

THE EFFECT OF CONSUMER PERCEPTIONS OF THE
ETHICS OF RETAILERS ON PURCHASE BEHAVIOR
AND WORD-OF-MOUTH: THE MODERATING ROLE
OF ETHICAL BELIEFS

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JOURNAL INFORMATION

The Effect of Consumer Perceptions of the Ethics of Retailers on Purchase Behavior and Word-of-Mouth: The Moderating Role of Ethical Beliefs

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WHY DID I CHOOSE THIS ARTICLE?

1. In the future, my research aligns perfectly with this article which is about marketing.
2. The relationship with consumer behavior
3. The relevance of context means that this study is conducted within the context of collectivist societies, particularly in Asia, which provides a new perspective on how culture and ethical values influence consumer purchasing decision in the market.
4. Practical implications for management.



The impact of this article

- *A strong conceptual framework*
- *Taking a multidimensional approach*
- *Application of social theory*
- *Emperical data*
- *The influence of culture in research*
- *Systematic article structure*



TOPIC

Analysis of Factors Affecting
Online Shopping Decisions

Method

I am using smartPLS to conduct
exploratory factor analysis



