

Impact of Ethical Attitudes Values dimensions as Moderator variable Between Personal Cultural Values and Marketing Ethics: A survey study on staff of Private Hospitals in Asir Region, Saudi Arabia Kingdom¹

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Abstract: The premier purpose from this study is to assess impact of the personal cultural values dimensions, professional values, and variables of ethical attitudes (namely; staff trust & commitment to moral self-improvement) on the staff marketing ethics of private hospitals in Asir Region, Kingdom of Saudi Arabia. A survey study for staffs worked to test the some factors are relating to the staffs' marketing ethics. An electronic questionnaire distributed to the sample of staffs whom are working in the private hospitals in Asir Region, thus, 155 response from respondents were collecting. The Smart PLS-SEM program used to processing the study data, and hypotheses test. The study findings confirmed that all the variables of personal cultural values as well as, commitment to moral self-improvement have significant effects on staff marketing ethics of private hospitals in Asir region". In addition, further analysis showed that moderator variables such as Professional Values, Staff trust, as well commitment to moral self-improvement have insignificant influence on staffs marketing ethics. Finally, depending on the confirmed results of study, some recommendations made for future research.

Keywords: marketing ethics, values, staff, trust, commitment.

أثر ابعاد المواقف الأخلاقية كمتغير مُعدل بين القيم الشخصية وأخلاقيات التسويق: دراسة مسحية على موظفي المستشفيات الخاصة في منطقة عسير، المملكة العربية السعودية

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المخلص: الهدف الرئيسي من هذه الدراسة هو تقييم أثر أبعاد القيم الثقافية الشخصية، والقيم المهنية، ومتغيرات المواقف الأخلاقية (تحديداً: ثقة الموظفين والتزامهم بتحسين الذات الأخلاقي) على التسويق الأخلاقي للموظفين في المستشفيات الخاصة في منطقة عسير، المملكة العربية السعودية. عملت دراسة مسحية على الموظفين لاختبار بعض العوامل المتعلقة بالأخلاق التسويقية للموظفين. تم توزيع استبيان الكتروني على عينة من الموظفين العاملين في المستشفيات الخاصة بمنطقة عسير، وبالتالي تم جمع 155 طلب من المستجيبين. تم استخدام برنامج Smart PLS-SEM في معالجة بيانات الدراسة واختبار الفرضيات. أكدت نتائج الدراسة أن جميع المتغيرات الخاصة بالقيم الثقافية الشخصية والالتزام بتحسين الذات الأخلاقي لها تأثير كبير على أخلاقيات تسويق العاملين في المستشفيات الخاصة في منطقة عسير. بالإضافة إلى ذلك، أظهر مزيد من التحليل أن المتغيرات المعدلة مثل: ثقة الموظفين، وكذلك الالتزام بتحسين الذات الأخلاقية ومتغير القيم المهنية ليس لها أي تأثير على الأخلاقيات التسويقية للموظفين. أخيراً، واعتماداً على النتائج المؤكدة للدراسة، تم وضع بعض التوصيات حول الأبحاث المستقبلية.

الكلمات المفتاحية: التسويق الأخلاقي، القيم، الموظف، الثقة، الالتزام.

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Introduction

The government health sector in (KSA) is going growing rapidly, with the state looking to shift some of the cost of healthcare to the non-governmental sector. The Saudi government of is now making promises and seek to achieve the effectiveness of health services in the private sector through, ratifying crediting for the development of private hospital facilities and the multiplicity of specialties for hospitals in the private sector to become stronger and more disciplined (Shearman & Sterling, 2017).

Morals has turned out to be a standout through the most imperative subjects confronting contemporary associations on an around the world. Likewise, ethics winds up vital, as it is inaugurate in everyday choices related specifically to the actual field of life. In any case, of if whether an organization acts ethically relies upon its representatives' moral conduct. Therefore, in the contemporary business world, ethics reflect the combination of individual employees' traits; (McCain et al., 2009).

Without a doubt, It is believed that the individual cultural value's characteristics of employees and factors relates to an organizational situation have a share in ethics behavior of organization staffs. An employee's experiment of the organization's fairness will have an effect on his or her moral behavior and organizational decision-making.

Significance of the study

Business practitioners and professionals are likely to face moral dilemmas that are unique to their occupations. Consequently, the study of ethics in business field drove to the development of specialized theories relates to business- and marketing ethics.

Ferrell et. al. (2013), affirmed those studies and searching in marketing ethics been more prominent as the side scope of marketing broadened to consist social and ethics issues.

The great contributions that came from Hunt and Vitell (1986), Laczniak & Murphy (1994), and Laczniak & Murphy(2006a)in normative perspectives, besides Hunt & Vitell (2006), and, also Ferrell & Gresham (1985) in descriptive frameworks have assisted form knowledge development and research in ethical marketing (O. C. Ferrell et al., 2013). The great significance of value systems as a factor in marketing ethics decisions has been recognized by Hunt & Vitell, 2006), in their reassessments and revision of their general marketing theory of ethics which they called researchers to examine the impact of many different values on ethical decision making (Singhapakdi & Vitell, 1993).

Context of the Study

The aim of this study is to provide an additional partial test of some theoretical work in marketing ethics. Exclusively, this study examines the specific influences of personal cultural values and professional values, beside variables of the ethical attitude of staff on the ethical some views of marketers. The assumption that these values and ethical attitude variables influence the ethical decision making for marketers were well grounded in the marketing ethics theories. In the next part, some of these theories will be in briefly reviewed. Since our focus is on the impact of personal cultural, professional values, and variables of the ethical attitude respectively, the review will pivot on these variables. It should be important to note that in this study, only the models which were introduced by Ferrell and Gresham (1985), and Hunt, and Vitell (1986) will be reviewed.

Given this background, this study is trying examining impact of the personal cultural values dimensions, professional values, and variables of ethical attitudes (namely; staff trust & commitment to moral self-improvement) on the staff marketing ethics of private hospitals in Asir Region, Kingdom of Saudi Arabia.

Literature Review

Conceptual foundation of the Study

Several important theories support ethical decision- making research on the fields of marketing, and business (Craft, 2004). Therefore, Hunt & Vitell, (1986) defined marketing ethics as “inquiry into the nature and grounds of moral judgments, standards, and rules of conduct relating to marketing decisions and marketing situations”. A descriptive model for ethical decision-making, which were introduced by Ferrell & Gresham (1985), and a Theory of Marketing Ethics which has been offered by Hunt & Vitell, (1986) provide examples of comprehensive ethics theories specific to the marketing. Both models displayed groups of factors capable of affecting ethical cognitions, intentions, and behaviors (Kurpis et.al, 2008).

While as, a normative approach to ethical decision making encouraged to enhanced ethics in marketing by focusing to what should be done (Ferrell et.al, 2013). “what can be, that is, what organizations ought to consider better evaluating and improving their ethical behavior (Laczniak & Murphy, 2006a).

A normative approach to marketing ethics is concentrated on the basic's rules for developing principles, values, and norms Ferrell et.al, (2013) state that in the not presence of this normative foundation, positive decision models would not provide apparent guidance to marketers for a positive behaviors. Indeed, Ferrell & Gresham (1985) offered the descriptive framework of marketing ethics. According to Craft, (2013) actually, the descriptive ethics approach believed on how individuals actually behave rather than normative models that are widely focus on theoretical aspects for example how individuals should behave. In despite of Ferrell and Gresham (1985) did now not explicitly specify any variables within the "individual decision making" framework, they recognize that this kind of process does exist inside what they termed “individual factor”.

Obviously, Fraedrich, & Ferrell, (1994) classified the background factors of marketing ethics into a three main groups: individual factors, organizational factors, and social/ cultural environment. Thus, "individual variables consisting of knowledge, values attitude and intentions are placed as interacting with organizational variables including significant others) are posited as interacting with organizational factors (including significant others and opportunity factors) to influence individuals involved in an ethics and non-ethics decision-making dilemma".

At another side, the assessment method that done by Hunt & Vitell, (1986) focused on comparing possible behaviors with a set of predetermined "deontological norms". Despite that, the model of Hunt and Vitell (1986) was not predictive. However, the area of marketing ethics is very broad (Ferrell, & Crittenden, 2013). Thus, in line with Hunt & Vitell, (1986) and the proposals of Ferrell and Gresham (1985), we pretend that an ethical behavior of marketers is the result of personal and professional staff values on private

hospitals and this is in agreement with what Laczniak & Harris, (2016) and Ferrell et.al, (2013) have confirmed in their studies.

Constructs and hypotheses development:

As we mentioned on a above, this study would follow also the road of Yoo & Donthu, (2002) and Yoo, et al., (2011), and Wei, et al., (2011). Moreover, Yoo, et al., (2011) stated the measures of culture on the individual level and patriotic-level, which will provide insights into psychological, sociological and business managerial differences on the same variables.

Association the relationship between Individual Cultural Value and Marketing Ethics:

Culture is a general and complex concept encapsulating the lot of things. Moreover, Hunt & Vitell, (1986) mentioned that culture is a factor that directly affects decision-making. Hofstede, (2001p.9) defines "culture as the collective programming of the mind that distinguishes the members of one group or category of people from another". He photos culture by using four dimensions: "individualism" contra "collectivism"; "Masculinity" versus "femininity"; "large or small power distance"; and finally " low or strong uncertainty avoidance".

In reality, there was a full-size for Hofstede's measurement for many reasons such as" its cultural dimensions fully cover and extend major conceptualizations of culture developed through decades; Hofstede's dimensions were empirically developed; it is an important theory of culture types (Oumlil & Balloun, 2017). Therefore, in this study we focus on the three dimensions of hofstede's country level cultural values, which work at individual level "namely uncertainty avoidance, collectivism, and power distance".

Collectivism pertains to people who "from birth onward are integrated into sturdy cohesive in teams that throughout people's lifespan still defend them (Singhapakdi & Vitell, 1991). According to Wei, et. al, (2011) most collectivists prefer to use "we" rather than individualist's "I".

The meaning of power distance variable is around the degree to which the non strong individuals in the firms and organizations inside a nation with their concedes that power had been not divided equally (Hofstede's, 2001). Whereas, inequality founded in each society, various individuals faced dissimilar levels of injustice (Leonidou et al., 2013). Thus, people who record highly score on this dimension place more emphasis on aspects of authority, like religion, legislation, and family, and defer to those with power.

Uncertainty avoidance was defined by Hofstede's (2001) as; "*the extent to which the members of a culture feel threatened by uncertain or unknown situations.*" Therefore, Individuals who have recognized by rise grade of uncertainty avoidance are more concerned about security in their life (Leonidou, 2013).

Obviously, individuals seek to adopt such rules and norms, to avoid uncertainty in their acts and eliminate any ambiguities (Vitell et al., 1993; Leonidou et al., 2013). So, individuals with high level of uncertainty avoidance tend to adopting a more idealistic position, because they consider that coveted results can only be achieved if the right way

of actions is followed (Leonidou et al., 2013). Thus, depending on a previous discussion the following hypotheses were developed:

Obviously, individuals seek to arrange with such rules and norms, to avoid uncertainty in their performance and shut out any confusion (Vitell et al., 1993; Leonidou, 2013). So, individuals with rise grade of uncertainty avoidance will resort to taking a more idealistic attitude, because they consider that desiring results will accomplished if the right route is followed (Leonidou, 2013). Therefore, based on the perior discussion the hypotheses on below were developed:

H1: Personal cultural values dimensions influence marketing ethics of private hospitals staffs. Therefore, based on this main hypothesis, the following sub-assumptions can be developing as in below:

H1.1 there are a positive relationships between collectivism dimension and marketing ethics of private hospitals staffs.

H1.2 there are a positive relationships between uncertainty avoidance and marketing ethics of private hospitals staffs.

H1.3 there are a positive relationships between power distance and marketing ethics of private hospitals staffs.

Association the relationship between Professional Value and Marketing Ethics:

Rokeach, (1973a,p7) demonstrated values as "*prescriptive or proscriptive beliefs, where in some means, or end of action is judged to be desirable or undesirable*". Singhapakdi, et al., (1993a,p526) defined professional value as "*values relating to one's professional conduct that are commonly shared by the member of a particular profession.*" More of studies has performed on professional surroundings on an ethical decision-making for instance (Singhapakdi, & Vitell, 1993a,1993, 2007). Indeed, the searching at the reality that the moral judgment of marketer can be partly explained by his/her professional values (Vitell et al., 1993,p557). Anyways, there have no longer been numerous investigations studies tested the relation between professional values and marketing ethics.

There are more calling to the scholars to test an effects of numerous various values on an ethical behavior. Evidently, professional values are determinants of a marketer's ethical judgments as affirmed by previous researchers for instance (Wei, et al. 2011; Yoo et al., 2011; Ferrell & Gresham, 1985; Hunt & Vitell, 1986; Singhapakdi & Vitell, 1993a, 2007; Oumlil & Balloun, 2017). Therefore, based on the perior discussion the hypotheses on below were developed:

H2: There are direct relationship between professional value and marketing ethics of private hospitals staffs.

Effects & Moderating Role for the Trust and Commitment to moral self-improvement:

- **Trust**

Trust is basic a variable for developing relationships at both organizational level and personal levels (McAllister, 1995). Moreover, Hosmer, (1995,p391) mentioned that trust “occurs under conditions of vulnerability and dependence upon the behavior of others, is associated with willing, not forced cooperation, and is accompanied by an accepted duty, to protect the rights and interests of others”.

Thusly, trust is a considered a multi-meaning that incorporates individuals in organizations, as well nature of results and the outcomes of those results. Obviously, through the years, significant definitions for trust had been offered, yet the lion's share of promoting authors were following the definition of (Rotter, 1967, p651) which had affirmed:” *trust is a generalized expectancy held by an individual that the word of another can be relied upon*”.

Moreover, the subordinate whom possess a highest standard of trust in their manager will have a great feeling of responsibility for moral welfare. In that capacity, an abnormal state of trust in one's supervisor may upgrade the sentiments of consistence (Agnihotri & Krush, 2015).

In the frame of, a staff's ethics in the private hospitals, we debate that the managers' trustworthiness, as perceived by an employee, along with personal cultural values dimensions, and staffs professional values for staffs, will have an integrative effect on a staff ethical behaviors. Thus, employee will feel a responsibility toward moral well-being while working with a trustworthy manager, and such feelings will be further increasing if the employee also has a real concern for the welfare of the customers he/she is serving (Bansal, 2016).

- **Commitment to moral self-improvement**

The concept of commitment, had a widely used in sociology, psychology, management, marketing, and a number of other disciplines, has not received great attention in the study of marketing ethics (Kurpis, et. al, 2008). Indeed, there is an opportunity through this research to chick concept of the commitment to moral self- development and its relationship to the personal cultural, and the marketing ethics.

The assertion, which were, came from Kurpis, et. al, (2008), beside that study conducted by Burke and Reitzes (1991) whereas, previous conceptualizations of commitment point to focus on the sameness between particular role partners an individual or activity line. Therefore, in this study commitment axes that focus on consistency in specific lines of activity seem to be most closely relates to marketing ethics behaviors. While as, the commitment to moral self- improvement was a better pre-driver to the ethics significance, ethical problem realization, and moral behavioral intentions (Kurpis, et. al,2008).

Commitment have sprung to be perceived and assume a crucial job at an authoritative level, so more research looking in inner culture and dispositions would attach to a comprehension of obligation advancement (Merkl-Davies, 2011). Therefore, considerably more examination is required in creating persisting ethical relationships (Murphy, Laczniak, Bowie, & Klein, 2005).

Organizations should warrant that staffs know and follow the codes, principles, and organization professional values, of acceptable ethical behavior (Vig & Dumitic, 2016). Of course, a positive interaction between an organization and its staffs leads to the building of a good ethical behavior amongst the service professionals (Limbu, et al., 2012). Similarly, low-level staffs interact in unfavorable ways, which will compel them to violate values (Kashif & Khattak, 2017).

It is very critical to assume a staff owned a strong positive cultural and professional value who does not perceive the prominence of ethics. Therefore, any someone staff who has perceive that being ethical is the essential a part of self must additionally perceive that ethics is greater an vital. Thus, we are postulating that commitment to moral self-improvement is positively modifying the linkage of relationship between cultural and professional values and employee ethical behaviors.

In this context, we will use the expression commitment to moral self- improvement to indicate the attitudinal-motivational state directed to strengthen the ethical behavior of the marketers. Therefore, based on the perior discussion the hypotheses on below were developed:

- H3: Staff trust influence positively on the marketing behavior ethics on private hospitals.
- H4: Staff commitment to moral self-improvement, will influence positively on the marketing behavior ethics for private hospitals.
- H5: Staff trust will strengthen a relationship between dimensions of cultural values and ethics of marketing behavior in private hospitals.
- H6: Staff commitment to moral self-improvement will strengthen a relationship between the dimensions of cultural values and ethics of marketing behavior in private hospitals.
- H7: Staff trust moderating a relationship between professional value and staff marketing ethics.
- H8: Commitment to moral self-improvement moderate a relationship between professional value and staff marketing ethics.

Research Methods

Sampling & data collection process

The data for this study gathered by a questionnaire survey. The study conducted on the employees who are works in the private hospitals of Asir Region in the Saudi Arabia Kingdom. Therefore, the sampling unit of this study was each administrative staff working in the non-government hospitals in Asir locale, Saudi Arabia Kingdom.

For this investigation, an electronic poll dependent on a nearby-finished inquiries setup was set up for information gathering. The survey made an interpretation of from English into Arabic by specialized person of business administration. Other two professors in the field of business administration at college completed an amendment of questionnaire. Moreover, a bilingual specialist revised the research questionnaire tool. It was revise after doing the pilot test, which covered a small sample of the selected subjects as evidence of

adapting the answers among the types of respondents. Thus, it is preferable to use an electronic questionnaire rather than direct questioning with interlocutors with the conclusive goal of ensuring anonymity in relation to the sensitive ethical topics that are required of interviewees (Marshall, et al., 2010).

The Survey tool and design of measurements

The questionnaire tool covered four sections. Questions of the part one is demographic such as "gender, age, and years of working experience, educational level, and marital status". While as, part two is consisting from questions about personal culture values dimensions, and professional values as one main of independent variable of the study. While as the part three of questionnaire instrument was moderator variable, which consists two dimensions (namely; staff commitment to moral self-improvement, and staff trust) finally, part four of the instrument described the marketing ethics of hospitals employees.

Moreover, all the model constructs were measured by multiple items on a five-point Likert-type scale (from 1 = "strongly disagree" to 5 = "strongly agree"). All items of measures adopted from past studies. Collectivism were measured in six items, uncertainty avoidance four items, and professional values nine items, respectively, by following the measurements of Singhapakdi & Vitell (1993), and Vitell et.al. (2006). While as, staff trust, and staff commitment to moral self-improvement were measured in six items adopted from Ndubisi & Kok, (2005) and (Kurpis et al., 2008) respectively. Finally, the variable of a staff marketing ethics that was consisting from twenty items adopted from Vitell et al., (1993).

The procedures for Data analysis

The PLS-SEM models used in this study to analyze the data and hypotheses test by using PLS-3.1.7. Therefore, this choice came as result of several justifications, such as PLS-SEM work as a basic method for data analysis because of its minimum requirements for sample size, since the normal state is not supposed to be multivariate and is consider a measurement error when evaluating the structural model (Hair, & Sarstedt, 2016). Thus, in this manner the sample estimate in this investigation met the sample measure necessity (Hair, 2016; Henseler & Chin, 2010). Therefore, our study had an N equal of 155 observations, which exceeds the general rule requirement. Then, we tend to used approach of the non-parametric bootstrapping for 5000 times resampling to obtain the outcomes regarding error of estimation (Hair, & Sarstedt, 2016). In addition, analysis by PLS-SEM involves about two points (1) Evaluates measurement model, which are containing internal consistency, reliability and discriminate validity of the measures, and (2) The process of structural model (Hair Jr et al., 2016).

Findings and results

Measurement Model Assessment

On starting with, we tend to examine every set of predictors within the structural model for collinearity. It called multicollinearity when two indicators are highly correlate (Hair,2016). Table (1) shows that there is no multicollinearity problem through the independent variables.

Table (1) Collinearity using VIF

Constructs	Staff Trust	Commitment to moral self-improvement	Staff Marketing Ethics
Collectivism	2.055	2.444	2.088
Uncertainty Avoidance	1.609	1.735	1.186
Power Distance	3.841	2.832	3.549
Professional Values	0.559	1.775	0.635
Staff Trust	2.250	2.600	2.098
Commitment to moral self-improvement	2.807	1.888	2.088

Therefore, depending on clear result from collinearity evaluation, then the sufficiency of measurement model evaluated based on reliability, convergent validity, and discriminate validity. Reliability tested by using the methods of Cronbach's alpha and composite reliability.

Table (2) shows that all the values of Cronbach's and composite reliability for each of the seven variables of study: collectivism, uncertainty avoidance, power distance, professional values, staff trust, staff commitment, and staff marketing ethics ranged from 0.754 to 0.946, which were greater than a standard proposition of 0.70. Thus, the scales considered reliable. After, the convergent validity of measurements tested as result of represent the extent of that multiple queries things that measures the identical thought.

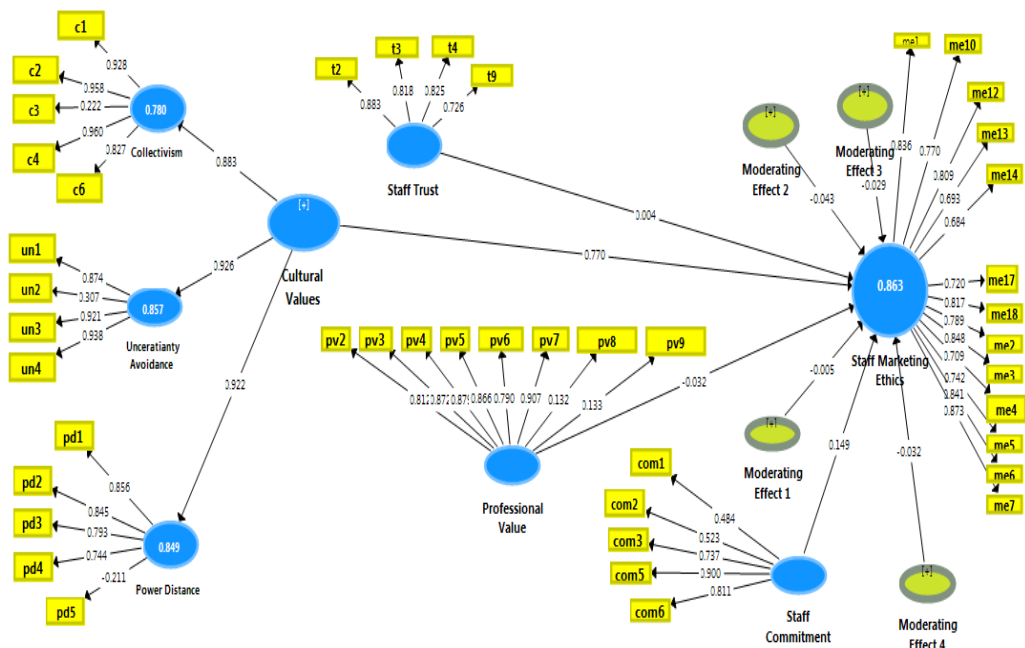


Figure (1): Confidential Test for Research Model Measurement

Table (2): Results of Measurements Model – Convergent Validity

Constructs	Items	F. Loading(*)	α (**)	CR (***)	AVE
Collectivism	C1	0.928	0.861	0.906	0.687
	C2	0.958			
	C4	0.960			
	C6	0.827			
Uncertainty Avoidance	Un1	0.874	0.794	0.867	0.647
	Un3	0.920			
	Un4	0.938			
Power Distance	Pd1	0.856	0.833	0.798	0.535
	Pd2	0.845			
	Pd3	0.793			
	Pd4	0.744			
Professional Values	Pv2	0.812	0.849	0.890	0.553
	Pv3	0.872			
	Pv4	0.879			
	Pv5	0.866			
	Pv6	0.790			
	Pv7	0.907			
Staff Trust	T2	0.883	0.830	0.887	0.664
	T3	0.818			
	T4	0.825			
	T9	0.726			
Commitment to moral self-improvement	Com3	0.737	0.754	0.828	0.504
	Com5	0.900			
	Com6	0.811			
Staff Marketing Ethics	Me1	0.836	0.946	0.953	0.611
	Me2	0.789			
	Me3	0.848			
	Me4	0.709			
	Me5	0.742			
	Me6	0.841			
	Me7	0.873			
	Me10	0.770			
	Me12	0.809			
	Me17	0.720			
Me18	0.817				

Notes: F. Loading (*) = Factor Loading, α (**) = Cronbach's alpha, CR (***) = Composite Reliability, AVE= Average Variance Extracted

We applied the factor loading with average variance extracted (AVE) to determine test of convergent validity as suggested by Henseler & Chin, (2010). The loadings for all questions surpassed the suggested estimation of 0.50. The AVE, which indicates that the latent construct accounts for at least 50% of the variance in the items (Hair, & Sarstedt, 2016), were in the range of 0.504 and 0.687 which transcend the recommended score value of 0.5 (Hair et al.'s 2016) as see in figure (1), and table (2). As such, both tests indicate an adequate degree of validity.

Discriminate validity was checked by using the criteria that suggested by Fornell & Larcker (1981). Square roots for average variance extracted have to be a big comparing to correlations among the variables; that is the lot of variance divided between a latent variable and its set of indicators should be bigger than the split variance between the latent

variables. Table (3) on below displays inter-correlations of the study variables and variance that participated between the inherent latent constructs and their indicators.

Table (3) Variable Correlation- Root square of AVE

	1	2	3	4	5	6	7
1. Collectivism	0.829						
2. Uncertainty Avoidance	0.698	0.804					
3. Power Distance	0.623	0.626	0.731				
4. Professional Value	0.544	0.617	0.682	0.744			
5. Staff Trust	0.476	0.555	0.354	0.620	0.815		
6. Commitment to moral self-improvement	0.322	0.398	0.353	0.484	0.655	0.710	
7. Staff Marketing Ethics	0.349	0.380	0.395	0.578	0.688	0.696	0.782

Note: values on boldface are square root of AVE

The elements in table (3) on above are the square root of **AVE**. This displays that the square roots of each **AVE** value were bigger than those outside diameter. Consequently, the model measurements had a sensible level of discriminate validity among every one of constructs variables.

Structural Model Assessment

The PLS technique was likewise used to affirm the hypothesized relations between constructs variables in the proposed show. The significance of the track included into the proposed research model tried utilizing a bootstrapping and re-resampling test. In an evaluation the PLS model, the (R^2) for dependent latent variable were calculated, and the significance of the structural pathway was evaluated. Table (4) displays the value of **R-Square**.

Table (4) Coefficient of determination (R^2)

Result	R^2	Constructs
Staff Marketing Ethics	0.863	High
Significant at $P^{**} < 0.01$, $p^* < 0.05$		

In fact, two measures used to determine the study structural model: the statistical significance (T tests) of the estimated path coefficients (β), and the ability of the model to clear the total variance in the dependent variables (R^2). Moreover, to inspect the significance of the hypotheses, the basis that proposed by Martinez-Ruiz and Aluja-banet (2009) was followed. The t-value > 1.65 will be significant at a degree of 0.05, and consider the t-value > 2 also is significant at a degree of 0.01 level. Thus, the statistical significance of each path estimated using a PLS-SEM bootstrapping method utilizing 5000 resamples to obtain t-values (Chin, 1998).

Table number (5) and Fig. (2) Summarize the outputs results structural model analysis. In fact, some hypotheses supported, and some others that related to moderators variables rejected. The results exhibit that the main H1 Personal Cultural Values dimensions:

(namely Collectivism, Uncertainty Avoidance and, Power Distance, with $\beta = 0.770$, $p < 0.01$) had significant positive effects on staff marketing ethics. Consequently, this mean H1.1: collectivism ($\beta = 0.883$, $p < 0.01$), H1.2: uncertainty avoidance ($\beta = 0.926$, $p < 0.01$) and H1.3: power distance ($\beta = 0.922$, $p < 0.01$) had significant positive effects on staff Marketing ethics, but H2: Professional value had insignificant effects on staff marketing ethics. Hence, all the sub-hypotheses that concern the cultural value variable supported.

The results did not provide support for the H3, and did not confirm significant impact on marketing ethics for private hospital staff. In a similar context, we found that the five, six, seven, and eight assumptions not supported because they based on the assumption of influence, and moderation effects of staff trust variables, and commitment on staff marketing ethics.

Nevertheless, at another hand, the results analysis show that the H4 “commitment to moral self-improvement had significant positive effects on staff marketing ethics ($\beta = 0.149$, $p < 0.05$). Table (5) in bellow exhibits the results of structural analysis path coefficient of the research hypotheses. To test the moderating effect of staff trust and commitment to moral self-improvement on staff marketing ethics of ASir private hospitals we used the product-indicator approach in Smart PLS 3.7.2 and mean-centered the predictor and the moderator variables to reduce multicollinearity (Henseler & Fassott, 2010).

However, the outputs of the analysis confirmed that there was insignificant effect by all the moderating variables that assumed between all independent variables, and dependent outcome variable in the research model. Lastly, the model accounted for about 86% of the variable variance explained in staffs marketing ethics which that were came from variables of cultural values dimensions (namely collectivism, uncertainty avoidance and, power distance,) as well as, variable of commitment to moral self-improvement. See table (5) and figure (1).

Table 5. Results of Structural Equation Model Analysis

Hypo	Relations	Std. Beta (β)	Std. Error	T-value	P-value	Decision
H1	Personal Cultural Values dimensions (namely Collectivism, Uncertainty Avoidance and, Power Distance) \rightarrow Staff Marketing Ethics.	0.770	0.090	8.543	0.000	Supported**
H1.1	Collectivism \rightarrow staff marketing ethics.	0.883	0.020	43.785	0.000	Supported**
H1.2	Uncertainty avoidance \rightarrow staff marketing ethics.	0.926	0.012	78.923	0.000	Supported**
H1.3	Power distance \rightarrow staff marketing ethics.	0.922	0.015	60.243	0.000	Supported**
H2	Professional value \rightarrow staff marketing ethics.	- 0.032	0.120	0.270	0.787	not supported
H3	Staff trust \rightarrow Staff Marketing Ethics.	0.004	0.078	0.052	0.959	not supported
H4	Commitment to moral self-improvement \rightarrow Staff Marketing Ethics	0.149	0.065	2.304	0.022	Supported*
H5	Staff trust X Cultural Values dimensions \rightarrow Staff Marketing Ethics.	-0.043	-0.055	0.341	0.733	not supported
H6	Commitment to moral self-improvement X Cultural Values dimensions \rightarrow Staff Marketing Ethics.	-0.005	0.013	0.038	0.969	not supported
H7	Staff trust X Professional values \rightarrow staff marketing ethics.	-0.032	-0.047	0.202	0.840	not supported
H8	Commitment to moral self-improvement X Professional value \rightarrow Staff Marketing Ethics.	-0.029	-0.026	0.187	0.851	not supported

Significant at $P^{**} < 0.01$, $p^* < 0.05$

Assessment of Effect Size (f^2)

According to Hair, (2016) on the case of f^2 took a weight between 0.02, or 0.15, and 0.35 respectively, this likewise mean an independents variables will have an equivalent little, or either medium and expansive effect, on the dependent variable. In this study, it is obvious that the path leading from cultural value dimensions (*namely; "collectivism, uncertainty avoidance, and power distance"*) to staff marketing ethics has a enough large effect size ($f^2 = 0.647$) in producing the R^2 . While, as all other paths have a small effect size as in table (6).

Table (6) Coefficient of Determination f^2

f-Square of the Endogenous Latent Variables		
Constructs	f^2	Result
Cultural Value exogenous ('namely; collectivism, uncertainty avoidance, and power distance').	0.647	Large effect size
Professional value	0.022	Small effect Size
Staff trust	0.004	No effect Size
Commitment to moral self-improvement	0.072	Small effect Size
<i>Significant at $P^{**} = < 0.01$, $p^* < 0.05$</i>		

Testing Predictive Relevance Q^2 in Smart PLS 3.2.7:

Using Smart-PLS for prediction functions needs to check the predictive power of study model. The steered approach to check prognosticative relevancy referred to as the **Blindfolding** procedure. The procedure will remove data from the data combination depends on a pro-set up distance value called D. The D can be any number ranging between 5-10 (Chin, 2010). The only need is that a sample size n divided by D should be a round number.

According to Fornell et al. (1996), a cv-red value of > 0 shows that there is predictive relevance while a value of < 0 indicates the model lacks predictive relevance. Thus, We Just concerned about the TOTAL effect on the endogenous variable as we can see the values of $1-SSE/SSO = (0.481)$ on table (7) and figure (2) which is a bigger than Zero, and supporting the claim that this study model has adequate ability to predict.

Table (7) Construct Cross validated Redundancy

Construct	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Cultural Values	2,170.000	2,170.000	
Collectivism	775.000	391.156	0.495
Power Distance	775.000	445.721	0.425
Uncertainty Avoidance	620.000	302.892	0.511
Professional Value	1,240.000	1,240.000	
Staff Trust	620.000	620.000	
Commitment to moral self-improvement	775.000	775.000	
Staff Marketing Ethics	2,015.000	1,046.656	0.481

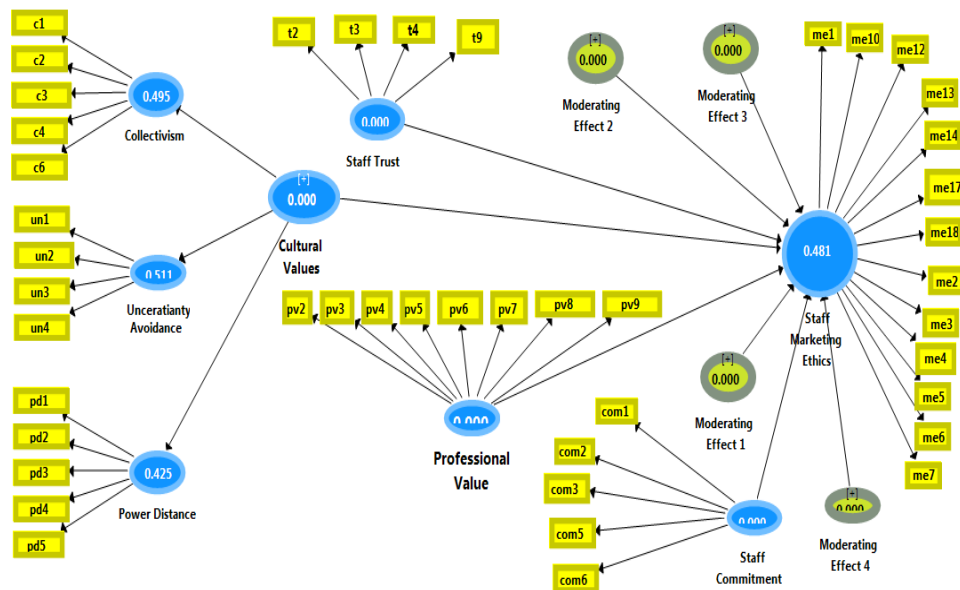


Figure (2): Model Predictive power Q² Blinfolding

Test for Goodness of Fit of the Model (GoF):

Goodness of Fit of the Model (GOF) is the geometrical mean of both average variances extracted (AVE) and the average of R² of the endogenous variables Tenenhaus, (2005). Therefore, the main need for achieving (GOF) test is to inspect on the study model at both sides, namely measurement and structural model with focus on a full performance of the model (Henseler & Chin, 2010, Hair et al. 2016).

Wetzels et al. (2009), has put specific criteria to specifying the various values of (GOF) which should to be consider in PLS model. So, Table no (8) presents these criteria:

Table (8): The Criteria of GoF to Determine

GoF less than 0.1	No fit
GoF between 0.1 to 0.25	Small
GoF between 0.25 to 0.36	Medium
GoF greater than 0.36	Large

Table (8) shows the value of the study model (GOF), with a value of 0.508, which is a high value according to Wetzels's (2009) classification.

Discussion

Most studies on ethics topics in marketing, while focusing on ethical philosophies, merely provide descriptive statistics about moral beliefs and significant conversations of selected variables. The aim of this study has been to provide an additional test of some theoretical work in marketing ethics e.g. Hunt & Vitell, (1986), Ferrell & Gresham (1985). Exclusively, this study searched the specific influences of personal cultural values and professional values, beside the impact of the ethical attitude of staff on the ethical

behavior of those marketers. Precisely, this study has tested impact of the personal cultural values dimensions, professional values, and variables of ethical attitudes (namely; staff trust & commitment to moral self-improvement) on the staff marketing ethics of private hospitals in Asir Region, Kingdom of Saudi Arabia.

In fact, some hypotheses supported, and some others that related to moderators variables rejected. The results exhibit that the main personal cultural values variables: (namely Collectivism, Uncertainty Avoidance, and Power Distance, have significant effects on staff marketing ethics of private hospitals in Asir region.

However, the professional value had insignificant effects on staff marketing ethics.

Hence, partial hypotheses that concern the cultural value variable supported. Regarding a variable of commitment to moral self-improvement had significant effects on staff marketing ethics. The implications of the finding that personal cultural values dimensions appear to be a more critical factor in marketing ethical behavior is that individual firms in general, must strengthen and encouraging the personal ethical values to guide the conduct of its members.

Undeniably, Personal Culture Values assume a huge role to affecting the staff marketing ethics of private hospitals in Asir Region. This research results supports results of the previous researcher such as Wei, et al. (2011); Yoo et al., (2011); Singhapakdi & Vitell, (1993a): (2007); Oumlil & Balloun, (2017). Contrary to the above significant results, the professional values, and the staffs' trust did not represented any impact on the ethical behavior of the staffs in the private hospitals operating in the Asir region. This result differs with the results of the Singhapakdi & Vitell, (1993b). The hypotheses relates to the modified variables of the relationship are the commitment to self-improvement, and trust did not positively affect the marketing behavior of the employees in the private hospitals.

Study Limitations and recommendations for Future Research

- It is prefer to conduct a comparative study in the area of ethical marketing for employees in both government and non-government hospitals. As well, trying to apply the model of this study in other countries (for example; the Arab Gulf countries) relative to the difference of values..., and traditions between one society and other, which may made a difference in the results that can be accomplished.
- It is prefer to increase the size of the sample to cover all hospitals operating in the Saudi Arabia.
- Trying to increase the variables of the study model to add mediator and other moderator variables to determine an impact of environmental, social and economic variables, as well as demographic factors (e.g. religion and income) on behavioral response from marketers.
- Firms perhaps, should look for prospective staffs that have those personal values that are most closely associated with a hospital ethical value.
- Finally, research in marketing ethics should include a descriptive understanding of how organizations manage ethics and enhancing, developing ethical cultures values, and adopting strong professional values inside organizations.

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