**Method**

Initially, five different vignettes were pretested in a student population of a university in Victoria, Australia (N= 60) in order to select the scenario that produce the strongest greed perceptions. These scenarios make reference to fictitious companies, but all of them are based on real life situations . They describe investing, construction, real estate, online retailing and call-center companies implementing strategies to boost their profits. These strategies are hidden fees (Taylor, 2019), use of substandard construction materials (Oloyede et al., 2010), renting overcrowded spaces (Carreres, 2019), unfair competition (Khan, 2017) and outsourcing of labor (Alison & Joseph, 2009), respectively. According to the definition of greed previously presented, we include in our narrative stimuli elements that make clear that (i) at least one distributive justice principle is being violated, (ii) the companies are not implementing these strategies out of necessity, (iii) someone is getting hurt, (iv) the behavior is indicative of a patter. The vignettes are available at

A 2 (Size: Small vs Big) × 2 (Location: Local vs Foreign) between-subjects design was employed in this study.

Participants were randomly assigned to conditions in a 2 (Target: gay vs. straight) × 2 (Standard: minimum vs. confirmatory).

<https://github.com/laarangoso/perceivedgreed>

**Cases**

ONLINE MARKETPLACE

Check definition: distributive justice: equity, equality, needs. / Attributability: control, internal cause, stability. / /Someone is harmed.

Smal-Local

Company X is a small company (around 30 employees) that is originally from your hometown. Company X is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers can sell their products. The company has been operating for over ten years and, even though is not making tons of money, its financial situation is very good. One day, the company decides that it is time to boost its profits and enters the manufacturing business. Initially, using the data it has collected from the manufacturers selling on its website, Company X manufactures a couple of best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Company X. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

ADD: SOLETRADERS AND SMALL BUSINESSES ARE GETTING HARMED. CONSIDER ADDING: STABILITY.

Small-Foreign

Company Z is a small company (around 30 employees) that is originally from a foreign country. Company Z is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers can sell their products. The company has been operating for over ten years and, even though is not making tons of money, its financial situation is very good. One day, the company decides that it is time to boost its profits and enters the manufacturing business. Initially, using the data it has collected from the manufacturers selling on its website, Company Z manufactures a couple of best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Company X. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

Large-Local

Corporation Y is a large corporation (around 20000 employees) that is originally from your hometown. Company Y is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers can sell their products. The company has been operating for over ten years and its financial situation could not be better (it’s a multi-million dollar corporation). One day, the company decides that it is time to boost its profits and enters the manufacturing business. Initially, using the data it has collected from the manufacturers selling on its website, Company Y manufactures a couple of best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Company Y. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

Large-Foreign

Coorporation W is a large corporation (around 20000 employees) that is originally from a foreign country. Company W is an online marketplace: It doesn’t manufacture any products itself and is instead a website where manufacturers can sell their products. The company has been operating for over ten years and its financial situation could not be better (it’s a multi-million dollar corporation). One day, the company decides that it is time to boost its profits and enters the manufacturing business. Initially, using the data it has collected from the manufacturers selling on its website, Company W manufactures a couple of best-selling products and give priority to its listings when customers search for these products on its website. The strategy is a success for Company W. However, the sales of the original manufacturers of these products go down by a big margin and they lose money. They cannot do anything about it though.

TRADING PLATFORM // BOOKMAKERS

CHECK ORIGINALLY FROM – BASED THERE

Company X is a small company (30 employees) that is originally from your town. Company X offer financial advice to its customers. The company has been operating for over ten years and, even though is not making tons of money, its financial situation is very good. One day, the company decides that it is time to boost its profits and charge an additionally fee to some of its customers. The fee is a hidden fee and they decide to charge it to its less profitable customers only, in order to avoid potential trouble with its more financially capable and most profitable customers. The strategy is a success for Company X. However, many customers are impacted by this new fee. Almost no one finds out or complains though.

CONSTRUCTION

Company X is a small construction company (around 30 employees) from your town. Company builds exclusively houses. The company has been operating for over ten years and, even though is not making tons of money, its financial situation is very good. One day, the company decides that it is time to boost its profits and start employing cheaper materials in the construction of houses in lower income suburbs, where it is easier to get away with it. The strategy is a success for Company X. However, many customers are impacted by this and they later find themselves spending money on house maintenance and repairs.

CALL CENTER – Hiring people outside, NIKE – hiring people outside ,,, Consider omissions. /// Developers charging high rents.

**Scales**

1. **Antecedent conditions**

**Based on Hülle et al. (2018)**

**Distributive justice**

*Equality*

Company X is treating its customer with equality.

Company X’s customers receive an equal treatment.

*Need*

Company X worries about the needy.

Company X takes people’s needs into account.

*Equity*

Company X is treating its customers as they deserve.

Company X strategy is fair.

**Procedural Fairness (Gregoire)**

With respect to its policies and procedures, the firm behaved in a fair manner.

**Deprivation**

In anderson 2014 thesis relative deprivation is measured with one item. search for the other ones. attribution theory scales and scales of distributive justice. INCLUDE AN ITEM TO TEST HARM – PEOPLE MIGHT THING THAT A SMALL FIRM DO NOT DO A LOT OF HARM.

**Blame (Gregoire)**

Overall, the firm was “not at all” (1) vs. “totally” (7) responsible for the strategy implemented.

The business strategy was in “no way” (1) vs. “completely” (7) the firm’s fault.

To what extent do you blame the firm for what happened? Not at all (1) – completely (7).

I would include items referring to internal locus of control, controllability, stability.

1. **Greed: Based on (Grégoire et al., 2010) and used in further research by for instance (Caruana et al., 2018)**

The firm did not intend to take advantage of me – ... intended to take advantage of me (7).

The firm was primarily motivated by my interest (1) – ...its own interest (7).

The firm did not try to abuse me (1) – ...tried to abuse me (7).

The firm had good intentions (1) – ...had bad intentions (7).

I would include something like: “The firm was motivated by greed”, “The firm behavior can be described as greedy”.

1. **Anger based on Grégoire et al. (2010)**

I felt:

1) outraged

2) resentful

3) indignation

4) angry.

**Procedure**

Pretest the scenarios with a small student sample to see which one is most effective in terms of triggering perceived greed. (Grappi et al., 2013): Uses N=60 to pretest and only one vignette. (Bagozzi et al., 2018): One case (control and experimental version). (Xie et al., 2015): Again a single vignette. (Roseman, 1991): Classical study where vignettes are used. In general, vignettes help with the ethical issues regarding the manipulationof emotional states.

The cases are based on real life situations. Call-Center: (Alison & Joseph, 2009), Online Retailer: (Khan, 2017), Investing Firm: (Taylor, 2019). Substandard materials: (Oloyede et al., 2010)

**Statistical analysis**

Consider using an ANCOVA for variables that you want to control (e.g. more women than men): Check de Bock 2013 paper.

An option is to regress greed and the antecedent cognitions (e.g. inequity, attributability).

Linear mixed effects regression in R (lme4 package). Generalised Linear Mixed Models. Gregoire used PLS SEM and Covariance-based SEM together.

Share code and data on Github or the Open Science Framework Platform

: Example: <https://github.com/adammmorris/consideration-sets> , <https://osf.io/m39yv/?view_only=b4194237bb334a4a9368331b1cde048f>

Arxiv is being used for preprints (don’t know exactly what that means).

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