

## Effect of Sellers' Ethical Behavior in Traditional Markets on Tourists' Souvenir Purchase Intention. Does Ethnocentrism Matter?

Tamer Hamdy Ayad<sup>1</sup>, Rasha Ahmed Khalil<sup>2</sup>, Miral Ahmed Dwedat<sup>3</sup>

### Abstract

*This study investigates the direct impact of sellers' ethical behavior "SEB" in traditional markets on tourists' souvenir purchase intention "TPI", as well as the indirect role of ethnocentrism "ETHNO" on the relationship between the other two variables. Self-administered surveys were provided to a randomly selected sample of tourists as part of the research, which used a quantitative technique. Structural equation modeling (SEM) analysis of 474 valid responses showed substantial positive correlations between "SEB" and "TPI", with "ETHNO" also having a positive effect on "TPI". The study also proved that "ETHNO" moderates the relation between "SEB" and "TPI". These insights offer souvenirs' sellers and policy-makers insightful advice on how to adapt their behaviors and marketing strategies to enhance the overall shopping experience and cater to the diverse cultural preferences of tourists.*

**Keywords:** *Ethical behavior, Sellers' behavior, Traditional markets, Souvenir Purchase Intention, Ethnocentrism.*

### Introduction

Travel and tourism is a very dynamic industry in the global economy, with millions of people crossing international borders annually for purpose of leisure, cultural experiences, and commerce. Purchasing souvenirs is a prominent activity among visitors, becoming an enduring element of every vacation experience. As visitors visit traditional markets with the expectation of participating in certain customs, the behavior of sellers directly influences the tourists' inclination to make purchases. The essence of ethical behavior in managing cultural assets lies in the integrity, transparent policies, and fair pricing that visitors can discern throughout the transaction with these assets. Simultaneously, the purchasing intentions of tourists in traditional marketplaces are further confounded by the notion of ethnocentrism, which implies that buyers have a preference for native items over foreign ones.

Ethical behavior in Retailing refers to the ethical performance of sellers in relation to their approach to selling their products or services to public. The approach includes principles such as integrity in pricing culture, veracity in advertising, equitable agreements, regard for the rights of buyers, and preservation of privacy (Carrigan, Marinova, & Szmigin, 2005). Empirical evidence establishes that buyers experience beneficial effects from the ethical behavior of sellers, such as increased trust in the seller, contentment, and buyer allegiance towards the seller's cause (Roman, 2003). Trustworthiness of undertakings becomes of utmost importance in the tourist industry, since the provision of services takes place in 'strange' locations. Consequently, this impression enhances the likelihood of visitors purchasing souvenirs from sellers since it diminishes their perceived risks associated with buying such things (Entity, 2008).

Tourist's souvenir Purchasing Behavior is an important aspect of the tourist experience includes the buying of souvenirs as gifts or for self-consumption, which is aimed toward keeping a piece of the visited destination for memory purpose (Swanson & Horridge, 2006). Different people, representing purchasing intention, are driven by a few factors inclusive of how real the product is, the meaning that the item deals with and the shopping experience as a whole (Littrell, Anderson, & Brown, 1993). Additionally, the ethical behavior on the part of sellers forms an important part of this shopping experience since it influences how tourists view the market.

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<sup>1</sup> Management Department, College of Business Administration, King Faisal University, 380 Al-Ahsaa, Saudi Arabia, Email: [tayad@kfu.edu.sa](mailto:tayad@kfu.edu.sa).

<sup>2</sup> Tourism Studies Department, Faculty of Tourism and Hotels, Suez Canal University, 41522 Ismailia, Egypt.

<sup>3</sup> Tourism Studies Department, Faculty of Tourism and Hotels, Suez Canal University, 41522 Ismailia, Egypt

The notion of Ethnocentrism which was first introduced by Sumner in 1906 refers to the idea that one's own nation or culture is superior to others. Ethnocentrism is observed in consumer behavior as an inclination to buy local goods instead of foreign ones normally for reasons of patriotism or encouraging the local businesses (Shimp & Sharma, 1987). Ethnocentric consumers may regard international products including foreign souvenirs as low quality or undesirable (Balabanis & Diamantopoulos, 2004). This bias is likely to affect the intention of tourists in purchase of souvenirs especially in traditional markets where the goods tend to be closely linked to the culture of the local community. Finally, The Intersection of Ethical Behavior and Ethnocentrism in Souvenir Purchase Intentions The co-existence of sellers' ethical behavior and ethnocentrism raises the concern with regard to tourists' souvenir purchase intentions. It is noted that ethical behavior usually builds trust and enhances purchase only where tourists are not ethnocentric and find the products useful and culturally relevant (Ouellet, 2007). Though, low ethnocentric tendencies consumers are likely to appreciate ethical behavior as an aid in promoting the tourism by improving the image of the host country and thus exploiting the domestic market. (Barker & Michie, 1995). The present study provides an analysis of the impact of sellers' ethical behavior on tourists' intention to buy souvenirs, while also investigating the potential moderating role of ethnocentrism in this association.

In the context of the retail sector, ethical conduct refers to the behaviors of sellers that incorporate the fundamental values and ethical standards of society. This includes the principles of purchases honesty, accurate product details, fair product price, and consumer rights consideration (Carrigan, Marinova, & Szmigin, 2005). Previous research has demonstrated that the ethical commitments of retail sellers contribute to the establishment of client trust, contentment, and eventually loyalty towards the marketed product (Roman, 2003). Significantly, this is particularly could be to a great extend true in the field of tourism, where the majority of trades occur inside this particular environment, where the aspects of ethical conduct seem to have even more significance. Engaging in souvenir purchases from sellers who are seen to be ethical favorable to reduce the risk associated with such purchases (Choi & Geon, 2008).

## Literature Review

### *Seller Ethical Behavior (SEB) and Tourist Purchasing Intention (TPI)*

The impact of sellers' ethical behavior on consumers' purchasing decisions is a subject that has garnered substantial interest in several sectors including retail, e-commerce, tourism, and others. Ethics, in scholarly terms, refers to the adherence to principles and values such as honesty, fairness, and respect. It is recognized as a key factor in enhancing customer trust and decision-making (Roman & Ruiz, 2005). This section critically examines the current research in the field on the impact of sellers' ethical behavior on tourists' purchasing intentions. Multiple scholars have suggested and investigated the notion that sellers should demonstrate ethical conduct to gain the trust of consumers, thereby resulting in higher buy intentions (Delgado-Ballester & Munuera-Alemán, 2001). Under such circumstances, trust emerges as the main means of safeguarding against perceived risk, a crucial element in the tourist industry as clients often engage in transactions in unfamiliar environments (Choi & Geon, 2008). For instance, in traditional marketplaces, where visitors have the financial means to pay exorbitant rates but are also apprehensive about being defrauded, ethical considerations such as precise price tags and appropriate labeling enhance their will to make a purchase (Kozak, 2002). Moreover, ethical standards may be understood within the broader concept of corporate social responsibility (CSR), which has been demonstrated to have a positive correlation with desirable outcomes for customers, such as their intentions to make a purchase (Creyer & Ross, 1997). Within the tourist industry, where the interaction between the seller and the customer is mostly commercial, ethics may be employed to assess the credibility and reliability of a seller, therefore reducing any hesitation in making a purchase (Swanson & Horridge, 2006). Several variables synergistically influence visitors' purchase intentions, including the physical design of the product, its cultural significance, and the act of purchasing (Littrell et al., 1993). The virtue of benevolence has significant importance in the shopping experience, especially in conventional marketplaces where visitors engage in continuous engagement with sellers (Patterson, 2007). Studies have also shown that when visitors believe that sellers comply with ethical standards in their interactions, they have a favorable impression of the shopping environment, leading to increased levels of intention to buy souvenirs (He & Harris, 2020). For example, a study conducted by

Roman (2007) found that when ethical selling approaches such as fair pricing and honesty are implemented, there is a significant improvement in customer satisfaction and retention in the retail sales sector. This favourable finding may be applied to the tourist industry as well. In a similar context, Choi and Geon (2008) also asserted that ethical practices in the fashion industry enhanced consumers' view of the shopping experience, thereby boosting their intentions to make further purchases.

H1: SEB has a positive and direct effect on TPI

#### *Ethnocentrism and Tourist Purchasing Intention (TPI)*

The notion of ethnocentrism, particularly within marketing circles known as consumer ethnocentrism (CE), has been a significant aspect in the analysis of cultural prejudice in connection to purchasing behavior in the context of tourism. The term deliberately disregards ethnocentrism and emphasizes the conviction that one's own group is superior to all others. Such biases often lead to a predisposition for goods and services that are seen to be domestically manufactured or culturally stamped. Consumer ethnocentrism (CE) is a phenomenon in which customers exhibit a preference for native items over international ones, even when the quality or price of the foreign goods is superior (Sharma & Shimp, 1995).

In the context of tourism, ethnocentrism refers to the inclination of individuals to travel inside their own country rather than explore other countries, or to favor certain elements of cuisine or souvenirs on foreign tourist trips. Multiple research have demonstrated that ethnocentric customers are more inclined towards engaging in domestic tourism. This may be ascribed to their belief that domestic tourism, in this context, should support the economy and enhance the efficacy of the associated culture (Sharma & Shimp, 1995). A predilection for products associated with the cultural background of the individual in question. Even while in different nations, ethnocentric travelers are eager to purchase items and/or services that are culturally significant or similar to those from their own country. This can encompass cuisine, lodging, or any other items that serve as symbols of their culture (Hsu & Huang, 2008). The cultural proximity between tourists and their destinations might moderate the impact of ethnocentrism on purchase intentions. Exposure to a higher cultural distance might theoretically increase ethnocentric behavior, resulting in a reduced inclination of tourists to investigate or utilize locally offered items or services (Reisinger & Turner, 2003). One such consumer inclination arises from the observation that the expenditure on acquiring foreign products or services has a negative impact on the economy of one's own country. This notion intensifies ethnocentrism, which then affects the propensity of visitors to make purchases (Balabanis & Diamantopoulos, 2004). The concept of ethnocentrism can assist marketers and managers of tourist destinations in developing strategies that mitigate its adverse consequences. They can enhance the emphasis on cultural similarities or specifically target ethnocentric tourists to the greatest extent feasible. For instance, they can concentrate on promoting tourist experiences for local residents (Bianchi, 2011). Sellers can employ genuine cultural experiences to either meet the expectations of ethnocentric visitors or defy those assumptions, therefore appealing to tourists who do not carry ethnocentric beliefs (Kim & Prideaux, 2005).

H2: ETHNO has a positive and direct effect on TPI.

#### *Ethnocentrism And the Relation Between Seller Ethical Behavior (SEB) and Tourist Purchase Intention (TPI)*

The evaluation made by customers with regard to ethical constructions is influenced by ethnocentrism. In this context, ethnocentric consumers prefer to see the ethical conduct of sellers, especially those who belong to their own cultural background, even in the absence of any objective reason. In contrast, international sellers may be seen with skepticism and their ethical endeavors disregarded (Zeugner-Roth, Labkar, & Diamantopoulos, 2015). Seller Ethical Behavior (SEB) refers to the conduct of sellers in upholding ethical principles such as fairness, transparency, and social responsibility in their service delivery procedures (Chatzipanagiotou, Christodoulides, & Veloutsou, 2020). Further research has demonstrated that adherents of ethical selling practices have a beneficial impact on consumers' purchase intention by fostering trust and reducing the perception of risk (Singh & Sirdeshmukh, 2000). For visitors, who engage with sellers situated in intricate and diverse settings that promote ethical buying standards, this is an enticing aspect that influences their decision to make a purchase (Eid & El-Gohary, 2015). As it was mentioned before that

existing research indicates that, there is a level of correlation between purchasing behavior and the likelihood of tourists buying goods or services from sellers who are considered ethically acceptable. This correlation helps to reduce the fear of being exploited or defrauded, which are common concerns among tourists in unfamiliar places (Choi & Jang, 2016).

Ethnocentrism can exert either a positive or a negative influence on the complex interplay between SEB and TPI. Marketing UB to ethnocentric visitors may be successful as it caters to their inclination for ethical behaviors among cultural merchants. The customers in question are more inclined to view retailers from their own culture as possessing higher ethical standards and deserving of confidence (Cleveland, Laroche, & Papadopoulos, 2009). Contrarily, ethnocentric visitors may exhibit a lower level of openness towards the ethical behavior of foreign Sellers. Furthermore, even if these sellers adhere to rigorous ethical standards, ethnocentric visitors may still see them as reliable due to their distinctive cultural background (Reardon, Miller, & Vida, 2005). This bias may somewhat attenuate the positive correlation between SEB and TPI, particularly in terms of pessimism. The influence of ethnocentrism on the relationship between SEB and TPI is contingent upon the cultural environment. In ethnocentric societies, local sellers that have diligently followed ethical practices would have more advantages in terms of tourist buy intents compared to their overseas counterparts. In contrast, in societies that are more globally-oriented and have lower degrees of ethnocentrism, the ethical conduct of both local and international merchants may have a more equitable effect on TPI (Nguyen, Nguyen, & Barrett, 2008). Explicitly elucidating the role of ethnocentrism as a moderator between a seller's ethical conduct and tourists' procurement intents is a challenging task. On one side, ethnocentric visitors exhibit such a strong bias that they completely disregard the ethical standards of foreign sellers. Although the merchant may adhere to ethical standards, these tourists may nevertheless prefer purchasing from someone of the same ethnicity as themselves rather than from someone who is not indigenous to their culture. Conversely, travelers with lesser ethnocentrism may prioritize ethics above economics and desire ethical treatment rather than cultural identification with vendors (Zeugner-Roth, Zabkar, & Diamantopoulos, 2015).

Cleveland, Laroche, and Papadopoulos (2009) asserted that ethnocentrism may, in certain instances, diminish the positive impact of ethical conduct on purchase intentions. Because visitors tend to be highly ethnocentric, they may prioritize the cultural background of the merchant over his ethical conduct. However, irrespective of the cultural background of the seller, low ethnocentric tourists are more likely to accept and value ethical behaviors, which in turn increases their desire to make a purchase. However, other research also suggest that ethnocentrism might potentially improve ethical conduct when considered in a specific societal context, which raises the question of whether it could play a role in tourists' intention to buy souvenirs in light of a certain behavior of sellers..

H3: ETHNO will moderate the relationship between SEB and TPI

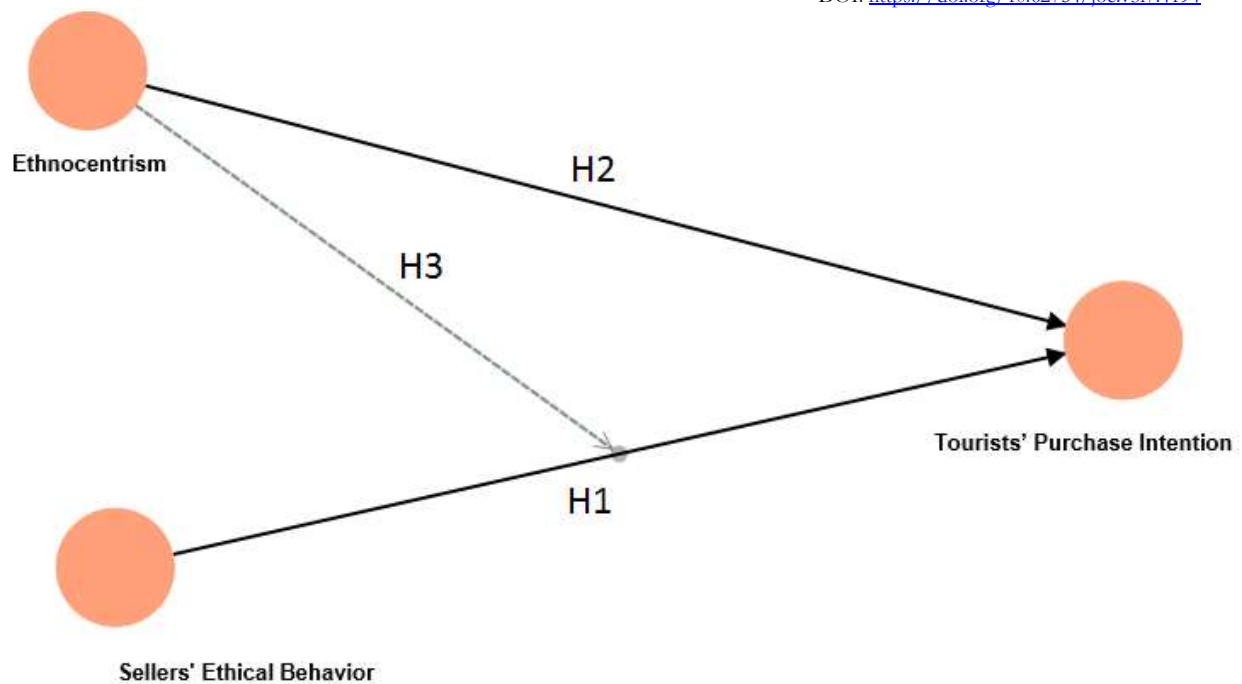


Figure 1. Study Conceptual Framework

### Materials and Methods

#### Study Constructs

The literature studies served as the basis for the scale that was used in this study to measure the variables. The Sellers' ethical behavior "SEB" where measured by 6 items scale, which developed by Kotler and Armstrong (2006), the six item are: the sellers is honest and accurate in what he offers to tourists; the seller explains the positive and negative aspects of souvenirs, their quality characteristics and their suitability to the tourists; the seller deals with all tourists fairly and without discrimination; the seller treats all tourists with great respect; the seller is proficient in the art of dialogue with tourists and responds to my exceptional or special needs; and the salesman cares about his appearance and wears clothes that encourage dealing with him. Regarding Tourist's purchase intention "TPI", it was measured three items, which were adopted from Yoo, Donthu and Lee (2000), which cited at Poturak and Softic (2019), which are I would buy local souvenirs rather than any other available products; I am willing to recommend that others buy this local souvenirs; and I intend to purchase this local souvenirs in future. As for Ethnocentrism "ETHNO", it was measured by seven items, which were adopted from Sharma (2015), which are I love national products; I feel connected to national products; I hate products from foreign countries; For me, national products are always first, last and foremost; National products are of the best workmanship ever; Sellers from my country have the best working attitudes; and I avoid buying products from foreign countries as much as possible. All variables' demonstrated a high level of reliability, with values exceeding 0.822.

#### Research Population and Sampling

Tourists are the target population for the study. Based on Veal's recommendations and the lack of government accurate statistics about international tourist's number, and in addition to the large number that exceeds millions, the sample size for any study with an unknown population is often calculated with a population of 20,000 people (Veal, 2006). Stephen Sampson's formula was used to determine the suitable sample size (Ayad, 2022). Yielding 372 replies.

$$n = \frac{Nxp(1-p)}{[N-1x(d^2 \div z^2)] + p(1-p)}$$



In this case, "z" stands for the degree of confidence (95%), "n" denotes the sample size, "N" refers to the population size, and "p" indicates the probability distribution.

### *Data Collection*

The self-administered questionnaires were used in the study's quantitative methodology to gather primary data. A panel of academics and tourism industry experts examined and modified the questionnaire. In November and December 2023 and January 2024 at Khan El Khalili Bazaar in Egypt and Al-Qaisaryah Traditional Market in Saudi Arabia, 490 tourists received it. In the end, 474 completed surveys (response rate of 96.7%) were received and subjected to statistical analysis. Due to their strong connections with various tour operators, the authors achieved a high response rate, which facilitated reaching a large number of tourists. The questionnaire is structured into four sections to address the study's objectives. The first section gathers demographic data, while the subsequent three sections focus on the main three variables of the study: sellers' ethical behavior "SEB", ethnocentrism "ETHNO", and tourist's purchase intention "TPI". Respondents to the questionnaire evaluated items for all the study variables using Likert scale (5-points scale).

### *Data Analysis Techniques*

The analysis of descriptive data and the exploration of the sample's demographic characteristics were carried out using Excel 2010 and SPSS version 24. Additionally, structural equation modeling (PLS-SEM version 4.1.0.6) was employed to tests of the research hypotheses and an investigation of the correlations between all variables.

## **Results**

### *Measurement Model (Outer Model)*

#### *Convergent Validity*

Convergent validity was evaluated to verify the construct reliability and validity of the model. The results showed that all items' reliability was greater than 0.7, satisfying the Hair et al. (2017) recommended threshold. Furthermore, all study variables' composite reliability (CR) was above 0.7, meeting the standards set forth by Bryman and Cramer (2011) and Hair et al. (2017). Additionally, all variables had Average Variance Extracted (AVE) values were above 0.5, in accordance with Fornell and Larcker's (1981) recommendation. These results show that the model is valid and dependable. For more details, see Table 1.

**Table 1. Convergent Validity**

Variables	Item	Loading	AVE	$\alpha$	CR
Sellers' Ethical Behavior "SEB" (Kotler and Armstrong, 2006)	SEB_1	0.743	0.612	0.888	0.827
	SEB_2	0.833			
	SEB_3	0.724			
	SEB_4	0.858			
	SEB_5	0.854			
	SEB_6	0.724			
Ethnocentrism "ETHNO" (Sharma, 2015)	ETHNO_1	0.833	0.512	0.912	0.848
	ETHNO_2	0.769			
	ETHNO_3	0.929			
	ETHNO_4	0.733			
	ETHNO_5	0.924			
	ETHNO_6	0.743			
	ETHNO_7	0.743			

Tourist's Purchase Intention "TPI" (Poturak and Softic, 2019)	TPI_1	0.830	0.601	0.868	0.811
	TPI_2	0.923			
	TPI_3	0.830			

### *Discriminant Validity*

To bolster confidence in the proposed model results and conclusions, we ensure that every model variable is different from every other one, proving the discriminant validity of Kock's model (2020). The cross-loadings approach and the Fornell-Larcker criterion were used to accomplish this. For more details, see Tables 2,3 and Figure 2.

**Table 2. Fornell-Larcker Criterion**

Variables	SEB	ETHNO	TPI
SEB	<b>0.782</b>		
ETHNO	0.662	<b>0.716</b>	
TPI	0.618	0.698	<b>0.775</b>

\* The bolded values indicate the square root of the Average Variance Extracted.

The presented results in Table 2 demonstrate that each variable explains the variance of its components more effectively than other factors that make up the proposed model, as suggested by Fornell & Larcker (1981), and Hair et al. (2017). This supports the discriminant validity of the model.

**Table 3. Discriminant Validity - Cross Loading**

	Sellers' Ethical Behavior	Ethnocentrism	Tourist's Purchase Intention
SEB-1	<b>0.743</b>	0.532	0.593
SEB-2	<b>0.833</b>	0.322	0.505
SEB-3	<b>0.724</b>	0.446	0.530
SEB-4	<b>0.858</b>	0.544	0.449
SEB-5	<b>0.854</b>	0.352	0.521
SEB-6	<b>0.724</b>	0.449	0.352
ETHNO-1	0.559	<b>0.833</b>	0.450
ETHNO-2	0.525	<b>0.769</b>	0.611
ETHNO-3	0.266	<b>0.929</b>	0.335
ETHNO-4	0.362	<b>0.733</b>	0.423
ETHNO-5	0.434	<b>0.924</b>	0.522
ETHNO-6	0.355	<b>0.743</b>	0.541
ETHNO-7	0.419	<b>0.743</b>	0.319
TPI-1	0.488	0.361	<b>0.830</b>
TPI-2	0.492	0.312	<b>0.923</b>
TPI-3	0.632	0.545	<b>0.830</b>

The presented results in Table 3 demonstrate that each item loads more strongly on its own constructions than it does on any other variable construct in the proposed model. This result fully supports the model's discriminant validity, which Chin (1998), has validated.

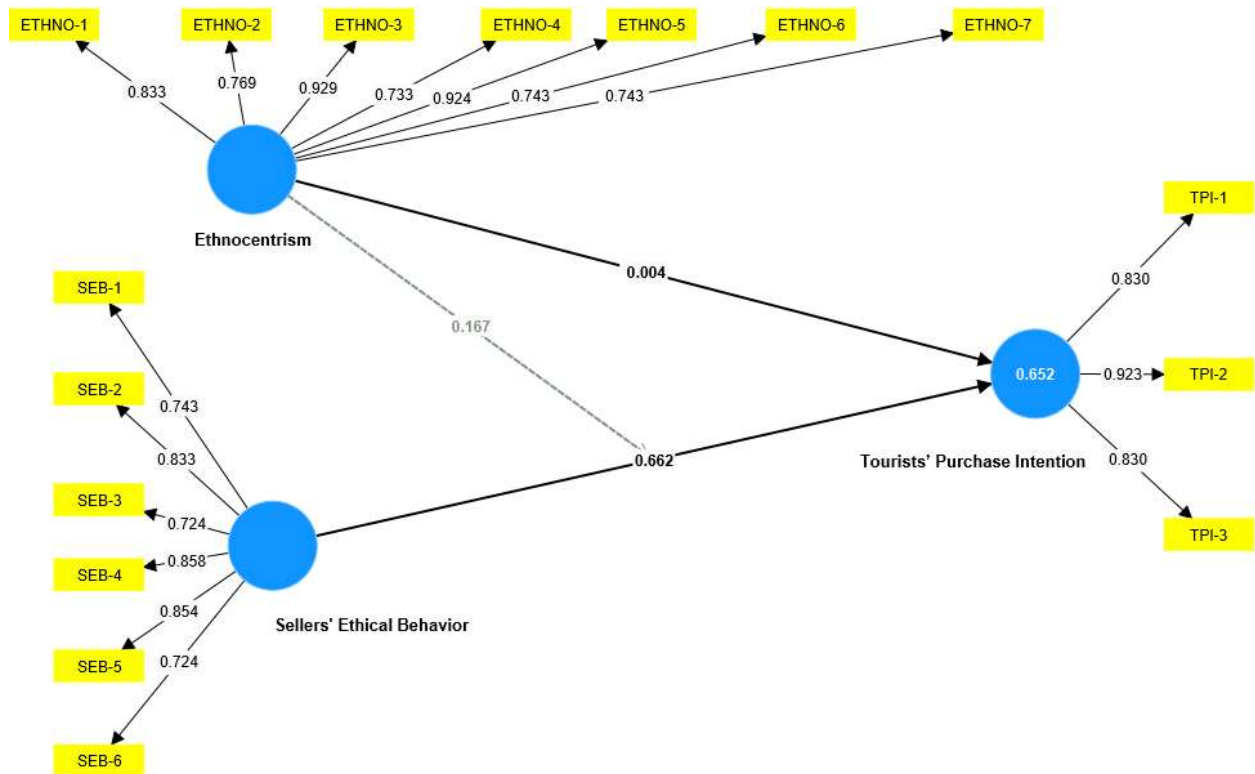


Figure 2. Measurement Model

*Structural Model (Inner Model)*

*Coefficient of Determination (R<sup>2</sup>):*

The coefficient of determination (R<sup>2</sup>) was employed to assess the proposed model's predictive power of the independent variable with respect to the proportion of variance that occurs in the dependent variable. The presented results at Table 4 illustrate how the independent variables cause a significant variation on the dependent variable "TPI", was moderate, as defined by the threshold established by Chin (1998). See Table 4, for more details.

Table 4. R<sup>2</sup> of the Endogenous Latent Variables

Variable	R <sup>2</sup>	Level
TPI	0.652	Moderate

*Effect size (f<sup>2</sup>)*

Effect size (f<sup>2</sup>) analysis was used to quantify the relative contributions of each exogenous latent-variable to the endogenous latent-variable at the proposed model. The presented results at Table 5 demonstrate how each of the exogenous latent variables in the proposed model, "SEB" and "ETHNO", affected the endogenous latent-variable "TPI" with the effect sizes ranging from medium to large, in accordance with Cohen's proposal (1988).



Table 5. Effect Size (f<sup>2</sup>)

Variables	TPI
SEB	0.395 (Large)
ETHNO	0.181 (Medium)

*Goodness of Fit of the Model (GoF)*

To confirm that the study proposed model qualifies as a global comprehensive fit measure model, a goodness of fit test was conducted across the measurement, structural and overall model performance levels, as proved and recommended by Chin (2010):

$$GoF = \sqrt{R^2 \times AVE}$$

$$GoF = 0.611$$

It is possible to infer that GOF of proposed model is sufficiently enough to be deemed adequately standing for a global PLS model, based on the recommended point of reference proposed by Wetzels et al. (2009) and goodness of fit test result.

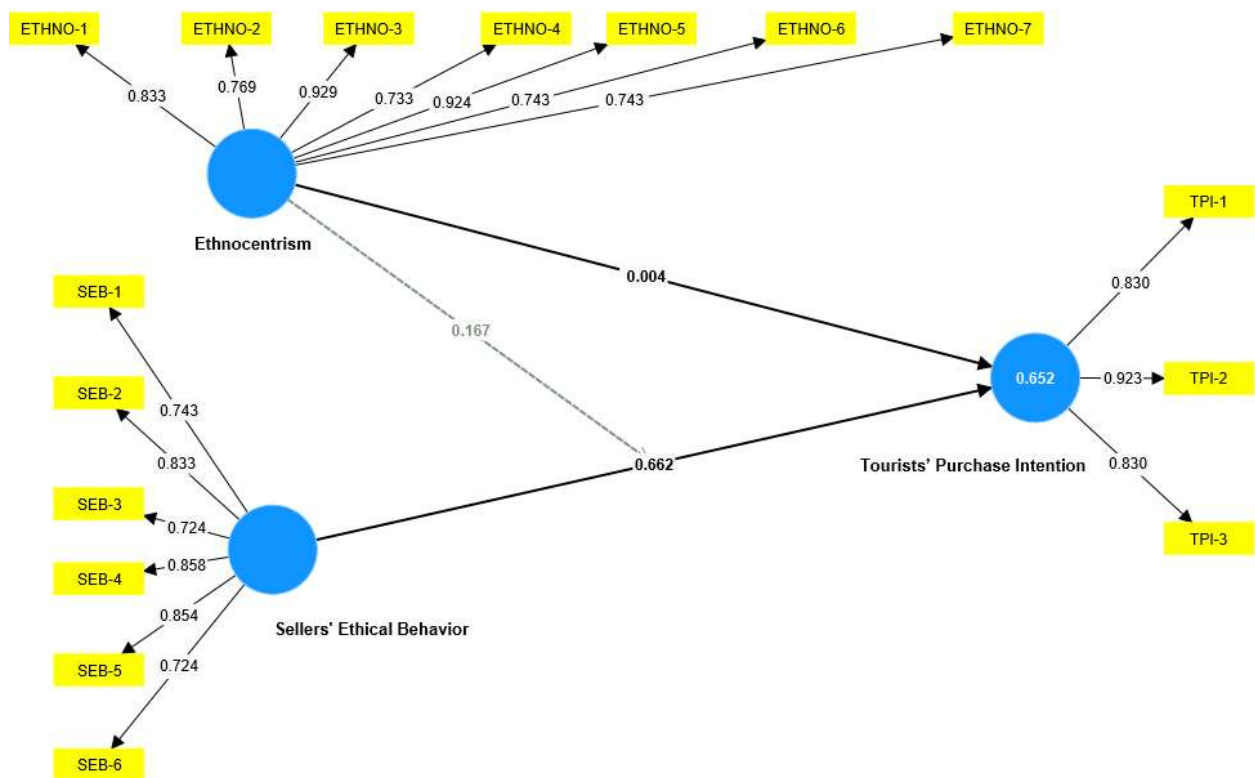


Figure 3. The Final Model

*Assessment of Hypotheses "Significance of Path Coefficients"*

To assess how well the proposed theoretical model compatible with the primary data, the test of path coefficients significance was performed. Below is a summary of every hypothesis test result. For more details, see Table 6.

**Table 6. Path Coefficient of The Study Hypotheses**

Hypothesis	Relation	S.Beta	S.E	T	P	Findings
H-1: Sellers' Ethical behavior -> Tourist's Purchase Intention	Direct	0.662	0.069	9.594	0.000	Supported**
H-2: Ethnocentrism -> Tourist's Purchase Intention	Direct	0.004	0.080	0.05	0.000	Supported**
H-3: Sellers' Ethical behavior x Ethnocentrism -> Tourist's Purchase Intention	In-direct	0.167	0.024	6.958	0.000	Supported**

Significant at P\*\* = 0.000

The SEM results (Tables 5 & 6) and the three proposed hypotheses (Figure 1). As demonstrated by Figure 3, "SEB" positively and significantly influences "TPI" [Effect size = 0.395; Std.-Beta = 0.662; P-value = 0.000]. Also, "ETHNO" has a direct impact on "TPI" that is both positive and significant [Effect-size = 0.181; Std.-Beta = 0.004; P-value = 0.000]. Therefore, all of the direct impacts hypothesis H1 and H2 were shown to be true and received support. As for the indirect relationship between the study variables, "ETHNO" shows a moderating impact on the relationship between "SEB" and "TPI" [Mod.-Effect-Size = 0.167 and P-value = 0.000]. Consequently, as the moderating relationship was significant, the hypotheses H3 was accepted.

## Discussion and Implications

This study focuses on exploring the influence of "SEB" and "ETHNO" on "TPI" as perceived by tourists, who were buying Souvenirs at Khan El Khalili Bazaar in Egypt and Al-Qaisaryah Traditional Market in Saudi Arabia. Additionally, it investigates the moderating role of "ETHNO" in the relationship between "SEP" and "TPI". The study aims to establish a robust framework for understanding how the sellers' ethical behavior initiate positive social exchanges and affect the tourist purchase intention and how the ethnocentrism of tourists can play a role on this relationship. For that purpose all interrelationships among variables were examined.

The findings showed that "SEP" has a positive and significant effect on "TPI" among tourists in Egypt and Saudi Arabia, which is largely in line with Roman (2007), who argued that the retail sales industry experiences a notable increase in customer satisfaction and retention when ethical selling strategies like honest and fair pricing are applied. Moreover, the results presented that "ETHNO" has a positive and significant influence on "TPI" among tourists, this result is consists with Reisinger & Turner (2003), who emphasized that the influence of ethnocentrism on purchasing intentions may be mitigated by travelers' close cultural ties to their locations, and argued that exposure to a greater cultural distance may exacerbate ethnocentric behavior, which would decrease tourists' propensity to look into or make use of locally provided goods or services. In addition, the findings emphasis the moderating influence of "ETHNO" on the link between "SEB" and "TPI", and according to the data and available references to the authors, this is the first proof of the existence of a moderating role of the ethnocentrism of tourists on the relationship between the other two variables.

The research reached a number of results that have an importance on the theoretical and practical aspects of tourism industry. It contributed to supporting the shortcomings in the literature on the moderating role of ethnocentrism of tourists in the relationship between sellers' ethical behavior at local traditional markets and tourist's souvenir purchase intention. Also, this means that "ETHNO" has the potential to change the effect of "SEB" on "TPI". Moreover, these findings have implications for both souvenirs' sellers at traditional markets, officials and researchers. Sellers can adapt their behaviors and marketing strategies to enhance the overall shopping experience and cater to the diverse cultural preferences of tourists. Researchers can delve deeper into the nuances of ethnocentrism and its mediating role, providing valuable insights for the tourism industry.

## Conclusion

This paper aims at investigating the direct impact of sellers' ethical behavior and ethnocentrism on tourist's purchase intention as perceived by tourists, and the indirect impact between "SEB" and "TPI" through "ETHNO". Data were gathered from 474 international tourists. Descriptive data and demographic features of the respondents were analyzed using SPSS-ver.-24. Additionally, PLS-SEM version 4.1.0.6 was employed to examine influence between variables (direct and indirect) and to examine the proposed hypotheses. Meanwhile, The SEM results proved that "SEB" and "ETHNO" have a positive and significant impact on "TPI". Moreover, the SEM results showed the moderating role of "ETHNO" on the relationship between "SEB" and "TPI", which according to the available references, is the first proof of the existence of this moderating role, which provide valuable insights for souvenirs' sellers, policymakers, and academics alike, these insights offer insightful advice on how to adapt their behaviors and marketing strategies to enhance the overall shopping experience and cater to the diverse cultural preferences of tourists, and fostering a more nuanced understanding of consumer behavior in multicultural contexts and promoting cross-cultural appreciation and tolerance in the ever-evolving landscape of global tourism.

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## Conflict of Interest

The authors declare no conflict of interest.

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