

PUBLICATION FACTS

JOURNAL

JOURNAL OF BUSINESS ETHICS

PUBLICATION DATE

2015

VOLUME/ISSUE

127 (2)

PAGES

265-281

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EXAMINING AN INDIVIDUAL'S LEGITIMACY JUDGMENT USING THE VALUE-ATTITUDE SYSTEM: THE ROLE OF ENVIRONMENTAL AND ECONOMIC VALUES AND SOURCE CREDIBILITY

ABSTRACT

We view an individual's legitimacy judgment as an attitude. It is influenced by a personal belief system composed of global values and domain-specific beliefs, consistent with the value-attitude system in marketing. Our context is the legitimacy of the Canadian oil sands industry. We hypothesize that an individual's legitimacy judgment may be influenced by three domain-specific beliefs: the credibility of the industry, environmental non-government organizations, and the mass media. We also examine two global values associated with sustainable development: concern for the environment and concern for economic development. These are expected to have negative and positive effects, respectively, on an individual's legitimacy judgment and on industry credibility. We also examine if these relationships are influenced by proximity to the oil sands. We test our theory using a mixed methods research design and a structural equation analysis on a survey of 853 residents of Edmonton and Toronto, Canada. We find support for most of our hypotheses.

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Times Cited

57

Journal Citation
Indicator

1.87