



SCHOOL OF
ECONOMICS AND
MANAGEMENT

Ethical vs unethical minded consumer groups:

Effects through the mediation of the Theory of Planned Behaviour on the Intention to Purchase during price promotion periods in the United Kingdom.

A research written by Agathe Dugleux & Puteri Nur Najwa Megat Husni - (May 2020)

This thesis is submitted as part of the requirements for the validation of the MSc International Marketing and Brand Management at the University of Lund (Sweden).

Abstract

Title: Ethical vs unethical minded consumer groups: Effects through the mediation of the Theory of Planned Behaviour on the Intention to Purchase during price promotion periods in the United Kingdom.

Date of the Seminar: 4th June 2020

Course: BUSN39 Degree project in Global Marketing

Authors: Agathe Dugleux and Puteri Nur Najwa Megat Husni

Supervisor: Javier Cenamor

Keywords: Consumer behaviour, Ethicality in consumption, Price promotion effects, Theory of Planned Behaviour, Structural Equation Model.

Thesis purpose: To understand the relationship between ethical approaches and purchase intention through the use of the Theory of Planned Behaviour, showing differences in attitudes, social norms, and perceived control.

Methodology: Quantitative study using Structural Equation Model by the mean of an online survey. Measurements used are Ethical Minded Consumer Behaviour Scale (Sudbury-Riley and Kohlbacher, 2015), TPB (Ajzen, 2019), and Susceptibility to Inter-personal Influence (Bearden et al, 1989).

Theoretical perspective: This research has focused on the impact of Ethicality on Intention to Purchase during price promotion periods with Theory of Planned Behaviour (Ajzen, 1991) as the mediator.

Empirical data: This research was carried through primary data collected by online questionnaire. The main finding was the validation of a mediation relationship between Ethicality and Theory of Planned Behaviour (TPB) on the Intentions to purchase during price promotion periods.

Conclusion: This research concluded that the more ethical a person is, the less likely they are to buy units during the price promotion periods due to their ethical concerns that make them reduce their consumption level. On top of this, the study displayed a clear validation that there is a mediation relationship between Ethicality, TPB and the intention to purchase during price promotion periods. The study also analysed the differences in behaviour between genders.

Practical Implications: This study brings awareness on the need for literature to focus more on TPB relating to Ethicality, as it was found in our results that the more ethical a person is, the more their behaviour is affected by TPB.

Acknowledgments:

We would like to express our deep gratitude to our Master Thesis Supervisor, Javier Cenamor of the Lund School of Economics at Lund University, Sweden. Javier was always open to guiding us whenever we ran into trouble or had questions regarding this research. He has also consistently allowed this paper to be our own work but steered us in the right direction whenever he thought we needed it. Javier's invaluable constructive comments and suggestions throughout this research and thesis work have indeed contributed to the success of our research.

We would also like to thank the experts of the Research Analysis Course lecturers Ulf Johansson, Burak Tunca and Antonio Maranon for the tips and guidance given prior to starting this research paper. Without their guidance, we would not have a solid foundation to start this research paper.

Finally, nobody has been more important to us in the pursuit of this project than the members of our family. Hence, we would like to express our very profound gratitude to our parents and partners/friends (Cosmin Mogosanu, Iva Pervan, Del Rahmat, Anisa, Summer) for providing us with unfailing support and continuous encouragement throughout our study period and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

Thank you

Table of Contents

I)	INTRODUCTION BACKGROUND	7
II)	THEORETICAL REVIEW	8
a)	CONSUMER BEHAVIOUR.....	8
b)	THE THEORY OF PLANNED BEHAVIOUR.....	12
1)	<i>Attitudes</i>	<i>13</i>
2)	<i>Perceived Subjective Norms</i>	<i>14</i>
3)	<i>Perceived Control</i>	<i>15</i>
c)	PRICE PROMOTIONS ON CONSUMER BEHAVIOUR	16
d)	ETHICALITY IN THE CONSUMER BEHAVIOUR	18
1)	<i>Values as Motivators to Consumer Ethically.....</i>	<i>19</i>
2)	<i>Socio-demographic Factors (Age, Education Level, Gender, Location)</i>	<i>19</i>
3)	<i>Ethical Consumers Consume Less</i>	<i>20</i>
III)	Hypotheses development.....	21
IV)	METHODOLOGY.....	22
a)	RESEARCH APPROACH AND STRATEGY	22
b)	DATA SAMPLING AND COLLECTION METHODS	23
c)	THE MEASUREMENTS USED FOR THE RESEARCH	24
1)	<i>Ethically Minded Consumer Behaviour Scale – Sudbury-Riley & Kohlbacher (2015)</i>	<i>25</i>
2)	<i>Consumer Susceptibility to Interpersonal Influence – Bearden et al. (1989)</i>	<i>27</i>
3)	<i>The Planned Behaviour Theory Formative Research Model – Ajzen (2019)</i>	<i>27</i>
d)	DATA ANALYSIS STRATEGY	28
1)	<i>Data Validation</i>	<i>28</i>
2)	<i>Data Coding</i>	<i>29</i>
3)	<i>Regression Analysis in Stata as a Structural Equation Model (SEM)</i>	<i>29</i>
e)	ETHICAL ASPECTS OF THE STUDY	31
V)	FINDINGS.....	33
a)	DATA OUTLOOK AND CLEANING	33
b)	EMPIRICAL ANALYSIS	36
1)	<i>Without Mediator</i>	<i>36</i>
2)	<i>With Mediator</i>	<i>37</i>
c)	ROBUSTNESS CHECK	45
VI)	LIMITATIONS OF THE RESEARCH.....	49
VII)	FUTURE RESEARCH OPPORTUNITY.....	49
VIII)	CONCLUSIONS.....	50
IX)	REFERENCES.....	51
X)	APPENDIX.....	64

List of tables:

<u>Table 1:</u> <i>Measurements used for the research</i>	p25
<u>Table 2:</u> <i>Research Summary Statistics</i>	p33
<u>Table 3:</u> <i>Susceptibility to Inter-personal Influence Score per Ethicality groups</i>	p34
<u>Table 4:</u> <i>SEM without the Mediator</i>	p37
<u>Table 5:</u> <i>SEM Models with Attitude as Mediator</i>	p40
<u>Table 6:</u> <i>SEM Models with Perceived Norms as Mediator</i>	p42
<u>Table 7:</u> <i>SEM Models with Perceived Controls as Mediator</i>	p45
<u>Table 8:</u> <i>SEM Models with 3 variables as Mediators</i>	p48
<u>Table 9:</u> <i>Robustness test with VIF Values</i>	p49

List of figures:

<u>Figure 1:</u> <i>Decision-making process (Solomon et al. 2006)</i>	p10
<u>Figure 2:</u> <i>Maslow's hierarchy of 5 needs (source: Kotler & Keller (2006). Marketing management (12th edition), New Jersey, Pearson Prentice Hall, p. 185)</i>	p11
<u>Figure 3:</u> <i>A schematic presentation of the theory of planned behaviour (Source: Ajzen and Fishbein, 2005, p. 194).</i>	p13
<u>Figure 4:</u> <i>Effect of X on Y</i>	p30
<u>Figure 5:</u> <i>Effect of X on M</i>	p31
<u>Figure 6:</u> <i>Effect of X + M on Y</i>	p31
<u>Figure 7:</u> <i>Direct relationship of X on Y</i>	p36
<u>Figure 8:</u> <i>Attitude as Mediator</i>	p39
<u>Figure 9:</u> <i>Perceived Norms as Mediator</i>	p41
<u>Figure 10:</u> <i>Perceived Controls as Mediator</i>	p44
<u>Figure 11:</u> <i>SEM with Attitudes, Perceived Norms and Perceived Control as Mediators</i> ..	p47

I) Introduction background:

The increase in ecological and social problems that global society is facing as a result of unsustainable development has led to consumers becoming mindful or more ethical in their consumption practises (Lim, 2017). The rise of awareness on ethical consumption not only is impacting the market practises but also the business environment as firms strive to improve their management in protecting not only the environment but also society in general (Oh & Yoon, 2014). These 'ethical consumers' lean in taking part in conscientious consumption that considers the wellbeing of health, society and natural environment depending on their personal and moral beliefs (Oh & Yoon, 2014). A study conducted among UK shoppers found that more than 33% of shoppers in the UK portrayed themselves as 'ethical purchasers, yet Fair Trade lines accomplished only 1%-3% of their purchases (Cowe & Williams, 2000). The result of the survey according to Cowe and Williams (2000) reflected a '30:3 phenomenon' in which roughly 30% of UK consumers claimed to care about being ethical yet only 3% of the purchases mirror the measures. This incident is termed as the 'Ethical Purchasing Gap' in which various authors have noted this matter in better understanding consumers (Carrington, Zwick & Neville, 2016).

Following the trend and interest in the increasing topic of ethical consumers, this paper will focus on understanding the relationship between ethical approaches and purchase intention through the use of the Theory of Planned Behaviour, showing differences in attitudes, social norms, and perceived control. Hence, the findings of our quantitative survey intend to bring practical contributions to the literature in ethical approaches and purchase intention. The outlook of this paper will answer the gap described by Shaw et al. 2000, where they mentioned that in the future it is necessary to address the concerns of ethicality along with the TPB and purchase intentions through the use of a Structural Equation Model in which according to him would allow the identification of relationships between relevant variables, besides providing a sound structure for modelling.

II) Theoretical Review:

a) Consumer Behaviour

A consumer is the end-user of a product or a service, the one enjoying the benefits of the offer, whereas, the customer is the person undertaking the action of buying the product or service, these two actors may or may not be the same person (Nair, 2008). For example, when a parent buys clothes for their child, the parent is the customer, while the child is the consumer. However, both consumer and customer, are actors of one main concept: consumption. Consumption can be defined differently in many research fields, nonetheless, those definitions can be related to each other (Stern et al. 1997). On one hand, in the field of economics, consumption is the activity of spending money, time, or other resources on the acquisition of consumer goods and services (Samuelson & Nordhaus, 1989). On the other hand in sociology, consumption is seen as a way for individuals and households to spend their incomes while increasing their social status through their purchase (Campbell, 1987; Scitovsky, 1992). As a matter of fact, many authors developed their research on the social aspect of consumption and we will see in the Planned Behaviour Theory that it appears as fully immersed in the concept (Ajzen, 1991).

Additionally, it is important to perceive consumption as a process, which takes the different actors (consumer and customer) through multiple steps such as acquisition, consumption and disposal of the product or service. For marketing to be effective, it is necessary to understand the full consumption process and how each actor plays a role. Notably, because marketers are being exposed to new types of customers as they change through time. As an example customers in the 20th century had different expectations, preferences, and loyalty levels compared to the customers from the 21st century. Not only these aspects of consumption have shifted, but also others, and this is why marketers need to stay afloat with the new customers (Nair, 2008).

Furthermore, from acknowledging consumers and the consumption process, one needs to understand how this translates into consumer behaviours. Consumer behaviour is a dedicated field of study, which focuses on how individuals are making their decisions about the spending of their available resources (which can be time, money, and also effort). The consumer behaviour field of research is mostly focused on multiple aspects of the purchasing activity of the consumer: who, where, when, how, why and how often a customer buys a product or a

service. These questions lead to the need for the customer to decide on the products or services to buy and how it comes to that decision (Nair, 2018). To grasp the full concept, it is important to consider all activities from acquiring, as well as consuming and disposing of the products and services as part of the consumer behaviour (Engel et al. 1995). Therefore, one important concept to develop for this particular paper, is the decision making process and its importance in the framework of consumer behaviour.

The decision-making process takes place at the acquisition stage of the product or service in the consumer behaviour. Although the decision-making process is a building block of consumer behaviour, one main difference can be noticed. The process of decision making focuses more on the explanation of factors, reasons and actors for a particular decision, while the consumer behaviour area of expertise focuses more on the “facts” of the consumer’s purchasing behaviour (Nair, 2018). Making a decision is a process that all consumers have to go through, it is used for each purchase. However, depending on the purchase, if it is of high or low involvement, the consumer might go through the decision-making process slower or faster. Some steps might even be consciously forgotten especially when the individual has habits of repeated purchase. While not only the involvement counts, the experience of a customer can have an impact on the way he/she approaches the decision-making process. In fact, Greitzer et al. (2010) demonstrated that there is a difference between experienced consumers, on one hand, who tend towards subconscious processing of information and a non-interpretation of the cues given as well as a non-evaluation of possible alternative options. While on the other hand, less experienced consumers will focus on a more rule-based approach for the evaluation of the options and they systematically process the information collected. The following figure shows the different stages in consumer decision-making which has been developed similarly by multiple authors (Solomon et al. 2006; Kotler & Keller, 2009).

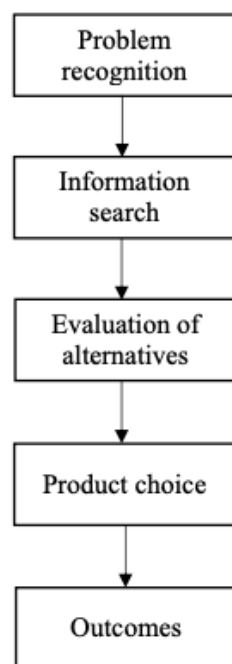


Figure 1: Decision-making process (Solomon et al. 2006)

The problem recognition is the stage at which the consumer feels or recognises that there is a gap between her/his actual state referred to as the status quo and an ideal or wanted state which is the new status quo once the change has occurred. A need that is not yet fulfilled is recognised by the individual (Hoyer, MacInnis, 2010). The needs recognised can be of various forms, like biogenic (physiological/physical) or psychogenic (mental) and can be brought by both external or internal stimuli (Kotler & Keller, 2017). In fact, Maslow developed the theory of the Hierarchy of Needs that presents different layers of needs (see figure 2). The first layers represent the basic needs that necessitate being met before the individual moves up to more complex needs. For example, ethical consumption could be placed within the Social needs, Esteem needs and the Self-actualization needs. This could be explained by the fact that by consuming ethically, an individual would receive higher self-esteem along with higher status from others and could enter certain social groups by consuming the comparable types of products. The importance of the social aspect will be later developed further into the Theory of Planned Behaviour part. Finally, it has been shown that having strong moral/ethical standards as well as being concerned by the welfare of humanity are two traits needed to acquire the self-actualization needs stage (Maslow, 1954). Later, these needs developed by Maslow, transform into motives which will push the individual to act towards the satisfaction of the need (Kotler & Keller, 2017). By taking actions to satisfy the needs, the individual will follow the rest of the decision making process.

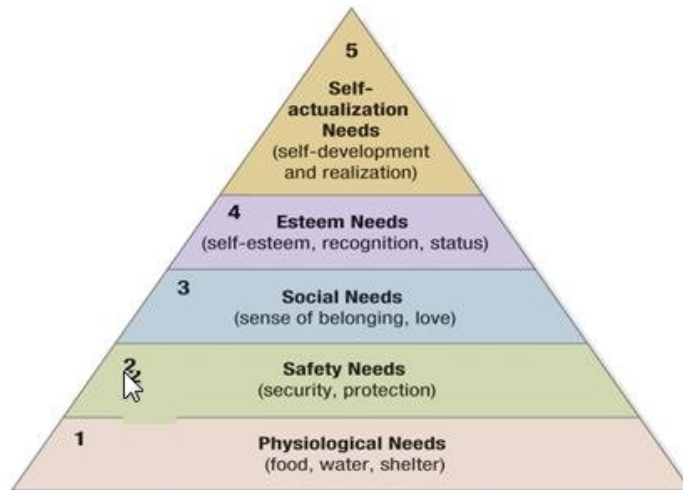


Figure 2: Maslow's hierarchy of 5 needs (source: Kotler & Keller (2006). *Marketing management* (12th edition), New Jersey, Pearson Prentice Hall, p. 185)

The second step of the decision-making process is the information search; this is when the consumer researches details about the product's features, determinants, motives and outcomes. When wanting to find information, individuals can look internally stored information from previous decision processes needing similar information that recalls from memory. For example, while looking for a coffee brand, the individual recalls the last Nespresso advertisement with important information about the product. Or, the individual can also look for information from external sources, like friends, family, physical environment, magazines, advertisements (Bettman, 1979). For example, asking questions to friends and family, or looking up what the social group he/she wants to be part of does. This step is vital as depending on the information collected; the individual will store multiple alternatives to be evaluated further in the third step of the decision-making process. For Silverman, Bachann, & Akharas (2001) this is the step at which the individual gathers information on different options and takes the time to judge which one could have the better outcome compared to the need to satisfy, while other authors focus more on the judging time in the evaluation of alternatives step which follows.

The evaluation of alternatives is the third step, which is characterised by the comparison of multiple offers the individual knows about to understand which one suits and satisfies her/his needs the best. Sternthal & Craig (1982) define this as the stage where the consumer, depending on their goals and motives, will define the criteria for evaluation of the alternatives available.

This stage is also when the importance of perceived risks comes up, as the individual compares products he/she tried in the past with eventual newer products.

Once the individual has evaluated the alternatives, it is the moment to pick, and this choice often is based on the perceived risk against the benefits. However, as Dean et al. demonstrated, people not only evaluate alternatives only on costs and benefits, but positive and negative feelings generated can also have an impact (2008). When relating the product choice to the needs hierarchy, one can see that people only act according to the perceived benefits one can draw from an action; therefore, people relate to what beneficial outcome a product can bring them (Peter & Olson, 1996). The benefits drawn can be enjoyed either by the individual making the decision or by other external actors, though the positive consequences of the actions fall on the individual making the decision. For example, the study from Thorgersen (2007) found that attitudes towards organic food consumption are based primarily on the beliefs of the potential impact it can have such as a being better for the environment, a better taste, a healthier version. The recognition of the need implies an expected positive outcome where the individual sees himself in a more positive state once the need is satisfied; this becomes a motive of perceived benefit to act upon.

Finally, the outcomes from the product choice can be positive or negative. The result of the behaviour is crucial as it will have an impact on the next purchases. An individual with a past positive experience will be likely to tend towards that same experience the next time, as trying something else can be perceived as a risk. In contrast, an individual with a negative experience might be more involved the next time and take a longer time to evaluate the alternative while displaying a higher level of stress of the risks involved in the decision.

b) The Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB from now on) established by Ajzen in 1985 is, today, one of the most renowned models in the research focusing on how one can predict the social behaviour of humans as well as behavioural intentions through the consumer perspective (Ajzen, 2011; Azjen, 1991). This theory has been developed partly as an extension of the theory of reasoned action (Ajzen 1988, 1991).

An intention is the conscious consideration an individual allows to a specific behaviour which they will perform or not depending on their level of intention (Ajzen, 1991). The intention can therefore be seen as the proximate antecedent of the behaviour, and this is the

reason why empirical works have shown a positive relationship between specific intentions and specific behaviours. The strength of the relationship described above is dependent on the type of behaviour and the time frame between the intention and the behaviour, a longer time frame would mean a lower likelihood of the actual conduct to happen.

An intention can be related to the hierarchy of needs and the problem recognition stage of the decision making process. It is essential for an intention to include motives and other factors which will influence the individual to actively pursue a particular behaviour (Becker-Leifhold, 2018). Finally, as seen earlier, a person is more likely to pursue an action that is going to bring perceived benefits (Peter & Olson, 1996). Therefore, to encourage a particular behaviour some factors need to enter in the equation. As presented in the concept of The Theory of Planned Behaviour, intention is influenced by three main factors: “Attitude towards the behaviour”, “Subjective Perceived Norms” and “Perceived Behavioural Control (PBC)”. To understand better how individuals are affected by the TPB, the figure below retraces the relationships between TPB, intentions and behaviours.

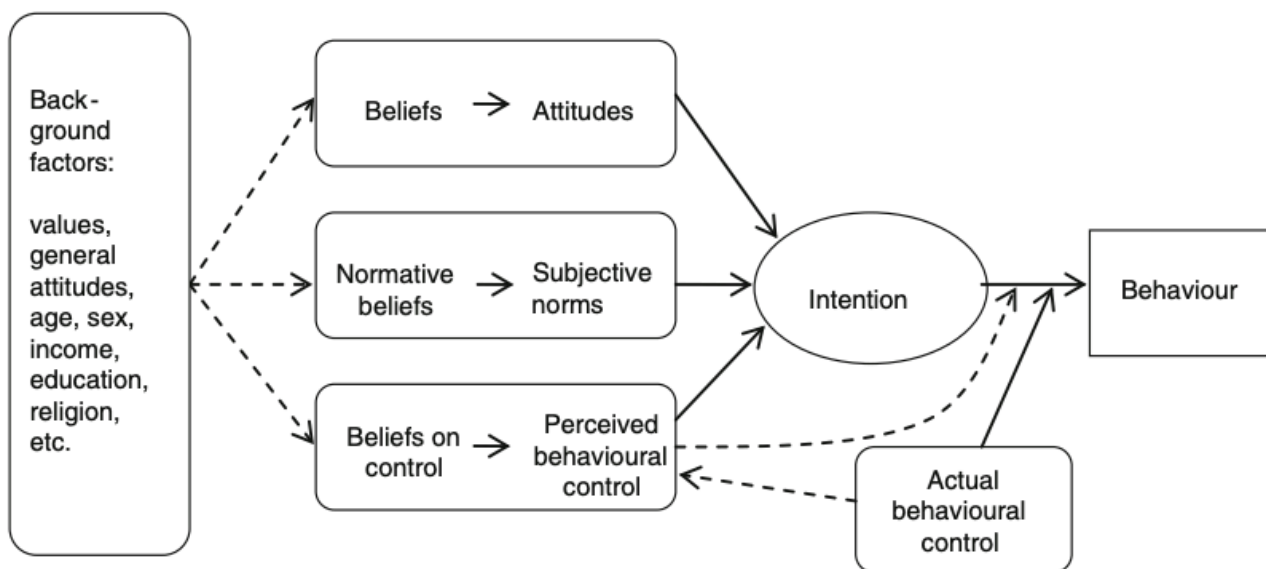


Figure 3: A schematic presentation of the theory of planned behaviour (Source: Ajzen and Fishbein, 2005, p. 194).

1) Attitudes

Attitudes have long been studied in sociology and psychology. Ajzen (1991) defines attitudes as “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen 1991, p. 188). If one relates attitudes to the

decision-making process (Solomon et al. 2006; Kotler & Keller, 2009), we could argue that attitudes have an impact on the evaluation and the choice the consumer makes. This is backed by Ajzen and Fishbein (2005), which showed that attitudes are a crucial determinant of intentions, and consequently of behaviour, which affects the decision-making approach.

Many studies have focused on explaining its components and how it is built. The description that came out is that an individual's attitude (a) can be accounted as the sum of the salient beliefs (b) regarding the attributes of an object or an action which is multiplied with the evaluations (c) attached which are the values (Fishbein & Ajzen, 1975; Ajzen, 2001; Ajzen & Fishbein, 2008). Furthermore, authors have demonstrated that attitudes are composed both of cognitive (thinking) and affective (feelings) parts which affect the evaluation side of the attitudes equation, which in turn has an impact on the choice of behaviour (Ajzen & Driver, 1991; Ajzen, 2001; Agarwal & Malhotra, 2005; Kim et al. 2007).

An important approach to better understand the attitudes is the theory of Values developed by Schwartz (1992), within which the definition of Values can be found as "a desirable trans situational goal varying in importance, which serves as a guiding principle in life...". These values can be perceived as motivators towards certain actions; further, Schwartz proposed a list of 10 that have been drawn from years of psychological research in various cultures globally. The list of values was developed as a means to link values to consumer behaviour. One advantage of looking at values to predict attitudes is that they are incredibly stable, it is challenging to change values, and therefore the predictions are more reliable over a more extended period (Krystallis et al. 2008). For example, in the case of ethical consumption, a study about the central values shared by such consumers could be interesting. Relating this concept to the decision-making process, values may shape consumer behaviour, but only if they have been activated before the start of the decision-making process (Aertsens et al. 2009).

2) Perceived Subjective Norms

As stated by East, Wright and Vanhuele (2008), subjective norms are an indication of an individual's beliefs on what others think or expect they should do. An individual's subjective norms are often determined by one's normative beliefs regardless of whether significant referents individuals approve or disapprove of the conduct, weighted by motivations to comply with those referents (Montano & Kasprzyk, 2015). According to Sheppard, Hartwick and

Warshaw (1988), SN is considered to be the weakest construct in the Theory of Planned Behaviour besides showing less significance in predicting an individual's intentions. Contrarily, Trafimow and Finlay (1996) believe that despite the impact of SN is not as big as compared to attitude, it still has an effect on an individual's intention and it relies on the context. Not only that, but evidence also has been found displaying that there are individuals who are heavily influenced by attitude, and there are individuals who are more impacted by SN (Trafimow & Finlay, 1996). Based on Jafarkarimi, Saadatdoost, Sim and Hee (2016), as social consensus can be induced from SN, it is expected that individuals engage less in unethical activities that they ought to have higher moral intensity. Olsen, Sijtsema and Hall (2010), gesture that moral attitude emerges when an individual knows that their actions can impact the well-being of others and that they feel a sense of responsibility for their actions and the consequences. Consequently, individuals seeking for opportunities to fulfil their moral obligation (e.g. buying fair trade products) however are less inclined to experience negative consequences whenever the opportunity to carry out their moral obligations do not arise as it does not violate one's personal moral value (Dowd & Burke, 2013).

3) Perceived Control

Finally, the last part of TPB, "Perceived Control" refers to the individual's ability to perform the said behaviour. From the Figure 3 presented above, it can be seen that actual behavioural control has an impact on the perceived behavioural control, this can be linked to the self-efficacy concept developed by Bandura (1997) which shows the importance of judgements on the performance of an individual on a behaviour required to deal with prospective situations (Bandura, 1982) (Ajzen, 1991). On a more transparent note, it is looking at one's belief that the behaviour in question is under his or her control, or the difficulty of the action, on the other hand, self-efficacy is a bit more on the confidence aspect of being able to carry the activity (Wallston, 2015). As an example, which fits this study perfectly, it was found in past research that due to a lack of availability (or the lack of awareness of the availability) of sustainable food products, intentions to buy remains low despite a display of positive attitudes towards the product (Vermeir and Verbeke, 2006 & 2008). This is an example of the availability or the awareness of sustainable products being a perceived behavioural control element of the TPB, and Sparks and Sheperd's (1992) demonstrated this relationship. The individual feels as if the unavailability is out of his/her control and therefore, cannot pursue with his/her intentions to purchase. Also, in the context again of ethical consumption, a high price premium will play the

same role as counteracting positive attitudes (Sudbury-Riley, 2015) as the ability to afford higher-priced goods stays out of the control of an individual.

c) Price Promotions on Consumer Behaviour

To survive and be profitable, companies must communicate to the customer their product or service offerings (Jobber & Lancaster, 2006). Promotion is the act of influencing a consumer to purchase a product and can be defined as: “any communication used to inform, persuade, and/or remind people about an organisation’s or individual’s goods, services, image, ideas, community involvement, or impact on society” (Evans & Berman, 1997). From the definition, promotion is an activity of communication and refers to the communication line between the producer and the targeted consumer, where the producer tries to deliver a clear message about the product it offers.

As Gedenk, Neslin and Ailawadi presented (2010), sales promotions are a tool for driving increases in sales (to retailers or consumers). This definition goes along with the one Kutler and Armstrong developed in 2010, which defines sales promotion as a set of different incentive short term solution tools (mostly) that are implemented to stimulate consumers and/or retailers to accelerate the purchasing process or to increase the turnover in sales. These effects are achieved through the multiple aims that sales promotion has: new customer attraction/acquisition, keep the existing customers for them not to switch brands, and finally dissuade customers who are close to acquiring competing products (Familmaleki et al. 2015). The retailer then has to choose, according to the aim of the campaign, the right tools of sales promotion from different possibilities: price promotion, advertising gifts, coupons, member card offers, free samples, instalments payments, extended warranty length. This research will focus only on direct behaviours induced by a decrease in price. Direct behaviours can be observed, such as quantities of units bought. A price reduction is generally implemented for a short period and aims to persuade the customer to purchase the product as a test or an attention catch for the customer to discover the product he would not have looked at in the first place (Blackwell et al. 2001). In many countries around the world, sales are highly regulated; therefore, retailers cannot undertake price promotions whenever they wish. For example, in Europe, all countries have to follow a strict calendar; consequently, two main periods of sales are known: the winter and summer sales. In France, for example, retailers are only allowed

four weeks at the time for price promotions periods (French Economy Government, 2020). On top of these two periods of price promotions, retailers also can take part in special days such as the Black Friday, the Cyber Monday and other special days relying on official authorisations; this is to protect all business against unfair price competition.

In the United Kingdom, which is the focus of this research, the retail industry that is worth approximately £390 billion is regarded as one of the largest industries in the world with the most significant level of promotional activities (Euromonitor International, 2012; KPMG Annual Retail Survey, 2019). Notably, the UK also is among the pioneers in the retailing business on top of its pricing innovations (De Kervenoael et al. 2006, Kantar Retail, 2012). In the Black Friday 2018 Shopping Report by McKinsey (2018), the UK consumers recorded the highest number of Black Friday event awareness in the world with a score of 92%. The result clearly shows that the UK consumers enthusiasm for Black Friday is running high with steep discounts and ‘one-off’ promotions as top motivational factors for participating in the event (McKinsey, 2018). On average, the UK consumers are willing to budget between £200 to £300 for their purchase during the Black Friday event (McKinsey, 2018). Additionally, the Christmas Season in the UK also has seen an increase in spending especially during Boxing Day which many researchers termed it as Christmas of Consumers with a climb of approximately 2.17% from £76.9 billion to £78.6 billion (Centre for Retail Research, 2019). The growth of sales figures in the UK both during Black Friday and Boxing Day are reflecting that the UK consumers are eager to spend big during the sales promotion season (McKinsey, 2018).

According to Magni, Martinez and Motiwala (2019), consumers are most likely to buy a product when they see that the price is reduced in which the feeling of buying something at a bargain price is sufficient enough to convince them to buy. Dickson and Sawyer (1990), states that “what is clear is that customers are incredibly heterogeneous regarding their attention and reaction to price and price promotion. Last year’s Black Friday 2019, saw a trend that UK consumers are deliberately staying away from participating in the event in their effort to safeguard the planet on top of being more ethical in their purchase decision (Felsted, 2019). Past years have seen a trend where consumers are more conscious in their consumption hence opting for more ethical products (Ethical Consumer Markets Report, 2018). In a series of experiments conducted, ethical consumers are willing to pay the premium price for ethical products (Trudel & Cotte, 2008). However, the same group of consumers also opt to buy

unethically made products when a steep discount is being offered (Trudel & Cotte, 2008). Although consumers in the UK are eager to spend big during the promotional season, they are also now more conscious in their purchase decision taking into account the ethicality factor (Felsted, 2019).

d) Ethicality in the Consumer Behaviour

The ethical dimension often arises when one questions the basic principles that are deemed as acceptable in society. Abundant evidence recommends that thinking ethically about consumption has a developing resonance among Western consumers due to the efforts done by the founders of the British Ethical Consumer Magazine, Mary Rayner, Rob Harrison and Sarah Irving (Rayner et al. 2002). Through their writings, the authors introduced a new wave of “ethical consumerism” that emerged in various Western countries since the 1980s explaining the domination of the global free market and the consistent failures of government regulation regarding corporate activities (Rayner et al. 2002). In these specific circumstances, citizens themselves have been brought into the role of watchdogs and regulators to issues pertaining to environmental sustainability, animal welfare and human rights (Rayner et al. 2002). Ethicality, as discussed by Henderson (1984), centres around the idea of general societal acceptability and desirability of actions and activities. Definition of ethical consumers, on the other hand, vary. However, most encircle around the idea of consumers that buy ethically produced goods or services which are not harmful to the environment and society. Ethical consumerism consists of three main elements which are environment, animal welfare and human rights (Tallontire, 2001). According to Wheale and Hinton (2007), ethical consumers are often guided more by principles as compared to consequences regardless of the demographics sample. Two fundamental types of moral principles that guide ethical decisions are deontological and teleological (Awasthi & Singhal, 2014, page 34). The deontological code is when the judgement is made based on evaluating an action based on referring to higher moral duty or law in deciding if an action is right or wrong. Differently, teleological is when one decides whether the action is right or wrong based on a particular rule besides predicting the social consequences of the action taken (Crane & Matten, 2016). The term ‘green consumers’ on the other hand depicts the fact that this group of consumers buy products that have undergone eco-friendly production processes which are also less harmful to the environment (Chan, 2008).

Contrarily, unethical consumers are consumers who behave unethically through their purchase activities as defined by Wikes (1978).

1) Values as motivators to consume ethically

A compelling connection has been established between values and consumer behaviours as this relationship is regarded as crucial in interpreting consumers' choices of products. (Honkanen & Verplanken, 2004). Some researchers argue that values are a more effective means as compared to demographics in profiling and segmenting consumers (Boote, 1981). According to Nicholls (2002), there has been a move from a self-driven consumption to values-driven consumption in the past years, reflecting that consumers satisfy not only themselves but also others. De Pelsmacker et al. (2005) claimed that being ethical consumers includes sentiments towards the society in which these feelings are shown through their buying behaviours. Extensive research was done relating to ethical issues; however, the majority focuses on the business side of the purchaser; hence a scale concentrating on consumers values has been developed by Sudbury-Riley and Kohlbacher (2016). The ethically-minded consumer behaviour (EMCB) scale established is indeed useful for this paper as it provides the authors with a reliable instrument to evaluate consumers ethical values and their consumption behaviours.

2) Socio-demographic factors (Age, Education level, Gender, Location)

Several studies have found that demographic factors of consumers play a crucial role when making purchase decisions. In an experiment conducted, it is discovered that in general younger consumers tend to be more ethically conscious as compared to the older generation however younger consumers are more sensitive when it comes to the price factor (Anderson & Cunningham, 1972; Carrigan, Szmigin & Wright, 2004). On the other hand, there was no clear and satisfactory correlation observed between the education level and making ethical purchase decisions (Anderson & Cunningham, 1972). However, several authors through their research concluded that consumers that belong to relatively higher education level with high income and social status are prone to be more ethical in their buying behaviours (Carrigan & Attala, 2001; De Pelsmacker et al. 2005). In relating ethicality with gender, various studies have examined potential contrast among males and females with many reported that females tend to exhibit a higher level of ethicality (Peterson, Rhoads & Vaught, 2001; Chonko & Hunt, 1985; Akaah, 1989).

Nonetheless, Dawson (1997) believes that whether there are differences in the ethical level between male and female depends on the specific situation or particular scenario. When differentiating ethicality between urban and rural consumers, it is believed that rural consumers are inclined to be more ethical in their purchase decision. Accordingly, an exploratory qualitative study conducted through 20 focus groups in England comparing residents in the urban and rural areas resulted in a higher number of rural people that prefer to buy locally produced goods in support of the environment and sustainable consumption (Megicks, Memery & Angell, 2012).

3) Ethical consumers consume less

The increased awareness among consumers of the environmental and social effect of their consumption has led to many people re-examining their buying choices (Shaw & Newhplm, 2002). Sorell & Hendry (1994) through their article, suggested consumers go on voluntary simplicity by reducing their level of consumption to a more sustainable level. To live a more sustainable life by being ethical towards the environment and people surrounding, Jackson (2005) has put forward the idea of “double dividend”. The author explained that “double dividend” is associated with sustainable consumption where one can have the ability to live better by consuming less in reducing the impact to the environment throughout the process (Jackson, 2005). Contrary to the Aristotelian concept of an insatiable desire for more where “the more we consume, the better off we are”, the double dividend idea proposed consumers to think ethically when making purchases. Recent years have seen the rise of conscious consumers where many of this group of consumers are opting for voluntary simplicity as one of their ways to contribute to the environment (Wong, 2019). Voluntary simplicity lifestyle or minimalism centres around the idea of a reduction in consumption as an alternative culture to the conspicuous consumerism (Mc Donald, Oates, Young & Hwang, 2006). Apart from being able to save money while reducing carbon footprint, voluntary simplicity lifestyle also has even inspired many to be less compulsive and to go on zero waste in their daily consumption (Cutcher, 2020).

III) Hypotheses development:

Following the theoretical review paths that have been developed, the hypotheses for this research are presented below. These hypotheses will be analysed once the methodology and the research process are demonstrated.

Due to the theory of Jackson (2005) which develops about the “double dividend” idea that ethical consumers follow more and more, and other authors such as Wong (2019), it was shown an increase in conscious consumers reducing their purchases in an attempt to be more ethical and sustainable. From this, we expect the Purchase Intention during price promotion periods to change depending on the level of Ethicality of each individual.

- *H1: Purchase Intention changes depending on the level of Ethicality*

Due to the description of the Theory of Planned Behaviour and characteristics of ethical individuals presented in the above chapter, we expect to find a positive relationship between Ethicality and the levels of Attitude, Perceived Norms and Perceived Control characteristic to each individual.

- *H2: The Attitude variable changes depending on the level of Ethicality*
- *H3: The Perceived Norms variable changes depending on the level of Ethicality*
- *H4: The Perceived Control variable changes depending on the level of Ethicality*

Finally, based on the theory of the Planned Behaviour (Ajzen, 1991), together with the view of Wong (2019) and Jackson (2005), we expect the impact of Ethicality on Purchase Intention during price reduction periods to be mediated by Attitude, Subjective Perceived Norms and Perceived Behavioural Control.

- *H5: The impact of Ethicality on Purchase Intention during price reduction periods is mediated by Attitudes*
- *H6: The impact of Ethicality on Purchase Intention during price reduction periods is mediated by Perceived Subjective Norms*
- *H7: The impact of Ethicality on Purchase Intention during price reduction periods is mediated by Perceived Control*

IV) Methodology

This chapter will present the research strategy, the data collection and further will explain the data analyses strategy as well as the evaluation of the paper's validity, ethics and limitations of the methods.

a) Research approach and strategy

During their time at the University of Lund, the authors were both interested in ethicality and purchase intention factors. It was all-natural for them to take the first step and look at what has been done previously in the field of research. By looking up past work, they came upon multiple theories such as the Planned Behaviour Theory developed by Ajzen (1991) and the Ethically Minded Behaviour Scale developed by Sudbury-Riley and Kohlbacher (2015). Later, they decided to follow a deductive approach which allowed them to build hypotheses from the literature review. Deductive research development is an approach where the theory presented and derived brings on the logical conclusion; therefore, the conclusion can be true if the past theory (the premises) is true (Ketokivi & Mantere, 2010).

The deductive approach allows for the verification or falsification of the past theories, following hypotheses testing, and this provides generalisation from specific cases (Saunders, Lewis, Thornhill & Bristow, 2019). Although the deductive approach is mainly found in natural sciences, the importance of a deductive approach for this research was noticed. The study, therefore, follows the six sequential steps necessary to undertake a deductive approach which has been demonstrated by Blaikie (2010). Each step relates to a specific chapter of the thesis: the hypotheses were built using the past theories in existing literature, and have been presented in the hypotheses development part (steps 1 and 2). The evaluation of the logicity of the arguments to develop further understanding is shown in the relevance of the research part and in the discussions chapter, which will come with the Findings (step 3). The testing of the hypotheses by using a proper means to data collection and valuable analysis of the results, this is done by using reviewed and verified quantitative measurements or scales, allowing strong reliability towards the measures used (step 4). Finally, steps 5 and 6, which are the acceptance or rejection of the hypotheses built on-premises; this will be presented within the results and discussions chapters. It could be concluded that by following each step, this deductive research gets more value and reliability. Finally, it is advised to use the highly **structured methodology** to facilitate replication and therefore to increase reliability, as well as **operationalising** the measures to be quantitative, **reducing** the problems to simpler

elements; and finally, *generalisation* needs to be possible from a deductive approach meaning the sample size has to be consistent (Saunders et al. 2019). By following this advice and characteristics of a deductive approach, the research strategy was developed. The below sections of the methodology chapter will further develop on each choice relating to the deductive approach needs and other considerations that had to be taken into account.

b) Data sampling and collection methods

In an attempt to focus on a sample that has been previously studied about consumer behaviour, ethicality and price promotion effects, the research focused on the United Kingdom only. Not only much past research was done about the UK, but also this country can be perceived as a thoroughly developed society, with highly consumerist habits and elevated living standards, which presented an excellent context for this study to take place. Moreover, as this study is undertaken in the context of an English speaking university degree, the United Kingdom offered an ideal population to run a study on. The UK offered a higher English language understanding which resulted in a higher response rate compared to potential other non-English speaking countries, where, most likely, only younger generations would have been able to answer the survey.

The research was spread through the employment of online means such as posts on Facebook consumer groups in the UK (second-hand goods, ethical consumer groups, Amazon fans etc...). In addition to the survey link being spread on consumer groups, the authors had the chance to work along with two Instagram micro-influencers from the UK. One is focused on more sustainable consumption; who is teaching her followers to reduce waste and consumption. While the other one is a typical influencer posting her consumption habits. The targeted population was of any age from 18 with no maximum; this permitted a high number of potential respondents with a lot of different habits. Nonetheless, the respondents all needed to be residents of the UK. There were no education levels or consumption habits targeted, as the study focused on any consumer to be able to compare between ethical and unethical. It is believed that the fact the target population was broad in terms of personas requirements, attracted many different profiles to answer, which provided a particular variety to this research, as well as an inclusive outlook to the results.

The questionnaire used for this research is a structured questionnaire. The researchers used the Google Form platform, which allowed them to have the necessary Likert Scales

features while being free. This survey platform also dispenses the results of the questionnaire as a CVS file or an Excel sheet, ready to be cleaned and inputted in the data analysis software. The questionnaire was composed of 35 questions, which is mostly consisting of an affirmation and a Likert scale from 1 to 7. The questionnaire has been posted and available online from the 1st of May 2020 to the 11th of May 2020. It took to respondents approximately 5 minutes to complete from beginning to end, this time included the reading of the instructions and ethical form. The authors kept the time required to answer the survey to the lowest possible to keep the attention of the respondents and make sure they replied most accurately.

Boosting the number of respondents to the survey was done through the initiation of a random prize draw, where the respondents can win one of the 10 “£10” vouchers for Amazon.co.uk or choose to get the money cashed on their PayPal account. The prize draw was fully voluntary as it was an opt-in opportunity where the respondents entered their email addresses for the researchers to register them as part of the draw and communicate to them if they have won or not.

c) The measurements used for the research

The questionnaire structure was chosen to test multiple aspects of the ethical/unethical consumer behaviours in times of price promotion periods. As the researchers followed a quantitative methodology, every question was either related to a reviewed measurement developed in the past literature or was a continuous value allowing quantitative analysis. The survey that was used can be found in appendix. The table below displays the measurements, with their references, and what they were used for. A further explanation of each reviewed scale will be written further below.

Table 1: Measurements used for the research

Question numbers	Name of the scale / measurement	What it measures	Reference
1-4	Normal continuous variables	The personal traits of a person that can have an influence on the results	/
5 - 14	Ethically Minded Consumer Behaviour Scale	Measures a variety of consumers' choices regarding environmental issues and corporate social responsibility. This measurement conceptualises the level at which a consumer is ethically minded.	<u>Sudbury-Riley and Kohlbacher (2015)</u>
15-26	Consumer Susceptibility to Interpersonal Influence	Measures the need of a person to identify with someone else's image in the opinion of significant others (social group) by the consumption of products and brands.	Bearden et al. 1989
27 - 35	The Planned Behaviour Theory - Formative Research Model	This model measures the attitudes (instrumental and experiential aspects), the perceived subjective norms (injunctive and descriptive aspects), the perceived behavioural control (capacity and autonomy aspects), the intention and past behaviour.	Ajzen, I. 2019

1) Ethically Minded Consumer Behaviour Scale - Sudbury-Riley and Kohlbacher (2015):

Being able to measure ethicality correctly was the main challenge for this research project. Ethicality research can sometimes be a difficult task, as it relies on what the respondent affirms. However, actual behaviour is hardly checked, some biases can, therefore, happen during the data collection, as the person might want to look more ethical in a specific social context than they are in regular times. This idea was similarly brought up by Liebe et al. (2014), who exposed that any scale can face the possible issue of responses being lies, exaggerations, and/or misremembered actual behaviours. These issues put a light on the attitude-behaviour gap concept, which is partially explained through the Theory of Planned Behaviour, the concept describes a difference in the intended behaviour and the actual behaviour (Ajzen, 1991). The attitude-behaviour gap is an issue faced until now in the scale development field for ethical consumption. This problem is because most instruments have been developed measuring attitudes, intentions, or are using hypothetical scenarios (Trudel & Cotte, 2008)

which, again, relates to the attitude-behaviour gap because they do not focus on actual behaviours (Carrington et al. 2014). However, the attitude-behaviour gap is not the main interest of the research, but it is a consideration to keep in mind for the validity of this research. On a more positive note, self-administration is seen as a way to keep a sense of privacy for the respondent, and this limits the above potential issues (Sudbury-Riley & Kohlbacher, 2015). Using self-administration gives this research the possibility to reduce the potential biases.

Also, the research about the ethicality of individual consumers is only a new subject since the 1990s, and most past research has mostly focused on a business perspective (Schlegelmilch & Öberseder, 2010), which made it nearly impossible to find a suitable scale to measure consumer ethicality, apart from the Ethically Minded Consumer Behaviour Scale (EMCB from now on) developed by Sudbury-Riley and Kohlbacher in 2015. An important point was also to not just focus on the environmental issues, but also in other matters which make the complete ethicality spectre, such as human rights, justice and animal welfare among them because as displayed by O'Rourke (2011), ethical research tends to focus mostly on the environmental sustainability. This research allowed the authors to have a large spectre of behaviours focused on multiple aspects of ethicality.

By using the EMCB as our ethicality scale, we added validity to our results as the scale is the only one comprising five distinct factors of ethical consumption (Sudbury-Riley & Kohlbacher, 2015). Three of the factors have been found and reviewed previously such as "CSR" and "Environmental" by Roberts (1993, 1995), while Webb et al. (2008) developed the "Recycling Items" as another factor. The EMCB developed two further factors. The first one is the "willingness to pay a price premium of ethical products", sometimes presented as an issue factoring in the occurrence of attitude-behaviour gap (Loureiro et al. 2002). The second one is the "behaviour of boycotting for ethical reasons" which highlights particular ethical consumers deciding to punish a firm that acts unethically contrary to unethical consumers generally rewarding ethical behaviour by purchasing (Carrigan & Attalla, 2001). Another way to understand Carrigan & Attalla (2001) is that genuinely ethical consumers expect the firm to act ethically and do not believe in rewarding them for expected normal behaviour.

Finally, the EMCB scale displays higher validity than actual behaviours measurements through its ability to differentiate statistically between "members and nonmembers of an environmental group or cause" and "those who regularly donate to environmental charities and those who do not". This capacity allows the authors to respond to the critics of Auger &

Devinney's (2007), which was focusing on how can one relate to surveys answer to understand actual behaviours. However, the scale cannot be claimed to provide 100% validity about actual behaviours as no scale can do this. Nevertheless, this scale exhibits the possibility to segment the responses into segments of different behavioural clusters (Sudbury-Riley & Kohlbacher, 2015).

2) Consumer Susceptibility to Interpersonal Influence - Bearden et al. (1989):

This survey constructed by Bearden et al. in 1989, is a tool to give an outlook on the influenceability of a person, which is a personal characteristic that differs between individuals. It is focused on displaying the need to identify with someone else's image in the opinion of significant others by the consumption of products and/or brands. The measurement is constructed of twelve questions, all positively worded, using a Likert Scale from 1 to 7 (1 being "strongly disagree", and 7 being "strongly agree"). Through this measurement, two main dimensions are being tested. First of all, the normative dimension, which relates to meeting the social norms of the referral social group. The normative dimension acts as a pressure on the individual; this measurement looks at the individual's behavioural response to this pressure. The second dimension is the informational dimension, through which the individual gains information from others. The measurements look at the level of confidence and trust the individual encloses in other's capabilities to choose a behaviour, as well as how the individual uses and relies on others' knowledge. The score is then either calculated as two different scores or as an overall total representing susceptibility to interpersonal influence ranging from 12 to 84.

3) The Planned Behaviour Theory Formative Research Model - Ajzen (2019):

As presented in the Theoretical Review chapter, the Theory of Planned Behaviour (Ajzen, 1991) is one of the most renowned ways to understand how individual consumers behave depending on their intentions which are affected by three factors: Attitudes, Perceived Subjective Norms, Perceived Control. To include the theory as a measurement in our research, we have followed the Construction of Planned Behaviour Theory Questionnaire developed by Ajzen in 2019. The questionnaire construction contains two parts: the Formative Research and

the Pilot Questionnaire. As this research focused on a quantitative study, we have decided only to include the Formative part, as this allows the measurement of Attitudes' instrumental and experiential aspects, Perceived Norm's injunctive and descriptive aspects, Perceived Behavioural Control's capacity and autonomy aspects and finally the intention and past behaviour. This measurement provided the authors with a valuable quantitative method because of the Likert Scale format.

As shown earlier in the Theory of Planned Behaviour figure, multiple factors affect the actual behaviour. However, our research only focuses on the intentions to purchase during price promotion periods; therefore, the right-hand side of the figure where the attitude-behaviour gap happens is not relevant to our study. The right-hand side of this figure can be an opportunity for future research to focus on the actual behaviour during price promotion periods and therefore, use the Pilot Questionnaire from Ajzen (2019). While this questionnaire has the advantage of having been developed by the author behind the central concept of Planned Behaviour (Ajzen, 2019; Ajzen, 1991), it also has the disadvantage of being entirely new and consequently missing critical reviews of the validity and usage of the measurement. The authors have, nonetheless, decided to use this measurement as a way to test its use and potentially provide a review about the measurement.

d) Data Analysis Strategy

Data analysis is a process through which raw data becomes reliable with results that might or not be the ones researchers are looking for. To use high-quality data and provide valuable results to this research, the authors have undertaken a few steps to prepare the data and results.

1) Data validation

Data validation is the action to check that the respondents that have taken the time to answer the survey, are actually part of the targeted sample. To verify this, the research needs to have a clear population target. For this research, the target was any person living in the United Kingdom. Therefore, the first validation criteria was focused on the answer to:

- *Do you currently live in the United Kingdom or are you a British Citizen?*

Whenever the answer to that question was a "yes", the survey response was validated and taken into account for results.

The second validation criteria were based on the importance of the survey to be fully answered. Because the SEM model of analysis includes three variables, we had to make sure that the measurements for each were present and valid. Therefore, any responses which were not completed fully has been taken out of the survey for reliability concerns.

Finally, our last validation criteria were to be over the age of 18 years. This comes from the fact that a person of less than 18 years of age is more unlikely to be the person doing shopping and choosing products regularly. Therefore, to increase the validity of results, the authors have decided to exclude any survey that was containing "less than 18 years old".

2) Data coding

Data coding is the process by which the measurements are made relevant and valid for the model to be computed, by turning scales into a single score or by using dummy variables.

For the measurement of Ethicality, the Ethically Minded Consumer Behaviour scale Sudbury-Riley and Kohlbacher (2015), the authors decided to use each individual's average to the ten questions which make up the scale. This results allowed them to compute one single value for Ethicality, making the program a bit less complicated.

For the measurement of Susceptibility to Interpersonal Influence from Bearden et al. (1989), which is composed of twelve questions, the authors established each individual's sum relating to the scale's questions. This system allowed them to compute on a single value, ranging from 0 up to 84. The higher the score, the more likely a person is to take into account their social groups' norms and values into account when behaving.

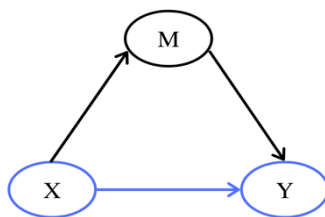
Finally, for the Theory of Planned Behaviour from Ajzen (1991), the researchers had to divide the theory into three separate models. Therefore, each model focused on one of these variables: attitudes, subjective perceived norms, and perceived control. The researchers used a final overall model to check the robustness of the three separate models. Each variable of the TPB was constructed of two questions; therefore, the researchers have determined the average of the two questions for each variable and inputted the average as the variable value.

3) Regression analysis in Stata as a Structural Equation Model (SEM)

To compute the model analysis and test the hypotheses, the authors used the statistical software Stata because one of the them was formed in her previous studies on this particular program. To compute the analysis, we have decided to undertake a Structural Equation Model (SEM from now on). The SEM approach has developed more and more in the past twenty years and offers more analytical power. It is not only used for exploratory but also confirmatory and predictive analysis, and this provides the possibility for social sciences to computing indirectly observable concepts. SEM focuses on the presumed cause-effect assumptions which are being made about the reality (Westland, 2015). From the above description, the researchers recognised the opportunity for this research to use this method.

In the aim of testing the hypotheses, the research will implement the Mediation Analysis through a Structural Equation Model (SEM). This statistical method allows the researchers to have a clearer understanding on the direct and indirect effect “Ethicality”, the independent variable, has on the “Purchase Intention during price promotion periods”, which is the dependent variable.

The first action is to regress Y on X, to obtain the effect that Ethicality has on Purchase Intention, without taking into account the mediator, this will provide us with background base for the mediator, as no mediation can exist without a direct effect between the independent and the dependent variables. The graphical representation and the mathematical equation for this are as follows:

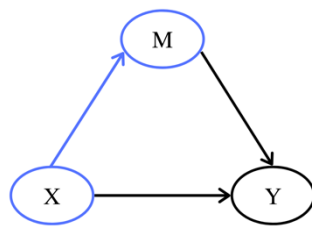


$$Y = \beta_0 + \beta_1 X + e$$

Figure 4: Effect of X on Y

Where e is the error term and Beta (β) represents the coefficient, and it is interpreted as “1 unit change in X leads to β units change in Y”. At this point, to be able to proceed with the analysis, it is necessary to make sure that the coefficient (β_1) is statistically significant.

We then continue by introducing the Mediator (M). In order for a variable to be considered as a Mediator, it must fulfil the condition under which the Mediator is affected by the independent variable (X). Therefore we obtain β_2 .

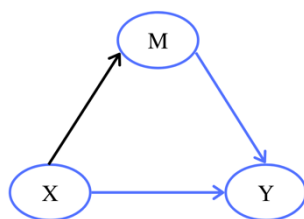


$$M = \beta_0 + \beta_2 X + e$$

Figure 5: Effect of X on M

Once tested the statistical significance of β_2 , we proceed to identify the effect that the Mediator has on the dependent variable Y, then we look at the effect of Y on X and M. The Direct effect of X on Y is given by β_4 , while the Indirect Effect of X on Y through the Mediator is given by $\beta_2 * \beta_3$ or by $\beta_1 - \beta_4$.

The Indirect Effect is also known as Mediation Effect.



$$Y = \beta_0 + \beta_4 X + \beta_3 M + e$$

Figure 6: Effect of X + M on Y

Finally, we can evaluate the statistical significance of the Mediation Effect, concluding whether there is no Mediation Effect, Partial Mediation or Full Mediation. Partial Mediation occurs when the effect of X on Y is still present, but in smaller magnitude, whilst the Full Mediation implies that X is no longer affecting the dependent variable.

e) Ethical aspects of the study

When considering the ethical aspects of research, one looks at how the analysis has been carried out and if it can have impacted external individuals/companies etc. in any ways. It is essential to survey while respecting the respondents' privacy, security (physical and mental), and free will. Therefore, an ethical form preceded the survey. The ethical form presented the rights of the respondents to abandon the questionnaire at any point if they wished to. Also, for privacy reasons, it was stated that the responses would be anonymous, and once used will be deleted. The aim and the use of the survey and the authors' identities were given.

V) Findings

a) Data outlook and cleaning

Table 2: Research Summary Statistics

Panel A: Overall Summary Statistics					
	Obs	Mean	Std. Dev.	Min	Max
Intention	213	3,74	2,4425	0	20
Ethicality	213	3,60	0,7574	1,3	5
Attitude	213	4,96	1,2940	1	7
PercNorm	213	4,54	1,3163	1	7
PercContr	213	5,19	1,3210	1	7

Panel B: Summary Statistics Female Group					
	Obs	Mean	Std. Dev.	Min	Max
Intention	82	3,57	2,3202	0	15
Ethicality	82	3,67	0,8138	1,3	5
Attitude	82	5,12	1,3060	1	7
PercNorm	82	4,82	1,2946	1,5	7
PercContr	82	5,16	1,3885	1	7

Panel C: Summary Statistics Male Group					
	Obs	Mean	Std. Dev.	Min	Max
Intention	126	3,88	2,5631	0	20
Ethicality	126	3,57	0,7288	1,5	5
Attitude	126	4,87	1,2918	1	7
PercNorm	126	4,38	1,3247	1	7
PercContr	126	5,19	1,2474	2	7

Table 3: *Susceptibility to Inter-personal Influence Score per Ethicality groups*

<i>Susceptibility to Inter-Personal Influence Score</i>					
<i>High Ethical score</i>			<i>Low Ethical score</i>		
<i>Mean</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>Min</i>	<i>Max</i>
53,40	20	82	39,69	13	65

As we can observe from Table 2, our sample consists of 213 observations, out of which 82 are Female, 126 Male and 5 Non-Binary. Together Female and Male make up for 98% of our sample, the other per cent being individuals relating as non-binary. In percentage terms, Female represent 38.50% of our sample, while Male make up for 59.15%. Their rather even distribution in our sample allows us to deepen our analysis and compare the results between the two categories, to offer a more detailed image of our results. According to Wooldridge (2016), the size of our sample is mainly sufficient to overpass the threshold required for assuming a normal distribution for variables. The overall sample is characterized by a Purchase Intention averaging at 3.74 units. When distinguishing between Female and Male, however, the first group registers a slightly lower average of 3.57, compared with 3.88 for the second group. It is essential, however, to mention the fact that the average of the Male group is subject to more prominent outliers, with a maximum of 20 units for the Purchase Intention, resulting so in a larger standard deviation compared to the Female group. Moving to our main explanatory variable, Ethicality, we do not observe substantial differences between the two groups. The mean score for the overall group amounts to 3.60, while for Female and Male it is at respectively 3.67 and 3.57, with highly similar minimum and maximum values.

As mediators, we use three different variables, namely Attitude, Perceived Norms and Perceived Control (Table 2). These three elements are part of the Theory of Planned Behaviour developed by Ajzen (1991). As previously explained in more details in the literature review, the Theory of Planned Behaviour indicates the likelihood of an individual to act in a particular manner (Ajzen, 2011; Ajzen, 1991). In other words, a higher score for Attitude, Perceived Norms, and Perceived Control correspond to higher predictability of the behaviour of an individual. Attitude was the first mediation considered, the average of the overall sample is of 4.96, on a scale from 1 to 7.

According to the TPB, 7 corresponds to having high attitudes, meaning very favourable for the evaluation or appraisal of the behaviour in question (Ajzen 1991, p. 188) and 1 to the contrary, with a standard deviation of 1.30. We do not observe any substantial difference between Female and Male. Moving to the second variable used as a mediator, Perceived Norms, we identify an average score of 4.54 for the entire sample, on a scale from 1 to 7, where 7 stands for “very concerned with the likelihood that essential referent individuals or groups approve or disapprove of performing a given behaviour and 1 for the opposite (Ajzen 1991, p.195). Dividing the sample by gender, it emerges that the Female group presents a slightly higher average, around 4.82, compared to the Male group, which indicates 4.38. Moving our attention to Perceived Control, our third and last variable used as a mediator, we notice a sample average of 5.16, on a scale from 1 to 7. According to the TPB, 7 corresponds to a high perceived ability to perform the given behaviour, while 1 indicate the contrary (Ajzen, 1991). There are no significant differences in summary statistics between Female and Male regarding Perceived Control.

Before jumping into the SEM analysis, we calculated the Susceptibility to inter-personal influence for each individual from our sample and divided the sample in two-part, based on the level of Ethicality (Bearden et al. 1989). Individuals with a level of Ethicality above average (3.60) have been placed in the High Ethical Group, while the ones below the average in the Low Ethical Group (Table 3). We find that on average, highly ethical individuals register a susceptibility to the inter-personal influence of 53.40, on a range from 12 to 84, substantially higher than the average of 39.69 of the Low Ethical Group. Regarding the extreme values, the first group registers a minimum of 20 and maximum of 82, compared with 13 and 65, respectively, for the Low Ethical Group. We believe that these results, even though only indicative, prepare the base for our empirical analysis. Our results are in line with the idea that the more ethical the individual is, the higher his interest in being part of a particular social group buying similar ethical products/brands which are working towards goals such as justice, human rights, and environmental sustainability. From this idea, one could say the individuals are more likely to be susceptible to interpersonal influence (Micheletti, 2003). As a consequence, as they give higher importance to what significant others think of them, we expect these individuals to score higher in TPB perceived norms, attitudes, and perceived control, driven by strong pressure from their groups (Bernadi, 2003).

b) Empirical Analysis

In line with Bryman and Bell (2013), the size of our randomly generated sample and the usage of regression analysis for the calculation of our estimates, offer us the necessary tools to be able to apply our results to a generalised context. This goes in hand with Westland (2015), which states that there are no norms regarding the required size of the sample used in an SEM method.

1. Without Mediator

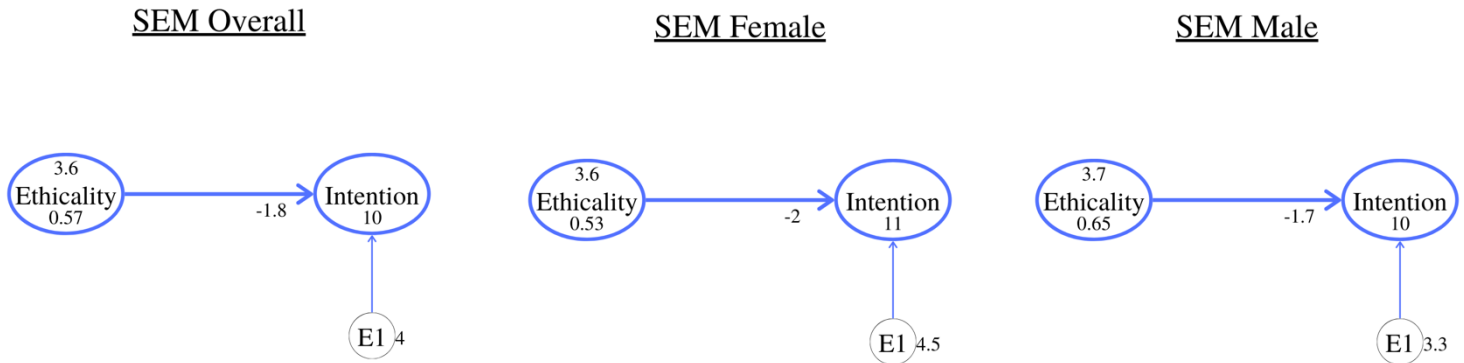


Figure 7: Direct relationship of X on Y

We started our analysis by estimating the relationship between the X and Y, in our case Ethicality and Purchase Intention. In Figure 7 above, we show the graphical representation of this relationship. Mathematically this relationship is represented as follows:

$$\text{Purchase Intention} = \beta_0 + \beta_1 \text{Ethicality} + e$$

Table 4: SEM without the Mediator

	SEM Overall	SEM Female	SEM Male
<i>Intention</i>			
<i>Ethicality</i>	-1.84***	-1.96***	-1.73***
	(0.181)	(0.259)	(0.249)

Standard error in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

In Table 4 above, we initially present the results for the Overall sample and further distinguish in two groups: Female and Male. Our findings suggest that a 1 unit increase in Ethicality leads to a reduction of -1.84 units in Purchase Intention, statistically significant at 99%. This allows us, therefore, to reject the null hypothesis and confirm supporting H1. In other words, when the Ethicality of an individual, increases by 1 unit, that person is expected to buy, on average, 1.84 less units during discount periods. Our results are in line with the theories from Jackson (2005), Wong, (2019) as well as Shaw et al. (2010); as they all show a reduction in consumption levels from ethical consumers, mostly by focusing on the advantages for the environment and other actors such as human rights and animal welfare for example. It is said that ethical are not purchasing based on factors like price and taste, but they are rather choosing depending on ethical issues because they feel a sense of obligation to others and identification with ethical issues (Shaw et al. 2010). These previous theories go hand in hand with the view of Soper (2014) which demonstrates the increasing responsibilities of the ethical consumers as they feel their duty to take action on the common goals of ethics, and this translates in a particular “alternative hedonism”. All these theories are helping to understand why an increase in Ethicality means a decrease in Units intended to be bought during price reduction periods, simply as ethical consumers are less price-sensitive, they are consuming with a purpose. They are trying to reduce the number of units they purchase by following ethical values for the common goal.

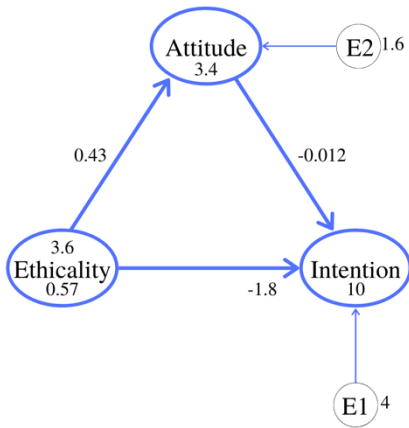
Analysing the two groups, we identify that for 1 unit increase in Ethicality the Female group is expected to buy -1.96 units less, compared with -1.73 for the Male group, highly statistically significant. These results suggest that while both Female and Male present a similar relationship, the effect is slightly stronger for the Female group.

2. With Mediator

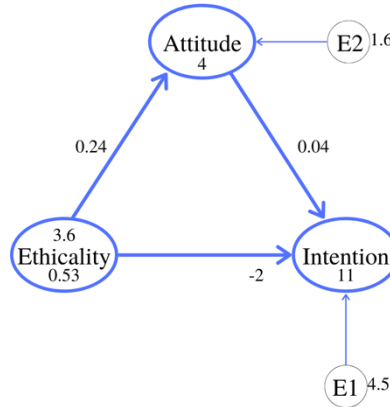
To move forward with our empirical study and check our hypotheses, we use Attitude, Perceived Norms and Perceived Control, which together form the Theory of Planned Behaviour, as mediators.

2.1. Attitude

SEM Overall with Attitude as Mediator



SEM Female with Attitude as Mediator



SEM Male with Attitude as Mediator

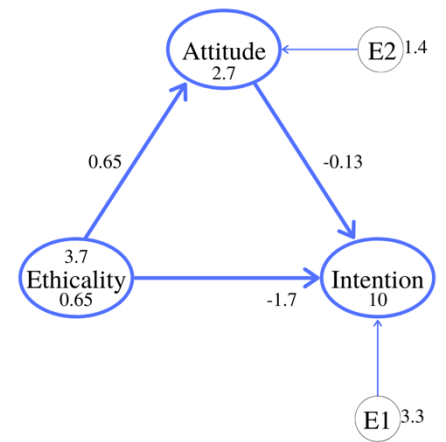


Figure 8: Attitude as Mediator

In Figure 8, we show the graphical representation of the attitude as Mediator in the model, enabling the reader to identify the Direct and Indirect effects Ethicality has on Purchase Intention, which have also been explained in the Hypothesis and Model Development chapter presented earlier. Mathematically we calculate the coefficients β_2 , β_3 and β_4 in the following equations:

$$Attitude = \beta_0 + \beta_2 Ethicality + e$$

$$Purchase Intention = \beta_0 + \beta_4 Ethicality + \beta_3 Attitude + e$$

Table 5: SEM Models with Attitude as Mediator

		SEM Overall	SEM Female	SEM Male
X on Mediator	Attitude			
	<i>Ethicality</i>	0.43***	0.24*	0.65***
		(0.113)	(0.156)	(0.162)
Mediator on Y	Intention			
	<i>Attitude</i>	-0.012	0.04	-0.13
		(0.109)	(0.157)	(0.169)
X and Mediator on Y	Direct Effect			
	Intention			
	<i>Ethicality</i>	-1.83***	-1.97***	-1.65***
		(0.187)	(0.262)	(0.273)
	Mediation Effect			
	Intention			
	<i>Ethicality</i>	-0.01**	0.01	-0.08**
	(0.021)	(0.035)	(0.113)	
R-Squared	0.324			

Standard error in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

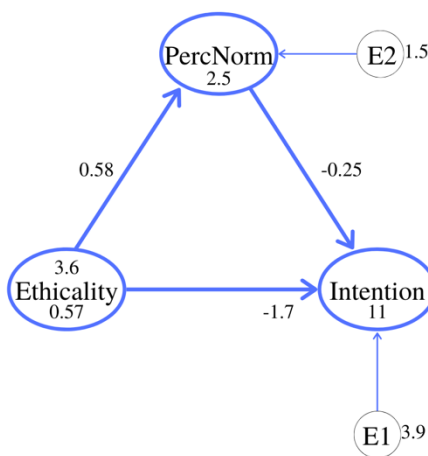
As we can observe from Table 5 - Step 2, $\beta_2 = 0.43$, meaning that a 1 unit increase in Ethicality results in 0.43 unit increase in Attitude, statistically significant at 95%. This allows us to reject the null hypothesis and validate results in favour of H2. In other words, being more ethical leads to higher Attitude score. This is in line with the idea that Shaw et al. (2010) that ethical consumers purchase with a purpose which make them feel good about themselves as they follow perceived obligation in line with their identities. As Soper (2014) the ethical consumerism is a new hedonism, and hedonism is shown to have impact on the way individuals think about themselves.

When distinguishing between Female and Male, we find that being ethical translates in an average effect 3 times stronger for Males when compared with Females.

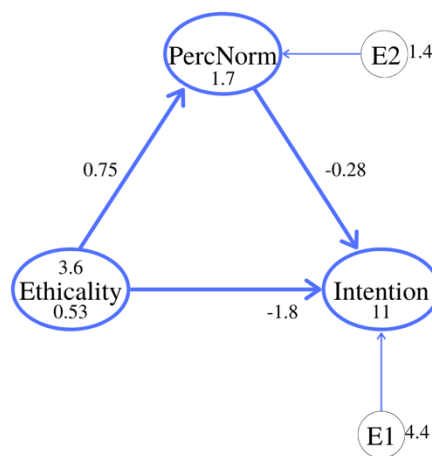
Moving to Step 3 and 4, we identify $\beta_3 = -0.012$ and $\beta_4 = -1.83$. Despite the fact that Attitude does not have a statistically significant impact on Intention, it still allows us to find a partial mediation effect of $-0.01 (=0.43 * -0.012)$, statistically significant at 95%. In other words, whilst a 1 unit increase in Ethicality leads to -1.84 units decrease in Purchase Intention, only -1.83 represents the direct effect, while -0.01 is explained by the influence of Attitude. We can, therefore, reject the null hypothesis in favour of H5. Our findings are supported by the idea that ethical individuals through their reduction in purchase achieve a sense of hedonism, and make them feel better about their experience than normal consumers (Shaw et al. 2010; Soper, 2014). Therefore, one could argue that because of the fact that the higher the Ethicality the higher the Attitudes, this relationships creates lower intentions to purchase during price reductions periods because reduction in consumption is the reasons of having Higher Attitudes. An interesting result emerges when distinguishing between Females and Males, as the mediation effect is only present in the Males group, with a magnitude -0.08 , statistically significant at 95%. In other words, for the Male group, 0.08 units of the total effect (-1.96) Ethicality has on Purchase Intention is explained by the influence of Attitude. Finally, as presented the Total effect Ethicality has on Purchase Intention is not explained by the influence of Attitude, therefore, one could related to the attitude-behaviour presented earlier in the theoretical background, which displayed that high attitudes when being ethical did not always translate in the intended behaviour.

2.2. Perceived Norms

SEM Overall PercNorm as Mediator



SEM Female PercNorm as Mediator



SEM Male PercNorm as Mediator

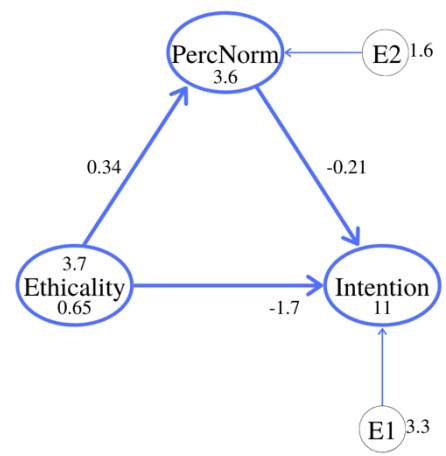


Figure 9: Perceived Norms as Mediator

For our second analysis, we use Perceived Norms as moderator (Figure 9) and as in the case of Attitude, we aim at calculating the coefficients β_5 , β_6 and β_7 in the following equations:

$$\text{Perceived Norms} = \beta_0 + \beta_5 \text{Ethicality} + e$$

$$\text{Purchase Intention} = \beta_0 + \beta_7 \text{Ethicality} + \beta_6 \text{Perceived Norms} + e$$

Table 6: SEM Models with Perceived Norms as Mediator.

		SEM Overall	SEM Female	SEM Male
X on Mediator	PercNorm			
	<i>Ethicality</i>	0.58**	0.75***	0.34**
		(0.112)	(0.147)	(0.171)
Mediator on Y	Intention			
	<i>PercNorm</i>	-0.25**	-0.28**	-0.21**
		(0.109)	(0.155)	(0.158)
X and Mediator on Y	Direct Effect			
	Intention			
	<i>Ethicality</i>	-1.69***	-1.75***	-1.66***
		(0.190)	(0.282)	(0.171)
	Mediation Effect			
	Intention			
	<i>Ethicality</i>	-0.14**	-0.21**	-0.07**
	(0.069)	(0.123)	(0.064)	
R-Squared	0.356			

Standard error in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

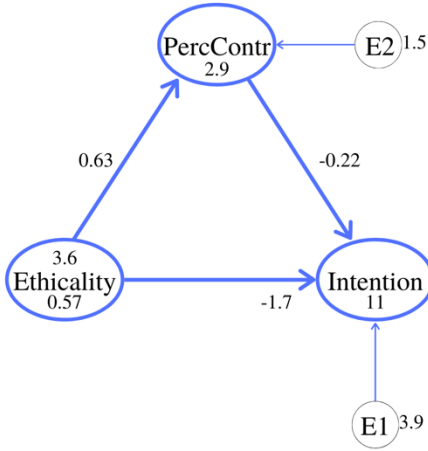
From Table 6 Step 2, we observe that a 1 unit increase in Ethicality leads to an increase of 0.58 points in Perceived Norms, statistically significant at 95%. Moreover, for the Female group we find a β_5 of 0.75 for the Female group, which is double the magnitude registered by the Male group. At this point, we can reject the null hypothesis in favour of H3. Because this study focuses on the number of units bought during price reductions period, a specific reason

can explain our results that ethical people appear to have higher perceived norms in the context. Ethical consumers are driven towards a reduction of consumption as seen in the theories by Wong (2019), and Jackson (2005) in the theoretical review part. These theories present the reasons behind the reduction of consumption levels when consumers start thinking ethically about their purchase. Also, ethical consumers are generally more likely to be part of a network or social group interested in ethical consumption as individual bond with alike valued people as presented with the Value Theory (Schwartz, 1992). Therefore, their normative network is more likely to judge negatively a high number of units being bought during price reductions, as they rely on the value of ethical consumption of consuming less. On the other hand, a normal consumer, being part of any normative group that is not focused on reducing their consumption such as ethical consumers, will not feel their number of units might be judged negatively by their peers. Therefore, the results presented here might be only contextual of the “number of units being bought” variable being the behaviour in question for the TPB analysis.

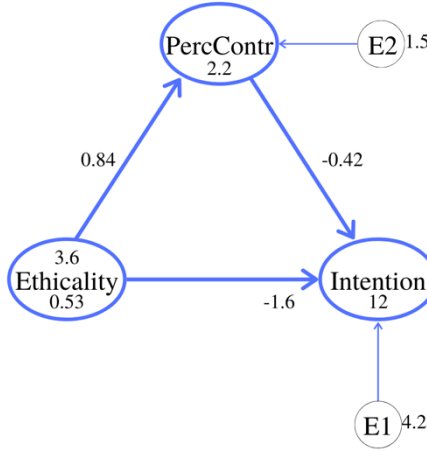
Proceeding with Steps 3 and 4, we identify $\beta_6 = -0.25$ and $\beta_7 = -1.69$. The findings allow us to reject the null hypothesis in favour of the H6, as we find a partial mediation effect of -0.14 ($=0.58 * -0.25$), statistically significant at 95%. Therefore, whilst a 1 unit increase in Ethicality leads to -1.84 units decrease in Purchase Intention, only -1.69 represents the direct effect, while -0.14 is explained by the influence of Perceived Norms. When distinguishing between Female and Male, we observe that the mediation effect is 3 times stronger for the first group, presenting an average of -0.21, compared with only -0.07 points of the second group. This differences between the groups can be backed by the theories that, in average, ethical consumers tend to be more often females (Peterson, Rhoads & Vaught, 2001; Chonko & Hunt, 1985; Akaah, 1989), this could explain their ability to rely more on a normative group as they are a higher number, and therefore, be more influenced by the perceived norms.

2.3. Perceived Control

SEM Overall PercContr as Mediator



SEM Female PercContr as Mediator



SEM Male PercContr as Mediator

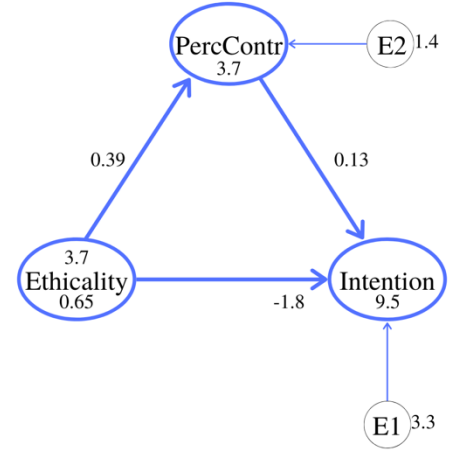


Figure 10: Perceived Controls as Mediator

The third mediator used in our analysis is Perceived Control (Figure 10) and as in the previous two cases, we aim at calculating the coefficients β_8 , β_9 and β_{10} in the following equations:

$$\text{Perceived Control} = \beta_0 + \beta_8 \text{Ethicality} + e$$

$$\text{Purchase Intention} = \beta_0 + \beta_{10} \text{Ethicality} + \beta_9 \text{Perceived Control} + e$$

Table 7: SEM Models with Perceived Controls as Mediator

		SEM Overall	SEM Female	SEM Male
X on Mediator	PercContr			
	<i>Ethicality</i>	0.63***	0.84***	0.39*
		(0.111)	(0.152)	(0.163)
Mediator on Y	Intention			
	<i>PercContr</i>	-0.22**	-0.42***	0.13
		(0.110)	(0.147)	(0.167)
X and Mediator on Y	Direct Effect			
	Intention			
	<i>Ethicality</i>	-1.70***	-1.61***	-1.79***
		(0.111)	(0.281)	(0.257)
	Mediation Effect			
	Intention			
	<i>Ethicality</i>	-0.14*	-0.35**	-0.05
		(0.074)	(0.139)	(0.068)
R-Squared	0.363			

Standard error in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

According to the findings presented in Table 7, $\beta_8 = 0.63$, statistically significant at 99%. In other words, a 1 unit increase in Ethicality translates into 0.63 points increase in Perceived Control. Moreover, we find that These findings are in line with the theory of Shaw et al. (2010) which states that shows that ethical consumers are driven by ethical issues and the sense of obligation to others and identification with ethical issues, this along with the responsibilities of the ethical consumer as hedonistic which makes the consumer being in charge makes clear the sense that the individual will work upon the behaviour wished. The behaviour wished for the ethical consumer in this context is a certain number of units being bought during the price reductions periods, the question in the survey was focused on knowing if the consumer is feeling able and in control to buy the particular amount they intend to buy and not more. As the theory shows, because ethical consumer purchase with a certain purpose

(Shaw et al. 2010) they are more likely in control to not buy more than their intended amount of units. While on the other hand, a normal consumer, part of the consumerist society, does not feel completely in control of their ability to not buy more during the price reduction period, firstly because they do not have a particular reason to not buy more, and second, because their social group will not input negative impact because of the units the individual bought. At this point, we can reject the null hypothesis in favour of H4. From Table 7, we notice that $\beta_9 = -0.22$, while $\beta_{10} = -1.70$. Based on this empirical evidence, we reject the null hypothesis in favour of the H7, as we find a partial mediation effect of -0.14 ($0.63*-0.22$), statistically significant at 90%. Our results suggest that whilst a 1 unit increase in Ethicality leads to -1.84 units decrease in Purchase Intention, only 1.70 represents a direct effect, while -0.14 is explained by the influence of Perceived Control. Our findings are in line with the theory above of Shaw et al. (2010) which shows that ethical consumers buy with a purpose of reduction in units. From this theory we can understand that the internal values of the individual provide him/her with a certain type of control over not wanting to buy more than the quantity they intend to buy. An interesting result emerges when distinguishing between Females and Males, as the mediation effect is only present in the Females group, with a magnitude -0.35, statistically significant at 95%.

C) Robustness Check:

For the last part of our empirical paper, we run the model using all 3 Mediators (Attitude, Perceived Norms and Perceived Control) simultaneously, in order to capture the full effect emerging from the Theory of Planned Behaviour. This allows us to check the robustness of our model and look at the multicollinearity score (VIF) to verify the validity of the above results. We start from our initial equation, which gave us β_1 to be equal to -1.8, -1.96 and -1.7 for the Overall Sample, Female Group and Male Group respectively:

$$\mathbf{Purchase\ Intention = \beta_0 + \beta_1 Ethicality + e}$$

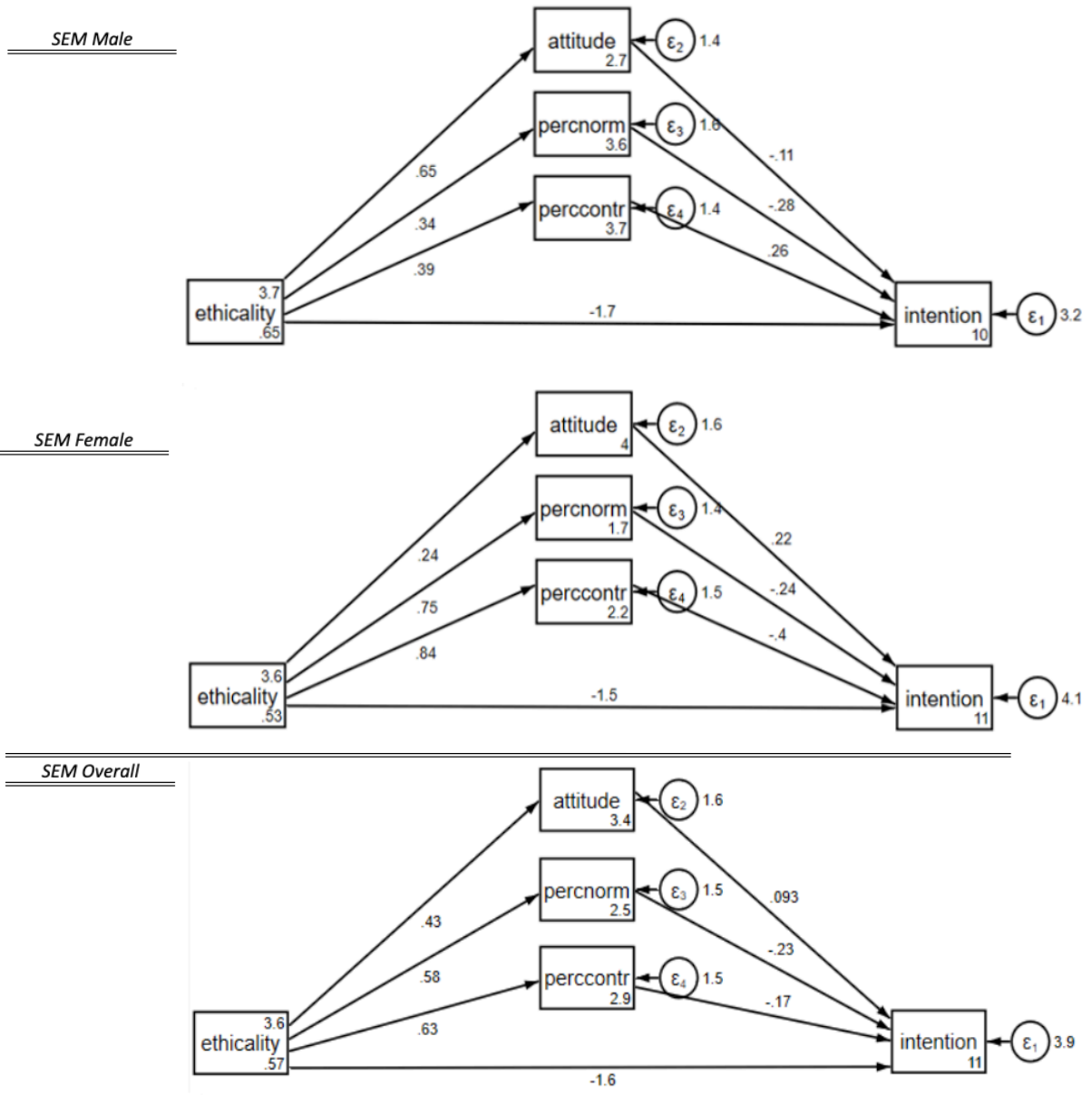


Figure 11: SEM with Attitudes, Perceived Norms and Perceived Control as Mediators.

In Figure 11, we illustrate the graphical representation of the equation:

$$Purchase\ Intention = \beta_0 + \beta_5 Ethicality + \beta_6 Attitude + \beta_7 Perceived\ Norms + \beta_8 Perceived\ Control + e$$

Table 8: SEM Models with 3 variables as Mediators.

		SEM Overall	SEM Female	SEM Male
X on Mediator	Attitude			
	<i>Ethicality</i>	0.43***	0.24*	0.65***
		(0.113)	(0.156)	(0.161)
	PercNorm			
	<i>Ethicality</i>	0.58***	0.75***	0.34**
		(0.112)	(0.147)	(0.171)
	PercContr			
	<i>Ethicality</i>	0.63***	0.84***	0.39*
	(0.111)	(0.152)	(0.163)	
Mediator on Y	Intention			
	<i>Attitude</i>	0.09	0.22	-0.11
		(0.114)	(0.154)	(0.173)
	<i>PercNorm</i>	-0.24**	-0.24**	-0.28**
		(0.119)	(0.167)	(0.179)
	<i>PercContr</i>	-0.17**	-0.40***	0.26
	(0.197)	(0.154)	(0.179)	
X and Mediator on Y	Direct Effect			
	Intention			
	<i>Ethicality</i>	-1.64***	1.49***	-1.7***
		(0.197)	(0.289)	(0.252)
	Mediation Effect			
	Intention			
	<i>Ethicality</i>	-0.20**	-0.47***	-0.03**
		(0.090)	(0.168)	(0.134)
R-Squared	0.427			

Standard error in parentheses *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

According to our findings in Table 8, Female and Male appear to be affected differently by their level of ethicality. On one side, the Female group registers higher impact on Perceived Norms and Perceived Control, whilst the Male group registers stronger impact on Attitude. We recall the findings presented in Table 4, under which a 1 unit increase in ethicality translates into a reduction in Purchase Intention of -1.84 for the entire sample, -1.96 for the Female group, and -1.73 for the Male group. Regarding the mediation effect we found partial mediation in both the overall sample as well as when distinguishing based on gender. However, whilst the mediation effect has a magnitude of -0.47 for the Female group, it is only -0.03 for the Male group. Our results, therefore, suggest that whilst Female present a stronger relationship between Ethicality and Purchase Intention, around 23% ($= 0.47/1.96$) of the effect is actually explained by the Planned Behaviour Theory.

Regarding the predictive power of our models, we observe from Tables 5, 6 and 7 an R-squared of 0.324, 0.356 and 0.363, respectively. In other words, this means that our models predict around 32.4%, 35.6% and 36.3% of the variation in the Purchase Intention during discount periods, depending on whether the mediator chosen is Attitude, Perceived Norms or Perceived Control. For the final model, in which we calculate the mediation effect using all 3 mediators simultaneously, we obtain an R-squared of 42.7% (Table 8).

Table 9: Robustness test with VIF Values

Variable	VIF	1/VIF
<i>PercNorm</i>	1,37	0,7313
<i>PercContr</i>	1,29	0,7739
<i>Attitude</i>	1,19	0,8433
Mean VIF	1,25	

In order to make our estimates more robust and precise, we run the VIF test. By doing so, we are able to check for multicollinearity issues, which adversely impact the statistical power of our model. From Table 9, we observe a VIF score inferior to 5 for each independent variable, meaning that there is no multicollinearity issue in our model.

VI) Limitations of the Research

In terms of limitations, multiple axes of thinking came up. First of all, the survey has only been carried in the United Kingdom, which can maybe be a bubble of unusual behaviour, which do not translate the same in other territories. The society's values and norms do affect the results, and therefore, this makes the limitations of the study.

Second, some respondents came back to us through the email provided on the survey sharing, about the understanding of the questions related to the TPB. It was said a few times that the model was not easy to understand. Consequently, this results in a limitation as the misunderstanding of the model could bias our results. However, we have followed the construction indications provided by Ajzen (2019).

VII) Future research opportunity

This research has focused on the United Kingdom, which is closely related to the type of consumption society there is in the United States of America. Therefore, further study could focus on a more European kind of society like France, Spain or Germany where price reduction periods are renown but do not get as crucial as in the UK.

Finally, through the focus on price reduction periods, the research assumes a particular context which can maybe not be compared to standard consumption time. It would be, consequently, necessary to undertake a similar study with a similar model to be able to compare the results in regular times and reduction periods times.

VIII) Conclusions

This research has focused intensively on the impact of Ethicality on Intention to Purchase during price reduction periods while having TPB as a mediator. As recommended by Shaw et al. (2010), an SEM model has been used, and what resulted has delivered some value to take away for academics as well as for marketing practitioners.

The model showed a clear presence of mediation between Ethicality and Intention to Purchase during price reduction periods by TPB. This results in a demonstration for the need for a better understanding of the TPB and the forces that act on the TPB in terms of consumer behaviour understanding and prediction. By knowing better what and why the ethical consumer has a different behaviour during price reduction periods compared to typical consumers, it allows brands to discerning new possible approaches that could help them to attract ethical consumers still. As showed in this study, it was confirmed that the more ethical a person is, the less likely they are to buy units during price reduction periods due to ethical concerns that make them reduce their consumption level. This result was in line with previous studies presented in the theoretical background. However, this study went further and partly explained why being more ethical results in less Intention to purchase during price reduction periods through using TPB.

First of all, the Attitudes, which happened to be higher, the more ethical the individual is. Our result also showed that the higher the Attitudes, the lower the Intention to purchase, which can be explained by the fact that ethical people are consuming with a purpose and get more emotional value out of their purchase or non-purchase than a regular consumer buying another load of goods. For the Perceived Norms, it was shown that the higher the Ethicality, the higher the Perceived Norms, which then turned into less Intention to Purchase which can be explained by the fact that Normative groups around Ethical Consumers focus on the reduction of consumption. This is also backed by the Susceptibility to interpersonal influence which displayed that the higher the Ethicality, the more the individual cares about the opinion of his/her actions being judged by their significant others. Finally, the Perceived Control showed that the higher the Ethicality, the higher the Perceived Ability of the individual to stick to his units intended to be bought and not buy more, partially due to the link with perceived norms where buying more could end up in a negative impact in their socialisation with their normative group/peers.

IX) References

- Aertsens, J., Verbeke, W., Mondelaers, K., & Huylenbroeck, G. V. (2009). Personal Determinants of Organic Food Consumption: A Review, *British Food Journal*, vol. 111, no. 10, pp. 1140-1167, Available online: https://orgprints.org/16912/1/Aertsens_2009_Personal_determinants_of_ORGANIC_FOOD_CONSUMPTION.pdf [Accessed 9 April 2020]
- Agarwal, J., & Malhotra, N. (2005). An Integrated Model of Attitude and Affect, *Journal of Business Research*, vol. 58, no. 4, pp. 483-493, Available online: https://www.sciencedirect.com/science/article/pii/S0148296303001383?casa_token=3xu9C6irAlEAAAAA:jBM0fhGcD0n2WX1aVwknXsqrqJ5SpKvd04uBpX3RgJXVgZKSWVnIKPglIpKB22iDIUXXsqcOKor [Accessed 8 April 2020]
- Ajzen, I. (1991). The Theory of Planned Behavior, *Organizational Behavior and Human Decision Processes*, vol. 50, pp. 179-211, Available online: https://www.dphu.org/uploads/attachements/books/books_4931_0.pdf [Accessed 5 April 2020]
- Ajzen, I. (2001). Nature and Operation of Attitudes, *Reviews of Psychology*, vol. 52, no. 1, pp. 27-58, Available online: https://www.researchgate.net/publication/12181656_Nature_and_Operation_of_Attitudes [Accessed 7 April 2020]
- Ajzen, I. (2011). The Theory of Planned Behaviour: Reactions and Reflections, *Psychology & Health*, vol. 26, no. 9, pp. 1113-27, Available online: <https://www.tandfonline.com/doi/full/10.1080/08870446.2011.613995> [Accessed 5 April 2020]
- Ajzen, I. (2019). Constructing a Theory of Planned Behavior Questionnaire, Available online: <http://people.umass.edu/~ajzen/pdf/tpb.measurement.pdf> [Accessed 20 April 2020]
- Ajzen, I., & Driver, B. L. (1991). Prediction of Leisure Participation from Behavioral, Normative and Control Beliefs: An Application of the Theory of Planned Behavior, *Leisure Sciences*, vol. 13, no. 3, pp. 185-204, Available online: https://www.researchgate.net/profile/Icek_Ajzen/publication/233896565_Prediction_of_Leisure_Participation_from_Behavioral_Normative_and_Control_Beliefs_An_Application_of_the_Theory_of_Planned_Behavior/links/0c96053a0617b6b859000000.pdf [Accessed 7 April 2020]
- Ajzen, I., & Fishbein, M. (2005). The Influence of Attitudes on Behavior, *The Handbook of Attitudes*, vol. 173, no. 221, pp. 31
- Ajzen, I., & Fishbein, M. (2008). Scaling and Testing Multiplicative Combinations in the Expectancy-Value Model of Attitudes, *Journal of Applied Social Psychology*, vol. 38, no. 9, pp. 2222-2247, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1559-1816.2008.00389.x?casa_token=fvUJZTQUtZ8AAAAA:HUAMTaQyzq6BqHQth8RUGomKFVw-M13MmgppXe7yG1ODCRqYlrY7FaQyP9E0YgaZI-Z5U1YRd4gmolRX [Accessed 7 April 2020]

Akaah, I. P., & Riordan, E. A. (1989). Judgments of Marketing Professionals About Ethical Issues in Marketing Research: A Replication and Extension, *Journal of Marketing Research*, vol. 26, no. 1, pp. 112-120, Available online: https://www.jstor.org/stable/pdf/3172674.pdf?casa_token=lipf_vZhjkAAAAA:7vpa0fvWIAzu2qMhESk63gIpHTE4bp5I0-WHmqDsTtq6auRcS00Wt-TflvUNmApSc4_6jL2UyAxiMab7uzkMuL1z5zz3DZnI55pRXvAGRICSCVY9n8G29w [Accessed 20 April 2020]

Anderson Jr, W. T., & Cunningham, W. H. (1972). The Socially Conscious Consumer, *Journal of Marketing*, vol. 36, no. 3, pp. 23-31, Available online: https://www.jstor.org/stable/pdf/1251036.pdf?casa_token=YKjiPsLQNTUAAAAA:blbMV4fImJoe3dI8GAZqAFo7sI6JINJx21zN-b_dihrtMLgcd4KGiQn2YSHyptNmhVvpWMgPy6mNaNWbVJrOqJv7f9YQjG0KKDw5qF47I550Y2ZcicRyag [Accessed 13 April 2020]

Annual Retail Survey. (2019). United Kingdom: KPMG, Available online: <https://assets.kpmg/content/dam/kpmg/uk/pdf/2019/01/kpmg-annual-retail-survey-2019.pdf> [Accessed 19 April 2020]

Auger, P., & Devinney, T. M. (2007). Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions, *Journal of Business Ethics*, vol. 76, no. 4, pp. 361-383, Available online: https://www.jstor.org/stable/pdf/25075526.pdf?casa_token=nf_zwzxIYSUAAAAA:ZmckuGBcQXAYTYeEtkKkwaroF_yeOuKZDAVdBuljL0bBsM0hFH8foany6j6eLTGkueIU-bekyips5aihDxNONWrduvDy-RfgM1MEQ1qAxMRa7TbKxHHq3Q [Accessed 3 May 2020]

Awasthi, A. K., & Singhal, M. (2014). Exploring the Domains of Consumer Perceived Ethicality, *Journal of Management Research*, vol. 14, no. 2, pp. 101-108, Available online: https://www.researchgate.net/profile/Idris_Aida/publication/302958708_Flexible_Working_as_an_Employee_Retention_Strategy_in_Developing_Countries_Malaysian_Bank_Managers_Speak/links/573446b008ae9ace840748b9/Flexible-Working-as-an-Employee-Retention-Strategy-in-Developing-Countries-Malaysian-Bank-Managers-Speak.pdf?origin=publication_detail&ev=pub_int_prw_xdl&msrp=rNGbcsaLV66aeck1etKuDQqE2xURvER8nvSicVTvS3ZQrFduP7V3X6XLvjYxWHgFYFnQybxv6fxkSy7zvNCJFeROeZ_M-qVtWw6qmTQOjwpSOJNY_bduYoe2.TeYpCjmoioxf3to0GW5RUF4j3p4wGBt8Vt6mOjLQiMWnKyUnkoYf3cq8LJtE-E-AVerFfcqKxHZ7MlsyUjnxlETvGd19F9e0a5ARaA.86oWRqfikGIioTg0JLYqpOKrEQ1_CxLzhLDxQH0L4KqEHm8XkqpWlgmBCFnOL4oeZ09ZCeRwXYOcSv8IqMLHUEny14ywP7C-8q476A.NflEaiDi5UMwQxNyIB3MerTr1pJp86MGetC_W4rlNYOWGvpXo-s7yaThMYewWiJXOmVBkBr3VxXsrZ2zF1lPvSw-mntqFN1s6Ot1kg#page=33 [Accessed 7 April 2020]

Bandura, A. (1982). Self-efficacy Mechanism in Human Agency, *American Psychologist*, vol. 37, no. 2, Available online: https://s3.amazonaws.com/academia.edu.documents/60667388/Self-Efficacy_Bandura198220190922-26039-1x6po9t.pdf?response-content-disposition=inline%3B%20filename%3DSelf-Efficacy_Mechanism_in_Human_Agency.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=ASIATUSBJ6BAGHWV646T%2F20200527%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Date=20200527T213417Z&X-Amz-Expires=3600&X-

Amz-SignedHeaders=host&X-Amz-Security-Token=IQoJb3JpZ2luX2VjEG0aCXVzLWVhc3QtMSJHMEUCIQDdWEKeBDO9tegie4XESWPERZXY%2BiFj07LYSpEynrCIAIge099T9T478pC3S1E9eVv3BybtijEliIcY8y6FKNU3mQqvQMIxv%2F%2F%2F%2F%2F%2F%2F%2F%2F%2F%2FARAAGgwyNTAzMTg4MTEyMDAiDGDsWIRrfaOtQyh9ESqRA2V68YwutwXmCGVxv1AhkPXCXDoP4j44X7YtE6trY6lfuG8nKp5a%2FqvpFu0utnwzaaRNzfbSrj74suAPOZpUGPC0A2EHnlVZdkqUKrfXEjOgQRgdjVrt0TDtAkzIkFq5ryw5fetCyKgHARDY8nWpvnoCVNRigRR9tcKYafi9UGVtQZsTC3b1rLbuXSzeTywpr7kXb7dgbTDv8tn4Wep13lrU7%2BgBEfjgwtRiaEcP80UZk3ClfgrJ5e01ctoILK39M5DVNa%2BIWAXtWz08cW0HazU8cSUW22nNcC2efPmgilaloJIZw7lpcfuCWUTFeAdz%2FwNVtYac120wnuzWSIAJkkuAMjOAJHeyyTOUdm3FwVF0UNocF4xPf01XeOGZijAm2L1fvGk4ECSErB2m3M9gi8gW2%2BlcN3xJLE4N%2Fo3rEfXQ0u5RoQtJPqytpYfKvHsfyhNMjmfHfn6rbP6xIqtdQECPS6WoDCrtJPMoDBaeD2uy3u0WKBiXGZjmT6LMcy%2BfgRPO8cgWT1BC6WR3JIJFsvVMJKru%2FYFousBPf8qTx8yOnm32IpNuTPK1TE8MQulGC%2FEMDFKu5GfApJfpebTZPs3eM4E9iOwX1WqdQIDqCzEXUpw%2Fz1SJARKMjuHQ1Ox84vZtqraN67Oahg9H2Y2gIG%2BAD62jUSaCQA3GDkkl1Wh%2FxF8n2OJdHyddsxTRUI%2FwwoyZOGIheOD30AMMWarwJc4mlDkO0hmy%2B9c2d0azcCIIXRCqJBi17zYU2%2Fd6akUmPtFuE%2BJ6avlM204Qng7hN%2FdjeKwPnYmRPz4TEWsnRI5LtYYol7pl%2F92F%2B%2Fm5w%2Fmt4TIWE54jlo3X263gQxnin68Rg2xBQ%3D%3D&X-Amz-Signature=8e1131d6c39d9083661e50b1e6c0cf2dfae46d5ac25c511fd97860040d739c15
 [Accessed 10 April 2020]

Bandura, A. (2006). Guide for Constructing Self-Efficacy Scales, *Self-efficacy Beliefs of Adolescents*, vol. 5, no. 1, pp. 307-337, Available online: https://s3.amazonaws.com/academia.edu.documents/54768363/questionnaire__BanduraGuide2006.pdf?response-content-disposition=inline%3B%20filename%3DGUIDE_FOR_CONSTRUCTING_SELF-EFFICACY_SCA.pdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=ASIAUSBj6BAO2ZHR4HV%2F20200527%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Date=20200527T213514Z&X-Amz-Expires=3600&X-Amz-SignedHeaders=host&X-Amz-Security-Token=IQoJb3JpZ2luX2VjEG0aCXVzLWVhc3QtMSJHMEUCIQDdWEKeBDO9tegie4XESWPERZXY%2BiFj07LYSpEynrCIAIge099T9T478pC3S1E9eVv3BybtijEliIcY8y6FKNU3mQqvQMIxv%2F%2F%2F%2F%2F%2F%2F%2F%2F%2FARAAGgwyNTAzMTg4MTEyMDAiDGDsWIRrfaOtQyh9ESqRA2V68YwutwXmCGVxv1AhkPXCXDoP4j44X7YtE6trY6lfuG8nKp5a%2FqvpFu0utnwzaaRNzfbSrj74suAPOZpUGPC0A2EHnlVZdkqUKrfXEjOgQRgdjVrt0TDtAkzIkFq5ryw5fetCyKgHARDY8nWpvnoCVNRigRR9tcKYafi9UGVtQZsTC3b1rLbuXSzeTywpr7kXb7dgbTDv8tn4Wep13lrU7%2BgBEfjgwtRiaEcP80UZk3ClfgrJ5e01ctoILK39M5DVNa%2BIWAXtWz08cW0HazU8cSUW22nNcC2efPmgilaloJIZw7lpcfuCWUTFeAdz%2FwNVtYac120wnuzWSIAJkkuAMjOAJHeyyTOUdm3FwVF0UNocF4xPf01XeOGZijAm2L1fvGk4ECSErB2m3M9gi8gW2%2BlcN3xJLE4N%2Fo3rEfXQ0u5RoQtJPqytpYfKvHsfyhNMjmfHfn6rbP6xIqtdQECPS6WoDCrtJPMoDBaeD2uy3u0WKBiXGZjmT6LMcy%2BfgRPO8cgWT1BC6WR3JIJFsvVMJKru%2FYFousBPf8qTx8yOnm32IpNuTPK1TE8MQulGC%2FEMDFKu5GfApJfpebTZPs3eM4E9iOwX1WqdQIDqCzEXUpw%2Fz1SJARKMjuHQ1Ox84vZtqraN67Oahg9H2Y2gIG%2BAD62jUSaCQA3GDkkl1Wh%2FxF8n2OJdHyddsxTRUI%2FwwoyZOGIheOD30AMMWarwJc4mlDkO0hmy%2B9c2d0azcCIIXRCqJBi17zYU2%2Fd6akUmPtFuE%2BJ6avlM204Qng7hN%2FdjeKwPnYmRPz4TEWsnRI5LtYYol7pl%2F92F%2B%2Fm5w%2Fmt4TIWE54jlo3X263gQxnin68Rg2xBQ%3D%3D&X-Amz-Signature=8e1131d6c39d9083661e50b1e6c0cf2dfae46d5ac25c511fd97860040d739c15

Signature=f716e0d15b97691704e8466ca7eb97e87480c112a02178704e7e0b608e84c6ef
[Accessed 10 April 2020]

Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of Consumer Susceptibility to Interpersonal Influence, *Journal of Consumer Research*, vol. 15, no. 4, pp. 473-481, Available online: https://www.jstor.org/stable/pdf/2489543.pdf?casa_token=J_IKhaGs-7YAAAAA:c8GYn8vSzqSniML_KuVL2cMT-gFLGuuovJiymhvS-c9tDpB9ZLZAL5npLneKoyuB8j-IF3X_3vb_Sjj1vmniBxqYNfwWMu2KnsVzSe1AjSv7V4iBlrN9Q [Accessed 7 May 2020]

Becker-Leifhold, C. V. (2018). The Role of Values in Collaborative Fashion Consumption-A Critical Investigation through the Lenses of The Theory of Planned Behavior, *Journal of Cleaner Production*, vol. 199, pp. 781-791, Available online: https://www.sciencedirect.com/science/article/pii/S0959652618319553?casa_token=NIjP6TdWcFgAAAAA:ACAbboa6jH23ts1A8bZCzFyQzEuvzKxs84Xp50ZoQ0J11bw82hUPYUnjjXyPSJ5IwGcsibOFZ6if [Accessed 6 April 2020]

Bernardi, L. (2003). Channels of Social Influence on Reproduction, *Population Research and Policy Review*, vol. 22, no. 5-6, pp. 427-555, Available online: https://www.researchgate.net/profile/Laura_Bernardi/publication/226709524_Channels_of_Social_Influence_on_Reproduction/links/54edcf920cf2e28308638079/Channels-of-Social-Influence-on-Reproduction.pdf [Accessed 10 May 2020]

Bettman, J. R. (1979). *An Information Processing Theory of Consumer Choice*, Reading: Addison-Wesley

Black Friday Shopping Report. (2018). United Kingdom: McKinsey, Available online: https://tcgsummit.com/wp-content/uploads/2018/10/181030-mckinsey_retail_black-friday-report.pdf [Accessed 18 April 2020]

Blackwell R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behaviour 9th Edition*, Fort Worth, TX: Harcourt College Publishers

Blaikie, N. (2010). *Designing Social Research Second Edition*, Cambridge: Polity

Bogomolova, S., Dunn, S., Trinh, G., Taylor, J., & Volpe, R. J. (2015). Price promotion landscape in the US and UK: Depicting Retail Practice to Inform Future Research Agenda, *Journal of Retailing and Consumer Services*, 25, 1-11.

Boote, A. S. (1981). Market Segmentation by Personal Values and Salient Product Attributes, *Journal of Advertising Research*, vol. 21, no. 1, pp. 29-35, Available online: <https://psycnet.apa.org/record/1981-22299-001> [Accessed 9 April 2020]

Bryman, A., & Bell, E. (2013). *Business Economics Research Methods Second Edition*, Stockholm: Liber

Campbell, C. (1987). *The Romantic Ethic and the Spirit of Modern Consumerism*, Oxford: Basil Blackwell

Carrigan, M., & Attalla, A. (2001). The Myth of The Ethical Consumer—do Ethics Matter in Purchase Behaviour?, *Journal of Consumer Marketing*, vol. 18, no. 7, pp. 560-578, Available

online: <https://pdfs.semanticscholar.org/d35b/2dbb357d479a9b64a9985da8e2f3e7596f25.pdf>
[Accessed 12 April 2020]

Carrigan, M., & Attalla, A. (2001). The Myth of the Ethical Consumer—do Ethics Matter in Purchase Behaviour?, *Journal of Consumer Marketing*, vol. 18, no. 7, pp. 560-578, Available online: <https://pdfs.semanticscholar.org/d35b/2dbb357d479a9b64a9985da8e2f3e7596f25.pdf>
[Accessed 3 May 2020]

Carrigan, M., Szmigin, I., & Wright, J. (2004). Shopping for a Better World? An Interpretive Study of The Potential for Ethical Consumption Within the Older Market, *Journal of Consumer Marketing*, vol. 21, no. 6, pp. 401-417, Available online: https://www.emerald.com/insight/content/doi/10.1108/07363760410558672/full/html?casa_token=YA-27VSnnfoAAAAA:yKJIVeIiVvb0OtJ1XvNXHB9HqCn4gmuijdpsspel5E8HQhbMJRR1XB_nMjdkDDdX6oB6GJXmDvTRr7WAtSWG7DYYXT0BWyk9bLv68oogSz4s81cpt3XiSw
[Accessed 14 April 2020]

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the Ethical Consumer Intention—Behavior Gap, *Journal of Business Research*, vol. 67, no. 1, pp. 2759-2767, Available online: https://www.sciencedirect.com/science/article/pii/S0148296312002597?casa_token=rGK2guVUSgoAAAAA:0_akwnzv4Zp_RLe7rvQ0OGxDE1HC1xwRaWzeJOMuygRKeyNXJUTjcwqGmh6tCofOyVT2pBcpYZuf
[Accessed 9 May 2020]

Carrington, M. J., Zwick, D., & Neville, B. (2016). The Ideology of The Ethical Consumption Gap, *Marketing Theory*, vol. 16, no. 1, pp. 21-38, Available online: https://journals.sagepub.com/doi/pdf/10.1177/1470593115595674?casa_token=SO7nlDUHNrIAAAAA:waInP8uHMe-iquv9ioywjRmXVLPWEpRWQjl4F6VO3hias0WIUSx00JMz81Uylz2TJgCC44-YL42H5qdA
[Accessed 7 April 2020]

Chan, K. (2000). Market Segmentation of Green Consumers in Hong Kong, *Journal of International Consumer Marketing*, vol. 12, no. 2, pp. 7-24, Available online: https://www.tandfonline.com/doi/pdf/10.1300/J046v12n02_02?casa_token=oEHr0fB7REAAAAAA:BTkecrASrlgRY2zcZV_4q2TD-LPGUEIk52z9U6RRuDOr6-1A7F0s3X4M59yWy9QT1mDzcaGGz_wyJY
[Accessed 7 April 2020]

Chonko, L. B., & Hunt, S. D. (1985). Ethics and Marketing Management: An Empirical Examination, *Journal of Business Research*, vol. 13, no. 4, pp. 339-359, Available online: <http://sdh.ba.ttu.edu/JBR85%20-%20Ethics%20and%20Marketing%20Management.pdf>
[Accessed 17 April 2020]

Cowe, R. & Williams, S. (2000). Who are Ethical Customers?, The Cooperative Bank, Available Online: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.458.5207&rep=rep1&type=pdf>
[Accessed 5 April 2020]

Crane, A. & Matten, D. (2016). Business Ethics: Managing Corporate Citizenship and Sustainability in The Age of Globalization, London: Oxford

Cutcher, N. (2020). Zero-Waste Warriors: Meet the People whose Household Rubbish Fits in a Jam Jar, The Guardian, 6 May, Available Online:

<https://www.theguardian.com/environment/2020/may/06/zero-waste-warriors-meet-the-people-whose-household-rubbish-fits-in-a-jam-jar> [Accessed 19 April 2020]

Dawson, L. M. (1997). Ethical Differences between Men and Women in The Sales Profession, *Journal of Business Ethics*, vol. 16, no. 11, pp. 1143-1152, Available online: https://www.jstor.org/stable/pdf/25072979.pdf?casa_token=D1yASogbE3cAAAAA:e8F40WFfgjOO7zJycjZ-XmnTagllJzpqikd368YGUfOuNSPC6XefgaRjAR8U7QKB_5dcW14sRu7Glfqo8IxkyjiiSXP SJ-ou48jj5CJe1PQjQZQ4bziug [Accessed 21 April 2020]

De Pelsmacker, P., Driesen, L., & Rayp, G. (2005). Do Consumers Care About Ethics? Willingness to Pay for Fair-Trade Coffee, *Journal of Consumer Affairs*, vol. 39, no. 2, pp. 363-385, Available online: <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1745-6606.2005.00019.x> [Accessed 11 April 2020]

Dean, M., Raats, M. M., & Shepherd, R. (2008). Moral Concerns and Consumer Choice of Fresh and Processed Organic Foods, *Journal of Applied Social Psychology*, vol. 38 no. 8, pp. 2088-2107, Available online: https://onlinelibrary.wiley.com/doi/full/10.1111/j.1559-1816.2008.00382.x?casa_token=lynw-mo5YEGAAAAA:zT-2awBz_6wmT3eYL3NT5q7BKK5-15iMrdObx42Evzs5hwIVQxRQmpxkTQcyhWbwzwe2eqV_LnT_jVHw [Accessed 5 April 2020]

Dickson, P. R., & Sawyer, A. G. (1990). The Price Knowledge and Search of Supermarket Shoppers, *Journal of Marketing*, vol. 54, no. 3, pp. 42-53, Available online: https://www.jstor.org/stable/pdf/1251815.pdf?casa_token=Z4LWFaoZMRkAAAAA:xIlyMULemDibOjoVP8NWKE-awnWE8KyOOEuKxh8426utbMS0XGXEiVgkGuEH2sDDnHGG3MkGzXx8kMOHmq1tf5vnAGC56RfjlCSwX74xoxY323bjlqMfNg [Accessed 18 April 2020]

Dowd, K., & Burke, K. J. (2013). The Influence of Ethical Values and Food Choice Motivations on Intentions to Purchase Sustainably Sourced Foods, *Appetite*, vol. 69, pp. 137-144, Available online: https://www.sciencedirect.com/science/article/pii/S0195666313002171?casa_token=Uvh5f8vJtWwAAAAA:HTEIIDtnGAZ2AcMiWch_Bj461mSXWK_c4H2mNvk2q-d9WH_onWaQnvG6lb1tZ23pOMevtD4CUIYE [Accessed 10 April 2020]

East, R., Singh, J., Wright, M., & Vanhuele, M. (2016). *Consumer behaviour: Applications in Marketing*, London: Sage

Ellis, T. S., & Griffith, D. (2000). The Evaluation of IT Ethical Scenarios Using a Multidimensional Scale, *ACM SIGMIS Database: the DATABASE for Advances in Information Systems*, vol. 32, no. 1, pp. 75-85, Available online: <https://dl.acm.org/doi/pdf/10.1145/506740.506750> [Accessed 7 May 2020]

Engel, J. F., Blackwell, R. D., & Miniard, R. W. (1995). *Consumer Behavior*, Fort Worth, TX: Dryden Press

Ethical Consumer Markets Report. (2018). Available Online: <https://www.ethicalconsumer.org/sites/default/files/inline-files/EC%20Markets%20Report%202018%20FINAL.pdf> [Accessed 15 April 2020]

Evans, J. & Berman, B. (1997). *Marketing*, New Jersey: Prentice Hall

- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing The Influence of Sales Promotion on Customer Purchasing Behavior, *International Journal of Economics & Management Sciences*, vol. 4, no. 4, pp. 1-6, Available online: <http://free-journal.umm.ac.id/files/file/analyzing-the-influence-of-sales-promotion-on-customer-purchasing-behavior-2162-6359-1000243.pdf> [Accessed 15 April 2020]
- Felsted, A. (2019). Boycott Black Friday and Save the World, Bloomberg, 28 November, Available Online: <https://www.bloomberg.com/opinion/articles/2019-11-28/black-friday-backlash-in-europe-can-be-a-good-thing-for-retailers> [Accessed 18 April 2020]
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley
- France Economy Government. (2020). Sales Dates, Available online: <https://www.economie.gouv.fr/particuliers/dates-soldes> [Accessed 15 April 2020]
- Gedenk, K., Neslin, S. A., & Ailawadi, K. L. (2010). *Retailing in the 21st Century*, Heidelberg: Springer
- Greitzer, F. L., Podmore, R., Robinson, M., & Ey, P. (2010). Naturalistic Decision Making for Power System Operators, *International Journal of Human Computer Interaction*, vol. 26, no. 2, pp. 278-291, Available online: https://www.researchgate.net/publication/220302299_Naturalistic_Decision_Making_for_Power_System_Operators [Accessed 1 April 2020]
- Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical Mediation Analysis in The New Millennium, *Communication Monographs*, vol. 76, no. 4, pp. 408-420, Available online: https://www.tandfonline.com/doi/full/10.1080/03637750903310360?casa_token=3PN-nrQcBHMAAAAA:sSZKIDe6kkfiwXr7I03TysOeK7IXy1cHkv7xcgSwekCb7TWPTeE6SGGH_IXK4nGwoywkmm6GnK1eqQ [Accessed 30 April 2020]
- Henderson, V. E. (1984). The Spectrum of Ethicality, *Journal of Business Ethics*, vol. 3, no. 2, pp. 163-171, Available online: https://www.jstor.org/stable/pdf/25071433.pdf?casa_token=i1Tmbi_Z9XgAAAA:anSje3rEFQtzXnZYe3WgjWhinPXEvFq_-m10-SEVIRXGptMhwmUMZ-ev0DOLRMrsvpo0k0b_Ph4zAsq9DSDg-yidfd6uNZxWHelk0vyUmWRvHheslCbY1A [Accessed 3 April 2020]
- Honkanen, P., & Verplanken, B. (2004). Understanding Attitudes Towards Genetically Modified Food: The Role of Values and Attitude Strength, *Journal of Consumer Policy*, vol. 27, no. 4, pp. 401-420, Available online: <https://link.springer.com/content/pdf/10.1007/s10603-004-2524-9.pdf> [Accessed 9 April 2020]
- Houghton, C. E., Casey, D., Shaw, D., & Murphy, K. (2010). Ethical Challenges in Qualitative Research: Examples from Practice, *Nurse Researcher*, vol. 18, no. 1, Available online: https://aran.library.nuigalway.ie/bitstream/handle/10379/4281/Ethics_Paper_post_review.pdf?sequence=4&isAllowed=y [Accessed 7 April 2020]
- Hoyer, W. D., & MacInnis, D. J. (2010). *Consumer Behavior*, London: South-Western/Cengage Learning

Irving, S., Harrison, R., & Rayner, M. (2002). Ethical Consumerism–Democracy through the Wallet, *Journal of Research for Consumers*, vol. 3, no. 3, pp. 63-83, Available online: http://www.jrconsumers.com/academic_articles/issue_3/irvingharrisonrayner.pdf [Accessed 3 April 2020]

Jackson, T. (2005). Live Better by Consuming Less?: Is There A “Double Dividend” in Sustainable Consumption?, *Journal of Industrial Ecology*, vol. 9, no. 1-2, pp. 19-36, Available online: https://www.researchgate.net/publication/227620122_Live_Better_by_Consuming_Less_Is_There_a_Double_Dividend_in_Sustainable_Consumption [Accessed 18 April 2020]

Jafarkarimi, H., Saadatdoost, R., Sim, A. T. H., & Hee, J. M. (2016). Behavioral Intention in Social Networking Sites Ethical Dilemmas: An Extended Model based on Theory of Planned Behavior, *Computers in Human Behavior*, vol. 62, pp. 545-561, Available online: https://www.sciencedirect.com/science/article/pii/S0747563216302989?casa_token=qWQgL8tJSy4AAAAA:DA2X2sii7RDEDCd5Do1Bme0p25ZbFE-oZ9eLjaOfQAh16dhkBXyO_JGBLD4Tq2Rxa1dA-3-gc-ho [Accessed 9 April 2020]

Jobber, D. & Lancaster, G. (2006). *Selling and Sales Management 5th Edition*, Harlow: Pearson Education

Ketokivi, M., & Mantere, S. (2010). Two Strategies For Inductive Reasoning in Organizational Research, *Academy of Management Review*, vol. 35, vol. 2, pp. 315-333, Available online: https://www.jstor.org/stable/pdf/23416303.pdf?casa_token=qhEwJIwjdgtgAAAAA:f6OwkxquVs1X_W1aigCzQCNDfMvir64HnwnLURwnOK5h8sMeF_6l-EdNalFgucMjmIEs0QG_EnKsjJtVJzEYA9phlf9eo6weQwj-cilco9vq4NKACDsFHQ [Accessed 7 May 2020]

Kim, H. W., Chan, H. C., & Chan, Y. P. (2007). A Balanced Thinking-Feelings Model of Information Systems Continuance, *International Journal of Human-Computer Studies*, vol. 65, no. 6, pp. 511-525, Available online: https://www.sciencedirect.com/science/article/pii/S1071581906001947?casa_token=jULd0Sd0vHYAAAAA:cRyfe4Eo6OR_PdmplpiRoQ0liKmKnEcxgxnawUjJcMw-Clzg5FdMxO1Mk4oX3M_fTPV0xYmYE1PF [Accessed 8 April 2020]

Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*, New Jersey: Prentice Hall

Kotler, P., & Keller, K. L. (2009). *Marketing Management 13th Edition*, New Jersey: Prentice Hall

Kotler, P., & Keller, K. L. (2017). *Marketing Management*, New Jersey: Prentice Hall

Krystallis, A., Vassallo, M., Chrysohoidis, G., & Perrea, T. (2008). Societal and Individualistic Drivers as Predictors of Organic Purchasing Revealed through a Portrait Value Questionnaire (PVQ)-based Inventory, *Journal of Consumer Behaviour*, vol. 7, pp. 164-187, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1002/cb.244?casa_token=Zs_zQ4j7VlkAAAAA:XcU6wHcLqS46D30if2lyJ0ihh9x-i0-JI1Dz9TwoxJgmTm8gQNNY46ClxUKZEMYJLWP4DUIVF11XasT3 [Accessed 9 April 2020]

Liebe, U., Andorfer, V. A., Gwartney, P. A., & Meyerhoff, J. (2014). Ethical Consumption and Social Context: Experimental Evidence from Germany and the United States, Available online:

<https://boris.unibe.ch/65756/1/liebe-andorfer-gwartney-meyerhoff-2014.pdf> [Accessed 21 April 2020]

Lim, W. M. (2017). Inside the Sustainable Consumption Theoretical Toolbox: Critical Concepts for Sustainability, Consumption, and Marketing, *Journal of Business Research*, vol. 78, no. 69-80, Available online: https://www.sciencedirect.com/science/article/pii/S0148296317301479?casa_token=lkraF8hR0cAAAAA:517B_zcAyItN5Luy97lLegMemvIh4TbZCI6dX_KK9qWyEc98SvK4fKO88B3WRp_j-sdkbXyDwsSo [Accessed 19 April 2020]

Loureiro, M. L., McCluskey, J. J., & Mittelhammer, R. C. (2002). Will Consumers Pay a Premium for Eco-labeled Apples?, *Journal of Consumer Affairs*, vol. 36, no. 2, pp. 203-219, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1745-6606.2002.tb00430.x?casa_token=8OPyU-iaUEAAAAA:pvDuQxz9pBy3xHSfN3mPhPo6aon_oxDzueqXWYPreaLjvXUqCDkBu-L-pyEwYSvaUH5J1lsLL4cwQTEO [Accessed 3 May 2020]

Maslow, A. H. (1954). *Motivation and Personality*, Harper & Row Publishers

McDonald, S., Oates, C. J., Young, C. W., & Hwang, K. (2006). Toward Sustainable Consumption: Researching Voluntary Simplifiers, *Psychology & Marketing*, vol. 23, no. 6, pp. 515-534, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1002/mar.20132?casa_token=9j4tNzB56cIAAAA:A:IpRtnaR-DsHT3s_VFQaDXP1A7-qTByNu_TaWY9IwRt932OPwmQ96yviW-Crv_oaBc3QilSKkkHhK_uwL [Accessed 19 April 2020]

McKinsey & Company. (2016). Saving, Scrimping, and Splurging? New Insights into Consumer Behavior, Available online: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/saving-scrimping-and-splurging-new-insights-into-consumer-behavior> [Accessed 18 April 2020]

Megicks, P., Memery, J., & Angell, R. J. (2012). Understanding Local Food Shopping: Unpacking the Ethical Dimension, *Journal of Marketing Management*, vol. 28, no. 3-4, pp. 264-28, Available online: https://www.tandfonline.com/doi/pdf/10.1080/0267257X.2012.658838?casa_token=7eKceZ4jpo4AAAAA:_3Z4ScZ43bKHbm5qR9MB1UEkXzpNlehupTVWYLAks3V-X2zXGN48aXxdLMSTwwUtM3hSIWZhuaUjag [Accessed 21 April 2020]

Micheletti, M. (2003). *Political Virtue and Shopping*, New York: Palgrave Macmillan

Montano, D. E., & Kasprzyk, D. (2015). Theory of reasoned action, Theory of Planned Behavior and the Integrated Behavioral Model, *Health behavior: Theory, Research and Practice*, vol. 70, no. 4, Available online: https://www.researchgate.net/profile/Danuta_Kasprzyk/publication/288927435_Health_Behavior_and_Health_Education_Theory_Research_and_Practice/links/56eabb1008ae95fa33c851df.pdf [Accessed 9 April 2020]

Nair, S. R. (2008). *Consumer Behaviour and Marketing Research: Text and Cases*, Global Media, Mumbai: Himalaya Publishing House

National Research Council. (1997). *Environmentally Significant Consumption: Research Directions*, Washington: National Academies Press

Nicholls, A. J. (2002). Strategic Options in Fair Trade Retailing, *International Journal of Retail & Distribution Management*, vol. 30, no. 1, pp. 6-17 Available online: <https://www.emerald.com/insight/content/doi/10.1108/09590550210415220/full/pdf?title=strategic-options-in-fair-trade-retailing> [Accessed 11 April 2020]

Nuttavuthisit, K., & Thøgersen, J. (2017). The Importance of Consumer Trust for The Emergence of a Market for Green Products: The Case of Organic Food, *Journal of Business Ethics*, vol. 140, no. 2, pp. 323-337

O'Rourke, D. (2011). Citizen Consumer, *Boston Review*, pp. 14-19

Oh, J. C., & Yoon, S. J. (2014). Theory-based Approach to Factors Affecting Ethical Consumption, *International Journal of Consumer Studies*, vol. 38, no. 3, pp. 278-288, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1111/ijcs.12092?casa_token=ND-bTEhNRMkAAAAA:yzzrRdq9Ut0GDVPBB5Em8KSZEOHopqBxZI42bAsPr2AAN46imrN24XNP6DZ9dv5-57xFJYqGnOkMEZTU [Accessed 19 April 2020]

Olsen, N. V., Sijtsema, S. J., & Hall, G. (2010). Predicting Consumers' Intention to Consume Ready-to-Eat Meals: The Role of Moral Attitude, *Appetite*, vol. 55, no. 3, pp. 534-539, Available online: https://www.sciencedirect.com/science/article/pii/S0195666310004939?casa_token=vxQ7R1jPfkAAAAA:KzGfnWk7Wmkgq87Lr6M-JavAasESax5QRDXWcd_e83X9YnBNIPgs23dXMRCopfWivxof5yFExRX7 [Accessed 9 April 2020]

Peter, J. P., & Olson, J. C. (1996). *Consumer Behavior and Marketing Strategy* 5th edition, Toronto: Irwin McGraw-Hill

Peterson, D., Rhoads, A., & Vaught, B. C. (2001). Ethical Beliefs of Business Professionals: A study of Gender, Age and External Factors, *Journal of Business Ethics*, vol. 31, no. 3, pp. 225-232, Available online: https://www.jstor.org/stable/pdf/25074532.pdf?casa_token=gruAaBFNOZ8AAAAA:OPhIMsS6fn-DiSrvaGQDxfITe0ctTwhii9XKYjfi0Qjk16glOPCboboLBdyzaBS5-UcQndENY5sulY-6LMXqnn8julXTVyXhv1oxwljglfsReq0EJhDaDQ [Accessed 14 April 2020]

Retailing in the United Kingdom. (2012). United Kingdom: Euromonitor International

Roberts, J. A. (1993). Sex Differences in Socially Responsible Consumers' Behavior, *Psychological Reports*, vol. 73, no. 1, pp. 139-148, Available online: https://journals.sagepub.com/doi/pdf/10.2466/pr0.1993.73.1.139?casa_token=csMvSG9OLgMAAAAA:pJxBP5E-8bILiVVetReK3IKt-C7rDsMYRdVcBromTW1OMtTH4wjuFSSqIhraLff7mFIDKjjK6cXz0jw [Accessed 7 May 2020]

Roberts, J. A. (1995). Profiling Levels of Socially Responsible Consumer Behavior: A Cluster Analytic Approach and Its Implications for Marketing, *Journal of Marketing Theory and Practice*, vol. 3, no. 4, pp. 97-117, Available online: https://www.jstor.org/stable/pdf/40469779.pdf?casa_token=bzUOI65nmosAAAAA:Q5luyf02ijTxsZLnrpau8LbFvu43hfD41YQfw-O4eIltkDHtuYAEcBc8ZMErMoOIT1riV8fxneGVPDaWQQLOZOk9uGo1CV-wZMaiD6v5LiQuIu2zGgf1Zw [Accessed 1 May 2020]

Samuelson, P. A., & Nordhaus, W. D. (1989). *Economics: An Introductory Analysis*, New York: McGraw-Hill

Saunders, M. N., Lewis, P., Thornhill, A., & Bristow, A. (2019). *Research Methods for Business Student Fifth Edition*, Harlow: Pearson

Schlegelmilch, B. B., & Öberseder, M. (2010). Half a Century of Marketing Ethics: Shifting Perspectives and Emerging Trends, *Journal of Business Ethics*, vol. 93, no. 1, pp. 1-19, Available online:

https://www.jstor.org/stable/pdf/40605325.pdf?casa_token=v95OJUuGtHEAAAAA:60PJ-53z-

SwU04geVVeZ_KvyRggRMwqSJ2JiwoGHWyMbZpjG8Yj0qkeExtSA8ZMD1LER65z4D6bw5hcirlocJ2BPpQZluTvZRQGN2BC7dhhDfmaGJhajlQ [Accessed 7 May 2020]

Schwartz, S. H. (1992). Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries, *Advances in Experimental Social Psychology*, vol. 25, pp. 1-65, Available online:

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.220.3674&rep=rep1&type=pdf> [Accessed 8 April 2020]

Scitovsky, T. (1992). *The Joyless Economy: The Psychology of Human Satisfaction*, Oxford University: Press on Demand

Shaw, D., & Newholm, T. (2002). Voluntary Simplicity and The Ethics of Consumption, *Psychology & Marketing*, vol. 19, no. 2, pp. 167-185, Available online:

https://onlinelibrary.wiley.com/doi/pdf/10.1002/mar.10008?casa_token=KFYDs7_L8ScAAA:AA:rdjpe4LnX2ZezBE62hFrKHi7H1f4EnociMTr3j-

Ddtz3Zv3AvdvGn6WubmcyMaRhZXALTMkhVswj90UJ [Accessed 18 April 2020]

Shaw, D., Shiu, E., & Clarke, I. (2000). The Contribution of Ethical Obligation and Self-Identity to the Theory of Planned Behaviour: An Exploration of Ethical Consumers, *Journal of Marketing Management*, vol. 16, no. 8, pp. 879-894

Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research, *Journal of Consumer Research*, vol. 15, no. 3, pp. 325-343, Available online:

https://www.jstor.org/stable/pdf/2489467.pdf?casa_token=xNVcWrPOYJEAAAAA:tI7ssywMRy7-ZzPvYxj4_pTOF4jPqvilCbQ8G000EdwyNKvhkGYn-

ud0It93TYDQJnp_SCoQYMKDSeRjrH7-qMie0fWsBj_-wTIpVUHDruumUBjDBtNA [Accessed 9 April 2020]

Shopping for Christmas 2019: The 'Golden' Quarter. (2019). United Kingdom: Centre for Retail Research, Available online: <https://www.retailresearch.org/shopping-for-christmas.html>

[Accessed 18 April 2020]

Silverman, B. G., Bachann, M., & Al-Akharas, K. (2001). Implications of buyer decision theory for design of e-commerce websites, *International Journal of Human-Computer Studies*, vol. 55, no. 5, pp. 815-844, Available online:

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.24.3479&rep=rep1&type=pdf>

[Accessed 2 April 2020]

Solomon, M., Bamossy, G., Soren, A., & Hogg M.K. (2006). 'Individual Decision Making', in Prentice Hall Financial Times, Consumer Behaviour a European Perspective, Harlow: Pearson Education Limited, pp. 257-298

Soper, K. (2014). Towards a Sustainable Flourishing: Ethical Consumption and The Politics of Prosperity, Routledge

Sparks, P., & Shepherd, R. (1992). Self-Identity and The Theory of Planned Behavior: Assessing the Role of Identification with " Green Consumerism", *Social Psychology Quarterly*, vol. 55, no. 4, pp. 388-399, Available online: https://www.jstor.org/stable/pdf/2786955.pdf?casa_token=QV2wzFQfn-UAAAAA:dOUIXNtfgQkJvem5xg1a2JIROsojbmH0g4EPRoE42DVscvFwurIGwuA0qid_COeMN3FCbEL0FZVmEZKPrLVvbjji5AmbXPXsvQxvoG6iARZ5EJYIYyWNtA [Accessed 11 April 2020]

Sternthal, B., & Craig, C. S. (1982). Consumer Behavior: An Information Processing Perspective, Prentice Hall.

Sudbury-Riley, L., & Kohlbacher, F. (2016). Ethically Minded Consumer Behavior: Scale Review, Development and Validation, *Journal of Business Research*, vol. 69, no. 8, pp. 2697-2710, Available online: <https://www.sciencedirect.com/science/article/pii/S0148296315005998> [Accessed 11 April 2020]

Tallontire, A., Rentsendorj, E., & Blowfield, M. (2001). Ethical Consumers and Ethical Trade: A Review of Current Literature, Available online: <http://www.sidalc.net/cgi-bin/wxis.exe/?IsisScript=CIMMYT.xis&method=post&formato=2&cantidad=1&expresion=mfn=033485> [Accessed 3 April 2020]

Trafimow, D., & Finlay, K. A. (1996). The Importance of Subjective Norms for A Minority of People: Between Subjects and Within-subjects Analyses, *Personality and Social Psychology Bulletin*, vol. 22, no. 8, pp. 820-828, Available online: https://journals.sagepub.com/doi/pdf/10.1177/0146167296228005?casa_token=RjzCalyE7YoAAAAA:q6j-4JqLcBtWcdKwOYQXWfg4Y8mz2RVzEAhEbD1fXiDkuzGW-glPnbda0X31OrJg8NVr_g37_YyIKSo [Accessed 9 April 2020]

Trudel, R. & Cotte, J. (2008). Does Being Ethical Pay?, *The Wall Street Journal*, 12 May, Available Online: <https://www.wsj.com/articles/SB121018735490274425> [Accessed 15 April 2020]

Vermeir, I., & Verbeke, W. (2006). Sustainable Food Consumption: Exploring the Consumer Attitude–Behavioral Intention Gap, *Journal of Agricultural and Environmental Ethics*, vol. 19, no. 2, pp. 169-194, Available online: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.130.1110&rep=rep1&type=pdf> [Accessed 10 April 2020]

Wallston, K. A. (2015). International Encyclopedia of the Social & Behavioral Sciences (Second Edition)

Webb, D. J., Mohr, L. A., & Harris, K. E. (2008). A Re-examination of Socially Responsible Consumption and Its Measurement, *Journal of Business Research*, vol. 61, no. 2, pp. 91-98, Available online: https://www.sciencedirect.com/science/article/pii/S0148296307001634?casa_token=62KqHi

6j9vsAAAAA:c67DKi8DYco8k1au6dA_pWs_SGsj0t1rIcwOzD2n9HFFjzNXM9_qr-RnI8CUSperOXC33MaS5H2t [Accessed 2 May 2020]

Westland, J. C. (2015). *Structural Equation Models*, Springer International PU

Wheale, P., & Hinton, D. (2007). Ethical Consumers in Search of Markets, *Business Strategy and the Environment*, vol. 16, no. 4, pp. 302-315, Available online: https://onlinelibrary.wiley.com/doi/pdf/10.1002/bse.484?casa_token=INVQ0YvoytUAAAAA:N1LShI5V1A9QD0AWgDh7PwKZOHA_Ivh3j-4kkuMHGgNvPcAM1fKMHU6_RBGRC8RFes0xqCqRoweBkYAZ [Accessed 4 April 2020]

Wilkes, R. E. (1978). Fraudulent Behavior by Consumers: The other Side of Fraud in the Marketplace: Consumer-Initiated Fraud against Business, *Journal of Marketing*, vol. 42, no. 4, pp. 67-75, Available online: https://www.jstor.org/stable/pdf/1250088.pdf?casa_token=Is1BKbM5AFMAAAAA:yhnM5hPMA-vzyCIinvK_MfXenD8WUXRga5D53wYrvalfPRteZujFOPxrQRm5sga6R1w59BZfNZtHDH EeMHW6SISVpumk0JJX1FRX50AXFHfienFwCrVmQw [Accessed 9 April 2020]

Wong, K. (2019). How to Be a More Conscious Consumer, Even if You're on a Budget, *The New York Times*, 6 November, Available Online: <https://www.nytimes.com/2019/10/01/smarter-living/sustainable-shopping-conscious-consumer.html> [Accessed 18 April 2020]

Wooldridge, J. M. (2016). *Introductory Econometrics: A Modern Approach*, Mason: Cengage Learning

X) Appendix

Consumer Behaviour Survey

Dear respondents,

Thank you for your interest in our survey. We are Puteri Nur Najwa and Agathe Dugleux, two students at the University of Lund (Sweden) in a Master's in International Marketing and Brand Management. This survey falls under the requirement to produce a Master Thesis by the end of May 2020. Our topic is based on a comparison in buying behaviour during price reductions relating to different theories regarding ethicality and planned behaviour.

The aim and use of the survey responses:

This survey will help us validate past theories and eventually underline new relations between variables. This survey is on a full anonymous and voluntary basis, and you are in no way forced to answer every 35 question or finish the survey if you do not feel like it. However, for us to use the survey in our final grouped results, we need valid answers to every question.

Your answer will not be referred to in the paper as a separate response, it will only be presented as a grouped result with the rest of the responses, to draw trends in answers. Once the paper will be presented in June, we will not keep any responses, and the data will be deleted.

Potential rewards:

As a reward, we have decided to create a draw for 10 gift cards of £10 for [Amazon.co.uk](https://www.amazon.co.uk), or £10 cash to your Paypal. To enter the final draw for the gift cards, you will need to enter your email address, which we will only use for the communication to the winners, and will in no case be assigned to your survey responses. You need to be older than 18 years old to enter the draw, and you can only answer the survey once. Anyone answering the survey more than once will be disqualified.

Do you currently live in the United Kingdom or are you a British Citizen?

- Yes
- No

Email Address (only fill in if you are interested in participating in the draw for 10 gift cards of £10 for [Amazon.co.uk](https://www.amazon.co.uk) or the £10 cash - you choose)

Votre réponse _____

1) How old are you?

- Less than 18 years old
- 19-30 years old
- 31-59 years old
- 60 + years old

3) What is the highest level of education the head of your household has?

- High School diploma
- Bachelor or higher

4) Do you live in an urban area of more than 150 000 inhabitants?

- Yes
- No

5) When there is a choice, I always choose the product that contributes to the least amount of environmental damage.

- | | | | | | | |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Never True | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Always True |

6) I have switched products for environmental reasons.

- | | | | | | | |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Never True | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Always True |

7) If I understand the potential damage to the environment that some products can cause, I do not purchase those products.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

8) I do not buy household products that harm the environment.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

9) Whenever possible, I buy products packaged in reusable or recyclable containers.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

10) I make every effort to buy paper products (toilet paper, tissues, etc) made from recycled paper.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

11) I will not buy a product if I know that the company that sells it is socially irresponsible.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

12) I do not buy products from companies that I know use sweatshop labor, child labor, or other poor working conditions.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

13) I have paid more for environmentally friendly products when there is a cheaper alternative.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

14) I have paid more for socially responsible products when there is a cheaper alternative.

	1	2	3	4	5	
Never True	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always True

15) I often consult other people to help choose the best alternative available from a product class.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

16) If I want to be like someone, I often try to buy the same brands that they buy.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

17) It is important that others like the products and brands I buy.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18) To make sure I buy the right product or brand, I often observe what others are buying and using.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19) I rarely purchase the latest fashion styles until I am sure my friends approve of them.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

20) I often identify with other people by purchasing the same products and brands they purchase.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

21) If I have little experience with a product, I often ask my friends about the product.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

22) When buying products, I generally purchase those brands that I think others will approve of.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

23) I like to know what brands and products make good impressions on others.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

24) I frequently gather information from friends and family about a product before I buy.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

25) If other people see me using a product, I often purchase the brand they expect me to buy.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

26) I achieve a sense of belonging by purchasing the same products and brands that others purchase.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

27) Please write the number of miscellaneous units you buy during price reduction periods:

Votre réponse _____

29) Buying this number of miscellaneous units during the next price reductions periods would be

1 2 3 4 5 6 7

Unpleasant Pleasant

30) Most people who are important to me approve of the number of units I buy during price reductions periods.

1 2 3 4 5 6 7

Disagree Agree

31) Most people like me, buy the same amount of units during the price reductions periods.

1 2 3 4 5 6 7

Unlikely Likely

32) I am confident that I can buy that exact number of units during the price reductions periods (and not more).

	1	2	3	4	5	6	7	
False	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	True

33) The number of units I buy during the price reductions periods is up to me.

	1	2	3	4	5	6	7	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

34) I intend to buy that number of units (the one written at the beginning) during price reductions periods.

	1	2	3	4	5	6	7	
Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likely