

Ethical Marketing Communication: Customers' Decision Rights Protection

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Abstract: This proposed quantitative research scenario studied on ethical marketing communication to protect the decision-making rights of customers. The research will consist of a survey and development research with Structural Equation Modelling (SEM). These research results indicate that ethical marketing communications customers have developed decision-making rights protections. The new approach can be operationalized that will accelerate the rate of purchasing decision behavior by protecting the decision rights of ethical marketing customers in the Kingdom of Thailand.

Keywords: consumer rights protection, ethical marketing communication channels, online consumer

1. Introduction

The accelerated development of information and communication technology has attracted surreal attention among academics, businesses, market participants, and governments around the world regarding the sustained pace of the COVID-19 pandemic (Drysdale and Armstrong, 2021). Wind and Mahajan (2002) indicated that the Asia-Pacific region is ranked third as having the most population (60% of the global 4.3 billion inhabitants) including China and India. The region is growing critically (Maji and Laha, 2020). ASEAN countries, with around 850 million residents, have enormous digital economic development potential (Redder, 2021). Referring to LINE is the leading messaging application in Japan, Taiwan, and Thailand, with 212 million users' daily lives (The state of social media and messaging in Asia-Pacific: Trends and statistics, 2021). In Thailand, the e-commerce market through social media is moving with closed public captivating (Katanyutaveetip, Laksitamas and Kobayashi, 2022). Hence, social media has become popular among business e-commerce segments (Laksitamas, Suntharanund and Horrurgruang, 2018). However, e-commerce may have some limitations for example in the case of product touch or product trials, product attributes may not be mandatory as proclamation (Chawla and Kumar, 2021). The ethical standards must mandate and enforce recognition among entrepreneurs' consumer rights protectionism under the Consumer Protection Act under the Kingdom of Thailand 1979 as amended by (No.2), 1998. (Office of the Consumer Protection Board, 2019).

2. Literature Review

The law-enacted act encompasses safety, information freedom of choice, fair contract, and compensation for damage (Katanyutaveetip et al., 2022). The elaborative exercise of five consumer rights protections with the right to be safe from using products in a standard condition and quality for use and not to danger to life body or property (Office of the Consumer Protection Board, 2019; Kardes, Cronley and Cline, 2011); ten rights to receive information including an accurate and adequate quality description through advertising, displayed label truth fully (Shang, Wu and Sie, 2017). The right and without unfair acts (Laksitamas, 2015); the right to be fair contract without any exploitation by business manipulation (Shepherd et al., 2016); the right to be compensated for any damages (Xie, Madrigal and Boush, 2015).

In terms of establishment, the relationship between consumer ethics sensitivity, ethical judgment, and ethical consumption behavior has been studied by Toti, Diallo and Huaman-Ramirez (2021) found that consumer ethical sensitivity has a direct and positive effect on ethical judgment and ethical consumption behavior and ethical judgment has a positive impact on ethics consumption behavior as well. However, the factor of moderating role is

significant only in the relationship between ethical judgment ethical consumption behavior. Endorsing the ideation that assessments of relevant ethical marketing communication should be interpreted in line with the socio-cultural identity of the consumer (Vladimirova and Marinov, 2017). A case of marketing online banking to the different consumers explains a true migration when banks enhance the carefulness of online services and provide customers with perceptible benefits significantly (Sarel and Marmorstein, 2003). In case of the ethical dimension of public relations in Europe, regarding digital communication tools and practices, more ethical concerns especially related to using bots, exploiting big personal data analyses, paying social media influencers and using sponsored context (Hagelstein, Einwiller and Zerfass, 2021). Ethics composed of descriptive or prescriptive reflections on morality (Place, 2019). The use of social media and other forms of digital communication has continually increased practice (Wright and Hinson, 2017). The e-commerce strategy framework offers a unique contribution to strategic planning, integrating these models into 4P's traditional model can provide a move complete analysis of strategy in marketing communication (Allen and Fjermestad, 2001).

Ethics Marketing Communication: EMC aspects of modern marketing practices may not ensure better results in product development, pricing marketing positioning, and targeted customer channels conveniently, but it is reasonably necessary to build an undeciful marketing communication system ethically (Xie, Madrigal and Boush, 2015). Ethics in marketing communication is leading modern marketing to establish targeted marketing communication systems under standard ethical performances through 2 popular channels (Kotler, 2003), (1) above the line through marketing channels, including sports radio, television, newspaper, magazine, Journal billboard, and online electronic media (display ad Banner), mobile ad, search in google, direct mail, viral marketing, social media, PR, advertorial; (2) communication pattern to reach targeted audiences specifically encourage buying impulses in the short term (below the line) through niche marketing, sales promotions, public relations, publicized news, and personnel selling.

Purchasing Decision Behavior: PDB is the process of being willing to participate in behavioral actions under consciousness. The purchasing decision process comprises: (1) needs recognition is the beginning of the purchasing decision process where buyers are aware of the problems or needs of the marketers at this stage. Provide incentives for product, price, distribution, or promote marketing for consumers if there is a demand for the product (Hawkins and Mothersbaugh, 2010); (2) the information searches when consumers are aware of a problem, the need arises first, and then they will search for information from various sources. It consists of private sources: family, friends, acquaintances, and commercial sources: advertising media, salespeople, point-of-sale posters. Marketer's work involved in this process is to provide information to consumers through commercial and private sources (East, Wright and Vanhuele, 2008); (3) evaluation of alternatives, product selection considerations based on the information gathered. The criteria to be considered are product features, weighting the importance of product features, the reliability of a brand or image, and a comparison between brands (O'neil and Eisenmann, 2017); (4) purchase decision to purchase a particular brand of a product after an evaluation was made by deciding to purchase the product that was most liked (Coothoopermal and Chittoo, 2017); (5) post decision behavior is the experience of satisfaction or dissatisfaction after a product has been used. This feeling depends on the properties of the product and consumer expectations. If the product meets the expectations, consumers will be satisfied and buy again. If the product is lower than expected, they will be unsatisfied and not buy again (Laksitamas et al., 2021).

With the advancement of internet technology in Thailand, online shopping has recently experienced potential development. In shopping online, factors of consumer-right marketing communication channels and purchasing behavior affect whether online Thailand's courses intendment and buy products. Combining the theoretical and empirical methods, the proposed study intends to investigate the related factors that will influence online Thailand's customers shopping decisions. In fact (Han, 2021) takes that the decision-making behavior of online consumption can be explained into these stages by searching for demanded products for optimal choice and payment.

The trend of the online purchasing system: role indication; at present, Thai residents act their role as the consumers can reach information technology and e-commerce in several purchase-selling transactions, creating economic activity in online trading becomes higher popularity and continuing growth as the main selling channel of websites or applications (24 hours). That means saving time, energy, and cost benefits with online payment systems and warehouse and fulfillment systems (Baoguo and Laksitamas, 2020).

The proposed research framework is developed under information data extracted from the Office of the Consumer Protection Board. (2019); Laksitamas et al. (2021). Kotler (2003) research concerning consumer rights protection through honest communication in marketing, consumer decision making to apply for online purchase system integration to obtain the conceptual research framework in Figure 1. However, Zwass (1996); Allen and Fjermestad (2001) established way to analyze and develop complex e-commerce is to analyze in a meaningful structure.

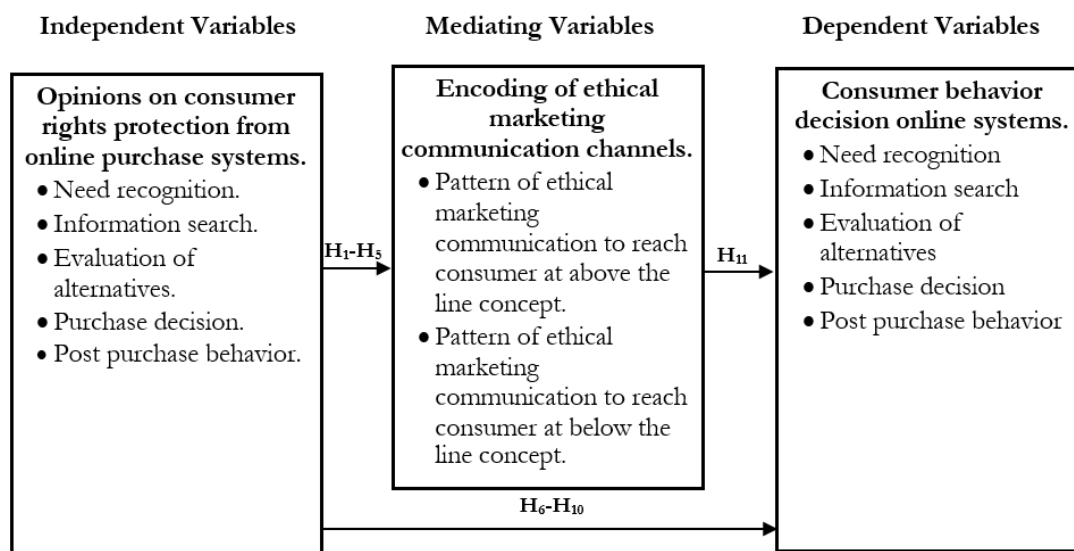


Figure 1. Conceptual framework

3. Methodology

This research used a survey and development description used a questionnaire to acquire prominent information data and analyze the structural equation modeling (SEM). The study's total population and sample size of Thailanders by nationality as of December 31, 2019, is approximately 5,666,264 people (Department of Provincial Administration, 2020). The sample size was calculated by Taro (1973) at 0.05 statistical significance.

In the sampling selection process, multiple-stage sampling (Cochran, 1977) was used in 2 steps: 1) Using probability sampling by proportional stratified random sampling with three divided areas of Bangkok metropolises (Department of Deputy BMA, 2001). 2) The second selection stage used probability sampling by purposive sampling based on Thailand nationality and site in Bangkok metropolitan areas. The selected sample characters must have experience purchasing products through online channels such as Facebook, Kaidee, LINE shop, Shopee, Lazada, AliExpress, and eBay to obtain the targeted sampling size as calculated in Table 1.

Table 1 Population and sample size used, categorized according to the area location.

District of the area Bangkok	Population size (person)	Sampling size (person)
Within area	1,709,169	121
Medium area	2,353,129	166
Outside area	1,603,966	113
Total	5,666,264	400

Source: Department of Provincial Administration (2020)

4. Measures

The data collection survey was from May 2021–December 2021. The location sites interviewed responders for the survey ranged from 121, 166, and 113; 884 sample units of 2.21 were used for data analysis and the study.

The research tool was a closed-ended questionnaire and an open-ended self-administered questionnaire. The questionnaire was divided into the following:

Part 1 – General Information of Personal Consumer by checklist;

Part 2 – consumer rights protection opinion from online purchasing systems in the question, 5 Likert Rating Scales were used (least = 1 score; less = 2 score; medium = 3 scores; more = 4 score; most = 5 score);

Part 3 – Ethical Marketing Communication Channels in the question, 3 Likert Rating Scales were used (rarely open = 1; sometimes = 2; more often = 3); and

Part 4 – purchasing decision-making behavior through online systems, in the question, 5 Likert Rating Scales were used (lowest = 1 score; low = 2 score; moderate = 3 score; high = 4 score; highest = 5).

After taking processes, the average score range underwent interpretation by using the class interval technique value was 0.80 [(5 score – 1 score)/ 5 levels] (Phopruksanan, 2008). The confident assurance of proper measurement precisely with the concepts and a qualitative instrument, a pre-test was administered through face-to-face interviews and a questionnaire of 5 selected online marketers and customer experts. The research tool tested upon the content validity check to find the suitability between contents in each question in line with the objectives, IOC (Item Objective Congruence Index) the rule of 0.50 or above on each question (Tirakanan, 2007). The reliability test used the alpha coefficient by reliability, which passed the reliability scale of more than 0.70 (Cronbach, 2003). The data analysis on each consumer for frequency distribution, percentage, mean, standard deviation, skewness, and kurtosis using the statistical software package PASW version 18.0. In the case of the consumer rights model analysis on ethical marketing communication channels affecting online consumer purchase decision systems with the structural equation modeling (SEM) and hypothesis test. This SEM analyzes the causal relationship components of factors related to other variables and the conceptual framework and empirical research in the literature review that data appropriated with the theoretical basis. The values of the goodness of fit used chi-square and degree of freedom (χ^2/df) (Hair et al., 2010), the goodness of fit index: GFI (Brown and Cudeek, 1993), adjusted goodness of fit index: AGFI, comparative index: CFI (Hu and Bentler, 1999), root mean square error of approximation: RMSEA (Arbuckle, 1995) and root mean square residual: RMR (Bollen, 1989) is using the social software package AMOS Version 18.0.

5. Data analysis and results

The data distribution characteristics for the sample (884 persons) or 2.21 of the actual calculated numbers found that the sample was primarily male, single, aged, bachelor's degree, occupation, average monthly income, popular product categories, popular online channel. The analysis of skewness and kurtosis were examined under the absolute values of the awareness and kurtosis scores of the items below 1.0, and the deviation from normality was defined as being slight members. Maximum likelihood estimation was conducted for secondary confirmatory factor analysis and is widely used to confirm measurement models latent variables (Lei and Lomax, 2005).

The goodness of fit used chi-square and degrees of freedom (c^2/df) (Hair et al., 2010), the goodness of fit index: GFI (Brown and Cudeek, 1993), adjusted goodness of fit index: AGFI, comparative fit index: CFI (Hu and Bentler, 1999), root mean square error of approximation: RMSEA (Arbuckle, 1995) and root mean square residual: RMR (Bollen, 1989) were calculated using AMOS Version 18.0. The survey yields the following constructs: The values of skewness (<0.75) and kurtosis (<1.50) of the variables did not follow the rule of normal distribution (Hoogland and Boomsma, 1998) and would not become normality (underestimated) than the empirical data, which were not in line with the model (Viratchai, 2012). (2) the relationship between variables in the analysis process indicated that opinions on consumer rights protection through online buying systems, ethical marketing communication opened channels, and purchase decision-making behavior through online systems was significant at 0.05. The value of the relationship of the variables was not more than 0.80, which caused multicollinearity. Hence, variables were appropriated for SEM analysis (Prasitratthasin, 2008).

6. Recommendations

The E-commerce and online platforms in Thailand should develop and adapt service modes for online selling product awareness to converge on consumer rights protection, as enacted by the Kingdom of Thailand consumerism laws. All five determinants' consumer legal rights protection should be permitted with conditions

optimum adjacent, especially in the legal rights for consumers on online systems through ethics marketing communication exposition. However, all five consumer rights protections could be developed and adapted according to the priority results immediately in response to the impacts.

The E-commerce entrepreneurs should properly push expensive ethics marketing communication adjacently by applying crucial and prominent matters among consumer-rights benefit coverage obstacles and products available in the market conditioning, which will have a positive impact on consumers' purchase decision making at the "Above the Line" communication techniques through advertising spots for target audiences, radio, newspapers, journal, magazine, billboard including online such as display ads (banner), mobile ads, search from Google, direct mail, viral marketing, social media, public relation, and advertorial. Another reaching target audience is short-term motivation (Below the line) through sales promotions through niche marketing channels, public relations and publicity, and personal selling.

Whatever, the research should suggest that further studies should focus if academician and practitioner accept on data collection processes and analytical approaches in in-depth interviews and focus groups for insight into online customers' demands in developing systems and transactions of purchases following closed sales will create efficiently. The subsequent study advises on imminent factors that can cause customers' decisions on online systems, such as behavioral factors on internet usage on the timeline of consumption and interval scopes and internet devices linkage for tracking customers' attitude movement.

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