

**ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL OF ARTS AND
SOCIAL SCIENCES**

**THE ANTECEDENTS OF CONSUMER DISHONEST BEHAVIOR AND ITS
IMPACT ON CONSUMER-BRAND RELATIONSHIP**



Ph.D. THESIS

Didem Gamze IŞIKSAL

Department of Management

Management Doctorate Programme

MAY 2018

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**ETİK DIŞI TÜKETİCİ DAVRANIŞLARININ ÖNCÜLLERİ VE
TÜKETİCİ-MARKA İLİŞKİSİ ÜZERİNDEKİ ETKİSİ**

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Beni bugünlere getiren anne ve babama, sonsuz destekçim yol arkadaşım eşime ve hayat ışığım kızıma...

To my beloved parents Semahat & Ahmet, my better half Eray, and my little miss sunshine Duru...



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ABBREVIATIONS

AGFI	: Adjusted Goodness-of-Fit Index
AMB	: Ambiguity
Att	: Attachment
AVE	: Average Variance Extracted
CBE	: Consumer-Brand Engagement
CES	: Consumption Emotion Descriptions
CFA	: Exploratory Factor Analysis
CFI	: Comparative-Fit Index
CI	: Confidence Interval
Comm	: Commitment
DB	: Dishonest Behavior
DES	: Differential Emotional Scales
df	: Degrees of Freedom
EFA	: Exploratory Factor Analysis
GFI	: Goodness-of-Fit Index
HIT	: Human Intelligence Task
MSV	: Maximum Shared Squared Variance
MTurk	: Amazon Mechanical Turk
NFI	: Normated-Fit Index
NNFI	: Non-Normated Fit Index
PANAS-X	: Positive and Negative Affect Schedule-Expanded Form
RMSEA	: Root Mean Square Error of Approximation
SPE	: Stanford Prison Experiment



SYMBOLS

χ^2	: Chi Square
β	: Effect Size
ρ	: Composite Reliability
CI	: Confidence Interval
H	: Hypothesis
<i>M</i>	: Mean
N	: Sample Size



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THE ANTECEDENTS OF CONSUMER DISHONEST BEHAVIOR AND ITS IMPACT ON CONSUMER-BRAND RELATIONSHIP

SUMMARY

This thesis aims to investigate the relationship between consumers' feelings of being fooled and their tendency to get even by cheating the brand (dishonest behavior) via a mechanism of self-compensation, and its ultimate effect on consumer-brand relationship in terms of attachment, commitment and trust. It also tests the moderating effect of situational ambiguity in order to assess how consumers regulate their moral standards in consumption contexts especially when they feel befooled by the brand and thereby behave dishonestly. It also examines the moderating role of exposure frequency to the guilt stimulus on the link between guilt and consumer-brand relationship strength.

In Studies 1 and 2, the researcher finds that regardless of feeling of being fooled by the brand, consumers tend to engage in a dishonest behavior when it is easy to justify their acts (i.e. being in an ambiguous situation). Even though consumers under ambiguous situations do not need to feel cheated to misbehave, feeling of being cheated still shapes the role of feelings of guilt on consumer's ultimate attitude toward the brand. More precisely, Study 1 and Study 2 demonstrate that in the emotion of guilt makes people feel responsible when they violate the "do not treat others the way you do not want to be treated" rule against the initial wrongdoer (brand) and that in turn produces approach responses to the brand. On the other hand, in Studies 3 and 4, in which there was no the initial wrongdoer, feelings of guilt produce a reaction of avoidance. While the literature generally focuses on the restorative effect on feelings of guilt, relying on the two major inferences above, this thesis reveals that the constructive or destructive role of feelings of guilt varies according to how they initially arose. Further, it implies that there might be a guilt threshold for consumers. Furthermore, when the consumer crosses the guilt threshold and it begins to damage to consumer-brand relationship, seeing the guilt stimulus repeatedly keeps the guilt alive in the memory and so that it damages a consumer's inner balance more deeply that the interaction between exposure frequency and feelings of guilt becomes more destructive for consumer-brand relationship (Study 4).



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ÖZET

Her ne kadar markaların gerçekleőtirdiđi etik dıőı davranıőlar gerek medyada gerek markanın hedef kitlesinde daha çok yankı bulsa da tüketicilerin de markalara karőı zaman zaman dürüstlük dıőı davranıőlar sergiledikleri durumlar olmaktadır. Bu tez temelde tüketicileri dürüstlük dıőı davranıőlara iten unsurları incelerken söz konusu davranıőı gerçekleőtirdikten sonra suçluluk hissi yaőamaları durumunda marka-tüketici iliőkisinin nasıl etkilendiđini incelemeyi amaçlamaktadır.

Tüketiciler kendilerini marka tarafından kandırılmıő hissettiklerinde adalet algıları zedelenebilir ve bu da karar verme süreçlerinin olumsuz etkilenmesine neden olabilir. Kendilerini marka tarafından kandırılmıő hisseden tüketiciler, elveriőli ortam buldukları takdirde markaya karőı dürüst olmayan davranıő sergileme eğilimi gösterebilirler. Dolayısıyla marka tarafından kandırılmıőlık hissi yaőayan tüketiciler, markayla kendilerini eőitlemek ve bu kandırılmıőlık duygusunu telafi etmek adına karőılarına çıkan fırsatları deđerlendirebilirler. Söz konusu fırsat bu tezde durumsal belirsizlik olarak ele alınmıőtır. Daha açık bir ifadeyle, tüketiciler markaya karőı verilecek tepkinin kesin olarak belli olmadıđı durumlarda söz konusu açıđı kendi çıkarlarına kullanmakta bir sakınca görmeyebilirler ve hatta kendilerini hala dürüst olarak nitelendirmeye devam edebilirler. Öte yandan en baőtta marka tarafından kandırılmıő olma duygusu, tüketicileri markayı mađdur olarak görmemeye iterek onlara karőı dürüstlük dıőı davranmayı daha akla uygun kılabilir. Dolayısıyla bu tez biri iliőkisel (marka tarafından kandırılmıőlık hissi), diđer iiliőki bađımsız (durumsal belirsizlik/muđlaklık) olmak üzere iki çevresel faktörün tüketicinin dürüstlük dıőı davranıőını tetikleyeceđini öngörmektedir.

Öte yandan tüketici durumsal belirsizliđin olduđu ortamdan uzaklaőtıđında ve “kendine davranılmasını istemediđin őekilde baőkalarına davranma” ilkesini ihlal ettiđinin farkına vardıđında oluőabilecek suçluluk duygusu, tüketicinin markaya karőı daha farklı bir tutuma girmesine neden olabilir. Kandırılmıőlık hissinin ardından tüketicinin içine girdiđi yeni duygudurum olan suçluluk duygusu, ahlaki duygular literatürünün de sıklıkla dile getirdiđi gibi tüketicide mađdura karőı daha iyi davranma eğilimine neden olmaktadır. Tüketici her ne kadar baőtta kendini kandırılmıő ve mađdur hisseden taraf olsa da ödeőme duygusu ile gerçekleőtirdiđi dürüstlük dıőı davranıőla, bu defa mađduriyet yaratan taraf olmaktadır. Dolayısıyla tüketicinin en baőtta hissettiđi kandırılmıőlık hissinin tüketici marka iliőkisi üzerindeki olası olumsuz sonuçları yerini suçluluk duygusunu telafi etme güdüsüyle daha iyi bir iliőki potansiyeline bırakabilir.

Söz konusu olası iliőkilerin varlıđını test etmek amacıyla dört çalışma gerçekleőtirilmiőtir. İlk çalışma (Çalıőma 1) ile kandırılmıőlık hissi ile durumsal belirsizliđin tüketici dürüstlük dıőı davranıőı üzerinde etkileőimli bir etki yaratmadıđı

yani dürüstlük dışı davranışta artışa birlikte bir etki yaratmadığı görülse de, her ikisinin ayrı ayrı doğrusal bir ilişki ile tüketici dürüstlük dışı davranışını tetiklediği görülmüştür. Tüketicinin, dürüstlük dışı davranışı gerçekleştirmesinin ardından suçluluk duyması durumunda ise tüketicinin markaya duygusal bağlılığının olumlu yönde arttığı görülmüştür. Öte yandan en başta tüketicinin kandırılmışlık hissiyle zedelenen markaya karşı güven duygusundaki negatif etki devam etmektedir, yani güven duygusu tüm süreçteki düzenleyici etkilerden bağımsız olarak zedelenmektedir. Tüm bu ilişkiler ağına ek olarak Çalışma 2’de tüketicilerin mevcut suçluluk duygularının tüketici-marka ilişkisi üzerinde yarattığı olumlu etkinin, suçluluk duygusuna neden olan ürüne maruz kalma sıklığı ile değişmediği bulunmuştur.

Ayrıca Çalışma 1 ve Çalışma 2’nin paralel sonuçları göstermiştir ki; tüketiciler marka tarafından kendilerini kandırılmış hissetsinler ya da hissetmesinler, ortamda kendi çıkarları için fırsata çevirebilecekleri bir durumsal belirsizlik varsa dürüstlük dışı davranış göstermeye meyilli olmaktadır. Bu sonuçtan yola çıkarak Çalışma 1 ve Çalışma 2, aldatılmışlık hissinin öncül olarak yer almadığı fakat durumsal belirsizlik, dürüstlük dışı davranış, suçluluk hissi, dürüstlük dışı davranışa konu olan marka ve tüketici-marka ilişkisinin gücü değişkenlerini içeren iki ayrı deney (Çalışma 3 ve Çalışma 4) daha tasarlanmıştır.

Çalışma 3 ve Çalışma 4 sonuçları da Çalışma 1 ve Çalışma 2 gibi tüketici dürüstlük dışı davranışının tüketicide suçluluk duygusu yarattığını göstermektedir. Ancak ortamda daha önceden marka tarafından yapılmış bir hata olmadığında, diğer bir değişle tüketici kendini kandırılmış hissetmeksizin markayı aldattığında, tüketici daha yoğun bir suçluluk duygusu hissetmekte ve bu durum tüketicilerin markaya duyduğu bağlılığı azaltmaktadır. Bunun sebebi tüketicinin oluşan olumsuz duygusal durumla baş edememesi yüzünden markadan uzaklaşması olarak açıklanabilmektedir. Ayrıca, en başta marka tarafından yapılan bir hata olmadığı için modelin güven duygusuyla ilgili bir değişim ortaya çıkmamıştır.

Çalışma 4 sonuçlarına göre dürüst olmayan şekilde temin edilmiş ve suçluluk duygusuna sebebiyet veren ürüne maruz kalma sıklığının, tüketicinin suçluluk duygusunun etkisini arttırarak markadan kaçınma duygusunu derinleştirdiği ve söz konusu ilişkinin olumsuzluk derecesini arttırdığı görülmüştür.

Dört deneysel çalışmadan oluşan bu tezin tüketici-marka yazınının çeşitli alanlarına katkıları bulunmaktadır. Öncelikle ve belki de en önemlisi ahlaki duyguların tüketici marka ilişkisinde oynadığı role yönelik sonuçlardır. Her ne kadar duygu literatüründe suçluluk duygusunun ilişki üzerindeki yapıcı etkilerine vurgu yapılsa da; bu tez suçluluk duygusunun yapıcı ya da yıkıcı sonuçlarının onun en başta nereden kaynaklandığına bağlı olarak değiştiğini göstermektedir. Daha da önemlisi bu çalışmanın sonuçları, tüketici-marka ilişkisinde bir suçluluk duygusu eşiği varlığının sinyali vermek ve belli bir noktaya kadar yapıcı, telafi etkisi bulunan suçluluk duygusunun şiddeti belli bir noktaya vardıktan sonra terse dönerek ilişkiyi zedeleyebileceğinin uyarısını yapmaktadır.

Bir diğer tüketici-marka ilişkisine yönelik bulgu da şudur: Uzun zamanda oluşan bir ilişki etkeni olan güvenin küçük hatalarla zarar görebileceği ve güven duygusu bir defa sarsıldığında suçluluk duygusu gibi zamanla azalan bir duygunun yani geçici etkiye sahip bir değişkenin etkisiyle telafi edilemeyeceğinin görülmesidir. Bu sonuç, güven

sarsılması durumunda markanın daha yüksek ve zamana yayılan bir telafi stratejisi bulması gerektiğini işaret etmektedir.

Son olarak, her ne kadar salt maruz kalma etkisi, diğer bir değişle aşinalık etkisi, belli bir uyarıcıya sıklıkla maruz kalmanın ona karşı daha olumlu bir tutuma yol açabileceğini savunsa da, bu tez bu kuralın her zaman geçerli olmayabileceğini göstermemiştir. Daha açık bir ifadeyle, Çalışma 2 göstermiştir ki marka tarafından kandırılmış hissedenden tüketicilerin ardından gerçekleştirdikleri dürüstlük dışı hareketin onlarda yarattığı suçluluk duygusu, tüketicileri markaya karşı daha olumlu bir tutuma yönlendirse de tüketicinin haksız kazanılan ürüne maruz kalma sıklığı bu olumlu etkiyi arttırmamaktadır. Öte yandan (öncesinde tüketiciye yapılan bir hata olmaması sonucu) suçluluk duygusunun yoğunluğunun artması ve tüketicinin markadan kaçınmasına neden olduğu durumda, ürüne maruz kalma sıklığının, tüketicinin suçluluk duygusunu tetikleyen bir unsur olduğu ve tüketici-marka ilişkisi üzerindeki olumsuz etkiyi arttırdığı görülmektedir (Çalışma 4). Bu da zamanla geriye atılan yani geçici bir duygu olan suçluluk duygusunun yarattığı olumlu etkinin, dışsal unsurlarla kuvvetlenmesi söz konusu değilken, suçluluk duygusunun olumsuz etkiye neden olduğu durumlarda söz konusu dışsal faktörlerin de ilişkideki rolünün değişerek var olan olumsuzluğun derecesini arttırabileceğini göstermektedir.

Bu tezde söz konusu ilişkilerin testi esnasında herhangi bir marka yerine, katılımcıların hali hazırda ilişki içinde oldukları hatta kendilerinin severek kullandıkları favori markalar üzerinden ilerlenmiştir. Bu tez ve sonuçları bu kısıt göz önünde bulundurularak değerlendirilmeli ve gelecekteki çalışmalarda bu kısıt olmaksızın model test edildiğinde sonuçların ne yönde etkileneceğine bakılmalıdır.



1. INTRODUCTION

In 1971, Stanford Professor Philip Zimbardo and his team conducted the well-known Stanford Prison Experiment (SPE). In the beginning of the study, participants who are middle-class college students, shared personal information about their family backgrounds, physical- and mental-health histories, and social behavior. On the basis of their answers to the personal questionnaire they were deemed *normal*. Then they flipped a coin to be prisoners and guards in the experiment. In the first twenty-four hours of the study, the guards, with little to no instruction, began to humiliate and psychologically abuse the prisoners. On the other side, the prisoners became submissive and depersonalized, taking the abuse and saying little in protest. After six days, the extreme changes in participants' behaviors led the researchers make an end of the experiment which was planned to last two weeks in the beginning.

After many years, in 2007, Zimbardo published a book named "The Lucifer Effect: Understanding How Good People Turn Evil". The book courageously describes the every specific details of the experiment and also the personal experiences of Zimbardo, who became a prison superintendent rather than a psychological scientist during the experiment. He also addresses more interesting point of the experiment, in which ordinary participants/students without any pre-diagnosed pathological condition engaged in extreme actions that their personality traits would not have predicted while they were acting out prisoners or guards in the experiment.

The dispositional model, the predominant paradigm for explaining human behavior, focuses on inner individual personality traits and deviance. Even though Zimbardo (2007) admits that such factors have power on human behavior, he carries on with an alternate situationist perspective: external factors influence and contribute to individuals' behaviors. According to him, even the situationism is tended to be underestimated and overlooked, it is equally important with the dispositional model.

Besides Zimbardo's extreme experiment exposes the darkest side of human nature, daily situational factors may also have tendency to release the darker side of individuals, labeled as unethical behavior, even if they are not as harsh situational factors as Zimbardo's.

Cheating, fraud, deception, lying, and numerous other forms of unethical behavior can be seen as some of the major personal and societal challenges posed by the modern world (Shalvi et al., 2015). Although for many of us sensational brand transgressions tend to stand out more [e.g. Starbucks accused of racism after staff call police to arrest two black men 'who didn't order anything' (The Guardian, 16 April 2018)], consumer transgressions are more common in daily life (Shalvi et al., 2015). Individuals have a tendency to cheat or lie (Ariely and Jones, 2012) especially when given the opportunity to profit from dishonest behavior (Shalvi et al., 2015) or protect their self-interests or self-concepts (Ariely and Jones, 2012). Even though individuals might be innately honest and dislike lying or cheating as a reflection of their personal values or beliefs, in the line with the situationist perspective, circumstances and situational factors may tempt and hence lead them to cheat or lie (Mazar et al., 2008).

During the lifetime, individuals may become a cheater in different social roles such a spouse, child, employee, consumer etc. This thesis focuses on the consumers' dishonest behavior. Hence it asks that why consumers cheat; under which circumstances they tend to show more dishonest behavior; which situational factors trigger their dark side, how they deal with post effect of their dishonest act; and what are the reflections of the dishonest behavior and its post effects on consumer-brand relationship. Starting from these research questions, this thesis mainly takes feeling of being fooled and ambiguity into account as situational factors while investigating antecedents and consequences of dishonest behavior in a consumption context. While feeling of being fooled is selected as interrelationship based factor, ambiguity is taken into account as relationship independent factor.

At the same time, this study addresses the relationship between guilt as an emotional outcome of dishonest consumer behavior and its impact on consumer-brand relationships. Finally, it tests the moderating effect of repeated exposure to the guilt

stimulus between consumer feelings of guilt and consumer-brand relationship strength. In short, this paper makes the claim that while engaging in dishonest acts, individuals may not feel a sense of guilt in ambiguous situations (Pittarello et al. 2015) but when that ambiguity disappears, the consumer may feel guilty about what s/he has done. Such an emotional state may induce a psychological imbalance and hence activate a general desire to improve the self (Allard and White, 2015), which in turn can lead consumers to develop a stronger relationship with the brand, and that relationship may be enhanced by increasing exposure frequency to the guilt stimulus as a result of the exposure effect.





2. THEORETICAL UNDERPININGS

2.1 Ethical Decision Making

There are two major ethical theories in moral philosophy, which are deontological theories and teleological theories (Beauchamp and Bowie, 1979; Murphy and Laczniak, 1981). The deontological dimension emphasizes the specific actions or behaviors that are guided by norms and/or rules, and adopts the silver rule of “doing unto others as you would have them do unto you”. While the key point of deontological theories is the rightness of a behavior, teleological theories concentrate on the outcomes of actions or behaviors for oneself and other stakeholders (Frankena 1963). Teleologists defend that if a behavior develops a greater balance of good over evil than any available alternatives then it can be accepted as ethical. On the other hand, teleological theories have divergences in itself about the answer of “whose good should be promoted?”. Hobbes and Nietzsche, defenders of ethical egoism, answer this question by claiming that if the results of an act for an individual is more favorable than the results of another act, then it can be accepted as a right act for an individual; on the other hand, according to G. E. Moore and John Stuart Mill, defenders of utilitarianism (ethical universalists), an act can be accepted as a right act, only when it brings out a greater balance of good consequences for all people over bad ones than other available alternatives (Hunt and Vitell, 1986).

On the basis of deontological and/or teleological ethical perspective, an individual interprets different alternatives and makes a decision on which are ethical and which are not. Her/his ethical judgment brings behavioral intentions and ultimately behaviors in its wake. However, sometimes the judgments, intentions and behaviors may be inconsistent with each other (Vitell and Hunt, 2015). When this happens, Hunt and Vitell (2006) propose that the behavior will come along with feelings of guilt. Accordingly, two people may act in the same manner, yet only one may feel guilty, because the other’s behavior is consistent with his or her ethical beliefs.

Therefore, both deontological and teleological assessments shape the ethical judgments of decision maker. The deontological norms in relationship to a host of relevant environmental concerns influence the deontological evaluation whereas the desirability, the probability and the importance of stakeholder groups influence the teleological evaluation (Hunt and Vitell, 2006). The overall outcome of this teleological assessment would be the consumer's beliefs about the relative good versus bad produced by each possible alternative (Vitell et al., 2001).

The Hunt and Vitell model (1986, 1993) further suggests that in many situations ethical judgments of a decision maker are a function of both deontological and teleological evaluations. Several research (e.g. Hunt and Vasquez-Parraga, 1993; Mayo and Marks, 1990; Vitell and Hunt, 1990) support the concept that an individual generally uses both evaluation types. But none of these previous empirical research use consumer sampling until the study of Vitell et al., (2001). The empirical study of Vitell et al., (2001) reveals that regardless of various personal characteristics, consumers tend to depend on deontological norms rather than on teleological evaluations during decisions making process. That is, consumer behavior in ethical situations seems to be controlled by the consumer's principles rather than the possible outcomes.

2.2 Ethics in Consumer Behavior

Dodge et al., (1996, p. 823) define consumer ethics as the "rightness as opposed to the wrongness of certain actions on the part of the buyer or potential buyer in consumer situations", while Muncy and Vitell (1992) define them as the "moral principles and standards that guide behavior of individuals or groups as they obtain, use and dispose of goods and services" (p. 298). Muncy and Vitell (1992) have identified a theoretical framework containing three major factors, which have the potential to affect the unethical behavior of UK consumers. The first factor, the role played by consumers, concerns whether or not the consumer is active or passive in their actions. Being active infers that the consumer benefits from his/her intentional behavior (e.g. giving misleading price information to a cashier for a non-priced item). However being passive means that the consumer take advantage of a form of behavior, which occurs as the result of a mistake made by the business (e.g. the cashier gives them too much change and they keep quite). The second factor, perceived illegality of the behavior, concerns

whether or not deceitful or fraudulent behavior was involved (e.g. the consumer in some way deceives the salesperson by taking product to a store and claiming that it was a gift when it was not). The final factor, the perceived severity of the consequence, is about the degree to which direct harm is caused by the behavior (e.g. spending time in a bookstore reading a book but not buying it). This study also explores whether emotional responses like guilt are different with regard to actively and passively dishonest consumer forms of behaviors.

Mitchell and Chan (2002) build upon the work of Muncy and Vitell (1992), noting that they found four main factors that have a significant influence on consumers' ethical decision making in their exploratory research about the extent of aberrant behavior among UK consumers. These factors include "the role played by the consumer," "perceived illegality," "the perceived severity of the consequences" and "the visibility of the behavior". Mitchell and Chan (2002) empirically tested and looked at how often people engage in unethical actions by using qualitative and quantitative data to build a comprehensive index of fifty unethical forms of consumer behavior. The main aim of their quantitative study, which is based on the ethics scale developed by Muncy and Vitell (1992), is to specify the identifiable forms of dishonest behavior displayed by consumers including price tag switching, queue jumping, and the use of expired coupons. This study adopts 'mistaken price tag' as a case of consumer dishonesty by the reason of manipulation simplicity feature of it in daily consumption setting.

2.3 Rationalization of Dishonest Behavior

Dishonest behavior denotes actions carried out within an exchange that consciously violate commonly held moral norms of conduct (Reynolds and Harris, 2009). Akers et al. (1979) claim that for every norm in society there is always a norm of evasion that can be used to eliminate normative constraints and any consequential repulses. In other words, norms of evasion make it possible for consumers to rationalize their dishonest behavior by various techniques of neutralization. These techniques are:

- *Denial of responsibility*, which involves consumers arguing they are not accountable for their actions because they are beyond their control (e.g. they did not have any choice in the matter);

- *Denial of injury*, in which the misconduct is seen as not being very grave and results in little perceived direct harm (e.g. the store still makes a profit if the customer takes a chocolate bar);
- *Denial of victim*, in which consumer actions are motivated by a mistake made by the business (e.g. a certain product or service is not seen as being worth the money);
- *Condemning the condemners*, by means of which consumers condemn those who are condemning them while they behave similarly (e.g. they think that they are being overcharged so they feel free to do as they please);
- *Appeal to higher loyalties*, which involve misconduct justified by an attempt to appeal to a higher ideal or value (e.g. for the sake of family).

Neutralization techniques suggest that consumers resort to one or more of those mechanisms to come up with excuses to justify their dishonest behavior. By using one or more of such neutralization techniques, they feel better and exonerate themselves from the social and self-degradation that results from violating norms. If an individual feels that by utilizing one or more of those techniques s/he can get away with wrongdoing, s/he is likely to act dishonestly (Strutton, Pelton and Ferrell, 1997). Techniques of neutralization are essentially a learned vocabulary of motives for misconduct that people use to preserve themselves from self-blame (Grove et al., 1989). While they do not represent a full rejection of traditional norms, such techniques are merely a means of reducing their impact in circumstances that are not seen as being socially acceptable.

This study focuses on the technique of *denial of victim* by drawing on the argument developed by Grove et al. (1989), which says that denial of victimhood involves a situation where the consumer feels that the wronged party, regardless of whether it is a person, a group or an organization, deserves the consequences of the misconduct. In this way, the consumer no more sees the victim as a victim at all but rather a target that deserves to be wronged (Grove et al., 1989).

2.4 Moral Emotions

The moral emotions are the responses to moral violations, or the motivational source of a moral behavior (Haidt, 2003). They can be critical in understanding individual's behavioral conformance or lack of conformance to their moral standards (Tangney et al., 2011). They are "linked to the interests or welfare either of society as a whole or at least of persons other than the judge or agent" (Haidt, 2003, p. 276). Moral emotions are seen as the motivational forces to do good and to abstain from doing bad (Kroll and Egan, 2004).

Moral emotions are divided into two major families that are "other-condemning" family, in which the three sisters are contempt, anger, and disgust, and the "self-conscious" family that consists of shame, embarrassment, and guilt (Rozin et al., 1999).

Just like many social species, humans, especially with their language and highly developed social-cognitive abilities (Dunbar, 1996), have figured out when they cooperate each other rather than being on its own, they get more benefits (Axelrod, 1984; Wilkinson, 1984). As gossip theory supports that human beings talk each other about others and cooperate to catch hypocrites, liars, cheaters, and others who are trying to fake the appearance of being trustworthy (Harari, 2014). Human beings pay attention what people do to each other, and easily generate negative feelings, such as contempt, anger, and disgust, towards individuals with whom we have never interacted. The moral emotion literature named these negative feelings as "other-condemning" emotions.

Other-condemning emotions often experienced when people witness third parties engaging in behaviors that are in violation of the moral order within the culture (Rozin et al., 1999). Once human beings begin responding with anger, contempt, and disgust to social violations, it become applicable for individuals to watch and restrain their own behavior. Since individuals have a powerful need or desire to be a part of a group (Baumeister and Leary, 1995), the self-conscious emotions are designed as a helping mechanism to people by navigating the complexities of fitting in to groups without activating other-condemning emotions (Haidt, 2003).

Self-conscious emotions motivate individuals to stick to social norms and personal standards thereby enable social interactions and relationships (Goffman, 1967). Since

self-conscious emotions require self-awareness and self-representations, they can be separated from basic emotions insofar (Lewis, 2008; Tangney and Dearing, 2002). They are cognitively more complex (Izard et al., 1999), and also encourage the comprehension of multifaceted social goals (Keltner and Buswell, 1997).

Self-conscious emotions, guilt, shame, and embarrassment, may be experienced when a person behaves in ways that fail to meet some standard, rule, or goal (Tracy and Robins, 2007). In the case of shame, the failure is treated like a dispositional flaw in character spanning across contexts. On the other hand, the failure is attributed to the self in the case of guilt. Guilt is a situation specific condition and not generalized to other contexts. In the case of guilt, the failure is not assumed to be indicative of a problem with the “global” self. On the other side, embarrassment is less negative emotion than guilt or shame, and it is experienced when a person fails to meet some social convention. Thereby, it has only a minor role in moral behavior rather than guilt and shame (Eisenberg, 2000).

In spite of the fact that guilt and shame are often seen as having the same meaning, emotion researchers agree on several distinctions between these two emotions (Lewis, 2008; Tangney and Dearing, 2002) (Table 2.1). In general, while shame is considered as an expression of a negative evaluation of the self, guilt is accepted as the representation of a negative evaluation of one’s specific behavior.

Table 2.1 : Differences between guilt and shame in marketing literature, adapted from Antonetti and Baines (2014).

Conceptualization		Definition Difference	References
Self/Behaviour	Guilt	Determined by the appraisal of negative outcomes caused by <i>unstable personal behavior</i>	Cohen (2010); Chun et al. (2007); Dahl et al. (2003); Duhachek et al. (2012); Soscia (2007); Yi and Baumgartner (2011)
	Shame	Determined by the appraisal of negative outcomes caused by <i>stable personal traits</i>	
Private/Public	Guilt	Determined by the <i>private appraisal</i> of negative outcomes caused by personal behavior	Agrawal and Duhachek (2010); Brennan and Binney (2010); Huhmann and Brotherton (1997); Lascu (1991)
	Shame	Determined by the <i>public appraisal</i> of negative outcomes caused by personal behavior	

Guilt focuses on “some past behavior that is inconsistent with the set of internalized standards” (Tangney, 1990, p. 103). The common antecedents of guilt are as follows; giving harm to others, not helping others, neglecting personal duties, cheating, lying, stealing, failing to reciprocate, overt hostility, and infidelity (Ausubel, 1955; Keltner and Buswell, 1996; Lindsay-Hartz, 1984; Tangney, 1992; Tangney et al., 1996

While those actions cause awareness that a person has violated social norms produces guilt; experiencing feelings of guilt may cause motivation for self-improvement and reparative behavior (e.g. apologizing, changing actions) (Bierbrauer, 1992; Morris and Keltner, 2000; Savani et al., 2012; Tangney et al., 2007), and enhances the likelihood of cooperative bonds with cooperation in iterative interactions (e.g. Ketelaar and Au, 2003), altruistic action (Regan et al., 1972), and even forgiveness (McCullough et al., 1997; 1998). Compared to shame and embarrassment, other self-conscious emotions, guilt is more likely to be related to recovering actions such as accepting his/her fault and seeking to make amendments (Miller et al., 1996).

As Lazarus and Folkman’s (1984) stress theory indicates that deal with there are potential outcomes of negative emotional experience: emotion-focused coping and problem-focused coping. Whereas emotion-focused coping strategy lays emphasis on

regulating the negative emotion in the expectation that reestablish the inner balance (Gross 1998) problem-focused coping strategy contains all the actions that aim to cope with the source of the negative emotional experience (Antonetti and Baines, 2014). There are several examples for both type of coping strategy. While discussing on the content of a message, (e.g. Coulter and Pinto 1995; Hass and Linder 1972; Hovland et al. 1953) and/or rationalization of the behavior, decision, or thought to justify the self (e.g. Bray et al. 2011; Chatzidakis et al. 2006) can be shown as examples of emotion-focused coping strategies; problem-focused coping strategies are engaging in a compensatory behavior by changing attitude toward the victim and/or amending former injustice (Tangney and Dearing 2002; Tangney et al. 2007). Thereby, feeling guilty activates a general motivation to improve the self (Allard and White, 2015) by activating either problem-focused or emotion-focused coping strategies. Accordingly, a consumer who has brought harm to his/her relationship with a brand by acting out of line may seek out an opportunity to repair that relationship to reestablish an inner balance (Argo and Shiv, 2012). Accordingly, there are several studies in consumer behavior literature, with the claim of positive power of guilt emotion in regulating individual behavior (See Table 2.2).

As a consequence, guilt is mostly seen as “constructive” and “proactive” emotion in social sciences. This aspect of guilt feelings is studied in different contexts such as political science (e.g. Brown et al., 2008; Imhoff et al., 2012), education (e.g. Bell, 2007; Flores and Day, 2006), criminology (e.g. Fan et al., 2002; Hosser et al., 2008), gender studies (e.g. Ferguson and Eyre, 2000; Fischer and Manstead, 2000; Else-Quest et al., 2012), management (e.g. Flynn and Schaumberg, 2012; Schaumberg and Flynn, 2017; Cohen et al., 2013), and marketing (e.g. Steenhaut and Van Kenhove, 2006; Agrawal and Duhachek, 2010).

Table 2.2 : Behavioral consequences of consumers' feelings of guilt.

Focus of Guilt	Behavioral Regulation Example	References
Guilt related to the self	Reduces consumption of unhealthy foods	Durkin et al. (2012); Mishra and Mishra (2011); Mohr et al. (2012); Rozin et al. (1999)
	Favors consumption of healthier alternatives	Cornish (2012)
	Financial prudence and increasing saving	Soman and Cheema (2011)
Guilt related to social standards	Boycotting decisions	Braunsberger and Buckler (2011); Klein et al. (2004)
	Environmentally responsible consumption choices	Carrus et al. (2008); Gregory-Smith et al., (2013); Grob (1995); Kaiser (2006); Peloza et al. (2013)
	Decreases the likelihood that consumers will unfairly take advantage of firms and behave in morally questionable ways	Steenhaut and Van Kenhove (2005, 2006)
Guilt related to relationship with others	Guilt towards a salesperson -> desire to engage in positive reparatory action	Dahl et al. (2005, 2001)
	Guilt towards one's own children -> desire to save financial resources to spend on their well-being	Soman and Cheema (2011)

In marketing literature, the consumer guilt is defined as “a negative emotion, which results from a consumer decision that violates one’s values or norms” (Burnett & Lunsford, 1994, p. 33). Since emotions affect consumer decision-making, and the positive or negative consequences of a decision can highly affect feelings of the decision maker (Schwarz 2000), understanding this endless loop on consumers emotions is important for marketing researchers and practitioners. With this aim, feelings of guilt as a considerable emotion have been studied in marketing over years with its various aspects such as guilt in consumption context (Table 2.3).

Table 2.3 : Major guilt studies, adapted from Antonetti and Baines (2014).

Sub-Topic	References
Demographic variables	Orth et al. (2010); Baumeister et al. (1994); Else-Quest et al. (2012)
Culture	Goetz and Keltner (2007); Kitayama et al. (2006); Markus and Kitayama (1991); Tsai et al. (2006)
Appraisal processes	Doosje et al. (1998); Roseman et al. (1996); Tiedens and Linton (2001); Tracy and Robins (2007); Zeelenberg and Breugelmans (2008)
Guilt disposition	Cohen et al. (2013); Cohen et al. (2011); Steenhaut and Van Kenhove (2006); Tangney and Dearing (2002)
Memory and feedback	Amodio et al. (2007); Baumeister et al. (2007); Philippe et al. (2011); Philippe et al. (2013)
Social categorization: in-group vs. out-group guilt	Agrawal and Duhachek (2010); Gilbert (2003, 2007)

2.5 Customer-Brand Engagement (Consumer Engagement) and Consumer-Brand Relationship Strength

Consumers associated with brands in several ways, and academia use various terms for these relationships, some of them are brand love, brand attachment, brand commitment, brand loyalty, brand resonance, and brand involvement (Goldsmith and Goldsmith, 2012). Another term, brand engagement is a key component of customer-based brand equity model of Keller (2001). As a relatively new construct, consumer-brand engagement (CBE) have several definitions in the literature. Schultz (2007) defines

CBE as building a powerful and permanent associations between brand and consumers through an ongoing effort of the brand by activating interaction, shared values, experiential contents and rewards in the eye of consumers. Hollebeek (2011) conceptualizes the construct as a process of forming an emotional or rational attachment between consumer and brand.

Engagement is also a multi-dimensional construct that includes emotional, cognitive, and behavioral dimensions (Hollebeek 2011, 2012) during specific brand interactions (Hollebeek et al. 2014). The cognitive processing is the mostly focused dimension of CBE. It refers to “a consumer’s level of brand-related thought processing and elaboration in a particular consumer-brand interaction” (Hollebeck et al., 2014, p.10). As an emotional dimension, affection is seen as a “consumer’s degree of positive brand-related affect in a particular consumer-brand interaction” (Hollebeck et al., 2014, p.10) and it is controlled by the feelings activated in an individual (Heath, 2007, 2009). Lastly, as a behavioral dimension, activation or conative component is conceptualized as behavioral expressions towards a brand that is more than the mere purchase (Van Doorn et al. 2010; Verhoef et al. 2010). Behavioral dimension also includes a “consumer’s level of energy, effort and time spent on a brand in a particular consumer/brand interaction” (Hollebeck et al., 2014, p.10). Accordingly, Hollebeck et al. (2014, p.10) have rewritten the definition of consumer-brand engagement by extending it as “A consumer’s positively valenced brand related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions”.

Table 2.4 : Customer engagement definitions in the literature, adapted from Vivek et al. (2014).

Term	Definition	References
Strength of engagement	A state of being involved, occupied, fully absorbed, or engrossed in something (i.e., sustained attention), generating the consequences of a particular attraction or repulsion force.	Higgins and Scholer (2009)
Consumer engagement behaviors	Customer engagement behaviors go beyond transactions and are defined as a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivation drivers	Van Doorn et al. (2010)
Customer engagement	The customer's cognitive and affective commitment to an active relationship with the brand as personified by the Web site or other computer-mediated entities designed to communicate brand value. It is characterized by the dimensions of dynamic and sustained cognitive processing and the satisfying of instrument value and experiential value.	Mollen and Wilson (2010)
Customer engagement	A psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships	Brodie et al. (2011)
Customer-brand engagement	The level of a customer's motivational, brand-related and context-dependent state of mind characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions. It includes the themes of immersion, passion, and activation.	Hollebeek (2011)
Consumer engagement	The intensity of an individual's participation in and connection with an organization's offerings and/or organizational activities, which either the customer or the organization initiate.	Vivek et al. (2012)
Customer-brand Engagement (Advertising/media engagement)	Customer-brand engagement appears as a multi-dimensional concept combining such elements as attention, dialogue, interaction, emotions, sensorial pleasure, and immediate activation aimed at creating a total brand experience with consumers.	Gambetti et al. (2012)

Table 2.4 (continued) : Customer engagement definitions in the literature, adapted from Vivek et al. (2014).

Consumer engagement process	It embodies interactive consumer experiences where information and communications technologies such as social media act as tools that can enable and facilitate these experiences. The level of consumer engagement is calculative and affective commitment to an active relationship with a firm or the firm's online community	Sashi (2012)
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Beyond emotional, cognitive, and behavioral dimensions of CBE, Bowden (2009) proposes a dynamic and more comprehensive perspective for CBE. According to Bowden (2009), consumer brand engagement is a psychological process and day by day consumers become more loyal to a brand during the process. This process involves different levels of the consumer–brand relationship that are characterized by a growing level of *calculative commitment*, *affective commitment*, *trust*, and *involvement*, resulting in repeated purchasing behavior and long-standing loyalty. The relationship marketing literature also supports Bowden’s perspective.

Both of the marketing concept and the market orientation concept have implicit desire for relationships with customers. Whereas the marketing concept highlights the importance of meeting customer needs, the market orientation concept underlines the place and importance of ensuring superior value relative to competitors while meeting the customer needs (Sashi, 2014). Relationship marketing extended the domain to concentrate on the exchange relationships in addition to improving our understanding of relationships between brands and consumers (e.g. Gronroos, 1994). Focusing more on under what conditions relationship marketing will be successful, the well-known commitment-trust theory (Morgan and Hunt, 1994) of relationship marketing lays emphasis on trust and commitment as the key factors in developing and sustaining successful relationship that determine whether exchange between brands and consumers is transactional or relational. Thereby, building and maintaining trust and commitment in consumer-brand relationships are necessary for CBE (Sashi, 2012). “When one party has confidence in an exchange partner’s reliability and integrity” (Morgan and Hunt, 1994, p.23), there is *trust*. In absence of trust, it is hard to establish an enduring or intimate relationship. Only if consumers trust brands, they can be expected to become advocates for the brand. On the other hand, as Sashi (201) states that trust alone may not be enough to turn the exchange into a long-term relationship, it would be better to have a *commitment* which leads to long-term relationships too but not necessarily intimacy. Morgan and Hunt (1994, p.22) define commitment “as an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it; that is, the committed party believes the relationship is worth working on to ensure that it endures indefinitely”.

Researchers (e.g. Gustafsson et al., 2005; Bowden, 2009) draw a distinction between two different types of commitment which are labeled as calculative and affective. Whereas calculative commitment refers to sticking with a particular seller because of switching costs or lack of other suppliers, *affective commitment* is an emotional bond between brand and consumer that based on a trust and reciprocity in a relationship (Gustafsson et al., 2005). As the organizational behavior researchers Allen and Meyer (1990) state that affective commitment refers to emotional attachment to the organization and also individuals' involvement and identification with the organization. Since establishing a powerful and invulnerable bond between consumers and brand is one of the key points of CBE (Bowden, 2009), strong attitudinal attachment or sense of community are also essential for active engagement with the brand to occur (Keller, 2001). For instance, customers may choose to register brand-related blogs, webpages, or forums centered on a brand with the aim of receiving updates and/or exchanging information or just for getting touch with other brand users or representatives of the brand itself. By doing this, customers themselves become brand representatives, ambassadors or advocates of the brand, and hence communicate about the brand, and intensify the brand ties of others.

Consumer brand *involvement*, another component of affective commitment (Allen and Meyer, 1990), is found significantly associated with CBE in the empirical study of Hollebeck et al. (2014). In her prior study, Hollebeck (2011) found that involvement and interactivity are also antecedents of CBE and they are needed prior to the forming of CBE levels. Engagement and involvement are similarly based on consumers' needs and values. Moreover both of them motivate the individual toward a specific object such as a brand (Sprott et al., 2009) and enhance the consumer-brand relationship.



3. CONCEPTUAL FRAMEWORK

3.1 Dishonest Consumer Behavior

Dishonest behavior denotes actions carried out within an exchange that deliberately violate generally accepted moral norms of conduct (Reynolds and Harris, 2009). When dishonest behavior is investigated in consumption setting, dishonest or unethical behavior concept is divided into two major categories, which are actually highly different from each other (Moschis and Cox, 1989).

One side of this division, there is an extreme unethical behavior, which is generally labeled as consumer misbehavior (Fullerton and Punj, 1998), dysfunctional consumer behavior (Reynolds and Harris, 2009) or consumer deviance (Harris and Daunt, 2011). Insurance fraud (Lesch and Brinkmann, 2011), digital piracy (Freestone and Mitchell, 2004), and shoplifting (Babakus et al., 2004) are the investigated examples of this extreme side of dishonest or unethical behavior. The main emphasis of such fraudulent behavior is on breaking the rules, and hence infringes the implicit social contract that underlies most exchange relationships (Cova et al., 2018) (Table 3.1).

The other side of the division, there is a more common form of unethical behavior. It involves being unfair with certain subtle forms of misbehaviour. As Berry and Seiders (2008) states that this form of dishonest behavior arises from harmful actions of a consumer toward a company, employees, even other customers. Exaggerated or incorrect insurance claims, tax fraud, purchasing, using and then returning clothing (i.e., wardrobing), cheating on service guarantees, deliberately taking advantage of service recovery policies to get compensation (Wirtz and McColl-Kennedy, 2010) or saying nothing about given too much small change by mistake (Mitchell et al. 2009). The major of these opportunistic and/or negligent consumer behavior examples is the consequences of the misconduct. These type of consumers do not hesitate to exploit any and all possibilities that arise without considering consequences (Cova et al., 2018).

Table 3.1 : Main unethical consumer behavior studies and the definitions of dishonest behavior.

Term	Definition	References
Aberrant consumer behavior	Customer misbehavior when exclusively exploring deviant customer behaviors that are both externally-directed and visible.	Mills and Bonoma (1979); Fullerton and Punj (1997, 2004); Albers- Miller (1999); Freestone and Mitchell (2004); McGoldrick and Andre (1997); Tonglet, (2001)
Deviant consumer behavior	Behavior in the exchange setting which violates the generally accepted norms of conduct in such situations and which is therefore held in disrepute by marketers and most customers.	Deutsch and Kraus (1965); Moschis and Cox (1989); Fullerton and Punj (1993)
Dysfunctional consumer behavior	Actions by customers who intentionally or unintentionally, overtly or covertly, act in a manner that, in some way, disrupts otherwise functional service encounters.	Harris and Reynolds (2003)
Jaycustomers	Ones who act in a thoughtless or abusive way, causing problems for the firm, its employees and other customers.	Lovelock (2001)
Problem consumers	Ones who are unwilling to cooperate with the service provider, other customers, industry regulations, and/ or laws.	Bitner et al. (1994)

Although various popular or less common terms have been used to describe and define unethical and dishonest consumer behaviors, such as deviant consumer behavior (Moschis and Cox, 1989), aberrant consumer behavior (Mills and Bonoma, 1979; Fullerton and Punj, 1993), consumer misbehavior (Fullerton and Punj, 1997; Tonglet, 2001), dysfunctional consumer behavior (Harris and Reynolds, 2003), jaycustomers' (Lovelock, 2001), problem consumers (Bitner et al., 1994). In addition to the definitional studies there are several studies that mention dishonest/unethical behaviors in different contexts and use various labels for them such as non-normative behavior (Al-Khatib et al., 1987; Grove et al., 1989), abnormal behavior (Atkinson et al., 1996), inappropriate customer behavior (Martin, 1996; Strutton et al., 1994), badness behavior (Yi and Gong, 2006), unfair customers (Berry and Seiders, 2008).

In this thesis “dishonest consumer behavior” label, will be used as a general expression that is defined as “consumer direct or indirect actions, which cause organizations or other consumers to lose money or reputation” (Mitchell et al., 2009, p.3).

Dishonest behavior can drive from external or internal incentives, and can be character-based or situation-based (See Table 3.2). Rational actor paradigm suggests that individuals are interested in personal benefit maximization and their decisions are based on cost-benefit calculations. When they assess higher probability of getting caught and higher severity of the consequences if busted (external incentives) (Becker, 1968), they refrain from doing wrong. In the absence of external incentives, they regulate their behaviors on the basis of moral standards and individual's moral character traits (internal incentives) (Mazar et al., 2008) and hence behave honestly. Although moral character traits are considered stable and robust across situations, several studies show that situational factors influence unethical behavior such as the lighting of the room (Zhong et al., 2010), categorization malleability of the action (Mazar et al., 2008), presence of an obvious cheater (Gino et al., 2009), and roleplaying (Zimbardo, 2007).

Table 3.2 : Character-based and situation-based determinants of dishonesty, adapted from Wirtz and Kum (2004).

Conceptualization	Situation-based	Character-based
Motivational variables (Increase cheating behavior)	Potential material gain, rewards, and benefits Opportunity to cheat Perceived injustice External pressure Dissatisfaction	Machiavellianism Introversion and extroversion Testing the system
Inhibitory variables (Reduce cheating behavior)	Sanctions (formal and informal) Codes of conduct Commitment and loyalty Trust in a relationship Time horizon Risk of being detected Visibility of victim Personal contact Attitudes and norms High satisfaction Perceived seriousness of cheating	Moral inhibitions Honesty Shame (or self-imposed punishment) Self-monitoring Interpersonal trust Religion Intelligence Gender Age Risk aversion Locus of control Self-esteem Social bond

In addition to these situational factors, this study aims to investigate another potential dishonesty increasing environmental factor: presence of a situational ambiguity. Since the ultimate outcomes of the research are consumer-brand relationship strength dimensions, the second situational factor is selected as feeling of being fooled which has a direct impact on the consumer's perception about their relationship with the brand. Thereby, this study works on two situational motives that are feeling of being fooled (interrelationship based motive) and ambiguity (relationship independent motive) that may help to explain consumers' dishonest behaviors further.

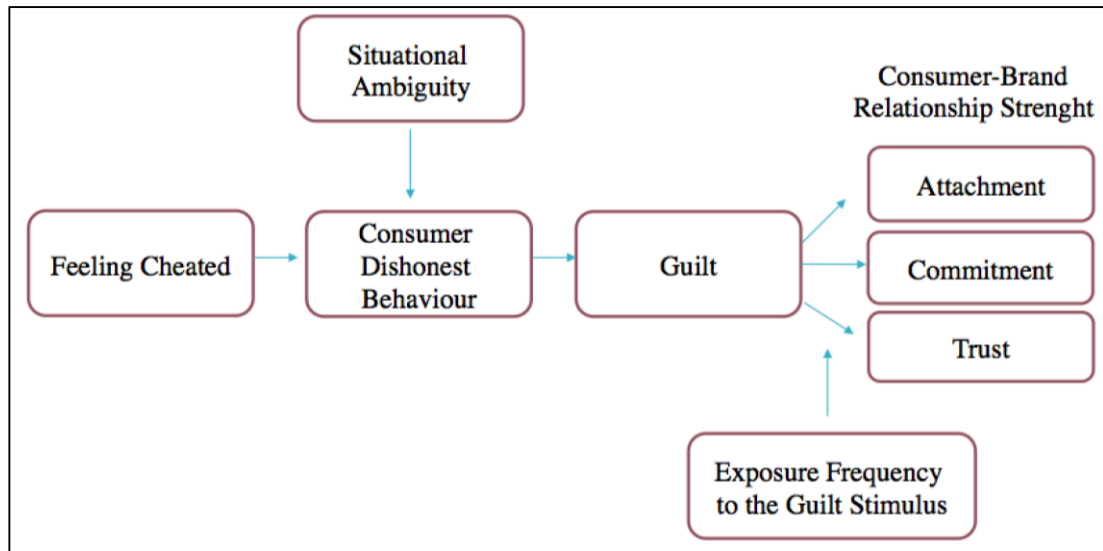


Figure 3.1 : Conceptual model of the thesis.

3.2 Feeling of Being Fooled

Since individuals care about fairness and reciprocity (e.g., Camerer, 2003; Fehr and Schmidt, 1999) any betrayal becomes a key motivational force that leads consumers to try to restore fairness by all means possible (Grégoire and Fisher, 2008) including retaliation, which may be expressed as consumer actions aimed at punishing and causing inconvenience for a brand (Bechwati and Morrin, 2003; Grégoire and Fisher, 2006). When considered from this point of view, it can be seen that a violation of fairness leads to an increased sense of betrayal (Elangovan and Shapiro, 1998; Grégoire and Fisher, 2008; Koehler and Gershoff, 2003), which in turn puts pressure on customers to reestablish fairness by resorting via two basic mechanisms: demanding reparations and/or engaging in acts of retaliation (Walster et al., 1973).

In a service setting, reparation is a positive and constructive mechanism for restoring fairness and it includes any effort in which a firm provides to its customers a compensation of and atone for the failure (cf. Walster et al., 1973). There are several way of reparation such as exchanging or repairing a faulty product, offering a discount or repayment, apologizing, or responding to complainings in a timely fashion (Smith et al., 1999). In contrast, customer retaliation involves customer efforts to punish and inconvenience a firm for the damages they feel they suffered. Unlike in the case of reparation, which involves customers seeking to improve their situation by getting something, retaliation is motivated by a desire to bring harm to a firm in some way

(Walster et al., 1973). While reparation is mainly corrective, retaliation is punitive for the most part.

This thesis argues that a third mechanism, self-compensatory behavior, exists between these two concepts and has characteristics common to both of them. Even though self-compensation concept rarely used in social sciences, research from different domains build consensus on the meaning of the concept. The study of Gow et al., (2008) exemplify self-compensation by stating that one could compensate for poorer memory by building more careful habits of remember one's actions as a way of self-compensation. A research (Chin, 1997) from management literature shows that since employers pay less per month for domestic servants, then domestic employment agencies are compelled to charge higher fees as self-compensation for the difference. Similarly Gal (2002), a political science researcher, highlight the concept of self-compensation while explaining misbehaviors of citizens in the socialist Eastern and Central Europe. Since the state constantly intervenes in the meaning of *public* and *private*, with the public sometimes becoming private; people see the powerful state as a discursive opposition who is victimized them. Therefore, for self-compensation, people thought that since it is communal, it must be theirs, as well, for their own private use same as government did them in the reverse manner.

In the line with common meaning of self-compensation from various literature, this thesis aims to show that there may be a third mechanism in reestablishing fairness other than retaliation and reparation. It claims that when consumers engage in self-compensatory behavior, they may seek to both restore fairness and improve their situation by modifying their inputs and outcomes. By doing so, consumers not only secure justice but they also do it their own way.

The motives underlying a desire for self-compensation may lead consumers to engage in dishonest behavior with the aim of administering justice by themselves. Consumers' deliberate dishonest acts are major challenges for firms across a wide range of sectors and industries (Fisk et al., 2010; Fullerton and Punj 2004). The dysfunctional activities of angry customers incur a quite psychological, physical and financial cost for organizations, personnel, and bosses (Harris and Reynolds, 2003). Psychological reactions occur in two forms; one way is rude, threatening, obstructive, aggressive, or

disruptive behaviors of consumers that affect the psychological state of service employee negatively; the other is showing feigned emotions and hence faking behavior to pacify disruptive, aggressive, or intoxicated customers. For example, because of the *customer is always right* principle, even an employee is not wrong in real, s/he may apologize or act in a way that s/he does not feel in real. Consumers may attacks firms or its employees by invariably informing law enforcement agencies and often subsequently suing for financial compensation. More interestingly, according to qualitative study of Harris and Reynold (2003), 78% of participants states that they had witnessed or experienced more restrained forms of physical violence by customers (i.e. throwing the sandwich to waitress, biting bartender's arm). In addition, direct effect of consumers' dysfunctional activities on employees has also indirect effect on other employees. For instance, when a consumer' dysfunctional behavior affect an employee, the employee may become aggressive and this emotional state of his/her might reflect other employees in many ways such as shouting them.

In the light of the previous research and real life experiences, consumers can move from the position of being a victim to a victimizer. A number of studies about dishonest consumer behavior have demonstrated that idea (e.g., Al-Khatib et al., 1997; Grove et al., 1989; Harris and Reynolds, 2003) by showing that consumers are not only always victimized but can also be the victimizer, causing financial, psychological, and physical losses for organizations, personnel, and bosses (Strutton et al., 1997) in the lead of their negative emotions and hence behaviors.

Emotions are mental states of readiness that evolve out of evaluations of events or one's own thought (Bagozzi et al., 1999). Day by day, the role of emotion is paying greater attention from both academia and practitioners with the aim of a better understanding of consumers and their consumption experience (Mattila and Enz, 2002; Oliver, 1997) and there is several credible research on emotions' effect on consumers (Bagozzi et al., 1999; Erevelles, 1998; Liljander and Strandvik, 1997).

Emotion studies in marketing show that consumers who have positive emotions toward the brand assess products more positively than consumers who have neutral or negative emotions (Isen et al. 1982); thereby, their attitude towards the brand would also be positive (Pansari and Kumar, 2017). On the perspective on consumer-brand

engagement or customer engagement, emotionally attached consumers to the brand will see the brand as their own and defend the brand in both online and offline conversations (Fedorikhin et al. 2008). In addition to providing feedback about the brand (Nyer 1997), they may also mention the brand to their social circle (Baumeister et al. 2007).

Several studies (Andriof et al., 2002; Kumar et al. 2010; Roberts and Albert 2010) lay emphasis on the positive side of engaged customers who are willing to interact with a brand and have constructive role on organizations by means of growing trust, recommendations, loyalty and co-creation. On the other hand, there is a negative side of customer engagement. Negative engagement is different from disengagement (Bowden-Everson and Neumann, 2013). Even though there are several studies that focus on negative engagement in the context of crises (Coombs and Holladay, 2007; Jin et al., 2010;), even simple negative experiences and unresponsiveness from the organizational side or/and both inside and outside the organization may also cause negative engagement (Luoma-aho, 2015).

Consumers' expectations affect their evaluations and perceptions about the brand (Creyer and Ross, 1997), and failure to meet consumers' prior held expectations (Zeelenberg and Peeters, 2004) may cause negative emotions including anger, regret, sadness, and dissatisfaction (Luoma-aho, 2015). Especially anger is seen as one of the most common emotion that leads customers to negative engagement behaviors (Sánchez-García and Currás-Pérez, 2011). In service setting, respondents conveyed the feelings associated with disappointment and dissatisfaction in services provided, and reactions tended towards an emotion of feeling cheated and betrayed by their service providers (McColl-Kennedy and Smith, 2006). When a consumer blames an organization or individual for an event or failure, emerging negative emotions lead to negative consumer-brand engagement and hence cause emergence of *negatively engaged complainers* (Luoma-aho, 2015).

With the aim of better understanding of negatively engaged complainers and so customer complaint behavior, Kasnakoglu et al., (2016) content analyze complaint texts posted on a well known website (www.sikayetvar.com). They have identified six types of emotions: hopeful, puzzled, recessive, befooled, offended, and hypersensitive

from unsatisfied consumers' complaints. Consumer complaining behavior literature (Liljander and Strandvik, 1997) signals that negative emotions are powerful than positive emotions on customer satisfaction.

This is why this thesis mainly focuses on consumers had negative emotions towards a brand and more specifically takes into account befooled feeling and aims to emphasize the importance of on befooled emotion on consumer dishonesty. On the basis of justification mechanism, when it is more easy to rationalize the reason of a misbehavior, consumers are more likely to behave dishonesty. In the same vein, the rationalization technique of *denial of victim*, which says that denial of victimhood involves a situation where the consumer feels that the wronged party (Grove et al., 1989), makes it possible for them to justify their dishonesty. Therefore among other emotional reactions of consumers, befooled consumers are selected as the target consumers who may easily no longer sees the victim as a victim at all but rather a target that deserves to be wronged and deserves the consequences of the misconduct.

According to Kasnakoglu et al., (2016), befooled customers think that they were cheated or deliberately ignored by the firm. Moreover they are not confused about their feelings and clearly feel negative about the experience. Their reasons include “missing/misleading information, blaming the customer for the problem, reoccurrence of the same problem, extended delays of repair, and deceiving the customer” (Kasnakoglu et al., 2016, p. 3661) . In their descriptive study Kasnakoglu et al., (2016) show that a lot of complaints in befooled group, in other words customers who felt cheated, have financial concerns. Particularly, they think that they would not have overpaid if the company were doing its job genuinely. The study reveals that customers feel cheated or befooled when the issue is financial, and they usually write their complaint texts in a threatening tone.

As a consequence, injustice perception of befooled consumers, who think that they are cheated or deliberately ignored (Kasnakoglu et al., 2016), may distort their judgment and decision-making process, and this feeling of being fooled may lead them to behave dishonesty as a part of self-compensation mechanism.

H₁: Befooled consumer, who feels cheated, will be more likely to behave dishonestly than a consumer who does not feel cheated.

3.3 Ambiguity

As stated earlier, befooled consumer may tend to engage in dishonest behavior with the aim of getting even with a brand. In addition to feeling of being fooled, an interrelationship based motive of dishonest behavior, situational ambiguity may pave the way for dishonesty by providing a suitable environment to get even for the befooled consumers.

Ambiguity (*ambiguitatem*) means “double meaning” in Latin and has two meanings itself: First, ambiguity can exist when it is possible to interpret something (information, behavior or a situation) in two or more ways, and matters become more complex when a wide range of interpretations is possible. A phrase, for example, can be ambiguous if there are two specific yet distinct meanings, which make sense in the same context. Second, ambiguity can exist when there is uncertainty or doubt (for reasons aside from the existence of multiple meanings). In other words, the meaning of something cannot be determined from its context. Such situations lead to uncertainty as regards making sense of a given event, situation, circ

umstance or range of possible outcomes. For example, loopholes in laws serve as ambiguous means by which people can bypass the justice system. Situational ambiguity provides conditions for varying interpretations of the same act or information (Onifer and Swinney, 1981), hence may prepare an environment that works as a justification mechanism for consumer dishonesty.

A plethora of research (e.g., Malhotra and Miller, 1998; Vitell et al., 1993; Wines and Napier, 1992) offer various models for understanding practices of ethical decision-making, but they tend to analyze the influence of managers’ moral value sets, professional environments, and industrial and organizational environments on ethical decision-making and consequent behavior. Only few of them specifically address the consumer side of the buyer-seller dyad (e.g., Al-Khatib et al., 1997; Mitchell and Ka Lun Chan, 2002; Muncy and Vitell, 1992). By focusing on consumers and their potential dishonest behaviors under situational ambiguity, this study attempts to

contribute to an under-researched area in ethical decision-making literature.

According to Pittarello et al. (2015), in ambiguous situations individuals may engage in unethical behavior or cheat others but still feel that they are morally in the right by employing self-serving justifications that shape their ethical failures. Shalvi et al. (2015) define such justifications as “the process of providing reasons for questionable behaviors and making them appear less unethical” (p. 125). Justifications weaken threats to an individual’s moral self when s/he acts unethically; thereby determine the magnitude of the wrong committed, especially in ambiguous situations (Pittarello et al., 2015; Shalvi et al., 2015).

Pittarello et al. (2015) define ambiguous settings as situations in which “individuals’ attention shifts toward tempting information” (p. 1). According to their study, when people find themselves in ambiguous situations, they are more likely to make *mistakes* that serve their self-interest. That ambiguity makes it possible for them to justify their behavior and bend the rules to the extent that they can still see themselves as being honest. Pittarello et al. (2015) have also demonstrated that people are more likely to cheat when they can justify their behavior by arguing that in seductive situations in which self-interest is pitted against being honest, ambiguity serves as a self-serving justification for committing wrongs while still feeling morally right. Seductive information can determine the magnitude of the lies that people tell, even when other lies would be more profitable. At some point, people like to justify their perceptions of reality (Kunda, 1990; Shafir et al., 1993) so that when they are lying, they can avoid negative feelings such as guilt (von Hippel et al., 2005) and maintain the self-concept of being honest (Mazar et al., 2008).

Alicke (2000) has pointed out that when the primary responsibility in a given situation is unclear, people will tend to process information in a biased way. In this manner, ambiguous situations may have a direct impact on information processing and decision-making. While companies tend to blame consumers, consumers often think that companies are responsible for crises that emerge. Ambiguous situations make this contradiction more apparent by bringing about a situation, which is open to various interpretations or doubt. The more ambiguous the situation, the more likely people are to view facts in a way that serves their self-interests and maintain a self-perception of

being honest (Pittarello et al., 2015).

H₂: A consumer in an ambiguous situation will be more likely to behave dishonestly than a consumer who is in a non-ambiguous situation.

3.4 Feelings of Guilt: As a Consequence of Consumer Dishonesty

Guilt is one of the traditionally central moral emotions and it stems from the violation of moral rules and obligations (Freud et al., 1961; Lazarus, 1991). Especially if those violations causes harm or suffering to others, feelings of guilt prominently come forward (Hoffman, 1982). On the basis of the guilt literature review of Baumeister et al. (1994), feelings of guilt take place predominantly in the context of communal relationships (Clark and Mills, 1979; Fiske, 1991), in which a person believes s/he has caused harm, loss, or distress to a relationship partner. Especially when individuals have close relationship with the other party, they tend to feel more guilt in case such violations (Baumeister et al., 1994).

In addition to interrelation based feelings of guilt, individuals report guilt feeling for several other reasons in consumption setting as well. There are some examples in literature such as failing to stick to a diet see (Baumeister et al., 1995; Keltner and Buswell, 1996) and buying products that are not environmentally friendly (Carrus et al. 2008; Gregory-Smith et al. 2013).

Guilt is not just activated by the assessment of the harm caused by a person; it is activated mostly if detrimental action of a person also creates a threat to person's communion with or relatedness to the victim. Thereby as the functionalist perspective on emotions suggests that guilt decreases negative behaviors and increases positive behaviors (as another type of compensation) as well (Ausubel, 1955). Tangney (1995, 2000) shows that guilt-prone individuals are more likely to express their anger in healthy ways and hence more easily control and regulate their emotional state. Since the feelings of guilt mostly focuses on situation specific and more controllable aspects of an individual, it can be said that it is potentially adaptive and hence motivate behavior change (Tangney and Dearing, 2002); especially, guilt appears to be constructive in the interpersonal domain, in which it is linked to empathy (Tangney,

1991). Tangney's study (2000) indicates that guilt-prone people are empathic with the victim of their transgressions (Tangney, 2000).

Since social connection seen as a dimension of customer engagement and described as "enhancement of the interaction based on the inclusion of others with the focus of engagement, indicating mutual or reciprocal action in the presence of others" (Vivek et al., 2014, p:407), the positive effect of guilt feeling on social connections (Ausubel, 1955) and empathic nature of guilt-prone individuals may cause improvement in customer-brand engagement and hence consumer-brand relationship. Moreover, in service settings, among five service-quality dimensions (Parasuraman et al., 1988), responsiveness and empathy come forth as the most closely related concepts to customer brand engagement (Hollebeek, 2011).

In the light of the literature, consumers who feel guilty to his/her engaged brand, may feel higher empathy due to the social connection between them. Thereby they may engage in higher effort to reconstruction of the consumer-brand relationship and so may show more positive attitude than before.

3.5 Feelings of Guilt: As an Antecedent of Consumer Brand Relationship Strength

Guilt usually seen as a beneficial moral emotion that motivates people to help their victim, or recover their transgression (Hoffman, 1982; Lewis, 1971; Lewis, 1993). In other respects, as Freud (1961) claims that guilt also creates a desire for punishment or suffering, even if there is a little empirical support for his argument (Baumeister et al., 1994). Rather, guilt motivates the victimizer to confess and apologize from the victim as a way to restore or improve their relationships (Haidt, 2003). Thereby, rather than other negative emotions, guilt has the one of a kind motivational outcome of triggering a general desire to improve the self.

Individuals make comparisons between what they receive as opposed to what they pay out, and that determines their perceptions of the fairness of a decision or a situation. In the context of consumption, when consumers believe that a purchase does not fulfill their expectations, they may feel disappointed or angry. In such cases, consumers will try to compensate for those negative feelings (i.e. by engaging in dishonest behavior),

which can cause problems for the brand. Being one of the primary negative feelings associated with brand-damaging actions, guilt refers to those negative emotions associated with the belief that one has done something wrong. When a person realizes that s/he has violated a moral standard that he/she normally holds to (being a good consumer) (Freedman et al., 1967; Tangney et al., 1996), s/he can see herself/himself as “a good person who has done a bad thing” (Leith and Baumeister, 1998). Since such acts may lead to an imbalance in the relationship between the brand and the consumer, the consumer may feel guilty or regretful for what they did. As a way to compensate for the negativity in the consumer-brand relationship and conceal what happened, the consumer may develop increased attachment, commitment, and trust.

Cognitive dissonance theory (Festinger, 1975) argues that when people are confronted with a situation in which their actions and goals do not align, and hence their inwardly-held beliefs are in opposition to their behavior, they may feel distress (i.e., feel guilty) about their actions and try to find some way to alleviate this psychological discomfort (Argo and Shiv, 2012). Thereby the feelings of guilt trigger a general desire to improve the self (Allard and White, 2015). Even though both sides of the consumer-brand relationship have damaged the bond, the recent harm belongs to the consumer and that causes distress for that consumer. As cognitive dissonance theory states that this negative emotional state damages his/her inner harmony, since the consumer feels that s/he did what s/he should not do so. Thereby a consumer who acts out of line will seek out an opportunity to repair that relationship with the aim of rebalancing his/her inner harmony (Argo and Shiv, 2012). Accordingly, feelings of guilt, an outcome of dishonest consumer behavior, serve as a mediator between consumer dishonesty and self-improvement in the relationship between the consumer and the brand.

H_{3a}: When consumers act dishonestly against a brand, they feel guilt and hence engage in an effort to repair the consumer-brand relationship in terms of brand attachment.

H_{3b}: When consumers act dishonestly against a brand, they feel guilt and hence engage in an effort to repair the consumer-brand relationship in terms of brand commitment.

H_{3c}: When consumers act dishonestly against a brand, they feel guilt and hence engage in an effort to repair the consumer-brand relationship in terms of brand trust.

3.6 Exposure Frequency to Guilt Stimulus (Mere Exposure Effect)

Marketing literature identified several moderators that have impact on the guilt experience and the effectiveness of consequences of guilt at different levels such as individual, contextual, and appeal (Antonetti and Baines, 2014). But few these studies examine the contextual variables that moderate the effectiveness of outcomes of guilt. According to Agrawal and Duhachek (2010), when consumers are exposed to discourse or stimulus eliciting the unrelated feelings of guilt they have already experienced, they are more likely to react negatively, rationalizing integral feelings of guilt and engaging in emotion-focused coping. Previous associations with other individuals or perceived personal relationships can also strengthen guilt, either by emphasizing on the relational dynamics (Dahl et al. 2005) or by reminding personal liabilities (Basil et al. 2006). Pelozo et al. (2013) also indicate that priming of self-accountability have influence on the precognition of guilt and leads to self-regulation in consumer behavior by activating problem-focused coping strategy. Furthermore, guilt relevant labels or information (e.g. low-fat labels and nutritional information, see Mishra and Mishra 2011) tend to reduce anticipated guilt feelings and enhance problem-focused coping. Another aim of this thesis is contributing another contextual moderator examination that would be helpful to brands: exposure frequency to the guilt stimulus.

Since negative experiences are more strongly remembered (Baumeister et al., 2001), the memory of guilt appeals come into prominence with its potential influence on the emotional appraisals during consumption (Antonetti and Baines, 2014). More clearly, when a product—that is to say, a stimulus—becomes an element of something deemed criminal, it may keep the sense of guilt (an outcome of negative experience) alive in the memory, and hence that may lead consumer to continue to strengthen the consumer-brand relationship. Moreover, the experience of repetition, as a refreshing mechanism, can in and of itself enhance the positive affect.

The mere exposure effect reveals when repeated or single subliminal or supraliminal exposure to a stimulus ends in the generation of a positive emotional reaction to the

stimulus (Zajonc, 1968). Bargh (1992) demonstrates that consumer information processing and decision-making process are influenced by motivations that can be activated by non-conscious primes delivered subliminally, without the recipient's awareness, or supraliminally "with the recipient's awareness of the prime but not its intent to influence" (Tom et al., 2007, p.117). Both type of mere exposure effect have been found successful in influencing judgment, motivation and behavior in social cognition studies (Bargh, 1992; 2002; Tom et al., 2007).

Mere exposure to a brand itself, its name or even its product package can enhance more favorable attitude of consumers toward the brand (Janiszewski, 1993). Generic strategies for encouraging affective responses to brands and products increase the opportunity for intentional processing of the stimulus by repetition (Obermiller, 1985; Sawyer, 1981) and the duration of initial stimulus exposures (Hamid, 1973; Seamon et al., 1984). Repeated exposure and exposure duration to a stimulus also establish a memory trace (Janiszewski, 1993).

As a consequence, consumers may maintain a fresh feeling of guilt as a result of merely being exposed to a stimulus, thereby the reparative effect of the guilt feeling on the consumer-brand relationship would continue to be strengthened through exposure frequency via guilt stimulus product.

H_{4a}: The higher exposure to a dishonestly owned product increases the feelings of guilt so that consumers' tend to continue to recover the damaged consumer-brand relationship in terms of brand attachment.

H_{4b}: The higher exposure to a dishonestly owned product increases the feelings of guilt so that consumers' tend to continue to recover the damaged consumer-brand relationship in terms of brand commitment.

H_{4c}: The higher exposure to a dishonestly owned product increases the feelings of guilt so that consumers' tend to continue to recover the damaged consumer-brand relationship in terms of trust.

3.7 Consumer-Brand Relationship Strength

In 1998, Fournier suggests an idea of consumer-brand relationship. She claims that brands may serve as partners which can be applicable in a wide range of different relationships. Since the “relationship” concept pertains to humanbeing, brand relationship concept has the features of human relationship. For example, as in the relationship with a close friend, genuine brand relationships hurt more later on a transgression because relationships with genuine brands exhibits similar characteristics to friendship templates (Aaker et al., 2004). Starting from this point of view, Fournier (1998) identifies six features of consumer-brand that are relationship quality behavioral interdependence, personal commitment, love/passion, attachment, intimacy, and partner quality.

Since the attachment theory is an important theoretical perspective from interpersonal relationship, it has been applied to the context of consumer-brand relationship. Fournier (1998) characterizes brand attachment with love, passion and connections to the brand in terms of brand relationship quality, it seen as a strong emotional bond, linking the consumer with the brand (Aaker, 1997; Thomson, et al., 2005). Moreover, several research indicate that brand attachment antecedes brand commitment (Chaudhuri and Holbrook, 2001; Louis and Lombart, 2010; Thomson et al., 2005) while contributing to the quality and strength of the brand relationship in the long term. Trust is another construct regarded in this study as a motivation for the consumer to continue their relationship with the brand (Park, MacInnis and Priester, 2006). Trust evolves over time and also it is an affiliation goal for the consumer who wants to develop a relationship securely (Mikulincer, 1998; Park et al., 2006).

Since strongly attached and also committed consumers are prone to invest their relationship with the brand, they are ready to pay premium prices in order to obtain it (Thomson et al., 2005), this study focuses on attachment, commitment and trust to assess consumer-brand relationship as a self-improvement tool.

Feeling guilty is an outcome of dishonest consumer behavior and serves as a mediator between consumer dishonesty and self-improvement in the relationship between the consumer and the brand. In other words, the feelings of guilt as a negative outcome of

dishonesty may lead consumers to strengthen their relationship with the brand as a way to decrease feelings of unease and to increase a generalized desire for self-improvement. For example, when a consumer realizes a fault on a product after a while later s/he has bought it; s/he returns the faulty product to the store unused. After an inspection process, the firm unjustly decides that the fault has originated from a consumer misuse and refuses to compensate. Consumer may feel befooled by the brand that feeling may trigger the consumer to cheat back the initial wrongdoer when given the opportunity to profit from cheating (i.e. switching price tag to get the expensive product on the cheap). After s/he realizes that his/her behavior has been a violation of social norm of “do not treat others the way you do not want to be treated”; the cheating action, i.e. dishonest behavior, may damage his/her inner balance that ends with guilt feeling. In order to recover from that unpleasant emotional state, s/he may want to do something positive to restore her/his inner balance. In short, feelings of guilt or pangs of conscience brought about by acts of deception may have a positive result in the sense that they can lead consumers to improve their relationship with the brand. In other words, this research investigates whether consumers repair the broken personal imbalance by improving consumer-brand relationship (in terms of brand attachment, commitment, and trust), which is seen as the “most reliable sources of future revenues and profits” by brands (Lemon, Rust and Zeithaml, 2001).

Since the aim of the thesis is to understand the impact of dishonest behavior’s antecedents on consumer-brand relationship and the effect of situational ambiguity and exposure frequency on this relationship, four experiments were conducted. Those studies are aiming to answer the questions how feeling of being fooled affect consumer-brand relationship strength, and how situational ambiguity and exposure frequency interact with the independent variables (feeling of fooled, situational ambiguity, consumer dishonest behavior, guilt, exposure frequency) and dependent variables (attachment, commitment, trust) of the model (Figure 3.1). Next chapter outlines the procedure and explains the research design and the methods of data collection.

4. RESEARCH DESIGN AND METHODOLOGY

4.1 Methodological Approach

This thesis is mainly quantitative, which is defined as “the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect” (Babbie, 2007, p. 405).

In this thesis four experiments that quantitatively assess the phenomenon at hand are designed with the aim of answering previously explained research questions the following research questions:

- *Why do consumers show dishonest behavior against brands that they have relationships with?*
- *In what conditions do consumers show more dishonest behavior against those brands?*
- *What is the consequence of consumer dishonest behavior for consumer-brand relationships?*

Accordingly, each experiment has the following objectives:

- Study 1: Consumer dishonesty under situational ambiguity in case of feeling of being fooled
 - to observe whether being fooled by the brand with whom the consumer had a prior relationship with leads him/her to cheat back the brand
 - to observe whether the likelihood of consumer dishonest behavior is higher under situational ambiguity
 - to observe whether there are negative emotional outcomes (i.e feelings of guilt) of consumer dishonest behavior
 - to observe whether consumer dishonest behavior damages consumer-brand relationship

- Study 2: The moderating role of exposure frequency in case of feeling of being fooled
 - to observe whether being fooled by the brand with whom the consumer had a prior relationship with leads him/her to cheat back the brand
 - to observe whether the likelihood of consumer dishonest behavior is higher under situational ambiguity
 - to observe whether there are negative emotional outcomes (i.e feelings of guilt) of consumer dishonest behavior
 - to observe whether consumer dishonest behavior damages consumer-brand relationship
 - to observe whether the exposure frequency to the guilt stimulus enhances the effect of guilt feeling on consumer-brand relationship.

- Study 3: Consumer dishonesty in the absense feeling of being fooled
 - to observe whether there are negative emotional outcomes of consumer dishonest behavior in the absense of a former negative feeling (i.e. being fooled) about a brand
 - to observe whether there are negative emotional outcomes (i.e feelings of guilt) of consumer dishonest behavior
 - to observe whether consumer dishonest behavior damages consumer-brand relationship

- Study 4: The moderating role of exposure frequency in the absense of feeling of being fooled
 - to observe whether there are negative emotional outcomes of consumer dishonest behavior in the absense of a former negative feeling (i.e. being fooled) about a brand
 - to observe whether there are negative emotional outcomes (i.e feelings of guilt) of consumer dishonest behavior
 - to observe whether consumer dishonest behavior damages consumer-brand relationship
 - to observe whether the exposure frequency to the guilt stimulus enhances the effect of guilt feeling on consumer-brand relationship.

In an experiment, one or more process variables are changed with the purpose or intention to observe whether the changes on independent variable(s) have affect on one or more outcome variables (dependent variables). Experimental research design is an effective procedure for planning experiments that enable to analyze the collected data to produce valid and objective conclusions. Experimental design begins with determining the objectives of the reseach and selecting the most proper process for the experiment. Having detailed experimental plans in advance is crucial for conducting well-design experiments. Well designed experiments maximize the amount of information obtained in a given amount of time and effort. Thereby it is important to select the most appropriate research method to get the valid and reliable results (D'Amato et al., 2014).

This thesis is composed of four studies, which are conducted by using survey method, defined as “questioning the individuals on a topic or topics, and describing their responses” (Jackson, 2008, p: 17). Survey method, commonly used strategy in business and management research, is selected as an appropriate technique because it enables gathering a large amount of data from a sizeable population in a quite economic way (Saunders, 2009).

On the basis of the research questions and the related objectives under each study illustrated above have made the researcher combine these two approaches. Accordingly, each study has focused on the changes in each independent variables (being fooled, situational ambiguity, consumer dishonest behaviour, exposure frequency to the guilt object) which were manipulated by the scenarios which appeared before the survey that assessed their manipulation checks and their resultant response variables (guilt and consumer-brand relationship measures).

The following four main steps were followed for the design of the models for each study, the scenarios and the scales used: literature review for theoretical justifications of the model and thre related relationships, literature search for scale adoption, questionnaire design and conducting a survey. This study draws on the literature mainly in areas of dishonest consumer behavior, feelings of guilt and consumer-brand relationship strenght in order to specify the domain of the research and also to build the conceptual framework and hypotheses to be tested. The items of measurement were

derived from the literature review too, which are discussed further in the following section.

Prior to measurement scales, the researcher designed scenarios for the manipulation of four independent variables that are feeling of being fooled, situational ambiguity, consumer dishonest behavior, and exposure frequency to guilt stimulus. For each variable there are designed both manipulation and control condition scenarios.

- Feeling of being fooled scenarios

- Manipulation group scenario;

You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name. The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.

You went to the store, explained the situation, and asked for pay-back for the price difference. *But they said that it was not possible due to the company policy. You felt ripped off.*

- Control group scenario;

You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name. The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.

You went to the store, explained the situation, and asked for pay-back for the price difference. *They accepted your request and refunded it.*

- Situational ambiguity manipulation

- Manipulation group scenario;

Sometime later, you revisited the store for shopping. When you went to the till you realized that the trousers you bought were charged lower than its price tag. *But the cashier did not notice it.*

- Control group scenario;

Sometime later, you revisited the store for shopping. When you went to the till you realized that the trousers you bought were charged lower than its price tag.

Even though the cashier did not notice it, you were aware of the fact that you should pay the real price that appeared on the price tag.

- Dishonest Behavior Manipulation

- Actively benefitting condition scenario;

You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. *You decided to keep it low, and then you went and grabbed another one and left the store by paying the lower price for both of them.*

- Passively benefitting condition scenario;

You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. *You decided to keep it low, and then you paid the lower price left the store.*

- Control group scenario;

You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. *Then you decided to warn the cashier about the real price tag and take the risk of paying more.*

- Exposure Frequency Manipulation

- Frequently exposed condition scenario;

Shortly after your experience stated in the previous scenario, winter has come and you *have started to use your new scarf almost every day.*

- Rarely exposed condition scenario;

Shortly after your experience stated in the previous scenario, autumn has come and you *have started to use your new scarf once or twice a month*.

- Control group scenario;

Shortly after your experience stated in the previous scenario, summer has come and you *have never used your new scarf*.

4.2 Questionnaires Design and Measurement Scales

All studies in this thesis begin with asking participants to write down their favorite brands and continue with a statement “please think of your favorite brand you have just stated, and evaluate the following sentences with regards to this brand”. After this note participants evaluate their current relationship with their favorite brand as a consumer. Participants answer the same brand relationship questions at the end of the survey with the aim of analyzing the effect of manipulations on their further relationship with their favorite brand.

Once they completed the consumer-brand relationship strength pre-test, the manipulation scenarios, which varies across studies, are shown on the screen. In Study 1, participants are manipulated with feeling of being fooled (vs. not fooled) under ambiguous (vs. non-ambiguous) situation. Then they answer dishonest behavior questions (see Table 4.1), which are aiming to see participants’ honest or dishonest reactions over the situation they have faced. Right after their dishonest behaviour level assessment, emotional state scale measures participants’ feelings of guilt, joy and relief about the chosen behavior. Then the survey continues with the consumer-brand relationship strength post-evaluation. Following that the participants answer feeling of being fooled and situational ambiguity manipulation check questions, and favorite brand control questions, scenario believability and demand effect questions, and classification questions successively. Study 2 has same design with Study 1 except an additional manipulation, exposure frequency (none-rare-frequently) to guilt stimulus, following the emotional state questions. Study 2 aims to measure whether the exposure frequency to the stimulus, as a reminder of the emotional state stems from the misbehavior, impacts participants’ final attitude toward the brand by effecting consumer-brand relationship strength.

Table 4.1 : Items for dishonest behavior.

In the case stated in the scenario, (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)	
I decided to keep it low, pay the lower price and leave the store.	
I keep it low, go and grabbed another one and left the store by paying the lower price for both of them.	
I warn the cashier about the real price tag and take the risk of paying more.	
Note: Designed by the researcher.	

Manipulation scenario is modified in Study 3 and 4 by excluding feeling of being fooled (vs. not fooled) condition and including (actively, passively, no) dishonest behavior manipulation. Accordingly, participants come across with emotional state questions right after the scenario, which manipulates situational ambiguity and dishonesty. Study 4 differs from Study 3 with an additional statement, which manipulates exposure frequency (none-rare-frequently) to guilt stimulus, following the emotional state questions as in common with Study 2.

While measuring feelings of guilt (See Table 4.2), joy and relief items (See Table 4.3) are also added to the questionnaire in order to prevent demand effect, which is a bias stemming from participants' inference of the purpose of an experiment. Items are derived from Positive and Negative Affect Schedule-Expanded Form (PANAS-X) (Watson and Clark, 1999), Consumption Emotion Descriptions (CES) (Richins, 1997) and Differential Emotional Scales (DES) (Izard, 1977) scales.

Tabel 4.2 : Items for feelings of guilt.

The extent to which the following words describe your feelings about the response you just gave. (7-Point scale from <i>Not at all</i> to <i>Extremely</i>)	
Repentant	Disgusted with self
Innocent	Ashamed
Angry at self	Guilty
Dissatisfied with self	Blameworthy

Tabel 4.3 : Items for feelings of joy and relief.

The extent to which the following words describe your feelings about the response you just gave. (7-Point scale from <i>Not at all</i> to <i>Extremely</i>)	
Good	Happy
Calm	Delighted at self
Joyful	Contented
Relieved	Fulfilled
Glad	Relaxed
Pleased	Cheerful
At ease	Happy
Peaceful	

Why do people and brands want to maintain a relationship with each other? What are the advantages of maintaining a relationship for both parties? These important and tempting questions become a starting point of the study of Ashworth, et al., (2009), that aims to understand the functions of brand relationship and develop a consumer-brand relationship strength scale which is adapted into this thesis. (See Table 4.4).

Tabel 4.4 : Items for consumer-brand relationship strength.

Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand. (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)	
Commitment	
I am dedicated to this brand.	
I am committed to this brand.	
I am devoted to this brand.	
I consider myself to be highly loyal to this brand.	
I am very loyal to this brand.	
I am willing to make small sacrifices in order to keep using this brand.	
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	
I would stick with this brand if it let me down once or twice.	
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	
I am likely to be using this brand one year from now.	
Trust	
Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand. (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)	
This brand is trustworthy.	
I can count on this brand.	
This brand is dependable.	
This brand is reliable.	
This brand is credible.	
Attachment	
Please indicate how well each of the following words describes your feelings about this brand. (7-Point scale from Describes very poorly- Describes very well)	
Affective	Connected
Loved	Bonded
Friendly	Captivating
Peaceful	Passionate
Attached	Delighted

Since ambiguity can exist when there is uncertainty or doubt (for reasons aside from the existence of multiple meanings), manipulation check items of the situational ambiguity are designed on the basis of the scenarios developed for the purpose of this thesis (See Table 4.5).

Tabel 4.5 : Items for situational ambiguity manipulation check.

In the case stated in the scenario, (7-Point dimensional scale)
The behavior that consumer should do is <i>non-predictable</i> – <i>predictable</i>
The behavior that consumer should do <i>varies from a person to another</i> - <i>does not vary from a person to another</i>
The behavior that consumer should do is <i>not standard</i> - <i>standard</i>
The behavior that consumer should do is <i>not obvious</i> - <i>obvious</i>
Please indicate the agreement level of agreement with each statement (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>).
The case stated in the scenario is open to misunderstanding.
In the case stated, it is obvious what should have done.
The case stated in the scenario is open to different course of actions.

Tabel 4.6 : Manipulation items for dishonest behaviour.

In the case stated in the scenario, (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)
I took advantage of the situation to make more benefit.
I did not take advantage of the situation.
I passively benefited from the mistake of the brand.
I actively benefited from the mistake of the brand.
I did not benefit from the mistake of the brand.
I have actively involved the behavior.
I have passively involved the behavior.
I have not involved the behavior.

Note: Designed by the researcher.

Tabel 4.7 : Control questions for befooled manipulation check of Study 1, Study 3 and Study 4.

Feeling Fooled (Yes/No Q)
According to the scenario, did you feel ripped off?
If this has happened to you in real life, would you feel ripped off?

Note: Designed by the researcher.

Even though Study 2 is the latest study of this thesis, it is presented as the second study because it is a complementary study of Study 1. Whereas befooled control questions are designed as yes/no questions in three of all studies (see Table 4.7), the questionnaire is extended in Study 2 (see Table 4.8), with the aim of better measurement of the befooled manipulation.

Tabel 4.8 : Control questions for befooled manipulation check of Study 2.

Feeling Fooled (7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)
Please indicate your level of agreement with each statement.
According to the scenario, did you feel ripped off?
I felt ripped of
I have been cheated
I felt as if I have been cheated by an unfair procedure
I have been befooled
The procedure was fair enough and I am ok with it
It was an acceptable procedure
The implementation was reasonable
Note: Designed by the researcher.

Tabel 4.9 : Control Questions for exposure frequency manipulation Check of Study 3 and Study 4.

Exposure Frequency Control Question
How often do you use your scarf?
Everyday
Almost everyday
Once or twice a week
Once or twice a month
Never
Note: Designed by the researcher.

Tabel 4.10 : Control questions for favourite brand.

(Yes/No Q/A)
While reading the scenario, have you thought of your favorite clothing brand?
While answering the questions, have you thought of your favorite clothing brand?
(7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)
While reading the scenario, have you thought of your favorite clothing brand?
While answering the questions, have you thought of your favorite clothing brand?
Note: Designed by the researcher.

The perceived realism or believability of the scenario has been assessed by using a three-item measure of Wilson and McNamara (1982) (See Table 4.11).

Tabel 4.11 : Items for scenario believability.

(7-Point scale from <i>Strongly Disagree</i> to <i>Strongly Agree</i>)
I think there are situations like this in real life.
The scenario is believable.
I was able to adopt the role of the customer described in the scenario

4.3 Population, Sampling and Data Collection

After the selection of the appropriate research design, the following step is to define and select the targeted sample. A sample is a subset of the population; and “population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate” (Sekaran, 2016, p. 236).

In general terms, collecting data from the entire population is not possible. Due to the time and budget constraints, it is difficult to reach the list of targeted population. Therefore, convenience sampling, a non-probability sampling method, was used in this study. Convenience sampling refers to “the collection of information from members of the population who are conveniently available to provide it” (Sekaran, 2016, p. 276).

In recent years, Amazon’s Mechanical Turk (MTurk) becomes more popular source of convenience sampling. Every year, the hundreds of peer-reviewed social science papers are published that are based on incorporate data gathered from MTurk (Chandler and Shapiro, 2016). Even a full-scale, probability-based sampling is a highly accurate way of data collection, it is usually too expensive and slow for the researchers. On the other side, MTurk becomes a quite popular source by its time, money and effort friendly manner. It enables to conduct studies more quickly, easily and offer results in exchange of reasonable amount of money. Thereby Mturk paves the way understanding of how people think and behave for social scientist (Chandler and Shapiro, 2016). Accordingly, this thesis adopts MTurk based convenience sampling method in data collection process. Creating, testing, publishing, and managing a HIT procedure in MTurk is detailed in Figure 4.1.

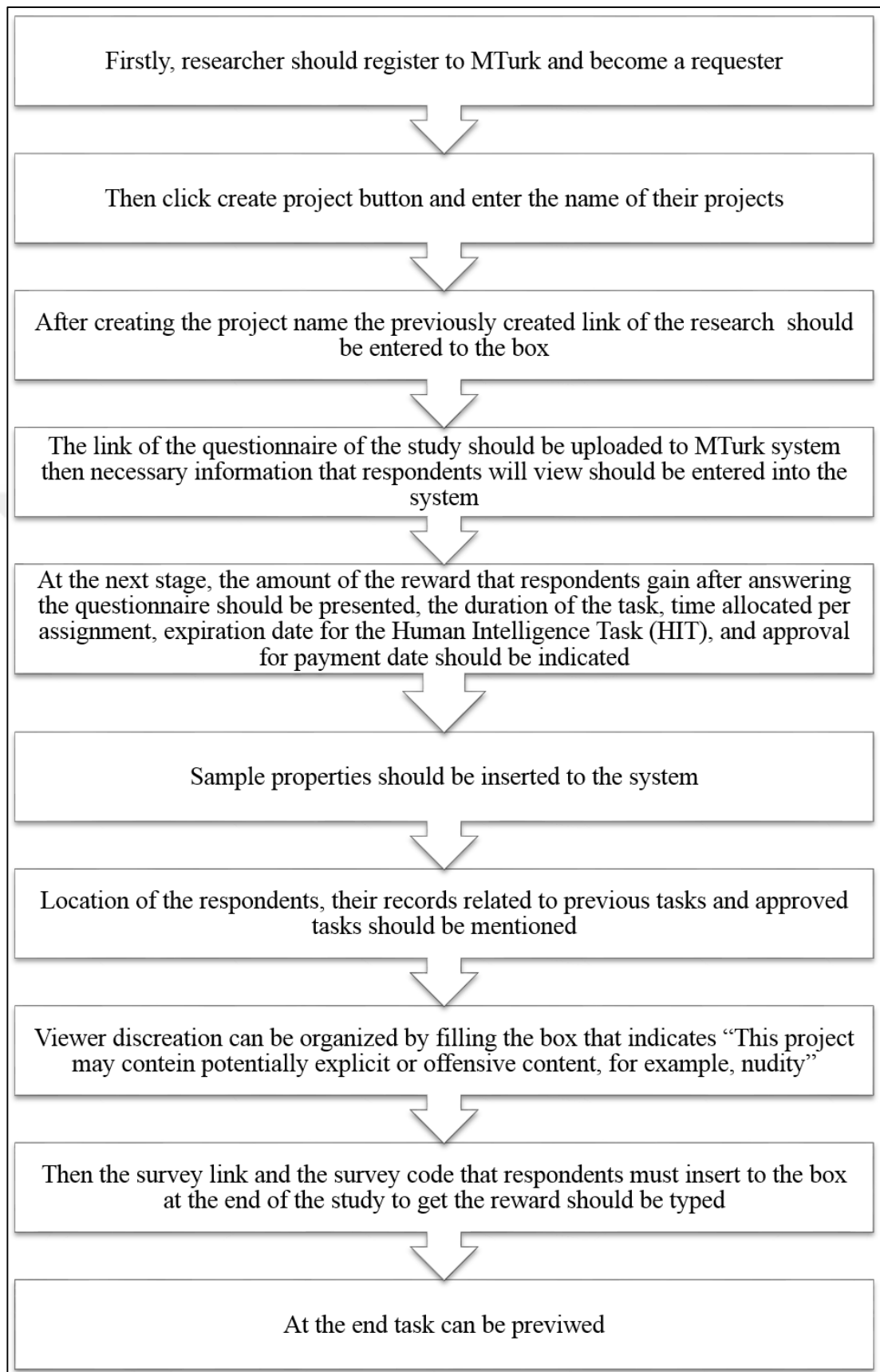


Figure 4.1 : Creating, testing, publishing, and managing a HIT procedure in MTurk.

4.4 Quantitative Assessment

The responses from each study were input separately into the statistical package for social sciences (SPSS 20). The correlations, factor structures and coefficient alphas were computed to have an initial impression of the reliability of the scales adapted from the other studies. Although each sample did not provide a minimum number of five cases per item (Nunnally, 1978; Peter, 1979) and the measure of sampling adequacy was below the acceptable level for a few constructs (Kaiser-Mayer Olkin's measure of sampling adequacy statistic less than 0.50) (Hair et al, 1998), the results of reliability testing as well as factor analyses were encouraging.

Factor analysis was run for each of the constructs to test whether they were unidimensional and/or multi-dimensional as they are theoretically defined. Nunnally (1978) mentions that this assessment is necessary to ensure that the empirical measures are valid. The latent root criterion (Eigenvalue >1.00) was used to determine the number of factors (Hair et al., 1998). Although the items which had communalities less than 0.60 as well as the ones with less than 0.50 factor loadings should be excluded in each run (Hair et al., 1998), if the communality of an item is between 0.50 and 0.60, and its factor loading is over 0.70 as well, it was preserved.

The items, which were loaded to more than two factors or to the theoretically unexpected factors, were taken out. Finally, factors with single items were dropped. The Bartlett Test of Sphericity (BTS) was significant for all factor analyses run, which shows that correlations among variables were present (Hair et al., 1998).

Moreover, the Kaiser-Mayer-Olkin measure of sampling adequacy (MSA) was above 0.50 for the rest of the constructs which indicates an acceptable level for continuing to factor analysis (Hair et al., 1998). All the constructs showed high reliability levels (all above .70) (Nunnally, 1978).

Since the studies test the causal relationship between more than three variables and also the moderation effects of additional variables, the process macro Hayes (2013, 2018) has been used for analysing these complex relationships. As Hayes (2017) states that mediation of independent variable's effect on dependent variable through a

mediator is said to be moderated if the indirect effect of independent variable on dependent variable through mediator depends on another variable, a moderating variable. The process macro models enable to see all relationship between those variables.

Although the first edition of Hayes (2013) inspirational book does not specify a model that directly analyze serial moderated mediation model, it was still possible to reach the results by using syntax combinations of existing models. Since this thesis analysis start before the second edition of the book which was released at the end of 2017, initial studies were analysed by using model combination technique. But right after the new edition is released, all studies are performed once more by using the newly designed full models that shows the results of serial moderated mediation. Both model combination technique and newer full model analysis results are shared in the following sections with a guiding spirit. It also makes able to see the minor differences between the results of combined models and full models for the other researchers.

4.4.1 Exploratory factor analysis and reliability assessments

The items to measure several different constructs of this thesis have been presented above. All those items are either adapted from the previous research or designed by the researcher with the aim of analysing the relationships between given constructs. With the aim of reaching the single score for the measured constructs, factor analysis was used as a data reduction method. In addition to data reduction, factor analysis leads researchers to reveal the relationship among interrelated variables (i.e. items) and present them in terms of a few underlying factors (Hair et al., 1998).

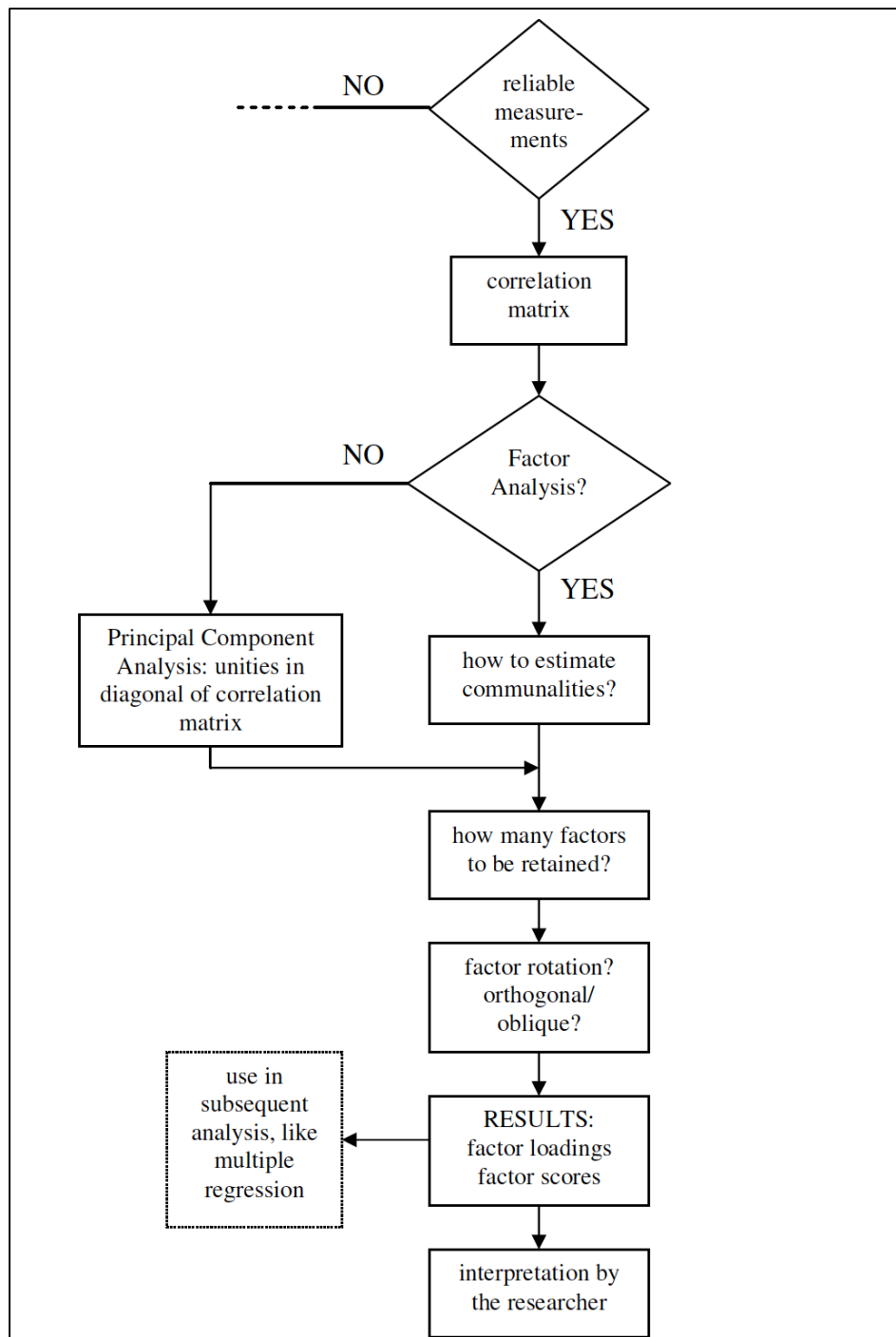


Figure 4.2 : Overview of the steps in a factor analysis (Rietveld and Van Hout, 1993).

There are two type of factor analysis. Exploratory Factor Analysis (EFA) seeks to expose the underlying structure of a variable set. There is a prior assumption in EFA that any indicator may be associated with any factor. Confirmatory Factor Analysis (CFA) aims to determine if the number of factors and the loadings of measured variables (i.e. indicators) on them conform to what is expected on the basis of pre-existing theory. Indicator variables are selected on the basis of the theory, and

confirmatory factor analysis aims to show that whether or not they loaded as predicted in the first place, on the expected factors (Leech et al., 2005). In the light of these information, items are refined on the basis of EFA results.

Since the ambiguity is defined as uncertainty and being open to interpretations, two type of scale was used. Whereas the first four items (see Table 4.6) were used by 7-point semantic differential scale, last three items (see Table 4.6) were based on 7-point Likert scale. In the end of EFA, last three items had low communalities and also they were loaded to second factor, thereby they were excluded from the analysis and it has been decided to continue with the four items (see Table 4.12).

Table 4.12 : Exploratory factor analysis results: factor loadings and cronbach's alpha for situational ambiguity in Study 1.

Items for Situational Ambiguity	Factor Loadings	Cronbach's Alpha
In the case stated in the scenario, the behavior that consumer should do is <i>non-predictable</i> – <i>predictable</i>	.851	.854
In the case stated in the scenario, the behavior that consumer should do <i>varies from a person to another</i> - <i>does not vary from a person to another</i>	.759	
*In the case stated in the scenario, the behavior that consumer should do is <i>not standard</i> - <i>standard</i>	.909	
In the case stated in the scenario, the behavior that consumer should do is <i>not obvious</i> - <i>obvious</i>	.858	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)		.806
Bartlett's Test of Sphericity		.000 p<0.01

After Study 2 conducted the fourth item (stated with *) is excluded from the analysis of Study 1 in accordance with the ambiguity factor analysis results of Study 2 (Table 4.13).

Table 4.13 : Exploratory factor analysis results: factor loadings and cronbach's alpha for situational ambiguity in Study 1 and Study 2.

Items for Situational Ambiguity	Factor Loadings		Cronbach's Alpha	
	Study 1	Study 2	Study 1	Study 2
In the case stated in the scenario, the behavior that consumer should do is <i>non-predictable – predictable</i>	.870	.836		
the behavior that consumer should do <i>varies from a person to another - does not vary from a person to another</i>	.922	.856	.872	.816
the behavior that consumer should do is <i>not obvious - obvious</i>	.887	.872		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)			.719	.713
Bartlett's Test of Sphericity			.000 p<0.01	.000 p<0.01

After participants read the scenarios in which feeling of being fooled and situational ambiguity manipulated, they see dishonest behavior questions on the screen. Then they have to make a choice among three type of consumer behavior such as passively dishonest, actively dishonest and honest behavior (Table 4.14). None of dishonest behavior items excluded during the analysis. Even though the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) result is quite low (.595 and .541 in Study 1 and Study 2 respectively), it still allows to continue to factor analysis (KMO>0.5). To be more precise, if the sample is adequate, Kaiser (1974) suggests to accept values greater than 0.5 to continue to factor analysis.

Table 4.14 : Exploratory factor analysis results: factor loadings and cronbach's alpha for dishonest consumer behavior in Study 1 and Study 2.

Items for Dishonest Behavior	Factor Loadings		Cronbach's Alpha	
	Study 1	Study 2	Study 1	Study 2
I keep it low, pay the lower price, and leave the store	.907	.917		
I keep it low, go and grab another one and leave the store by paying the lower price for both of them	.784	.690	.799	.736
I warn the cashier about the real price tag and take the risk of paying more	.774	.812		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)			.595	.541
Bartlett's Test of Sphericity			.000 p<0.01	.000 p<0.01

Whereas consumer dishonest behavior is measured as an outcome variable of feeling of be fooled in Study 1 and Study 2, it is manipulated with a scenario in Study 3 and Study 4 and hence tested with the manipulation check questions detailed on the Table 4.15.

Table 4.15 : Exploratory factor analysis results: factor loadings and cronbach's alpha for dishonest consumer behavior in Study 3 and Study 4.

Items for Dishonest Behavior According to the scenario,	Factor Loadings		Cronbach's Alpha	
	Study 1	Study 2	Study 1	Study 2
I took advantage of the situation to make more benefit.	.937	.933		
I did not take advantage of the situation.	.929	.930		
I actively benefited from the mistake of the brand.	.815	.899	.742	.913
I did not benefit from the mistake of the brand.	.877	.868		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)			.742	.762
Bartlett's Test of Sphericity			.000 p<0.01	.000 p<0.01

As stated earlier, emotion scale including guilt is extended with joy and relief items in order to avoid demand effect. Moreover results of four studies show that these two types of emotions, positive (joy&relief) and negative (guilt), differentiate from each other as seen on the Table 4.16.

Table 4.16 : Exploratory factor analysis results: factor loadings and cronbach's alpha for emotion scale.

Items for Emotion Scale	Factor Loadings				Cronbach's Alpha			
Guilt	Study 1	Study 2	Study 3	Study 4	Study 1	Study 2	Study 3	Study 4
Repentant	.753	.800	.815	.822				
Angry at self	.842	.875	.857	.872				
Dissatisfied with self	.877	.893	.835	.887				
Disgusted with self	.830	.890	.862	.880	.937	.950	.961	.964
Ashamed	.860	.895	.857	.903				
Guilty	.875	.868	.869	.881				
Blameworthy	.871	.875	.878	.911				
Joy&Relief								
Good	.876	.851	.850	.861				
Calm	.781	.745	.789	.768				
Joyful	.875	.840	.861	.872				
Relieved	.753	.721	.760	.843				
Glad	.898	.836	.856	.898				
Pleased	.848	.851	.873	.882				
At ease	.791	.813	.756	.845	.951	.964	.977	.978
Peaceful	.814	.814	.826	.826				
Happy	.899	.854	.842	.886				
Delighted at self	.827	.809	.842	.831				
Contented	.805	.822	.821	.865				
Fulfilled	.834	.845	.825	.862				
Relaxed	.817	.788	.804	.807				
Cheerful	.884	.842	.825	.876				
Overall Cronbach's Alpha					.898	.893	.811	.861
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)					.951	.963	.961	.962
Bartlett's Test					.000 p<0.01	.000 p<0.01	.000 p<0.01	.000 p<0.01

This thesis has a considerable contribution to consumer-brand relationship strength scale of Ashworth et al. (2009) by testing it along the four studies. If both pretest and posttest are considered, the construct validity and reliability of the scale was tested eight times. The original scale is composed of importance, purchase, use, other benefits, relationships, commitment, trust, and attachment items. Even though main concerns of this thesis are commitment, trust, and attachment, other components' items are involved in the scale as a control questions in Study 1 and Study 2. On the other hand, factor analysis of Study 1 and Study 2 revealed that only the last three components' (commitment, trust, and attachment) items are properly loading to related items. Furthermore, as seen on the Table 4.17 and Table 4.18 , factor loadings are quite straight and the given items have representation power on the related constructs.

Table 4.17 : Exploratory factor analysis results: Factor loadings and cronbach's alpha for consumer-brand relationship (Pre-test).

Items for Emotion Scale	Pretest							
	Factor Loadings				Cronbach's Alpha			
Commitment	Study 1	Study 2	Study 3	Study 4	Study 1	Study 2	Study 3	Study 4
I am dedicated to this brand.	.842	.753	.856	.740				
I am committed to this brand.	.846	.758	.871	.726				
I am devoted to this brand.	.841	.792	.812	.761				
I consider myself to be highly loyal to this brand.	.817	.807	.844	.800				
I am very loyal to this brand.	.822	.792	.807	.722				
I am willing to make small sacrifices in order to keep using this brand.	.750	.642	.607	.608				
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.					.955	.929	.920	.926
I would stick with this brand if it let me down once or twice.	.668	.513	.561	.530				
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	.594	-	.518	.708				
	.692	.688	.614	.740				
Trust								
This brand is trustworthy.	.882	.814	.866	.800				
I can count on this brand.	.880	.755	.874	.791				
This brand is dependable.	.905	.822	.894	.843	.951	.920	.940	.912
This brand is reliable.	.898	.820	.870	.873				
This brand is credible.	.883	.829	.849	.800				

Table 4.17 (continued): Exploratory factor analysis results: Factor loadings and cronbach's alpha for consumer-brand relationship (Pre-test).

Attachment								
Affective	.648	.753	.738	.726				
Loved	.797	.818	.797	.807				
Friendly	.749	.790	.682	.730				
Peaceful	.761	.739	.749	.808				
Attached	.680	.746	.649	.709				
Connected	.761	.789	.744	.787	.958	.954	.943	.939
Bonded	.798	.806	.733	.772				
Captivating	.824	.802	.800	.792				
Passionate	.769	.791	.809	.802				
Delighted	.758	.774	.805	.696				
Overall Cronbach's Alpha					.969	.958	.948	.954
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)					.949	.963	.915	.956
Bartlett's Test					.000 p<0.01	.000 p<0.01	.000 p<0.01	.000 p<0.01

Table 4.18 : Exploratory factor analysis results: Factor loadings and cronbach's alpha for consumer-brand relationship (Post-test).

Items for Emotion Scale	Post-test							
	Factor Loadings				Cronbach's Alpha			
Commitment	Study 1	Study 2	Study 3	Study 4	Study 1	Study 2	Study 3	Study 4
I am dedicated to this brand.	.723	.688	.849	.689				
I am committed to this brand.	.746	.627	.800	.684				
I am devoted to this brand.	.739	.658	.769	.697				
I consider myself to be highly loyal to this brand.	.776	.680	.709	.690				
I am very loyal to this brand.	.763	.673	.719	.661				
I am willing to make small sacrifices in order to keep using this brand.	.681	.635	.591	.707				
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.					.940	.938	.916	.925
I would stick with this brand if it let me down once or twice.	.687	.583	.721	.662				
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	.570	-	.698	.702				
	.616	.732	.721	.689				
Trust								
This brand is trustworthy.	.851	.781	.774	.840				
I can count on this brand.	.817	.819	.874	.828				
This brand is dependable.	.883	.820	.891	.849	.974	.944	.942	.936
This brand is reliable.	.875	.818	.878	.840				
This brand is credible.	.837	.829	.851	.839				

Table 4.18 (continued) : Exploratory factor analysis results: Factor loadings and cronbach's alpha for consumer-brand relationship (Post-test).

Attachment								
Affective	.731	.812	.728	.817				
Loved	.826	.857	.839	.849	.971	.969	.950	.954
Friendly	.764	.807	.719	.759				
Peaceful	.747	.786	.797	.786				
Attached	.798	.782	.690	.738				
Connected	.829	.805	.675	.780				
Bonded	.841	.803	.745	.801				
Captivating	.822	.823	.831	.826				
Passionate	.854	.830	.830	.821				
Delighted	.797	.814	.810	.796				
Overall Cronbach's Alpha					.973	.970	.954	.962
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)					.955	.971	.928	.962
Bartlett's Test					.000 p<0.01	.000 p<0.01	.000 p<0.01	.000 p<0.01

4.4.2 Confirmatory factor analysis and internal validities

Like EFA, CFA can be used for reducing the overall number of observed variables into latent factors based on their commonalities. Unlike EFA, CFA assists in the reduction of measurement error and enables the comparison of alternatively proposed a pre-established model at the latent factor level (McArdle, 1996).

CFA results show that whether the pre-defined model and its indicators fit each other. Even if there are several different fit statistics to assess CFA, there is a consensus in the research methodology literature on several indicator, presented in Table 4.12 with the recommended cut-offs that indicate a good fit (Kline, 2005; Hooper et al., 2008).

The researcher run the CFA several times via Lisrel 8.80 and SPSS AMOS 25 programs. In addition to refinement of the scales by EFA, several items were eliminated based on the model fit and construct validity results presented below. Thereby the model reached its best model fit and validity results with the following items (Table 4.19).

Table 4.19 : CFA fit indicators.

Fit Index	Name	Description	CutOff Point
χ^2	Model Chi-Square	Assess overall fit and the discrepancy between the sample and fitted covariance matrices. Sensitive to sample size. A test of H_0 : The model fits perfectly.	p-value > 0.05
RMSEA	Root Mean Square Error of Approximation	Shows the degree of fit between the model and the population covariance matrix. A parsimony-adjusted index. Values closer to 0 represent a good fit.	RMSEA < 0.08
(A)GFI	(Adjusted) Goodness of Fit	GFI is the proportion of variance accounted for by the estimated population covariance. Analogous to R^2 . AGFI favors parsimony.	GFI $\geq$ 0.95 AGFI $\geq$ 0.90
(N)NFI	(Non) NormedFit Index	An NFI of .95, indicates the model of interest improves the fit by 95% relative to the null model. NNFI is preferable for smaller samples. Can be named as Tucker Lewis index (TLI)	NFI $\geq$ 0.95 NNFI $\geq$ 0.95
CFI	Comparative Fit Index	A revised form of NFI. Not very sensitive to sample size thereby can be more appropriate on smaller sample size. Compares the fit of a target model to the fit of an independent, or null, model.	CFI $\geq$.90

Table 4.20 : Model fit indicators.

Fit Index	CutOff Point	Study 1		Study 2		Study 3		Study 4	
		Fit Statistics	Model Fit	Fit Statistics	Model Fit	Fit Statistics	Model Fit	Fit Statistics	Model Fit
χ^2		722.553		669.944		498.001		897.867	
df		314		314		314		424	
χ^2/df	<3	2.301	Good Fit	2.134	Good Fit	1.586	Good Fit	2.118	Good Fit
RMSEA	<0.08	0.068	Acceptable	0.053	Acceptable	0.052	Acceptable	0.057	Acceptable
GFI	>0.80	0.83	Acceptable	0.89	Acceptable	0.84	Acceptable	0.83	Acceptable
NFI	=> 0.95	0.95	Good Fit	0.97	Good Fit	0.94	Good Fit	0.95	Good Fit
NNFI	=> 0.95	0.97	Good Fit	0.98	Good Fit	0.97	Good Fit	0.98	Good Fit
CFI	=> 0.95	0.97	Good Fit	0.98	Good Fit	0.98	Good Fit	0.98	Good Fit
AGFI	=> 0.80	0.80	Acceptable	0.87	Acceptable	0.81	Acceptable	0.80	Acceptable

Table 4.20 shows that major fit indices are in the acceptable range in all of four studies. While root mean square error of approximation – RMSEA=0.068; 0.053; 0.052; 0.057) goodness-of-fit measure – GFI= 0.83; 0.89; 0.84; 0.83 and adjusted goodness-of-fit index – AGFI=0.80; 0.87; 0.81; 0.80 were between the acceptable range; all the other incremental fit indices (normated fit index – NFI= 0.95; 0.97; 0.94; 0.95, non-normated fit index – NNFI= 0.97; 0.98; 0.97; 0.98 and normated comparative fit index – CFI= 0.97; 0.98; 0.98; 0.98) showed a good model fit in Study 1, Study 2, Study 3, Study 4 respectively (Bagozzi et al., 1991; Doll et al., 1994; Fornell and Larcker, 1981; Garver and Mentzer, 1999; Hair et al., 1998; Mueller, 1996) (See Table 4.13 for details of the indices).

CFA also permits researchers to assess the construct validity the extent to which a test measures the construct it claims to measure (Bagozzi et al., 1991; Steenkamp and Trijp, 1991). CFA also allows the calculation of the criteria for assessing convergent validity and discriminant validity.

Convergent validity is the extent that different measures of the same construct converge or highly correlate with others (Anderson and Gerbing, 1988; Bagozzi et al., 1991; Gerbing and Anderson, 1988; Peter and Churchill, 1986; Steenkamp and Trijp, 1991). It is assessed by an item's own reliability, composite reliability (ρ) and average variance extracted (AVE) (Anderson and Gerbing, 1988; Fornell and Larcker, 1981). Composite reliability is the ratio of explained variance over total variance (Kline, 2016). The higher composite reliability values indicates the higher internal consistency. The values over 0.70 indicate the existence of high internal consistency (Hair et al., 2009). It means that the same measures coherently represent the same construct. The AVE value higher than 0.50 is considered as the most representative indicator of the construct (Fornell and Lacker, 1981). Additionally, the statistically significant t-values corresponding to the factor loadings for each item are also indicator of convergent validity (Bagozzi et al., 1991; Chau, 1997).

As another component of construct validity, discriminant validity is the extent that measures of different constructs diverge in other words correlate at the minimal level with others (Chau, 1997; Garver and Mentzer, 1999; Peter, 1981; Peter and Churchill, 1986). Discriminant validity is confirmed in case of the correlation between two

constructs is significantly lower than 1 (Anderson and Gerbing, 1988; Bagozzi et al., 1991). According to Bagozzi and Philips (1982, p.476) “a significantly lower χ^2 [chi-square] value for the model in which the trait correlations are not constrained to unity would indicate that the traits are not perfectly correlated and that discriminant validity is achieved”.

Accordingly, all of the scales used to measure the constructs all along four studies have satisfied composit reliabilities, which is above 0.70 (See Table 4.22 for Study 1; Table 4.23 for Study 2; Table 4.24 for Study 3; Table 4.25 for Study 4) (Nunnally, 1978). All average variances (AVE) are above 0.50 in all studies (See Table 4.21 for Study 1, Table 4.22 for Study 2, Table 4.23 for Study 3, Table 4.24 for Study 4), confirming convergent validity. Furthermore, all of the variances extracted are higher than the highest correlation squared, which satisfies discriminant validity (Byrne, 2013).

Table 4.21 : Internal consistency of Study 1.

	Composite Reliability (ρ)	Average Variance Extracted (AVE)	Maximum Shared Squared Variance (MSV)	MaxR(H)	Trust	Ambiguity	Guilt	Commitment	Attachment
Trust	0.967	0.879	0.350	0.970	0.938				
Ambiguity	0.870	0.630	0.135	0.903	0.265	0.794			
Guilt	0.938	0.685	0.029	0.945	-0.098	0.025	0.828		
Commitment	0.918	0.654	0.643	0.932	0.592	0.368	0.105	0.809	
Attachment	0.938	0.718	0.643	0.944	0.536	0.273	0.171	0.802	0.847
Reliability Satisfied. Composit reliability (p) > 0.70; ; bold figures represent composite reliabilities.									
Convergent validity: Satisfied. All t-values => 1.96 (significant at 0.95 confidence level); All SMC and AVE => 0.50, All ρ > 0.70									
Discriminant validity: Satisfied. All MSV < AVE; Square root of AVE greater than inter-construct correlations.									

Table 4.22 : Internal consistency of Study 2.

	Composite Reliability (ρ)	Average Variance Extracted (AVE)	Maximum Shared Squared Variance (MSV)	MaxR(H)	Attachment	Trust	Ambiguity	Guilt	Commitment
Attachment	0.927	0.681	0.537	0.933	0.825				
Trust	0.920	0.698	0.480	0.923	0.496	0.835			
Ambiguity	0.817	0.599	0.018	0.826	0.087	0.135	0.774		
Guilt	0.951	0.737	0.065	0.955	0.146	-0.254	-0.062	0.858	
Commitment	0.878	0.547	0.537	0.890	0.733	0.693	0.131	0.069	0.740
Reliability Satisfied. Composit reliability (p) > 0.70; bold figures represent composite reliabilities.									
Convergent validity: Satisfied. All t-values => 1.96 (significant at 0.95 confidence level); All SMC and AVE => 0.50, All ρ > 0.70									
Discriminant validity: Satisfied. All MSV < AVE; Square root of AVE greater than inter-construct correlations.									

Table 4.23 : Internal consistency of Study 3.

	Composite Reliability (p)	Average Variance Extracted (AVE)	Maximum Shared Squared Variance (MSV)	MaxR(H)	Dishonesty	Guilt	Commitment	Trust	Attachment
Dishonesty	0.868	0.689	0.217	0.919	0.830				
Guilt	0.961	0.778	0.217	0.967	0.466	0.882			
Commitment	0.885	0.572	0.458	0.929	-0.053	0.160	0.756		
Trust	0.940	0.758	0.158	0.947	-0.031	-0.069	0.398	0.871	
Attachment	0.905	0.615	0.458	0.912	-0.052	0.117	0.677	0.353	0.784
Reliability Satisfied. Composit reliability (p) > 0.70; bold figures represent composite reliabilities.									
Convergent validity: Satisfied. All t-values => 1.96 (significant at 0.95 confidence level); All SMC and AVE => 0.50, All p > 0.70									
Discriminant validity: Satisfied. All MSV < AVE; Square root of AVE greater than inter-construct correlations.									

Table 4.24 : Internal consistency of Study 4.

	Composite Reliability (p)	Average Variance Extracted (AVE)	Maximum Shared Squared Variance (MSV)	MaxR(H)	Trust	Dishonesty	Guilt	Commitment	Attachment
Trust	0.913	0.677	0.490	0.915	0.823				
Dishonesty	0.900	0.753	0.359	0.931	0.029	0.868			
Guilt	0.959	0.796	0.359	0.967	-0.077	0.599	0.892		
Commitment	0.931	0.633	0.490	0.948	0.700	0.046	0.011	0.796	
Attachment	0.934	0.613	0.458	0.939	0.476	0.135	0.048	0.677	0.783
Reliability Satisfied. Composit reliability (p) > 0.70; bold figures represent composite reliabilities.									
Convergent validity: Satisfied. All t-values => 1.96 (significant at 0.95 confidence level); All SMC and AVE => 0.50, All p > 0.70									
Discriminant validity: Satisfied. All MSV < AVE; Square root of AVE greater than inter-construct correlations.									

Table 4.25 : Remaining and excluded items after CFA analysis of Study 1.

...Items after CFA	Ambiguity	Guilt	Commitment	Trust	Attachment
Excluded	the behavior that consumer should do...				
	not standard - standard		I am dedicated to this brand. I am committed to this brand. I consider myself to be highly loyal to this brand.	This brand is reliable.	Affective Friendly Connected Captivating
Remained					
	*is non-predictable – predictable	*Repentant	I am devoted to this brand.	*This brand is trustworthy.	*Loved
	*varies - does not vary from a person to another	*Angry at self	I am very loyal to this brand.	*I can count on this brand.	*Peaceful
	*is not obvious - obvious	*Dissatisfied with self	*I am willing to make small sacrifices in order to keep using this brand.	*This brand is dependable.	Attached
		Disgusted with self	*I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	*This brand is credible.	*Bonded
		Ashamed	*I would stick with this brand if it let me down once or twice.		*Passionate
		*Guilty	*I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.		Delighted
		*Blameworthy			

*These variables remained in all of four studies' results.

Table 4.26 : Remaining and excluded items after CFA analysis of Study 2.

...Items after CFA	Ambiguity	Guilt	Commitment	Trust	Attachment
Excluded	the behavior that consumer should do...				
	not standard - standard		I am dedicated to this brand. I am committed to this brand. I consider myself to be highly loyal to this brand.		Affective Friendly Connected Captivating
Remained					
	*is non-predictable – predictable	*Repentant	I am devoted to this brand.	*This brand is trustworthy.	*Loved
	*varies - does not vary from a person to another	*Angry at self	I am very loyal to this brand.	*I can count on this brand.	*Peaceful
	*is not obvious - obvious	*Dissatisfied with self	*I am willing to make small sacrifices in order to keep using this brand.	*This brand is dependable.	Attached
		Disgusted with self	*I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	This brand is reliable.	*Bonded
		Ashamed	*I would stick with this brand if it let me down once or twice.	*This brand is credible.	*Passionate
		*Guilty	*I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.		Delighted
		*Blameworthy			

*These variables remained in all of four studies' results.

Table 4.27 : Remaining and excluded items after CFA analysis of Study 3.

...Items after CFA	Dishonest Behavior	Guilt	Commitment	Trust	Attachment
Excluded					
	I actively benefited from the mistake of the brand.		I am dedicated to this brand.		Affective
			I am committed to this brand. I am very loyal to this brand.		Friendly Connected
Remained					
	*I took advantage of the situation to make more benefit.	*Repentant	I am devoted to this brand.	*This brand is trustworthy.	*Loved
	*I did not take advantage of the situation.	*Angry at self	I consider myself to be highly loyal to this brand.	*I can count on this brand.	*Peaceful
	*I did not benefit from the mistake of the brand.	*Dissatisfied with self	*I am willing to make small sacrifices in order to keep using this brand.	*This brand is dependable.	Attached
		*Disgusted with self	*I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	This brand is reliable.	*Bonded
		*Ashamed	*I would stick with this brand if it let me down once or twice.	*This brand is credible.	*Passionate
		*Guilty	*I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.		Captivating
		*Blameworthy			Delighted

*These variables remained in all of four studies' results.

Table 4.28 : Remaining and excluded items after CFA analysis of Study 4.

...Items after CFA	Dishonest Behavior	Guilt	Commitment	Trust	Attachment
Excluded					
	I actively benefited from the mistake of the brand.		I am dedicated to this brand.		Affective
			I am committed to this brand. I am devoted to this brand.		Friendly Connected
Remained					
	*I took advantage of the situation to make more benefit.	*Repentant	I consider myself to be highly loyal to this brand	*This brand is trustworthy.	*Loved
	*I did not take advantage of the situation.	*Angry at self	I am very loyal to this brand.	*I can count on this brand.	*Peaceful
	*I did not benefit from the mistake of the brand.	*Dissatisfied with self	*I am willing to make small sacrifices in order to keep using this brand.	*This brand is dependable.	Attached
		*Disgusted with self	*I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	This brand is reliable.	*Bonded
		*Ashamed	*I would stick with this brand if it let me down once or twice.	*This brand is credible.	*Passionate
		*Guilty	*I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.		Captivating
		*Blameworthy			Delighted

*These variables remained in all of four studies' results.

5. HYPOTHESES TESTING AND RESULTS OF THE STUDIES

5.1 Study 1: Consumer Dishonesty Under Situational Ambiguity in Case of Feeling of Being Fooled

Experimental desing is adopted in Study I with the aim of assessing the causal links between consumers' feelings of being fooled, their tendency to cheat (dishonest consumer behavior), and feelings of guilt as an emotional outcome. It also examines situational ambiguity to see how it interacts with the given mechanisms at work. In order to test the main impacts on the consumer-brand relationship and thereby the value of the model for practice, this study takes up change in the strength of the consumer-brand relationship as an ultimate dependent variable.

It starts with a pre-test to measure consumer's relationships with their favourite brand in terms of commitment, trust, and attachment and proceeds with the feeling of being fooled and situational ambiguity manipulation scenarios. Scenarios build upon a case of the favorite clothing brand that the reader has a relationship with. The participants were asked to think about their favorite brand while reading the scenario and answering the questionnaire. The experiment ends with questioning their relationships with those brands to see how they are affected by dishonesty. The respondents were assigned randomly to scenarios that manipulate feeling of having been cheated or fooled (not befooled vs. befooled) and situational ambiguity (non-ambiguity vs. ambiguity) (See Appendix A).

In Study 1, after the manipulation of the feeling of having been fooled (recovering/rejecting consumer's financial loss), it introduces a situational ambiguity that serves as a fertile environment for dishonest behavior, that is, taking advantage of a mistaken price tag. After screening scenario, respondents were given a questionnaire that assesses dishonest consumer behavior and feelings of guilt (Tangney et al., 1996) (See Appendix B). Consumer-brand relationship strength scale was derived from Ashworth, Dacin and Thomson (2009). Although the original scale involves a combination of importance, purchase, use, other benefits, relationships, commitment,

trust, and attachment items, only the last three components were conceptually fitting to the definition of the strength of the consumer-brand relationship as argued in the section 4.4.1 (p. 58). Subsequently a path analysis was conducted using Hayes' (2013) PROCESS macro to test the relationships between the variables in a serial multiple mediation model.

5.1.1 Results of Study I

A total of 257 people from Amazon Mechanical Turk (MTurk) participated in the study in exchange for payment. 40% of the 257 respondents were between the ages of 26 and 35, and 24% were between the ages of 36 and 49. 48% of the respondents were female. The participants were randomly assigned to one of the four scenarios in which feeling of being fooled (not befooled vs. befooled) and ambiguous situations (non-ambiguous vs. ambiguous) were manipulated. Main investigations were about understanding whether or not the consumer has a tendency to behave dishonestly when they feel befooled in an ambiguous situation and whether the negative emergent feelings after the act, that is guilt in this study, is mediating the effect of the dishonest behavior on the relationship between the consumer and the brand.

An independent sample t-test for a manipulation check of ambiguity ($M_A=2.93$ vs. $M_{NA}=5.64$; $F=32.77$, $p<0.05$), and feeling of being fooled ($M_C=1.32$ vs. $M_{NC}=1.74$; $F=5.32$, $p<0.05$) were statistically significant. Furthermore, scenario believability across conditions was significantly above the critical value of 4 ($M=5.96$, $p<0.05$).

Following the manipulation checks, the researcher employed the PROCESS macro bootstrapping procedure (Model 1: 10,000) in order to test the interaction of feeling of being fooled (vs. not fooled) $\times$ situational ambiguity (vs. non-ambiguity) condition as a predictor of the outcome of dishonest consumer behavior. The results showed that while feeling of being fooled ($\beta=0.65$; $t(253)=2.23$; $p<0.05$) (H1 supported) and ambiguity ($\beta=0.90$; $t(253)=2.98$; $p<0.01$) (H2 supported) have main effects on consumer dishonest behavior, they do not interact with each other ($\beta=-0.13$; $t(253)=-0.31$; $p>0.05$) with the confidence interval of the moderation including "0" (Zhao, Lynch and Chen, 2010) (See Figure 5.1).

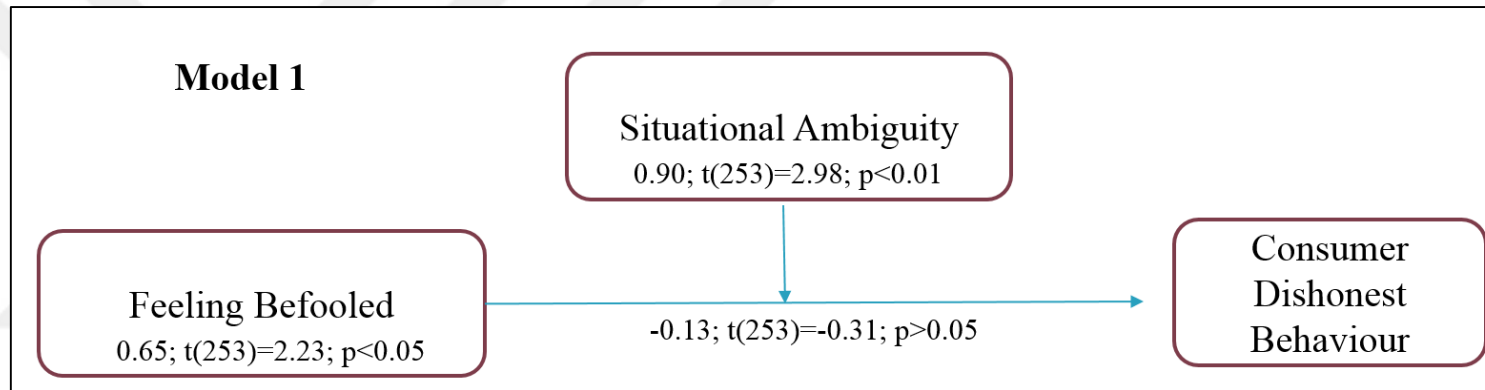


Figure 5.1 : Relationship between feeling of being fooled and dishonest behavior under under two situational ambiguity (ambiguous vs. non-ambiguity).

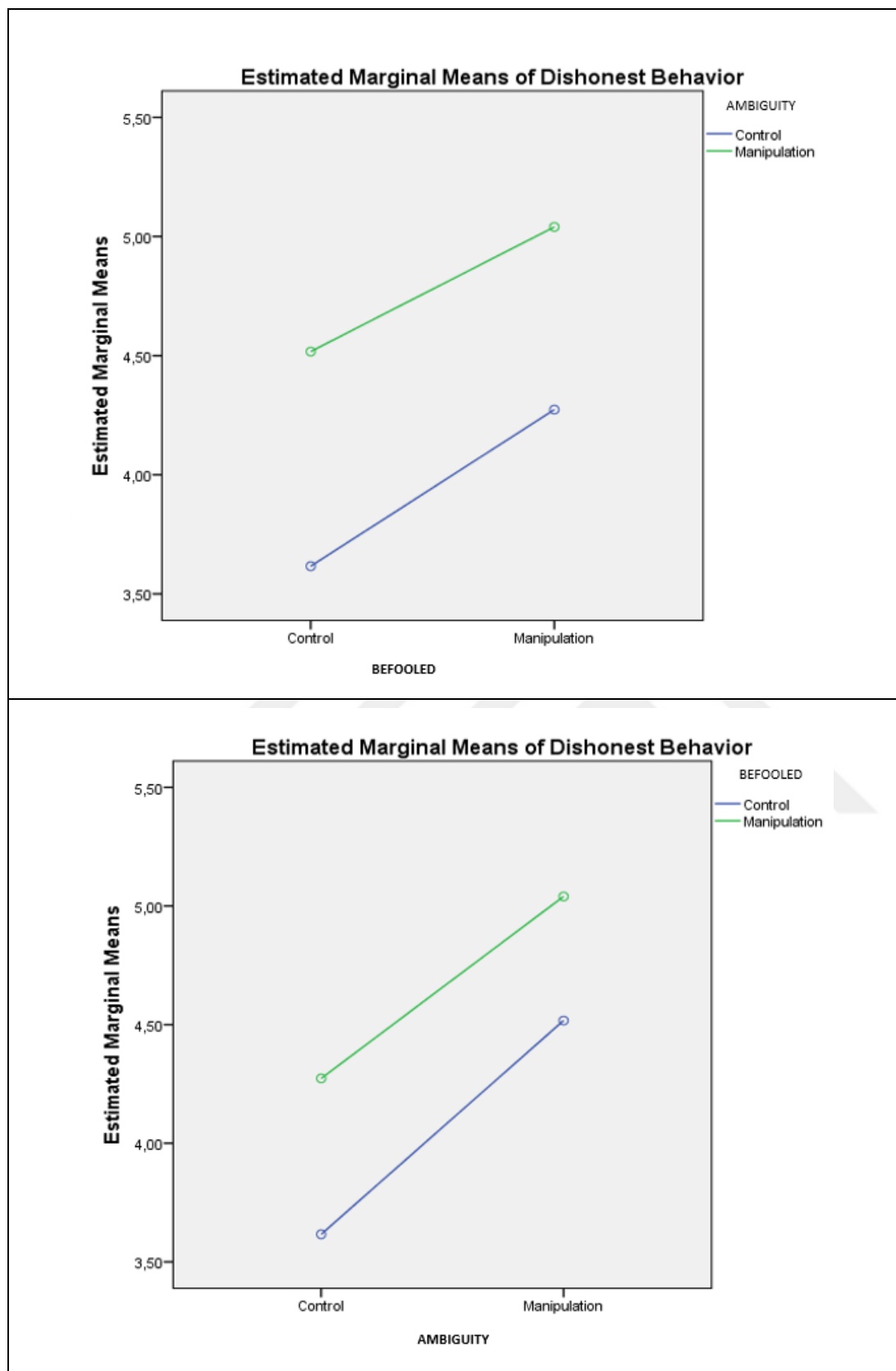


Figure 5.2 : Mean values of the interaction of feeling of being fooled (vs. not fooled) and situational ambiguity (vs. non-ambiguity) on consumer dishonest behavior.

Following the significant main effects and non-significant interaction effects, pairwise comparisons were run in SPSS 20 to see the in-group mean differences between feeling of being fooled versus not fooled as well as situational ambiguity versus non-ambiguity groups in terms of consumer dishonest behavior. Confidence intervals were at 95% and p-values were Bonferroni-adjusted. The analyses indicated that there is significant difference between both befooled groups ($M_{NoBF} = 4.06$ vs. $M_{BF} = 4.57$, $F = 7.53$, $p < 0.01$), and ambiguity groups ($M_{NoAmb} = 3.94$ vs. $M_{Amb} = 4.77$, $F = 7.53$, $p < 0.01$). Feeling befooled-situational ambiguity interaction was not significant ($F = 0.097$, $p > 0.05$). The analysis revealed that consumers tend to misbehave in ambiguous situations regardless of whether or not they feel they have been fooled ($M_{NoBf-NoBf} = 3.61$ & $M_{Bf-NoAm} = 4.27$ vs. $M_{NoBf-Am} = 4.51$ & $M_{Bf-Am} = 5.04$) (See Figure 5.2)

At the end of Hayes's statistical package designed for complex analyses of models that have two mediators, the step by step results of a serial path indicate that the feeling of being fooled increases dishonest consumer behavior ($\beta = 0.63$; $t(255) = 2.89$; $p < 0.05$), but right after the dishonest act has been committed consumer guilt increases accordingly ($\beta = 0.10$; $t(254) = 2.23$; $p < 0.05$), so that feelings of guilt impinge upon the indirect effect of consumer dishonest behavior (see Figure 5.3).

Afterwards, the serial mediation model was further tested (Figure 5.4). It suggests that feeling befooled increases the tendency of consumers to engage in dishonest behavior and in turn that creates feelings of guilt, which affects the subsequent behavior regarding the target brand. The serial mediation relationship was also tested by maximum-likelihood-based bootstrapping. The PROCESS macro (Hayes, 2013, Model 6, 10,000 bootstraps) statistics package designed for complex analyses of models that have two mediators, and serial mediation was used to test the parameter of feeling befooled by a favorite brand and the subsequent impact on the consumer-brand relationship.

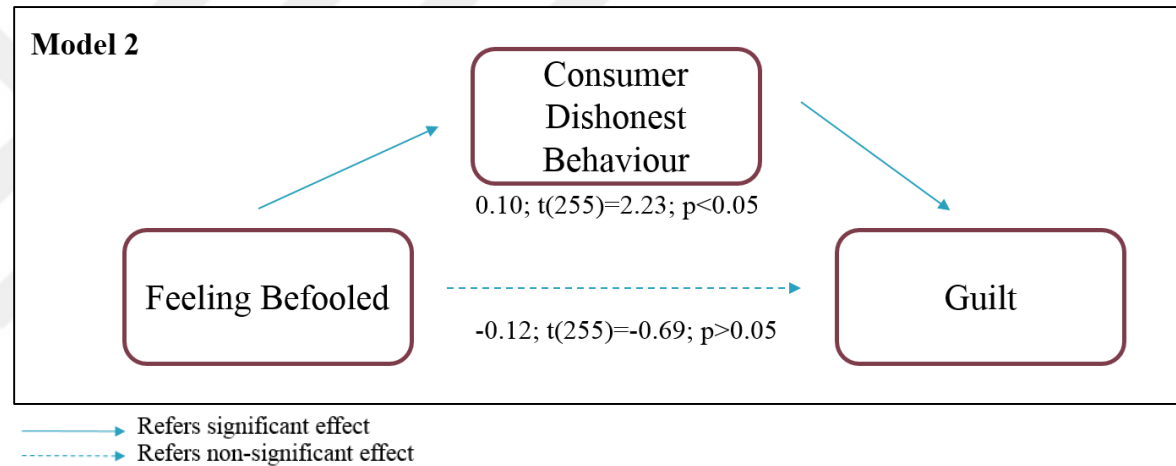


Figure 5.3 : Full mediation of dishonest behavior between feeling befooled and feelings of guilt.

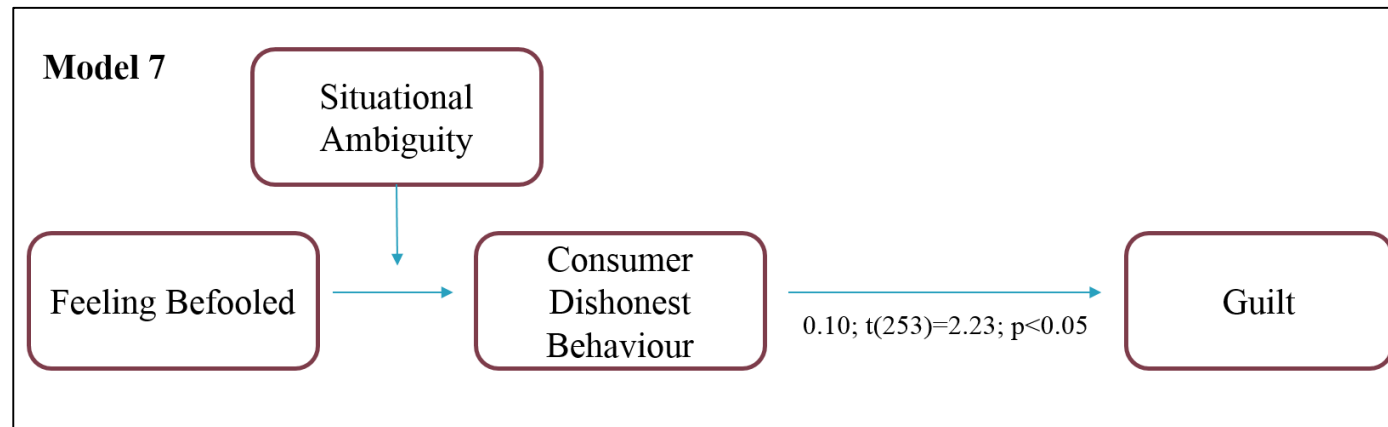


Figure 5.4 : Situational ambiguity moderated serial mediation of dishonest behavior between feeling befooled and feelings of guilt.

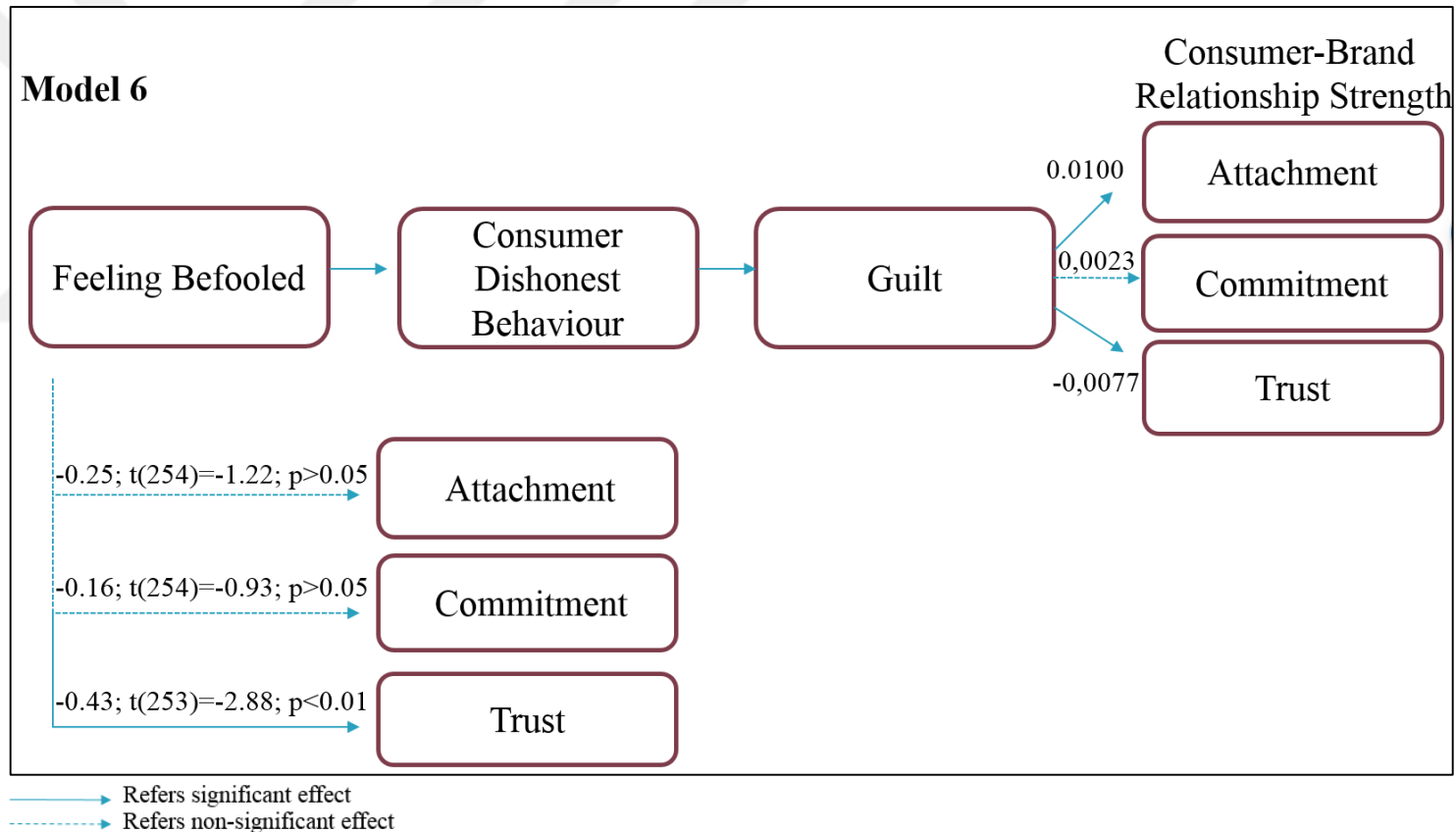


Figure 5.5 : Serial mediation relationship between feeling of being fooled and consumer-brand relationship.

The results reveal that, in the final step of the relationship, feelings of guilt affect the consumer-brand relationship by causing increase in attachment ($\beta = 0.24$; $t(253)=3.22$; $p<0.05$) (H_{3a} supported), and decrease in trust ($\beta = -0.11$; $t(253)=-2.04$; $p<0.05$) (H_{3c} not supported). Even though the direct impact of feelings of guilt causes increase in commitment, its slight effect remains non-significant ($\beta = 0.03$; $t(253)=-0.93$; $p>0.05$). Thereby, the total indirect effects demonstrate that the serial mediation model with consumer attachment ($\beta = 0.0168$; lower CI = 0.0034 and upper CI = 0.0507) and trust ($\beta = -0.0077$; lower CI = -0.0281 and upper CI = -0.0009) was verified by the 95% bootstrap CI that does not include 0, whereas the model with consumer commitment ($\beta = -0.0023$; lower CI = -0.0046 and upper CI = 0.0162) was not confirmed with the “0” including confidence interval (Zhao, Lynch and Chen, 2010) (H_{3b} not supported) (See Figure 5.5).

Up until this point, step by step moderated serial mediation analysis was conducted by using combination of Model 1, Model 2, Model 6 and Model 7 in order to see every relationship between variables and reach a conclusion. The second edition of Hayes's book named as “Introduction to Mediation, Moderation, and Conditional Process Analysis” which was released at the end of the 2017 and the third version of Process Macro (Hayes, 2017) make it possible to conduct moderated serial mediation model at one sitting. Thereby, Model 83 is conducted to analyze the complete model and the results were consistent with the combined analysis detailed above with slight differences (See Figure 5.6).

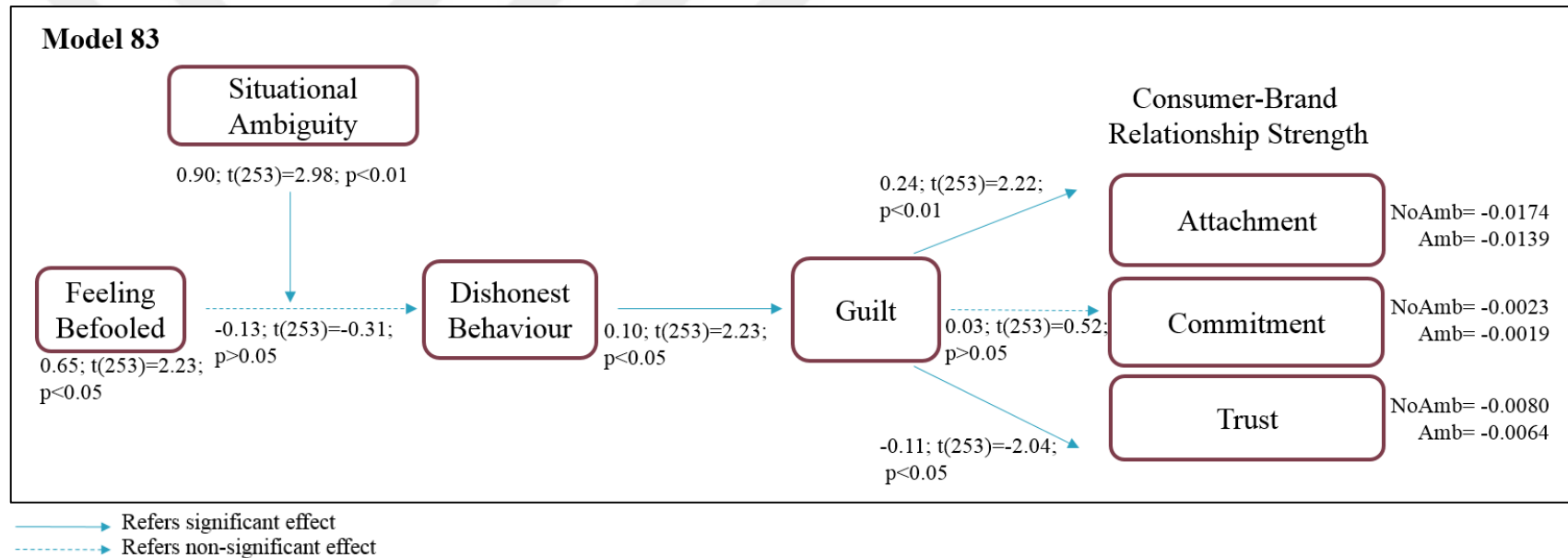


Figure 5.6 : Ambiguity moderated serial mediation relationship between feeling of being fooled and consumer-brand relationship.

Even though the feeling befooled→dishonest behavior→guilt path has significant effects on attachment and trust (Figure 5.5), when this serial path is moderated by situational ambiguity the full model becomes non-significant (Figure 5.6). In detail, the total indirect effects demonstrate that the ambiguity moderated serial mediation model with consumer attachment (lower CI = -0.0321 and upper CI = 0.0219) (Figure 5.7a), commitment (lower CI = -0.0091 and upper CI = 0.0063) (Figure 5.7b) and trust (lower CI = -0.0107 and upper CI = 0.0156) (Figure 5.7c) was not verified with the “0” including confidence interval (Zhao, Lynch and Chen, 2010).

(a)

INDIRECT EFFECT:

CHEAT -> DB -> GUILT -> ATT

AMB Effect BootSE BootLLCI BootULCI

,0000 ,0174 ,0129 ,0004 ,0491

1,0000 ,0139 ,0115 -,0015 ,0418

Index of moderated mediation (difference between conditional indirect effects):

Index BootSE BootLLCI BootULCI

AMB -,0035 ,0130 -,0321 ,0219

(b)

INDIRECT EFFECT:

CHEAT -> DB -> GUILT -> COMM

AMB Effect BootSE BootLLCI BootULCI

,0000 ,0023 ,0053 -,0065 ,0155

1,0000 ,0019 ,0043 -,0057 ,0124

Index of moderated mediation (difference between conditional indirect effects):

Index BootSE BootLLCI BootULCI

AMB -,0005 ,0035 -,0091 ,0063

(c)

INDIRECT EFFECT:

CHEAT -> DB -> GUILT -> TRUST

AMB Effect BootSE BootLLCI BootULCI

,0000 -,0080 ,0066 -,0243 ,0007

1,0000 -,0064 ,0059 -,0215 ,0012

Index of moderated mediation (difference between conditional indirect effects):

Index BootSE BootLLCI BootULCI

AMB ,0016 ,0062 -,0107 ,0156

Figure 5.7 : Hayes (2017) output of indirect effects in situational ambiguity moderated serial mediation model: (a) Effect on attachment. (b) Effect on commitment. (c) Effect on trust.

5.2 Study 2: The Moderating Role of Exposure Frequency in Case of Feeling of Being Fooled

Study 1 shows that the affective role of feelings of guilt changes in terms of consumers' previous dishonest behavior. Study 1 emphasizes that guilt has a reparative effect on attachment and relatively on commitment by diluting former negative feelings, such as the feeling of being fooled, into the background. Study 2 focuses on the interactive effect of consumer feelings of guilt and exposure frequency to the product regarding the consumer-brand relationship to test whether it has a moderated effect on the serial path tested in Study 1. 440 people from Amazon Mechanical Turk (MTurk) participated in Study 2 in exchange for payment. 52.6 % of the 440 respondents were between the ages of 26 and 35. 46.4% of the respondents were female. While respondents' 44.7% have bachelor's degree, 52.6% are full-time employees.

5.2.1 Results of Study 2

The participants were randomly assigned to one of the four scenarios in which ambiguous situations (non-ambiguous vs. ambiguous) and exposure frequency to the guilt stimulus (none-rare-frequent) were manipulated. Main investigations were about understanding whether or not the consumer has a tendency to behave dishonestly when they feel befooled in an ambiguous situation and whether the negative emergent feelings after the act, that is guilt in this study, is mediating the effect of the dishonest behavior on the relationship between the consumer and the brand. Furthermore, it tests the interactive effect of consumer feelings of guilt and exposure frequency to the product regarding the consumer-brand relationship to test whether it has a moderated effect on the path.

An independent sample t-test for a manipulation check of ambiguity ($M_A=3.16$ vs. $M_{NA}=4.58$; $F=4.11$, $p<0.05$), feeling of being fooled ($M_C=2.94$ vs. $M_{NC}=4.45$; $F=1.66$, $p<0.05$), and exposure frequency ($M_{None}=1.53$; $M_{Rare}=2.49$; $M_{Freq}=3.58$; $F=154.78$, $p<0.01$) were statistically significant. Furthermore, scenario believability across conditions was significantly above the critical value of 4 ($M=5.79$, $p<0.05$).

Following the manipulation checks, the PROCESS macro bootstrapping procedure was employed (Model 1: 10,000) in order to test the interaction of feeling befooled

(vs. not befooled) $\times$ situational ambiguity (vs. non-ambiguity) condition as a predictor of the outcome of dishonest consumer behavior. The results showed that while feeling of being fooled ($\beta=0.45$; $t(436)=1.90$; $p<0.05$) (H1 supported) and ambiguity ($\beta=0.80$; $t(436)=3.38$; $p<0.01$) (H2 supported) have main effects on consumer dishonest behavior, they do not interact with each other ($\beta=-0.04$; $t(436)=-0.12$; $p>0.05$) with the confidence interval of the moderation including "0" (Zhao, Lynch and Chen, 2010) (See Figure 5.8).

Following the significant main effects and non-significant interaction effects, pairwise comparisons were run in SPSS to see the in-group mean differences between feeling of being fooled versus not fooled as well as situational ambiguity versus non-ambiguity groups in terms of consumer dishonest behavior. Confidence intervals were at 95% and p-values were Bonferroni-adjusted. The analyses indicated that there is significant difference between both befooled groups ($M_{NoBf} = 3.93$ vs. $M_{Bf} = 4.37$, $F=6.57$, $p < 0.05$), and ambiguity groups ($M_{NoAmb} = 3.76$ vs. $M_{Amb} = 4.54$, $p < 0.01$). Feeling befooled-situational ambiguity interaction was not significant ($F= 0.014$, $p > 0.05$). The analysis revealed that consumers tend to misbehave in ambiguous situations regardless of whether or not they feel they have been fooled ($M_{NoBf-NoAm}=3.53$ & $M_{Bf-NoAm}=4.34$ vs. $M_{NoBf-Am}=3.99$ & $M_{Bf-Am}=4.75$) (See Figure 5.9).

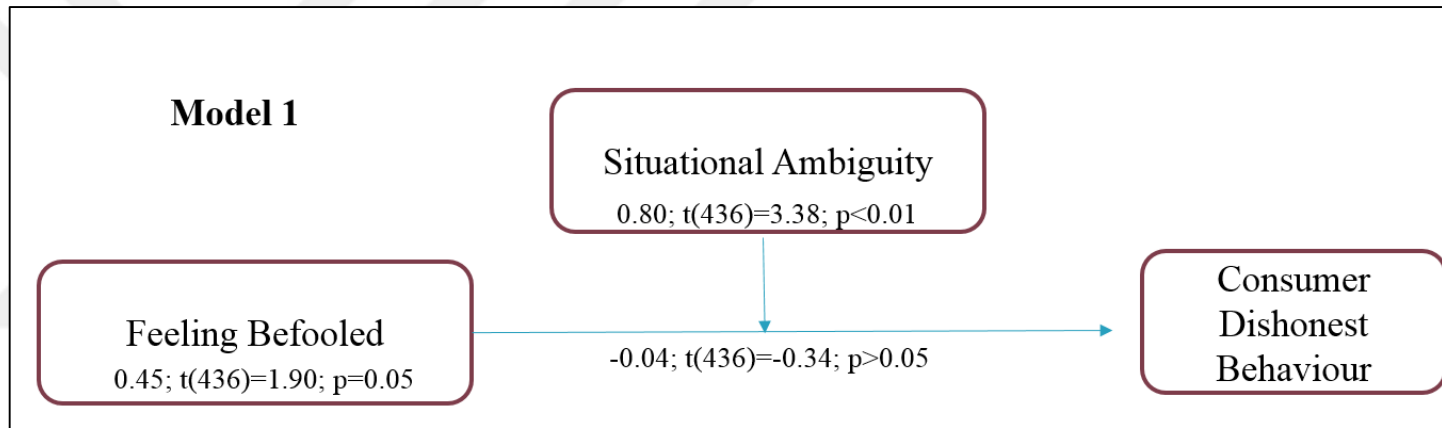


Figure 5.8 : Relationship between feeling befooled and dishonest behavior under under two situational ambiguity (ambiguous - non-ambiguity).

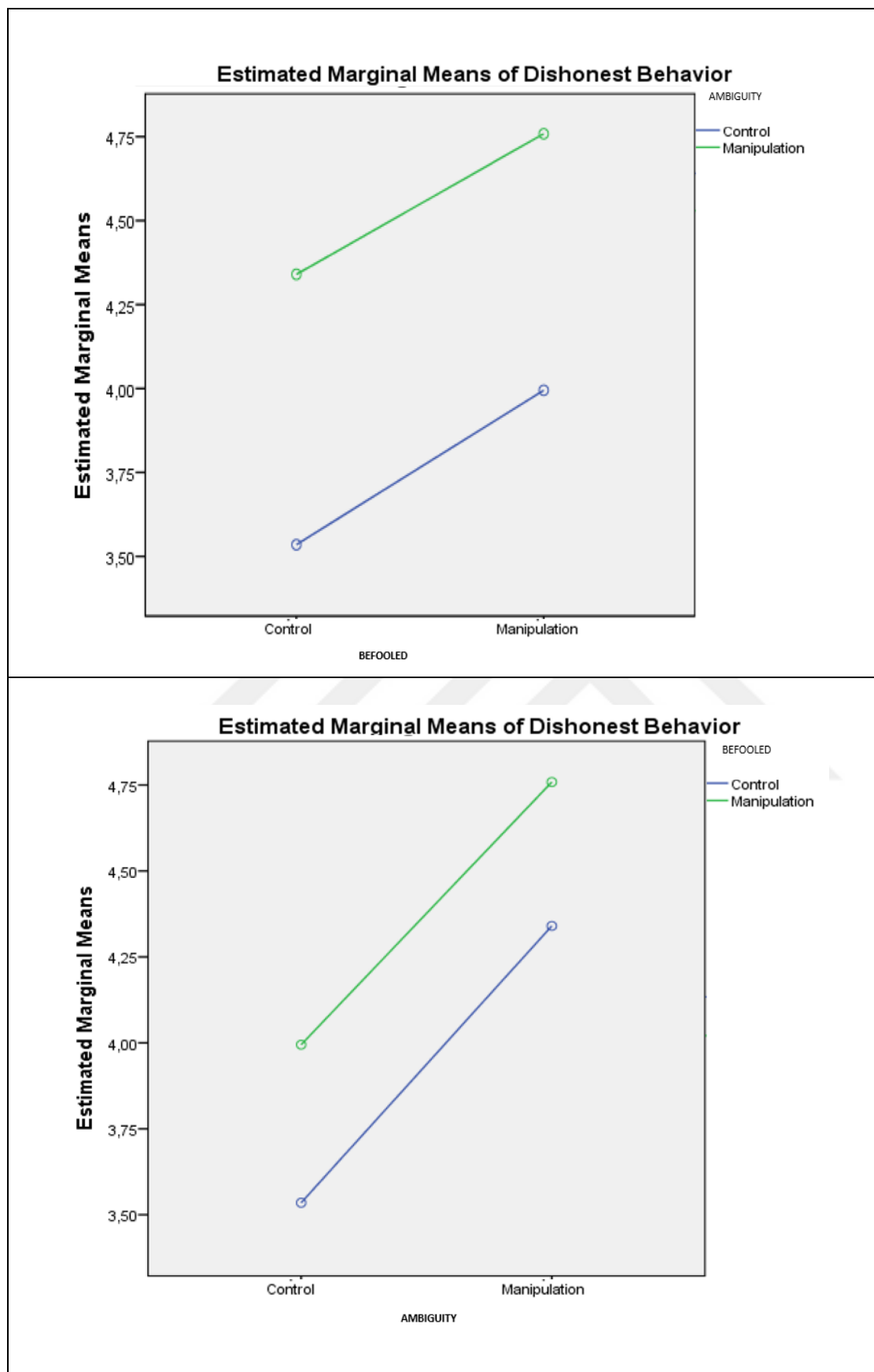


Figure 5.9 : Mean values of the interaction of feeling befooled (vs. not befooled) and situational ambiguity (vs. non-ambiguity) on consumer dishonest behavior.

Afterwards, the serial mediation model was further tested. It suggests that feeling of being fooled increases the tendency of consumers to engage in dishonest behavior and in turn that creates feelings of guilt, which affects the subsequent behavior regarding the target brand. The serial mediation relationship was also tested by maximum-likelihood-based bootstrapping. The PROCESS macro (Hayes, 2013, Model 6, 10,000 bootstraps) statistics package designed for complex analyses of models that have two mediators, and serial mediation was used to test the parameter of feeling of being fooled by a favorite brand and the subsequent impact on the consumer-brand relationship.

The results revealed that feeling befooled has a direct negative effect on consumers' attachment ($\beta = -0.46$; $t(438)=-3.19$; $p<0.01$), commitment ($\beta = -0.40$; $t(438)=-3.50$; $p<0.01$) and trust ($\beta = -0.50$; $t(438)=-4.87$; $p<0.01$) regarding the brand. In contrast to the direct effect, the indirect effects (serial path) revealed that while the serial mediation model with consumer attachment ($\beta = 0.0099$; lower CI = 0.0028 and upper CI = 0.0258) (H_{3a} supported) and trust ($\beta = -0.0095$; lower CI = -0.252 and upper CI = -0.0028) (H_{3c} not supported) was confirmed by the 95% bootstrap CI that does not include "0" (Zhao, Lynch and Chen, 2010), whereas the model with consumer commitment ($\beta = 0.0013$; lower CI = -0.0036 and upper CI = 0.0085) was not confirmed (H_{3b} not supported). The serial path shows that the feeling of being fooled increases dishonest consumer behavior ($\beta = 0.52$; $t(438)=3.03$; $p<0.01$), consumer guilt increases after dishonest behavior ($\beta = 0.11$; $t(437)=3.07$; $p<0.01$), and feelings of guilt affect the consumer-brand relationship by causing higher attachment ($\beta = 0.0099$). Even though the direct impact of feelings of guilt causes increase in commitment, as a next step of attachment, its slight effect still remains non-significant ($\beta = 0.0013$). On the other hand, trust continues to be effected significantly negative (-0.0083) from the whole unethical process (See Figure 5.10).

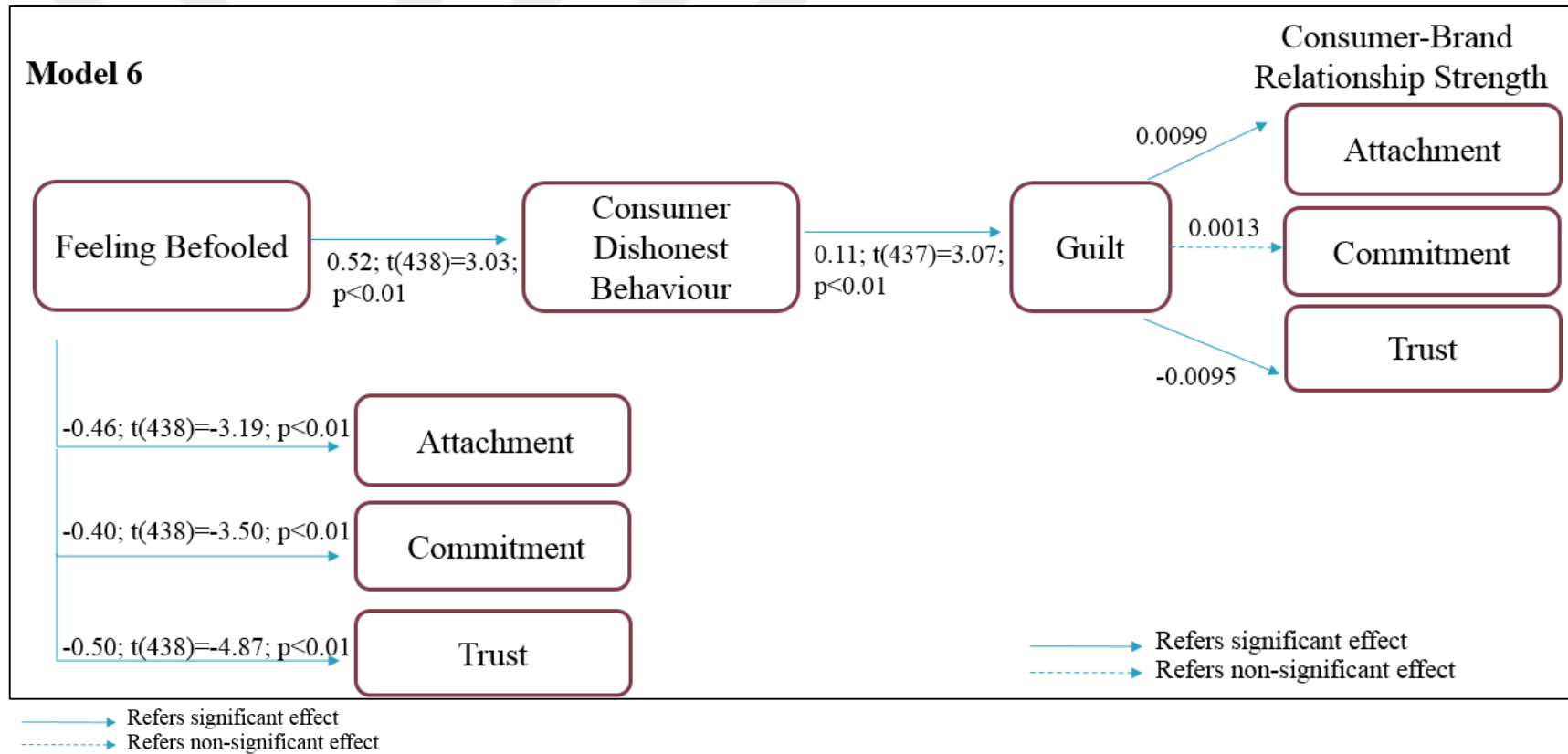


Figure 5.10 : Serial mediation relationship between feeling befooled and consumer-brand relationship.

In addition to these step by step moderated serial mediation analysis, the ambiguity moderated serial mediation analysis was run with Model 83 of the third version of Process macro (Hayes, 2017). Thereby, Model 83 is conducted to analyze the complete model and the results were consistent with the combined analysis detailed above with slight differences. When situational ambiguity moderates the serial model, and hence feeling befooled and situational ambiguity effect the path simultaneously, feeling befooled main effect size slightly decreases (Model 6: $\beta = 0.52$; $t(438)=3.03$; $p<0.01$; Model 83: $\beta= 0.45$; $t(436)=1.90$; $p=0.05$) but still on the edge of significance level (See Figure 5.10 and Figure 5.11 respectively).

Even though the feeling befooled→dishonest behavior→guilt path has significant effects on attachment and trust (Figure 5.11), when this serial path is moderated by situational ambiguity the full model becomes non-significant due to the non-significant interaction effect of feeling befooled and situational ambiguity (Figure 5.12). In detail, the total indirect effects demonstrate that the ambiguity moderated serial mediation model with consumer attachment (lower CI = -0.0146 and upper CI = 0.0140) (Figure 5.12a), commitment (lower CI = -0.0091 and upper CI = 0.0063) (Figure 5.12b) and trust (lower CI = -0.0137 and upper CI = 0.0136) (Figure 5.12c) was not verified with the “0” including confidence interval (Zhao, Lynch and Chen, 2010).

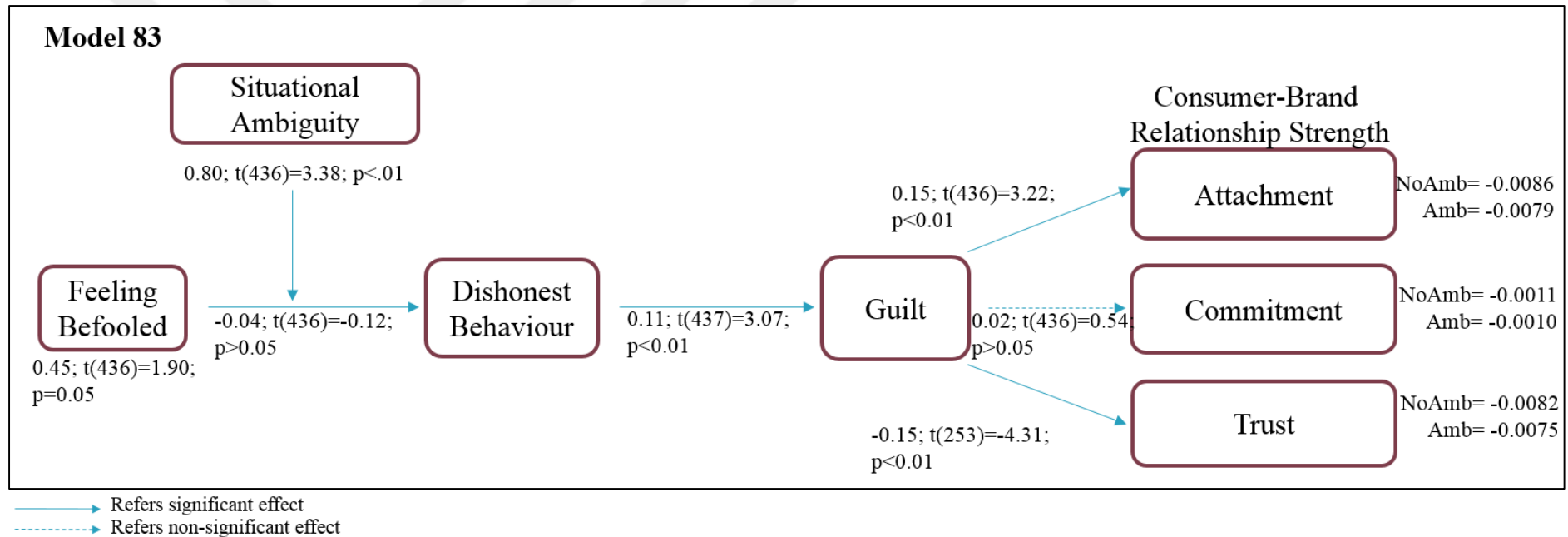


Figure 5.11 : Situational ambiguity moderated serial mediation relationship between feeling of being fooled and consumer-brand relationship.

(a)					
INDIRECT EFFECT:					
CHEATED	->	DB	->	GUILT	-> ATT
AMB	Effect	BootSE	BootLLCI	BootULCI	
,0000	,0086	,0061	-,0007	,0229	
1,0000	,0079	,0057	-,0005	,0215	
Index of moderated mediation (difference between conditional indirect effects):					
	Index	BootSE	BootLLCI	BootULCI	
AMB	-,0008	,0069	-,0146	,0140	
(b)					
INDIRECT EFFECT:					
CHEAT	->	DB	->	GUILT	-> COMM
AMB	Effect	BootSE	BootLLCI	BootULCI	
,0000	,0023	,0053	-,0065	,0155	
1,0000	,0019	,0043	-,0057	,0124	
Index of moderated mediation (difference between conditional indirect effects):					
	Index	BootSE	BootLLCI	BootULCI	
AMB	-,0005	,0035	-,0091	,0063	
(c)					
INDIRECT EFFECT:					
CHEATED	->	DB	->	GUILT	-> TRUST
AMB	Effect	BootSE	BootLLCI	BootULCI	
,0000	-,0082	,0058	-,0219	,0007	
1,0000	-,0075	,0056	-,0213	,0004	
Index of moderated mediation (difference between conditional indirect effects):					
	Index	BootSE	BootLLCI	BootULCI	
AMB	,0007	,0066	-,0137	,0136	

Figure 5.12 : Hayes (2017) output of indirect effects in situational ambiguity moderated serial mediation model: (a) Effect on attachment. (b) Effect on commitment. (c) Effect on trust.

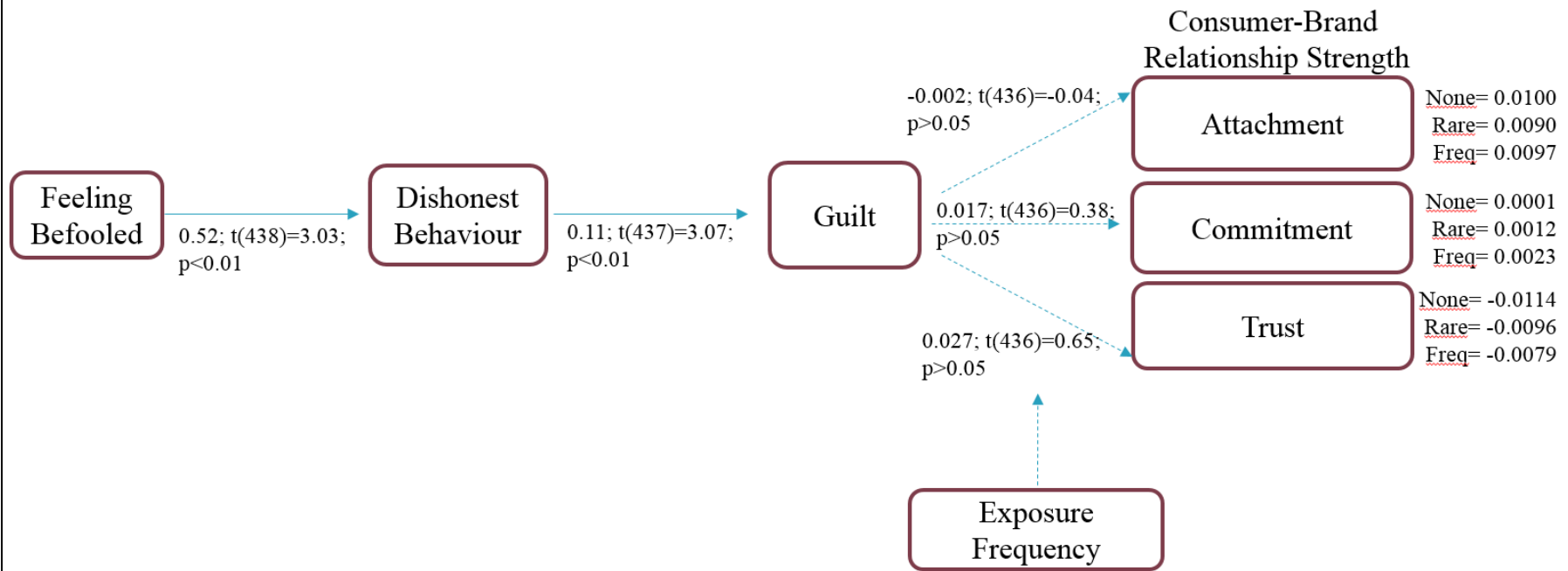
Thus far, Study 2 serves as a replication of Study 1 and the results verify the results of Study 1. In addition to confirmation character of it, an additional aim of Study 2 is to investigate whether the exposure frequency to the stimulus, as a reminder of the situation, impacts participants' final attitude toward the brand by effecting consumer-brand relationship strength in terms of attachment, commitment, and trust.

So following the Model 83 testing, the PROCESS V3 macro bootstrapping procedure with Model 87 (Hayes, 2017) is employed to test the interaction of feeling guilt × exposure frequency to the guilt stimulus (non-rare-frequently) condition as a predictor of the outcome of consumer-brand relationship strength (Figure 5.13). The results

demonstrate that exposure frequency does not interact with feelings of guilt on attachment ($\beta = -0.002$; $t(436) = -0.04$; $p > 0.05$) (Figure 5.14a) (H_{4a} not supported), commitment ($\beta = 0.017$; $t(436) = 0.38$; $p > 0.05$) (Figure 5.14b) (H_{4b} not supported) and trust ($\beta = 0.027$; $t(436) = 0.65$; $p > 0.05$) (Figure 5.14c) (H_{4c} not supported). In other words, exposure frequency to the guilt stimulus does not effect the strength of guilt feeling on consumers' attitude toward the brand.



Model 87



— Refers significant effect
 - - - Refers non-significant effect

Figure 5.13 : Exposure frequency moderated serial mediation relationship between feeling befooled and consumer-brand relationship.

(a)

INDIRECT EFFECT:

CHEATED -> DB -> GUILT -> ATT

FRQ	Effect	BootSE	BootLLCI	BootULCI
,0000	,0100	,0073	,0000	,0282
1,0000	,0099	,0055	,0020	,0234
2,0000	,0097	,0062	,0004	,0243

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
FRQ	-,0002	,0040	-,0092	,0074

(b)

INDIRECT EFFECT:

CHEATED -> DB -> GUILT -> COMM

FRQ	Effect	BootSE	BootLLCI	BootULCI
,0000	,0001	,0043	-,0089	,0092
1,0000	,0012	,0029	-,0046	,0075
2,0000	,0023	,0044	-,0066	,0115

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
FRQ	,0011	,0033	-,0056	,0081

(c)

INDIRECT EFFECT:

CHEATED -> DB -> GUILT -> TRUST

FRQ	Effect	BootSE	BootLLCI	BootULCI
,0000	-,0114	,0064	-,0265	-,0022
1,0000	-,0096	,0051	-,0220	-,0022
2,0000	-,0079	,0058	-,0225	-,0004

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
FRQ	,0017	,0033	-,0048	,0084

Figure 5.14 : Hayes (2017) output of indirect effects in exposure frequency moderated serial mediation model: (a) Effect on attachment. (b) Effect on commitment. (c) Effect on trust.

5.3 Study 3: Consumer Dishonesty in the Absense Feeling of Being Fooled

Study 1 and 2 revealed that feelings of guilt—the consequence of dishonest behavior—replace previously held negative emotions about a brand and strengthen the ongoing relationship between the consumer and the brand, which was damaged after feeling of being fooled. It also showed that consumers tend to misbehave in ambiguous situations

regardless of whether or not they feel they have been fooled. This unexpected result led the researcher to conduct Study 3 so that we could further examine dishonest behavior and its emotional impact on consumer-brand relationships in situations in which there were not immediately experienced negative emotions about the brand that is feeling of being fooled. 181 people from Amazon Mechanical Turk (MTurk) participated in Study 3 in exchange for payment. 39 per cent of the 181 respondents were between the ages of 26 and 35, and 32 per cent were between the ages of 36 and 49. Half of the respondents (52%) were female.

5.3.1 Results of Study 3

In addition to environmental conditions, including the situational ambiguity in which consumers take advantage, Study 3 directly manipulates the dishonest behavior being exhibited with a scenario. Then feelings of guilt about the act and the impact of this feeling on brand attachment, commitment and trust were measured.

Based on the study of Muncy and Vitell (1992), dishonest behavior manipulated in three different ways which are actively benefiting dishonest behavior, passively benefiting dishonest behavior, and absence of dishonest behavior as a control condition. Even though the literature underlines the distinction between passive and active forms of dishonest behavior, t-test results between passively and actively ($M_{NoDB}=2.75$; $M_{PDB}=5.60$ vs. $M_{ADB}=6.06$; $F=2.97$, $p>0.05$) dishonest behavior are found non-significant. Then the dishonest behavior scenarios divided into two by using mean split method and the analysis continues with two level dishonest behavior manipulation (No dishonest behavior $M_{NoDB}=2.86$ vs. Dishonest behavior $M_{DB}=5.82$). Sample distribution is resized from $N_{NoDB}=53$, $N_{PDB}=70$ and $N_{ADB}=58$ to $N_{NoDB}=72$ and $N_{DB}=109$.

Then, a path analysis using Hayes' (2013) PROCESS macro (Model 4, 10,000 bootstraps) was conducted to test the relationships between the variables in a mediation analysis. The serial path results demonstrated that dishonest consumer behavior unmarked by previous feelings of being fooled by a brand still increased consumer guilt ($\beta = 0.93$; $t(179)=3.41$; $p<0.01$) (See Figure 5.15). Although these results are consistent with Study 1 and Study 2, the relationship between guilt and consumer-brand relationship strength differs. Study 3 revealed that feeling guilty have a

significantly negative impact on attachment ($\beta = -0.06$; $t(178)=-2.44$; $p<0.05$, lower CI = -0.1099 and upper CI = -0.0116) (H_{3a} not supported) (See Figure 5.15) but has non-significant impact on commitment ($\beta = -0.04$; $t(178)=-1.34$; $p>0.05$) (H_{3b} not supported) and trust ($\beta = -0.01$; $t(178)=-0.69$; $p>0.05$) (H_{3c} not supported).



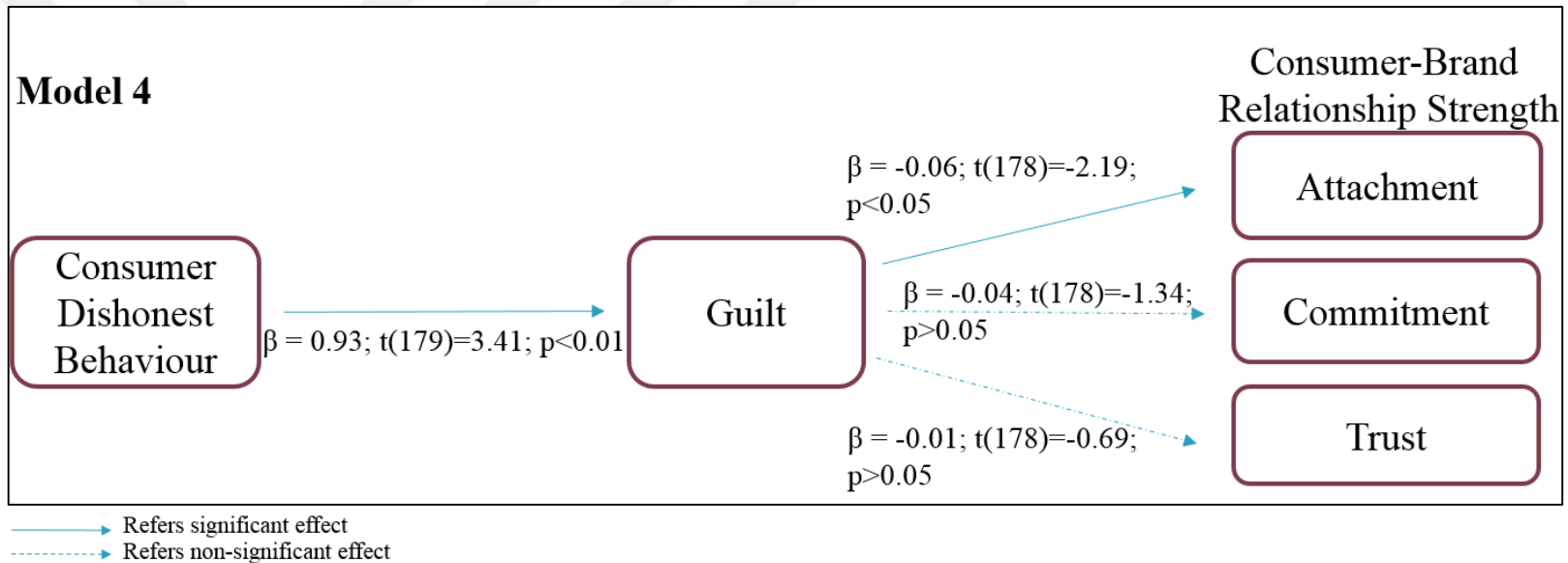


Figure 5.15 : The serial mediation relationship between feeling consumer dishonest behavior and consumer-brand relationship strength.

5.4 Study 4: The Moderating Role of Exposure Frequency in the Absence of Feeling of Being Fooled

Similar to Study 2, Study 4 also focuses on the interactive effect of consumer feelings of guilt and exposure frequency to the product. On the other hand, unlike Study 2, Study 4 examines the moderating role of exposure frequency in absence of former negative feeling (feeling befooled) regarding the consumer-brand relationship. In other words, it tests whether exposure frequency to the guilt stimulus has a moderated effect on the serial path tested in Study 3.

5.4.1 Results of Study 4

A total of 227 people from Amazon Mechanical Turk (MTurk) participated in the study in exchange for payment. 50% of the 227 respondents were between the ages of 26 and 35, and 26% were between the ages of 36 and 49. The percentage of females was slightly above the half of the sample (56%). The participants were randomly assigned to one of the scenarios (See Section 4.1) in which dishonest behavior and exposure frequency to a dishonestly owned product were manipulated.

Based on the dishonest behavior manipulation check results of Study 3, dishonest behavior manipulated at two level (no dishonest behavior vs dishonest behavior) rather than three level (none-passive-active). After significant dishonest behavior ($M_{NoDB}=2.72$ vs. $M_{DB}=5.58$; $F=63.466$, $p<0.01$) and exposure frequency ($M_{None}=1.30$; $M_{Rare}=2.00$; $M_{Freq}=3.88$; $F=186.48$, $p<0.01$) manipulation check results, Hayes's PROCESS macro Model 4 and 14 were conducted respectively.

Serial mediation testing with Model 4 aims to replicate Study 3 to show the consistency between the studies 3 and 4 and confirm the results of Study 3. As is the result with Study 3, Study 4 also shows that dishonest behavior increases consumer guilt ($\beta = 1.53$; $t(225)=6.68$; $p<0.01$) and hence feelings of guilt result in a significant negative impact on attachment ($\beta = -0.05$; $t(224)=-2.01$; $p<0.05$) (H_{3a} not supported) and non-significant effect on trust ($\beta = -0.03$; $t(224)=-1.38$; $p>0.05$) (H_{3a} not supported). Whereas Model 4 produces non-significant results on commitment in Study 3, same mediation path ends with a significant effect in Study 4.

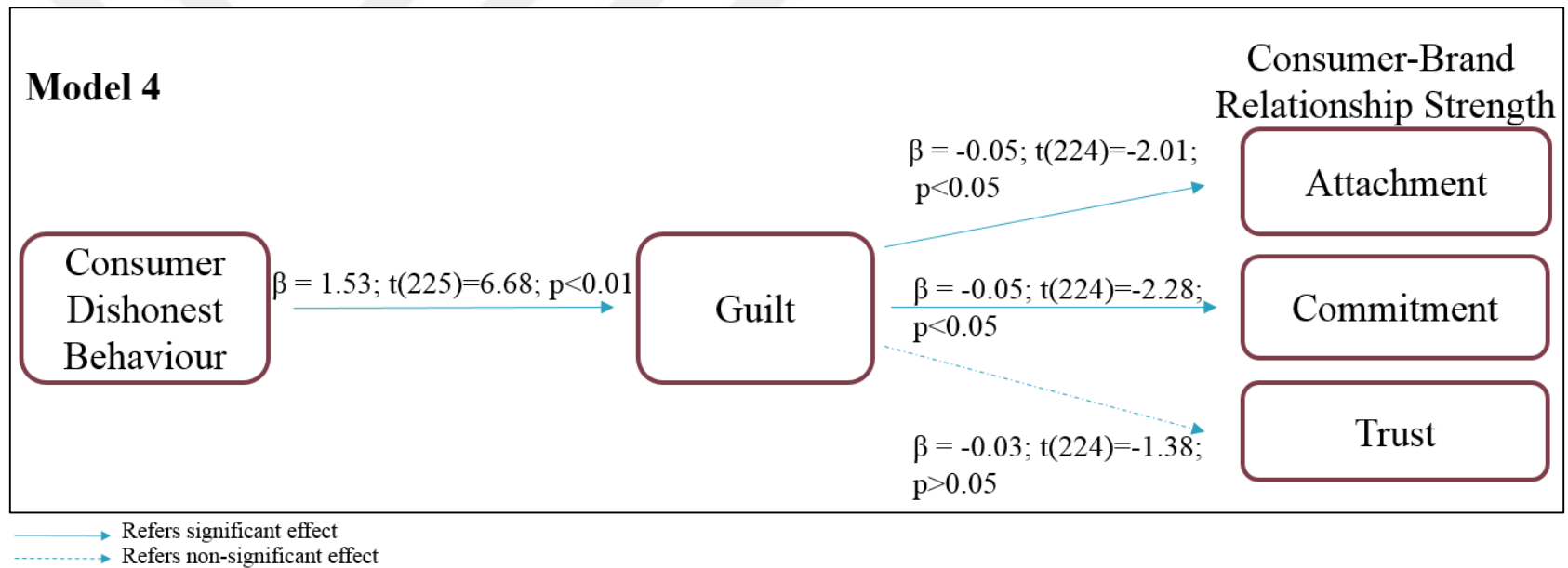


Figure 5.16 : The serial mediation relationship between feeling consumer dishonest behavior and consumer-brand relationship strength.

Herein, it should be stated that whereas the effect size of dishonest behavior on feelings of guilt was $\beta = 0.93$ in Study 3, same effect is $\beta = 1.53$ in Study 4. The increase in guilt feeling may have caused a significant negative effect on commitment ($\beta = -0.05$; $t(224)=-2.28$; $p<0.05$) (Figure 5.16) (H_{3b} not supported).

Thereby the consumer dishonest behavior $\rightarrow$ guilt $\rightarrow$ attachment (lower CI = -0.1865 and upper CI = -0.0081) and dishonest behavior $\rightarrow$ guilt $\rightarrow$ commitment mediation paths were significant between consumer dishonest behavior and commitment (lower CI = -0.1781 and upper CI = -0.0171). In common with Study 3, the path is found non-significant as regards to trust in Study 4.

After replicating same analysis of the Study 3 in Study 4 by using Hayes's PROCESS macro Model 4 (Hayes, 2013), a full moderated mediation model was tested using Hayes's PROCESS macro Model 14 (Hayes, 2013), which allows for the assessment of indirect effects contingent upon the levels (none, rare, frequently) of the third variable (exposure frequency). Results revealed that the new variable, exposure frequency, has a positive main effect on brand commitment ($\beta = 0.25$; $t(222)=2.75$; $p<0.01$, lower CI = 0.0732 and upper CI = 0.4434). On the other hand, when it interacts with feelings of guilt, its positive effect becomes negative and decreases consumer's commitment to the brand ($\beta = -0.05$; $t(222)=-2.06$; $p<0.05$; lower CI = -0.1068 and upper CI = -0.0026) (See Figure 5.17). The moderated mediation model was thus found to be significant (lower CI = -0.1835 and upper CI = -0.0147).

In terms of the other dimensions of consumer-brand relationship strength such as brand attachment (lower CI = -0.1021 and upper CI = 0.0934) and brand trust (lower CI = -0.0454 and upper CI = 0.0703), moderated mediation model testing did not produce significant results with the confidence interval of the moderated mediation index including "0" (Zhao et al., 2010).

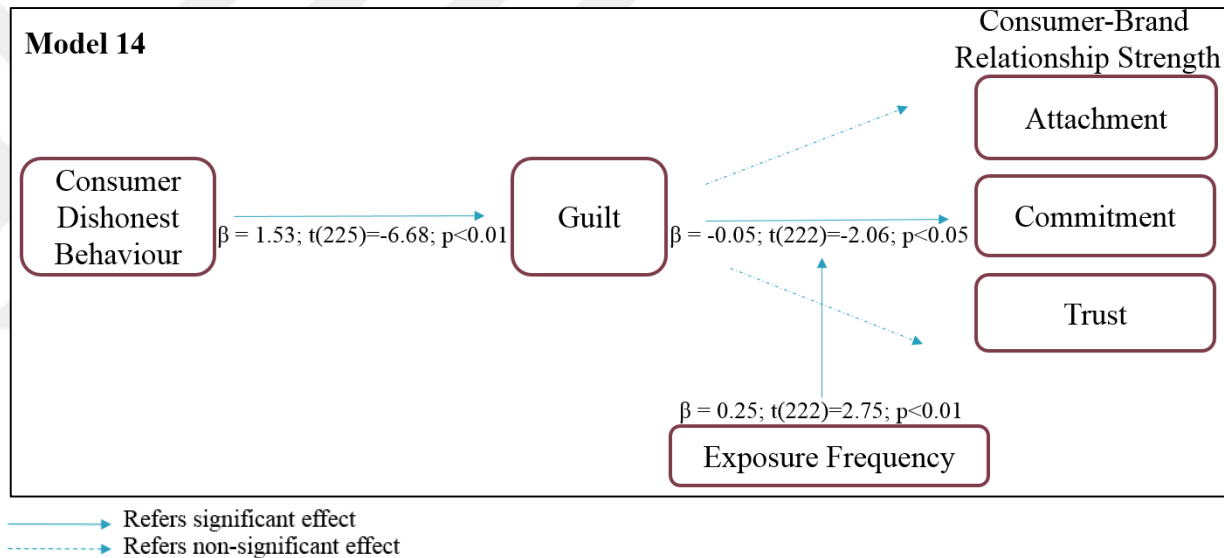


Figure 5.17 : Main and interaction effect of exposure frequency to the guilt stimulus on consumer-brand relationship strength.

Conditional indirect effect(s) of X on Y at values of the moderator(s):					
Mediator					
	FRQsce	Effect	Boot SE	BootLLCI	BootULCI
GUILT	1,1821	-,0179	,0596	-,1256	,1130
GUILT	2,0308	-,0893	,0395	-,1732	-,0164
GUILT	2,8795	-,1606	,0454	-,2681	-,0859
Values for quantitative moderators are the mean and plus/minus one SD from mean. Values for dichotomous moderators are the two values of the moderator.					
***** INDEX OF MODERATED MEDIATION					
Mediator					
	Index	SE(Boot)	BootLLCI	BootULCI	
GUILT	-,0840	,0415	-,1835	-,0147	

Figure 5.18 : Hayes (2017) output of indirect effects in exposure frequency moderated serial mediation model: Dishonest behavior→guilt→commitment.

As seen on Figure 5.18, when consumers are not exposed to the guilt stimulus, the feelings of guilt effect on consumer-brand relationship in that brand commitment does not change (lower CI = -0.1256 and upper CI = 0.1130). On the other hand, when consumers are exposed to the stimulus frequently, the interaction effect between feelings of guilt and exposure frequency increases in the same vein ($\beta_{\text{rare}} = -0.08$, lower CI = -0.1732 and upper CI = -0.0164; $\beta_{\text{frequently}} = -0.16$, lower CI = -0.2681 and upper CI = -0.0859).



6. GENERAL DISCUSSION

6.1 Theoretical Implications

As Adams' Equity Theory (1965) argues, people are motivated to maintain a balance in social exchanges as such when they feel victimized by an unfair social exchange, they will be driven to restore that balance by different mechanisms. This thesis asserts that in consumption contexts, deceived or in other words cheated consumers by brands (i.e. befooled consumers) seek for self-compensation by engaging in dishonest behavior against these brands as a way of getting even. Moreover, it theorizes that situational ambiguity, which opens the way to numerous interpretations or doubt, may bring about an environment, which drives consumers to engage in deceitful behavior (Mazar et al., 2008) to reestablish inner balance (Argo and Shiv, 2012).

However, the results of Study 1 and Study 2 do not indicate any interaction between feeling befooled and ambiguous situations but rather suggest that regardless of perceiving the brand as a cheater, consumers tend to engage in dishonest behavior when it is easy to justify their acts (i.e. being in an ambiguous situation). Even though consumers under ambiguous situations do not need to feel cheated to misbehave, feeling befooled still shapes the role of feelings of guilt on consumer's ultimate attitude toward the brand. Thereby this thesis posits that the constructive or destructive consequences of feelings of guilt are based on the presence or absence of a negative situations experienced earlier (i.e. a feeling of being fooled).

Once the consumers choose to behave dishonestly after they feel cheated or ripped off, the befooled consumers tend to cheat the brand back. However, such act may make them feel guilty because this behavior contradicts with the fundamental norm of behaving responsibly and ethically. That inner imbalance causes cognitive dissonance so that individuals start looking for opportunities to reestablish their inner harmony (Heider, 1958).

The findings of earlier studies (i.e. Leith and Baumeister, 1998; Tangney, 1991) show that feelings of guilt bring about numerous adaptive, beneficial, and pro-social functions to help strengthen and maintain close relationships (Leith and Baumeister, 1998). Accordingly, in the context of this paper, the feelings of guilt appear to be the emotional mechanism for repairing the consumer-brand relationships, which is damaged by the initial wrongdoer (brand).

The literature customer brand engagement expresses the potential benefits of stronger consumer brand relationships (i.e willing to pay more, repeated purchases, and a positive word-of-mouth) (Wood, 2000), the mismanagement of this relationship may have hurtful consequences for the brands (Grégoire and Fisher, 2008; Grégoire et al., 2009). Negative emotions during various encounters such as being fooled lead consumers to negative engagement with the brand. The negative engagement would be felt more intense especially in cases where a brand or firm is assumed to be blamed for an event or failure (Luoma-aho, 2015). Thereby, in the line with the customer engagement literature this thesis shows that after a consumer feels cheated or befooled, consumer-brand relationship gets damaged, at three major levels, that are attachment, commitment and trust. Even though the consumer-brand relationship may be weakened immediately after the consumer feels fooled, the results of Study 1 and Study 2 demonstrate that the negative effect on consumer attachment turns into something positive due to consumers' feeling of guilt as an intervening mechanism.

The theory of the decisional recency effect claims that individuals weigh "recent information more heavily, which produces a tendency to choose responses or actions that have recently been reinforced" (Jones et al. 2006, p. 316). Accordingly, the feelings of guilt become more prominent after acting dishonestly against the brand than the feeling of being fooled earlier to this misbehaviour, and hence the latter emotional state (i.e. feelings of guilt) overpowers the former justified act of dishonesty (Singh, 2009). Thereby, the individuals see themselves as the hurtful parties in the consumer-brand relationship and try to restore it by investing more emotionally in the brand. This emotional reaction manifests itself as a significant increase in brand attachment and a slight positive effect on brand commitment which can be considered as signs of potential improvement in consumer-brand relationship. On the other hand, when it comes to trust, the model becomes significantly negative because trust is a

vulnerable zone in consumer-brand relationships (Xie and Peng, 2009) which requires prolonged relationships and is not assessed on a temporal basis. Repairing trust requires specific efforts at the brand-consumer level (Xie and Peng, 2009). Since trust develops and builds over time and such efforts should spread over time (Doney and Cannon, 1997). Moreover, the feelings of guilt as being negative emotions are pushed back in the memory since too negative feelings are hard to cope emotional states for individuals (Gross et al., 2006) so that the prominence of guilt is likely to diminish more quickly than the feeling of being fooled which is attributed to a third party (i.e. the brand) than the individual himself/herself. Hence feeling of being fooled is remembered for a longer time so that this negative emotional state is likely to govern building trust since it is based on a longer relational history with the brand (Doney and Cannon, 1997). In this way, this study shows that feelings of guilt are not enough to recover the consumer trust which is damaged in the first place for befooled consumers.

Whereas befooled consumers' feelings of guilt have reparative effect on further consumer-brand relationship in terms of attachment and commitment, the consumers' exposure frequency to the guilt stimulus does not have any positively strengthening effect on the relationship between the feelings of guilt and brand attachment or commitment (Study 2). This can be attributed to the fact that being exposed to the guilt stimulus refreshes the feelings of guilt which the consumer is trying to refrain from, hence the consumer detaches from the brand that embodies the harm caused to the inner balance of the consumer by the feelings of guilt.

On the other hand, the positive effect of feelings of guilt on consumer-brand relationship breaks down in the absence of a former negative situation (i.e. feeling befooled), the reparative effect of the feelings of guilt disappears and rather its impact on attachment turns into negative (Study 3 and Study 4). Even an ambiguous situation gives an opportunity to misbehave in any case, when the brand does not give a reason to consumers to behave dishonestly against the brand, ambiguity may not be strong enough for post-justification of the deceitful act of the consumer towards the brand. In such situations one may face more cognitive dissonance since there is no initial input (feeling befooled) to justify his/her act. So that such intensive inner imbalance pushes the consumer to avoid the subject of his/her dishonesty as a coping mechanism in order to restore his/her emotional equilibrium (Lazarus, 1991). Rather than repairing

consumer-brand relationship, the avoidance behavior manifests itself as fading attachment to the brand.

While feelings of guilt decrease consumers' attachment (Study 3), when they interact with exposure frequency to the guilt stimulus, their negative effects on the strength of consumer-brand relationships move up into the realm of commitment (Study 4). Specifically, seeing the guilt stimulus repeatedly keeps the guilt alive in the memory and so that it damages a consumer's inner balance more deeply than the interaction between exposure frequency and feelings of guilt becomes more destructive for consumer-brand relationship.

In short, in Study 1 and Study 2, the researcher finds that the emotion of guilt makes people feel responsible when they violate the "do not treat others the way you do not want to be treated" Silver Rule of ethics of reciprocity (Hirshleifer, 1985) against the initial wrongdoer (brand) and that in turn produces approach responses to the brand in terms of increasing attachment and commitment. On the other hand, in Studies 3 and 4, in which there was no any initial wrongdoer, feelings of guilt have produced a reaction of avoidance in terms of decreasing attachment and commitment.

While the literature generally focuses on the restorative effect on feelings of guilt (Roseman et al., 1994; Roseman et al., 1996), relying on the two major inferences above, this paper reveals that the constructive or destructive role of feelings of guilt varies according to how they initially arose.

Moreover, when Study 2 (reparative role of guilt X exposure frequency) and Study 4 (destructive role of guilt X exposure frequency) are compared, this research demonstrates that exposure frequency has a strengthening effect on negative attitude by keeping fresh the feelings of guilt, whereas it has no power on maintaining the positive attitude toward the brand.

More interestingly, the thesis implies that there might be a guilt threshold for consumers, which may regulate the relationship between consumer and brand. Study 1 and Study 2 results show that, in case of a brand is the initial wrongdoer, consumers' dishonest behavior effect size on the feelings of guilt is 0.10 and 0.11 respectively and

consumers show approach responses with higher attachment. When the brand is innocent and consumers are the initial wrongdoer as manipulated in Study 3 and Study 4, dishonest behavior effect size increases to $\beta = 0.93$ and $\beta = 1.53$ respectively and consumers show avoidance behavior toward the brand in terms of increasing attachment and commitment. Accordingly, when the effect size of dishonest behavior on consumer's feelings of guilt is too high, the consumer may engage in denial or avoidance. A sense of severity and fear may be treated in the same category of negative emotional states and hence the relationship between severity levels and reactions may be construed as being similar to the link between fear and related responses. While Krisher et al. (1973) assert that low to moderate levels of fear arousal lead to attitude change, Ray and Wilkie (1970) in their fear appeal theory state that extreme fear appeal generally is ineffective in bringing about enduring attitude changes. Likewise, the outcome above may induce a similar theoretical expectation of a curvilinear relationship between guilt intensity and changes in consumer attitude toward the brand (Williams, 2012) in the future studies that will not treat consumer dishonest behaviour and its resultant feelings of guilt in a manipulation setting. Thereby the results indicate that when the severity of consumer feelings of guilt goes over a certain threshold, rather than causing attitude changes, it may lead to non-response or denial.

6.2 Managerial Implication

Consequently, even though consumers may feel victimized when a brand commits certain deceitful or misbehavioral acts (Study 1 and Study 2) in the eye of the consumer and then s/he engage in dishonest behavior to compensate for that loss, thereby damaging the consumer-brand relationship (Krishnan, 2008), they may engage in another process of self-compensation—a form of emotional recovery—to make up for the negative feelings that are elicited by their actions in an attempt to reestablish the consumer-brand relationship. When such a self-compensation mechanism is detached from the whole process (Study 3 and Study 4), the relationship may become reversed and the consumer may engage in avoidance actions by staying away from their favorite brand.

The present study demonstrates that several important factors are likely to contribute to how brands keep their customers. All experiments in this study deal with

participants' favorite clothing brands and test their relationships with those brands at the beginning and at the end of the experiments to see how they are affected by dishonesty. Since customer acquisition is more cost effective than maintaining existing ones, it is more important to preserve them especially the ones who label the brand as their favorite. This study reveals that brands are under invisible threats to lose those customers.

This research supports earlier studies by showing that consumers tend to behave dishonestly when they have the opportunity to do so (e.g. situational ambiguity). Even though they usually feel guilty as a result of their dishonesty, a key distinction among the consequences of feelings of guilt is based on whether or not their favorite brand cheated them in some fashion in the first place.

Individuals care about fairness and reciprocity (e.g., Camerer, 2003; Fehr and Schmidt, 1999) and their justice perception of service recovery initiatives have impact on their emotional reactions such as anger, disappointment, happiness, and pleasure (Chebat and Slusarczyk, 2005; DeWitt et al., 2008). Violation of different type of justice requires different recovery strategies (Smith et al., 1999). Since distributive justice perception focuses on outcome failures, the firms may concentrate on failure compensation by offering discounts, refunds, or store credits. On the other hand, timing and speed of response or handling failure recovery strategies stand out more in case of procedural injustice, which is mostly related to the perceived fairness of the procedures (Tax et al., 1998). Consumers are also care about how they are treated in other words interactional justice. In case of the interactional justice violation, recovering attempts should cover courtesy, apology, politeness, and efforts in dealing with customer (Choi and Choi, 2014).

When a service failure is perceived more severe, the impact of compensation as a recovery strategy is high too. On the other side, when a service failure is perceived as mild, the effect of monetary compensation may weaken consumer satisfaction from the recovery (Smith et al. 1999). Moreover, the study of Austin and Walster (1974) demonstrate that consumers may be less satisfied when they are overrewarded and may feel guilty about the inequity of the exchange. In line with service recovery literature, this research suggest that when there is perceived injustice, which is rejected to be

recovered by the brand in the first place, may cause a desire for self-compensation on consumer side and lead them to behave dishonestly. However later, unfair profit may make consumer feel guilty about the inequity of the exchange or injustice of the self-compensation method they he/she embarked on. Such a case may upset the balances in consumer-brand relationship, in particular it may suffer from lack of trust (Study 1 and Study 2). Accordingly, when a brand unintentionally causes a product or service failure, it is important to realize the failure and compensate it while without giving any chance to consumer self-compensation.

Lastly, since this research focuses on consumers' relationships with their favorite brands, its results are worthy of contemplation by firms, especially those that treat their customers in a fair manner. In other words, brands are under the exogenous threat of customer loss because consumers tend to cheat when given the chance and respond with emotional avoidance (diminishing attachment) against the negative emotion (guilt) they feel after cheating. Therefore, brands should mend their fences and eliminate any existing loopholes that may serve as chances for situation-based cheating.

6.3 Limitations and Future Research

Several limitations of this thesis may be a guide for future research. Firstly, this thesis measures consumers' relationship between their favorite brand, thereby the results should be reassessed in loosely established consumer-brand relationship settings too.

Another limitation is the dishonest behavior manipulation difference between Study 3 and Study 4. As detailed earlier, even though the literature underlines the distinction between passive and active forms of dishonest behavior, non-significant manipulation check results between passively and actively dishonest behaviors of Study 3 led the researcher to divide the dishonest behavior scenarios (control-passive-active) into two (No dishonest behavior vs. Dishonest behavior) by using mean split method and the analysis continues with two level dishonest behavior manipulation.

On an ongoing basis, in Study 4 passive condition excluded and only control and active conditions manipulated. Even though the manipulation check results were found

significant, it also caused a side effect which is a difference in effect size of dishonest behavior on guilt feeling between two studies.

One of the most important limitation of this research is the way of manipulating and measuring the exposure frequency to the guilt stimulus. Rather than manipulating with a scenario, it would be way better to observe the participants continuously under different level of exposure frequency conditions and then measure the difference in their attitude toward the brand in a longitudinal study setting.

In regard to the future studies, even though, the mediating roles of situational ambiguity and exposure frequency are identified, their effects on the consumer attitude toward the brand in the manner of attachment, commitment, and trust need to be tested further.

Even though the (feeling befooled→dishonest behavior→guilt→commitment) serial relationships have non-significant effect on commitment with a slight effect size (Study 1 and Study 2), the effect size with a positive direction signals the presence of a potential reparative effect of feelings of guilt on commitment. Since brand commitment seen as the next level of brand attachment in consumer-brand relationship (Gouteron, 2008), non-significant but still positive effect size indicates that brand commitment have potential to be effected from the serial relationship, that should be tested in future research with a larger sample size.

One of the main future direction of this thesis is the possibility of a guilt threshold in consumer-brand relationship. Even this study implies the potential presence of a such curvilinear relationship, it needs to be investigated in non-experimental study designs.

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APPENDICES

APPENDIX A: Study 1 Questionnaire

APPENDIX B: Study 2 Questionnaire

APPENDIX C: Study 3 Questionnaire

APPENDIX D: Study 4 Questionnaire

APPENDIX E: Study 1 Process Macro Outputs

APPENDIX F: Study 2 Process Macro Outputs

APPENDIX G: Study 3 Process Macro Outputs

APPENDIX H: Study 4 Process Macro Outputs

APPENDIX A: Study 1 Questionnaire

Study 1 questionnaire has been designed via Survey Monkey.


Store Experience I
Welcome to our study
Dear Respondents, We are marketing academics at Istanbul Technical University. This survey is a part of our research study, which we are conducting in the US. The purpose of our study is to investigate customers' views related to their experience with a brand. We very much appreciate your willingness to help us out. In this survey, you will be presented with a scenario in a store setting. Please *imagine yourself as facing the case in the scenario and answer the related questions. ** read the directions for each section and answer ALL the questions. Some of the questions may sound similar, or a little strange, but they all have a purpose. There are no right or wrong answers. All your answers will only be used for academic purposes. All the information collected in this survey will be kept completely confidential. If you have any questions about your rights as a participant, please contact Prof. Elif Karaosmanoglu at the Management Engineering Department, Istanbul Technical University. If you have any questions about this research, please contact me at isiksal@itu.edu.tr For further ethical issues, you can visit www.bilgiedinme.itu.edu.tr. Istanbul Technical University İTÜ Ayazağa Campus 34469 Maslak - İSTANBUL Phone: +090 212 285 30 30 We greatly appreciate your help!!! The survey takes approximately 15 minutes to finish. Didem Gamze Isiksal (isiksal@itu.edu.tr) Assoc. Prof. Elif Karaosmanoglu (karaosman5@itu.edu.tr)

1. I am above 18

- ☐ Yes
- ☐ No

2. Please state your agreement level with each statement below.

	Strongly Disagree	Disagree	Somewhat disagree	Niether/nor	Somewhat agree	Agree	Strongly Agree
I feel that I generally earn the rewards and punishments that I get in this world.	☐	☐	☐	☐	☐	☐	☐
I feel that people generally earn the rewards and punishments that they get in this world.	☐	☐	☐	☐	☐	☐	☐
I usually receive the outcomes that I deserve.	☐	☐	☐	☐	☐	☐	☐
People usually receive the outcomes that they deserve.	☐	☐	☐	☐	☐	☐	☐
I generally deserve the things that I am accorded.	☐	☐	☐	☐	☐	☐	☐
People generally deserve the things that they are accorded.	☐	☐	☐	☐	☐	☐	☐
I feel that I usually receive the outcomes that I am due.	☐	☐	☐	☐	☐	☐	☐
I feel that people usually receive the outcomes that they are due	☐	☐	☐	☐	☐	☐	☐
People usually use fair procedures in dealing with me .	☐	☐	☐	☐	☐	☐	☐
People usually use fair procedures in dealing with others .	☐	☐	☐	☐	☐	☐	☐
I feel that people generally use methods that are fair in their evaluations of me .	☐	☐	☐	☐	☐	☐	☐
I feel that people generally use methods that are fair in their evaluations of others .	☐	☐	☐	☐	☐	☐	☐
Regardless of the specific outcomes I receive, I am subjected to fair procedures.	☐	☐	☐	☐	☐	☐	☐
Regardless of the specific outcomes they receive, people are subjected to fair procedures.	☐	☐	☐	☐	☐	☐	☐
I am generally subjected to processes that are fair.	☐	☐	☐	☐	☐	☐	☐
People are generally subjected to processes that are fair.	☐	☐	☐	☐	☐	☐	☐

3. Please think your favorite clothing brand.

Now please state its name.

4. Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

5. How important is this brand to you?

Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
☐	☐	☐	☐	☐	☐	☐

6. Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

	Very Little (1)	2	3	4	5	6	Very Much (7)
How much do you think about this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand is relevant to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand means a lot to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you use this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you like this brand for reasons that go beyond its core functional purpose?	☐	☐	☐	☐	☐	☐	☐
To what extent does this brand provide you with benefits that go beyond its core practical purposes?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you have a relationship with this brand?	☐	☐	☐	☐	☐	☐	☐

7. How strong would you say this relationship is?

Not at all Strong	Not so strong	Slightly strong	Neutral	Moderately strong	Very strong	Extremely Strong
☐	☐	☐	☐	☐	☐	☐

8. Overall, how important is this relationship to you?

Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
☐	☐	☐	☐	☐	☐	☐

9. Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

	Never	Very Rarely	Rarely	Sometimes	Often	Very Often	Always
How often do you purchase this brand?	☐	☐	☐	☐	☐	☐	☐
How often do you use this brand?	☐	☐	☐	☐	☐	☐	☐

10. How many times would you say you have gone shopping for this brand in the last 3 months? (Please state a number.)

11. Please indicate how well each of the following words describes your feelings about this brand.

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

Please **read the scenario carefully** and **imagine yourself in the described situation** and then answer the questions

A 50.0% You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name.

The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.

You went to the store, explained the situation, and asked for pay-back for the price difference. But they said that it was not possible due to the company policy. You felt ripped off.

B 50.0% You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name.

The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.

You went to the store, explained the situation, and asked for pay-back for the price difference. They accepted your request and refunded it.

A 50.0% Some time later, you revisited the store for shopping. When you went to the till you realized that the trousers you bought were charged lower than its price tag. But the cashier did not notice it.

B 50.0% Some time later, you revisited the store for shopping. When you went to the till you realized that the trousers you bought were charged lower than its price tag. Even though the cashier did not notice it, you were aware of the fact that you should pay the real price that appeared on the price tag.

12. In this case, how would you respond?

Please state your agreement level with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
I keep it low, pay the lower price, and leave the store.	☐	☐	☐	☐	☐	☐	☐
I keep it low, go and grab another one and leave the store by paying the lower price for both of them.	☐	☐	☐	☐	☐	☐	☐
I warn the cashier about the real price tag and take the risk of paying more.	☐	☐	☐	☐	☐	☐	☐

13. The extent to which the following words describe your feelings ABOUT THE RESPONSE YOU JUST GAVE.

	Not at all (1)	2	3	4	5	6	Extremely (7)
Good	☐	☐	☐	☐	☐	☐	☐
Calm	☐	☐	☐	☐	☐	☐	☐
Joyful	☐	☐	☐	☐	☐	☐	☐
Relieved	☐	☐	☐	☐	☐	☐	☐
Repentant	☐	☐	☐	☐	☐	☐	☐
Innocent	☐	☐	☐	☐	☐	☐	☐
Glad	☐	☐	☐	☐	☐	☐	☐
Angry at self	☐	☐	☐	☐	☐	☐	☐
Dissatisfied with self	☐	☐	☐	☐	☐	☐	☐
Disgusted with self	☐	☐	☐	☐	☐	☐	☐
Ashamed	☐	☐	☐	☐	☐	☐	☐
Pleased	☐	☐	☐	☐	☐	☐	☐
At ease	☐	☐	☐	☐	☐	☐	☐
Guilty	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Happy	☐	☐	☐	☐	☐	☐	☐
Delighted at self	☐	☐	☐	☐	☐	☐	☐
Blameworthy	☐	☐	☐	☐	☐	☐	☐
Contented	☐	☐	☐	☐	☐	☐	☐
Fulfilled	☐	☐	☐	☐	☐	☐	☐
Relaxed	☐	☐	☐	☐	☐	☐	☐
Cheerful	☐	☐	☐	☐	☐	☐	☐

The following questions are related to **your future relationship** with your favorite brand **after** **you experienced the situation stated in the scenario**. Please indicate your level of agreement to each statement

14. Please think your favorite brand in the scenario and state your agreement level with each statement below that refers YOUR FUTURE RELATIONSHIP with your favorite brand AFTER THIS EXPERIENCE.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am still dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I still consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is still trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can still count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is still dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is still reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is still credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **AFTER THIS EXPERIENCE**.

15. How important is this brand to you?

Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
☐	☐	☐	☐	☐	☐	☐

16. Please think your favorite clothing brand in the scenario while answering each question below that refers your future relationship with your favorite brand after this experience.

	Very Little (1)	2	3	4	5	6	Very Much (7)
How much will you think about this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand is relevant to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand means a lot to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you use this brand a lot?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you like this brand for reasons that go beyond its core functional purpose?	☐	☐	☐	☐	☐	☐	☐
To what extent does this brand provide you with benefits that go beyond its core practical purposes?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you have a relationship with this brand?	☐	☐	☐	☐	☐	☐	☐

17. How strong would you say this relationship will be?

Not at all Strong	Not so strong	Slightly strong	Neutral	Moderately strong	Very strong	Extremely Strong
☐	☐	☐	☐	☐	☐	☐

18. Overall, how important will this relationship to you?

Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand**AFTER THIS EXPERIENCE**.

19. Please think your favorite clothing brand while answering each question below.

	Never	Very Rarely	Rarely	Sometimes	Often	Very Often	Always
How often do you purchase this brand?	☐	☐	☐	☐	☐	☐	☐
How often do you use this brand?	☐	☐	☐	☐	☐	☐	☐

**20. How many times would you say you would go shopping for this brand in the next 3 months?
(Please state a number.)**

21. The extent to which the following words describe your typical feelings toward the brandFROM NOW ON**.**

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

The following questions are related to your views on the scenario you read.

22. Please indicate your level of agreement with each statement.

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
The case stated in the scenario is open to misunderstanding.	☐	☐	☐	☐	☐	☐	☐
In the case stated, it is obvious what should have been done.	☐	☐	☐	☐	☐	☐	☐
The case stated in the scenario is open to different course of actions.	☐	☐	☐	☐	☐	☐	☐

23. In the case stated in the scenario, the behavior that consumer should do is

non-predictable (1)	2	3	4	5	6	predictable (7)
☐	☐	☐	☐	☐	☐	☐

24. In the case stated in the scenario, the behavior that consumer should do

varies from a person to another (1)	2	3	4	5	6	does not vary from a person to another (7)
☐	☐	☐	☐	☐	☐	☐

25. In the case stated in the scenario, the behavior that consumer should do is

not standard (1)	2	3	4	5	6	standard (7)
☐	☐	☐	☐	☐	☐	☐

26. In the case stated in the scenario, the behavior that consumer should do is

not obvious (1)	2	3	4	5	6	obvious (7)
☐	☐	☐	☐	☐	☐	☐

27. According to the scenario, did you feel ripped off?

☐ Yes ☐ No

28. If this has happened to you in real life, would you feel ripped off?

☐ Yes ☐ No

29. While answering the questions, have you thought of your favorite clothing brand?

☐ Yes ☐ No

30. While reading the scenario, have you thought of your favorite clothing brand?

☐ Yes ☐ No

31. Please restate the brand's name.

32. The following questions are related to your views of the scenario you read. Please indicate your level of agreement to each statement

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I think there are situations like this in real life	☐	☐	☐	☐	☐	☐	☐
The scenario is believable	☐	☐	☐	☐	☐	☐	☐
I was able to adopt the role of the customer described in the scenario	☐	☐	☐	☐	☐	☐	☐

33. I think purpose of the study was: (please click one of the four options below)

- ☐ To learn about customer's relationships with their favorite brand
- ☐ To understand customer's feelings about their brand experiences
- ☐ Other (please specify below)
- ☐ Don't know

If your answer is "other", please specify

34. Please answer the questions below based on your real life personal experiences

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
Many of the unhappy things in people's lives are partly due to bad luck.	☐	☐	☐	☐	☐	☐	☐
People's misfortunes result from the mistakes they make.	☐	☐	☐	☐	☐	☐	☐
In the long run, people get the respect they deserve in this world.	☐	☐	☐	☐	☐	☐	☐
Unfortunately, an individual's worth often passes unrecognized no matter how hard he tries.	☐	☐	☐	☐	☐	☐	☐
Without the right breaks, one cannot be an effective leader.	☐	☐	☐	☐	☐	☐	☐
Capable people who fail to become leaders have not taken advantage of their opportunities.	☐	☐	☐	☐	☐	☐	☐
Becoming a success is a matter of hard work, luck has little or nothing to do with it.	☐	☐	☐	☐	☐	☐	☐
Getting a good job depends mainly on being in the right place at the right time.	☐	☐	☐	☐	☐	☐	☐
What happens to me is my own doing.	☐	☐	☐	☐	☐	☐	☐
Sometimes I feel that I don't have enough control over the direction my life is taking.	☐	☐	☐	☐	☐	☐	☐
When I make plans, I am almost certain that I can make them work.	☐	☐	☐	☐	☐	☐	☐
It is not always wise to plan too far ahead, because many things turn out to be a matter of good or bad fortune anyhow.	☐	☐	☐	☐	☐	☐	☐
In my case, getting what I want has little or nothing to do with luck.	☐	☐	☐	☐	☐	☐	☐
Many times we might just as well decide what to do by flipping a coin.	☐	☐	☐	☐	☐	☐	☐

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
Who gets to be boss often depends on who was lucky enough to be in the right place first.	☐	☐	☐	☐	☐	☐	☐
Getting people to do the right thing depend upon ability; luck has little or nothing to do with it.	☐	☐	☐	☐	☐	☐	☐
Most people don't realize the extent to which their lives are controlled by accidental happenings.	☐	☐	☐	☐	☐	☐	☐
There is really no such thing as "luck."	☐	☐	☐	☐	☐	☐	☐
In the long run, the bad things that happen to us are balanced by the good ones.	☐	☐	☐	☐	☐	☐	☐
Most misfortunes are the result of lack of ability, ignorance, laziness, or all three.	☐	☐	☐	☐	☐	☐	☐
Many times I feel that I have little influence over the things that happen to me.	☐	☐	☐	☐	☐	☐	☐

Classification Questions

35. What is your age?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-49
- ☐ 50-65
- ☐ Over 65

36. Please type your gender.

37. Please state your education level.

- ☐ GED
- ☐ High School
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Graduate Degree
- ☐ None

38. What is your current employment status?

- ☐ Full time white collar
- ☐ Full time blue collar
- ☐ Part time white collar
- ☐ Part time blue collar
- ☐ Currently unemployed
- ☐ Student (not working)
- ☐ Student (working)

39. What is your own personal annual income, before taxes?

- ☐ Under \$30,000
- ☐ \$30-\$39,999
- ☐ \$40-\$49,999
- ☐ \$50-\$59,999
- ☐ \$60-\$69,999
- ☐ \$70-\$79,999
- ☐ \$80-\$89,999
- ☐ \$90-\$99,999
- ☐ Over \$100,000

40. In order for us to compensate you for your time and effort, we need you to, enter the 7 digit completion code number below first, and then again on MTurk.

CODE: 1620593

PLEASE REMEMBER TO ENTER THIS CODE INTO THE MECHANICAL PAGE AFTER SUBMITTING THIS SURVEY ON THE NEXT PAGE. OTHERWISE, WE WON'T KNOW THAT YOU COMPLETED THE SURVEY AND WE WON'T BE ABLE TO COMPENSATE YOU

APPENDIX B: Study 2 Questionnaire

Study 2 questionnaire has been designed via Survey Monkey

Welcome to our study

Dear Respondents,

We are marketing academics at Istanbul Technical University. This survey is a part of our research study, which we are conducting in the US. The purpose of our study is to investigate customers' views related to their experience with a brand. We very much appreciate your willingness to help us out.

In this survey, you will be presented with a scenario in a store setting.

Please

*imagine yourself as facing the case in the scenario and answer the related questions.

** read the directions for each section and answer ALL the questions. Some of the questions may sound similar, or a little strange, but they all have a purpose.

There are no right or wrong answers.

All your answers will only be used for academic purposes. All the information collected in this survey will be kept completely confidential. If you have any questions about your rights as a participant, please contact Prof. Elif Karaosmanoglu at the Management Engineering Department, Istanbul Technical University. If you have any questions about this research, please contact me at isiksal@itu.edu.tr

For further ethical issues, you can visit www.bilgiedinme.itu.edu.tr.
Istanbul Technical University

İTÜ Ayazağa Campus
34469 Maslak - İSTANBUL
Phone: +090 212 285 30 30

We greatly appreciate your help!!! The survey takes approximately 20 minutes to finish.

Didem Gamze Isiksal (isiksal@itu.edu.tr)

Assoc. Prof. Elif Karaosmanoglu (karaosman5@itu.edu.tr)

Management Engineering Department Istanbul Technical University

* 1. I am above 18

☐ Yes

☐ No

* 2. Please think your favorite clothing brand.
Now please state its name.

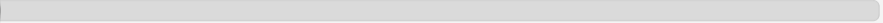
* 3. Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

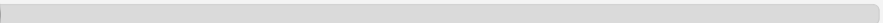
* 4. How important is this brand to you?

Not at all important Extremely important

☐ 

* 5. How strong would you say this relationship is?

Not at all Strong Extremely Strong

☐ 

* 6. Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

	Very Little (1)	2	3	4	5	6	Very Much (7)
How much do you think about this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand is relevant to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand means a lot to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you use this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you like this brand for reasons that go beyond its core functional purpose?	☐	☐	☐	☐	☐	☐	☐
To what extent does this brand provide you with benefits that go beyond its core practical purposes?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you have a relationship with this brand?	☐	☐	☐	☐	☐	☐	☐

* 7. Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

	Never	Two or three times a year	Once a month	Two or three times a month	Once a week	Every other day	Every day
How often do you purchase this brand?	☐	☐	☐	☐	☐	☐	☐
How often do you use this brand?	☐	☐	☐	☐	☐	☐	☐

* 8. How many times would you say you have gone shopping for this brand in the last 3 months? (Please state a number.)

* 9. Please indicate how well each of the following words describes your feelings about this brand.

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

* 10. When you consider your overall relationship with this brand, how important is this relationship to you?

Not at all important	Extremely important
☐	☐

Please read the scenario carefully and imagine yourself in the situation described and then answer the questions

A 50.0% You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name.
The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.
You went to the store, explained the situation, and asked for pay-back for the price difference. But they said that it was not possible due to the company policy. **You felt ripped off.**

B 50.0% You met a friend of yours couple of days ago. While having coffee together your friend noticed the coat you were wearing. You told your friend you bought that coat the day before from your favorite brand's store. Your friend admired it so much so you shared the brand's name.
The next time you met your friend, you learned that your friend bought the same branded coat from the brand's own website with a quite cheaper price than you did. You were disappointed.
You went to the store, explained the situation, and asked for pay-back for the price difference. They accepted your request and refunded it.

A 50.0% Some time later, you revisited the store for shopping. When you went to the till you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it.

B 50.0% Some time later, you revisited the store for shopping. When you went to the till you realized that the scarf you bought was charged lower than its price tag.
The cashier did not notice it but you were aware of the fact that you should pay the real price that appeared on the price tag.

* 11. In this case, how would you respond?

Please state your agreement level with each statement below.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I keep it low, pay the lower price, and leave the store.	☐	☐	☐	☐	☐	☐	☐
I keep it low, go and grab another one and leave the store by paying the lower price for both of them.	☐	☐	☐	☐	☐	☐	☐
I warn the cashier about the real price tag and take the risk of paying more.	☐	☐	☐	☐	☐	☐	☐

* 12. The extent to which the following words describe your feelings ABOUT THE RESPONSE YOU JUST GAVE.

	Not at all (1)	2	3	4	5	6	Extremely (7)
Good	☐	☐	☐	☐	☐	☐	☐
Calm	☐	☐	☐	☐	☐	☐	☐
Joyful	☐	☐	☐	☐	☐	☐	☐
Relieved	☐	☐	☐	☐	☐	☐	☐
Repentant	☐	☐	☐	☐	☐	☐	☐
Innocent	☐	☐	☐	☐	☐	☐	☐
Glad	☐	☐	☐	☐	☐	☐	☐
Angry at self	☐	☐	☐	☐	☐	☐	☐
Dissatisfied with self	☐	☐	☐	☐	☐	☐	☐
Disgusted with self	☐	☐	☐	☐	☐	☐	☐
Ashamed	☐	☐	☐	☐	☐	☐	☐
Pleased	☐	☐	☐	☐	☐	☐	☐
At ease	☐	☐	☐	☐	☐	☐	☐
Guilty	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Happy	☐	☐	☐	☐	☐	☐	☐
Delighted at self	☐	☐	☐	☐	☐	☐	☐
Blameworthy	☐	☐	☐	☐	☐	☐	☐
Contented	☐	☐	☐	☐	☐	☐	☐
Fulfilled	☐	☐	☐	☐	☐	☐	☐
Relaxed	☐	☐	☐	☐	☐	☐	☐
Cheerful	☐	☐	☐	☐	☐	☐	☐

Think about the reason or reasons for your behavior. The items below concern your impressions or opinions of this cause or causes of your outcome.

Now please answer the questions below.

* 13. Cause of your behavior

Reflects an aspect of yourself	Reflects an aspect of the situation
☐	☐

* 14. Cause of your behavior is

Outside of you	Inside of you
☐	☐

* 15. Cause of your behavior is

Something about you	Something about others
☐	☐

* 16. Cause is

Controllable by you or other people	Uncontrollable by you or other people
☐	☐

* 17. Cause of your behavior is

Intended by you or other people	Unintended by you or other people
☐	☐

* 18. for the cause of your behavior.

No one is responsible	Someone is responsible
☐	☐

* 19. Cause of your behavior is

Permanent	Temporary
☐	☐

* 20. Cause of your behavior is

Variable over time	Stable over time
☐	☐

* 21. Cause of your behavior is

Changeable	Unchanging
☐	☐

The following questions are related to your views on the scenario you read.

* 22. Please indicate your level of agreement with each statement.

As a person who experienced the case stated in the scenario...

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I felt ripped of	☐	☐	☐	☐	☐	☐	☐
I have been cheated	☐	☐	☐	☐	☐	☐	☐
I felt as if I have been cheated by an unfair procedure	☐	☐	☐	☐	☐	☐	☐
I have been befooled	☐	☐	☐	☐	☐	☐	☐
The procedure was fair enough and I am ok with it	☐	☐	☐	☐	☐	☐	☐
It was an acceptable procedure	☐	☐	☐	☐	☐	☐	☐
The implementation was reasonable	☐	☐	☐	☐	☐	☐	☐

* 23. If the case has happened to me in real life...

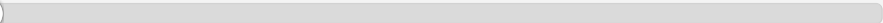
	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I would experience feelings of anger	☐	☐	☐	☐	☐	☐	☐
I would experience feeling disappointed	☐	☐	☐	☐	☐	☐	☐
I would feel ripped of	☐	☐	☐	☐	☐	☐	☐
I would be ok with it	☐	☐	☐	☐	☐	☐	☐
I would feel cheated	☐	☐	☐	☐	☐	☐	☐
I would feel satisfied	☐	☐	☐	☐	☐	☐	☐
I would feel pleased	☐	☐	☐	☐	☐	☐	☐

* 24. Please indicate your level of agreement with each statement.

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
The case stated in the scenario is open to misunderstanding.	☐	☐	☐	☐	☐	☐	☐
In the case stated, it is obvious what should have been done.	☐	☐	☐	☐	☐	☐	☐
The case stated in the scenario is open to different course of actions.	☐	☐	☐	☐	☐	☐	☐

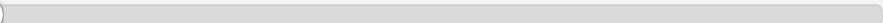
* 25. In the case stated in the scenario, the behavior that consumer should do is

non-predictable predictable

☐ 

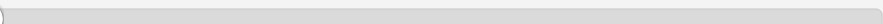
* 26. In the case stated in the scenario, the behavior that consumer should do

varies from a person to another does not vary from a person to another

☐ 

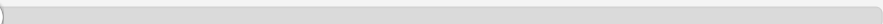
* 27. In the case stated in the scenario, the behavior that consumer should do is

not standard standard

☐ 

* 28. In the case stated in the scenario, the behavior that consumer should do is

not obvious obvious

☐ 

Please think the previous scenario and your answers to the questions while reading the following scenario.

Now please read the following scenario carefully and imagine yourself in the situation described and then answer the questions.

- A** 33.34% Previously, in your last store visit, you went to the till with a lower priced scarf then you left the store with a decision.
Shortly after your experience, stated in the previous scenario,
Summer has come and you have never used your new scarf.
- B** 33.33% Previously, in your last store visit, you went to the till with a lower priced scarf then you left the store with a decision.
Shortly after your experience, stated in the previous scenario,
Autumn has come and you have started to use your new scarf once or twice a month.
- C** 33.33% Previously, in your last store visit, you went to the till with a lower priced scarf then you left the store with a decision.
Shortly after your experience, stated in the previous scenario,
Winter has come and you have started to use your new scarf almost every day.

The following questions are related to your **FUTURE relationship** with your favorite brand **after you experienced the situation stated in the scenarios**. Please indicate your level of agreement to each statement

* 29. Please think your favorite brand in the scenario and state your agreement level with each statement below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **FROM NOW ON**.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am still dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I still consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is still trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can still count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is still dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is still reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is still credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **FROM NOW ON**.

* 30. How important is this brand to you from now on?

Not at all important Extremely important

* 31. How strong would you say this relationship will be from now on?

Not at all Strong Extremely Strong

* 32. Please think your favorite clothing brand in the scenario while answering each question below that refers your **FUTURE** relationship with your favorite brand after this experience.

	Very Little (1)	2	3	4	5	6	Very Much (7)
How much will you think about this brand?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand is relevant to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say this brand means a lot to you?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you use this brand a lot?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you like this brand for reasons that go beyond its core functional purpose?	☐	☐	☐	☐	☐	☐	☐
To what extent does this brand provide you with benefits that go beyond its core practical purposes?	☐	☐	☐	☐	☐	☐	☐
To what extent would you say you have a relationship with this brand?	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **AFTER THIS EXPERIENCE**.

* 33. Please think your favorite clothing brand you have stated, and answer the questions with regards to this brand.

	Never	Two or three times a year	Once a month	Two or three times a month	Once a week	Every other day	Every day
How often will you purchase this brand <u>from now on</u> ?	☐	☐	☐	☐	☐	☐	☐
How often will you use this brand <u>from now on</u> ?	☐	☐	☐	☐	☐	☐	☐

* 34. How many times would you say you would go shopping for this brand in the next 3 months? (Please state a number.)

* 35. The extent to which the following words describe your typical feelings toward the brand **FROM NOW ON.**

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

* 36. When you consider your overall relationship with this brand, how important will be this relationship to you from now on?

Not at all important

Extremely important

☐

37. According to the scenario how often did you use your scarf?

- ☐ Never
☐ Once or twice a month
☐ Once or twice a week
☐ Almost everyday
☐ Everyday

* 38. While answering the questions, have you thought of your favorite clothing brand?

- ☐ Yes ☐ No

* 39. While reading the scenario, have you thought of your favorite clothing brand?

- ☐ Yes ☐ No

* 40. Please restate the brand's name.

* 41. The following questions are related to your views of the scenario you read. Please indicate your level of agreement to each statement

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I think there are situations like this in real life	☐	☐	☐	☐	☐	☐	☐
The scenario is believable	☐	☐	☐	☐	☐	☐	☐
I was able to adopt the role of the customer described in the scenario	☐	☐	☐	☐	☐	☐	☐

* 42. I think purpose of the study was: (please click one of the four options below)

- ☐ To learn about customer's relationships with their favorite brand
- ☐ To understand customer's feelings about their brand experiences
- ☐ Other (please specify below)
- ☐ Don't know

If your answer is "other", please specify

* 43. Please state your agreement level with each statement below.

	Strongly believe that is wrong (1)	2	3	4	5	6	Strongly believe that is <i>not</i> wrong (7)
Downloading music from the internet instead of buying it	☐	☐	☐	☐	☐	☐	☐
Buying counterfeit goods instead of buying the original manufacturers' brands	☐	☐	☐	☐	☐	☐	☐
Buying products labeled as "environmentally friendly" even if they don't work as well as competing products	☐	☐	☐	☐	☐	☐	☐
Purchasing something made of recycled materials even though it is more expensive	☐	☐	☐	☐	☐	☐	☐
Buying only from companies that have a strong record of protecting the environment	☐	☐	☐	☐	☐	☐	☐
Recycling materials such as cans, bottles, newspapers, etc.	☐	☐	☐	☐	☐	☐	☐
Returning to the store and paying for an item that the cashier mistakenly did not charge you for	☐	☐	☐	☐	☐	☐	☐
Correcting a bill that has been miscalculated in your favor	☐	☐	☐	☐	☐	☐	☐
Giving a larger than expected tip to a waiter or waitress	☐	☐	☐	☐	☐	☐	☐
Not purchasing products from companies that you believe don't treat their employees fairly	☐	☐	☐	☐	☐	☐	☐
Returning damaged goods when the damage was your own fault	☐	☐	☐	☐	☐	☐	☐
Giving misleading price information to a clerk for an unpriced item	☐	☐	☐	☐	☐	☐	☐
Using a long distance access code that does not belong to you	☐	☐	☐	☐	☐	☐	☐
Drinking a can of soda in a store without paying for it	☐	☐	☐	☐	☐	☐	☐
Reporting a lost item as "stolen" to an insurance company in order to collect the insurance money	☐	☐	☐	☐	☐	☐	☐

	Strongly believe that is wrong (1)	2	3	4	5	6	Strongly believe that is <i>not</i> wrong (7)
Moving into a residence, finding that the cable TV is still hooked up, and using it without paying for it	☐	☐	☐	☐	☐	☐	☐
Lying about a child's age to get a lower price –	☐	☐	☐	☐	☐	☐	☐
Not saying anything when the waiter or waitress miscalculates a bill in your favor	☐	☐	☐	☐	☐	☐	☐
Getting too much change and not saying anything	☐	☐	☐	☐	☐	☐	☐
Joining a CD club just to get some free CD's with no intension of buying any	☐	☐	☐	☐	☐	☐	☐
Observing someone shoplifting and ignoring it	☐	☐	☐	☐	☐	☐	☐
Using an expired coupon for merchandise	☐	☐	☐	☐	☐	☐	☐
Returning merchandise to a store by claiming that it was a gift when it was not	☐	☐	☐	☐	☐	☐	☐
Using a coupon for merchandise you did not buy	☐	☐	☐	☐	☐	☐	☐
Not telling the truth when negotiating the price of a new automobile	☐	☐	☐	☐	☐	☐	☐
Stretching the truth on an income tax return	☐	☐	☐	☐	☐	☐	☐
Installing software on your computer without buying it	☐	☐	☐	☐	☐	☐	☐
"Burning" a CD rather than buying it	☐	☐	☐	☐	☐	☐	☐
Returning merchandise after buying it and not liking it	☐	☐	☐	☐	☐	☐	☐
Taping a movie off the television	☐	☐	☐	☐	☐	☐	☐
Spending over an hour trying on clothing and not buying anything	☐	☐	☐	☐	☐	☐	☐

* 44. Please answer the questions below based on your real life personal experiences

	Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
Many of the unhappy things in people's lives are partly due to bad luck.	☐	☐	☐	☐	☐	☐	☐
People's misfortunes result from the mistakes they make.	☐	☐	☐	☐	☐	☐	☐
In the long run, people get the respect they deserve in this world.	☐	☐	☐	☐	☐	☐	☐
Unfortunately, an individual's worth often passes unrecognized no matter how hard he tries.	☐	☐	☐	☐	☐	☐	☐
Without the right breaks, one cannot be an effective leader.	☐	☐	☐	☐	☐	☐	☐
Capable people who fail to become leaders have not taken advantage of their opportunities.	☐	☐	☐	☐	☐	☐	☐
Becoming a success is a matter of hard work, luck has little or nothing to do with it.	☐	☐	☐	☐	☐	☐	☐
Getting a good job depends mainly on being in the right place at the right time.	☐	☐	☐	☐	☐	☐	☐
What happens to me is my own doing.	☐	☐	☐	☐	☐	☐	☐
Sometimes I feel that I don't have enough control over the direction my life is taking.	☐	☐	☐	☐	☐	☐	☐
When I make plans, I am almost certain that I can make them work.	☐	☐	☐	☐	☐	☐	☐
It is not always wise to plan too far ahead, because many things turn out to be a mater of good or bad fortune anyhow.	☐	☐	☐	☐	☐	☐	☐
In my case, getting what I want has little or nothing to do with luck.	☐	☐	☐	☐	☐	☐	☐
Many times we might just as well decide what to do by flipping a coin.	☐	☐	☐	☐	☐	☐	☐
Who gets to be boss often depends on who was lucky enough to be in the right place first.	☐	☐	☐	☐	☐	☐	☐

	Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
Getting people to do the right thing depend upon ability; luck has little or nothing to do with it.	☐	☐	☐	☐	☐	☐	☐
Most people don't realize the extent to which their lives are controlled by accidental happenings.	☐	☐	☐	☐	☐	☐	☐
There is really no such thing as "luck."	☐	☐	☐	☐	☐	☐	☐
In the long run, the bad things that happen to us are balanced by the good ones.	☐	☐	☐	☐	☐	☐	☐
Most misfortunes are the result of lack of ability, ignorance, laziness, or all three.	☐	☐	☐	☐	☐	☐	☐
Many times I feel that I have little influence over the things that happen to me.	☐	☐	☐	☐	☐	☐	☐

Classification Questions

* 45. What is your age?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-49
- ☐ 50-65
- ☐ Over 65

* 46. Please type your gender.

* 47. Please state your education level.

- ☐ GED
- ☐ High School
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Graduate Degree
- ☐ None

* 48. What is your current employment status?

- ☐ Full time white collar
- ☐ Full time blue collar
- ☐ Part time white collar
- ☐ Part time blue collar
- ☐ Currently unemployed
- ☐ Student (not working)
- ☐ Student (working)

* 49. What is your own personal annual income, before taxes?

- ☐ Under \$30,000
- ☐ \$30-\$39,999
- ☐ \$40-\$49,999
- ☐ \$50-\$59,999
- ☐ \$60-\$69,999
- ☐ \$70-\$79,999
- ☐ \$80-\$89,999
- ☐ \$90-\$99,999
- ☐ Over \$100,000

Thank You For Your Contribution To Our Study

* 50. In order for us to compensate you for your time and effort, we need you to, enter the 7 digit completion code number below first, and then again on MTurk.

CODE: 1620593

PLEASE REMEMBER TO ENTER THIS CODE INTO THE MECHANICAL PAGE AFTER SUBMITTING THIS SURVEY ON THE NEXT PAGE. OTHERWISE, WE WON'T KNOW THAT YOU COMPLETED THE SURVEY AND WE WON'T BE ABLE TO COMPENSATE YOU



APPENDIX C: Study 3 Questionnaire

Study 3 questionnaire has been designed via Survey Monkey.

Welcome to our study

Dear Respondents,

We are marketing academics at Istanbul Technical University. This survey is a part of our research study, which we are conducting in the US. The purpose of our study is to investigate customers' views related to their experience with a brand. We very much appreciate your willingness to help us out.

In this survey, you will be presented with a scenario in a store setting.

Please

*imagine yourself as facing the case in the scenario and answer the related questions.

** read the directions for each section and answer ALL the questions. Some of the questions may sound similar, or a little strange, but they all have a purpose.

There are no right or wrong answers.

All your answers will only be used for academic purposes. All the information collected in this survey will be kept completely confidential. If you have any questions about your rights as a participant, please contact Prof. Elif Karaosmanoglu at the Management Engineering Department, Istanbul Technical University. If you have any questions about this research, please contact me at isiksal@itu.edu.tr

For further ethical issues, you can visit www.bilgiedinme.itu.edu.tr.
Istanbul Technical University

İTÜ Ayazağa Campus
34469 Maslak - İSTANBUL

Phone: +090 212 285 30 30

We greatly appreciate your help!!! The survey takes approximately 12 minutes to finish.

Didem Gamze Isiksal (isiksal@itu.edu.tr)
Assoc. Prof. Elif Karaosmanoglu (karaosman5@itu.edu.tr)
Management Engineering Department Istanbul Technical University

*** 1. I am above 18**

☐ Yes

☐ No

*** 2. Please think your favorite clothing brand.**

Now please state its name.

*** 3. Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand.**

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is credible.	☐	☐	☐	☐	☐	☐	☐

*** 4. Please indicate how well each of the following words describes your feelings about this brand.**

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

Please **read the scenario carefully** and **imagine yourself in the situation described.**

Please answer the following questions **according to the scenario.**

- A 33.34%** You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. You decided to keep it low, and then you went and grabbed another one and left the store by paying the lower price for both of them.
- B 33.33%** You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. You decided to keep it low, and then you paid the lower price and left the store.
- C 33.33%** You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. Then you decided to warn the cashier about the real price tag and take the risk of paying more.

*** 5. You are the person who behaved like that as described in the scenario. The extent to which the following words describe your FEELING ABOUT YOUR BEHAVIOR.**

	Not at all (1)	2	3	4	5	6	Extremely (7)
Good	☐	☐	☐	☐	☐	☐	☐
Calm	☐	☐	☐	☐	☐	☐	☐
Joyful	☐	☐	☐	☐	☐	☐	☐
Relieved	☐	☐	☐	☐	☐	☐	☐
Repentant	☐	☐	☐	☐	☐	☐	☐
Innocent	☐	☐	☐	☐	☐	☐	☐
Glad	☐	☐	☐	☐	☐	☐	☐
Angry at self	☐	☐	☐	☐	☐	☐	☐
Dissatisfied with self	☐	☐	☐	☐	☐	☐	☐
Disgusted with self	☐	☐	☐	☐	☐	☐	☐
Ashamed	☐	☐	☐	☐	☐	☐	☐
Pleased	☐	☐	☐	☐	☐	☐	☐
At ease	☐	☐	☐	☐	☐	☐	☐
Guilty	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Happy	☐	☐	☐	☐	☐	☐	☐
Delighted at self	☐	☐	☐	☐	☐	☐	☐
Blameworthy	☐	☐	☐	☐	☐	☐	☐
Contented	☐	☐	☐	☐	☐	☐	☐
Fulfilled	☐	☐	☐	☐	☐	☐	☐
Relaxed	☐	☐	☐	☐	☐	☐	☐
Cheerful	☐	☐	☐	☐	☐	☐	☐

The following questions are related to **your future relationship** with your favorite brand **after** **you experienced the situation stated in the scenario**. Please indicate your level of agreement to each statement

*** 6. Please think your favorite brand in the scenario and state your agreement level with each statement below that refers YOUR FUTURE RELATIONSHIP with your favorite brand AFTER THIS EXPERIENCE.**

	Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
I am still dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I still consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is still trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can still count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is still dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is still reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is still credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **AFTER THIS EXPERIENCE**.

*** 7. The extent to which the following words describe your typical feelings toward the brand FROM NOW ON.**

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

*** 8. According to the scenario, I took advantage of the situation to make more benefit.**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 9. According to the scenario, I did not take advantage of the situation.**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 10. According to the scenario, I passively benefited from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 11. According to the scenario, I actively benefited from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 12. According to the scenario, I did not benefit from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 13. According to the scenario, I have actively involved the behavior.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 14. According to the scenario, I have not involved the behavior.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 15. According to the scenario, I have passively involved the behavior.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

16. How often do you use your scarf?

- ☐ Everyday
- ☐ Almost everyday
- ☐ Once or twice a week
- ☐ Once or twice a month
- ☐ Never

*** 17. While reading the scenario, have you thought of your favorite clothing brand?**

- ☐ Yes ☐ No

*** 18. While answering the questions, have you thought of your favorite clothing brand?**

- ☐ Yes ☐ No

*** 19. Please restate the brand's name.**

*** 20. The following questions are related to your views of the scenario you read. Please indicate your level of agreement to each statement**

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I think there are situations like this in real life	☐	☐	☐	☐	☐	☐	☐
The scenario is believable	☐	☐	☐	☐	☐	☐	☐
I was able to adopt the role of the customer described in the scenario	☐	☐	☐	☐	☐	☐	☐

*** 21. I think purpose of the study was: (please click one of the four options below)**

- ☐ To learn about customer's relationships with their favorite brand
- ☐ To understand customer's feelings about their brand experiences
- ☐ Other (please specify below)
- ☐ Don't know

If your answer is "other", please specify

Classification Questions

*** 22. What is your age?**

- ☐ 18-25
- ☐ 26-35
- ☐ 36-49
- ☐ 50-65
- ☐ Over 65

*** 23. Please type your gender.**

*** 24. Please state your education level.**

- ☐ GED
- ☐ High School
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Graduate Degree
- ☐ None

*** 25. What is your current employment status?**

- ☐ Full time white collar
- ☐ Full time blue collar
- ☐ Part time white collar
- ☐ Part time blue collar
- ☐ Currently unemployed
- ☐ Student (not working)
- ☐ Student (working)

*** 26. What is your own personal annual income, before taxes?**

- ☐ Under \$30,000
- ☐ \$30-\$39,999
- ☐ \$40-\$49,999
- ☐ \$50-\$59,999
- ☐ \$60-\$69,999
- ☐ \$70-\$79,999
- ☐ \$80-\$89,999
- ☐ \$90-\$99,999
- ☐ Over \$100,000

Thank You For Your Contribution To Our Study

*** 27. In order for us to compensate you for your time and effort, we need you to, enter the 7 digit completion code number below first, and then again on MTurk.**

CODE: 1620593

PLEASE REMEMBER TO ENTER THIS CODE INTO THE MECHANICAL PAGE AFTER SUBMITTING THIS SURVEY ON THE NEXT PAGE. OTHERWISE, WE WON'T KNOW THAT YOU COMPLETED THE SURVEY AND WE WON'T BE ABLE TO COMPENSATE YOU

APPENDIX D: Study 4 Questionnaire

Study 4 questionnaire has been designed via Survey Monkey

Welcome to our study

Dear Respondents,

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In this survey, you will be presented with a scenario in a store setting.

Please

*imagine yourself as facing the case in the scenario and answer the related questions.

** read the directions for each section and answer ALL the questions. Some of the questions may sound similar, or a little strange, but they all have a purpose.

There are no right or wrong answers.

All your answers will only be used for academic purposes. All the information collected in this survey will be kept completely confidential. If you have any questions about your rights as a participant, please contact Prof. Elif Karaosmanoglu at the Management Engineering Department, Istanbul Technical University. If you have any questions about this research, please contact me at isiksal@itu.edu.tr

For further ethical issues, you can visit www.bilgiedinme.itu.edu.tr.
Istanbul Technical University

İTÜ Ayazağa Campus
34469 Maslak - İSTANBUL

Phone: +090 212 285 30 30

We greatly appreciate your help!!! The survey takes approximately 12 minutes to finish.

Didem Gamze Isiksal (isiksal@itu.edu.tr)
Assoc. Prof. Elif Karaosmanoglu (karaosman5@itu.edu.tr)
Management Engineering Department Istanbul Technical University

*** 1. I am above 18**

- ☐ Yes
☐ No

*** 2. Please think your favorite clothing brand.**

Now please state its name.

*** 3. Please think your favorite clothing brand you have just stated, and evaluate the sentences with regards to this brand.**

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is credible.	☐	☐	☐	☐	☐	☐	☐

* 4. Please indicate how well each of the following words describes your feelings about this brand.

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

Please **read the scenario carefully** and **imagine yourself in the situation described**.

Please answer the following questions **according to the scenario**.

A 50.0%

You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. You decided to **keep it low**, and then you went and **grabbed another one and left the store by paying the lower price for both of them**.

B 50.0%

You went your favorite brand's store for shopping. When you were at the till, you realized that the scarf you bought was charged lower than its price tag. But the cashier did not notice it. Then you decided to **warn the cashier** about the real price tag and take the risk of paying more.

*** 5. According to the scenario, I took advantage of the situation to make a benefit.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 6. According to the scenario, I took advantage of the situation to make more benefit.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 7. According to the scenario, I did not take advantage of the situation.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 8. According to the scenario, I passively benefited from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 9. According to the scenario, I actively benefited from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 10. According to the scenario, I did not benefit from the mistake of the brand.**

Strongly Disagree	Disagree	Somewhat Disagree	Niether/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

* 11. You are the person who behaved like that as described in the scenario. The extent to which the following words describe your **FEELING ABOUT YOUR BEHAVIOR**.

	Not at all (1)	2	3	4	5	6	Extremely (7)
Good	☐	☐	☐	☐	☐	☐	☐
Calm	☐	☐	☐	☐	☐	☐	☐
Joyful	☐	☐	☐	☐	☐	☐	☐
Relieved	☐	☐	☐	☐	☐	☐	☐
Repentant	☐	☐	☐	☐	☐	☐	☐
Innocent	☐	☐	☐	☐	☐	☐	☐
Glad	☐	☐	☐	☐	☐	☐	☐
Angry at self	☐	☐	☐	☐	☐	☐	☐
Dissatisfied with self	☐	☐	☐	☐	☐	☐	☐
Disgusted with self	☐	☐	☐	☐	☐	☐	☐
Ashamed	☐	☐	☐	☐	☐	☐	☐
Pleased	☐	☐	☐	☐	☐	☐	☐
At ease	☐	☐	☐	☐	☐	☐	☐
Guilty	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Happy	☐	☐	☐	☐	☐	☐	☐
Delighted at self	☐	☐	☐	☐	☐	☐	☐
Blameworthy	☐	☐	☐	☐	☐	☐	☐
Contented	☐	☐	☐	☐	☐	☐	☐
Fulfilled	☐	☐	☐	☐	☐	☐	☐
Relaxed	☐	☐	☐	☐	☐	☐	☐
Cheerful	☐	☐	☐	☐	☐	☐	☐

A 33.34% Shortly after your experience, stated in the previous scenario, Summer has come and you have **never used** your new scarf.

B 33.33% Shortly after your experience, stated in the previous scenario, Autumn has come and you have started to **use your new scarf once or twice a month.**

C 33.33% Shortly after your experience, stated in the previous scenario, Winter has come and you have started to **use your new scarf almost every day.**

The following questions are related to **your future relationship** with your favorite brand **after you experienced the situation stated in the scenario**. Please indicate your level of agreement to each statement

*** 12. Please think your favorite brand in the scenario and state your agreement level with each statement below that refers YOUR FUTURE RELATIONSHIP with your favorite brand AFTER THIS EXPERIENCE.**

	Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
I am still dedicated to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still committed to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still devoted to this brand.	☐	☐	☐	☐	☐	☐	☐
I still consider myself to be highly loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still very loyal to this brand.	☐	☐	☐	☐	☐	☐	☐
I am still willing to make small sacrifices in order to keep using this brand.	☐	☐	☐	☐	☐	☐	☐
I would be willing to postpone my purchase of this brand if it was temporarily unavailable.	☐	☐	☐	☐	☐	☐	☐
I would stick with this brand if it let me down once or twice.	☐	☐	☐	☐	☐	☐	☐
I am so happy with this brand that I no longer feel the need to watch out the competitors' alternatives.	☐	☐	☐	☐	☐	☐	☐
I am likely to be using this brand one year from now.	☐	☐	☐	☐	☐	☐	☐
This brand is still trustworthy.	☐	☐	☐	☐	☐	☐	☐
I can still count on this brand.	☐	☐	☐	☐	☐	☐	☐
This brand is still dependable.	☐	☐	☐	☐	☐	☐	☐
This brand is still reliable.	☐	☐	☐	☐	☐	☐	☐
This brand is still credible.	☐	☐	☐	☐	☐	☐	☐

Please think your favorite clothing brand in the scenario while answering each question below that refers **YOUR FUTURE RELATIONSHIP** with your favorite brand **AFTER THIS EXPERIENCE**.

*** 13. The extent to which the following words describe your typical feelings toward the brand FROM NOW ON.**

	Describes very poorly (1)	2	3	4	5	6	Describes very well (7)
Affective	☐	☐	☐	☐	☐	☐	☐
Loved	☐	☐	☐	☐	☐	☐	☐
Friendly	☐	☐	☐	☐	☐	☐	☐
Peaceful	☐	☐	☐	☐	☐	☐	☐
Attached	☐	☐	☐	☐	☐	☐	☐
Connected	☐	☐	☐	☐	☐	☐	☐
Bonded	☐	☐	☐	☐	☐	☐	☐
Captivating	☐	☐	☐	☐	☐	☐	☐
Passionate	☐	☐	☐	☐	☐	☐	☐
Delighted	☐	☐	☐	☐	☐	☐	☐

14. According to the scenario how often did you use your scarf?

- ☐ Never
- ☐ Once or twice a month
- ☐ Once or twice a week
- ☐ Almost everyday
- ☐ Everyday

*** 15. While reading the scenario, have you thought of your favorite clothing brand?**

- ☐ Yes ☐ No

*** 16. While answering the questions, have you thought of your favorite clothing brand?**

- ☐ Yes ☐ No

*** 17. While reading the scenario, have you *easily thought* of your favorite clothing brand?**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 18. While answering the questions, have you *easily thought* of your favorite clothing brand?**

Strongly Disagree	Disagree	Somewhat Disagree	Neither/nor	Somewhat Agree	Agree	Strongly Agree
☐	☐	☐	☐	☐	☐	☐

*** 19. Please restate the brand's name.**



*** 20. The following questions are related to your views of the scenario you read. Please indicate your level of agreement to each statement**

	Strongly Disagree (1)	2	3	4	5	6	Strongly Agree (7)
I think there are situations like this in real life	☐	☐	☐	☐	☐	☐	☐
The scenario is believable	☐	☐	☐	☐	☐	☐	☐
I was able to adopt the role of the customer described in the scenario	☐	☐	☐	☐	☐	☐	☐

*** 21. I think purpose of the study was: (please click one of the four options below)**

- ☐ To learn about customer's relationships with their favorite brand
- ☐ To understand customer's feelings about their brand experiences
- ☐ Other (please specify below)
- ☐ Don't know

If your answer is "other", please specify

Classification Questions

*** 22. What is your age?**

- ☐ 18-25
- ☐ 26-35
- ☐ 36-49
- ☐ 50-65
- ☐ Over 65

*** 23. Please type your gender.**

*** 24. Please state your education level.**

- ☐ GED
- ☐ High School
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Graduate Degree
- ☐ None

*** 25. What is your current employment status?**

- ☐ Full time white collar
- ☐ Full time blue collar
- ☐ Part time white collar
- ☐ Part time blue collar
- ☐ Currently unemployed
- ☐ Student (not working)
- ☐ Student (working)

*** 26. What is your own personal annual income, before taxes?**

- ☐ Under \$30,000
- ☐ \$30-\$39,999
- ☐ \$40-\$49,999
- ☐ \$50-\$59,999
- ☐ \$60-\$69,999
- ☐ \$70-\$79,999
- ☐ \$80-\$89,999
- ☐ \$90-\$99,999
- ☐ Over \$100,000

Thank You For Your Contribution To Our Study

*** 27. In order for us to compensate you for your time and effort, we need you to, enter the 7 digit completion code number below first, and then again on MTurk.**

CODE: 1620593

PLEASE REMEMBER TO ENTER THIS CODE INTO THE MECHANICAL PAGE AFTER SUBMITTING THIS SURVEY ON THE NEXT PAGE. OTHERWISE, WE WON'T KNOW THAT YOU COMPLETED THE SURVEY AND WE WON'T BE ABLE TO COMPENSATE YOU

APPENDIX E: Study 1 Process Macro Outputs

Process V2 Macro Model 1 (Hayes 2013) Output

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 1
Y = DB
X = CHEAT
M = AMB

Sample size
257

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2941	,0865	2,9500	7,9872	3,0000	253,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,6164	,2010	17,9899	,0000	3,2205	4,0123
AMB	,9008	,3021	2,9816	,0031	,3058	1,4958
CHEAT	,6570	,2941	2,2338	,0264	,0778	1,2362
int_1	-,1339	,4301	-,3114	,7558	-,9809	,7130

Product terms key:

int_1 CHEAT X AMB

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0004	,0970	1,0000	253,0000	,7558

Conditional effect of X on Y at values of the moderator(s):

AMB	Effect	se	t	p	LLCI	ULCI
,0000	,6570	,2941	2,2338	,0264	,0778	1,2362
1,0000	,5231	,3138	1,6672	,0967	-,0948	1,1410

***** ANALYSIS NOTES AND WARNINGS *****

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Process V2 Macro Model 6 (Hayes 2013) Output

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = ATT
X = CHEAT
M1 = DB
M2 = GUILT

Sample size
257

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1782	,0317	3,1024	8,3615	1,0000	255,0000	,0042

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,0153	,1539	26,0918	,0000	3,7122	4,3183
CHEAT	,6355	,2198	2,8916	,0042	,2027	1,0683

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1452	,0211	1,8984	2,7351	2,0000	254,0000	,0668

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,8959	,2306	8,2212	,0000	1,4417	2,3500
DB	,1093	,0490	2,2313	,0265	,0128	,2058
CHEAT	-,1900	,1747	-1,0873	,2780	-,5341	,1541

Outcome: ATT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2213	,0490	2,7247	4,3440	3,0000	253,0000	,0053

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,9619	,3109	12,7448	,0000	3,3497	4,5742
DB	-,0531	,0593	-,8955	,3714	-,1698	,0636
GUILT	,2424	,0752	3,2250	,0014	,0944	,3905
CHEAT	-,2579	,2098	-1,2292	,2201	-,6711	,1553

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-,2579	,2098	-1,2292	,2201	-,6711	,1553

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	-,0629	,0627	-,2073	,0476
Ind1 :	-,0337	,0423	-,1387	,0363
Ind2 :	,0168	,0110	,0034	,0507
Ind3 :	-,0461	,0458	-,1590	,0289

Indirect effect key

Ind1 :	CHEAT	->	DB	->	ATT	
Ind2 :	CHEAT	->	DB	->	GUILT	-> ATT
Ind3 :	CHEAT	->	GUILT	->	ATT	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = COMM
X = CHEAT
M1 = DB
M2 = GUILT

Sample size
257

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1782	,0317	3,1024	8,3615	1,0000	255,0000	,0042

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,0153	,1539	26,0918	,0000	3,7122	4,3183
CHEAT	,6355	,2198	2,8916	,0042	,2027	1,0683

```

*****
Outcome: GUILT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1452    ,0211    1,8984    2,7351    2,0000    254,0000    ,0668

Model
      coeff      se      t      p      LLCI      ULCI
constant    1,8959    ,2306    8,2212    ,0000    1,4417    2,3500
DB          ,1093    ,0490    2,2313    ,0265    ,0128    ,2058
CHEAT       -,1900    ,1747   -1,0873    ,2780   -,5341    ,1541

*****
Outcome: COMM

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1376    ,0189    1,8419    1,6284    3,0000    253,0000    ,1832

Model
      coeff      se      t      p      LLCI      ULCI
constant    4,8601    ,2556   19,0152    ,0000    4,3567    5,3635
DB          -,0859    ,0487   -1,7625    ,0792   -,1818    ,0101
GUILT        ,0327    ,0618    ,5288    ,5974   -,0890    ,1544
CHEAT       -,1621    ,1725   -,9395    ,3484   -,5018    ,1777

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
    -,1621    ,1725   -,9395    ,3484   -,5018    ,1777

Indirect effect(s) of X on Y
      Effect      Boot SE      BootLLCI      BootULCI
Total:    -,0585    ,0425    -,1688    ,0050
Ind1 :    -,0546    ,0395    -,1612    ,0016
Ind2 :     ,0023    ,0048    -,0046    ,0162
Ind3 :    -,0062    ,0156    -,0593    ,0123

Indirect effect key
Ind1 :  CHEAT  ->      DB      ->      COMM
Ind2 :  CHEAT  ->      DB      ->    GUILT  ->      COMM
Ind3 :  CHEAT  ->    GUILT  ->      COMM

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = TRUST
X = CHEAT
M1 = DB
M2 = GUILT

Sample size
257

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1782	,0317	3,1024	8,3615	1,0000	255,0000	,0042

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,0153	,1539	26,0918	,0000	3,7122	4,3183
CHEAT	,6355	,2198	2,8916	,0042	,2027	1,0683

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1452	,0211	1,8984	2,7351	2,0000	254,0000	,0668

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,8959	,2306	8,2212	,0000	1,4417	2,3500
DB	,1093	,0490	2,2313	,0265	,0128	,2058
CHEAT	-,1900	,1747	-1,0873	,2780	-,5341	,1541

Outcome: TRUST

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2365	,0559	1,4344	4,9946	3,0000	253,0000	,0022

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,0231	,2256	26,7041	,0000	5,5789	6,4673
DB	-,0421	,0430	-,9803	,3279	-,1268	,0425
GUILT	-,1115	,0545	-2,0448	,0419	-,2189	-,0041
CHEAT	-,4393	,1522	-2,8858	,0042	-,7391	-,1395

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-,4393	,1522	-2,8858	,0042	-,7391	-,1395

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	-,0133	,0386	-,0913	,0643
Ind1 :	-,0268	,0290	-,0987	,0194
Ind2 :	-,0077	,0058	-,0281	-,0009
Ind3 :	,0212	,0246	-,0096	,0963

Indirect effect key

Ind1 :	CHEAT	->	DB	->	TRUST	
Ind2 :	CHEAT	->	DB	->	GUILT	-> TRUST
Ind3 :	CHEAT	->	GUILT	->	TRUST	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Process V3 Macro Model 83 (Hayes 2018) Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : ATT
X : CHEAT
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 257

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,2941	,0865	2,9500	7,9872	3,0000	253,0000	,0000

Model		coeff	se	t	p	LLCI	ULCI
constant		3,6164	,2010	17,9899	,0000	3,2205	4,0123
CHEAT		,6570	,2941	2,2338	,0264	,0778	1,2362
AMB		,9008	,3021	2,9816	,0031	,3058	1,4958
Int_1		-,1339	,4301	-,3114	,7558	-,9809	,7130

Product terms key:
Int_1 : CHEAT x AMB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0004	,0970	1,0000	253,0000	,7558

OUTCOME VARIABLE:
GUILT

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1452	,0211	1,8984	2,7351	2,0000	254,0000	,0668

Model		coeff	se	t	p	LLCI	ULCI
constant		1,8959	,2306	8,2212	,0000	1,4417	2,3500
CHEAT		-,1900	,1747	-1,0873	,2780	-,5341	,1541
DB		,1093	,0490	2,2313	,0265	,0128	,2058

```

*****
OUTCOME VARIABLE:
ATT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,2213    ,0490    2,7247    4,3440    3,0000    253,0000    ,0053

Model
      coeff      se      t      p      LLCI      ULCI
constant    3,9619    ,3109   12,7448    ,0000    3,3497    4,5742
CHEAT      - ,2579    ,2098   -1,2292    ,2201   - ,6711    ,1553
DB         - ,0531    ,0593    -,8955    ,3714   - ,1698    ,0636
GUILT       ,2424     ,0752    3,2250    ,0014    ,0944    ,3905

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
    - ,2579    ,2098   -1,2292    ,2201   - ,6711    ,1553

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEAT      ->      DB      ->      ATT

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000    - ,0349    ,0485    - ,1512    ,0431
    1,0000    - ,0278    ,0377    - ,1100    ,0434

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB    ,0071    ,0367    - ,0520    ,1040
---

INDIRECT EFFECT:
CHEAT      ->      GUILT      ->      ATT

      Effect      BootSE      BootLLCI      BootULCI
    - ,0461    ,0458    - ,1466    ,0384

INDIRECT EFFECT:
CHEAT      ->      DB      ->      GUILT      ->      ATT

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000    ,0174    ,0129    ,0004    ,0491
    1,0000    ,0139    ,0115    - ,0015    ,0418

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB    -,0035    ,0130    - ,0321    ,0219
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : COMM
X : CHEAT
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 257

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2941	,0865	2,9500	7,9872	3,0000	253,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,6164	,2010	17,9899	,0000	3,2205	4,0123
CHEAT	,6570	,2941	2,2338	,0264	,0778	1,2362
AMB	,9008	,3021	2,9816	,0031	,3058	1,4958
Int_1	-,1339	,4301	-,3114	,7558	-,9809	,7130

Product terms key:

Int_1 : CHEAT x AMB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0004	,0970	1,0000	253,0000	,7558

OUTCOME VARIABLE:
GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1452	,0211	1,8984	2,7351	2,0000	254,0000	,0668

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,8959	,2306	8,2212	,0000	1,4417	2,3500
CHEAT	-,1900	,1747	-1,0873	,2780	-,5341	,1541
DB	,1093	,0490	2,2313	,0265	,0128	,2058

```

*****
OUTCOME VARIABLE:
  COMM

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1376    ,0189    1,8419    1,6284    3,0000    253,0000    ,1832

Model
      coeff      se      t      p      LLCI      ULCI
constant    4,8601    ,2556    19,0152    ,0000    4,3567    5,3635
CHEAT      -,1621    ,1725     -,9395    ,3484    -,5018    ,1777
DB         -,0859    ,0487    -1,7625    ,0792    -,1818    ,0101
GUILT       ,0327    ,0618     ,5288    ,5974    -,0890    ,1544

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
    -,1621    ,1725     -,9395    ,3484    -,5018    ,1777

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEAT    ->    DB          ->    COMM

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000     -,0564      ,0474      -,1704      ,0094
    1,0000     -,0449      ,0380      -,1322      ,0143

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB     ,0115      ,0444      -,0659      ,1179
---

      /      /      /      /      /      /

INDIRECT EFFECT:
CHEAT    ->    GUILT          ->    COMM

      Effect      BootSE      BootLLCI      BootULCI
    -,0062      ,0156      -,0442      ,0223

INDIRECT EFFECT:
CHEAT    ->    DB          ->    GUILT          ->    COMM

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000      ,0023      ,0053      -,0065      ,0155
    1,0000      ,0019      ,0043      -,0057      ,0124

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB     -,0005      ,0035      -,0091      ,0063
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  10000

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : TRUST
X : CHEAT
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 257

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,2941	,0865	2,9500	7,9872	3,0000	253,0000	,0000

Model	coeff	se	t	p	LLCI	ULCI
constant	3,6164	,2010	17,9899	,0000	3,2205	4,0123
CHEAT	,6570	,2941	2,2338	,0264	,0778	1,2362
AMB	,9008	,3021	2,9816	,0031	,3058	1,4958
Int_1	-,1339	,4301	-,3114	,7558	-,9809	,7130

Product terms key:
Int_1 : CHEAT x AMB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0004	,0970	1,0000	253,0000	,7558

OUTCOME VARIABLE:
GUILT

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,1452	,0211	1,8984	2,7351	2,0000	254,0000	,0668

Model	coeff	se	t	p	LLCI	ULCI
constant	1,8959	,2306	8,2212	,0000	1,4417	2,3500
CHEAT	-,1900	,1747	-1,0873	,2780	-,5341	,1541
DB	,1093	,0490	2,2313	,0265	,0128	,2058

```

*****
OUTCOME VARIABLE:
TRUST

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,2365    ,0559    1,4344    4,9946    3,0000    253,0000    ,0022

Model
      coeff      se      t      p      LLCI      ULCI
constant    6,0231    ,2256    26,7041    ,0000    5,5789    6,4673
CHEAT      - ,4393    ,1522    -2,8858    ,0042    - ,7391    - ,1395
DB         - ,0421    ,0430    - ,9803    ,3279    - ,1268    ,0425
GUILT       - ,1115    ,0545    -2,0448    ,0419    - ,2189    - ,0041

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
    - ,4393    ,1522    -2,8858    ,0042    - ,7391    - ,1395

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEAT    ->    DB          ->    TRUST

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000    - ,0277    ,0333    - ,1074    ,0260
    1,0000    - ,0220    ,0264    - ,0803    ,0251

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB      ,0056      ,0266      - ,0394      ,0737
---

INDIRECT EFFECT:
CHEAT    ->    GUILT          ->    TRUST

      Effect      BootSE      BootLLCI      BootULCI
    ,0212      ,0246      - ,0166      ,0805

INDIRECT EFFECT:
CHEAT    ->    DB          ->    GUILT          ->    TRUST

      AMB      Effect      BootSE      BootLLCI      BootULCI
    ,0000    - ,0080    ,0066      - ,0243      ,0007
    1,0000    - ,0064    ,0059      - ,0215      ,0012

Index of moderated mediation (difference between conditional indirect effects):
      Index      BootSE      BootLLCI      BootULCI
AMB      ,0016      ,0062      - ,0107      ,0156
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
    95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
    10000

----- END MATRIX -----

```

APPENDIX F: Study 2 Process Macro Outputs

Process V2 Macro Model 1 (Hayes 2013) Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 1

Y = DB

X = CHEATED

M = AMB

Sample size

440

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2565	,0658	3,1789	10,2374	3,0000	436,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,5349	,1570	22,5179	,0000	3,2264	3,8434
AMB	,8051	,2376	3,3892	,0008	,3382	1,2720
CHEATED	,4599	,2411	1,9077	,0571	-,0139	,9336
int_1	-,0412	,3425	-,1204	,9042	-,7144	,6319

Product terms key:

int_1 CHEATED X AMB

R-square increase due to interaction(s):

	R2-chng	F	df1	df2	p
int_1	,0000	,0145	1,0000	436,0000	,9042

Conditional effect of X on Y at values of the moderator(s):

AMB	Effect	se	t	p	LLCI	ULCI
,0000	,4599	,2411	1,9077	,0571	-,0139	,9336
1,0000	,4186	,2433	1,7206	,0860	-,0596	,8968

***** ANALYSIS NOTES AND WARNINGS *****

Level of confidence for all confidence intervals in output:

95,00

----- END MATRIX -----

Process V2 Macro Model 6 (Hayes 2013) Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = ATT
X = CHEATED
M1 = DB
M2 = GUILT

Sample size
440

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
DB	,1190	,0387	3,0766	,0022	,0430	,1950
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899

Outcome: ATT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2884	,0832	2,2794	13,1833	3,0000	436,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,7049	,2066	22,7761	,0000	4,2989	5,1109
DB	-,1679	,0400	-4,1941	,0000	-,2466	-,0892
GUILT	,1577	,0490	3,2205	,0014	,0615	,2540
CHEATED	-,4651	,1456	-3,1933	,0015	-,7514	-,1788

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-,4651	,1456	-3,1933	,0015	-,7514	-,1788

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	-,0929	,0415	-,1929	-,0248
Ind1 :	-,0887	,0368	-,1802	-,0320
Ind2 :	,0099	,0054	,0028	,0258
Ind3 :	-,0141	,0239	-,0708	,0266

Indirect effect key

Ind1 :	CHEATED	->	DB	->	ATT	
Ind2 :	CHEATED	->	DB	->	GUILT	-> ATT
Ind3 :	CHEATED	->	GUILT	->	ATT	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = COMM
X = CHEATED
M1 = DB
M2 = GUILT

Sample size
440

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

```

*****
Outcome: GUILT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1459    ,0213    2,1739    4,7506    2,0000    437,0000    ,0091

Model
      coeff      se      t      p      LLCI      ULCI
constant    1,9393    ,1791    10,8252    ,0000    1,5872    2,2913
DB           ,1190    ,0387     3,0766    ,0022     ,0430     ,1950
CHEATED     -,0895    ,1422    -,6297    ,5292    -,3690    ,1899

*****
Outcome: COMM

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,2175    ,0473    1,4082    7,2191    3,0000    436,0000    ,0001

Model
      coeff      se      t      p      LLCI      ULCI
constant    5,1007    ,1624    31,4145    ,0000    4,7816    5,4198
DB          -,0789    ,0315    -2,5087    ,0125    -,1408    -,0171
GUILT       ,0208    ,0385     ,5408    ,5889    -,0548    ,0965
CHEATED     -,4012    ,1145    -3,5042    ,0005    -,6262    -,1762

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
    -,4012    ,1145    -3,5042    ,0005    -,6262    -,1762

Indirect effect key
Ind1 :  CHEATED  ->      DB      ->      COMM
Ind2 :  CHEATED  ->      DB      ->      GUILT  ->      COMM
Ind3 :  CHEATED  ->      GUILT   ->      COMM

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 6
Y = TRUST
X = CHEATED
M1 = DB
M2 = GUILT

Sample size
440

Custom
Seed: 984

Outcome: DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
DB	,1190	,0387	3,0766	,0022	,0430	,1950
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899

Outcome: TRUST

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3452	,1192	1,1565	19,6628	3,0000	436,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2198	,1471	42,2714	,0000	5,9306	6,5090
DB	-,0807	,0285	-2,8317	,0048	-,1368	-,0247
GUILT	-,1504	,0349	-4,3107	,0000	-,2190	-,0818
CHEATED	-,5061	,1037	-4,8785	,0000	-,7100	-,3022

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-,5061	,1037	-4,8785	,0000	-,7100	-,3022

Indirect effect(s) of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
Total:	-,0386	,0322	-,1066	,0210
Ind1 :	-,0427	,0212	-,0971	-,0113
Ind2 :	-,0095	,0052	-,0252	-,0028
Ind3 :	,0135	,0221	-,0278	,0623

Indirect effect key

Ind1 :	CHEATED	->	DB	->	TRUST	
Ind2 :	CHEATED	->	DB	->	GUILT	-> TRUST
Ind3 :	CHEATED	->	GUILT	->	TRUST	

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Process V3 Macro Model 83 (Hayes 2018) Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : ATT
X : CHEATED
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,2565	,0658	3,1789	10,2374	3,0000	436,0000	,0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	3,5349	,1570	22,5179	,0000	3,2264	3,8434	
CHEATED	,4599	,2411	1,9077	,0571	-,0139	,9336	
AMB	,8051	,2376	3,3892	,0008	,3382	1,2720	
Int_1	-,0412	,3425	-,1204	,9042	-,7144	,6319	

Product terms key:
Int_1 : CHEATED x AMB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0000	,0145	1,0000	436,0000	,9042

OUTCOME VARIABLE:
GUILT

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913	
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899	
DB	,1190	,0387	3,0766	,0022	,0430	,1950	

```

*****
OUTCOME VARIABLE:
ATT

Model Summary

      R      R-sq      MSE      F      df1      df2      p
    ,2884    ,0832    2,2794    13,1833    3,0000    436,0000    ,0000

Model

      coeff      se      t      p      LLCI      ULCI
constant    4,7049    ,2066    22,7761    ,0000    4,2989    5,1109
CHEATED     -,4651    ,1456    -3,1933    ,0015    -,7514    -,1788
DB          -,1679    ,0400    -4,1941    ,0000    -,2466    -,0892
GUILT       ,1577    ,0490     3,2205    ,0014     ,0615     ,2540

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

      Effect      se      t      p      LLCI      ULCI
    -,4651    ,1456    -3,1933    ,0015    -,7514    -,1788

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEATED    ->    DB          ->    ATT

      AMBmsce      Effect      BootSE      BootLLCI      BootULCI
    ,0000     -,0772     ,0481     -,1823     ,0065
    1,0000     -,0703     ,0421     -,1633     ,0043

Index of moderated mediation (difference between conditional indirect effects):

      Index      BootSE      BootLLCI      BootULCI
AMBmsce    ,0069     ,0590     -,1112     ,1279
---

INDIRECT EFFECT:
CHEATED    ->    GUILT      ->    ATT

      Effect      BootSE      BootLLCI      BootULCI
    -,0141     ,0239     -,0657     ,0311

INDIRECT EFFECT:
CHEATED    ->    DB          ->    GUILT      ->    ATT

      AMBmsce      Effect      BootSE      BootLLCI      BootULCI
    ,0000     ,0086     ,0061     -,0007     ,0229
    1,0000     ,0079     ,0057     -,0005     ,0215

Index of moderated mediation (difference between conditional indirect effects):

      Index      BootSE      BootLLCI      BootULCI
AMB      -,0008     ,0069     -,0146     ,0140
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : COMM
X : CHEATED
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2565	,0658	3,1789	10,2374	3,0000	436,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,5349	,1570	22,5179	,0000	3,2264	3,8434
CHEATED	,4599	,2411	1,9077	,0571	-,0139	,9336
AMB	,8051	,2376	3,3892	,0008	,3382	1,2720
Int_1	-,0412	,3425	-,1204	,9042	-,7144	,6319

Product terms key:

Int_1 : CHEATED x AMB

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0000	,0145	1,0000	436,0000	,9042

OUTCOME VARIABLE:
GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899
DB	,1190	,0387	3,0766	,0022	,0430	,1950

OUTCOME VARIABLE:
COMM

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2175	,0473	1,4082	7,2191	3,0000	436,0000	,0001

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,1007	,1624	31,4145	,0000	4,7816	5,4198
CHEATED	-,4012	,1145	-3,5042	,0005	-,6262	-,1762
DB	-,0789	,0315	-2,5087	,0125	-,1408	-,0171
GUILT	,0208	,0385	,5408	,5889	-,0548	,0965

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,4012	,1145	-3,5042	,0005	-,6262	-,1762

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:

CHEATED -> DB -> COMM

AMBmsce	Effect	BootSE	BootLLCI	BootULCI
,0000	-,0363	,0279	-,1037	,0037
1,0000	-,0330	,0231	-,0854	,0037

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
AMBmsce	,0033	,0295	-,0526	,0704

INDIRECT EFFECT:

CHEATED -> GUILT -> COMM

Effect	BootSE	BootLLCI	BootULCI
-,0019	,0075	-,0205	,0118

INDIRECT EFFECT:

CHEATED -> DB -> GUILT -> COMM

AMBmsce	Effect	BootSE	BootLLCI	BootULCI
,0000	,0011	,0028	-,0042	,0075
1,0000	,0010	,0025	-,0039	,0066

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
AMBmsce	-,0001	,0019	-,0044	,0039

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

10000

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 83
Y : TRUST
X : CHEATED
M1 : DB
M2 : GUILT
W : AMB

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,2565	,0658	3,1789	10,2374	3,0000	436,0000	,0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	3,5349	,1570	22,5179	,0000	3,2264	3,8434
CHEATED	,4599	,2411	1,9077	,0571	-,0139	,9336
AMB	,8051	,2376	3,3892	,0008	,3382	1,2720
Int_1	-,0412	,3425	-,1204	,9042	-,7144	,6319

Product terms key:
Int_1 : CHEATED x AMB

Test(s) of highest order unconditional interaction(s):					
	R2-chng	F	df1	df2	p
X*W	,0000	,0145	1,0000	436,0000	,9042

OUTCOME VARIABLE:
GUILT

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model						
	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899
DB	,1190	,0387	3,0766	,0022	,0430	,1950

OUTCOME VARIABLE:
TRUST

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3452	,1192	1,1565	19,6628	3,0000	436,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2198	,1471	42,2714	,0000	5,9306	6,5090
CHEATED	-,5061	,1037	-4,8785	,0000	-,7100	-,3022
DB	-,0807	,0285	-2,8317	,0048	-,1368	-,0247
GUILT	-,1504	,0349	-4,3107	,0000	-,2190	-,0818

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
-,5061	,1037	-4,8785	,0000	-,7100	-,3022

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:

CHEATED -> DB -> TRUST

AMBmsce	Effect	BootSE	BootLLCI	BootULCI
,0000	-,0371	,0261	-,0984	,0028
1,0000	-,0338	,0220	-,0829	,0021

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
AMBmsce	,0033	,0292	-,0522	,0669

INDIRECT EFFECT:

CHEATED -> GUILT -> TRUST

Effect	BootSE	BootLLCI	BootULCI
,0135	,0221	-,0295	,0595

INDIRECT EFFECT:

CHEATED -> DBB -> GUILT -> TRUST

AMBmsce	Effect	BootSE	BootLLCI	BootULCI
,0000	-,0082	,0058	-,0219	,0007
1,0000	-,0075	,0056	-,0213	,0004

Index of moderated mediation (difference between conditional indirect effects):

	Index	BootSE	BootLLCI	BootULCI
AMBmsce	,0007	,0066	-,0137	,0136

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

10000

----- END MATRIX -----

Process V3 Macro Model 87 (Hayes, 2017) Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 87
Y : ATT
X : CHEATED
M1 : DB
M2 : GUILT
W : FRQ

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:

DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

OUTCOME VARIABLE:

GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899
DB	,1190	,0387	3,0766	,0022	,0430	,1950

```

*****
OUTCOME VARIABLE:
ATT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,2889    ,0835    2,2891    7,9068    5,0000   434,0000   ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  4,6721    ,2569   18,1894   ,0000    4,1673    5,1769
CHEATED   -,4660    ,1461   -3,1896   ,0015   -,7531   -,1788
DB        -,1690    ,0403   -4,1965   ,0000   -,2482   -,0899
GUILT      ,1595    ,0808    1,9735   ,0491    ,0006    ,3184
FRQ       ,0389    ,1626    ,2395   ,8109   -,2807    ,3586
Int_1     -,0025    ,0583   -,0425   ,9661   -,1171    ,1122

Product terms key:
Int_1      :      GUILT      x      FRQ

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
M2*W      ,0000      ,0018    1,0000   434,0000   ,9661

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      -,4660      ,1461   -3,1896   ,0015   -,7531   -,1788

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEATED      ->      DB      ->      ATT

      Effect      BootSE      BootLLCI      BootULCI
      -,0893      ,0374      -,1729      -,0260

INDIRECT EFFECT:
CHEATED      ->      GUILT      ->      ATT

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      -,0143      ,0263      -,0750      ,0335
      1,0000      -,0141      ,0237      -,0647      ,0306
      2,0000      -,0138      ,0246      -,0692      ,0316

Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      ,0002      ,0093      -,0198      ,0208
---
```

```

INDIRECT EFFECT:
CHEATED      ->   DB          ->   GUILT      ->   ATT

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      ,0100      ,0073      ,0000      ,0282
      1,0000      ,0099      ,0055      ,0020      ,0234
      2,0000      ,0097      ,0062      ,0004      ,0243

      Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      -,0002      ,0040      -,0092      ,0074
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  10000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 87
Y : COMM
X : CHEATED
M1 : DB
M2 : GUILT
W : FRQ

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

OUTCOME VARIABLE:
GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899
DB	,1190	,0387	3,0766	,0022	,0430	,1950

OUTCOME VARIABLE:
COMM

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2183	,0477	1,4142	4,3433	5,0000	434,0000	,0007

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,1392	,2019	25,4549	,0000	4,7424	5,5360
CHEATED	-,3994	,1148	-3,4787	,0006	-,6251	-,1738
DB	-,0783	,0317	-2,4730	,0138	-,1405	-,0161
GUILT	,0013	,0635	,0198	,9842	-,1236	,1261
FRQ	-,0390	,1278	-,3048	,7607	-,2902	,2123
Int_1	,0177	,0458	,3861	,6996	-,0724	,1078

Product terms key:

Int_1 : GUILT x FRQ

```

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
M2*W      ,0003      ,1491      1,0000      434,0000      ,6996

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      -,3994      ,1148      -3,4787      ,0006      -,6251      -,1738

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEATED      ->      DB      ->      COMM

      Effect      BootSE      BootLLCI      BootULCI
      -,0414      ,0235      -,0956      -,0046

INDIRECT EFFECT:
CHEATED      ->      GUILT      ->      COMM

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      -,0001      ,0105      -,0225      ,0218
      1,0000      -,0017      ,0073      -,0192      ,0119
      2,0000      -,0033      ,0114      -,0314      ,0174

Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      -,0016      ,0082      -,0211      ,0140
---

INDIRECT EFFECT:
CHEATED      ->      DB      ->      GUILT      ->      COMM

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      ,0001      ,0043      -,0089      ,0092
      1,0000      ,0012      ,0029      -,0046      ,0075
      2,0000      ,0023      ,0044      -,0066      ,0115

Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      ,0011      ,0033      -,0056      ,0081
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 87
Y : TRUST
X : CHEATED
M1 : DB
M2 : GUILT
W : FRQ

Sample
Size: 440

Custom
Seed: 984

OUTCOME VARIABLE:
DB

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1437	,0207	3,3174	9,2367	1,0000	438,0000	,0025

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,8865	,1204	32,2905	,0000	3,6499	4,1230
CHEATED	,5282	,1738	3,0392	,0025	,1866	,8698

OUTCOME VARIABLE:
GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1459	,0213	2,1739	4,7506	2,0000	437,0000	,0091

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9393	,1791	10,8252	,0000	1,5872	2,2913
CHEATED	-,0895	,1422	-,6297	,5292	-,3690	,1899
DB	,1190	,0387	3,0766	,0022	,0430	,1950

OUTCOME VARIABLE:
TRUST

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3466	,1201	1,1606	11,8490	5,0000	434,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	6,2738	,1829	34,3034	,0000	5,9144	6,6333
CHEATED	-,5036	,1040	-4,8413	,0000	-,7080	-,2991
DB	-,0800	,0287	-2,7878	,0055	-,1363	-,0236
GUILT	-,1807	,0576	-3,1400	,0018	-,2938	-,0676
FRQ	-,0536	,1158	-,4628	,6438	-,2812	,1740
Int_1	,0273	,0415	,6565	,5119	-,0544	,1089

Product terms key:

Int_1 : GUILT x FRQ

```

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
M2*W      ,0009      ,4310      1,0000      434,0000      ,5119

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI
      -,5036      ,1040      -4,8413      ,0000      -,7080      -,2991

Conditional and unconditional indirect effects of X on Y:

INDIRECT EFFECT:
CHEATED      ->      DB      ->      TRUST

      Effect      BootSE      BootLLCI      BootULCI
      -,0422      ,0211      -,0895      -,0081

INDIRECT EFFECT:
CHEATED      ->      GUILT      ->      TRUST

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      ,0162      ,0272      -,0351      ,0743
      1,0000      ,0137      ,0225      -,0305      ,0603
      2,0000      ,0113      ,0204      -,0275      ,0572

Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      -,0024      ,0085      -,0237      ,0129
---

INDIRECT EFFECT:
CHEATED      ->      DBB      ->      GUILT      ->      TRUST

      FRQ      Effect      BootSE      BootLLCI      BootULCI
      ,0000      -,0114      ,0064      -,0265      -,0022
      1,0000      -,0096      ,0051      -,0220      -,0022
      2,0000      -,0079      ,0058      -,0225      -,0004

Index of moderated mediation:
      Index      BootSE      BootLLCI      BootULCI
FRQ      ,0017      ,0033      -,0048      ,0084
---

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

```

APPENDIX G: Study 3 Process Macro Outputs

Process V2 Macro Model 4 Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : ATT
X : DB
M : GUILT

Sample
Size: 181

Custom
Seed: 3770

OUTCOME VARIABLE:
GUILT

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,2475	,0613	3,2253	11,6803	1,0000	179,0000	,0008

Model	coeff	se	t	p	LLCI	ULCI
constant	2,4702	,2117	11,6713	,0000	2,0526	2,8879
DB	,9321	,2727	3,4176	,0008	,3939	1,4703

OUTCOME VARIABLE:
ATT

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,1652	,0273	,5197	2,4966	2,0000	178,0000	,0852

Model	coeff	se	t	p	LLCI	ULCI
constant	,1001	,1127	,8879	,3758	-,1224	,3226
DB	,1078	,1130	,9540	,3414	-,1152	,3308
GUILT	-,0658	,0300	-2,1939	,0295	-,1250	-,0066

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,1078	,1130	,9540	,3414	-,1152	,3308	,1483

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
GUILT	-,0614	,0353	-,1383

Partially standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
GUILT	-,0844	,0520	-,2045

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : COMM
X : DB
M : GUILT

Sample
Size: 181

Custom
Seed: 3770

OUTCOME VARIABLE:

GUILT

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2475	,0613	3,2253	11,6803	1,0000	179,0000	,0008

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,4702	,2117	11,6713	,0000	2,0526	2,8879
DB	,9321	,2727	3,4176	,0008	,3939	1,4703

OUTCOME VARIABLE:

COMM

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,1003	,0101	,5254	,9052	2,0000	178,0000	,4063

Model

	coeff	se	t	p	LLCI	ULCI
constant	,3571	,1134	3,1501	,0019	,1334	,5808
DB	,0446	,1136	,3927	,6950	-,1796	,2688
GUILT	-,0405	,0302	-1,3441	,1806	-,1001	,0190

```

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y
      Effect      se      t      p      LLCI      ULCI      c'_ps
      ,0446      ,1136      ,3927      ,6950      -,1796      ,2688      ,0616

Indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
GUILT      -,0378      ,0339      -,1102      ,0246

Partially standardized indirect effect(s) of X on Y:
      Effect      BootSE      BootLLCI      BootULCI
GUILT      -,0522      ,0471      -,1540      ,0334

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
10000

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.00 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2018). www.guilford.com/p/hayes3

*****
Model   : 4
      Y   : TRUST
      X   : DB
      M   : GUILT

Sample
Size: 181

Custom
Seed: 3770

*****
OUTCOME VARIABLE:
      GUILT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,2475      ,0613      3,2253      11,6803      1,0000      179,0000      ,0008

Model
      coeff      se      t      p      LLCI      ULCI
constant      2,4702      ,2117      11,6713      ,0000      2,0526      2,8879
DB      ,9321      ,2727      3,4176      ,0008      ,3939      1,4703

*****
OUTCOME VARIABLE:
      TRUST

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,0831      ,0069      ,3107      ,6186      2,0000      178,0000      ,5399

Model
      coeff      se      t      p      LLCI      ULCI
constant      ,0468      ,0872      ,5370      ,5919      -,1252      ,2188
DB      -,0584      ,0874      -,6686      ,5046      -,2308      ,1140
GUILT      -,0161      ,0232      -,6957      ,4875      -,0619      ,0296

```

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
-,0584	,0874	-,6686	,5046	-,2308	,1140	-,1050

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GUILT	-,0150	,0224	-,0622	,0295

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GUILT	-,0270	,0410	-,1148	,0524

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

10000

----- END MATRIX -----



APPENDIX H: Study 4 Process Macro Outputs

Process V2 Macro Model 4 Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 4
Y = ATT
X = DB
M = GUILT

Sample size
227

Custom
Seed: 3770

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4071	,1657	2,9783	44,6987	1,0000	225,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,1756	,1562	13,9247	,0000	1,8678	2,4835
DB	1,5359	,2297	6,6857	,0000	1,0832	1,9886

Outcome: ATT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1347	,0181	,5063	2,0699	2,0000	224,0000	,1286

Model

	coeff	se	t	p	LLCI	ULCI
constant	,0847	,0879	,9633	,3365	-,0885	,2579
GUILT	-,0555	,0275	-2,0189	,0447	-,1097	-,0013
DB	,0613	,1037	,5911	,5550	-,1431	,2657

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
,0613	,1037	,5911	,5550	-,1431	,2657

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
GUILT	-,0852	,0451	-,1865	-,0081

```

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

NOTE: Kappa-squared is disabled from output as of version 2.16.

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

                Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
                Documentation available in Hayes (2013). www.guilford.com/p/hayes3

*****
Model = 4
    Y = COMM
    X = DB
    M = GUILT

Sample size
    227

Custom
Seed:    3770

*****
Outcome: GUILT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,4071    ,1657    2,9783    44,6987    1,0000    225,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    2,1756    ,1562    13,9247    ,0000    1,8678    2,4835
DB          1,5359    ,2297     6,6857    ,0000    1,0832    1,9886

*****
Outcome: COMM

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1638    ,0268    ,4275     3,0863    2,0000    224,0000    ,0476

Model
      coeff      se      t      p      LLCI      ULCI
constant    ,2666    ,0808     3,3012    ,0011    ,1075    ,4258
GUILT     -,0580    ,0253    -2,2978    ,0225    -,1078    -,0083
DB          ,1714    ,0953     1,7986    ,0734    -,0164    ,3592

```

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
,1714	,0953	1,7986	,0734	-,0164	,3592

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
GUILT	-,0891	,0401	-,1781	-,0171

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
10000

Level of confidence for all confidence intervals in output:
95,00

NOTE: Kappa-squared is disabled from output as of version 2.16.

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 4
Y = TRUST
X = DB
M = GUILT

Sample size
227

Custom
Seed: 3770

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4071	,1657	2,9783	44,6987	1,0000	225,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,1756	,1562	13,9247	,0000	1,8678	2,4835
DB	1,5359	,2297	6,6857	,0000	1,0832	1,9886

```

*****
Outcome: TRUST

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,1479    ,0219    ,3219    2,5051    2,0000    224,0000    ,0840

Model
      coeff      se      t      p      LLCI      ULCI
constant    ,0446    ,0701    ,6363    ,5252    -,0935    ,1827
GUILT        -,0303    ,0219   -1,3822    ,1683    -,0735    ,0129
DB          -,0864    ,0827   -1,0454    ,2970    -,2494    ,0765

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
    -,0864    ,0827   -1,0454    ,2970    -,2494    ,0765

Indirect effect of X on Y
      Effect    Boot SE    BootLLCI    BootULCI
GUILT    -,0465    ,0335    -,1175    ,0150

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
    10000

Level of confidence for all confidence intervals in output:
    95,00

NOTE: Kappa-squared is disabled from output as of version 2.16.

----- END MATRIX -----

```

Process V2 Macro Model 14 Output

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 14
Y = ATT
X = DB
M = GUILT
V = FRQ

Sample size
227

Custom
Seed: 3761

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4071	,1657	2,9783	44,6987	1,0000	225,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,1756	,1562	13,9247	,0000	1,8678	2,4835
DB	1,5359	,2297	6,6857	,0000	1,0832	1,9886

Outcome: ATT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1916	,0367	,5012	2,1153	4,0000	222,0000	,0798

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,1412	,2195	-,6430	,5209	-,5738	,2914
GUILT	-,0552	,0652	-,8463	,3983	-,1838	,0734
DB	,0404	,1040	,3888	,6978	-,1645	,2453
FRQ	,1172	,1030	1,1379	,2564	-,0858	,3202
int_1	-,0006	,0290	-,0193	,9847	-,0577	,0566

Product terms key:

int_1 GUILT X FRQ

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
,0404	,1040	,3888	,6978	-,1645	,2453

Conditional indirect effect(s) of X on Y at values of the moderator(s):

Mediator

	FRQ	Effect	Boot SE	BootLLCI	BootULCI
GUILT	1,1821	-,0858	,0670	-,2374	,0322
GUILT	2,0308	-,0865	,0443	-,1863	-,0104
GUILT	2,8795	-,0873	,0536	-,2150	,0032

Values for quantitative moderators are the mean and plus/minus one SD from mean.
Values for dichotomous moderators are the two values of the moderator.

***** INDEX OF MODERATED MEDIATION *****

Mediator

	Index	SE(Boot)	BootLLCI	BootULCI
GUILT	-,0009	,0489	-,1021	,0934

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
5000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

Model = 14
Y = COMM
X = DB
M = GUILT
V = FRQ

Sample size
227

Custom
Seed: 3761

Outcome: GUILT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4071	,1657	2,9783	44,6987	1,0000	225,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,1756	,1562	13,9247	,0000	1,8678	2,4835
DB	1,5359	,2297	6,6857	,0000	1,0832	1,9886

Outcome: COMM

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2444	,0597	,4168	3,5244	4,0000	222,0000	,0082

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2376	,2002	-1,1870	,2365	-,6321	,1569
GUILT	,0530	,0595	,8908	,3740	-,0642	,1702
DB	,1390	,0948	1,4664	,1440	-,0478	,3259
FRQ	,2583	,0939	2,7506	,0064	,0732	,4434
int_1	-,0547	,0264	-2,0687	,0397	-,1068	-,0026

Product terms key:

int_1 GUILT X FRQ

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
,1390	,0948	1,4664	,1440	-,0478	,3259

Conditional indirect effect(s) of X on Y at values of the moderator(s):

Mediator

	FRQ	Effect	Boot SE	BootLLCI	BootULCI
GUILT	1,1821	-,0179	,0596	-,1256	,1130
GUILT	2,0308	-,0893	,0395	-,1732	-,0164
GUILT	2,8795	-,1606	,0454	-,2681	-,0859

Values for quantitative moderators are the mean and plus/minus one SD from mean.

Values for dichotomous moderators are the two values of the moderator.

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***** INDEX OF MODERATED MEDIATION *****

Mediator
      Index   SE(Boot)   BootLLCI   BootULCI
GUILT   -,0840     ,0415     -,1835     -,0147

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
      5000

Level of confidence for all confidence intervals in output:
      95,00

----- END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
Documentation available in Hayes (2013). www.guilford.com/p/hayes3

*****
Model = 14
      Y = TRUST
      X = DB
      M = GUILT
      V = FRQ

Sample size
      227

Custom
Seed:      3761

*****
Outcome: GUILT

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      ,4071     ,1657     2,9783     44,6987     1,0000     225,0000     ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  2,1756     ,1562    13,9247     ,0000     1,8678     2,4835
DB         1,5359     ,2297     6,6857     ,0000     1,0832     1,9886

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*****
Outcome: TRUST

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    ,2011    ,0404    ,3187    2,3391    4,0000    222,0000    ,0562

Model
      coeff      se      t      p      LLCI      ULCI
constant  -,0768    ,1750   -,4385   ,6614   -,4217    ,2682
GUILT     -,0495    ,0520   -,9513   ,3425   -,1520    ,0530
DB        -,1002    ,0829   -1,2080  ,2283   -,2635    ,0632
FRQ       ,0636    ,0821    ,7740   ,4398   -,0983    ,2254
int_1     ,0091    ,0231    ,3921   ,6953   -,0365    ,0546

Product terms key:

int_1    GUILT      X      FRQ

***** DIRECT AND INDIRECT EFFECTS *****

Direct effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
    -,1002    ,0829   -1,2080  ,2283   -,2635    ,0632

Conditional indirect effect(s) of X on Y at values of the moderator(s):

Mediator
      FRQ      Effect      Boot SE      BootLLCI      BootULCI
GUILT    1,1821   -,0595    ,0435   -,1471    ,0279
GUILT    2,0308   -,0477    ,0327   -,1133    ,0139
GUILT    2,8795   -,0359    ,0384   -,1180    ,0340

Values for quantitative moderators are the mean and plus/minus one SD from mean.
Values for dichotomous moderators are the two values of the moderator.

***** INDEX OF MODERATED MEDIATION *****

Mediator
      Index      SE(Boot)      BootLLCI      BootULCI
GUILT    ,0139    ,0293    -,0454    ,0703

***** ANALYSIS NOTES AND WARNINGS *****

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
5000

Level of confidence for all confidence intervals in output:
95,00

----- END MATRIX -----

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CURRICULUM VITAE

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EDUCATION

B.A. : 2009, Hacettepe University, International Relations

M.A. : 2013, Galatasaray University, Business Administration

PUBLICATIONS, PRESENTATIONS AND PATENTS ON THE THESIS:

Isiksal, D. G. and Karaosmanoğlu, E. (2018). Consumer-Brand Relationships Under the Effect of Consumer Dishonest Behavior, *Journal of Management, Marketing and Logistics*, 5(2), (accepted paper) (ECONLIT, EBSCO, Proquest)

Isiksal, D. G. and Karaosmanoğlu, E. (2018). When Dishonesty Makes us Apart or Close: A Reflection on Consumer-Brand Relationship, American Marketing Association (AMA) 2018 Summer Conference, (accepted paper), August 10-12, Boston, U.S.A.

Isiksal, D. G. and Karaosmanoğlu, E. (2018). Even though You Wrong Me, I may Still Like You: Consumer Dishonesty in Cases of Feeling Cheated, 21st Academy of Marketing Science World Marketing Congress (AMS WMC), (accepted paper), 27-29 June, Porto, Portugal.

Isiksal, D. G. (2018), The Antecedents of Consumer Dishonest Behavior And Its Impact on Consumer-Brand Relationship, 31st EMAC Doctoral Colloquium, (accepted dissertation), 27-29 May, University of Strathclyde, Glasgow, United Kingdom.

OTHER PUBLICATIONS, PRESENTATIONS AND PATENTS:

Karaosmanoglu, E., **Isiksal, D. G.** and Altinigne, N. (2017). Corporate Brand Transgression and Punishing the Transgressor: Moderation of Religious Orientation. *Journal of Product and Brand Management*, 27(2), 221-234 (SSCI).

Karaosmanoglu, E., Altinigne, N. and **Isiksal, D. G.** (2016). CSR motivation and customer extra-role behavior: Moderation of ethical corporate identity. *Journal of Business Research*, 69(10), 4161-4167 (SSCI).

Isiksal, D. G. and Karaosmanoglu, E. (2017). Does Empathy Reduce Tolerance?

Self-Reference Effect and Reactions to Corporate Brand Transgressions, 22nd. Marketing Congress, 28-30 September, Trabzon, Turkey.

Isiksal, D. G., Karaosmanoglu, E. and Atas, U. (2017). “It Happened to Me Too” Effect on the Relationship between Corporate Brand Transgressor and Consumers, 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation 2017 (COBIIR2017), 7-8 September, London, UK

Isiksal, D. G. and Karaosmanoglu, E. (2016). Self-Reference as a Trigger of the Inner Prosecutor: The Moderating Role of the Self-Reference Effect on the Relationship between Consumers and Transgressor Brands, The Association for Consumer Research Conference (ACR), 27-30 October, Berlin, Germany.

Karaosmanoglu, E. and **Isiksal, D. G.** (2015). The Impact of Corporate Brand Transgression on Punishing Corporate Transgressor: Moderating Role of Religious Orientation, Academy of Marketing Science World Marketing Congress 2015 in Bari, Italy.

