

CUSTOMER PARTICIPATION ETHICAL REVIEW AND VALUE CO-CREATION ON SHARING ECONOMY PLATFORMS AMONG CUSTOMERS OF GREEN FOOD IN GHANA

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Abstract. The objective of this research -was to design a framework to examine the impact of ethical reviews on participation and co-creation on sharing economy platforms among customers of green foods. Data was collected from 591 green food customers on share economic platform users in Ghana, using confirmatory factor analysis and structural equation modelling to address the essential role of ethical review as a mediating factor between customer participation and the intention to co-create value on share economy platforms. The results confirm that consumers' ethical reviews of sharing economy platforms act as a crucial mediating variable that influences customer participation and value co-creation. This study introduces a novel construct of customer ethics review, proposing a multidimensional framework for understanding consumers' ethical reviews of sharing economy platforms and their impact on value co-creation. This work is the first to examine the ethical review of sharing economy platforms, offering a new construct to enhance ethics literature and providing practical insights for platform operators to foster customer participation and co-creation.

Keywords: *affection, cognitive, service engagement, customer engagement, moral obligation*

Introduction

According to a research study, SEP assists users to share information using fee-based sharing or give out personal data of some people to others in a period of time. Customers of green food share details with other members on the same online platforms. The platform is a liaison between the service-rendering firms and the customers. This transaction can take the form of customer-to-customer (C2C). This demonstrates that social economy platforms are quite different from business to customer (B2C) which mainly takes place in electronic marketing. The sales sum of five big SEPs in 2015 amounted to US\$ 15 billion and US\$ 335 billion by end of year 2025. SEP is an online platform that mediates for green food producers and clients and has in its database, which contains the contact numbers, electronic mail address and other personal details of clients (Anand et al., 2023). Over 129 million users are on various SEP which includes Facebook, Airbnb & Lyft.

These platforms have mechanisms that keep information of customers safe and secure. Contrary, in recent times there has been a data breach of 64 million users, where their personal data was hacked and used for other purposes without the knowledge of the customer. Approximately 3 million customers of green food based in the United Kingdom were affected as Facebook failed to protect personal data of green food customers and evaded their privacy. Many of the managers of customers on SEPs have started monitoring the account of users even without informing them that their personal

data is in the public domain (Cadwalladr and Graham-Harrison, 2018). Ethical review issues are important to Customers of green because offer them sense of privacy which encourages participation and sharing of personal data on sharing economy platform on SEPS (Perren and Kozinets, 2018). Again numerous researchers have highlighted the need to advance the exploration of the ethical review of share economy platforms (Barnes and De Ruyter, 2022; Perren and Kozinets, 2018). Studies have found out that ethical review issues on sharing economy platform comes in many forms which includes confidentiality, safety, consistency and non-fraudulent (Zolkepli et al., 2018). From the best of knowledge of the researchers, there is little work on customer ethical review issues in the setting of a shared economic platform among green food customers in Ghana. Therefore, the aim of the research is to explain the ethical issues on SEPs that promote customer participation and value co creation among customers of green food. To attain these purposes, the researchers looked at the next research questions. (1) What are consumers' ethical review on the shared economic platform towards green food? (2) What is the influence of ethical review on customer participation and value co-creation intentions among customers of green food on a shared economic platform?

The study used two theories i.e. Uses and gratifications theory [U>] and ethics theory [ETH] to examine value co-creation among customers of green food on SEPs in Ghana. The ETH constructs; Moral obligation (MOB) and Perceived benefit (PBT) were used as moderators to curtail the limitation identified, that the U&G do not include other social and economic factors in measuring customer intentions. ETH will address ethical reviews and the U&G theory will be useful in testing the direct effects while the EHT supports the moderating effects. The study acknowledges that the Customer participation on SEPs customers of green food in Ghana is embedded on ethical issues. Conversely, the use of these theories on SEPs buying in the Ghanaian context is limited, henceforth justifying research in these settings. This research seeks to fill the knowledge gap by creating and testing a model to clarify value co-creation on SEPs in Ghana grounded on U&G theory and EHT. The present research is purported to create a novel theoretic framework that looks at ethical review, participation, and co-value creation on a shared economic platform, and to examine the framework empirically. The study will assist service providers on sharing economy platforms with much information on ethical issues as studies into sharing economy platforms have begun to emerge (Perren and Kozinets, 2018). Many researchers have strongly recommended the need for future studies to advance the exploration of ethical review on share economy platforms (Gao et al., 2023; Barile et al., 2024). The researchers identified some gaps in existing literature. Previous studies have shown that ethical issues is an attempt to make the SEPs a safe place where customers can transact businesses without fear of security implications (Barile et al., 2024). Studies have found out that ethical review issues on green food on SEP come in many forms which include confidentiality, safety, consistency and non-fraudulent (Alavi and Habel, 2021). Other researchers introduced shared value and service recovery (Alavi et al., 2018; Gordon and Nazari, 2018) which shows that there is no clear cut on what constitutes ethics. From the best of knowledge of the researchers, there is little study on customer ethical review issues in the setting of a shared economic platform on green foods in Ghana.

The settings of e-commerce is different from a SEP and they are different in approach. This makes it necessary to examine the ethical review issues of the shared economic platform (Swan et al., 2024). Secondly, though there is some literature on shared economic platforms, there is no generally accepted model that deals with ethical

review issues. There have been studies on the level of customer internet skills (Akaka and Parry, 2019) and the costs of ignoring ethical review issues Mittendorf (2016), word-of-mouth recommendations (Barnes and De Ruyter, 2022). All this research did not look at how ethical review influences on green food customers to participate in shared economic platforms and promote co-creation intentions on a shared economic platform. The researchers attempt to create a model for the ethical review of customers on shared economic platforms will give room for advanced studies.

Literature review and development of hypotheses

Concept of green food on SEPS

The agriculture system in Ghana uses chemicals to enhance production but this leads to health and environmental issues. There is a dangerous chemical used in farming (Dahl et al., 2021), and this concern has motivated more Ghanaians to buy foods that are free from chemicals, which includes green food (Thøgersen et al., 2015). Green foods are natural foods that are free from chemicals such as pesticides, fertilizer, and antibiotics which affect the health and environment. SEPs are a key platform where information on health-related issues that improve healthy life is discussed. Customers on the Platform share their views, recommend products, referee customers to products, and share their views and rates on SEPs (Barile et al., 2024). SEPs bring green customers with similar needs together and share valuable information about the features and benefits of their products. These platforms assist green food producers to get closer to their customers. In Ghana, customers with high interest in health-related issues buy green food. SEPs allows customers to interact and this is the post-promising approach of buying green foods. SEPs are one of the most used channels to search for more information on food safety, which increases confidence in green foods. There are ethical issues on the SEPs that need further investigation.

Value Co-creation Intention (VCI)

VCI refers to a joint value creation between a customer and a service provider (Swan et al., 2024), and includes solving problems with the combined efforts of the two parties. The concept indicates that values are created in the chain through interaction between the two parties. Therefore, the customer of green food is a co-creator of value. All the parties that are involved in the exchange process have a function to perform Kamboj (2020), by integrating resources to provide services. Therefore, green food producers must understand that it is difficult to add value without combining resources (Akaka and Parry, 2019). The term value co-creation is a means of increasing the value of services for service providers and customers (Barnes and De Ruyter, 2022). The study of Tariq et al. (2019), detailed all the practices a customer must put together to create value. They identified two differentiated types of consumer behavior: participation behavior and citizenship behavior. The first is the behavior that customers accept from green producers during the delivering of green food. This is important in acquiring suitable performance in the value co-creation. The next is deals with behavior that offers better value for the green food producers but not in a way to create value (Barile et al., 2024; Barnes and De Ruyter, 2022). Customer participation in value co-creation needs to have access to the basic information related to green food (Barile et al., 2024). Besides, customers of green foods must also share information with green food producers about their needs and specifications (Swan et al., 2024). Customers of

green food must cooperate with producers to create solutions to problems in a friendly and respectful manner for a successful value co-creation process. SEPs users must make suggestions to improve the services anticipated and recommend green food to families and friends (Thøgersen et al., 2015). Customers of green foods must be willing to contribute to the SEPs to improve the services without the input from the green producers (Lange and Bundy, 2018). The influence of other customers on the SEPs is very essential as customers of green foods on the platforms may need advice or solutions to their problems, which will result in value co-creation. As green customers find solutions, support, it motivation from active customers on the platforms (Dahl et al., 2021) and it encourages repeat interaction which adds value to the SEP. Value co-creation helps firms to gain an advantage over their competitors (Merz et al., 2018) since value co-creation integrates the activities of both green food customers and green food producers.

Uses and Gratifications theory (U&G)

Scientists developed the U&G theory in 1940, the theory examines the intentions because individuals use a specific kind of social media, and the kind of gratification individuals acquire from using the platforms. The theory was introduced to understand why individuals select and use media in the 40s. The theory was built on two assumptions; the first is individuals are active members of the social media platform they belong to and second the individual media users are aware of the motives for their choice of media. Contrarily, the theory explains that individuals have the power to decide on what they want and the media to belong to. A study defines gratification as what the customer perceives to benefit from repeating usage of the media platform. The theory explains the views of media users and the offers available to them as they use SEPs. It also offers a theoretical lens that explains individual attitudes toward participation in SEPs. The U&G theory was first employed to examine user satisfaction with Televisions. In recent times, it is often used to investigate social media (Santos Corrada et al., 2020; Bailey et al., 2018; Amegbe et al., 2017). Past research has used the theory to address various settings such as intentions to use phone applications (Myers et al., 2018; Nesi et al., 2018), and fitness applications (Bailey et al., 2018), consumption of Mobile application (Zolkepli et al., 2018) as well as education. This preceding research proposed that the U&G theory is an appropriate research framework for studying SEPs. The theory indicates that individuals use their will to participate and select media channels that offer the most suitable and needed information. Previous study identifies four elements of the U&G theory affective needs, cognitive needs, social integrative needs, and tension-free needs. However, the researchers extended the theory based on the call by Kamboj (2020), that father studies should extend the construct by introducing customer and service engagement. Once a platform can offer all the construct of U&G, User will be, encourages to fully participate and fully contribute to enhance the activities of both buyers and green good buyers.

Cognitive needs (CON)

Cognitive need refers to the knowledge or information customers need from SEPs. Customers who need more information on products and services seek it from the media. Customers select the social media platform based on the information and knowledge they want. The U&G theory proposes that customers have the independent decision to

choose the type of media and content. According to the theory, active customers can examine the different types of SEPs and choose the content and media they prefer. With the use of technology, customers seek more information and knowledge on products or services to fulfill their needs.

Affective needs (AFF)

According to previous study, affection is a need for maintaining a pleasure and emotions relationship. AFT examines the customer's appeal for pleasure on SEP. In other words, individuals participate in SEPs based on their personal needs such as pleasure and emotions. Customers are emotionally connected to platforms that offer pleasure. SEPs that meet customer affection needs have the potential of creating participation. Some participants use the SPEs to gain credibility and attract more fellows. Besides, individuals may participate in SEPs to stay connected with society and feel accepted.

Social interaction (SSI)

According to Cabiddu et al. (2018), customers interact with organization and reciprocal actions. Based on interactions, customers can review services, organizations can also respond and other members on the platform will make their comments to appreciate the review. In addition, SEP users share content with friends and family (Izogo and Mpinganjira, 2020). Therefore, SEPs creates a social environment for customers to interact with the society or community and build relationships. Members can look for friends and loved ones on the platform, and create fun and co-creation value for an organization (Izogo and Mpinganjira, 2020). Customers have different reasons for participating in SEPs, which include seeking fun or co-creating value with firms. Social interactions can be beneficial or destructive, contradictory or confusing. Social interaction can support or spread negative views about products. Some of these messages may deter customers from looking for support on the SEPs (Gligor and Bozkurt, 2021). Conflicting views may also come due to divergent views from social interaction. There are social interactions that violate the norms and conduct of Cabiddu et al. (2018) of SEPs.

Tension/Escapism release needs (TEN)

Escapism is the wish to escape from difficulties and worries after a hard day's work. Escapism is a vital predictor of participation in SEP; customers participate to escape everyday reality. Customers participate in SEPS to relax the brain and help socialize with others to feel belonging. Through interaction with the SEPs customers' need for escapism is met, which encourages them to continue with the SEPs. Moreover, escapism has a significant relationship to customer participation in SEPs as it creates gratification to release their tension. These Gratifications motivate consumers to constantly engage participants and brands on SEPs. Tension needs have a positive relationship with participation in SEPs. Gligor and Bozkurt (2021) revealed that cognitive, affective, and integrative have a positive relationship with customer participation on social platforms. A study are also revealed that cognitive, Tension, integrative, affective, and social interaction have a positive relationship with customer participation on platforms. Theoretically, participation in share economy platforms is grounded on the uses and gratifications theory (UGT). Hence the study strives to clarify

the connection between SEP and CP. UGT gives the basis to sharing economy contexts. The high interest in sharing economy platforms has forced research scholars to enhance their understanding of UGT applications in numerous settings. In social networks, consumers are always ready to participate to make content and share it on platforms (FR Oswald and Mascarenhas, 2018).

Service and customer engagement

Customer engagement is the emotional state that takes place as customers interact and share experiences with a brand. The SEPs facilitate the exchange between service providers and customers, which makes it a business model. SEPs a facilitators but not a service provider and create enabling resources for service providers and customers to engage for a fee. It creates provisional access to services without transferring of ownership. The success of the SEPs depends on the level of engagement on the platform and the adequate number of service providers on the platform. Green food producers on SEPs are independent bodies and offer their services simultaneously using diverse platforms. The SEPs engage the members by laying down structures and providing resources that integrate to facilitate exchange. Green food producers engage customers by making comments that nurture conviction and collaboration. One of the best ways to engage members on the platform is customer referencing which encourages value co-creation.

The interaction between green food producers and customers enhance engagement. Individuals influence each other through communication as explained by partner effect theory. This means that engagement through communication directly affects the behavior of members. Green producer can demonstrate their services or offer reviews or word-of-mouth recommendations as a way of engaging responses from members. The effort of green food producers can influence members to make good remarks and this encourages service providers to spend more money on activities that engage customers. This past research established that gratification on social platforms has a positive relationship with customer participation. Therefore, grounded on the theoretical background of the U&G theory and suggestions from preceding research, subsequent hypotheses have been suggested as indicated in *Figure 1*. Therefore, the study proposed the subsequent hypothesis.

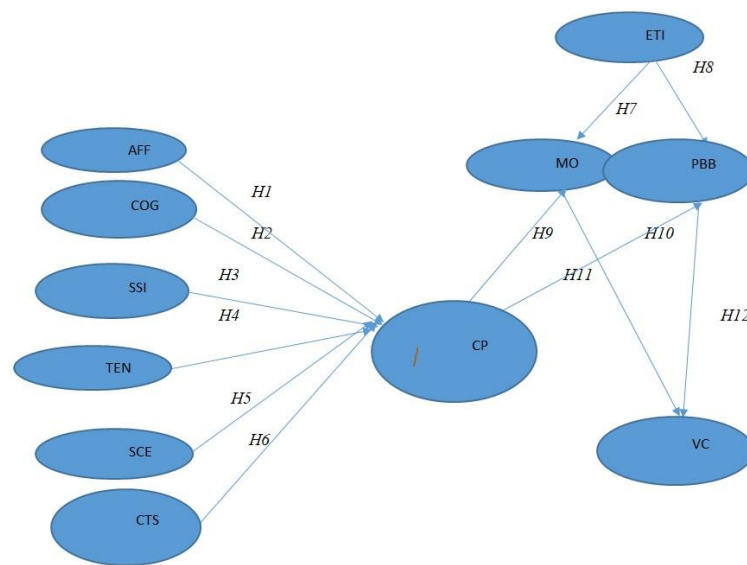


Figure 1. Hypothesis of the study.

H1: Affective needs have a positive correlation with Customer participation in SEPs towards green food.

H2: Cognitive needs have a positive correlation with Customer participation in SEPs towards green food.

H3: Social integrative needs have a positive correlation with Customer participation in SEPs towards green food.

H4: Tension-free needs have a positive correlation with Customer participation in SEPs towards green food.

H5: Green food producer’s engagement is positively related to customer participation in SEPs towards green food.

H6: Customer engagement is positively related to customer participation in SEPs towards.

Ethics theory

Evading privacy is a behavior that is contrary to ethics since it is not lawful. The ethics theory has been used as the theoretical basis for investigating customer behavior related to reproduce products to pirated products (Gordon and Nazari 2018; Lail et al., 2017). The study of Sigurjonsson et al. (2023) identified moral obligation (MOB) and perceived benefits (PBB) as antecedents of the ethics theory. This offer the user safety and privacy and motivate participation and exchange of ideas on the platform. Moral obligation is the kind of guilt an individual experiences for behaving in a certain way (Barile et al., 2024). Morality is a strong tool for evaluating customer behavior (Akaka and Parry 2019). MOB is very vital as it enables customers to examine the impact of an act they perform on the welfare of others (Gordon and Nazari, 2018). Besides, it helps companies and managers of SEPs to engage in activities that bring long-term societal

gains and also invest in morality practices on the SEPs. Evading privacy, and theft, are activities that create moral dilemmas in a person who engages in unethical acts on SEPs which affect customer's participation in SEPs (Lange and Bundy, 2018). The higher the degree of guilt an individual feels in perpetrating an act, the lower the degree of the individual engaging in the act (FR Oswald and Mascarenhas, 2018). The MOB negatively influences individual behavior on the SEPs (Anand et al., 2023) and intention to engage in unethical activities such as sharing of personal information of other members on the platform. An individual attitude is based on the belief that a certain practice will offer a particular outcome (Alavi and Habel, 2021). Previous studies have shown that there are monetary gains for sharing personal information on SEPs (Ameer and Halinen, 2019). The bigger the benefit an individual perceives the higher the person will engage in unethical practices (Ameer and Halinen, 2019). Previous research by Anand et al. (2021) shows that PBT has a significant relationship with digital piracy.

Consumers' ethics review on SEPs

Ethics in marketing is a broad concept or an abstract. Business ethics is an action that is wrong or right. Ethics has been classified as complex variables and multi-dimensional (Kamboj et al., 2018). A study identified three factors of business ethics-moral, equity, and relativistic. Alavi and Habel (2021) identified two factors of business ethics: trustworthiness and fair-mindedness. However, researchers of online marketing have taken a different route on ethics. A study conducted by Amegbe et al. (2017) identified four ethical review factors: confidentiality, safety, fraud, and assurance. Similarly, Santos Corrada et al. (2020) identified five constructs comprising sales behavior, service recovery confidentiality, safety, and fulfillment. Though there are different aspects of ethics for online and offline situations. There are likely to be more lapses in online transactions than offline transactions (Laczniak and Murphy, 2019). The Internet is an avenue for unethical activities (Hajli, 2018). Sharing vital personal details exposes customers to intentional and unintentional harm. Many research scholars have examined ethical review issues on social economy platforms (Laczniak and Murphy, 2019) and revealed that social economy platforms are very different from traditional online platforms and record a lot of ethical issues in interactions. The traditional platform is far different from SEPS as the whole process of transferring ownership is applied without the need for the seller's prior agreement (Mittendorf, 2016). However, this is quite different from SEPS, where the prior agreement is a requisite and customers are to register and provide all their personal information as a requisite to join the platform. The SEPS allows customers to interact with other customers before placing an order. Which is quite different from the Traditional platforms where there is no permit for interactions via SEPs. Therefore, addressing ethical issues on SEPS is very important to decrease the effect of suspicions between green food consumers and green producers. The personal data includes names, passwords, credit information, email address, telephone number, residence address, and photographs to mention but a few (Laczniak and Murphy, 2019; Ma et al., 2017). This means that the personal data of customers on shared economy platforms is vulnerable. A slight laxity, harm, error, or bad behavior such as server dishonesty, individuality theft, and data rupture from the social economy platform's side can be of enormous apprehension for consumers (Cadwalladr and Graham-Harrison, 2018). This means that social economy platforms owe customers a sense of safekeeping. Therefore, ethical

review of social economy platforms looks at both personal information and the ethical issues of other customers on the social economy platform.

H7: Moral obligation positively influences ETH on SEPs towards green food.

H8: Perceived benefits positively influence ETH on SEPs towards green food.

SEPs operator tries to motivate the customer to participate as very often as possible but the level at which customers of green food will participate on the platforms depends on customer ethical review (Bailey et al., 2018). Customers will help in co-creation through participation and customers will only do this if they are sure of ethical review (Myers et al., 2018). The image of a service provider on ethical issues influences customer participation in the SEPs; this means that consumers' VCI can extremely influence consumers' ethical reviews of service providers. Therefore, the researchers developed the following hypothesis.

H9: Moral obligation positively influences value co-creation on SEPs towards green food.

H10: Perceived benefits positively influence value co-creation on SEPs towards green food.

The brand value and corporate image of a firm affect customer participation. Moreover, numerous authors have submitted that CP on sharing platforms influences brand hence value co-creation, brand loyalty, brand equity, and trusted brand (Hajli et al., 2017). There are a lot of benefits that come with customer participation, which includes getting to understand the needs of the tourists well as they share their experiences and problems on the platform. This allows the company to also share knowledge with customers who are in difficulties. Literature has shown that customer participation positively influences customer satisfaction. Henceforward, the researchers developed the next hypothesize.

H11: Moral obligation moderates the correlation between Consumers' participation in SEPs and consumers' value co-creation intentions towards green food.

H12: Perceived benefits moderate the correlation between Consumers' participation in SEPs and consumers' value co-creation intentions towards green food.

Materials and Methods

The researchers employed an online study to gather data from customers of green food on Facebook. The study recruited 600 respondents; we chose Facebook because of previous online study results in quality as compared to other data gathered from another domain (Nesi et al., 2018). The researchers screened the respondents to get good and quality data to work with and sure, that only customers of green food who depend on shared economy platforms are used for the study. The measurements used for the study were modified from preceding literature using the 5-point Likert scale (ranging from 5="Strongly agree" to 1="strongly disagree"). The measurement suits the

context of the work. The study used customer participation as an exogenous independent variable. The items selected for customer participation were four Affective needs, cognitive needs, personal integrative needs, social integrative needs, and tension-free needs. The extended variable service and customer engagement were measured using items. Two items were used for ethical review: moral obligation and perceived benefits. Three items were used to measure both customer engagement and service engagement from the previous study. Value co-creation was measured using items from Cabiddu et al. (2018).

The researchers looked at screening the data to make it suitable for the work. The researchers finally took off 7 cases from the data. Besides, to be certain of the quality of the data, the researchers tested the outliers and normality of the data. It was found out that some cases have values less than <0.001 . The correlation among variables indicated that 6 cases were not normal and were detached from the cases. All cases that are between the ranges of +3 and -3, on the skewness and kurtosis test, indicated that there is no sign of any normal distribution concerns. The researchers use Cook's distance test to check the outlier of the information. It was found that all the scores were below 0.1. The multicollinearity check shows a score of 1.753 variance inflation factors (VIFs) which is less than the accepted value of 3. Besides, all the construct tolerance values were bigger than 0.1. Finally, the 591-respondent data was analyzed.

Non-response and common method bias

The online study link lasted for 10 days. The estimated number of respondents (n=591) was attained in the timeframe and the researchers did not send reminders to the respondents, which indicates that the data was acquired from only one group within a definite time frame. Therefore, the study did not record any non-response bias. Conversely, the issue of common method bias can arise because data was gathered from the same population at the same time and this might affect the validity of the work to overcome this problem, the researchers employed Harman's single factor test. The researchers run exploratory factor analysis by limiting the number of factors to 1 and through an un-rotated solution. The researchers detected that the maximum variance clarified by a single factor is 34.942. Hence, it can be affirmed that there was no common method bias among the data since the variance explained on a single factor is nearly 35%, which is far less than 50% which is the threshold value. This indicates that no single factor contributed more than 50 percent. The submission of Echeverri and Skålén (2021), proposed that there should be no correlations among variables, which is more than 0.9. ($r > 0.90$). The outcome shows that there is no correlation above 0.80. Therefore, there is no common method bias.

Results and Discussion

The researchers used SPSS version 24 to analyze the data (*Table 1*). The researchers used exploratory factor analysis to test the reliability and validity of all constructs. The researchers removed all items with small loading to prevent poor fit to the model. All the items and constructs with good internal consistency are in *Table 2*. The psychometric properties indicate that all the constructs are reliable: since all the results are higher than the 0.7 threshold as shown in *Table 3*. All the loading were bigger than 0.7, which shows a convergent validity. Besides the researchers recorded discriminant validity. *Table 4* shows that all the AVEs are bigger than 0.5.

Table 1. Sample profiles.

Variable	Percentage (%)
Gender	
Male	47
Female	53
How habitually do you use the sharing economy platform?	
Daily	31
Weekly	42
Monthly	17
Quarterly	6
Once in six months	3
Once in a year	1
How long have you been using the sharing economy platform?	
1 year	7
2 years	23
3 years	30
4 years	20
5 years	18
6 years	2
What is your ideal sharing economy platform?	
Uber	61
Airbnb	15
Lyft	14
Kickstarter	10

Table 2. Constructs and measurement items.

Category	S	M	SD	CA
Cognitive				0.908
I get more information on services from SEPS.	0.913(17.72)	4.084	1.85	
I gain knowledge from others on SEPS.	0.821(17.72)	4.985	1.67	
I selected SEPS to participate based on the information available on it.	0.912 (24.61)	4.974	1.543	
I understand my problems after sharing on SEPS.	0.896 (17.965)	4.494	1.905	
Affective needs				0.999
I obtain pleasure from participating in SEPS	0.880(17.95)	4.05	1.667	
I feel respected when members accept my view on SEPS	0.8812(19.049)	3.98	1.88	
I have attracted more followers on SEPS	0.945(17.003)	3.906	1.09	
I am satisfied with the comments I receive after asking questions on SEPS	0.8004(19.094)	3.965	1.908	
Individuals may participate in SEPS to stay connected with society and feel accepted	0.992(19.093)	4.07	1.887	
Social interaction				0.889
I interact with other members of SEPS	0.809 (16.851)	4.850	1.507	
I share content with family and friends	0.903 (16.947)	4.095	1.876	
I build relationships with others through SEPS	0.882 (13.984)	4.575	1.781	
I find friends on SEPS	0.8811(15.994)	4.095	1.804	
Tension release needs (escapism)				0.990
Participating on SEPS takes away my problems	0.904 (15.5674)	4.003	1.087	
I give my problems less attention when I participate on SEPS	0.867(19.956)	3.909	1.009	
My needs are addressed in SEPS through participation.	0.887(13.4330)	4.099	1.202	
I obtain satisfaction from listening and watching videos on SEPS	0.9092 (18.045)	4.009	1.897	
I participate in SEPS to release tension and stress	0.914(15.898)	4.220	1.880	
Moral Obligation				0.911
I respect the privacy of other members	0.889 (12.993)	3.898	1.90	
It is morally right to keep other members' personal information safe	0.887 (18-00)	4.078	1.997	
Evading on privacy is unethical	0.887 (18.096)	4.091	1.773	
It is appropriate to protect the personal information of others	0.887(19.008)	4.004	1.897	
Perceived benefits				0.998
I benefit from sharing other customers' private information	0.9091(15.095)	3.990	1.078	
Evading privacy of others is beneficial	0.980 (16.965)	4.098	1.995	
It is proper to share others personal information	0.965(15.097)	4.990	1.907	
Customer engagement				0.889
I share my experience on SEPS	0.897(14.987)	3.896	1.880	
I interact with customers to influence their buying	0.990(13.970)	4.089	1.940	
I make comments on the platform about green foods	0.944(18.096)	3.998	1.854	
I buy green food based on the level of engagement	0.879 (18.06)	4.001	1.570	
Service engagement				
Comments from other customers influence me	0.886(16.09)	3.994	1.14	
Views of service providers affect my choice	0.978 (17.09)	3.990	1.785	
Demonstrations on SEPS influence my decision	0.882(13.005)	0.398	1.978	
Value co-creation intentions				0.789

I am ready to offer my experiences and ideas to my friends	0.869(14.981)	4.054	1.908
I am ready to purchase services on the sharing economy platform suggested by my friends using my Favorite sharing economy platform	0.887 (17,985)	4.875	1.009
I consider the buying experiences of my friends through my Favorite sharing economy platform when I want to go for a service in a sharing economy platform	0.880 (11.905)	3.876	1.908

Note: *S*=Standardized loading (*t*-value); *M*=Mean.

Table 3. Goodness of fit indices of the measurement model.

SRMR	NFI	CFI	TLI	Chi-square	df	p-value	RMSEA
0.062	0.817	0.970	0.841	695.07	317.03	0.000	0.086

Note: *SRMR*=Standardized Root Mean Square Residual; *NFI*=Normed Fit Index; *CFI*=Comparative Fit Index; *TLI*=Tucker-Lewis Index; *Df*=Degrees of Freedom; *RMSEA*=Root Mean Square Error of Approximation.

Table 4. Validity and reliability of measures.

	R	VE	SV	axR(H)	FT	OG	NI	NS	PC	ES	OB	BB	C	P
FT	.817	.614	.459	.085										
OG	.961	.781	.629	.892	.875									
NI	.827	.774	.719	.880	.800	.893								
NS	.877	.694	.819	.822	.797	.770	.808							
PC	.807	.984	.779	.890	.900	.882	.890	.890						
ES	.767	.914	.661	.812	.860	.883	.866	.828	.874					
OB	.800	.694	.819	.822	.621	.803	.863	.667	.866	.778				
BB	.866	.984	.779	.800	.927	.813	.807	.890	.822	.978	.889			
C	.808	.914	.661	.877	.860	.883	.899	.828	.874	-	.874			
P	.908	.968	.810	.889	.856	.896	.807	.855	.806	.899	.898	.892	.808	

Invariance tests

The researchers conducted an invariance test on the multigroup analysis such as male and female. The two groups recorded (CFI=0.981; SRMR=0.083; RMSEA=0.049). This shows an adequate goodness of fit. The researchers compare and constraint the model and the outcome are not far from zero (P=0.230). We used the same criteria to measure the intercepts (P=0.373). Some paths were Un-constraining as affection and cognitive had quite different interpretations among genders. This did not stop the researchers from continuing with the analysis.

Hypotheses tests and structural model

The researcher adopts SEM to appraise the hypothesis relationship among constructs. The result shows that goodness of fit indices (CFI=0.882; SRMR=0.0868 RMSEA=0.080) (Table 5) highly surpassed the accepted values. Furthermore, the Chi-square (χ^2)/df value was 2.88, which indicates an ideal good fit of the model, since the value is between 1 and 3.

Table 5. Goodness of fit indices of causal model.

SRMR	NFI	CFI	TLI	Chi-square	df	p-value	RMSEA
0.088	0.836	0.278	0.766	826.726	366.000	0.000	0.080

R² values represent the percentage of variance that explains the dependent variables. These values predict the exogenous constructs on endogenous variables. Customer ethical review clarifies 35% of the variance sharing economy platform. Furthermore, the consumers' value co-creation intentions explain 63% of the variance of the sharing economy platform. The result in Table 6 shows that customer ethical review improves customers' value co-creation intentions on the sharing economy platform. The effect of

affective need on customer participation in SEPs was significant with ($\beta=0.5081$, $P<0.01$) consequently, hypothesis H1 was supported. H2 examined the influence of cognitive need on customer participation on SEPs was not significant with ($\beta=0.512$, $P<0.291$). Then, hypothesis H2 was not supported. Similar to the effect of personal integrative needs, social integrative needs on Customer participation on SEPs was significant with ($\beta=0.512$, $P<0.01$). H3 was supported. Similarly, H4, was also not supported with a ($\beta=0.512$, $P<0.01$), showing the insignificant impact of tension on Customer participation on SEPs. Hypothesis H4 was supported. Service provider engagement influence customer participation on SEPs was significant with ($\beta=0.489$, $P<0.01$) hypothesis H5 was supported. H6 examined the influence of customer engagement needs on customer participation on SEPs was significant with ($\beta=0.495$, $P<0.01$). So, hypothesis H6 was supported. The influence of Moral obligation on ethics review issues on SEPs was not significant with ($\beta=0.512$, $P<0.601$). Consequently, hypothesis H7 was rejected. In contrast, the influence of Perceived benefits positively on ethics review issues on SEPs was significant with ($\beta=0.412$, $P<0.01$). Hence, hypothesis H8 was supported. Similarly, H9, was also supported with a ($\beta=0.445$, $P<0.01$), showing the insignificant impact of moral obligation on value co-creation on SEPs Perceived benefits influence value co-creation on SEPs was significant with ($\beta=0.403$, $P<0.01$) hypotheses H10 was supported.

Table 6. Path estimates.

Relationship	Hypothesis	Std. Estimates	p-value	result
AFF- CP	H1	0.291(4.631)	0.001	supported
COG-CP	H2	0.512(10.595)	0.291	Not supported
PSI CP	H3	0.822(9.561)	0.001	supported
TEN-CP	H4	0.798 (12.521)	0.001	supported
SCE- CP	H5	0.489 (21.095)	0.001	supported
CTS-CP	H6	0.495(18.960)	0.001	supported
MOB-ER1	H7	0.512(1.751)	0.601	Not supported
PBB- ERI	H8	0.412 (7.550)	0.001	supported
MOB-VCC	H9	0.445 (11.02)	0.001	supported
PBB-VCC	H10	0.403 (6.041)	0.001	supported

Mediation tests

The researchers adopted the suggested procedure by Zhao et al. (2010) for identifying bootstrapping procedures to examine the indirect effect of the moderating variable (Gaskin and Lim 2019). The result of the direct effect of customer participation on value co-creation intention is positive and significant ($\beta=0.118$, $P<0.001$). Furthermore, moral obligation is a mediating element in the association. ($\beta=0.377$, $P<0.001$) (Table 7). Similarly, the result of the direct effect of customer participation on value co-creation intention is positive and significant ($\beta=0.118$, $P<0.000$). Furthermore, consumers' perceived benefit as a mediating element in the association ($\beta=0.377$, $P<0.000$) (Table 7). The result of the model fit for the moderating model: $\chi^2=769.316$, $NFI=0.922$, $RFI=0.879$, $IFI=0.925$, $TLI=0.976$, $RMSEA=0.058$ and $SRMR=0.079$. This shows that though customers participate in the share economy platform, moral obligation, and perceived benefit influence the degree to which customers participate on the share economy platform, which then influences value-creation intentions. This shows that customers may not participate in the share economy platform very frequently until they are sure of an ethics review on the sharing economy platform. The study indicates that the direct and indirect effects are positive and significant. Therefore, customer participation on the sharing economy platform has a direct influence on value

co-creation intention and moral obligation and perceived benefit mediates this influence on the SEPs. These results confirm the effect ethical review has as a partial mediator. This is shown in *Figure 2*.

Table 7. Mediation tests.

Parameter	Std. Estimate	Lower	Upper	P
CP*MOB*VC	0.474***	0.441	0.551	0.001
CP*PBB*VC	0.404***	0.491	0.581	0.001

Note: *** $P < 0.001$; ** $P < 0.010$; * $P < 0.050$; † $P < 0.100$.

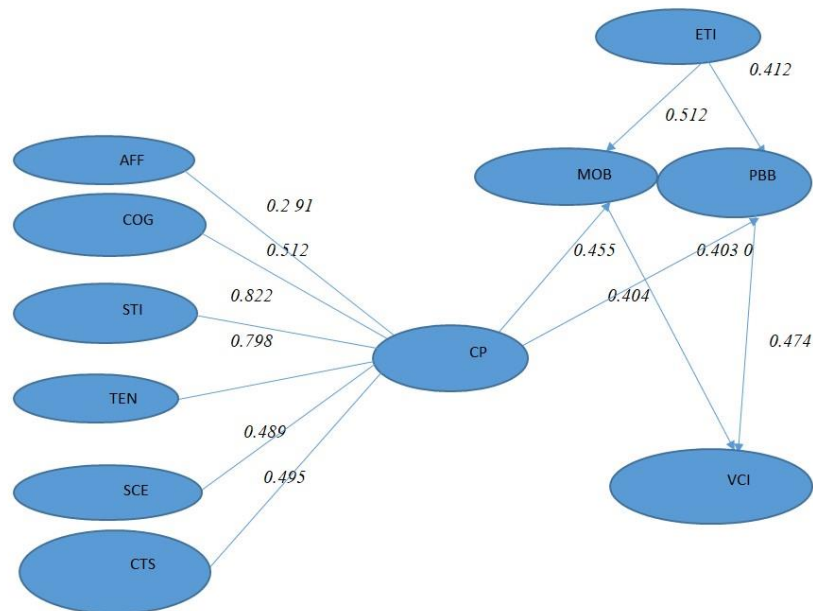


Figure 2. Result of the hypothesis.

The research aimed to design a research framework to look at the impact of the ethical review on the participation and co-creation of SPEs and to use empirical methods to test the framework. The researchers seek to find answers to the following questions. (1) What are the variables of consumers' ethical review of the shared economic platform? In addition (2) what is the influence of ethical review on CP and VCI on a shared economic platform? To find solutions to these questions the researchers established a model with the assistance of a review of previous work on the ethics of marketing (Laczniak and Murphy, 2019), value co-creation, and the U&G theory as well as ethics theory [ETH]. The outcome shows that Affective needs influence customer participation in SEPs significantly. This is as a result of the pleasure the SEPs offer participants. This is incongruent with previous research (Anand et al., 2023; Dahl et al., 2021) that based on the pleasure that customers gain from participating in SEPs they are often found on SEPs interacting with other members. Besides, customers are satisfied with the number of people that follow them on the platform. The result of hypothesis 2 was rejected because customers' cognitive needs do not influence customer participation in SEPs. This is because the participant of the study might not be eager to acquire more knowledge on green food from the SEPs. The result is in contrast with the study that the kind of information customers are exposed to on SEPs affects their participation. The result may be a result of the information available

on the SEPs and in interactive nature of the platform. Besides, there is a lot of false information circulating on the SEPs it will not attract customers to seek information, this may have accounted for the negative result.

However, the effect of personal integrative needs and social integrative needs on Customer participation on SEPs was significant. This might be as a result of the socialization users of SEPs enjoy on the platforms. The result was supported by past research that customers are motivated by socialization and meeting friends on the SEPs. The SEPs connect relations from all over the world to interact with each other from different locations. Past research shows that customers influence each other through communication. That interaction through communication directly affects the behavior of members. The platforms become more interactive as service providers offer reviews or word-of-mouth recommendations as a way of interacting with members. The finding of hypothesis 4 not supported as tension-free does not impact on customer participation in SEPs. The finding is divergent, that customers spend time on SEPs to release stress. The result may be a result of poor interaction between service providers and customers. Videos on the SEPs must contain humor to reduce the tension of customers. Also, the result from H5 shows that service engagement positively influences customer participation in SEPs. This is supported by previous studies (Dahl et al., 2021). This might be a result of service engagement that facilitates integrations among members on the platform. The success of SEPs depends on the interactions on the platforms since service providers create temporary access for customers and their interaction leads to transfer of ownership of service. A service engagement can encourage service providers to spend more money on activities that engage customers.

Similarly, customer engagement also influences participation positively, the outcome is supported by previous work that explains that interaction between service providers and customers impacts on engagement. Service providers can demonstrate their services or offer reviews or word-of-mouth recommendations as a way of engaging responses from members. The influence of Moral obligation on ethics review issues on SEPs was not significant. This may be due to lack of understanding on privacy issues related to online participations. This is supported by Elsharnouby et al. (2021). MOB negatively influences an individual's behavior on the SEPs. This is in contrast to the finding of (Dahl et al., 2022; Gligor and Bozkurt, 2021). The higher the degree of guilt an individual feels in perpetrating an act, the lower the degree of the individual engaging in the act (Laczniaik and Murphy, 2019). The result may be a result of low morals in protecting the interest of others. In contrast, there is a positive influence of Perceived benefits on ethics review issues on SEPs this is supported by Dodds et al. (2022). Past studies show that the more an individual benefits from sharing personal information from SEPs the more the act continues (Dahl et al., 2022). Also, organizations will evade privacy if the perceived benefit is higher (Gao et al., 2023). The result shows that the relationship between moral obligation and value co-creation was positive. This is supported by past literature that customers interact very well when they are sure of the protection of personal data. This is in line with customers' ethical views on SEPs a key to increased interactions with other customers. When the morale of a user and green food producer is weak, there are ethical concerns such as misleading or manipulating members on the SEPs. This will lead to few interactions and few value co-creation.

The study revealed that perceived benefits positively influence value co-creation on SEPs and it is not significant, this is supported by Nadeem et al. (2020) that when customers and service providers gain from being unethical negatively affects value co-

creation. Value co-creation comes as a result of interactions on SEPs. Once users are not comfortable sharing information on a brand because they do not feel safe, value co-creation will decrease. Moral moderates the relationship between Consumers' participation in SEPs and consumers' value co-creation showing a positive relationship. This is supported by Nadeem et al. (2020) that the center of shopping on the internet is ethics. Most of the online transaction experience evades privacy and security (Hajli, 2018). As value co-creation is a voluntary exchange, when customers do not perceive service providers to be good morals, they do less engagement in the value co-creation process. They do not use their skills and expertise to interact with the organization. This is supported by the result that customers are not likely to cooperate if they have doubts about the morals of the organization. This is because customers get worried when they perceive the moral of an organization to protect their interest as low. Perceived benefits moderate the correlation between Consumers' participation in SEPs and consumers' value co-creation intentions positively. This is supported by the outcome of Izogo and Mpinganjira (2020), that customers will not participate in SEPs without perceived benefits and this will affect cooperation and value co-creation. Companies offer value propositions as their resources while customers give their knowledge, skills, and experience in the exchange process (Laczniak and Murphy, 2019) and customers create value for the product (Kamboj et al., 2018). When customers experience good on SEPs they will spend more time and resources and cooperate with other members on the platform. Even though the researchers' model and settings are innovative, our result supports the previous research findings. The findings suggest that an increase in participation on the SEPs will increase ethics review on the share economy platform. The finding is congruent to expiring literature that the more the customers participate in SEPs, the more they detect the need for ethics review and the more they notice ethical misbehavior (Kamboj et al., 2018). The research results show that an ethical review on the share economy platform contributes to value co-creation intentions. This may be due to the confidence users hold on the SEPs. Customers get more value from participating through co-creation practice.

Theoretical implications

The researchers add to the literature on ethics review and U&G in the setting of sharing economy platforms in three forms. The ethical review theory is appropriate for the study because the rise in demand for green food in recent times is driven by consumer awareness about environment. The SEPs are growing tool that carry green products messages. However breach of privacy and sharing of personal details of green customers has affected the participation on SEPs. Hence producers who are ethically knowledgeable and conscious of customer's privacy create more green consumption and customers are ready to pay more for green food. The U&G theory is found useful in explaining customer's behaviour to participate on SEPs. The theory is found useful in explaining customer's motivation to participate on SEPs. The theory emphasizes on the important role customers of green food on SEPs. The main objective of the U&G theory is to shape customers of green food reasons to use SEPs to purchase green food and that The SEPs will offer gratification in fulfilment of customers need for health foods. First, the present work contributes to literature on multidimensional element of consumers' ethical review of the share economy platform in the context of green food in Ghana. To the best knowledge of the researchers, this present study is the foremost to scrutinize the ethical review of the share economy platform towards green food in Ghana and created

an ethical review construct to add to the literature which has not yet been used on this novel of sharing economy. The integration of U&G theory and EHR constructs offers a novel perspective in the context of SEPs which has been overlooked by researchers.

Numerous studies (Anand et al., 2023; FR Oswald and Mascarenhas, 2018; Gordon and Nazari, 2018; Lange and Bundy 2018), have acknowledged ethics as an extremely abstract, multidimensional and complex construct, and numerous researchers (Dahl et al., 2023; 2022; Gligor and Bozkurt, 2021; Santos Corrada et al., 2020), have previously scrutinized consumers' ethical review in online platform. Pragmatic work on the influence of ethics in the sharing economy has largely concentrated on confidentiality concerns (Barile et al., 2021; Santos Corrada et al., 2020), and little attention on other constructs such as moral obligation and perceived benefit on green food in Ghana. Therefore, novel constructs of consumer ethics review have been added to the literature. Second, the present work is the first to make a scientific validated framework that assists in clarifying the contribution of consumers' ethical review to participation and intention to co-create value especially on the share economy platform among customers of green food in Ghana. The researchers integrated EHR and UGT to contribute to marketing ethics by concentrating ethics review as the moderator between value co creation and customer participation thereby expanding the emergent research on share economy platform. Past work on sharing economy focuses on different settings; the reason for customer participation (Kamboj, 2020), what encourages customers to re- use economy platform (Sigurjonsson et al., 2023), factors that retrains the use of the share economy platform and all these mentioned authors were silent on any empirical support that clarifies the influence of consumers' ethical review on customer participation and customer value co-creation intention on the share economy platform among green food customers. Therefore, the researchers considerably add to literature on marketing ethics and sharing economy in the context of green food.

Previous scholars have intensely urged for research to look at ethical review related to the share economy platform, hence the need for this study. Besides, the study added to literature on customer participation on customer value co-creation (Dahl et al., 2021) and value creation on share economy platform (Perren and Kozinets, 2018), the two areas are under-researched. The current work added to literature on customer ethical review and sharing economy platform on green food and it serves as the basis for research into customer ethics, customer participation and customer intention on value co creation on share economy platform. The research is first to use the U&G theory and EHR construct on share economy platform on green food in Ghana and added to literature. The few research scholars (Ameer and Halinen, 2019; Kamboj et al., 2018) have looked at customer participation on online setting but did not combine two theories. Again, the researchers added to past literature by working on the identified limitations of various past studies. This is the first work to look at ethical review of the share economy platform and how it influences customer participation and value co-creation intentions hence adding to knowledge.

Implications for practice

The outcome of the research will offer practical implication for green producers wishing to create high levels of green consumption. The significance of moral obligation and perceived benefits on SEPs suggest that considerable attention should be given managers with personality that are environmentally conscious. Companies which aim at protecting the environment will achieve good result if use environment

consciousness as a criteria of selection management members. As the outcome indicates that companies must emphasis on high moral obligation and perceived benefit towards the use of SEPs towards green food this will boost engagement for business transactions. Organisations should support numerous initiative emphasizing increasing the environmental consciousness of managers. Seminars on environmental protection should be organized two times in a year. One of the main means to increase environmental consciousness customers is to strengthen their Responsibility on the environment. Base on the account of the moderating role of ethical review, green producers with strong commitments to green consumption and policies to take advantage of SEPs to encourage green consumption to decrease adverse effect of the environment are recommended to assess applicants for the management position. The finding of the study will afford operators of SEPs the views of media users and the offers available to them as they use various platforms. Example some user go on SEPs to integrate with friends and family whiles others use it to reduce tension. Again, the outcome of the study will offer deeper insight into individual attitudes toward participation in SEPs.

Conclusion

The study is very important to providers and users of share economy platforms, as they will appreciate the ethical review and its impact on consumers' value co-creation intentions. As customers of green foods become aware of ethical issues the more, they participate on such platforms. Only concentrating on confidentiality and safety is inadequate in the setting of SEP. therefore there is a need to approve many novel aspects. This is not limited to assuring customers of accurate information on services available on the platform. The study will assist SEPs managers to allocate resources to the areas that will reduce risk such as leakages of data to others. Sound ethical review will encourage customers of green foods to willingly share their experience and assist potential customers to find solutions to their problems. With a good ethical review, Tourists do not hesitate to buy from online platforms as members on the platform participates. Therefore, the role of ethics review need not be undermined. The study emphasizes sharing platforms and the majority of the users are youth. Future studies must focus on the elderly. The items of some of the constructs of the study were few and not adequate hence future studies should consider adding constructs such as Trust an empathy. Third, the influence of perceived benefit needs further research. However, it was among of the elements of ethical review, the empirical result shows otherwise.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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