

A Model Of Consumer Rights Protection Via Ethics Marketing Communication Channels Affecting Purchasing Decision Behavior Of Online Consumers

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Abstract

The research aimed to study a model of consumer rights protection via ethical marketing communication channels affecting the purchasing decision behavior of online consumers. The research consisted of a survey and development research with Structural Equation Modeling: SEM. Questionnaires were constructed as a research tool for collecting data from 884 online consumers. The research findings indicated that the developed model of consumer rights protection via ethical marketing communication channels affecting purchasing decision behavior of online consumers had validity and ability to predict a satisfactory level and acceptably at 84.7%. At the statistical significance of 0.05, we found the right to be safe, receive information, freedom of choice, contract fairness, and be compensated causally with ethical marketing communication channels. Furthermore, the right to be safe, the right to receive information, the right to freedom of choice, the right to contract fairness, the right to be compensated, and ethical marketing communication channels had a causal relationship with affecting purchasing decision behavior of online consumers.

Keywords Consumer Rights Protection, Ethical Marketing Communication Channels, Online Systems, Online Consumer, Rights to Safety

1. Introduction

In Thailand, the e-commerce market through social media trend is moving in pace with closed public interest. In reality, social media on online channels are one of the information communications that widely reach all types of social integration used in society. Thai consumers prefer using online media for informative communication more than traditional media. At the time, social media was initially started for hobby characteristics and personal contact. The extension of social media and its application led to the growth of business sectors and increased opportunities. Today, social media is used for business and trades through online systems such as Facebook, Line, Instagram, Twitter, and websites [1].

Therefore, social media became popular among business sectors, especially in emerging businesses in the e-commerce segment, for trading online 24 hours a day. This e-commerce transaction enhances a new alternative for business marketing to increase sales through marketing communication focusing

on ethics among audiences at the above line-level concept such as radio advertising sports; advertising on television, magazine, and journals Display ad (Banner), Mobile ad, search domain for Google, Direct Mail, Viral Marketing, Social Media, PR, Advertorial) including any forms of communication which could be researched for target audiences urging demands for a short time (Below the line) through personalized marketing, sales promotion, public relations and public distribution of information, and personal selling. All purposes are for easy, fast, cost reduction of goods distribution for consumers' demand and 24-hour selling processes for customer decision making on awareness, information search, and the alternative of product purchase [2].

E-commerce may have some limitations, especially in the case of product touch or product trial before purchase. Another disadvantage is product attributes that may not be mandated as its advertising proclamation. Therefore, the ethical standards must mandate that entrepreneurs recognize consumer rights protectionism under the Consumer Protection Act, 1979, as amended by (NO.2), 1998. The current Consumer Rights Protection law encompasses safety, information, freedom of choice, fair contract, and compensation for damages [3]. Therefore, to protect consumer rights and suit a guideline for any problematic matters on purchase systems accidentally.

Leading indications prevail that e-commerce entrepreneurs should behave in such a manner of ethical standard for marketing performances, especially in advertising information through marketing communication considering consumer rights protection to make a quick decision with strong consideration and without being taken advantage of by sellers. These are solid reasons for the direct path to seek a resolvable model of consumer rights protection through ethical marketing communication affecting online consumers' decision-making. Furthermore, to identify all the causal relationship variables leading to problem-solving and recover consumers' rights protection in purchasing products through an online system assessing relatively proper protection.

2. Research Objective

The objective of this research was to find the identification of consumer rights protection through ethical marketing communication affecting consumer buying decision-making through online systems.

3. Literature Review

Consumer Rights Protection: CRP is the aspect of personal rights covered by law enforcement. Each individual should be protected to receive the correct information and has the rights, including grouping up to protect consumers' rights through independent government units, which consists of consumer representatives forcing law enforcement provisional support for consumer protection against wrongdoing, including audits and reports upholding consumer rights protection. The Constitution of the Kingdom of Thailand (1997), in section 57, is focused on the consumer; an individual must be protected by the law enacted act under consumer rights protection of 1979, as amended by (NO.2) 1998. [3] The law emphasized five consumer rights protections with the right to be safe from goods or services, including the right to receive goods or safe services in a standard condition, and quality suitable for use does not pose a danger to life, body, or property. In the case of using according to instructions or with caution according to the condition of the product or service [4]; the right to receive information, including an accurate and adequate description of the quality of the goods or services, including the right to receive advertising or displaying labels truthfully and without harm to consumers as well as the right to be informed about the goods or services accurately

and sufficiently so that they will be unmistakable for unfair purchases of goods or services [5]; the right to free to buy is the right to purchase goods or receive services voluntarily and without unfair influence [6]; the right to be fair in the contract without being exploited by business [7]; the right to be compensated for damages is the right to be protected and indemnified when consumer rights are violated [8].

Ethics Marketing Communication: EMC aspects of modern marketing practices may not ensure better results in product development, pricing marketing positioning, and targeted customer channel conveniently, but it is reasonably necessary to build an undecitful marketing communication system ethically [8]. Ethics in marketing communication is leading modern marketing to establish targeted marketing communication systems under standard ethical performances through 2 popular channels [9], (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 composes of: (1) a need 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 there is a demand for the product [10]; (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 [11]; (3) evaluation of alternatives, product selection considerations based on the information gathered in step 2. 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 [12]; (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 [13]; (5) post decision behavior is the feeling 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 [2].

The trend of online purchasing system: role indication; at present, Thai residents act the role as the consumer can reach information technology and e-commerce in a wide range of purchase-selling transactions creating economic activity on online trading becomes higher popularity and continuing growth as the main selling channels of websites or applications (24 hours). That means saving time, energy, and cost benefits with online payment systems and warehouse and fulfillment systems [14].

The research framework is formulated under information data extracted from [3], [2], [9] research concerning consumer rights protection through honest communication in marketing, consumer decision making to apply for online purchase systems integration to obtain the conceptual research framework in Figure 1.

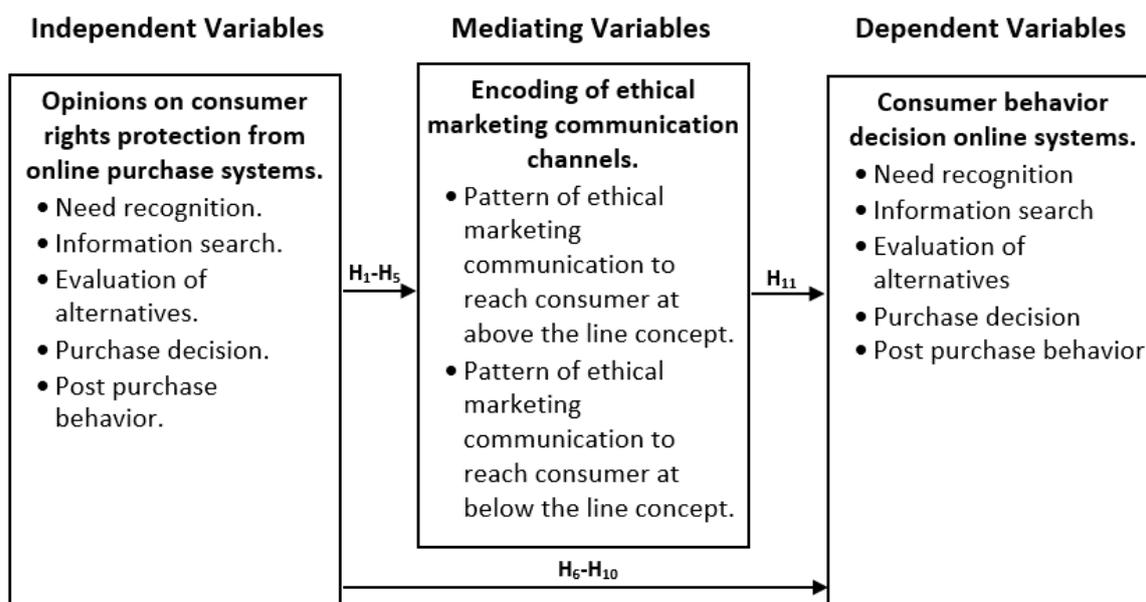


Figure 1. Conceptual framework.

4. Methodology

This research utilized a survey and development description used a questionnaire to acquire prominent information data and analysis the structural equation modeling (SEM). The study's total population and sample size were Thailanders by nationality as of December 31, 2019, approximately 5,666,264 people [15]. The sample size was calculated by [16] at 0.05 statistical significance.

In the sampling selection process, multiple-stage sampling [17] was used in 2 steps: 1) Using probability sampling by proportional stratified random sampling with three divided areas of Bangkok metropolises [18]. 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: [15].

5. 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:

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] [19].

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 customers experts. The research tool tested upon the content validity check to find suitability between content in each question in line with objectives, IOC (Item Objective Congruence Index) was between 0.60-1.00, which passed the rule of 0.50 or above on each question [20]. The reliability test used alpha coefficient by reliability between 0.9680 to 0.9638 and 0.9785, respectively, which passed the reliability scale of more than 0.70 [21]. The data analysis on each consumer for frequency distribution, percentage, mean, standard deviation, skewness, and kurtosis using statistical software package PASW version 18.0. In the case of 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 causal relationship components of factors related to other variables and the conceptual framework and empirical research in literature reviews that data appropriated with the theoretical basis. The values of the goodness of fit utilized chi-square and degree of freedom (χ^2/df) [22], the goodness of fit index: GFI [23], adjusted goodness of fit index: AGFI, comparative fit index: CFI [24], root mean square error of approximation: RMSEA [25] and root mean square residual: RMR [26] is using the social software package AMOS Version 18.0.

6. 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 (52.4%), single (58.9%), aged (31-40 years, 39.4%), bachelor's degree (39.0%), occupation, primarily worked in private enterprises (33.4%), average monthly income 15,001-30,000 baht (42.8%), popular product categories (clothes, shoes, fashionable, bag, 57.6%), popular online channel (Lazada, 61.3%). The analysis of skewness and kurtosis were

examined under the absolute values of the awareness and kurtosis scores of the items were below 1.0, and the deviation from normality was defined as being slight members. A maximum likelihood estimation was conducted for secondary confirmatory factor analysis and is widely used to confirm measurement models with latent variables [27].

The goodness of fit utilized chi-square and degrees of freedom (χ^2/df) [22], the goodness of fit index: GFI [23], adjusted goodness of fit index: AGFI, comparative fit index: CFI [24], root mean square error of approximation: RMSEA [25] and root mean square residual: RMR [26] were calculated using AMOS Version 18.0. The survey yields the following constructs:

1. the consumer's right to be protected and safe (CRP1.1-CRP1.3);
2. the consumer's right to receive information (CRP2.1-CRP2.4);
3. the consumer's right to choose (CRP3.1-CRP3.4);
4. the consumer's right to contract (CRP4.1-CRP4.4);
5. the consumer's right to fair compensation for damages (CRP5.1-CRP5.4);
6. the opening of channels by ethical marketing communication (EMC1-EMC2); and
7. consumer purchase decision-making behavior through online systems (PDB1-PDB5).

The values of skewness (<0.75) and kurtosis (<1.50) of the variables did not follow the rule of normal distribution [28] and would not become normality (underestimated) than the empirical data, which were not in line with the model [29]. (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 [30], as in Table 2.

Table 2. The examination of data distribution estimation.

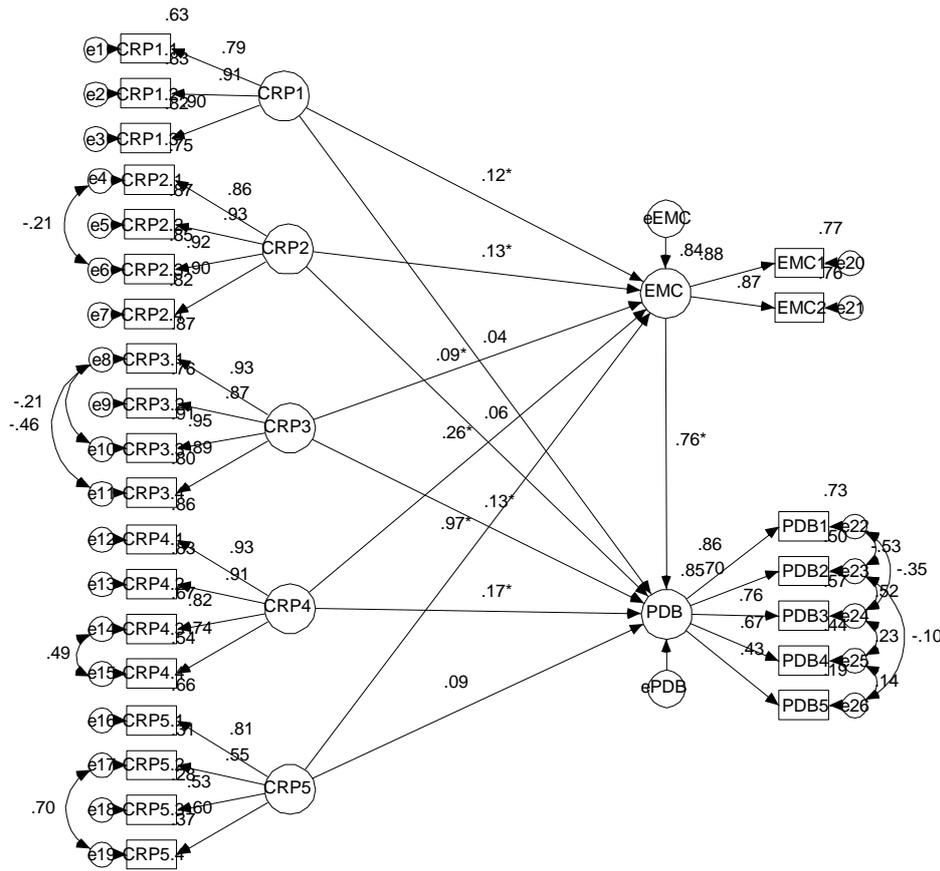
Variables	Skewness	Kurtosis	Correlation
CRP1.1-CRP1.3	-0.545 to 0.681	0.350 to 1.350	0.622* to 0.720*
CRP2.1-CRP2.4	-0.397 to 0.732	0.452 to 1.006	0.701* to 0.787*
CRP3.1-CRP3.4	-0.862 to 0.598	0.152 to 0.518	0.707* to 0.779*
CRP4.1-CRP4.4	-0.325 to 0.692	0.053 to 1.091	0.675* to 0.794*
CRP5.1-CRP5.4	-0.576 to 0.678	0.036 to 0.813	0.435* to 0.723*
EMC1-EMC2	-0.132 to 0.712	-0.191 to 0.612	0.716*
PDB1-PDB5	-0.363 to 0.716	-0.103 to 0.960	0.426* to 0.769*

7. Conclusion and Discussion

According to [9], the study extended the theory of personal differences through the lenses of stimulus-response or S-R theory, learning from different perspectives on personal characteristics and psychological on living environment root portrayed personal differences caused by social learning disparities. These influenced factors carried for differed attitudes, beliefs, characters, and values. The survey resulted in the most popular product category that has been selected on online purchase decision systems (clothes, shoes, fashionable, bag, 57.6%), which are in line with the practical survey

by [31]. Lazada was the most popular online channel that most responders agreed with (63.1%) [14].

The research model that was developed in parallel with empirical data overall fitly with chi-square (χ^2/df) equals 2.249, passed the scores of not more than 3 [22]. The considered index set as equal to 0.90 indicated that every index value as GFI=0.960, AGFI=0.950 [23], CFI =0.972 [24], TLI=0.932. In the case of measuring less than 0.05, significance indicated that index value RMR=0.013 [26] and RMSEA=0.038 [25]. Hence, the model of consumer rights protection via ethical marketing communication channels affecting purchasing decision behavior of online consumers developed had in line with the empirical data related to important components in Figure 2 respectively.



$\chi^2 = 622.995, df = 227, GFI = 0.960, RMR = 0.013, RMSEA = 0.038$

*P<0.05

Figure 2. The results of the model of consumer rights protection via ethics marketing communication channels affect purchasing decision behavior of online consumers.

Considering part of the measurement model indicated that each component of five consumer rights protections (CRP1-CPR5), ethics marketing communication openness (PDB) had the validity of more than 0.30 (absolute), factor loading, and statistical significance [32] as in Table 3.

Table 3. The results of validity analysis.

Latent	Observable	Composite Weight (λ)	t	R ²
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Variables	Variables	b	SE.	Beta		
CRP1	CRP1.1	1.000		0.791		0.626
	CRP1.2	1.224	0.041	0.910	29.947*	0.828
	CRP1.3	1.224	0.041	0.904	29.849	0.817
CRP2	CRP2.1	1.000		0.863		0.745
	CRP2.2	1.102	0.028	0.933	39.501*	0.871
	CRP2.3	1.076	0.030	0.920	35.905*	0.847
	CRP2.4	1.116	0.030	0.903	37.229*	0.816
CRP3	CRP3.1	1.000		0.931		0.867
	CRP3.2	0.999	0.030	0.870	33.279*	0.757
	CRP3.3	1.029	0.030	0.953	34.797*	0.908
	CRP3.4	0.967	0.028	0.895	34.053*	0.801
CRP4	CRP4.1	1.000		0.925		0.856
	CRP4.2	0.987	0.024	0.909	40.908*	0.825
	CRP4.3	0.956	0.028	0.821	33.765*	0.674
	CRP4.4	0.918	0.033	0.737	27.510*	0.543
CRP5	CRP5.1	1.000		0.810		0.655
	CRP5.2	0.364	0.080	0.553	4.532*	0.306
	CRP5.3	0.340	0.086	0.533	3.940*	0.284
	CRP5.4	0.405	0.130	0.604	3.125*	0.365
EMC	EMC1	1.000		0.877		0.769
	EMC2	0.930	0.027	0.872	34.846*	0.761
PDB	PDB1	1.000		0.856		0.733
	PDB2	0.906	0.048	0.705	18.821*	0.497
	PDB3	0.897	0.041	0.758	21.902*	0.574
	PDB4	0.780	0.038	0.666	20.703*	0.443
	PDB5	0.572	0.045	0.434	12.768*	0.188

Notice: Setup parameter = 1, in position CRP1.1, CRP2.1, CRP3.1, CRP4.1, CRP5.1, EMC1, PDB1. There is no SE and t values.

*P<0.05

If considered in part of the structural equation model indicated that the causal relationship was at 0.05 significance: 1) the right to safety, the right to freedom of choice, right to get information, the right to get fairness in contract arrangement, and the right to get compensation which has direct relationship toward ethical marketing communication channels ($p < 0.05$) ($DE = 0.117^*$, 0.130^* , 0.090^* , 0.264^* and 0.967^* respectively); 2) apparently that only 3 consumer factors for safety, suitable for information and right for compensation had indirect relationship toward online purchasing decision making behavior through channel ($p < 0.05$) ($IE = 0.089^*$, 0.099^* and 0.733^* respectively); 3) consumer rights protection for product choice, contract fairness have both direct and indirect toward online purchasing decision making through online systems through exposed marketing communication channels ($p < 0.05$) ($TE = 0.195^*$ and 0.365^* respectively); and 4) the ethical marketing communication exposition has direct effected toward purchasing decision making through online systems ($p < 0.05$) ($DE = 0.758^*$) depicted as hypothesis conclusion from the research results shown in Table 4.

Table 4. Conclusion based on research hypothesis.

Research Hypothesis	Hypothesis Test Results	
	Influence	Accepted/Reject
Hypothesis 1. Consumer rights protection on safety has a causal relationship with ethical marketing communication exposition. (CRP1→EMC)	DE=0.117*	Accepted
Hypothesis 2. Consumer rights protection on information received has a causal relationship with ethical marketing communication exposition. (CRP2→EMC)	DE=0.130*	Accepted
Hypothesis 3. Consumer rights protection on product choice is causal with ethical marketing communication exposition. (CRP3→EMC)	DE=0.090*	Accepted
Hypothesis 4. Consumer rights protection on contract fairness has a causal relationship with ethical marketing communication exposition. (CRP4→EMC)	DE=0.264*	Accepted
Hypothesis 5. Consumer rights protection on compensation damages has a causal relationship with ethical marketing communication exposition. (CRP5→EMC)	DE=0.967*	Accepted
Hypothesis 6. Consumer rights protection on safety has a causal relationship toward purchase decision-making behavior through online systems. (CRP1→PBD)	IE=0.089*	Accepted
Hypothesis 7. Consumer rights protection on information received has a causal relationship toward purchase decision-making behavior through online systems. (CRP2→PBD)	IE=0.099*	Accepted
Hypothesis 8. Consumer rights protection on product choice has a causal relationship toward purchase decision-making behavior through online systems. (CRP3→PBD)	DE=0.127* IE=0.069*	Accepted
Hypothesis 9. Consumer rights protection on contract fairness has a causal relationship toward purchase decision-making behavior through online systems. (CRP4→PBD)	DE=0.165* IE=0.200*	Accepted
Hypothesis 10. Consumer rights protection on compensation damages has a causal relationship toward purchase decision-making behavior through online systems. (CRP5→PBD)	IE=0.733*	Accepted
Hypothesis 11. The ethical marketing communication exposition has a causal relationship	DE=0.758*	Accepted

with purchase decision-making behavior toward
online systems. (EMC→PDB)

*P<0.05

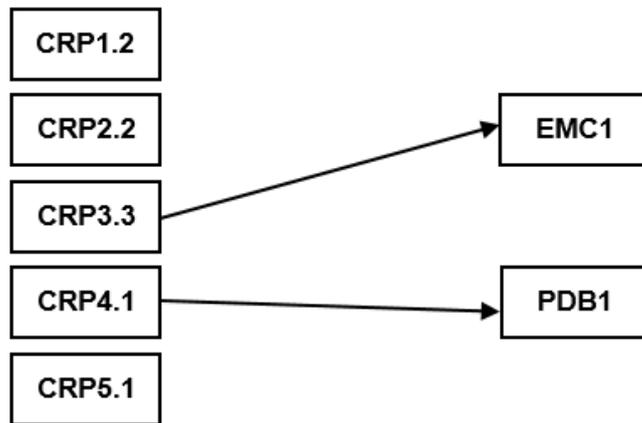
Additionally, the forecasted efficacy indicated that the model of consumer rights protection on ethical marketing communication through purchase decision making online systems had developed with validity [33] due to causal squared correlation R^2 0.847 or 84.7 (0.847 x 100), which had a value of more than 40 percent, indicated that the developed model had the forecasting capability on consumer rights protection related to ethical marketing communication through purchase decision making online systems as a good fit and under the statistical significance of 0.05 [34].

8. Recommendations

The E-commerce and online platforms in Thailand should be developing and adapting service modes for online selling products awareness converging 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 consumes in safety, information, and compensation damages which had an indirect effect on purchase decision making behavior on online systems through ethics marketing communication exposition ($p<0.05$) (IE=0.089*, 0.099* and 0.733* respectively). In addition, consumer rights protection in product choice and contract fairness both have causal relationships with direct and indirect effects upon purchase decision-making behavior online systems through ethical marketing communication channel exposition ($p<0.05$) (TE=0.195* and 0.365* respectively). However, all five consumer rights protection could be developed and adapted according to the priority results immediately responses 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 be 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 electronic online such as display ad (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. This advice is from the research results indicating that the channel of ethics marketing communication exposed to the audiences has a causal relationship directly affect toward purchase decision-making behavior through online systems ($p<0.05$) (DE=0.758*). Then, the developed model could be presented as shown in Figure 3.



Notice: Direct and indirect effect.

Figure 3. The relationship model of consumer rights protection via ethics marketing communication channels affects purchasing decision behavior of online consumers as causal relation on substantial impact.

However, the research suggests that further studies should focus 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 be created 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.

Acknowledgments

We are very grateful to experts for their appropriate and constructive suggestions to improve this template.

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