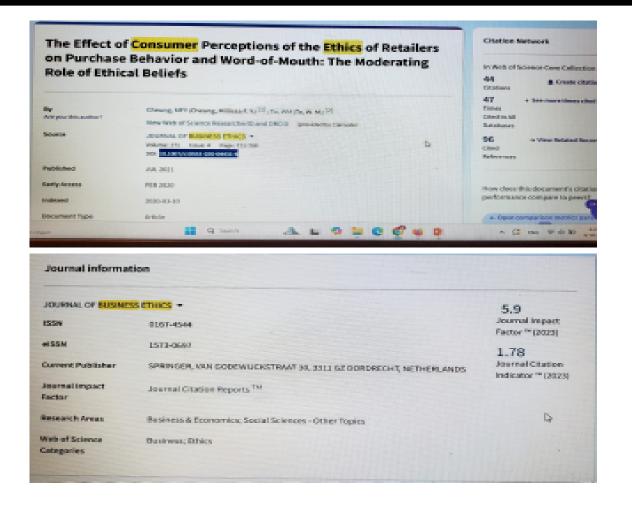
THE EFFECT OF CONSUMER PERCEPTIONS OF THE ETHICS OF RETAILERS ON PURCHASE BEHAVIOR AND WORD-OF-MOUTH: THE MODERATING ROLE OF ETICHAL BELIEFS



ERWIN MANGATUR SIBURIAN 11304621

JOURNAL INFORMATION



WHY DID I CHOOSE THIS ARTICLE?

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



The impact of this article

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

TOPIC

Analysis of Factors Affecting Online Shopping Decisions

Method

I am using smartPLS to conduct exploratory factor analysis





