

HOW IS THE CONSUMER VIEW? CONCERNING PERSPECTIVES IN ETHICS, ADVERTISING COMMITMENT ON ATTITUDE AND BUYING INTENTION OF CONSUMER

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Abstract

The aim of this research is to describe the picture of the ethical commitment of advertising, advertisers, consumer buying attitudes and buying intentions and the influence of academic service quality variables between the ethical commitment of advertising, advertisers partially and simultaneously on consumer buying attitudes and consumer buying interest. The research used in this research is quantitative. The population in this study was 200 Majapahit Islamic University Management students and a sample of 68 students using proportional random sampling techniques. The scale used is a Likert scale. The type of measurement scale in this research is an ordinal scale which is converted into interval scale data via MSI (Method of Successive Interval). The research results show that the variables (1) Ethical commitment, (2) Advertising actors (endorsers), (3) Consumer buying attitudes, (4) Intention to buy good products are conditional results. The t test calculation shows: (1) there is a positive and significant influence between ethical commitment on consumer purchasing attitudes, (2) there is a positive and insignificant influence between the role of advertising on consumer purchasing attitudes, (3) there is a negative and insignificant influence between ethical commitment on consumer buying interest, (4) there is a negative and insignificant influence between advertisers on buying interest, (5) there is a positive and insignificant influence between consumer buying attitudes on buying interest.

Keywords: Ethical commitment Endorser, consumer buying attitude, buying intention

INTRODUCTION

In the era of globalization and increasingly fierce business competition, marketing and advertising practices have become an integral part of a company's business strategy to influence consumer behavior. Along with this, ethics in advertising has become an increasingly important and controversial subject. Ethics in the context of advertising considers questions about the truth, fairness and social responsibility of the messages conveyed to consumers (Almansour 2022).

Commitment to advertising refers to the level of trust and affiliation that consumers have towards the brand or product promoted through advertising. This becomes increasingly significant because this commitment can influence consumer attitudes and purchasing intentions (Nugroho 2020).

The business process is a value creation process, namely the process of creating something that is beneficial to humanity. The key to success in business is trust and competence. Trust is built through honesty and responsibility. Meanwhile, competence is built through production and communication abilities. One indicator of

communication skills or in the business world known as effective marketing is the occurrence of purchasing decisions that are prioritized by consumer attitudes and buying interest.(Diaz et al. 2022). Consumers' desire or buying interest is one measure of the effectiveness of marketing communications built through promotions and advertising.

Real value creation in business will only occur if it is done in an ethical or moral manner. Immoral methods will only result in the destruction of values(Nasrulloh 2022). Therefore, business cannot be separated from ethics that must be accepted in social relations, as well as moral ethics that apply in society, both locally, nationally and internationally. Business people are expected to act ethically in all their business activities in society. Business ethics covers and regulates the relationship between a company and its stakeholders. These ethics establish moral standards appropriate for a particular environment in business, to protect the interests of business people. Businesspeople who want to achieve success, both short and long term, in every action they take must be based on business ethics(Nurhadi et al. 2022). The main task of business ethics is to find ways to align strategic interests that must not be separated from moral feelings.

Because advertising functions to provide information and forms public opinion. In its function of providing information, advertising is a medium for conveying actual information to the public about products that will be or are being offered on the market. In this function, advertising displays and describes in as much detail as possible all the facts about a product. The goal is so that potential consumers can get to know the product well, so that they ultimately decide to buy the product. In its opinion formation function, advertising functions to attract and influence potential consumers to buy the advertised product. This is done by displaying a persuasive, manipulative, tendentious advertising model with the aim of directing consumers to buy the product(Malca 2020). Advertising that is ethically manipulative is clearly prohibited because it manipulates people and harms others(Ramadhita and Hasanah, nd). Therefore, there is a need for persuasive advertising to give consumers confidence in the advertised product.

Persuasive advertising is designed to influence and create trust. One of them is endorsement (praise) from celebrities or experts which is used to strengthen beliefs. The cognitive component refers to the beliefs a person has (consumer knowledge and thinking). This is due to expert testimony which shows rational evidence. Then there is the affective component which focuses on feelings and evaluation. This is then continued with the conative component which represents a person's behavior or tendency to take action towards an object. Judging from the conative component, consumer behavior represents the consumer's intention to buy a particular item (Shimp, 2003);(Dominguez 2018);(Hulu, Ruswanti, and Hapsari 2018).

According to Moriarty, Michell and Wells (2011:448) in spokesperson format (brand icon, character as spokesperson) or endorser, advertisers use celebrities that people like (eg Tiger Woods), create characters (Aflac Duck, Geico Caveman), experts those we respect (doctors, maytag workers) or people "like us" whose lives are useful. According to Murti (2014), he has conducted research with the results that there is a positive and significant influence between endorsers on purchasing interest and (Soesatyo & Rumambi, 2013) has conducted research with the results that the use of celebrity endorsers can increase the audience's response to products. is being advertised. However, this is contrary to research conducted by Utami (2011) which states that endorsers do not have a significant effect on purchasing interest. This is one of the reasons why this research needs to be carried out. Therefore, there needs to be special learning for endorsers to know more about how to be ethical in the advertising business.

Learning business ethics functions to internalize business ethical values into students' personalities. Internalization is defined as deep appreciation, deepening, mastery that takes place through direction, guidance and so on (Klaudia, Yondaningtiyastuti, and Fitrianda 2022). Learning business ethics is a process of in-depth training and appreciation of ethical values combined with overall educational values which aim to integrate into the personality of students, so that they become one character or disposition of students. (Bahri Sriwijaya 2020). In a psychological framework, internalization is defined as the unification or unification of attitudes, standards of behavior, opinions and so on in the personality. So related to human development, the internalization process must run in accordance with development tasks. Internalization is the core of the personality change process which is a critical dimension of human self-acquisition or change, including the meaning (value) of personality or the implications of responses to meaning. (Butarbutar 2019).

Business ethics learning performance influences the learning outcomes of learning participants. Graduate competencies will influence the ability to measure the ethical performance of an advertisement as well as being able to behave ethically in carrying out business activities ethically. This is what prompted researchers to examine the perceptions of students taking business ethics courses regarding advertising practices that take place in various television media. Business ethics students' perceptions of advertising practices are also used as a benchmark for the effectiveness of advertising practices. Although much research has been conducted on the influence of advertising on consumer behavior, research combining an ethical perspective with advertising commitment, consumer attitudes, and purchase intentions is still limited. Therefore, this research seeks to describe and explain the influence of advertising ethics on consumers' attitudes and purchasing interest towards advertised products.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Ethics Commitment in Advertising

Advertising ethics is a field of research that studies the moral standards and principles that apply in the process of designing, creating, and delivering advertising messages to consumers. This includes aspects such as honesty, fairness, social responsibility, and the impact of advertising messages on consumers and society in general (Aviatri and Nilasari 2021). Research in this area aims to understand how ethical advertising practices can influence consumer behavior, including their purchase intentions.

Scientifically, advertising ethics has been reviewed in various studies covering various aspects, ranging from evaluating the advertising message conveyed to measuring its effect on consumer attitudes and behavior. Several key elements that are often highlighted in the explanation of advertising ethics are (Almansour 2022):

1. **Truth and Reliability:** Evaluation of the truth and reliability of information conveyed in advertisements has become an important focus in the literature. These studies examine the extent to which advertising messages correspond to facts and whether the information presented can be trusted by consumers.
2. **Relevance and Importance:** Advertising messages that are perceived as relevant and meaningful to consumers tend to be more successful in influencing their attitudes and behavior. Evaluation of the relevance of advertising messages to the target audience has become the main subject of several studies.
3. **Controversy and Sensitivity:** Some ads may spark controversy or offend consumers due to sensitive or inappropriate content. These studies explore the impact of controversial advertising content on consumers' perceptions and purchase intentions.
4. **Ethical to Purchase Intention:** evaluating the relationship between advertising practices that are considered ethical and consumer purchase intention. Factors such as trust, brand impression, and perceived product value often mediate this relationship. Based on empirical studies, the following hypothesis can be formulated:

H1: Ethical commitment has a positive and significant effect on consumer buying attitude

H3: Ethical commitment has a positive and significant effect on purchase intention

H6: Consumer buying attitude has a positive and significant mediating effect on ethical commitment on purchase intention

Endorsement

Endorsements are a marketing strategy in which a person or group of people known as "endorsers" (usually celebrities, athletes, or public figures) are selected to promote a particular product or service to consumers. (Takaya 2019). Endorsers use their image or reputation to influence consumer perceptions and behavior towards the product or

service being promoted. Endorsement is a marketing strategy in which products or services are promoted by figures or individuals who have influence or fame within or outside a particular industry. Endorsements are considered to have considerable credibility and influence in the eyes of the target market.

The main purpose of endorsements is to take advantage of the endorser's popularity, authority, or positive image to increase brand awareness, increase consumer trust, and ultimately encourage purchase intention or purchase of the advertised product or service (Herman and Astuti 2022). Based on empirical studies, the following hypothesis can be formulated:

H2: Endorsements have a positive and significant effect on consumer buying attitude

H4: Endorsements have a positive and significant effect on Purchase Intention

H7: Consumer buying attitude has a positive and significant mediating effect on endorsement on purchase intention

Consumer Buying Attitude

Consumer buying attitude refers to the assessments, evaluations and attitudes that consumers have towards certain products, brands or services (Azkiah and Hartono 2023). Consumer purchasing attitudes can be influenced by various factors, including personal experience, information received, other people's opinions, and perceptions about the brand or product. (Two 2008); (Shekhar, Jose, and Rehin 2019). The following are aspects of Consumer Buying Attitude:

1. Cognitive: This is an aspect that includes a consumer's knowledge, beliefs and understanding about a particular product or brand. For example, consumers may have beliefs that a brand has good quality based on information received or personal experience.
2. Affective: This aspect involves the consumer's feelings or emotions towards the product or brand. This can include feelings of pleasure, satisfaction, or conversely, disappointment and frustration with a product or brand.
3. Psychomotor: This is the aspect that includes the consumer's actual intentions or behavior towards the product or brand. For example, whether consumers are willing to buy the product, recommend it to others, or avoid it.

The factors that influence consumer buying attitudes include personal experience, namely consumers' direct experience with certain products or brands that can have a big impact on their buying attitudes. Social Influence, namely opinions and recommendations from other people, including family, friends and influencers, can influence consumer purchasing attitudes. Perceived Quality and Satisfaction, namely consumer perceptions about the quality of a product or service and their level of satisfaction with the experience of using the product can influence purchasing attitudes.

Marketing Communications, namely messages and promotions conveyed by companies in marketing campaigns can influence consumers' perceptions and purchasing attitudes towards products or brands.

H5: consumer buying attitude has a positive and significant effect on purchase intention

RESEARCH METHODS

The research used in this research is quantitative, descriptive and explanatory research. The aim of this research is to test the hypothesis that has been established. Variables in this Ethical Commitment (X1), Advertising Actor (endorser) (X2), Purchase Intention (Y), and Customer Purchase Attitude (Z). This type of research is independent variables, intervening variables and dependent variables. Independent variables are also called independent variables that influence or cause changes or emergence of the dependent variable. The dependent variable is the dependent variable that influences or is caused by the independent variable. The intervening variable or intermediary variable is located between the independent variable and the dependent variable so that the independent variable does not directly influence changes in the dependent variable (Johnson and Christensen 2015). The research design can be seen in Figure 3.1 below.

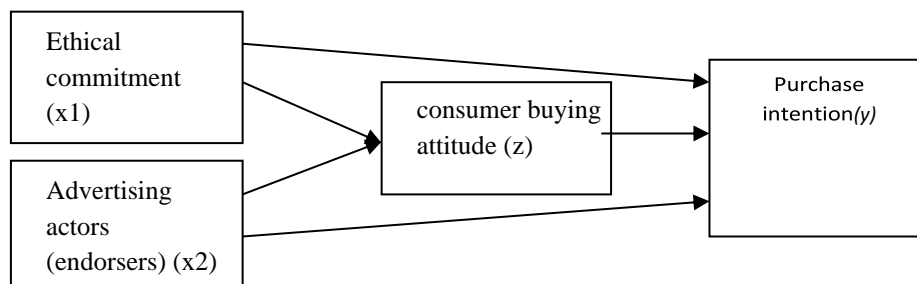


Figure 1 Research design

Measurement

This research aims to explore, understand and find out how subjects perceive business ethics regarding the phenomenon of advertising practices that are widespread in mainstream television media. The research instrument is a data measuring tool used to measure the observed phenomena (Sugiyono, 2014). Researchers use a questionnaire that will be given to the sample. Data collection in this research was carried out by distributing questionnaires to all respondents' characteristics in writing (Johnson and Christensen 2015).

The scale used in collecting this data is the Likert scale. The Likert scale is a variation of the summed rating scale, this scale asks the assessor to agree or disagree with a statement of good or bad conditions. This scale produces interval data (Cooper & Schindler, 2014). The population in this study was all 200 students participating in the Business and Professional Ethics course at Majapahit Islamic University.

Data collection in this research was a purposive sampling technique, because it was taken based on the researcher's development criteria. In this study, the sample criteria were Management study program students. So this research used 68 samples obtained

Gender	Frequency (n)	Percentage %
Man	22	32.4
Woman	46	67.6
Total	68	100

from 2 classes.

Tool Measurement is declared reliable if all indicators in the questionnaire used as measurements have variables or constructs Ghazali (2011: 47-48). The application used for measuring this sample is SPSS 23. A variable can be said to be reliable if it has a Cronbach Alpha value > 0.70 (Nunnally in Ghazali, 2011:48).

Table 1. Distribution of Respondents Based on Gender

The respondents in this study were students and the description of the respondents is described as follows.

Source: Raw data processed by researchers, 2023

Based on the table above, it can be seen and concluded that the majority of respondents were female, namely 67.6%.

Table 2. Distribution of Respondents Based on Age

Age	Frequency (n)	Percentage %
15-20 Years	25	36.8
21-25 Years	31	45.6
26-35 Years	12	17.6
>35 Years	-	0.0
Total	68	100

Source: Raw data processed by researchers, 2023

Based on the table above, it can be seen and concluded that the majority of respondents are 21-25 years old, namely 45.6%.

RESULTS AND DISCUSSION

The results of this research can be seen that the reliability value is Cronbach's Alpha. The results have a good level of reliability, if the Cronbach's alpha value is greater than

0.6 then the results of the analysis of all variables meet the reliability criteria. (Hair et al., 2014). The results of the reliability analysis in this research can be seen in Table 3 below.

Variables	Cronbach's Alpha	Information
Ethical commitment (x1)	0.668	Reliable
Advertising actors (endorsers) (x2)	0.713	Reliable
consumer buying attitude (z)	0.789	Reliable
Purchase Intention (Y)	0.742	Reliable

(Source: results of data processing using SPSS 23)

Based on the data shown in table 3, the Cronbach's Alpha value of the instrument is in the variable Ethical commitment (X1), Advertising actors (endorsement) (X2), consumer buying attitude (Z) and Purchase Intention (Y). The results show that all instruments for each variable have a Cronbach's Alpha value ≥ 0.60 , which shows that all instruments used for each research variable are real or suitable for use. The results of this research show that there are 7 hypothesis tests which can be seen below.

Hypothesis 1 can be explained from the analysis if the consumer purchasing attitude variable (z) with commitment variable ethical advertising content worth 0.466 and probability (Sig) commitment ethical advertising content is worth $0.000 < 0.05$. Mark from $t_{count} \geq t_{table}$ ($7.332 > 1.967$) which means that the ethical commitment variable ethical commitment (X1) has a positive and significant effect on consumer purchasing attitudes (Z). Therefore, H_0 is rejected (significant), meaning that the variable Ethical Commitment Advertising Content (X1) on consumer purchasing attitudes (Z) has meaning.

Hypothesis 2 explains that consumer purchasing attitudes (Z) towards advertising actors (Endorsers) (X2) have a value of 0.278 with probability (Sig). While advertising Advertising actors (endorsers) (X2) has a value of $0.000 < 0.05$ and has $t_{count} > t_{table}$ ($4.887 > 1.967$), meaning that the advertising actor (Endorser) variable (X2) has a positive and significant influence on consumer attitudes (Z). then H_0 is rejected (significant), meaning that the influence of the advertising actor variable (Endorser) (X2) on consumer purchasing attitudes (Z) is meaningful.

Hypothesis 3 is known if the purchase intention variable (Y) can be explained by the ethical commitment variable advertising content which has a value of -0.022 and probability (Sig). while for ethical commitment, advertising content has a value of $0.798 > 0.05$ and has $t_{count} \geq t_{table}$ ($-0.278 < 1.967$), meaning that the ethical commitment variable of advertising content (X1) has a negative and insignificant effect

on purchase intention (Y). therefore, H0 is accepted (not significant). This means that the influence of the ethical commitment variable of advertising content (X1) on purchase intention (Y) is not significant.

It is known that hypothesis 4 states that the Purchase Interest variable (Y) can be explained by variables Advertiser (Endorser)(X2) with mark-0.078 and probability(Sig.). while the advertising character commitment variable is $0.167 > 0.05$ and $t_{count} \leq t_{table}$ ($-1.467 < 1.967$), meaning that the variable advertising actor (Endorser) (X2) has a negative and insignificant effect on buying interest (Y). Therefore H0 is accepted (not significant), so influence perpetrator variable advertising (Endorser)(X2) to buying interest (Y) is not meaningful.

Hypothesis 5 shows that the purchase intention variable (Y) can be explained by the consumer purchase attitude variable (Z) with a value of 0.798 and probability (Sig.), where as consumer attitude of $0.000 < 0.05$ and the t value \leq table ($11.721 > 1.967$), meaning that the consumer attitude variable (Z) has a positive and insignificant effect on purchase intention (Y). Therefore, H0 is rejected (significant), meaning that the influence of the consumer buying attitude variable (Z) on consumer interest (Y) is significant.

Analysis of hypothesis 6 shows that the Ethical Commitment to Advertising Content variable has an influence on Consumer Interest through consumer attitudes which has a Beta value of 0.239, so it can be concluded that H6 provides evidence with negative indirect results influencing Consumer Interest.

An analysis from Hypothesis 7 shows that the Advertising Actor variable (Endorser) has an indirect effect on Consumer Interest through consumer attitudes which has a Beta value of 0.160, so it can be concluded that H7 provides evidence with results that indirectly influence Consumer Interest positively. Conclusion

Table 4. Following are the results of Path Analysis using Equation 1 and Equation 2

Independent variable	t count	tTable	Sig.	Information
<i>Ethical Commitment to Advertising Content (X1)</i>	7,332	1,967	0,000	Ho was rejected
<i>Advertising Actors (Endorsers)(X2)</i>	4,887	1,967	0,000	Ho was rejected
R : 0.627				
R Square: 0.393				
Adjusted R Square: 0.390				
Std. Error of the Estimate: 0.394				
Dependent Variable: Z				
Independent Variables: X1, X2				

Based on Table 4 and the equation, the test results are as follows.

- 1) Influence of ethical commitment of advertising content (x 1) on consumer purchasing

attitudes (Z)

Based on the results of the analysis, it is known that the Consumer Buying Attitude variable (Z) can be explained by the Ethical Commitment variable in Advertising Content of 0.466 and the probability (Sig.) of Ethical Commitment in Advertising Content of $0.000 < 0.05$ and has a calculated value \geq table ($7.321 > 1.967$), meaning that the Ethical Commitment variable for Advertising Content (X1) has a positive and significant effect on consumer purchasing attitudes (Z). Thus, H0 is rejected (significant), which means that the influence of the ethical commitment variable advertising content (X1) on consumer purchasing attitudes (Z) is significant.

2) Influence Advertiser (Endorser)(X2) Towards Consumer Buying Attitudes (Z)

Based on the results of the analysis, it is known that the Consumer Buying Attitude variable (Z) can be explained by the Advertising Actor (Endorser) variable (X2) of 0.278. The probability (Sig.) of Advertising Commitment is $0.000 < 0.05$ and has a tcount of \leq table ($4.887 > 1.967$), meaning that the role variable of the Advertising Actor (Endorser) (X2) has a positive and significant effect on consumer purchasing attitudes (Z). Thus, H0 is rejected (significant), which means that the influence of the Advertising Actor (Endorser) variable (X2) on consumer purchasing attitudes (Z) is significant.

Table 5. Following are the results of Path Analysis using Equation 1 and Equation 2

Independent variable	t count	t table	Sig.	Information
<i>Ethical Commitment to Advertising Content (X 1)</i>	0.278	1,967	0.798	Ho accepted
<i>Advertising Actors (Endorsers) (X 2)</i>	-1,457	1,967	0.167	Ho accepted
<i>Consumer Buying Attitude (Z)</i>	11,721	1,967	0,000	Ho was rejected
R : 0.705				
R Square: 0.497				
Adjusted R Square: 0.492				
Std. Error of the Estimate: 0.480				
Dependent Variable: Y				
Independent Variables: X1, X2, Z				

Based on Table 5. and the equation, the test results are as follows.

1) The influence of ethical commitment of advertising content (X1) on purchase intention (Y)

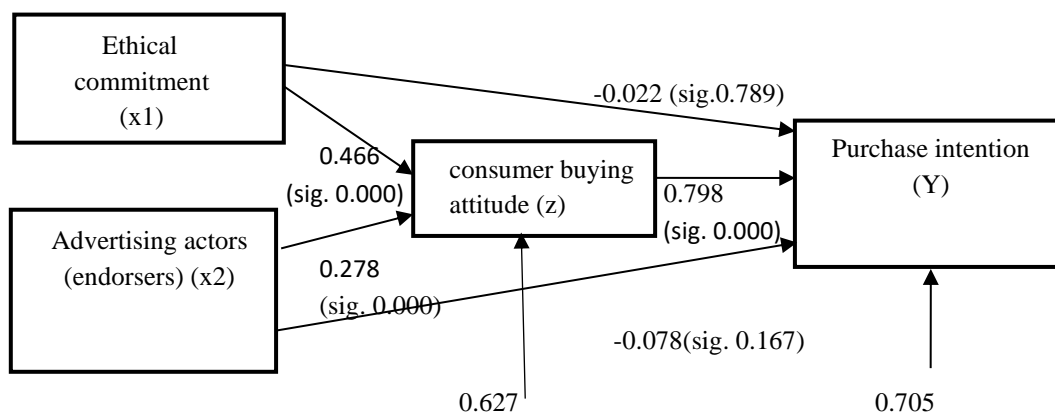
Based on the analysis of hypothesis 3, it is known that the purchase intention variable (Y) can be explained by the variable ethical commitment of advertising content of -0.022 and the probability (Sig.) of ethical commitment of advertising content of $0.7.98 > 0.05$ and has a value of tcount \geq ttable ($-0,2,78 < 1.967$), meaning that the ethical commitment variable of advertising content (X1) has a negative and insignificant effect on purchase intention (Y). Thus, H0 is accepted (not significant), meaning that the influence of the ethical commitment variable advertising content (X1) on purchase intention (Y) is not significant.

2) Influence of Advertisers (Endorsers) (X2) on Purchase Interest (Y)

Based on the results of the analysis of hypothesis 4, it is known that the purchase intention variable (Y) can be explained by variables advertising actor (Endorser)(X2) is -0.078 and the probability (Sig.) of the commitment advertising character is $0.167 > 0.05$ and has a tcount value of $\leq t_{table}$ ($-1.457 < 1.967$) which means the variable advertising actor (Endorser)(X2) has a negative and insignificant effect on buying interest (Y). Thus, H0 is accepted (not significant), meaning the influence of the variable advertising actor (Endorser)(X2) on buying interest (Y) is not significant.

3) Influence of Consumer Buying Attitudes (Z) on Buying Intentions (Y)

Based on the analysis of Hypothesis 5, it is known that the Purchase Intention variable (Y) can be explained by the consumer purchasing attitude variable (Z) of 0.798 and size probability (Sig.) of consumer buying attitude is $0.000 < 0.05$ and has a calculated value $\leq t_{table}$ ($11.721 > 1.967$) which means that the consumer buying attitude variable (Z) has a positive and insignificant effect on buying intention (Y). Thus, H0 is rejected (significant), which means that the influence of the consumer buying attitude variable (Z) on Purchase Intention (Y) is significant.



In conclusion of the results of this research, various theoretical contributions are made to the field of online marketing communications in the advertising context. Because previous research has looked at sponsored blog posts recommending limited products, this study provides quantitative experimental research to understand consumers' attitudes toward promotional messages (Singh 2021). The report is submitted with business ethics that appeal to consumers. The recommendation feature of posts made by endorsers who receive promotional benefits is slightly different from online consumer reviews (Arinda and Wibowo 2021). Therefore, students are advised to research recommended endorsement publications to improve the effectiveness of online communication rather

than just focusing on the topic of online consumer reviews. For future searchers, we suggest expanding this research search model as part of displaying suggestions in ads. Second, several studies have examined antecedent factors that influence consumers' attitudes toward post-endorsement recommendations. The study looked at the type of advertising suggested and item characteristics (such as product type and brand awareness) as part of their research to determine what drives consumers' consumption attitudes toward claims in blog posts. These results confirm initial understanding of readers' perceptions of blog posts when evaluating specific products before purchasing. Finally, this research is also supported by previous research, namely including the consequence factors of purchase intention into the research model. The effectiveness of key advertising proposals in increasing consumers' desire to purchase is a key research issue (Solihin, Azhar, and Sanjaya 2022).

From the perspective of business ethics in advertising, some practical advice is also expressed. Using validator recommendations to create positive content, which in turn increases consumer purchase intent, is important for marketers. Research shows that consumers do not believe that bloggers receive money directly or indirectly for posts because of shame and their attitudes toward sponsored posts are not influenced by knowledge of sponsored posts. The results of this research are in line with previous research stating that based on an honestly expressed relationship between the endorser and advertiser, the credibility of the reference source for promotional publications tends to be considered true and trustworthy by consumers. (Duwila, Supandi, and Ogi 2022). Posting Sponsored Proposals can be a useful online communication tool for conveying experience-based product/service information. In addition, this research shows that if the recommended item is highly sought after or has good brand awareness, consumers will trust the advertiser's impressions more. Marketers should use the features of this element to increase the credibility of their ad recommendations, which will increase the effectiveness of the ad (Khamida 2021). The same goes for validators who are willing to promote sponsored products provided they carefully select the items they endorse and implement ethical processes to act within the law so as not to lose consumer trust.

CONCLUSION

Future research may wish to expand this research model. First, proportional random sampling was used as research sampling. The generalization of this research is very limited because the survey sample was taken from management students at Majapahit Islamic University. Further research is needed to expand the sample profile as well as random sampling to conduct cross-cultural comparisons to improve agents' understanding of advertising propositions and consumer perceptions of items suggested in display ads.

Second, although this study considers the tendency to trust the structure as a control variable to limit undesirable variations, consumers' previous experience with product brands may influence the results of this study because of the four brands used in the

study. exist in real life. Further research should use more controls when manipulating experiential factors. Using virtual products or optional brand names can reduce bias. Third, this research uses research and experience as two product categories. However, classifications such as tangible/intangible goods or hedonistic/utilitarian goods can also be useful in examining consumer attitudes or purchasing behavior towards the goods proposed in research. Consumer involvement in several products is also a major issue in the context of consumer behavior research. Therefore, researchers should expand this research model to test the premises of consumer responses to sponsored advertising proposals. Lastly, although the influence of ethical commitment and the role of advertising was statistically significant for the large sample of 68 respondents, the mean differences in advertising perceptions meant that purchase and purchase intentions between the “High” and “Low” groups only determined agree or categorize 3 .00 For strong evidence of this relationship, further research is needed on these two variables.

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