



**FACULTEIT ECONOMIE  
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24  
B-9000 GENT**  
Tel. : 32 - (0)9 - 264.34.61  
Fax. : 32 - (0)9 - 264.35.92

**WORKING PAPER**

**An Empirical Investigation  
of the Relationships among a Consumer's  
Personal Values, Ethical Ideology and Ethical Beliefs**

**Sarah Steenhaut <sup>1</sup>  
Patrick Van Kenhove <sup>2</sup>**

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<sup>1</sup> Research Centre for Consumer Psychology and Marketing, Ghent University, Faculty of Economics and Business Administration, Hoveniersberg 24, 9000 Gent, Belgium, Tel. +32 9 264 35 27, Fax. +32 9 264 42 79, Email: Sarah.Steenhaut@UGent.be

<sup>2</sup> Department of Marketing, Ghent University