

DEVELOPMENT OF THE SHORT VERSION OF THE PERSONAL SELLING ETHICS SCALE

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Abstract

The Personal Selling Ethics Scale was originally designed to specifically address ethical issues in sales (Dabholkar and Kellaris 1992). Donoho and Heinze (2011) updated the scale (PSE-2) to more directly represent ethical situations related to the personal selling process. The scale presents a comprehensive set of sales process scenarios that provide pedagogical utility for both students and laymen.

Though the PSE-2 provides a degree of pedagogical utility, it is cumbersome. Evaluating the 20 sales scenarios can take a quarter of an hour. Evaluating the 20 sales scenario paragraphs can take 15 to 20 minutes to complete. Survey efficiency is further exacerbated when attempting to assess multi-construct relationships. For example, in a study examining gender differences, sales ethics evaluations, and moral ideology (Donoho, Heinze and Kondo 2012), respondents were required to evaluate the 20 sales ethics scenarios of the PSE-2 and the 20 moral ideology statements of Forsyth's (1980) Ethical Positioning Questionnaire (EPQ).

The purpose of the current study is to develop a shorter, more efficient version of the PSE-2 to better facilitate the salesperson survey process. Study 1 (n=759) reviews how the construct's domain of sales ethics dilemmas was developed in prior studies, how the sample of ethics scenarios were developed and updated, and how the original data was collected. Additionally, the exploratory factory analysis of the 20-item PSE-2 is described. This analysis was used to develop a shorter, 7-item PSE-2 scale (PSE-2S).

Study 2 describes completion of the measure development, including the second data collection (n=703). Findings indicate that the shorter scale appears to provide adequate unidimensionality, internal consistency, and construct validity.