**Figure 1. Model of proposed effect of PRMs and NRMs on ethical behavior in business (derived from Ajzen’s Theory of Planned behavior 1985)**

Awareness, Behavioural beliefs

Positive Attitude towards ethical business behaviour

Subjective Norm: normative beliefs

Injunctive norms that business should be ethical

Ethical Behavioural intentions

Ethical Business Behaviour

Self-efficacy /PBC: Beliefs about ease/ difficulty of behaviour

Confidence in ability to engage in ethical business behaviour

Descriptive norms of business as typically ethical

PRM + NRM +

PRM + NRM -

PRM + NRM -

PRM + NRM +

N.B. Dashed line corresponds to unconscious influences

**Table 1. Themes from Inductive Analysis for PRMs and NRMs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | **Number of times themes were linked to specific ethical behavioural intentions** | | | |
| **Themes** | **Number of respondents**  **mentioning theme** | **Future business behaviour**  **(i)** | **General**  **ethical behaviour**  **(ii)** | **Ethical purchasing**  **(iii)** | **Career choice**  **(iv)** |
| **Prompted by PRMs** |  |  |  |  |  |
| Ethics and profit can co-exist (efficacy beliefs) | 53 | 11 | 2 | - | 3 |
| Increased awareness of ethical business | 35 | 9 | - | - | - |
| PRM exposure equals inspiration | 35 | 20 | 13 | 6 | 4 |
| CSR has benefits e.g. as marketing tool/competitive advantage | 35 | 21 | 2 | - | - |
| Increased awareness of impact of business on society and environment | 28 | 17 | 5 | 8 | 2 |
| How businesses can make a difference/practice CSR | 24 | 9 | - | 3 | - |
| Increased trust/decreased cynicism towards business | 18 | - | - | - | - |
| Responsible decisions are becoming the norm | 16 | 12 | - | - | - |
| Increased awareness of environmental issues | 15 | 12 | 13 | 4 | 4 |
| Businesses should be responsible | 10 | - | - | - | - |
| Already ethical so makes no difference | 5 | 0 | 0 | 0 | 0 |
| Want to reward ethical behaviour | 12 | - | 12 | - | - |
| **Prompted by NRMs** |  |  |  |  |  |
| Decreased trust/increased cynicism towards business | 30 | 0 | 0 | 0 | 0 |
| Confirmed/deepened existing cynicism | 10 | 0 | 0 | 0 | 0 |
| Awareness of consequences of unethical behaviour to business/self | 30 | 17 | 2 | - | - |
| Awareness of consequences of unethical business to society and environment | 32 | 22 | 2 | 32 | 2 |
| Shock/disgust at unethical behaviour | 21 | 7 | - | - | - |
| NRMs reinforced importance of ethical behaviour | 13 | - | - | - | - |
| Increased awareness of unethical/corrupt behaviour | 17 | - | - | - | - |
| It is morally wrong for business to behave unethically | 11 | - | - | - | - |
| Belief that there is little they can do about unethical business | 6 | 0 | 0 | 0 | 0 |
| Government and regulation should play a role | 5 | 0 | 0 | 0 | 0 |
| Awareness of consequence of unethical behaviour leads to responsibility to act | 12 | 3 | 3 | 12 | 2 |

* Does not mean no links between theme and behaviour, rather that links are implicit rather than stated or more adequately covered by

other themes which may be similar

1. E.g. avoid mistakes made by unethical companies, pro-environmental business, consider stakeholders, be an ethical role model, whistleblow (n=2)
2. E.g. recycle more, general pro-environmental behaviours, more aware of effects of actions of others
3. E.g. boycott unethical companies, buy fair trade, green products etc.
4. E.g. choose career in CSR, avoid working for unethical companies, choose ethical companies

**Table 2. Themes Relating to Pedagogical Effects of PRMs and NRMs**

|  |  |
| --- | --- |
| **Themes** | **Number of respondents** |
| NRMS have more impact than PRMs | 8 |
| PRMs show ethical business is possible so making NRMS less acceptable | 7 |
| Seeing NRMs produces cynicism which means PRMs are not seen as sincere. | 6 |
| Show equal PRM and NRM | 6 |
| Not as many examples of PRMs in media as NRMs | 5 |
| Real life role models most inspiring | 4 |
| Order of seeing NRMs and PRMS affects perceptions. | 3 |
| SMEs most inspiring | 2 |
| Need more PRMs than NRMs | 2 |
| PRMs have more impact on behaviour | 2 |