

## Customers Reaction on Unethical Company's Behavior Comparing Western and Eastern Europe

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### ABSTRACT

The study mainly investigates people's reaction to unethical corporate behavior. Observers have identified differences between customers in Eastern and Western Europe, leading to the formulation of two main hypotheses. The first hypothesis focuses on customers' confidence in ethics (encompassing moral, environmental, and social issues), where distinct variations exist between Eastern and Western Europe. The second hypothesis examines the average customer response to unethical behavior, highlighting unique characteristics in both regions. A quantitative analysis was conducted using a factor analysis design and hierarchical regression. The empirical study involved a sample of 202 responses from customers across various countries in Europe and the Former Soviet Union (FSU). The findings indicated the differences between East and West Europe clients and their reactions on unethical behavior. Moreover, the results gave support to the primary hypothesis of study that the mean of customer's response on unethical behavior and their self-rating are distinct in East and West Europe. Customers from West Europe rate themselves better and are extra susceptible to react in opposition to unethical company's behavior and expose this example (having a superb effect on logo picture). Enormously there's no connection between reactions and self-rating.

**Keywords:** Unethical corporate behavior; Factor analysis; Demographic; Kaiser-Meyer-Olkin (KMO); Former Soviet Union (FSU); Cronbach's alpha; Consumers attitudes

### INTRODUCTION

The research specially targeted on the following elements: The reputation of the companies, ethical or unethical conduct of the corporations, information the variations among clients from East and West Europe. Nowadays, it is considerably very vibrant for all of the agencies in the world to understand which movements of the companies are ethical or unethical for the customers, how customer's attitude modifications relying on the brand image of the companies and what is acute for consumers in their decision making is concerning the purchase. The difficulty is that there are many facts regarding ethical or unethical conduct, brand image and employer's popularity, but there isn't always a lot about variations in customer's mindset to the unethical behavior depending on nationality, with this research we have to recognize how unethical behavior properties on company's commerciality and also understanding how people reacts on unethical behavior depending on nationality. The customers differ depending on the nations, religion and culture. Customer's attitude to the company are also different regarding ethical or unethical behavior.

### METHODOLOGY

The subsequent methods describe how to design quantitative research. The purpose of the study is to understand the differences among clients from West and East European based on their reaction to unethical

behavior of the businesses. Therefore, we decided to apply quantitative methods that allow us to gather primary data from surveys and conduct factor analysis to investigate and summarize these statistics. The survey was conducted in three different languages: English, Portuguese, and Russian.

#### Data collection

The basic data was acquired by survey. The survey could be ideal for this study because it allows us to obtain statistics quickly, easily and accurately. In this research, internet surveys were used. In the study Malhorta et al., mentioned that the internet surveys have many advantages, like speed of administering the survey, collecting the data and analyzing the data and linking with very low costs [1]. By constructing survey, we categorized the questions in 3 categories-

- Demographic questions
- Self-rating questions
- **Demographic questions:** The demographic questions include gender, age, education and nationality. Having those documents could be very important and offer us the ability to recognize the variations between patron's response on corporation's unethical behavior.

- I. **Gender:** There are plenty of research Brunel et al., regarding

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**Received:** 23-Sep-2024, Manuscript No. JHBM-24-34181; **Editor assigned:** 26-Sep-2024, PreQC No. JHBM-24-34181 (PQ); **Reviewed:** 11-Oct-2024, QC No. JHBM-24-34181; **Revised:** 18-Oct-2024, Manuscript No. JHBM-24-34181 (R); **Published:** 25-Oct-2024, DOI: 10.35248/2169-0286.24.13.119

**Citation:** Chovgun V (2024). Customers Reaction on Unethical Company's Behavior Comparing Western and Eastern Europe. J Hotel Bus Manag. 13:119.

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gender variations established that men and women differ in their moral directions. In the study Haidt argued that women's indignation is more closely tied to the wellbeing of the people, and a few studies Lindenmeier et al., found that women experience more powerful sensations of outrage than males. Researchers believed that it occurred because women are more concerned about the harm caused to individuals by an agency's unethical behavior than men. Additionally, they observed that women greater inclined to sign up for client boycotts. Enormous differences between Eastern customers are found [2-5].

- II. Age:** When it comes to the characteristics of age and formal education, many studies confirm that young people behave differently from older individuals in various contexts. The findings indicate that older individuals (over 40 years old) are more ethical than younger people [6]. The previous studies found that older people are extra conservative of their ethical point of view [7,8]. The study of Serwinek suggests that human beings with excessive-faculty schooling and university education has small distinction, however the difference between fundamental school and excessive-school schooling in moral attitudes is significant [9].
- III. Nationality:** Another factor is nationality. In our case, nationality is the most important factors that can influence the research outcomes. A lot of research shows that people are unique elements of the world that differ from each other. According to Babakus et al., consumer cultures in the United States highlights

the influence of historical patterns of conduct and socialization to contemporary norms of conduct [10]. Additionally, research by Polonsky et al., which shows the difference among students from Northern and Southern Europe [11]. Nations that experiencing the former soviet transformation have precise factors, which could have an effect on the technique of city regeneration in exceptional methods [12]. Additionally, in step with Berend and Vaitkuviene the main feature of the FSU countries are traditional values, norms of social behavior, entrepreneur, risk-taking, action and pluralism [13,14]. According to Keresztely et al., socialism was carefully integrated into liberal socialist countries [15].

Sometimes, we consider some countries from the former Union of Soviet Socialist Republics (USSR) to be part of the geographical Europe, such as Russia, Ukraine, Belarus and Moldova and other countries had been part of Asia which are Armenia, Georgia, Kazakhstan, Tajikistan. In the study of Smolentseva after the fall of USSR the countries of the region have faced a number of challenges related to economic collapses, political reforms, economic transformations as well as globalization challenges [16].

The category of ethical procurement follows Farhangmehr et al., in this review there are 3 types of ethical procurement methods. In keeping with its nature, ecological, moral and social. This category became adapted to analyze through simulation of unethical conditions in survey questions. The certain type is given in the Table 1 where it presents examples with each kind of ethical consumerisms [17].

**Table 1:** Ethical consumerism and customers' reaction.

Environmental	Ethical	Social
Recycling, buying biological products, buying biodegradable packages, buying reusable packages, reducing consumption, reducing energy and water usage, not buying animal tested products, not buying fur.	Human rights, labor practices, buying national products, buying in traditional retail stores.	Support cause-related marketing campaigns, volunteering, support social institutions.
Ethical behavior		
<ul style="list-style-type: none"> <li>No animal testing</li> <li>Eco production</li> <li>Self-water-cleaning manufacturing</li> <li>Package production from reusable materials</li> </ul>	<ul style="list-style-type: none"> <li>Buying national products</li> <li>Medical insurances are supported by companies</li> <li>Reimbursement of expenses (in case of accident)</li> </ul>	<ul style="list-style-type: none"> <li>Volunteering</li> <li>Supporting funds</li> </ul>
Unethical behavior		
<ul style="list-style-type: none"> <li>Air pollution</li> <li>Water pollution</li> <li>Oil spill</li> <li>Animal testing</li> <li>Package production from wood</li> </ul>	<ul style="list-style-type: none"> <li>Delaying salaries</li> <li>Different salary amount from nationality</li> <li>Expanding the transnational companies to national market (decreasing in the national production)</li> </ul>	<ul style="list-style-type: none"> <li>Companies that make their profits on sick people</li> <li>Racial discrimination</li> <li>Sex discrimination</li> <li>Using harmful ingredients in food industry</li> </ul>
Customers reaction on unethical behavior		
Animal rights	Human rights	Harmful productions
<ul style="list-style-type: none"> <li>Adidas was boycotted against using kangaroo skin for producing football boots.</li> <li>Burberry, Inditex, Escada was boycotted against using fur</li> </ul>	<ul style="list-style-type: none"> <li>Intercontinental hotels boycotts over its plan to open a hotel in Lhasa, the capital of occupied Tibet</li> </ul>	<ul style="list-style-type: none"> <li>Nestle boycotts for its irresponsible marketing of baby milk formula, which infringes the International Code of Marketing of Breast Milk Substitutes.</li> <li>Criticized for use of palm oil and not labelling GMI, Coca-Cola was boycotted against using corn sweeteners</li> </ul>
Environment	Labor practices	
<ul style="list-style-type: none"> <li>British petroleum was boycotted against the worst environmental disaster</li> <li>Deepwater horizon oil spill in the gulf of Mexico</li> </ul>	<ul style="list-style-type: none"> <li>Hyatt hotels boycotts over the treatment of workers</li> <li>Starbucks boycotts over its treatment of Ethiopian coffee farmers</li> </ul>	

**Self-rating questions:** We ask our respondents to describe themselves from an ethical, ecological and social perspective using a seven (7)-factor Likert scale where, absolutely agree is 1, undecided is 4 and absolutely disagree is 7. Characterize yourself by questioning that “I am an ethical man or woman, eco-friendly person, concerned about human rights violation”. It helps us to recognize how people think about themselves and examine with their solutions for situational questions.

The most critical and frequently occurring situations are classified in 5 main groups that present each kind of ethical consumerism. The groups are-

- Animal rights (environmental)
- Environment (environmental)
- Human rights (ethical)
- Labor practices (moral)
- Dangerous productions (social)

The questionnaires related to these groups are created and these questions are adapted to the real situations. It helps to understand the customers' thoughts and their reaction to unethical situations.

We asked our respondents how they would react in different situations and the respondent has the opportunity to answer easily because we have created a matrix, where the possible reactions are linked to the Likert scale. (Figure 1).

1. The reaction of customers towards oil pollution was found and observed, where a well-known employer spilled oil into the Gulf of Mexico.
2. The reaction of customers towards rare animal fur in the textile company was found and observed, believe that in every fabric manufacturer, one of them uses the fur of rare animals in their work or business.
3. The reaction of customers towards cosmetic companies was found and observed, where a commercial cosmetic company developed a new shampoo. But the mass-media say they are still testing on animals.
4. The reaction of customers towards food production was found and observed, where one of the food organization uses Graphic

Measures International (GMI) components in food production.

5. The reaction of customers towards the status of girls rights in Arab countries was found and observed, where the company for household goods and home accessories has created a special catalog for Arab countries without women's images.
6. The reaction of customers towards labor rights in a shoe factory in Bangladesh due to poor working conditions was found and observed, where the shoe employer moved the factories to Bangladesh and the worked in sweatshops in poor conditions and very low income.
7. The reaction of customers towards waiver of medical treatment for employees was found and observed, where one of the motel stations is known worldwide for providing medical treatment for its employees.

Survey become designed in a way and published in social networks which include Facebook and Odnoklassniki (Russian social community). Additionally, survey turned into dispatched through E-mail (Figure 1).

### Quantitative methods

To understand more deeply what quantitative research means, we use the definition given by Aliaga et al., Quantitative study explains the phenomena of gathering numerical data where they are analyzed using mathematically based methods. Furthermore, quantitative research is set gathering numerical facts to explain a phenomenon. The quantitative method reprocess data into mathematical (or measureable) form. In order to easily categorize facts and be able to work with this information later. It is the same concept that a computer does all the calculations in the binary constructs. This classification allows the researcher to answer specific questions from a complex data sets [18,19].

### Hypothesis (H) testing

According to Malhorta et al., hypothesis testing is the building block of quantitative statistical analysis [1]. An introduction to data, subsequent manual analysis and interpretation of the result. Steps to design a hypothesis testing by using a legacy of research are mentioned following-

One known all over the world hotel chain stop to provide medical treatment for their workers. How will you react on it?*							
	strongly agree	agree	agree somewhat	undecided	disagree somewhat	disagree	strongly disagree
I am not interested in that	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
don't react	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stop to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
decision depends from the price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
tell to your friends stopped to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share in social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
boycott	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 1: The matrix that connects possible reactions with Likert scale.

- Construct the null hypothesis H0 and the alternative hypothesis H1.
- Select the correct statistical method and look at the relevant statistics.
- Select the significance level, alpha ( $\alpha$ ).
- Determine the sample size and collect the records. Calculate the cost of statistics analysis.
- Using an introduction to records, subsequent manual analysis and result interpretation materials.
- Steps to design a hypothesis test used as a legacy of research
- Compare the probability associated with looking at the statistic with the correct significance level. Instead, decide whether to cancel the checking account or not.
- Make a statistical decision whether or not to reject the null hypothesis.
- Intuitive statistical selection in problem settings for marketing research [1].

The first step is to formulate alternative hypothesis and null hypothesis, which included the below provided description-

- Null hypothesis (H0) depicted the meaning of the reaction of consumers to the groups bad behavior is the same in the East and West of the Europe.
- Alternative hypothesis (H1) denoted consumers' reactions to bad behavior have different effects on groups in East and West of the Europe.

According to these considerations, we determine the second assumption as the right way to participate in research (Table 2).

The next step is to choose statistical strategies and research methods. Research involves a lot of analysis and testing. In this study, Kaiser-Meyer-Olkin (KMO) analysis was used to measure the model accuracy, the partial regression, Cronbach's alpha, t-test and regression analysis, which were performed by using Statistical Package for Social Sciences (SPSS) 2.2.

**Table 2:** Secondary hypothesis.

Null hypothesis (H0)	Alternative hypothesis (H1)
<b>Ethical</b>	
H1.0-On average, the ethical issues are generally similar in East and West Europe.	H1.1-On average, the self-rating perception of ethics is equal in East and West Europe.
H1.1.0-On average, the self-rating perception of ethics is equal in East and West Europe.	H1.1.1-On an average self-rating notion of ethics is different in East and West Europe.
H1.3.0-On average, the response to unethical behaviour by companies concerning ethicality is the same in East and West Europe.	H1.2.1-On average the reaction to unethical behaviour by companies regarding ethicality is unique in East and West Europe.
<b>Environmental</b>	
H2.0-On average, the ethical approach is equal in East and West Europe regarding environmental issues	H2.1-On average, the ethics approach is different in East and West Europe regarding environmental issues
H2.1.0-On average self-rating perception of ecology is equal in East and West Europe.	H2.1.1-On average, the self-rating perception of ecology is distinctive in East and West Europe
H2.2.0-On average, the reaction to unethical behaviour by companies regarding ecology is equal in East and West Europe.	H2.2.1-On average, the reaction to unethical behaviour by companies regarding ecology is distinctive in East and West Europe.
<b>Social</b>	
H3.0-On average, the ethical approach is equal in East and West Europe regarding social issues.	H3.1-On average, the ethical approach is different in East and West Europe regarding social issues.
H3.1.0-On average, the self-rating perception of human rights is equal in East and West Europe.	H3.1.1-On average, the self-rating perception of human rights is distinctive in East and West Europe.
H3.2.0-On average, the reaction to unethical behaviour by companies regarding human rights is equal in East and West Europe.	H3.2.1-On average, the reaction to unethical behaviour by companies regarding human rights is distinctive in East and West Europe

In 2005 the study, factors analysis is incorporated in the SPSS package as a data reduction technique. A large set of variables and displays are used to make the data may be reduced or summarized using the small set of factors or additives. It does this with the aid of seeking out group or companies a few of the inter correlations of a set of variables. This is an almost not possible mission to do with the aid of eye with something greater than a small number of variables. The term factor analysis covers an expansion of various and associated methods. The main steps of the analysis directly transformed the unique variables into a subset of linear combinations, using all the covariance's of the variables. However, in trend analysis, trends are estimated using a mathematical model that analyzes common variance [20,21].

### Student's t-test

It is a two-tailed statistical analysis of two-way population mean, which examines the independence of two samples and is often used when the differences between two normal distributions are unknown, while the test uses a small pattern. In our research, a t-test was used to evaluate the average ethical sense of the East Europeans *versus* the average ethical sense of West Europeans.

### Hierarchical regression

The findings are reliable, according to Woltman et al., Hierarchical Linear Modelling (HLM) could be a complex form of Ordinary Least Squares (OLS) regression used to analyze variance within the outcome variables when the predictor variables are at different hierarchical levels. The authors present HLM as a multi-step and time-consuming process, that can accommodate multiple hierarchical levels, but the workload increases exponentially with each added level. Compared to most other statistical strategies commonly utilized in mental studies, HLM is a relatively new approach and continues to be subject to ongoing development. HLM assumes that records are commonly dispensed. When the assumption of normality for the predictor or final results variables is violated, this range restriction biases HLM output. In the present study, the analysis considers the variance within the outcome variables active anti-pollutants and passive anti-pollution in relation to the predictor variables (self-rating) across different hierarchical levels [22].



In information collection phase the main sorts of information and techniques of statistics collection are given. For the studies, primary facts were used. As number one records collection approach, survey is evolved, that is aimed to present answers concerning numerous components, including demographic differences among consumers (such as gender, age, education and nationality) and the impact of these differences on their attitudes and reactions to company misconduct. As a result, research questions are formulated to reveal results that can be explored. Next, the quantitative approach of studies is delivered as the primary technique chosen for the studies. Underneath this, nine null and alternative hypotheses are formulated to be investigated during the analysis. The statistical and experimental strategies are selected to analyze data and test hypotheses. several strategies are particular for analysis together with measure of sampling adequacy (KMO), dimension reduction, Cronbach`s alpha, t-test and regression analysis performed using SPSS.

## RESULTS

### Quantitative analysis

The information was collected through the use of Google.doc survey software and was published on Facebook, a Russian social network and sent *via* E-mail. The survey was conducted by individuals from various countries in Europe and FSU and it was subsequently translated into English.

205 responses were obtained, however, three responses from Turkish and one reaction from Mauritian had to be excluded, as Turkey and Mauritania are situated outside of our study location. We have received one response from Armenia, one reaction from Tajikistan and one from Kazakhstan, which have been included in the sample, these countries Armenia, Tajikistan and Kazakhstan are all FSU. We have received a total of 201 responses, which have been classified to two different groups as shown in Table 3.

The pattern length is 201, which is more than thirty, so we can use central limit theorem, which states the number of matter, the characteristics distribution of the population and the distribution of

the sample manner might be approximately ordinary four. Thereby the pattern is believed a normal distribution.

We started out running with SPSS software program to prepare codebook. variables gender, age and formal training was transformed into numerical layout that SPSS can recognize. We also upload one new variable “vicinity” that represents nationality variable numerically. This variable represents Eastern Europeans of Armenians, Belarusians, Kazakhs, Moldovans, Russians, Tajiks and Ukrainians as ‘1’ and Western Europeans of British, Danish, French, German, Italian, Latvian, Polish, Portuguese and Spanish as 0 [19] (Table 3).

The subsequent, we reversed the rankings of some scale gadgets. each of seven situational questions has three possible answers-

- I am not interested
- I don't care
- The decision depends upon the assumptions

The other side, as a result, the Likert scale values were converted to 1 is 7, 2 is 6, 3 is 5, 4 is 4, 5 is 3, 6 is 2, 7 is 1. With the response of the memory in a logical way that was created correctly (Table 4).

### Factor reduction

The effects of unethical behavior of the groups on customer's attitude was evaluated through an Exploratory Thing Analysis (EFA) in a correlation matrix, by removing the things through the method of main principal additives analysis and the rotated thing matrix by vari-max transformation method and Kaiser normalization. In order to compare the validity of the EFA, the KMO coefficient into implemented as well as the test of rotundness (Table 5).

Bartlett's test analysis of rotundness should be significant  $p < 0.05$  appropriate analysis. The KMO index degrees from 0 to at least 1, with 0.6 alerted as the minimum cost for an outstanding element evaluation [21]. The primary intention of the evaluation became to reduce the 49 factors of the survey, so it became and made an EFA to each of the seven variables.

**Table 3:** Survey results of Eastern and Western Europe.

Eastern Europe	Western Europe
Armenian-1	British-1
Belarusian-54	Dutch-2
Kazakhstan-1	French-3
Moldavian-7	German-2
Russian-34	Italian-1
Tajikistan-1	Latvian-3
Ukrainian-3	Polish-5
	Portuguese-80
	Spanish-3

**Table 4:** SPSS variable coding.

Variable	SPSS variable name	Coding instructions
Gender	Gender	Male=1, female=2
Age	Age groups (year)	18-19=1, 20-29=2, 30-39=3, 40-49=4, 50->50=5
Formal education	Education level	Primary school=1, secondary school=2
Region	Region	University=3, East Europe=1, West Europe=2

As we can see the Table 5, all the KMO coefficients are higher than 0.6 and the significance is 0.000, which means issue analysis is appropriate.

### Scale reliability

Using this process 13 scales of customers' reactions to unethical behavior was created (Table 6). In the study, the Cronbach's alpha coefficient is one of the most common indicators of internal consistency. Cronbach alpha coefficient of a scale should be higher than 0.7 [20].

Almost each and every coefficient is greater than 0.7. Only one Cronbach's alpha coefficient for women's rights violation (passive) is 0.678, which is less than the ideal value. Regarding animal variable, we only used the active group of active elements, because Cronbach's alpha coefficient could not be calculated. In general, all Cronbach's alpha values were greater than 0.7, so the scales can be considered reliable across samples and internally consistent (Table 7).

**Table 5:** KMO coefficient and factor reduction.

Original variables	KMO	Significance	New variables
Model 1: A well-known employer spilled oil into the Gulf of Mexico. How can you react towards the situation?	0.721	0	Active anti-pollution
		0	Passive anti-pollution
Model 2: Believe that in every fabric manufacturer, one of them uses the fur of rare animals in their work or business. How do you feel about that?	0.844	0	Anti-fur analysis
Model 3: A commercial beauty company developed a new shampoo. However, the mass media say they are still testing on animals. How can you give feedback?	0.793	0	Active anti-animal testing
		0	Passive anti-animal testing
Model 4: One of the food organizations uses GMI components in food production. How do you feel about that?	0.789	0	Active anti-GMI components
		0	Passive anti-GMI components
Model 5: The company for household goods and home accessories has created a special catalogue for Arab countries without women's images. How can you react?	0.736	0	Active anti-women rights violation
		0	Passive anti-women rights violation
Model 6: The shoe employer moved the factories to Bangladesh and then worked in sweatshops in poor conditions and very low income. How about that? How you will react to it?	0.803	0	Active anti-sweetshops
		0	Passive anti-sweetshops
Model 7: One of the motel stations is known worldwide for providing medical treatment for its employees. How can you give back?	0.752	0	Active anti-labour rights violation
		0	Passive anti-labour rights violation

**Table 6:** Twitter definition for variables.

New variables	Twitter definitions
Active anti-pollution	It means that the respondents who are concerned about the comparison of non-conventional and practical measures (stop selling products, talk to their business, share in social networks and stop) about oil pollution in the gulf of Mexico.
Passive anti-pollution	This factor mean that humans are no longer interested or able to pollute the Gulf of Mexico and are not ready to move forward.
Anti-fur analysis	This variable includes all elements. People has very interested in the appearance of the fur. This way they participate in the protection of rare animals.
Active anti-animal testing	These elements mean that people involved and prepared to act in animal protection.
Passive anti-animal testing	These elements mean that people are interested or may be not in that question rights, but not in the same way as animal protection..
Active anti-GMI components	The Elements group means that people who want to produce environmentally friendly food are ready to act if they know that companies are using GMI's harmful ingredients.
Passive anti-GMI components	This group of factors suggests that people are not interested or may be in eco-friendly food, they may not want it but they are not ready to do it.
Active anti-women rights violation	Active group of factors means that respondents to support women's rights in Arab countries. People ready to protect the rights of women rights.
Passive anti-women rights violation	The following group of factors indicate that people are not interested in supporting women's rights, and may not be willing and ready to do so.
Active anti-sweetshops	A group of elements means that people are ready to support workers' rights and labour right protection.
Passive anti-sweetshops	This group of elements indicates that respondents are not interested in protecting workers rights or are interested but not ready to work.
Active anti-labour rights violation	A group of elements explains that people interested in labour rights protection and ready to stop use the services of this hotel chain, inform their friends, share in social networks and block this company.
Passive anti-labour rights violation	This part of elements means that people are not interested or may be interested in labour rights security, but not ready to act.

**Table 7:** Cronbach`s alpha coefficients.

Different variables	Cronbach`s alpha coefficient factors	
	Active factors	Passive factors
Anti-pollution	0.866	0.798
Anti-fur analysis	0.883	-
Anti-animal testing	0.890	-
Anti-GMI components	0.881	0.751
Anti-women rights violation	0.892	0.678
Anti-sweetshops	0.881	0.740
Anti-labor rights violation	0.894	0.760

### Students t-test analysis

First, examine the null hypothesis regarding the self-rating. Null hypothesis H1.1.0 is on average self-rating perception about ethics is equal in East and West Europe.

A separate samples t-test was performed to assess the rankings for East European (1 region) and West Europe (0 regions). According to Pallant, the t-test analyses the probability that the 2 sets of scores are obtained from the same population (2005), which means that the mean can be equal on average [20].

As we will see from this desk Levene`s test suggest is 0.000, is less than 0.05. It shows that the variances are significantly exclusive and need to understand the bottommost row of results. The significance of t-test is 0.000, where it means there may be statistically significant difference between East and West European regions. So, associating the end result to descriptive evaluation (Table 8), we can say that humans from Western Europe feel themselves more ethical than people from Eastern Europe.

Regarding the variable self-rating (ecology) Levene`s test mean is 0.133, which is greater than 0.05, it indicates that the variances are not considerably exclusive and we want to interpret the top results. The importance of t-test is 0.003, this means there's statistically huge difference among East and West European regions. Associate this end result to descriptive analysis, we will say that people from Western Europe are more ethical concerning ecological troubles than people in Eastern Europe (Table 8). Null hypothesis (H3.1.0) on average self-rating perception about human rights is equal in Eastern and Western Europe.

Regarding self-rating human rights violation, the Levene`s test mean is 0.008, which is lesser than 0.05. It suggests that the variances are considerably distinct and we want to interpret the bottom row of results. The importance of t-test is 0.000, it means that there is statistically significant distinction among East and West European regions. Associating this end result to descriptive analysis, where the Western Europe experience themselves more ethical regarding social issues than Eastern Europe. Following step is testing the H0 regarding reaction to unethical behavior of the companies (Table 8). Null hypothesis (H2.2.0) on average the reaction to unethical companies` behavior concerning ecology is equal in Eastern and Western Europe.

According to Table 8, the Levene`s test for active anti-pollutants is 0.547, which is greater than 0.005. It indicates that the variances are not exceptional and we need to interpret the top results. The significance of t-test is 0.777, This suggests that there may be no difference among East and West European regions. Levene`s testing for passive anti-pollutants is 0.009, which is lesser than 0.05. It shows that the variances are exclusive and want to interpret the bottom effects. The importance of t-test is 0.000, it approaches there may be substantial

distinction among East and West European region. Associating this result to descriptive analysis. We can declare that people from Western Europe international regions are greater with passive anti-pollutants actions than Eastern Europe (Table 8). Null hypothesis (H2.2.0) on average the reaction to unethical companies` behaviour concerning ecology is equal in Eastern and Western Europe.

Regarding anti-fur, the Levene`s testing mean is 0.920, which is greater than 0.05. It suggests that the variances are not different and need to interpret the top consequences. The significance of t-test is 0.000, it means that there's statistically distinction among East and West European regions and linking this result to descriptive evaluation of group statistics, we may confirm that Western Europe are extra committed with anti-fur actions than Eastern Europe (Table 8). Null hypothesis (H2.2.0) on average the reaction to unethical companies` behavior concerning ecology is equal in Eastern and Western Europe.

Regarding anti-animal testing, the Levene`s testing mean for active anti-animal testing is 0.070, which is greater than 0.05. It indicates that the variances are not extensively exceptional and we need to interpret the top results. The importance of t-test is 0.167, it suggests that there is no statistically huge difference between East and West Europe regions. Reliable with Levene`s testing mean for passive anti-animal test is 0.615, which is greater than 0.05. It approaches that the variances are not distinct and we want to interpret the top outcomes. The significance of t-test is 0.000, it approaches that there is statistically more difference among East and West European regions. So, concerning this end result to descriptive analysis, we are able to say that Western Europe is extra devoted active and passive anti-animal testing than Eastern Europe (Table 8). Null hypothesis (H3.2.0) on average the reaction to unethical companies` behavior concerning human rights is equal in Eastern and Western Europe.

Regarding anti-GMI components, the Levene`s testing mean for active elements is 0.234, which is greater than 0.05. It shows that the variances aren't significantly different and we need to interpret the top effects. The importance of t-test is 0.064, the method is not statistically great difference between East European and West European regions. concerning Levene`s test suggest for passive factors is 0.639, which is greater than 0.05. The method that the variances are not exceptional and need to interpret the consequences. The significance of t-test is 0.158, it shows that there is no statistically enormous difference among East and West European regions (Table 8). Null hypothesis (H3.2.0) on average the reaction to unethical companies` behaviour concerning human rights is equal in Eastern and Western Europe.

Regarding anti-women rights violation, the Levene`s testing mean for active anti-women rights violation is 0.009, which is lesser than 0.05. It means that the variances are extraordinary and need to interpret the lowest consequences. The importance of t-test is 0.147, it means that there is no statistically sizable difference between Eastern and Western

Europe regions. The Levene's testing for passive anti-women rights violation is 0.720, which is greater than 0.05. The method that the variances are not extensively distinct and we need to interpret the top consequences. The significance of t-test is 0.000, it suggests there is statistically big difference between East and West European regions. Linking this result to descriptive evaluation group statistics, verify that Western Europe people are more ethical concerning passive anti-women rights violation than Eastern Europe (Table 8). Null hypothesis (H1.2.0) on average the reaction to unethical companies' behaviour concerning ethicality is equal in East and West Europe.

Regarding anti-sweatshops, the Levene's test mean for passive anti-sweatshops is 0.655, which is greater than 0.05. It means that the variances are not significantly different and we need to interpret the top row of results. The importance of t-test is 0.000, it suggests that there may be statistically considerable distinction among East and West European regions. Associating this end result to descriptive analysis, we will declare that Western Europe people more ethical concerning energetic and passive anti-sweatshops activities than East Europeans (Table 8). Null hypothesis (H1.2.0) on average the reaction to unethical companies' behaviour concerning ethicality is equal in East and West Europe.

**Table 8:** T-test analysis.

Testing	Equal variables	Levene's test	T-test significance (2-tailed)
Self-rating(ethicality)	Assumed	0	0
	Not assumed	-	0
Self-rating (ecology)	Assumed	0.133	0.003
	Not assumed	-	0.003
Self-rating (rights violation)	Assumed	0.008	0
	Not assumed	-	0
Active anti-pollution	Assumed	0.547	0.777
	Not assumed	-	-
Passive anti-pollution	Assumed	0.009	0.777
	Not assumed	-	0
Anti-fur	Assumed	0.92	0
	Not assumed	-	0
Active anti-animal testing	Assumed	0.07	0.167
	Not assumed	-	0.167
Passive anti-animal testing	Assumed	0.615	0
	Not assumed	-	0
Active anti-GMI components	Assumed	0.234	0.064
	Not assumed	-	0.064
Passive anti-GMI components	Assumed	0.639	0.158
	Not assumed	-	0.158
Active anti-women rights violation	Assumed	0.009	0.146
	Not assumed	-	0.147
Passive anti-women rights violation	Assumed	0.72	0
	Not assumed	-	0
Active anti-sweetshops	Assumed	0.331	0
	Not assumed	-	0
Passive anti-sweetshops	Assumed	0.72	0
	Not assumed	-	0
Active anti-labour rights violation	Assumed	0.793	0.016
	Not assumed	-	0.016
Passive anti-labour rights violation	Assumed	0.217	0
	Not assumed	-	0

Regarding anti-labor rights violation, the Levene's testing mean for active anti-labor rights violation is 0.793, which is greater than 0.05. It shows that the variances are not significantly different and need to interpret the top results. The importance of t-test is 0.016, it means that there may be statistical differences between Eastern and Western Europe. The Levene's testing mean for passive anti-labor rights violation is 0.217, it is larger than 0.05. It suggests that the variances are not significantly different and need to interpret the top of the results. The significance of t-test is 0.000, it shows that there may be statistically massive difference between Eastern and Western European regions (Table 8). Through descriptive evaluation we can verify that human beings from Western Europe are greater moral regarding active and passive anti-labor rights violation than people from Eastern Europe (Table 9).

### Group statistical analysis

The group statistical analysis mainly gives the information regarding variables mean, standard deviation, standard error mean and the total number of cases or observations in all groups (n) (Table 10).



**Table 9:** Hypothesis summary.

Hypothesis	Acceptance	Results
H1.0: The mean of customers' reaction on unethical behaviour of the Companies regarding ethicality is equal in East and West Europe.	Self-scoring (ethical issues)-reject null hypothesis	West Europeans feel themselves more ethical than East Europeans feel themselves
	Active anti-sweetshops-reject null hypothesis	People from West Europe are more ethical than people from East Europe
	Passive anti-sweetshops-reject null hypothesis	People from West Europe are more ethical than people from East Europe
	Active anti-labour rights violation-reject null hypothesis	West Europeans are more ethical than East Europeans
	Passive anti-labour rights violation reject null hypothesis	West Europeans are more ethical than East Europeans
H2.0: The mean of customer's reaction on unethical behaviour of the companies regarding ecology is equal in East and West Europe.	Self-rating (ecological issues)-reject null hypothesis	West Europeans felt themselves more ethical than East Europeans but feel themselves equal attitude to active anti-pollution actions, on average
	Active anti-pollution-not reject null hypothesis	East Europeans and West Europeans have equal attitude to active anti-pollution actions, on average
	Passive anti-pollution-reject null hypothesis	West Europeans are more ethical regarding Passive anti-pollution actions than East Europeans
	Anti-fur-reject null hypothesis	People from West Europe are more ethical than people from East Europe
	Active anti-animal testing-not reject null hypothesis	People from West Europe and East Europe have equal attitude regarding active anti-animal testing actions, on average
	Passive anti-animal testing-reject null hypothesis	People from West Europe are more ethical than people from East Europe
H3.0: The mean of customer's reaction on unethical behaviour of the companies regarding human rights violation is equal in East and West Europe.	Self-rating (social issues)-reject null hypothesis	West Europeans feel themselves more ethical regarding social issues than people from East Europe feel themselves
	Active anti-GMI components-not reject null hypothesis	East and West Europeans are similar in attitude regarding active anti-GMI components actions, on average
	Passive anti-GMI components-not reject null hypothesis	East and West Europeans are similar in their attitude regarding passive anti-GMI components actions
	Active anti-women rights violation-not reject null hypothesis	People from East and West Europe are similar regarding active anti-women rights violation activities
	Passive anti-women rights violation-reject null hypothesis	West Europeans are more ethical regarding passive anti-women rights violation activities than East Europeans

**Table 10:** Group statistical analysis.summary.

Testing variables	Region	n	Mean	Standard deviation	Standard error mean
Self-scoring (ethicality)	1	101	2.881	12.750	0.1269
	0	100	1.89	0.7771	0.0777
Self-scoring (ecology)	1	101	2.99	13.076	0.1301
	0	100	2.51	0.9481	0.0948
Self-scoring (human rights violation)	1	101	2.653	11.440	0.1138
	0	100	1.830	0.8768	0.0877
Active anti-pollution	1	100	-0.02011	0.9929	0.09929
	0	100	0.020112	101000000	0.10116
Passive anti-pollution	1	100	0.366485	103000000	0.10289
	0	100	-0.36649	0.824707	0.08247
Anti-fur	1	101	0.432965	0.927697	0.092309
	0	100	-	0.87549	0.087549

Active anti-animal testing	1	100	0.097143	0.934262	0.09296
	0	100	-0.09811	106000000	0.10579
Passive anti-animal testing	1	100	0.42252	0.927783	0.09232
	0	100	-0.42674	0.885802	0.08858
Active anti-GMI components	1	100	-0.12987	0.89271	0.08883
	0	100	0.131173	109000000	0.10866
Passive anti-GMI components	1	100	0.099095	0.93483	0.09302
	0	100	-0.10009	106000000	0.1057
Active anti-women rights violation	1	101	-0.10205	0.866162	0.086186
	0	100	0.103068	111000000	0.111402
Passive anti-women rights violation	1	101	0.469671	0.873524	0.086919
	0	100	-0.47437	0.892808	0.089281
Active anti-sweatshops	1	101	0.267201	1.02356	0.101848
	0	100	-0.2699	0.90307	0.090307
Passive anti-sweatshops	1	101	0.40126	0.90203	0.089755
	0	100	-0.4053	0.931753	0.093175
Active anti-labour rights violation	1	101	0.169147	0.964057	0.095927
	0	100	-0.17084	1.011305	0.101131
Passive anti-labour rights violation	1	101	0.347431	0.891701	0.088728
	0	100	-0.3509	0.98464	0.098464

The 1<sup>st</sup> self-rating question regarding ethicality we can see that mean value, on our sample, of East European region (1 region) is 2.881 and West Europe area (0 region) is 1.890. It seems like that, there may be a significant difference between 1 and 0 vicinity.

The results of 2<sup>nd</sup> self-rating question regarding ecology we can see, on our sample evaluating mean values: East European vicinity (1 region) is 2.990 and West European regions (0 region) is 2.510. It seems that difference exists.

The 3<sup>rd</sup> self-rating question regarding human rights violation shows us some difference between variables in the sample East European region (1 region) is 2.653, West Europe region (0 region) is 1.830.

The variables of anti-pollution show the difference between means of active anti-pollution and passive anti-pollutants as well. The active factors for East European vicinity (1 region) is -0.0201119, which is lesser than West Europe vicinity (0 region) is 0.0201119. The passive elements for East European region (1 region) is 0.3664851, which is greater than West European region (0 region) is -0.3664851.

The variable of using fur of rare animal's then the mean of East European vicinity (1 region) is 0.4329651 which is greater than West Europe vicinity (0 region) is -0.4372948.

The anti-animal testing case provided distinct differences between manner of active anti-animal testing and passive anti-animal. The active factors for East European region (1 region) is 0.0971428, which is greater than West Europe vicinity (0 region) is -0.0981142. The passive factors for East European area (1 region) is 0.4225197, which is greater than Western Europe vicinity (0 region) is -0.4267449.

The variables of anti-GMI components shows, the difference among means of active anti-GMI components and passive anti-GMI components. active elements for East European region (1 region) is -0.1298742, which is lesser than West European vicinity (0 region) is 0.1311729. The passive elements for East European vicinity (1 region) is 0.0990953, which is greater than West European vicinity (0 region) is -0.1000863.

Suggesting the differences in method of active anti-women rights

violation and passive anti-women rights violation accurate. Where active factors for East European vicinity (1 region) is -0.1020479, which is lesser than West Europe vicinity (0 region) is 0.1030684. The passive factors for East European vicinity (1 region) is 0.4696708, is larger than West Europe region (0 vicinity) is -0.4743675

The variables of anti-sweatshops present, a difference of active anti-sweatshops and passive anti-sweatshops, where active elements for East European region (1 region) is 0.2672011, which is greater than West European vicinity (0 region) is -0.2698731. The passive factors for East European region (1 vicinity) is 0.4012565, that is larger than West European vicinity (0 region) is -0.4052691.

The Levene's testing mean for active anti-sweatshops is 0.331, which is greater than 0.05. It indicates the variance are not appreciably one of a kind and we need to interpret the top of results. The significance of t-test is 0.000, it suggests that there is statistically significant difference between East European and West European regions.

The group of anti-labor rights violation shows difference between approach of active anti-labor rights violation factors and passive anti-labor rights violation elements as properly active elements for East European vicinity (1 region) is 0.1691472, which is greater than West Europe vicinity (0 region) is -0.1708386. The passive factors for East European vicinity (1 region) is 0.3474306, which is greater than West Europe vicinity (0 regions) is -0.3509049.

### Hierarchical regression

The hierarchical regression involves entering the independent variables into the equation within the order precise by way of the researcher primarily based on theoretical grounds. The variables are entered in steps, where with each impartial variable being assessed in terms of what it provides to the prediction of the structured variable, after the preceding variables were managed to manipulate variables for first regression test are gender, age group, education and region, where based variable is self-rating (ethical problems). Independent variables are active and passive anti-sweatshops, active and passive anti-labor rights violation (Table 11) [20].

Table 11: Coefficients variables.

Model	Variables	Standardized coefficient Beta ( $\beta$ )	T-test	Significance
<b>Coefficient-1</b>				
Model 1.1	Constant		8.122	0
	Gender (male and female)	-0.209	-3.34	0.001
	Education/school	-0.131	-2.11	0.036
	Age groups	-0.184	-3.04	0.003
	Regions	0.376	6.086	0
Model 1.2	Constant		6.93	0
	Gender (male and female)	-0.159	-2.4	0.017
	Education/school	-0.094	-1.5	0.135
	Age groups	-0.148	-2.4	0.017
	Regions	0.278	4.023	0
	Active anti-sweatshops	0.207	2.122	0.035
	Passive anti-sweatshops	0.055	0.59	0.556
	Active anti-labor rights violation	-0.111	-1.17	0.243
	Passive anti-labor rights violation	0.148	1.732	0.085
<b>Coefficient-2</b>				
Model 2.1	Constant	-	9.662	0
	Gender (male and female)	-0.174	-2.59	0.01
	Education/school	-0.201	-3.01	0.003
	Age groups	-0.24	-3.69	0
	Regions	0.153	2.312	0.022
Model 2.2	Constant	-	7.604	0
	Gender (male and female)	-0.032	-0.48	0.633
	Education/school	-0.135	-2.13	0.035
	Age groups	-0.151	-2.46	0.015
	Regions	0.056	0.816	0.415
	Active anti-pollution	0.216	2.917	0.004
	Passive anti-pollution	0.327	3.997	0
	Anti-fur	0.176	1.59	0.113
	Active anti-animal testing	-0.007	-0.08	0.936
	Passive anti-animal testing	-0.149	-1.604	0.11
<b>Coefficient-3</b>				
Model 3.1	Constant		9.217	0
	Gender (male and female)	-0.269	-4.35	0
	Education/school	-0.131	-2.13	0.035
	Age groups	-0.255	-4.26	0
	Regions	0.316	5.18	0
Model 3.2	Constant	-	7.354	0
	Gender (male and female)	-0.213	-3.29	0.001
	Education/school	-0.089	-1.31	0.192
	Age groups	-0.211	-3.43	0.001
	Regions	0.244	3.588	0
	Active anti-GMI components	0.013	0.189	0.851
	Passive anti-GMI components	0.077	1.199	0.232
	Active anti-women rights violation	0.049	0.717	0.474
	Passive anti-women rights violation	0.179	2.307	0.022

**Note:** Dependent variable: Self-rating (ethicality, ecological, social issues).

The 1<sup>st</sup> regression evaluation offers consequences of moral factors (anti-sweatshops and anti-labor rights violation cases). Here we are checking out if self-rating just about ethical issues is a function of client reaction to unethical enterprise's behavior.  $R^2$  adjustments is most effective 0.038, it means that impartial variables active anti-sweatshops, passive anti-sweatshops, active anti-labor rights violation and passive anti-labor rights violation no longer increases in a widespread way the rationale strength.

The 2<sup>nd</sup> regression are gender, age group, education and region, basic variable is self-rating (ecological problems) and impartial variables are active and passive anti-pollutants, anti-fur, active and passive anti-animal testing. The 2<sup>nd</sup> regression evaluation results ecological elements such as anti-pollution, anti-fur and anti-animal testing. Where self-score results ecological issues it is a main function of client reaction to unethical (in ecological troubles) organizations conduct. The  $R^2$  adjustments is 0.158, it shows the independent variables active anti-pollution, passive anti-pollution, anti-fur, active anti-animal checking out and passive anti-animal trying out will increase the explanatory strength in a massive manner.

The 3<sup>rd</sup> regression are gender, age group, education and region. Dependent variable is self-rating (social problems). Impartial variables are active anti-GMI additives, passive anti-GMI additives, active anti-women rights violation, passive anti-women rights violation. 3<sup>rd</sup> regression evaluation gives social factors consisting of anti-GMI additives and anti-women rights violation. The right here testing out are self-rating about social issues is a function of buyer response on unethical (in social troubles) agency's behavior. The  $R^2$  adjustments most effective 0.036, it method that impartial variables do now not will increase in a full-size manner the explain strength (Table 12).

The manipulate variables have low significance degree: Gender is 0.001, training is 0.036, age group is 0.003, region is 0.000. So, which means that each one the manage variables effect on impartial variables. active anti-sweatshops are 0.05, the method that it has reference to established variable self-rating (ethical troubles). Other unbiased variables have excessive importance degree: The passive anti-sweatshops are 0.556, active anti-labour rights violation is 0.243, passive anti-labour rights violation is 0.05. It means the variables don't have any connection with self-rating (ethical issues).

Table 12, suggests us that everyone the control variables has low importance stage are gender is 0.010, education is 0.003, age group is 0.000, vicinity is 0.022. It means these elements influence on impartial variables. active anti-pollutants and passive anti-pollution have low importance stage is 0.004 and 0.000 respectively. It manner that it has reference to self-rating (ecological problems). Anti-fur and passive anti-animal testing have high importance stage is 0.113 and 0.110 respectively, however there is no connection with structured variable self-rating (ecological problems). active anti-animal testing is 0.936, meaning this variable has no reference to established variable self-rating (ecological problems).

**Table 12:** Models of regression.

Model-1	R	$R^2$	Adjusted $R^2$	$R^2$ change
Model-1.1	0.530 <sup>a</sup>	0.281	0.266	0.281
Model-1.2	0.565 <sup>b</sup>	0.319	0.291	0.038
Model-2.1	0.420 <sup>a</sup>	0.176	0.159	0.176
Model-2.2	0.578 <sup>b</sup>	0.334	0.303	0.158

Model-3.1	0.547 <sup>a</sup>	0.299	0.285	0.299
Model-3.2	0.579 <sup>b</sup>	0.335	0.307	0.036

**Note:** Models 1-3: Dependent variable: Self-rating (ethical issues, ecological issues and social issues). Models 1.1-3.1: <sup>a</sup>Predictors: Constant, region, age group, education, gender. Model 1.2: <sup>b</sup>Predictors: Active anti-sweatshops, passive anti-sweatshops, active anti-labour rights violation, passive anti-labour rights violation. Model 2.2: <sup>b</sup>Predictors: Active anti-pollution, passive anti-pollution, anti-fur, active anti-animal testing, passive anti-animal testing. Model 3.2: <sup>b</sup>Predictors: Active anti-GMI components, passive anti-GMI components, active anti-women rights violation, passive anti-women rights violation.

The manage variables have low importance stage are gender is 0.000, training is 0.05, age group is 0.000, region is 0.000. It approaches the effect on independent variables, just only one independent variable passive anti-women rights violation has low significance level is 0.022. It indicates there may be a connection based variable self-rating (social problem). Where other impartial variables have high importance in active anti-women rights violation which is 0.474, active anti-GMI components is 0.851, passive anti-GMI components is 0.232. It approaches and there are no connections with dependent variable self-rating (social problems).

## DISCUSSION

The results obtained from the quantitative analysis are quite intriguing. We argue that individuals' self-reported views—whether ethical, unethical, or socially problematic—have little impact on how a brand is perceived.

When it comes to moral dilemmas, we can say that Western Europeans are more ethical than Eastern Europeans. In addition, people from the West of the Europe are more ethical about active and passive factory floors of the people from Europe. The results of the anti-crime law study show that Western Europeans are more favorable to active and passive elements than Eastern Europeans. For environmental problems, we can say that Western Europeans experience themselves greater moral in ecological troubles than East Europeans sense themselves.

However, regarding anti-pollutants moves, people from Western and Eastern Europe are similar of their mind-set to this trouble. Western Europeans are more morally engaged in passive anti-pollution moves and active anti-fur campaigns compared to their Eastern Europeans counterparts. Concerning the active opposition to animal testing, the attitude of both Eastern and Western Europeans are similar. Regarding social problems, we can verify that West Europeans sense themselves greater ethical regarding social troubles than humans from East European experience themselves. However, according to strong and cold sections of the anti-GMI and strong actions to violate the rights of women, the population of the East and West of the Europe is similar in terms of the attitude where Western European peoples are more ethically inclined towards anti-GMI movements and passive actions that violate women's rights compared to Eastern European peoples. On regression analysis, we assume that all control variables are related to the dependent variable.

Furthermore, the analysis helped us to find the relationship between independent and dependent variables. The first regression analysis shows that the most dynamic anti-sweatshop variable is associated with self-rating (ethical problem). In this way, people are directly connected with more moral values to maintain hard work rights in Bangladesh. Variables such as wind resistance, motivation and passive



factory floors degradation do not affect the index.

The 2<sup>nd</sup> regression analysis shows a relationship with the dependent variable of the continuous score (environmental risk). This shows that people think of themselves as environmentalists if they protect the environment of our world. Other variables that assess anti-fur, life and anti-animal breath, have no relation to the people's attitude to the environment. It does not mean that people don't like animals now or don't want to protect them, it means that the people do not connect to save animals to cut themselves.

The 3<sup>rd</sup> regression analysis shows that only one latent variable passive anti-women's rights violation has connected to the structural variable self-rating (social troubles). An approach people in this case want, but are not ready to do. Consumers are concerned about human rights violations. Other active and passive variables of the anti-GMI components have nothing to do with structural variables; this means that people now do not feel that they are violating human rights when they react to the production of GMI products or the violation of Arab women's rights.

This study presents an in-depth examine consumers' reactions for unethical conduct of organizations. The study employed quantitative analysis, secondary, and primary data collection were chosen to investigate how individuals respond to unethical behavior within organizations and its impact on their brand loyalty. Two primary research series were selected for this purpose. The findings of the study offer a comprehensive understanding of the distinctions between clients from Eastern and Western Europe. The middle finding is that clients' self-rating and their actual mind-set are not same. The people symbolize themselves greater ethical, eco-friendlier and greater involved approximately human rights and violation, but in actual-lifestyles situations, clients are more discreet. This research can provide guidelines for businesses and bosses in studying market response in Eastern and Western Europe, it may assist with deep information of the client's mindset on unethical behavior of companies.

The primary data was gathered from the survey conducted on Google document, which was shared on social networks such as Facebook and Odnoklassniki and through E-mail as well. The participants have been selected from exceptional European and FSU, with the intention to have solutions from very exceptional organizations of customers. The 201 responses had been acquired, together with responses from FSU countries, inclusive of Tajikistan, Armenia and Kazakhstan, these responses are divided into companies.

The 1<sup>st</sup> organization represents the responses and reactions of Eastern European on unethical behavior of companies and the 2<sup>nd</sup> group presents the responses and reactions of West European to unethical behavior exhibited by companies.

## CONCLUSION

The results differ depending on how people outline themselves (ethically, ecologically and socially) and their real attitudes toward unethical behavior of the companies. We also observed that women are more concerned about human rights, ethical issues, and environmental crimes. The consumer education additionally affects their reactions to unethical behavior of organizations. We additionally determined similarities among Eastern and Western Europe in a few analyses (anti-pollution, animal trying out, not often and actively protecting GMI additives and actively defending women's rights violations). It may be said that Eastern and Western European peoples differ in ethical issues (self-rating, susceptible towards paintings and running

situations, active and weak towards criminal law) and ecological issues (self-rating, prevention of pollution, Passive anti-animal testing) and social troubles (self-rating and passive anti-women rights violations). Actual impacts of Eastern and Western European people having direct impact at the logo marketplace.

The questions try to provide a real situation, however we are not simply understanding what the respondents feel and those have a tendency to be politically accurate. We examined conditions which are far from national or regional or local realities. May be people feel disconnected and uncertain with some situations. In future studies, it would be important to create questions for one of a kind people that focus on a rustic and the modern scenario that influences the natural environment with the intention to emerge there. Understanding how customers reply to worker dishonesty. Many unfair situations can be avoided if corporations recognize the conduct of consumers' in specific countries. It is important to recognize the significant impact that authenticity has on paintings. Equally significant is the understanding of human reactions upon encountering sincere businesses. The transformation in a brands image is notable when assuming responsibility. Furthermore, there is a noticeable shift in brand perception when companies demonstrate conscientiousness and vigor in ethical, ecological and social matters.

## CONFLICT OF INTERESTS

Author declares no conflict of interests.

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