A STUDY ON THE IMPACT OF THE ETHICAL PRACTICES OF ESTABLISHMENTS ON THE PURCHASE BEHAVIOURS OF CONSUMERS

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EXTENSIVE SUMMARY

In the marketing world, while establishments supply for the requirements of consumers they must be aware of their responsibilities for individuals and the society. The consumers who have become conscious more and more demand both the products of good quality and awareness of social responsibilities of establishments. Thanks to the reliance that the ethical implementations of establishments create, the loyalty of clients improves on and establishments have privilege against their rivals. The efforts for requiring the necessities of consumers bring forward the importance of ethical values and strategies, the continuation of them as well. Every business takes care to create a pure image with their ethical methods and practices on the society and keep it while they try to reply for their consumers’ needs. When the current laws and regulations of establishments are not sufficient it is applied for some ethical codes which administrations identify in the context of the written and verbal regulations. These regulations remove the dilemma putting establishments out regarding the ethical issues.

There are a great many of studies in the literature about the concept of ethics and its practices. Especially it has been stood out the studies touching on the ethical sensitivity of administrations in various sectors. But the researches investigating the impact of the ethical tendencies and implementations of administrations on the purchase behaviours of consumers are limited. Thus it is thought that the study will contribute to the literature.

The aim of the study is to investigate whether the impact of the ethical implementations of establishments on the purchase behaviours and attitudes of consumers differentiate according to the demographic characteristics. Secondly it is purposed to find how the unethical implementations of establishments affect in the purchase behaviours of consumers. It was benefitted from a sample survey in order to collect data. The questionnaire was carried out the consumers having come to the Armada Shopping Mall in Ankara. Because of the fact that lots of people would go shopping for a new year, a shopping mall was preferred for the study. The survey form involves in seven questions. While four of them aim to measure the demographic characteristics of consumers the fifth one inquires which ethical practices should be more important for establishments. In the sixth question it is asked for whether they are agree with some statements or not. In the seventh it is listed some unethical practices of administrations and inquired how these problems have influence on the purchase behaviours of consumers.

In the study 113 survey forms become appraisable in all. As a result of the Analysis of Variancethe purchase behaviours and attitudes of consumers oriented the ethical implementations of establishments don’t range significantly in terms of the demographic characteristics. However the findings of the study reveal that the
unethical practices of establishments have influence adversely on the purchase behaviours of consumers. According to the results consumers are reluctant to buy the goods of establishments having committed a fraud, corruption, exposed their employees’ physical, moral pressure and sexual harassment. But it is understood that consumers are undecided whether to buy something of the establishments making child laborers work.

It can be concluded that consumers ask for arranging the marketing activities of establishments without ignoring the ethical values of society. People support the administrations being sensitive regarding the ethical rules by using their products. Besides they head to prefer from the alternatives having the same features in terms of price, quality etc. to those which are produced without ignoring the ethical rules. The half of participants want to have information about the goods that they’ll buy some way.

In general the consumers in the study state that they display an adverse manner towards the establishments compromising the ethical values. Despite of these adverse attitudes, their purchase behaviours don’t change properly. For example a few of consumers insist on not buying again any product of the same establishment when they experience rejection goods. Most of them continue to do shopping from that place, brand or establishment even if they face with the same situations (spoiled, rejection goods etc.). This can be explained with the fact that the sense of strong loyalty having formed by brands, and establishments is possibly determining factor.