal relationships. Correlation of the relativism's two items with the only factor is above 0.8. The latter has an eigenvalue of 1.48 and represents 74% of information. The two items can be retained. The first has a parameter of 0.67 with a null standard error; the parameter of the second is of 0.708 with  $t$  superior than 2 and  $p$  equal to 0.000.

Contractualism, measured by two items, is described by a single factor of eigenvalue equal to 1.21 and holding 60% of information. The items' correlations with contractualism are superior to 0.77. The first item has a parameter of 1.00 with a standard error of 0.000. The parameter of the second is of 0.2 with a standard error of 0.000. Despite the low correlation of the second item, it was considered in the structural model's analysis in order to verify the possibility of its elimination. The positive emotion is described by a single factor. The latter has an eigenvalue of 2.15; it holds 71.7% of information and its correlations with items are superior to 0.69. The  $t$  tests' values (higher than 2), and their significance levels (lower than 0.001) justify the three items' retention. A single factor reflects the negative emotion. It has an eigenvalue of 2.258, captures 56% of information and its correlations with items are significant (level of 0.01) and are superior to 0.69. All  $t$  tests are above 2 and the GFI index is of 0.887. The two items measuring the interest have correlations superior to 0.87 with a single factor of 1.51 eigenvalue and holding 75% of information. The first item has a parameter of 0.705 and a standard error of 0.000. The  $t$  test of the second item is superior to 2 with a significance of 0.000. A single factor represents the frequentation intention. It has an eigenvalue of 1.58 and represents 79% of information. Its correlations with the three items measuring the concept are superior to 0.8.

These ones can be selected because they have correlations with this factor above 0.7,  $t$  values superior to 2 and significance levels less than 0.01.

### Causal relationships between latent variables

Items 3 and 4 of the negative emotion are eliminated since they decrease the overall structural model's significance and they are correlated to several factors at the same time. Item 2 of the contractualism is removed because of its low parameter in the measure's model. Relationships that are not significant at the level 0.1 are removed in order to obtain a more parsimonious model. The retained structural model has a significant  $X^2$  ( $p = 0.000$ ). The  $X^2/df$  value (2.86) does not exceed the threshold of 3. The indices GFI, AGFI, NFI, NNFI and CFI are respectively 0.821, 0.755, 0.758, 0.786 and 0.824. These values confirm the model's acceptability. The RMSEA index (0.1) is beyond the limit of 0.08 but that does not lead to the model's rejection. The model cannot

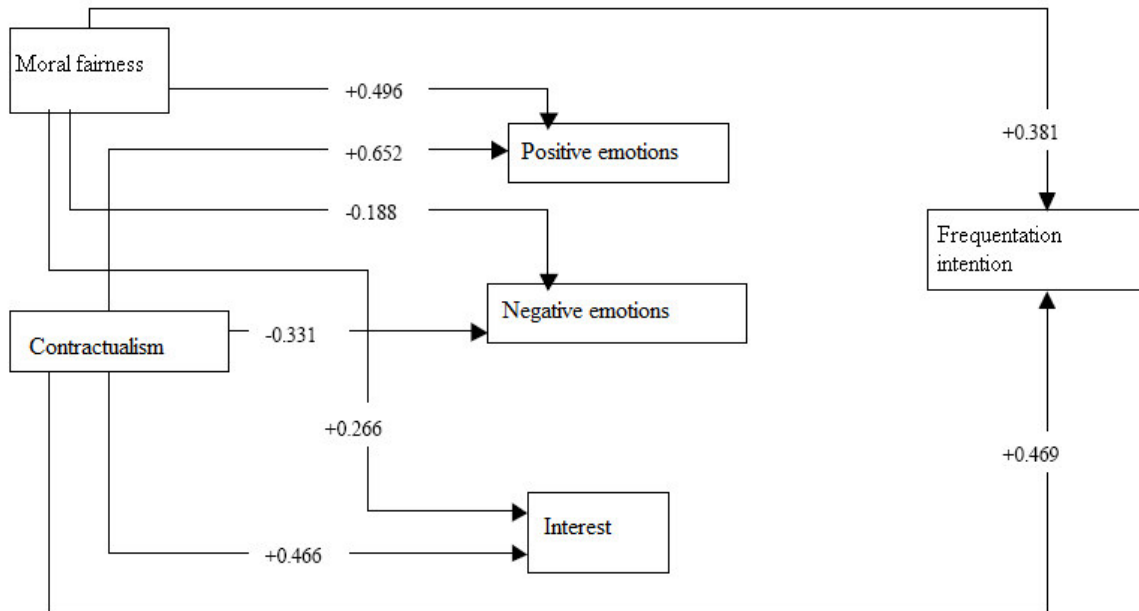
be improved by adding or removing another relationship or item. The structural model can be retained while knowing that it remains perfectible. Its adjustment can be enhanced by adapting the measurement scales to the sample. This will provide strictly normal distributions. Positive emotion is reinforced by moral fairness and contractualism. It is not affected by interest.  $H_{1a}$  and  $H_{1d}$  are accepted while  $H_{1g}$  is rejected.  $H_{1b}$  and  $H_{1e}$  are verified. Fairness and contractualism have a positive effect on interest.  $H_{1h}$  is rejected since relativism has no impact on interest. Negative emotions are negatively influenced by fairness and contractualism.  $H_{1c}$  and  $H_{1f}$  are confirmed. These emotions are not related to relativism.

$H_{1i}$  is rejected. Fairness and contractualism have a positive impact on frequentation intention. Relativism has contrarily no effect.  $H_{2a}$  and  $H_{2b}$  are accepted while  $H_{2c}$  is rejected. The three emotion's components do not influence relativism.  $H_3$ ,  $H_{10}$  and  $H_{11}$  are rejected. Results of causal relationships between latent variables are given in Figure 1.

### DISCUSSION

The previous empirical researches show the role of each ethics evaluation's dimension, particularly moral fairness (Robin et al., 1996). The confirmation of its effect on the three emotional components and frequentation intention shows that the consumer integrates ethical considerations in his affective and intentional evaluation. This result is consistent with the empirical findings of Babin et al. (2004), namely: the effect of moral fairness on frequentation intention. Robin et al. (1996) explain that contractualism and relativism represent evaluation's criteria of moral fairness. Our research concludes the existence of a significant effect of contractualism on emotions and frequentation intention, whereas relativism has no significant impact. Customers believe that sellers' behaviour is ethical if it respects promises. When they judge that the sellers' actions follow the underlying contract of behaviour, his positive emotion will be more intense, his negative emotion will be lowered and he will have the intention to return to the same store. Emotions do not increase the frequentation intention, which disagree with certain results on the effect of positive and negative emotions (Babin et al., 2004; Babin and Attaway, 2000). Their findings about the absence of the interest effect are confirmed. The absence of emotion's effect may be due to the methodological choices. The procedure was to trigger a recall of a purchase experience. Even if emotions are remembered, their real affective intensity can be reduced. That leads to assume that the elapsed time between the shopping or purchase experience and the reevaluation (the survey in our case) matters.

The mediating effect of emotion between conative



**Figure 1.** Results of causal relationships between latent variables.

aspects of consumer behaviour and cognitive reaction depends on the elapsed time since the purchase experience.

## CONCLUSION

This research checks the impact of ethics evaluation on frequentation intention and emotions. Contrarily to previous studies' results, emotions present no effect on frequentation intention. This result can be explained by the cultural characteristics of respondents and the elapsed time between purchase experience and investigation.

The effect of ethics evaluation on emotions and frequentation intention is only through moral fairness and contractualism. The multidimensional structure of ethics facilitates the understanding of individuals' reasoning modalities and the establishment of effective strategies (Robinet et al., 1996). That must be taken into account by companies in order to improve their sellers' training. The items of the ethical judgement are too global. Saying that the behaviour of the seller was morally acceptable does not give any precise information about what a seller should or should not do to be perceived as moral. It is then interesting to develop a scale measuring deeply and precisely the cues and behaviours pertaining to each of the ethical evaluation of the seller's behaviour. Some previous studies are based on investigations conducted during the consumption experience or immediately after. Our study refers to a previous shopping experience. This may affect the quality of results. Some questions have

been formulated so that respondents remember more easily the experience. The integration of new variables (elapsed time between purchase experience and investigation, store' type, product's type or emotions' attribution) may constitute a new research stream. The attribution having mainly a moderating role (Machleit and Mantel, 2001) will highlight the effect of the emotions' cause perception.

The discrete conception of emotions may also be adopted to detect the eventual mediating effect of one or several specific emotions. It would also be judicious to determine the antecedents of ethical dimension's evaluation in sellers' behaviour field. A comparative approach involving several stores is also possible.

## ACKNOWLEDGEMENT

The authors thank Professor Barry J. Babin for his valuable help.

## REFERENCES

- Akaah I (1997). Influence of deontological and teleological factors on research ethics and evaluations. *J Bus Res*, 39: 71–80.
- Allard T, Babin BJ, Chebat JC (2009). When income matters : Customers evaluation of shopping malls' hedonic and utilitarian orientation. *J. Retail Consum. Serv.*, 16: 40–49.
- Allen CT (1993). Putting more emotion into consumer research: integrating emotional/hedonic experience with traditional attitude models. *Adv. Consum. Res.*, 20: 314.
- Allen CT, Machleit RA, Kleine SS, Notani AS (2003). A place for emotion in attitude models. *J. Bus Res.*, 56(1): 1–6.
- Allen CT, Machleit K, Kleine SS (1992). A Comparison of Attitudes and Emotions as Predictors of Behavior at Diverse Levels of Behavioral



- Experience. *J. Consum. Res.*, 18: 493-504.
- Allen CT, Machleit KA, Marine SS (1988). On Assessing the Emotionality of Advertising Via Izard's Differential Emotions Scale. *Adv. Consum. Res.*, 15: 226-231.
- Anderson EW, Sullivan MW (1993). The antecedents and consequences of customer satisfaction for firms. *Mar. Sci.*, 12: 125-143.
- Anderson JC, Gerbing DW (1988) Structural equation modeling in practice: A review and Recommended two-Step Approach. *Psychol. Bull.*, 103: 411-423.
- Babin BJ, Attaway JS (2000). Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer. *J. Bus. Res.*, 49: 91-99.
- Babin BJ, Babin L (2001). Seeking something different? A model of schema typicality, consumer affect, purchase intentions and perceived shopping value. *J. Bus. Res.*, 54(2): 89-96.
- Babin BJ, Darden WR (1996). Good and Bad Shopping Vibes: Spending and Patronage Satisfaction. *J. Bus. Res.*, 35: 201-206.
- Babin BJ (1995). A closer look at the influence of age on consumer ethics. *Adv. Consum. Res.*, 22: 668-673.
- Babin BJ, Boles JS, Robin DP (2000). Representing the perceived ethical work climate among marketing employees. *J. Acad. Mar. Sci.*, 28(3): 345-358.
- Babin BJ, Griffin M, Boles JS (2004). Buyer reactions to ethical beliefs in the retail environment. *J. Bus. Res.*, 57: 1155-1163.
- Babin JB, Darden WR, Griffin M (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *J. Consum. Res.*, 20: 644-655.
- Bagozzi RP, Moore DJ (1994). Public service advertisements: emotions and empathyguide prosocial behaviour. *J. Mar.*, 58: 56-70.
- Bagozzi RP, Gopinath M, Nyer PU (1999). The role of emotions in marketing. *J. of the Acad of Mar Sci*, 27 (2): 184-206.
- Baker J, Parasuraman A, Grewal D, Voss GB (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *J. Mar.*, 66(2): 120-142.
- Bateson JE, Hui MK (1987). The ecological validity of photographic slides and videotapes in a service setting. *J. Consum. Res.*, 19: 271-281.
- Batra R, Ray LR (1986). Affective Responses Mediating Acceptance of Advertising. *J. Consum. Res.*, 13: 234-249.
- Beekun RI, Stedham Y, Yamamura JH (2003). Business ethics in Brazil and the U.S: A comparative investigation. *J. Bus. Ethics*, 42: 267.
- Beekun RI, Westerman J, Barghouti J (2005). Utility of Ethical frameworks in determining behavioral intention: A comparison of the U.S and Russia. *J. Bus. Ethics*, 61: 235-247.
- Bitner MJ (1992). Services capes: The impact of physical surroundings on customers and employers. *J. Mar.*, 2(56): 57-72.
- Bridson K, Evans J, Hickman M (2008). Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty. *J. Retail Consum. Serv.*, 5: 364-374.
- Buck R, Georgson M (1997). Consumer emotion space: an investigation of semantic space and context effects in self reported emotion elicitation. *Adv. Consum. Res.*, 24: 431-437.
- Burke SJ, Milberg SJ (1993). The role of ethical concerns in consumer purchase behavior: Understanding alternative processes. *Adv. Consum. Res.*, 20: 119-122.
- Carpenter JM (2008). Consumer shopping value, satisfaction and loyalty in discount retailing, *J of Retail and Consum Serv*, 15: 358-363.
- Chebat JC, Siusarczyk W (2005). How emotions mediate the effect of perceived justice on loyalty in service recovery situations: an empirical study. *J. Bus. Res.*, 58: 664-673.
- Chebat JC, ElHedhli K, Sirgy MJ (2009). How does shopper-based mall equity generate mall loyalty? A conceptual model and empirical evidence. *J. Retail Consum. Serv.*, 16: 50-60.
- Cherry J, Fraedrich J (2000). An empirical investigation of locus of control and the structure of moral reasoning: Examining the Ethical decision-making processes of sales managers. *J. Pers. Selling Sales Manage.*, 20: 173-185.
- Cherry J, Fraedrich J (2002). Perceived risk, moral philosophy and marketing ethics: Mediating influences on sales managers' ethical decision-making. *J. Bus. Res.*, 55: 951-962.
- Chonko L, Hunt S (1985). Ethics and marketing management: An empirical investigation. *J. Bus. Res.*, 13: 339-359.
- Cohen J, Pant L, Sharp D (1996). Validation and extension of a multidimensional scale. *J. Bus. Ethics*, 12(1): 13-26.
- DeConinck JB, Lewis WF (1997). The influence of deontological and teleological considerations and ethical climate on sales managers' intentions to reward or punish sales force behavior. *J. Bus. Ethics*, 16: 497-506.
- Dees J (1992). Principals, agents, and ethics. In Maiga, A. S. & Jacobs, F. A. (2008) The moderating effect of manager's ethical judgment on the relationship between budget participation and budget slack. *Adv. Account.*, 23: 113-145.
- Del-Río-Lanza AB, Vázquez-Casielles R, Díaz-Martín AM (2009). Satisfaction with service recovery: Perceived justice and emotional responses. *J. Bus. Res.*, 62: 775-781.
- Demoulin NTM (2011). Music congruency in a service setting: The mediating role of emotional and cognitive responses. *J. Retail Consum. Serv.*, 18: 10-18.
- Demoulin NTM, Zidda P (2008). On the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter? *J. Retail Consum. Serv.*, 15: 386-398.
- Dolen WV, Ruyter KD, Lemmink J (2004). An empirical assessment of the influence of customer emotions and contact employee performance on encounter and relationship satisfaction. *J. Bus. Res.*, 57(4): 437-444.
- Donovan RJ, Rossiter JR (1982). Store Atmosphere: An Environmental Psychology Approach. *J. Retail.*, 58: 34-57.
- Donovan RJ, Rossiter JR, Marcoolyn G, Nesdale A (1994). Store Atmosphere and Purchasing Behavior. *J. Retail.*, 70(3): 283-294.
- Eroglu SA, Machleit K, Barr TF (2005). Perceived retail crowding and shopping satisfaction: The role of shopping values. *J. Bus. Res.*, 58(8): 1146-1153.
- Fennell DA, Malloy AC (1999). Measuring the ethical nature of tourism operators. *Ann. Tourism Res.*, 26(4): 928-943.
- Ferrell OC, Gresham LG (1985). A contingency framework for understanding ethical decision making in marketing. *J. Mar.*, 49: 87-96.
- Flory SM, Phillips TJ, Reidenbach RE, Robin DP (1993). A reply to a comment on a multidimensional analysis of selected ethical issues in accounting. *Account. Rev.*, 68(2): 417-421.
- Fraedrich J, Ferrell OC (1992). The impact of perceived risk and moral philosophy type on ethical decision-making in business organizations. *J. Bus. Res.*, 24: 283-295.
- Fraedrich J, Cherry J, King J, Guo C (2005). An empirical investigation of the effects of business ethics training. *Mar. Educ. Rev.*, 15(3): 27-35.
- Goutheron J (1995). Towards an Understanding of Emotions in Purchase Situation, Application to the Disk Market. *French Rev. Mar.*, 152(2): 35-48.
- Graillot L (1998). Emotions and Consumer Behavior. *Res. Appl. Mark.*, 13(1): 5-25.
- Hansen RS (1992). A multidimensional scale for measuring business ethics: A purification and refinement. *J. Bus. Ethics*, 11(7): 523-535.
- Harris JR, Sutton CD (1995). Unravelling the ethical decision-making process: Clues from an empirical study comparing Fortune 1000 executives and MBA students. *J. Bus. Ethics*, 14: 805-817.
- Havlena WJ, Holbrook MB (1986). The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior. *J. Consum. Res.*, 13: 394-404.
- Henthorne TL, LaTour SM (1994). A Model to Explore the Ethics of Erotic Stimuli in Print Advertising. *J. Bus. Ethics*, 13: 1-9.
- Heugens PPMAR, Van-Oosterhout J, Kaptein M (2006). Foundations and Applications for Contractualist Business Ethics. *J. Bus. Ethics*, 68: 211-228.
- Holbrook MB, Hirschman E (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun. *J. Consum. Res.*, 9(2): 132-140.
- Holbrook MB (1994). Ethics in consumer research: An overview and prospectus. *Adv. Consum. Res.*, 21: 566-571.
- Holbrook MB (1996). Consumer value, a framework for analysis. *Adv. Consum. Res.*, 23: 138-442.
- Holbrook MB (1999). Consumer value, a framework for analysis and research, London, Rutledge.

- Hooghiemstra R, Van-Manen J (2002). Supervisory directors and ethical dilemmas: Exit or voice. *Eur. Manage. J.*, 20(1): 1–9.
- Hunt S, Vasquez-Parraga A (1993). Organizational consequences, marketing ethics, and salesforce supervision. *J. Mar. Res.*, 30: 78–90.
- Hunt SD, Vitell S (1986). A General Theory of Marketing Ethics. *J. Macromar.*, 6: 515.
- Izard CE (1977). *Human Emotion*, Plenum Press, New York. *J. Bus. Ethics*, 10(4): 273–284.
- Joyner BE, Payne D (2002). Evolution and implementation: A study of values, business ethics and corporate social responsibility. *J. Bus. Ethics*, 41: 297–311.
- Jung I (2009). Ethical judgments and behaviors: Applying a multidimensional ethics scale to measuring ICT ethics of college students. *Comput. Educ.*, 53: 940-949.
- Kaptein M (2003). The diamond of managerial integrity. *Eur. Manage. J.*, 21(1): 99–108.
- L'Etang J (1992). A Kantian approach to codes of ethics. *J. Bus. Ethics*, 11: 737-744.
- Lacaze D (1998). The Socialization of Contact Personnel with Customers in Service Settings. Working Paper N° 517, March, CEROC.
- Ladhari R, Brun I, Morales M (2008). Determinants of dining satisfaction and postdining behavioral intentions. *Int. J. Hosp. Manage.*, 27(4) : 563–573.
- Lemoine JF (2001). How to Take Account of Consumer Emotions. *French Rev. Manage.*, 134: 47-60.
- Lemoine JF (2003). Towards a Global Approach of the Store Atmosphere. *French Rev. Mar.*, 4/5: 83-101.
- Lichtlé MC, Plichon V (2004). The Measure of Affective States Felt in the Store: Conceptual Precisions and First Findings, AFM Conference Proceedings, Saint-Malo.
- Liu Y, Jang S (2009). The effects of dining atmospherics: An extended Mehrabian–Russell model. *Int. J. Hosp. Manage.*, 28: 494–503.
- Loo R (2004). Support for Reidenbach and Robin's (1990) eight-item multidimensional ethics scale. *Soc. Sci. J.*, 41: 289–294.
- Lovell A (2002). Ethics as a dependent variable in individual and organizational decision making. *J. Bus. Ethics*, 37: 145–163.
- Lurie Y (2004). Humanizing Business through Emotions: On the Role of Emotions in Ethics. *J. Bus. Ethics*, 49: 1–11.
- Machleit KA, Eroglu SA (2000). Describing and Measuring Emotional Response to Shopping Experience. *J. Bus. Res.*, 49(2): 101-111.
- Machleit KA, Mantel SP (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *J. Bus. Res.*, 54(2): 97-106.
- Maiga AS, Jacobs FA (2008). The moderating effect of manager's ethical judgment on the relationship between budget participation and budget slack. *Adv. Account.*, 23: 113-145.
- Maiga AS (2005). The effect of manager's moral equity on the relationship between budget participation and propensity to create slack: A research note. *Adv. Account. Behav. Res.*, 8: 139-165.
- Mano H, Oliver RL (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *J. Consum. Res.*, 20: 451-466.
- Mascarenhas O (1995). Exonerating unethical marketing executive behaviors: A diagnostic framework. *J. Mar.*, 59: 43-57.
- Mattila AS, Ro H (2008). Discrete negative emotions and customer dissatisfaction response in a casual restaurant setting. *J. Hosp. Tourism Res.*, 32(1): 89–101.
- Mayo MA, Marks L (1990). An empirical investigation of a general theory of marketing ethics. *J. Acad. Mar. Sci.*, 18: 163–171.
- McGee RW (2008). Applying Ethics to insider trading. *J. Bus. Ethics*, 77: 205-217.
- Mehrabian A, Russell JA (1974). *An Approach to Environmental Psychology*, MIT Press, Cambridge.
- Nantel J, Weeks WA (1996). Marketing ethics: Is there more than the utilitarian approach? *Eur. J. Mar.*, 5(30): 9-19.
- Oliver RL, Swan JE (1989). Consumer perceptions of interpersonal equity and satisfaction in transactions: A field survey approach. *J. Mar.*, 53: 21–35.
- Oliver RL (1993). Cognitive, affective and attribute bases of the satisfaction response. *J. Consum. Res.*, 20: 418–430.
- Plutchik R (1980). A general psychoevolutionary theory of emotion. In Plutchik R. and Kellerman H. *Emotion: Theory, research, and experience*. *Theor. Emotion*, 1: 3-33, New York: Academic.
- Reidenbach R, Robin DP (1991). A conceptual model of corporate moral development.
- Reidenbach RE, Robin DP (1988). Some initial steps toward improving the measurement of Ethical evaluation of marketing activities. *J. Bus. Ethics*, 7(11): 871-879.
- Reidenbach RE, Robin DP (1990). Toward the development of a multidimensional scale for improving evaluations of Business Ethics. *J. Bus. Ethics*, 9: 639-653.
- Richins ML (1997). Measuring emotions in the consumption experience. *J. Consum. Res.*, 24: 127–146.
- Rieunier S (1998). The Influence of the Background Music on the Customer Behavior: Literature Review, Methodological Challenges and Further Research Issues. *Res. Appl. Mar.*, 13(3): 57-76.
- Rieunier S (2000). The Influence of the Background Music on the Customer Behavior in the Store. PhD Dissertation, University of Paris IX, Paris.
- Robertson CJ, Crittenden WF (2003). Mapping moral philosophies: Strategic implications for multinational firms. *Strateg. Manage. J.*, 24: 385-392.
- Robertson CJ, Gilley KM, Street MD (2003). The relationship between ethics and firm practices in Russia and the United States. *J. World Bus.*, 38: 375-384.
- Robin DP, Reidenbach RE (1988). A framework for analyzing ethical issues in marketing. *Bus. Prof. Ethics J.*, 5: 3–22.
- Robin DP, Reidenbach RE (1993). Searching for a place to stand: Toward a workable ethical philosophy for marketing. *J. Public Pol. Mar.*, 12(1): 97-105.
- Robin DP, King RE, Reidenbach RE (1996). The effect of Attorneys' perceived duty to client on their ethical decision making process. *Am. Bus. Law J.*, 34(2): 277-300.
- Robin DP, Reidenbach RE, Forrest PJ (1996). The perceived importance of an ethical issue as an influence on the ethical decision-making of ad managers. *J. Bus. Res.*, 35(1): 17-28.
- Roussel P, Durrieu F, Campoy E, El-Akreimi A (2002). *Structural Equations Method: Research and Application in Management*, Economica Edition.
- Ruth JA, Brunel FF, Otnes CC (2002). Linking thoughts to feelings: Investigating cognitive appraisals and consumption emotions in a mixed-emotions context. *Acad. Mark. Sci. J.*, 30(1): 44-58.
- Ryu K, Jang S (2007). The effect of environment perceptions on behavioral intentions through emotions: The case of upscale restaurants. *J. Hosp. Tourism Res.*, 31(1): 56–72.
- Scherer AG, Palazzo G (2007). Toward a political conception of corporate responsibility: Business and society seen from a Habermasian perspective. *Acad. Manage. Rev.*, 32(4): 1096-1120.
- Schoefer K, Ennew C (2005). The impact of perceived justice on consumer emotional responses to service complaints experiences. *J. Serv. Mar.*, 19(5): 261–270.
- Sénéchal S (2006). Proposition of a Scale Assessing the Perceived Ethics in a Business Relation between Customers and Service Organizations. 12th Conference of the French Marketing Association, May, Nantes.
- Sherman E, Mathur A, Smith RB (1997). Store Environment and Consumer Purchase Behaviour: Mediating Role of Consumer emotions. *Psychol. Mar.*, 14(4): 361-378.
- Singh JJ, Vitell SJ, Al-Khatib J, Clark-III I (2007). The Role of Moral Intensity and Personal Moral Philosophies in the Ethical Decision Making of Marketers: A Cross-Cultural Comparison of China and the United States. *J. Int. Mar.*, 15(2): 86-112.
- Smith BJ, Barclay DW (1997). The effects of organizational differences and trust on the effectiveness of selling partner relationships. *J. Mar.*, 61: 3-22.
- Smith NC, Cooper-Martin E (1997). Ethics and target marketing: The role of product harm and consumer vulnerability. *J. Mar.*, 61(3): 1-21.
- Smith NC (1996). Ethics and the typology of customer value. *Adv. Consum. Res.*, 23: 148-153.
- Snipes RL, LaTour, Bliss SJ (1999). A model of the effects of self-efficacy on the perceived ethicality and performance of fear appeals in advertising. *J. Bus. Ethics*, 19(3): 273-285.

- Sojka J, Spangenberg ER (1994). Ethical concerns in marketing Research. *Adv. Consum. Res.*, 21: 392-396.
- Sorensen A (2002). Value, Business and Globalization – Sketching a Critical Conceptual Framework. *J. Bus. Ethics*, 39: 161–167.
- Svensson G, Wood G (2008). A model of business ethics. *J. Bus. Ethics*, 77: 303-322.
- Thomas T, Schermerhorn JR, Dienhart JW (2004). Strategic Leadership of Ethical Behaviour in Business. *Acad. Manage. Exec.*, 18(2): 56–66.
- Vitell S, Hunt SD (1990). The general theory of marketing ethics: A partial test of the model. *Res. Mark.*, 10: 237–265.
- Tsai MT, Tsai CL, Chang HC (2010). The effect of customer value, customer satisfaction, and switching costs on customer loyalty: An empirical study of hypermarkets in Taiwan. *Social Behav. Pers.*, 38(6): 729-740.
- Wakefield KL, Blodgett JG (1999). Customer response to intangible and tangible service factors. *Psychol. Mark.*, 16(1): 51–68.
- Wakefield KW, Baker J (1998). Excitement at the Mall: Determinants and Effects on Shopping Behavior. *J. Retail.*, 74(4): 515-540.
- Wenstop F, Koppang H (2009). On operations research and value conflicts. *Omega*, 37: 1109-1120.
- Westbrook R, Oliver RL (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *J. Consum. Res.*, 18: 84–91.
- Westbrook RA (1987). Product/consumption-based affective responses and post purchase processes. *J. Mark. Res.*, 24: 258–270.
- Wood G (2002). A Partnership Model of Corporate Ethics. *J. Bus. Ethics*, 40(1): 61–73.