THE ETHICAL MARKETING LEADERSHIP IN PRC CONSUMERS' PURCHASE JUDGMENT TOWARD THAILAND's ORGANIC RICE CONSUMPTION

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ABSTRACT

Title : The Ethical Marketing Leadership in PRC Consumers' Purchase Judgment Toward Thailand's Organic Rice Consumption

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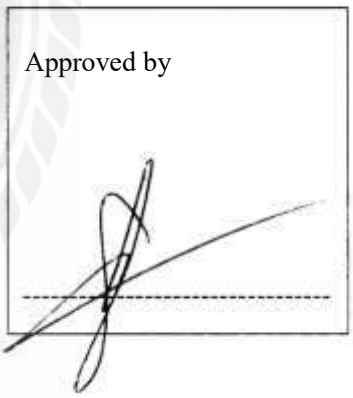
The research on the formation mechanism of ethical purchase behavior of organic agricultural products is a relatively new research trend, which will have great research potential in the future. This study aimed to: 1) study the consumer's ethical judgments influence on purchase behavior process associated with decisions concerning goods and service on perceived ethical issues; 2） analysis the key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption; 3） find out the causal model of Chinese consumers' ethical purchase judgment decision making toward Thailand's organic rice consumption. The quantitative research which employed instrument was a questionnaire. The research samples consisted of 620 Chinese consumers from four major Chinese cities（Beijing, Shanghai, Guangzhou, Chengdu), obtained by random sampling technique. The statistics used for the data analysis were descriptive statistics. Structural Equation Modeling (SEM) was used to assess model fit and investigate the key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) were affected on Chinese consumers' ethical purchase decision making process toward Thailand's organic rice consumption.

The results showed: All structural paths shown in the model were statistically significant at $p<0.01$, ethical judgment positively impacted by ecological ethics ($\beta= 0.219^{**}$) and social ethics ($\beta=0.298^{***}$), cultural ethics ($\beta= 0.467^{***}$), and international market ethics ($\beta= 0.606^{***}$). Ethical purchase decision making positively impacted by ethical judgment ($\beta=0.773^{***}$). Ethical judgment as mediator: ethical purchase decision making positively impacted by ecological ethics ($\beta= 0.169^{**}$), social ethics ($\beta=0.231^{***}$), cultural ethics ($\beta= 0.361^{***}$), and international market ethics ($\beta= 0.468^{***}$). The conclusions are the key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) were positive affected on Chinese consumers' ethical judgment toward Thailand's organic rice consumption, and Chinese consumers' ethical judgment were positive affected on purchase decision making. The key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) were positive affected on purchase decision making through Chinese consumers' ethical judgment as mediator.

The results of this study confirmed the ethical consumption of organic agricultural products is the consumption trend in the mainland of China, explored the important level of key marketing ethics affected on Chinese consumers' ethical purchase decision making processing on organic rice consumption. Based on the results of empirical study, the strategic suggestions for Chinese consumers, building values and attitudes towards ethical consumption, cultivating ethical consumption lifestyles and shopping patterns and improving consumers' ethical purchasing ability. For enterprises, improving the perceived value of organic agricultural products and increasing the consumers' ethical purchase decision making, setting the reasonably price and improving the distribution channels of organic agricultural products to enhance the consumers' ethical perception, increasing the promotion of ethical purchase of organic agricultural products and enhancing ethical scene marketing, linking ethical purchasing achievements with ethical consumption. For

government and relevant organizations, strengthening the supervision and building ethical social norms, improving trust mechanism and establishing ethical certification, providing technical and policy support to the organic agricultural products consumption.

Keywords: Thailand's organic rice, Marketing ethics, Ethical judgments, Ethical purchase decision making, Chinese consumers' consumption



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CHAPTER 1

INTRODUTION

In chapter one, firstly, it is to introduce the key issues (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption, and secondly, research objectives will be explained, thirdly, the research framework will be described in detail. Lastly, the research definition and contribution of the study was explained.

Statement of the problem

The agricultural modernization has impacts on social, ecological, and economic sectors that have awoken policy makers to a realization of the importance of organic agriculture and sustainable food production. Simultaneously, consumers have become increasingly aware of food safety and quality issues, with associated rising skepticism towards conventional food products, with the consequence that citizens of developed countries have grown interested in organic products. Societies are prioritizing health, including children's health, and demand nutritious and naturally produced foods. Different organizations and polices thus have been established in developed countries to ensure safe food production through the adoption of organic agriculture, which is the sole solution to the problems originating from industrialized and conventional farming methods (Nicholas, 2017).

In Thailand, agriculture is the most important sector for sustaining economic growth and reducing poverty. From the total area of holdings, 116.5 million Rais, about half of the area (50.8%) as the area under rice, 50% of the total population, or 5.8 million households, are engaged in agriculture (NSO, 2013). Rice is the main crop with 53% of farmland, 11.3 million ha allocated to

rice production in 2017 (Ministry of Agriculture and Cooperatives, 2018). The export value of rice in 2018 is 180,270 million baht, export to China is 17,701 million baht (ranked second in the export destination). In 2019 is 130,545 million baht, export to China is 9,336 million baht (ranked third in the export destination). In 2020 is 115,915 million baht, export to China is 8,427 million baht (ranked third in the export destination). In 2021 is 107,757 million baht, export to China is 40,492 million baht (ranked third in the export destination) (Rice Export Statistics, 2022). Both countries, farmers also began to grow organic rice. organic rice farming utilizes an estimated half of the land used for organic agriculture (370,000 km^2). Both government and private initiatives encourage the establishment and development or organic farming, and national organic food production is rising as a result (Panyakul, 2016).

In the people's republic of China, agriculture is both the foundation and a major pillar of the national economy. In 2008, agriculture (measured in terms of added value) contributed 11.3% of GDP and 36.6% of employment. In 2002, an organic certification body called the China Organic Food Certification Center (COFCC) was established to promote organic farming. The COFCC is a multifunctional organization but has become increasingly important in produce supply, food safety, and environmental protection (QIAO, 2011). Currently, although China has its own organic production, however, consumers' consumption do not meet its own domestic demand for certain organic products. The growing demand for chemical free and healthy food in China and other developed countries which reflects the presence of widespread organic food markets worldwide. This translates to tremendous potential for exporting of Thai organic rice to China market.

Living in a global environmental crisis that is the consequence of years of irresponsible production and consumption, without concerning about its long-term impacts (Bengtsson,

Alfredsson, Cohen, Lorek & Schroeder, 2018). This scenario has instigated a process of greater ecological awareness among people and the emergence of pro-environmental movements in several countries of the world, strengthening a new perspective of consumption patterns (Aertsens, Mondelaers, Verbeke, Buysse & Huylenbroeck, 2011). This new group of consumers are aware about the consequences of their unsustainable consumption behaviors, composing a differentiated market segment, the so-called green consumers (Peattie, 2010). In the food sector, from this sustainable perspective, having the organic foods, offering an agricultural production based on pro-environmental and pro-social characteristics. Thus, with the growth of green consumers, there is also a significant increase in the demand for organic food. These consumers have continuously incorporated organic food into their daily eating habits (Lee & Yun, 2015), also they are driven by changes in their attitude, beliefs, values and motivations regarding food security and the consumption of certain food products (Simmonds & Spence, 2017).

Marketing activities raise some of the most widely and undeniable disputed ethical issues regarding business. Whether it is advertising, retailing, pricing, marketing research, or promotion, marketing has been charged with engaging in practices that involve dishonesty, manipulation, invasion of privacy, creating unsafe products, as well as the exploitation of children and vulnerable consumers. The increasing influence of global competition. Product development, pricing strategies, and advertising programs will raise, with greater intensity, questions about the ethical propriety of products produced, the prices charged and the ways in which they are advertised and promoted. The homogenization of lifestyles, the sustainability of forms of production, and the justice of using sophisticated marketing techniques in developing nations which lack experience and training regarding such forms of know-how marketing, are important ethical challenges which will be

increasingly heard (Bol, Crespy, Stearns & Walton 1991).

In recent years, such shocking words as melamine, gutter oil, Sudan red, lean meat powder, and malachite green have been appearing in Chinese media with unprecedented frequency of good practice. The unethical events associated with these terms have attracted ethical concern among consumers and further promoted the growth of ethical consumption in China. China, as the world's largest food consumer, has been proactively implementing a sustainable development strategy, thanks to improved living standards and frequent food safety problems, Chinese consumers have become more concerned about their health and the quality and nutritional value of their food. Growing health concerns means fostering an opportunity for the development of the green food market., (Liu, Pieniak, & Verbeke,2013). To better understand consumers' ethical purchase judgement and exploit the trade in organic rice products between Thailand and mainland of China, would be crucial issues to study this title and gaps for research implementation and results.

Research objectives

The study is to study the key current situation factors of organic rice consumption in China with following objectives:

1) To study the consumer's ethical judgments influence on purchase behavior process associated with decisions concerning goods and service on perceived ethical issues.

2) To analysis the key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption.

3) To find out the causal model of Chinese consumers' ethical purchase judgment decision making toward Thailand's organic rice consumption.

Research questions

This paper explores the current market situation in China and acknowledges key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice and the specific research of the study are following:

1) What factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption?

2) What are the influenced factors affected on Chinese consumers' ethical judgments (ecological awareness, face consciousness, group compliance, health and consumer privacy consciousness, adapting to Thailand culture) and also affected ethical decision-making process consumption?

3) What are the mediating roles of ethical judgments relationship toward ethical judgment and ethical purchase decision on Thailand's organic rice consumption?

4) What are the causal relationship factors of marketing ethics, ethical judgment, and ethical purchase decision on Chinese consumers toward Thailand's organic rice consumption?

Background of the study

Currently, different environmentally friendly and healthy food products that address consumers health concerns are available in different markets. Such diversity confuses consumers as they seek to differentiate food products and makes them more skeptical of organic foods, especially if they are not obviously distinguishable from non-organic foods. For example, in Thailand a survey of the health food market conducted in 2014 revealed a lack of trust in the quality of organic products and

that consumers faced difficulties in finding such products. Consumers lack understanding of production processes, and do not identify with the products or their producers: This phenomenon, which erodes consumer confidence in organic products, may be particularly common in the cosmopolitan cities of Thailand and China (Panyakul, 2016).

The economic and environmental merits of certified organic farming could motivate farmers in less developed countries to shift from conventional farming. However, certain concerns remain to be addressed, such as income risks due to uncertainties regarding productivity, price premium, market accessibility, lack of technology, know-how to support services, and low producer awareness. These concerns may be significantly correlated with how national government understanding and support of certified organic movements. (Carambas, 2007).

Examining consumers' awareness of organic food has been well developed in North America and Western Europe (Bonti-Ankomah & Yiridoe 2006). Only a handful of studies in relation to organic food consumption have been conducted in Asian countries such as Japan, Taiwan, India and Thailand. As best as can be ascertained, very few studies of this nature have been undertaken in China (Yin, Wu & Chen 2008; Yin et al. 2010), a fast-growing economy where organic foods are increasingly being marketed. Yin (2010) claims that none of the previous studies have analysed factors that affect consumers' choice of organic food in the mainland Chinese market. Their study revealed that consumers' intention to purchase organic food was influenced by level of income, degree of trust and acceptance of organic food, as well as health-related issues.

A substantial number of studies designate how consumers perceive the organic concept, examining issues related to the demand for organic produce, consumers‘ attitudes and the factors that facilitate or hinder the acceptance of these products. The organic purchases have been generally

attributed to environmental/ethical, quality/health consciousness and exploratory food buying behaviour motives, as well as to specific product attributes such as nutrition value, taste, freshness, and price (Chryssochoidis, 2000). Davis, Douglas & Silk (1995) provide further support by noting that only 6.8% of organic consumers limit themselves to only the purchase of organic products. In contrast, 44% of them go forward into more acts of environmental sensitivity, such as the purchase of environmentally friendly detergents or a conscious recycle of paper or glass. In addition, ethical and organic trading are beginning to increasingly overlap. A rising number of fairly traded goods are also organic, and the organic movement is moving towards including social rights and fair trade in its standards (Browne, Harris, Hofny-Collins, Pasiecznic.& Wallace, 2000).

Most of these surveys argue that organic purchasing motives are mainly attributed to consumers' environmental and health consciousness ,food safety and quality concerns, as well as to perceptions about specific organic product attributes, such as nutrition value, taste and freshness. On the other hand, the reasons that account for a reversal in favorable attitude towards organic products are mainly perceptions about their high price and low availability, lack of some special value in the views of consumers and lack of trust in the organic label, lack of promotion and general misunderstanding of the organic way of production (Chryssochoidis, 2000; Fotopoulos & Krystallis, 2002a, 2002b). A study reveals that Chinese consumers' intent to purchase organic food is strongly affected by factors such as income, degree of trust in organic food, degree of acceptance of organic food price, and consumers' concern on self-health. The intention is slightly affected by factors such as consumers' age, education level and concern about environmental protection (Yin, Wu & Chen, 2010). Qi & Angelika (2019) study the chinses consumer's purchasing green food intension based on the theory of planned behavior which influence of Chinses culture and consumer characteristic.

Little is knowing or understood about Chinese consumers' ethical purchase decision making toward Thailand's organic rice. The author and his advisor have been published two papers with the topics in 2020. Chinese consumers' attitude, pre-evaluation and purchase intentions toward Thailand's organic rice based on marketing ethics. Second research was on the marketing ethical strategies of Thailand's organic rice based on Eastern Economic Corridor (EEC) (Li & Laksitamas, 2020), in order to understand in depth crucial issues on the pertain dissertation topics.

Ethics, it is a concept that is difficult to be defined in the existing literature. It is related to the subject of philosophy itself and has its roots approximately 2,500 years before, when Socrates, Plato and Aristotle started getting interested in issues of human conduct (Brickley, Smith & Zimmerman, 2002).

Business ethics, as a part of corporate social responsibility, could be considered as an investment for the majority of modern organizations, since it seems to affect positively the consumer in different kind of ways that can be shown in the existing literature. First, Sen & Bhattacharya (2001) are argued that business ethics, as a part of corporate social responsibility, can benefit a firm by contributing favorably to consumers' brand evaluations, choice, and recommendations. In addition, Fan (2005) found that customers are not only buying a brand because of the product/service quality or price, but also according to the evaluation of how ethical the company is being perceived manufacturing products and services. Moreover, Singhapakdi , Vitell , Rao , Kurtz , (1999) argued that through corporate ethics the organizations can gain reputation, which was constructed by the sum up of consumers' perceptions and other stakeholders. Fan (2005) and Paluszek (2006) added that business ethics, also, enhance a company's reputation.

Ethics in general have a tight connection with values. Any discussion of ethics, whether general

or business, must begin with the concept of values, which can be defined in different ways. Even though these values may vary in definition for different companies, violating them can be fairly called unethical behavior. Making moral or ethical judgments implies that the decision-maker is concerned with the moral rightness or wrongness of the decision, rather than the legality of the decision (Payne & Pressley, 2013). According to the previous research, unfair pricing and dishonest advertising are among the most frequent issues of marketing ethics consumers claim that they encounter. This highlights consumers' attitude towards certain unethical behaviors. The degree of fairness converts into an emotion of satisfaction or dissatisfaction (Shehryar & Hunt, 2005).

Many of the consumer studies on organic food have considered factors that facilitate or limit organic food consumption. They have dealt with motivations to purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns or value structure (Magnusson, Arvola, Hursti, A˚berg & Sjoden, 2003). Factors found to limit organic food choice are high price, limited availability, satisfaction with conventional food, lack of trust and lack of perceived value (Fotopoulos & Krystallis, 2002a). The study describes that consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic products (Mazar & Zhong, 2010). Consumers think that organic products are costly, at the same time, they believe that higher price can be paid for healthy and eco-friendly products. This is the normal consumer behaviour, taking advantage of this, is unethical and should not be practiced. In recent years this has been a growing debate about ethical aspects of production and trade (Rana, 2012).

The term brand awareness is defined by Keller (2008) as the “strength of a brand node or trace in memory, as reflected by consumers’ ability to identify the brand under different conditions”. It is

considered as a vital component of brand equity but not the only one. In order to build brand awareness, two preconditions are necessary. First, the familiarity of a brand must be increased through repeated exposures with it (brand recognition). Second, there must be strong associations with the appropriate product category or other consumption cues (brand recall) (Keller , Aperia & Georgson , 2008). Other contributions concerning the identification of perceived quality is that by Khachaturian & Morganosky (1990) pointing out that the country-of-origin of a product is being positively related with its perceived quality. Moreover, Srikatanyoo & Gnoth (2002) enrich the theory, mentioning that consumers do develop stereotypical beliefs about the products in relation to particular countries.

Religion and culture are interrelated constructs. Like culture, religion also affects the value system of its adherents (Huismans & Schwartz, 1992). Religion provides the reason for being ethical and the points of reference for evaluating conduct. Since all religious traditions and denominations have some perspective on business practices, one can hypothesize that religious affiliation may play a significant role in an individual's business- ethical attitudes. In most of these studies culture is considered as one of the independent variables influencing one's ethical attitudes and behavior. Culture can never be treated as a single independent variable affecting the ethical attitudes and behavior, for it is a loaded and complex variable, overarching many areas in life. Culture includes an extensive number of dimensions and values (Hofstede, 1997). According to Hofstede (1991) and Triandis (1998), culture can be generally summarized as an Individualist (e.g., American and most Western European cultures) which focuses on 'I-identity' and personal self-esteem enhancement, as well as a Collectivist (e.g., Chinese and most Asian cultures) which emphasizes the 'We-identity' and social group esteem maintenance. Chinese culture, with typical collectivistic characteristics, has

generated different consumers' decision-making styles and consumption behaviors compared with other Western cultures (Hwang et al., 2003). More specifically, the roles of face consciousness and group conformity play differently and more significantly among Chinese consumers than Western consumers during the consumption process (Mak, Chen, Lam, & Yiu, 2009)

Research conceptual framework

The article aims to investigate the key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice. This framework is embedded in three underpinning theories, which are: the consumer decision-making process (CDP) model developed by Blackwell, Miniard & Engel (2006), the theory of planned behaviour (TPB) developed by Ajzen (2005), the 'hierarchy of effects' model as initiated by Barry& Howard (1990). The four dimensions of the conceptual framework are influencing, cognitive and affective, evaluation of alternatives and ethical judgments and ethical purchase decision making. Essentially, the proposed conceptual framework is a staged model which assumes that consumers move through a rational ethical problem-solving process in ultimately purchasing organic rice food. This problem-solving process in consumers' minds (cognitive and affective factors) involves the search and processing of information as suggested by the CDP model and by the TPB (beliefs, attitudes and norms). Steenkamp (1997) suggests a classification of factors or variables that potentially influence consumer decision making. The forms the first stage of the proposed conceptual framework. As a result of the extensive literature review of organic food studies, it was decided to include the following relevant constructs which influence Chinese consumers' ethical judgment, ethical purchase decision making towards Thailand's organic rice based on marketing ethics: ecological ethics, social ethics, and cultural ethics

and international marketing ethics. Organic rice related items comprised physical appearance, smell, taste, sensory appeal, nutritional value and price. Ecological ethics comprised items related to social issue, economic issue and environment issue. Social ethics comprised items related to certification, fairness price, advertisements, and convenience place. The research conceptual framework and relevant hypothesis are developed in Figure 1. The research framework for Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption.

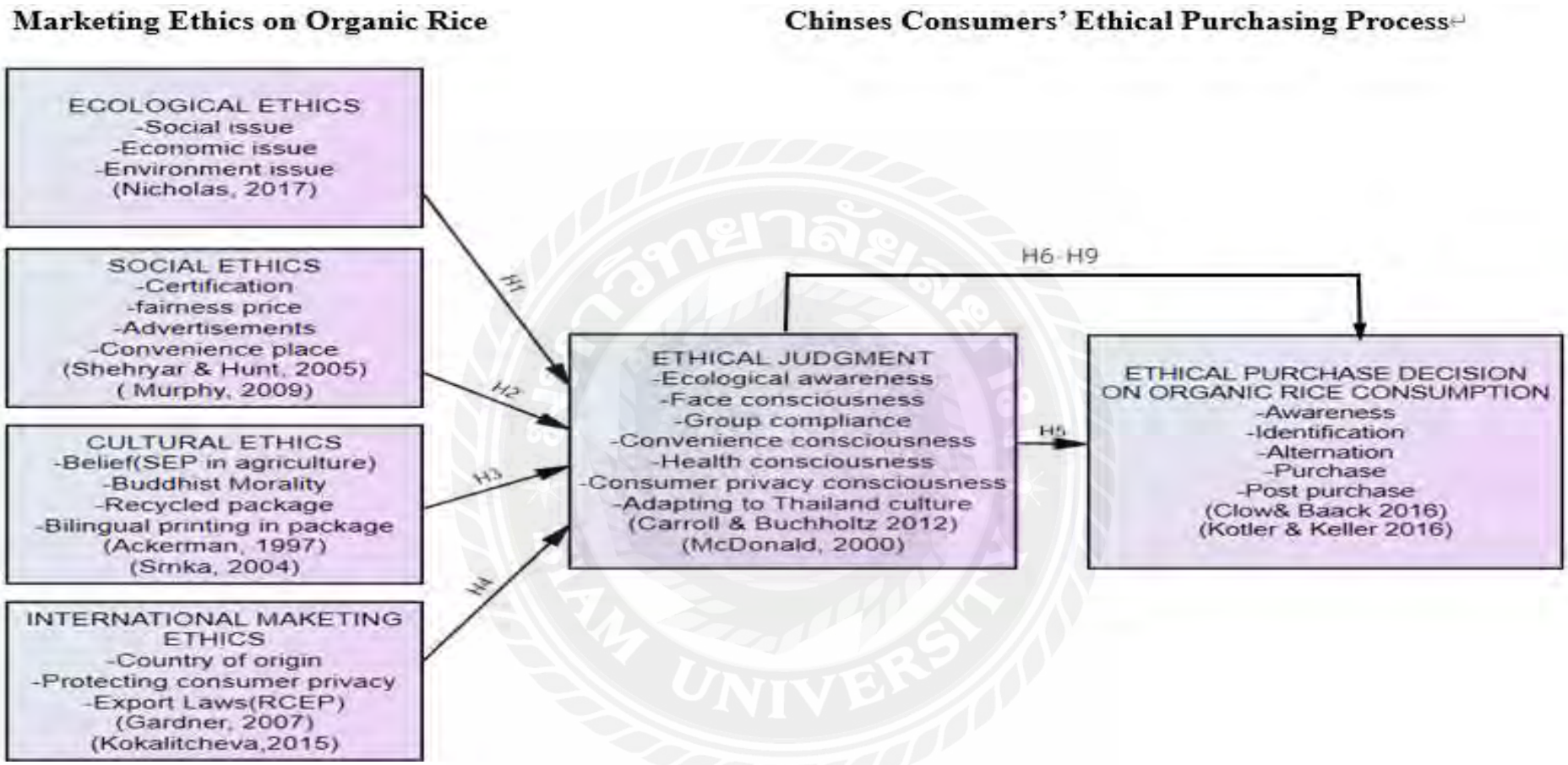


Figure 1. The research framework for Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption based on (Nicholas, 2017), (Shehryar & Hunt, 2005), (Murphy, 2009), (Ackerman, 1997), (Srnka, 2004), (Gardner, 2007), (Kokalitcheva,2015), (Carroll & Buchholtz 2012),(McDonald, 2000), (Clow& Baack 2016),(Kotler & Keller 2016).

Definitions

Business ethics is considered as a part of the general ethics and according to De George (1995) can be defined as “a movement within business or the movement to explicitly build ethics into the structures of corporations in the form of ethics codes, ethics officers, ethics committees and ethics training”. It is widely acceptable today, that business ethics affect, both, producers and customers, the two key cornerstones that are included in the definition of business itself according to Ghosh (2011) that defines business as an interaction between producers and consumers.

Marketing ethics is defined as the systematic study of how moral standards are applied to marketing decisions, behaviors and institutions (Laczniak & Murphy, 1993). It draws on two distinct fields: (a) Philosophy which is normative, and values focused. (b) Social science, which is positive descriptive and empirical. Many of the consumer purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns or value structure (Baker et al., 2004).

Ethical judgments from two of the most oft-cited models of ethical decision making: the Hunt–Vitell model and Rest’s four-component model. Hunt and Vitell (1986) define ethical judgments as ‘‘the belief that a particular alternative is the most ethical alternative.’’ By their definition, rendering ethical judgments requires identifying ‘‘the most ethical’’ of available options, logically suggesting that options must be compared in some way with one another. In contrast, Rest (1986) suggests that ethical judgments may be singular. He defines ethical judgment as a ‘‘psychological construct that characterizes a process by which an individual determines that one course of action in a particular situation is morally right, and another course of action is morally wrong.’’ Schwepker (1999) defines ethical judgment as ‘‘an individual’s decision as to whether something is ethical or unethical, right or wrong. Valentine and Rittenburg (2004) characterize ethical judgments as ‘‘generalized perceptions of good and bad individual behavior.’’ Neither of these definitions implies that rendering ethical judgments necessarily requires that one behavior be compared with other behaviors.

Ethical consumption is defined as the conscious and deliberate choice to make certain consumption choices due to personal moral beliefs and values (Crane and Matten , 2010). Shaw et al. (2016) consider ethical consumption as a manifestation of caring, responsibility and felt obligation. Ethical consumption

involves the consumers' willingness to pay a surcharge on sustainable products (Tsarenko et al., 2013). Pecoraro and Uusitalo (2014) describe ethical consumption as a behavioral pattern that challenges consumers to reconsider their everyday consumption choices from a moral point of view.

Face consciousness refers to an individual's public image gained by performing the specific social role that is well recognized by others .There is a need and concern for people's self-face, and for others' face, which are related with respect to receptiveness, honor, social status, reputation, and among other concepts (Oetzel et al., 2001). Face consciousness can be defined as a person who wants to enhance, maintain, and avoid losing face in social activities (Bao et al., 2003). Face consciousness affects many aspects of Chinese people's daily lives, in particular their consumer behaviors and purchase intentions (Juan Li & Su, 2007). From the Chinese perspective, Chang and Holt (1994) presented face as a fundamental, interpersonal relationship issue that also shapes the primary antecedents of human behavior and intention.

Group conformity refers to how people's psychological behaviorisms are easily influenced and tend to be concordant by the reference group. This holds especially true when people experience pressure of expectations toward their behaviors from the group and attempt to avoid losses from mistaken decisions (Hogg & Vaughan, 2002). Confucian ethic culture has always been conventional among traditional Chinese culture, where the group concept engages in a significant role of dealing with social economic relations. Chinese people who are raised under this value tend to hold dependent thoughts and are convinced by information from others without applying rational consideration. Tt is common for Chinese consumers to narrow the social gap within their own social class through accordant consumption behaviors (Yang, 1981).

Ethical decision-making was developed through the "cognitive moral development" of people value base or moral Philosophies (Fraedrich, Thorne & Ferrell,1994). Ethical decision making means the process and moral base that one uses to decide whether each matter is correct or incorrect. The procedure of ethical decision-making is comprised of the consideration of responsive behavior and people's choice of making decisions, rules and norms and moral standards compared to individual's actions and ethical theories as providing weighty principle toward decision making (Carroll, 2007).

The contributions of the study

The study was a different from the previous research in the field of Chinese consumers' ethical purchase decision making toward Thailand's organic rice. several factors of marketing ethics (ecological ethics, social ethics, culture ethics, internal marketing ethics) that affected the Chinese consumers' ethical purchase decision making. The focus study will contribute to:

1) To ensure the effectively implementation of the marketing ethical strategies and sustainability development for export Thailand organic rice to P.R.C.
2) To reduce and support Thailand's rice famer heavy household debt and get out of Thai poverty debt traps.
3) To create a mindset between organic rice farmers and agribusinesses balance on the profits motive and marketing ethics.
4) To fully use the Eastern Economic Corridor(EEC), Asean Economics Community(AEC), Regional Comprehensive Economic Partnership agreement (RCEP) or any other trade treaty favorable policies and embrace the digital era, increase the Thailand's organic rice value and enlarge the export volumes to international markets.
5) To give all possible resources to increase justice standard towards Chinese consumer, to advocate positive social practise and consumer's purchase behaviors towards organic rice export and import companies.

CHAPTER 2

Literature Review

In chapter 2, the literature review will be studied in following aspects: first, marketing ethics on organic rice in Thailand: aspects of ecological ethics, social ethics, cultural ethics, international marketing ethics; secondly, ethical judgments: aspect of Buddhist morality, Confucian dynamics, face consciousness, group conformity; thirdly, business ethics decision-making models: aspects of The Kohlberg Model, The Ferrell and Gresham Model, Hunt and Vitell Model of Ethical Decision Making, Jones Ethical Decision-Making Model, Trevino's Person – Situation Internationalist Model, Kelley and Elm Revised Decision Making Model; fourthly, five-stage model of consumer buying decision process: Need recognition, information search, evaluation of alternatives, Purchase decision, post-purchase decision By Hunt & Vitell; Kelley & Elm; Engel, Blackwell & Miniard; Howard & Sheth,;Kotler & Keller.

Marketing Ethics on Organic Rice in Thailand: Aspects of Ecological Ethics, Social Ethics, Cultural Ethics, International marketing Ethics.

Ecological Ethics: Aspects of environmental issues, social issues, economic issues.

Agriculture is one of the biggest emitters of greenhouse gases (GHG). According to the Thailand Greenhouse Gas Management Organization, almost 25% of Thailand's GHG emissions come from the agricultural sector. Rice farming is thought to release half of Thailand's methane emissions, which are a major climate threat. Meanwhile, the prevalence of monoculture in Thailand has not only led to razed forests, decreased biodiversity, and depleted freshwater sources, but has also nurtured an overreliance on harmful pesticides, herbicides, and fertilizers, many chemicals like DDT, long banned in Western countries, are still used heavily in Thailand. The overuse of such chemicals can give rise to a laundry list of social, environmental, and economic ills, including poor health among farmers, mounting debt, infertile soil, and increased vulnerability to blights and extreme weather. However, organic farming could help to address many of these ills. Organic practices are proven to improve soil fertility, foster biodiversity, and in many cases, increase yield (Nicholas, 2017).

Unsustainable farming hurts the national economy over the long term because of its personal financial impact, namely the continued poverty of farmers caused by high household debt. For Thailand's agricultural sector, which already has a shrinking and ageing labor pool, impoverished conditions among farmers will only propagate problems such as low productivity, low health, low education, and low opportunities for growth and scalability. Farmers have rarely been educated to consider market needs, financial management, and production sustainability. Agriculture is a vast and complex industry spanning many geographical regions, each with its own unique challenges and interdependent players. This means there is no simple path to a more sustainable sector. Indeed, while organics and SEP offer some solutions, a successful, industry-wide shift toward sustainability will likely involve a combination of stronger consumer demand; better agricultural knowledge, land management, and business skills among farmers; better use of innovation and technology among larger players; and an across-the-board reduction of chemical usage (Nicholas, 2017).

Social Ethics: Aspects of certification, price fairness, advertisements and convenience place.

A food product with a quality label, such as the organic label, is being perceived as more "valuable" by consumers, since the label "guarantees" quality in a more easily identifiable way. The conjoint task has proven in a solid statistical manner that (1) the importance of the organic label is higher than that of price as an organic purchasing motive; and (2) the existence of the organic label maximizes the utility of the product in comparison to its conventional counterpart. However, low real awareness, consumers' contradictory perceptions, lack of any educational/communication activity, limited offer of well-known organic brand names, divergence between supply and demand, and relatively high prices have been identified as the major causes of the observed low penetration of the organic products in the Greek market. The present survey further proves that the use of the organic label by farmers, agricultural firms and food companies can become a marketing strategy very similar to branding; an organic label makes a product more easily accepted by consumers, while it transforms its quality characteristics from credence to search and decreases consumer risk regarding the quality of agricultural produce (Athanassios, Christos &Yiorgos , 2006).

Organic Agriculture Certification Thailand (ACT), a private non-profit foundation established in 1995 that offers fee-based services. ACT is accredited to the Agricultural Commodity and Food Standards (ACFS) of Thailand. In 2002, ACT was accredited to the International Federation of Organic Agriculture Movements (IFOAM) and then to the National Organic Program USA (NOP) and the Japanese Agricultural Standard (JAS). Besides these, many local third-party certification bodies also exist, along with several foreign certification bodies that operate their own offices or operate through local agencies. Local agencies have only about 25% of the certification market, with the remaining 75% belonging to foreign certification bodies, mostly based in the European Union (IFOAM, 2009).

The Organic Agriculture Certification of Thailand (ACT) is a private and independent certification body established in 1995. Its members consist of producer organizations, consumer groups, NGOs, environmentalists and academics. ACT remains the sole private and local body offering internationally accredited organic certification services. While ACT's current certification covers only organic rice, vegetables and bean products, it has also established its own standards for crops, products harvested from the wild, processing and handling. ACT was accorded ACFS certification in 2005 and covers the whole Provinces of Thailand. ACT also became the first certification body in Asia to receive IFOAM accreditation in 2002 after winning endorsement from the International Organic Accreditation Services (IOAS). The Northern Organic Standards Organization is a private certification body that caters only to farms and crops from Thailand's northern Chiang Mai province. This organization established a group-certification program based on collaboration and mutual trust between farmers and consumers (Lorlowhakarn, Boonyanopakun, Panyakul,Vildozo,& Kasterine, 2008). Many sustainable agriculture labels exist in Thailand including GAP (Good Agricultural Practices). According to the farmers interviewed, the GAP certification , created by the Department of Agriculture, became a minimum requirement to export to Europe (Thapa & Rattanasuteerakul, 2010).

Unfair pricing is a common problem of marketing ethics. Interestingly, it is in fact suggested that one of the reasons for such a problem to exist - lays in the customer perception of price fairness concept. Buyers compare their outcomes with other buyers and fairness judgments are a result of such comparisons. Fairness judgments give rise to emotions that manifest themselves as consumer

satisfaction or dissatisfaction with the seller the product (Xia & Kent, 2004). It is important to realize that defining pricing as unethical, a special attention should be given to possibilities the consumers could have had regarding comparing their price to others. The scholars continue stating that "Consumer fairness perceptions are composed of both distributive and procedural components", concluding that customer "who finds that others paid less money for the same service should feel upset and dissatisfy over the perceived inequality. In this case, anger is an emotion that arises from a judgment of distributive fairness pertaining to the final price" (Shehryar & Hunt, 2005).

Some studies indicated that when price is increased due to the fact that manufacturing costs were increased, this price increase is considered rather fair. Some of the studies demonstrated an occurrence when retailers hold more responsible for increased prices as demand increase on conditions as well as control increase conditions, whereas the manufacturers were more responsible for price increase in the supply decrease condition. Yet as a result, both the retailers and the manufacturers faced the same request from consumers to take responsibility for the prices increase. Hence, it can be concluded that ethical responsibility for price manipulation lays on those who a price technique may be associated with (Ratchford, 2014).

Another reason for perceiving price as unfair may be consumer's perception of price discrimination. According to research, for instance such a social group as students and such a group as elderly people are not likely to be charged higher prices than are considered to be fair. Interestingly enough, in regards with firm's financial performance, some studies mention loyalty as a factor of consumer-based brand equity has the least weight in terms of potential improvers of financial performance. The most impactful factor the authors pointed out was perceived quality. The second place in the ranking was taken by brand awareness and brand associations. From this, it can be concluded that in order to improve immediate financial performance, a company should pay attention towards perceived quality rather than the loyalty of its customers (Aydin & Ulengin, 2015).

The major disadvantage of the organic products for the buyers is their high price, a finding directly stated by almost half of the buyers (Athanassios, Christos & Yiorgos, 2006). A survey in China indicated that most consumers are willing to pay a premium for organic food. On average, most consumers are

willing to pay a 35.5% premium for organic food versus conventional food. However, a 35.5% premium is still much lower than the actual price premium of organic food in China. Given the wide differential between WTP and the actual price premium on organic food in China, organic food remains unacceptable to most consumers in China. Generally, consumers who are more aware of health and food safety are more willing to both pay for organic food and frequently purchase such food (Yin, 2010).

Advertising is an efficient means of distributing information because consumers need to know about the enormous and everchanging array of products. From this perspective, advertising is an effective and relatively inexpensive way of informing consumers of new and improved products (William, Stephen & Sut, 2016). With the availability of tens of thousands of products and their increasing complexity, the consumer today has a real need for information that is clear, accurate, and adequate. A clear information is that which is direct and straightforward and on which neither deception nor manipulation relies. Accurate information communicates truths, not half-truths. It avoids gross exaggeration and innuendo. Adequate information provides potential purchasers with enough information to make the best choice among the options available. Whereas providing information is one legitimate purpose of advertising in our society, another legitimate purpose is persuasion. Most consumers today expect that business advertises for the purpose of persuading them to buy their products or services, and they accept this as a part of the commercial system. Indeed, many people enjoy companies' attempts to come up with interesting ways to sell their products. Ethical issues in advertising arise as companies cross over the line in their attempts to inform and persuade, and sometimes entertain, consumer stakeholders. There are four general types of advertising abuses in which ethical issues surface. These include situations in which advertisers are ambiguous, conceal facts, exaggerate, or employ psychological appeals. These four types cover most of the common criticisms leveled at advertising (William & Vincent , 2012).

The advertising in food industry there is quite a bit of controversy going on. One of the widely discussed and serious issues – is ethics in advertisements directed at children overall. This topic has raised a decent amount of negative reaction as from the side of parents, as from the public policy makers. Besides the age concerns, publications noticed a raised interest of consumers towards health in food

overall. Some publishers claim that in the process of a study, parents were exposed to a scenario, which would focus their attention on the implication that the food they are suggested to buy is having some potentially unhealthy nutrition ingredients for their kids (Bakir & Vitell, 2010).

Organic food claim is another arena in which deceptive advertising claims are often made. One of the most challenging questions to answer pertains to what exactly does organic mean? Organic foods or ingredients are generally defined to be those that meet certain criteria. If you see the alternative label, "100% organic," it must meet the standards listed above. Or, it could say "Made with Organic" in which case it means the ingredients must contain 70 percent of more organic ingredients. If this is the case, consumers will have to shop carefully and hope that the reputation of the seller is high enough to be conveying the truth (Alan, 2016).

Some researchers claim that if a consumer is not aware that he is being exposed to advertising, his adequate evaluation of the situation does not function exactly properly. And his intelligence is at compromise. It is argued that one of the recent trends in discussing ethics relates to social media. Especially it touches upon the issue of transparency. The authors point out that this issue must be under close attention within the industry and some initiative towards consensus and optimal ground should be looked for. Whether the norms involve ensuring transparency and protecting privacy in new and nontraditional media or creating ethical organizational cultures and encouraging ethical behavior by individuals, the advertising industry must embrace its responsibilities and take more of a leadership role. Another important point the authors mention is that "the size and power of advertising organizations has undoubtedly increased tremendously; their obligations to provide responsible and ethical leadership within their organizations, the industry, and society more generally have increased as well (Drumwright & Murphy, 2009).

While the ethical issues discussed so far have relevance to the business-to-business (B2B) marketing sector. B2B sales staff will deal with individuals or groups of individuals from the 'buyer' organizations with sales being of high value and repeat business being the seller's aim. The relationship between the two parties may develop into social settings, where close personal relationships may develop, with the potential for inappropriate behaviour noted (Fisher, 2007).

Supermarket own-label brands compete directly with manufacturer brands, often with preferential shelf positioning and lower relative prices. Supermarket retail chains are frequently criticized for aggressive negotiations with suppliers to drive purchase prices down and to generate greater profits for themselves. While some suppliers, such as farmers, have been able to form large marketing cooperatives or strategic alliances in order to provide themselves with market negotiating power. Farmers and food producers have been increasingly vocal in many countries regarding dominant supermarket chains, complaining of abuse of power, including driving prices paid to suppliers down below the cost of production, together with other tactics such as 'delayed payment times for goods supplied; retrospective reductions in prices paid to suppliers; and requiring suppliers to contribute to marketing costs (Burch, Lawrence, & Hattersley, 2013). These problems are not just restricted to food retailers, but also apply to other sectors with dominant organisations within the supply chain. There are some greater regulation and control to reduce supermarket abuses of supplier relationships have revealed the ineffectiveness of current voluntary codes of practice, mediation and other regulatory processes across several countries (Richards, Lawrence, Loong, & Burch, 2012).

Organic rice supply chain in Thailand, according to Panyakul (2011), Green Net's president (an organic cooperative), organic operators are: individual / family farms, farms working for a company (responds to a large-scale demand under the contract farming model), government organizations such as the Royal Project Foundation (RPF), groups with private companies and groups with cooperatives. Organic farmers can sell their products directly to regular resellers or joining a cooperative. Within a cooperative, farmers can improve the quality of the final product and sale the product easier. The relations between the actors of the chain can formalize through contracts. Farmers need to register as a member of a farmer group to facilitate the access to credit, learning, knowledge and buy organic fertilizer in large quantities with lowers prices (Itthiphon, 2009).

The Green Net Cooperative was established in 1993 by a group of producers and consumers to promote organic farming. Farmers sought to build national legitimacy by not conforming to international standards. The Green Net Cooperative is the pioneer of organic farming movements in Thailand and received the Fairtrade label in 2002. The cooperative buys the production from the farmers' groups,

manages the stocks and then sells them on the domestic or international market. Cooperatives make it possible to sell the products at a better price because they have a big amount of production, also, farmers don't have to manage the marketing part. They organize courses on organic production, help farmers to obtain certification and organize the marketing of organic products. Some cooperatives encourage and assist young farmers to build their structure and business (Faysse & Wattanai, 2018). Cooperatives work with government organizations to obtain financial and technical support. The Green Net Cooperative to expand the network by providing support through trainings and technical management. Farmer groups make it possible to create places of storage, exchange and to improve the social conditions of farmers. Organic farmers in Thailand have therefore created groups with strong beliefs that allow them to move forward together; when someone does not comply with the rules, that individual is excluded from the group (Itthiphon, 2009).

The distribution network includes supermarkets, hypermarkets, specialized shops, direct marketing and online stores. Thus, distribution channels for organic food are well developed and diversified. The most popular channels for organic foods remain health shops or "Green Shops", but supermarkets and hypermarkets are catching up as they pursue the modern marketing trend toward "big and convenient" shopping. More outlets have revised their policies to allocate more floor space to organic products. Additionally, hotels, spas, restaurants and travel businesses in the service sector increasingly use organic products to attract organic consumers. This marketing shifts are expected to not only expand the availability of organic food but also grow its popularity. However, organic purists question supermarkets and hypermarkets as distribution channels because they claim such channels will slowly erode the close trust inherent in the "supplier-retailer-customer" relationship that exists in the more traditional retailers. Nevertheless, supermarket chains offer the way forward in popularizing organic food and reducing prices through enabling high consumption and mass production. The main solution is to ensure the strictest certification enforcement to maintain consistent quality in mass production and distribution to sustain consumer confidence in organic food (Lorlowhakarn, Boonyanopakun, Panyakul, Vildozo, & Kasterine, 2008).

Culture Ethics: Aspects of religious, belief, recycled package, bilingual printing in package.

According to Bodley (2005), culture resides in learned behavior as well as in some shaping consciousness prior to behavior. Language, organization, and technology are probably the most important elements of culture. Cultural differences manifest themselves in various ways. The deepest manifestation of culture is the set of values. Values are broad tendencies to prefer certain states of affairs over others. Norms are the standards for values that exist within a group or category of people. More superficial differences in culture can be found in symbols and rituals. Values are at the core of economic behavior and could help explain differences in the conduct of firms (Bodley, 2005). Zaheer (2006) uses cultural values to investigate international collaboration of business households, especially trust. Different cultures have their own mores of what is acceptable and unacceptable conduct.

Culture has been identified as one of the important determinants of business ethical decision-making. Culture influences ethical decision-making both directly and indirectly by interacting with other variables. Bartels (2007) was the first to recognize the importance of the role of culture in ethical decision-making in marketing. He notes that contrasting cultures of different societies produce different expectations and become expressed in the dissimilar ethical standards of those societies . According to his model, cultural factors such as "law, respect for individuality, nature of power and authority, rights of property, concept of deity, relation of the individual to the state, national identity and loyalty, values, customs and mores, state of the arts, are the most basic determinants of ethical standards of a society.

Cultural and linguistic influences were considered by assessing equivalence across two pairs of countries having the same language but different cultures, and across countries differing in culture and language. With the concern of non-equivalences as sources of measurement error, this highlights the necessity to accurately translate measurement instruments from one language to another. The common process involves translation and repeat translation although errors may moderate into this process can naturally create further measurement problems (Davis, Douglas, & Silk.1981).

Cross cultural empirical studies that have so far been conducted focus on investigating the relationship between culture and business ethics, and particularly in testing the hypothesis that there are cross-cultural differences in business-ethical beliefs, perceptions, attitudes, and behavior of people

involved or associated with business. Most of these cross-cultural empirical investigations study the respondents' business-ethical attitudes, behavior etc., based on respondents' answers to vignette describing certain questionable business practices such as giving or receiving "gifts" or "gratuities", software piracy, and dishonesty in advertising. Many cross-cultural studies confirm the hypothesis that culture influences one's ethical perception, attitude and behavior. Studies also indicate that culture plays a role in the way people across cultures identify situations posing ethical problems (Hofstede, 1997).

Religion and culture are interrelated constructs. Like culture, religion also affects the value system of its adherents. Religion provides the reason for being ethical and the points of reference for evaluating conduct. Since all religious traditions and denominations have some perspective on business practices, one can hypothesize that religious affiliation may play a significant role in an individual's business-ethical attitudes (Huismans & Schwartz, 1992). It is assumed that ethics and religion are related, past research has provided mixed conclusions about the exact nature of that relationship. Formal and informal norms, values and beliefs are contained in the teachings of most major religions (Parboteeah, Hoegl, & Cullen, 2008).

Different religions have long served, and continue to serve, as sources of moral and ethical guidance in daily life, business life and marketing in all its forms: from consumer behaviour and business practices to promotional activities. The three major monotheistic religions – Christianity, Judaism and Islam – have all inspired authors and researchers to contribute to the debate about marketing ethics. Much of this debate has been centered on typically normative ethical perspectives of these religions; however, other religious and philosophical schools of thought, some with more relativist perspectives, have also contributed, such as Buddhism (Darian, 1985).

Although the majority of Thailand's modern Agri-culture is monoculture, its detrimental effects on the environment have long been known to Thailand's environments. That backlash resulted in the formation of the Alternative Agriculture Network in the early 1980s. It was the first step to establishing a certification body, the Organic Agriculture Certification of Thailand (ACT), in the 1990s. From tiny beginnings, organic farming has been on the upswing, increasing from roughly1,000 hectares of land under cultivation in 1998 to 45,587 hectares in 2015. Most of Thailand's organic crops are produced for

export. The main crop is rice, while other cash crops, such as soybeans, peanuts, tropical fruits, asparagus, tea, coffee, herbs and rubber, bulk out the total. To date, rice farming occupies 53% of the total farmland and it employs 70% of the total labor force in Thailand, 50% of the total production is dedicated to the export market (Wareerat, 2017).

In Thailand, this untapped market of institutions, such as government departments, municipal bodies, schools and corporations, has the potential to raise the demand in a major way by contracting farmers or procuring organic products to supply entire institutional. Thailand is arguably the world's largest rice exporter and is particularly well known for its world-famous fragrant rice, known locally as called Hom Mali. The Thai people can be considered connoisseurs of rice, consuming many varieties in significant quantities (Falvey, 2000). Conventional rice farming utilizes half of the country's agricultural land (10.2 million hectares) (OAE, 2017).

In Thailand, market awareness of the benefits of organic food dates back to 2002. This late awakening to the organic market was partly due to a lack of information and promotion, and the unavailability of organic products in the local market. In 2010, the Thai market for organic agricultural goods was estimated at about $200 million, of which $120 million derived from exports and $80 million from the domestic market (Thai Organics, 2011). In 2017, the government launched the National Program for Organic Farming addressed to rice farmers in the whole country. The main motivations concern the country's competitiveness on international markets, farmers' health and incomes and the protection of the environment. The Thai government invested about 25 million dollars in 2018. This ambitious program aims to help farmers' groups to convert to organic farming providing technical and financial support. In 2015, 168,310 rai of rice were certified organic, representing 5.5% of the domestic market in Thailand. The final objective of this program is to convert 1,000,000 rai by 2021, which represents 12% of the domestic rice consumption in Thailand (Willer, Helga & Julia, 2019).

A packaging choice is made when a desired packaged good (particularly groceries) comes in alternative packaging. Consumers' packaging choice is generally assumed to be a purely economic decision, made by balancing expected costs and benefits (convenience, aesthetics, price). However, in recent decades environmental consequences of our packaging consumption, and particularly the amount

of household waste it leads to, has become the focus of political and public attention (Ackerman, 1997). Information campaigns by public authorities and private firms and the public debate about packaging, waste, and related environmental issues may not only have raised the level of environmental concern in general (Dunlap, Gallup, & Gallup, 1993), but may also have made consumers more aware of detrimental consequences of their packaging choices for others (the society) and of actions they can take in order to avoid these consequences. Awareness of these issues is exactly the precondition for the development of moral norms for environmentally sensitive actions alluded to Heberlein (1972).

Abuses in the packaging and labeling areas were fairly frequent until the passage of the Federal Packaging and Labeling Act (FPLA) of 1967. The purpose of this act was to prohibit deceptive labeling of certain consumer products and to require disclosure of certain important information. This act, which is administered by the Federal Trade Commission, requires the FTC to issue regulations regarding net contents disclosures, identity of commodity, and name and place of manufacturer, packer, or distributor. The most important issue in labeling today is ingredient labeling. Consumers now want to know more about what ingredients are in the products they are using, especially food and health-related products. In the area of product packaging, the issue of slack fill has been the topic of much recent criticism. Slack fill, concept and practice known in regulatory terms as nonfunctional slack fill, is the practice of companies putting less product in the package while often keeping the container size the same but raising the price (Ziobro, 2015).

Marketing research is generally interested in the linguistic aspect of communication within the framework of the choice between the standardization and the adaptation of an international and/or intercultural communications strategy (Clark, 1990). In terms of marketing communication, a bilingual or a multilingual market is a market in which the consumers regularly use two languages, However, all the used languages do not have the same status and thus do not have the same effects on the consumer's behavior. First, we have the official languages, often related to the cultural background and the regional dialects; they are often related to the traditional uses. Organisations that see bilingualism is an integral part of their operations are often able to demonstrate good practice in bilingual design, finding

innovative solutions to displaying two languages simultaneously and making bilingualism a distinctive feature of their identity. Complications deriving from bilingual corporate visual identity may arise in connection with approaches that adopt separate, parallel identities in two languages, or when bilingualism has only been considered at a late stage in a design process (Khalbous, 2003).

Language is one of the most formidable barriers that international advertisers have to surmount and is often described as the most important element of culture (Hall & Hall, 1987). The selection of an appropriate language for product labels or packages is important in order to deliver an effective message to the consumers (Gannon, 2001). Firms that translate promotional materials and information into the local language are often seen as being more serious in doing business in the country (Hollensen, 1998). The ideographic nature of Asian languages must also be taken into account in the creation of corporate and brand names, and in marketing communications created to promote the company and its products. Hence, trade names, sales presentation materials, and advertisements used by firms in their home market have to be adapted and translated when used in foreign markets (Kotabe & Helsen, 1998).

It is generally packaged to reach the customer in a satisfactory condition, and the features of the packaging—such as the shape, color, graphic style and wordings—can influence a consumer's perception and emotion towards the product even before the customer sees it. The packaging can directly influence the consumer's decision to make a purchase (Meyer & Lubliner, 1998). For Chinese respondents, their reaction to the use of different languages on packaging was also significantly different Chinese respondents reacted more positively towards products packaged in their own language, compared with those in the Malay language (Ernest & Chin,2006).

International marketing ethics：aspects of country of origin, protecting consumer privacy and export laws.

The global trend of healthy eating along with the reduced structural trade barriers increase the demand for organic foods that are produced abroad, which speeds up organic food import and export (Ciburiene, 2014), and makes country-of-origin (COO) a relevant attribute for organic food products. COO is an extrinsic quality cue that is not a physical part of the actual product like other extrinsic cues such as packaging, advertising, type of outlet, and brand name (Steenkamp, 1989).

Insch and Florek (2009) suggest three main reasons to account for COO information on product labels and packaging. First, COO may serve as a quality indicator for a product. Second, place references may appeal to consumers, who developed a preference for products from a particular origin based on various psychological concepts like consumer ethnocentrism, self-image and status. Third, a country's positive image may be used to emphasize positive links between the product and its origin. In particular, research has found a higher willingness to buy a product from a specific country if there is congruence between the product category and the country image (Roth & Romeo, 1992). In addition, the country image associated with a COO has been suggested to provide a source of sustainable competitive advantage through providing a differentiated product offering at export markets (Baker & Ballington, 2002). The role of COO in shaping consumers' perceptions, preferences and buying behaviour is one of the oldest and most widely researched topics in the global marketing and consumer behaviour literature (Dekhili & Achabou, 2014). A product's country-of-origin can influence consumers' evaluative judgements of the product" (Pharr, 2005). In particular, research has found a higher willingness to buy a product from a specific country if there is congruence between the product category and the country image (Roth & Romeo, 1992).

Technology has driven new and growing fields, which have significant implications for businesses and the ethical issues they eventually will face. In addition to Big Data, among these new arenas are the "Internet of things" (IoT), data analytics, cloud computing and artificial intelligence, just to name a few of the growing applications. Applying business ethics analysis to questions involving technology is essentially an extension of discussions of business ethics up to this point. The goal of managers and businesses striving to be ethical should be to avoid harm and to do what is morally justified and fair. In making ethical judgments, the prevailing norms of acceptability regarding technology must be tested by the principles of fairness and justice, protection of rights, utilitarianism, and other applicable ethical guidelines (Michael, 2016).

The average person encounters two forms of Internet electronic commerce: business to-consumer (B2C) transactions and business-to-business (B2B) transactions. Most of us are quite familiar with B2C transactions when we do personal business on the Internet—buying products and services, arranging

credit cards, accessing travel Web sites, and doing financial business such as personal banking. In terms of web-based marketing to consumers, consumer stakeholders are primarily affected by such issues as database sharing, identity theft, and invasion of privacy. Invasion of privacy is a legitimate concern in all business transactions; however, the special case of e-commerce deserves special attention because of the ease with which data can be accessed, stored and transmitted in electronic form. The new world of Big Data has accelerated this trend. One of the most important ethical issues with respect to doing business over the Internet is the question of invasions of consumer privacy (Dick, 2015).

Collection and use of personal information is a serious invasion of privacy with respect to electronic commerce. Though non-Internet companies have engaged in this practice for years, everything seems magnified in the e-world in which we now live. None of us really knows how much personal information is collected, saved, swapped, or sold in e-commerce. Thousands of retailers, from department stores to catalog companies, collect and store personal information, from asking customers for their zip codes to collecting names, addresses, household income, and purchasing patterns through a store credit card. Retailers also share, exchange, and even sell their customer databases to other companies. In short, the average consumer has very little control over what is done with his or her personal data once it is collected. An ongoing concern is identity theft or someone tampering with one's financial accounts. Less serious is the inundation of marketing attempts, both online and offline, which consumers are subjected to as a result of information being distributed (TED Blog, 2016).

The challenges for organizations operating in the global business environment include issues of corporate social responsibility, generally, and business ethics, specifically. For many organizations, most of the ethical problems that arise in the global environment are in the same categories as those that arise in their domestic environments (John & Richard, 2013).

The laws should be understood to be part of a larger moral vision rather than as an ordinary set of rules. That law should not produce results that were not in harmony with ordinary morality. The spirit of the law often extends beyond the letter of the law and often taps into the ethical dimension. Viewed from the standpoint of minimums would certainly say that obedience to the law is generally regarded to be a minimum standard of ethical behavior (Stephen & Joe, 2013).

Ethical Judgments: Aspect of Buddhist morality, Confucian dynamics, face consciousness and group conformity.

Many of the consumer studies on organic food have considered factors that facilitate or limit organic food consumption. They have dealt with motivations to purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns or value structure (Baker, Thompson, Engelken, & Baker, 2004). With knowledge of consumers' different ethical beliefs (environmental, political and religious), marketing communication can be based on a broader register than attitudes based on product attributes. The consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic products. Consumers think that organic products are costly. But at the same time, they believe that higher price can be paid for healthy and eco-friendly products. This is the normal consumer behaviour, taking advantage of this, is unethical and should not be practiced. In recent years this has been a growing debate about ethical aspects of production and trade (Rana, 2012).

Issues of fairness, justice, right, and wrong are central to the subject of ethics (Carroll & Buchholtz, 2012) and evaluating the extent to which an action is right or wrong is the focus of ethical judgments. Ethical judgments refer to individual determinations of the appropriateness of a course of action that could possibly be interpreted as wrong (Reidenbach & Robin,1990) or an individual's personal evaluation of the degree to which some behavior is ethical or unethical (Sparks &Pan, 2010). The ultimate objective in investigating ethical judgments is ''the explanation, prediction, and control of unethical behavior'' (Flory, Phillips, Reidenbach, & Robin,1993).

The definitions of ethical judgments from two of the most oft-cited models of ethical decision making: the Hunt–Vitell model and Rest's four-component model. Hunt and Vitell (1986) define ethical judgments as ''the belief that a particular alternative is the most ethical alternative.'' By their definition, rendering ethical judgments requires identifying ''the most ethical'' of available options, logically suggesting that options must be compared in some way with one another. In contrast, Rest (1986) suggests that ethical judgments may be singular. He defines ethical judgment as a ''psychological construct that characterizes a process by which an individual determines that one course of action in a

particular situation is morally right, and another course of action is morally wrong.'' Schwepker (1999) defines ethical judgment as ''an individual's decision as to whether something is ethical or unethical, right or wrong. Valentine & Rittenburg (2004) characterize ethical judgments as ''generalized perceptions of good and bad individual behavior.'' Neither of these definitions implies that rendering ethical judgments necessarily requires that one behavior be compared with one or more other behaviors. Rather, possible courses of action may be considered in isolation.

Based on the preceding discussion, Ethical judgment simply as an individual's personal evaluation of the degree to which some behavior or course of action is ethical or unethical. This definition offers several important advantages with respect to guiding and unifying future ethics research. First, the definition does not imply any specific judgment process. Evaluative judgment processes vary in nature depending on different factors such as whether they were singular or comparative, systematic or heuristic. Defining ethical judgments in a way that specifies these or other features of the judgment making process unnecessarily restricts the concept. To the extent that any of these varying processes produce ethical judgments, then the definition of ethical judgments should accommodate all of them.

The Hunt & Vitell (1986) model proposes that decision makers reach ethical judgments by way of two distinct paths. The first utilizes teleological reasoning, which considers the possible consequences produced by a given perceived alternative. According to Hunt & Vitell (2006), a decision maker's teleological evaluation of a perceived decision alternative incorporates four different constructs: the perceived consequences of a decision alternative for various stakeholder groups, the estimated probability that given consequences will occur for each stakeholder group, the desirability of each consequence for each stakeholder group, and the importance of each stakeholder group to the decision maker.

Although Hunt & Vitell (2006) do not postulate any information processing rule for combining these constructs into a teleological evaluation, their description does imply a potentially extensive cognitive process. Making a teleological evaluation requires that decision makers predict what consequences may arise for a given action, formulate a set of stakeholders influenced by the decision, make likelihood estimates for each consequence for each stakeholder, and do so all in the context of the

desirability of each potential consequence. As the number of perceived alternatives increases, the complexity of making these teleological evaluations becomes significant. Adding to this already difficult task, decision makers must adopt and implement some decision rule by which they may make a summary evaluation of the ‘‘relative goodness or badness brought about by each alternative’’ (Hunt & Vitell, 2006).

The second path to an ethical judgment proposed by Hunt and Vitell is by deontological reasoning. According to their model, deontological evaluations occur as decision makers employ laws, rules, codes or behavioral norms to each perceived alternative. Hunt & Vitell (2006) note that these laws or norms may be very general in nature, such as beliefs about honesty, cheating or stealing, or they may pertain to more specific issues such as deceptive advertising or research confidentiality. When faced with ethical decisions, people consider the degree to which a perceived decision alternative violates the applicable codes or norms. Thus, these codes or norms act as decision rules through which each decision alternative may be evaluated.

While many theories of ethical decision making explain ethical judgments in terms of the decision makers’ cognitive processes or personal attributes, Jones (1991) proposed that ethical judgments and subsequent behaviors were also contingent upon the ethical issues at hand. In suggesting this approach, Jones introduced the moral intensity construct, which quickly garnered much attention from ethics researchers.

Studies showed that cultural characteristic effecting on decision-making, Chinese consumers’ ethical decision-making through integrating factors that affecting Thai’s culture (Buddhism as religious, belief, value/norms). (Karande, Rao, & Singhapakdi, 2002). According to Hofstede (1991) and Triandis (1998), culture can be generally summarized as an Individualist (e.g., American and most Western European cultures) which focuses on ‘I-identity’ and personal self-esteem enhancement, as well as a Collectivist (e.g., Chinese and most Asian cultures) which emphasizes the ‘We-identity’ and social group esteem maintenance. Chinese culture, with typical collectivistic characteristics, has generated different consumers’ decision-making styles and consumption behaviors compared with other Western cultures (Hwang et al., 2003). More specifically, the roles of face consciousness and group conformity

play differently and more significantly among Chinese consumers than Western consumers during the consumption process (Mak, Chen, Lam, & Yiu, 2009). Buddhist morality influences the beliefs, practices and institutions pertinent to the Thai people and has been widely accepted and adopted as a state of religion and an organized way of social life by majority of people living in Thailand (Kitiarisa, 2010).

The term face refers to an individual's public image gained by performing the specific social role that is well recognized by others .There is a need and concern for people's self-face, and for others' face, which are related with respect to receptiveness, honor, social status, reputation, and among other concepts (Oetzel, Ting, Masumoto, Yokochi, Pan, Takai, & Wilcox, 2001). Losing face, saving face, and enhancing face are three components of face-related issues (Ting & Ku, 1998). Thus, face consciousness, can fundamentally be defined as a person who wants to enhance, maintain, and avoid losing face in social activities (Bao, Zhou, & Su, 2003). Although face consciousness exists in other cultures too, it is much more typical in the Chinese collectivistic cultural background. Face consciousness affects many aspects of Chinese people's daily lives, in particular their consumer behaviors and purchase intentions (Juan & Su, 2007). From the Chinese perspective, Chang and Holt (1994) presented face as a fundamental, interpersonal relationship issue that also shapes the primary antecedents of human behavior and intention. Zhou & Belk (2004) suggested that the concept of face is one factor that leads to Asian consumers' strong appetites for high-quality or luxury products.

The term group conformity refers to how people's psychological behaviorisms are easily influenced and tend to be concordant by the reference group. This holds especially true when people experience pressure of expectations toward their behaviors from the group and attempt to avoid losses from mistaken decisions (Hogg & Vaughan, 2002). Confucian ethic culture has always been conventional among traditional Chinese culture, where the group concept engages in a significant role of dealing with social economic relations. Chinese people who are raised under this value tend to hold dependent thoughts and are convinced by information from others without applying rational consideration. When compared with Western consumers, Chinese consumers are more likely to be influenced by their group members, who tend to present similar consumption behaviors (Xiao & Kim,

2009). Furthermore, it is common for Chinese consumers to narrow the social gap within their own social class through accordant consumption behaviors (Yang, 1981). For instance, the findings from the study conducted by Liu et al. (2011) suggested that group orientation has a significant positive effect on Chinese consumers' purchase intentions, consistent with collectivists' high motivation to comply with their superiors or reference group.

Ethical Purchase Decision Making: Aspects of ethical decision-making, business ethics decision-making models, five-stage model of consumer buying decision process.

Ethics means a set of principles for selecting between right or wrong conduct (Windsor, 2006). Thus, the ethical decision-making was developed through the "cognitive moral development" of people value base or moral Philosophies (Fraedrich, Thorne & Ferrell,1994). Ethical decision making means the process and moral base that one uses to decide whether each matter is correct or incorrect. The procedure of ethical decision-making is comprised of the consideration of responsive behavior and people's choice of making decisions, rules and norms and moral standards compared to individual's actions and ethical theories as providing weighty principle toward decision making (Carroll, 2007).

Business Ethics Decision-Making Models: Aspects of The Kohlberg Model, The Ferrell and Gresham Model, Hunt and Vitell Model of Ethical Decision Making, Jones Ethical Decision-Making Model, Trevino's Person – Situation Internationalist Model, Kelley and Elm Revised Decision Making Model.

As mentioned in the ethics definition, ethics involve the judgment of people whether the action is right or wrong (Windsor, 2006). When it is applied to business then the business ethics not only involves right or wrong, good or bad, just or unjust, fair or unfair, but it is also concerned with doing no harm to stakeholders or minimizing it as much as possible (Carroll, 2007). Elements of business ethics are acknowledging various ethical theories, applying values and assumptions, making moral decisions and considering the results and behavior of that decision making afterward (Buller, Kohls & Anderson, 1997). Several authors have proposed different ethical decision-making models, but some ethical decision-making models are broadly accepted in ethical literature by academicians and practitioners (Ferrell, Fraedrich & Ferrell, 2008). Each model contains unique characteristics to explain the ethical

decision-making process. The explanation of each model is as follows.

The Kohlberg Model

Kohlberg's (1969) is famous for cognitive moral development model; cognitive moral development presented the cognitive components of ethical decision-making behavior and ethical justification in organization. He stated that identical conditions having ethics challenges would produce different reactions by the different individuals, because these individuals are at the stages of moral development. Kohlberg's (1969) contributed a model of moral reasoning and its conversion from middle childhood to adulthood. His model is based on three levels as follows:

I. Level one-pre-conventional: Individuals in organizations are concerned with consequences like reward and punishment. These individuals follow rules to avoid punishment and to get reward. And they stick with rules for his or her own interest.

II. Level two-conventional: which describes that right: conform to expectation of good behavior form larger group or society; also, expectation of people who are very close. It could also be viewed as one's duty to society.

III. Level three-principled: It explains that right is examined by principled value. In fact, individuals hold many values. The individuals at this level see beyond norms, law and authority.

The Ferrell and Gresham Model

Ferrell and Gresham (1985) constructed the contingency model for an ethical decision making for organizations. This model is based on social learning theory, comprised of multiple stages: it explains first order interactions between nature of the ethical situations, the individual's characteristics, the significance of others and the opportunity that may lead to ethical or unethical behaviors. Ferrell and Gresham (1985) explained that less distance between the individuals and significant others leads to more influence on individual decision making, because peers influence more. The top management possesses power, and they can influence the decision. The authors also explained that individuals learn from people with whom they are intimate and who are in their close group; most probably they behave ethically and unethically depending on circumstances and frequency of interaction with the close group. Thus, if an individual interacts more with unethical behavior than ethical pattern behavior, most probably he/ she

will behave unethically. In addition, this model also describes that individual are most probably involved in unethical behavior when they receive more reward and less punishment. Sometimes when organizations build corporate policies and professional codes of ethics, they may help individuals within the organization by discouraging unethical behavior.

Hunt and Vitell Model of Ethical Decision Making

Hunt and Vitell (1986) developed a model of "General Theory of Marketing Ethics", describes the ethical- decision making process for ethical judgment. This model explained "individual process of incorporating moral philosophies into ethical decisions for more cognitive perspective" (Ferrell et al., 1989). Hunt and Vitell (1986) also stated that individual uses two theories or philosophies (deontology or teleology) for ethical judgments. This model also suggested that initially individuals must understand the situation as a problem carrying ethical issue and then develop a solution to the problem. The two philosophies, deontology and teleology are considered at this stage. In this second stage two types of evaluation of these theories take place for each potential alternative deontology and teleological evaluation. In deontological evaluation, the individuals identify inherent right or wrong behavior which is required by each potential alternative. In the same model some other constructs are also involved at teleological evaluation. The individuals identify consequences of each alternative or solution for the sake of different stakeholders (customer, employee). The consequences of each alternative will occur with every group or stakeholders. The desirability and undesirability of each consequence will occur with each stakeholder. Finally, the individual will reach an ethical judgment which will be result of applying norms of behavior to reach alternatives and from an evaluation of perception about "good" or "bad" resulting from each alternative. Hunt and Vitell (1986) also explained that behavior in ethical judgments is affected by another intervening variable such as intentions. Ethical judgments of individual may vary from intentions because an individual person could perceive an alternative as the most ethical, but another alternative may possess more desired consequences. Later the Hunt and Vitell (1986) suggested that individual will determine and will compare actual consequences going back into the construct of personal experience, industry, organization and cultural norms. Thus, people may reach an ethical judgment on the basis of their perception about reality and ethical theories (deontology or

teleology) or a combination of these two theories.

Ferrell, Gresham and Fraedrich (1989) presented a Synthesis model which is the combination of all above discussed models of (Kohlberg, 1969; Hunt & Vitell, 1986; Ferrell & Gresham, 1985). Each model has significantly contributed in various aspects to the synthesizing model of ethical decision making for marketing. The steps of synthesizing model are problem recognition, search for alternatives, evaluation, selection and outcome. The first step is to identify ethical issues in a social and economic context. That is how managers determine an ethical dilemma; at this step Kohlberg's (1969) model of cognitive moral development may work. The synthesis model depicts that moral development directly affects how the individual interacts with ethical issues. Second step of the synthesizing model focuses on moral evaluation. Hunt and Vitell (1986) contributed by giving a detailed explanation of selecting moral theories and philosophies. Fishbein and Ajzan (1975) stated that "a person's intention to perform a behavior is immediate determinate intention is the individual's subjective probability of behavior engagement" (Ferrell et al., 1989).

Jones Ethical Decision-Making Model

The contribution of Jones (1991) on ethical decision model. This model explains the concept of the "issue contingent" model. The ethical decision - making model is explicit; it reflects characteristics of the moral issue. A vigilant assessment of the Jones" model provides understanding that how individuals can assess the effectiveness of an ethical decision. He suggested that the nature and characteristics of the moral issues considerably effect the process of ethical decision – making and later on ethical behavior. June's model did not focus on individual characteristics of decision makers, such as moral development (Kohlberg, 1969). He suggested that moral intensity is consist of six dimensions; (a) magnitude of consequences: Magnitude of consequences describes the cumulative loss / profit which is the outcome of the moral action in question. (b) Social consensus: Social consensus of the moral issue refers to the level of agreement that alternative is good or bad. (c) Probability of effect: The probability of effect is the probability that the action will take place and will lead to the expected loss / profit. (d) Temporal immediacy: Temporal immediacy is defined as the time difference between the present and outcome of the moral action. (e) Proximity: Proximity explains the feeling of intimacy that moral agent

holds for those who suffer and gain out of action in question. (f) Concentration of effect: Concentration of effect of the moral act is stated as the "inverse function" of the number of individuals affected by a given act. Finally, Jones (1991) on ethical decision model also supported that content validity can be claimed on the basis of "the observation that (a) moral intensity varies from issue to issue, (b) individuals can make judgments of moral intensity and (c) these judgments, although often subject to error and systematic bias, are sufficiently accurate for a person to make critical distinctions".

Trevino's Person – Situation Internationalist Model

These Theoretical models of the ethical decision-making process explain an interactionist approach, it suggests that ethical decision making is a function of various individual and situational factors. This model explains that a manager's moral reasoning level and field dependence interacts with the immediate workplace factors and organizational culture to influence the ethical decision-making process. Trevino (1986) developed a model; based on two variables: the individual personal variable and the situation variable. The individual variables are based on Kohlberg (1969) moral development. As Kohlberg's (1969) model described only the individual moral development, but Trevino's model is one that uses moral development as a base and indicates an interaction of the person and the situation. The internationalist model consists of five steps: ethical dilemma, cognition, individual moderators, situational moderators and ethical and unethical behavior.

Kelley and Elm Revised Decision-Making Model

Kelley and Elm (2003) offered insights on key elements of ethical decision- making models and criteria by which a model can be judged. While review of (Jones, 1991) model, Kelley and Elm described an increased focus on organizational factors that significantly effect on decision maker's experience of the ethical issue. Moreover, these authors collected data form the social services context and argued that organizational characteristics directly influence the moral intensity of the ethical issues rather than only the moral intent and moral behaviors of the decision maker. They proposed that environment also plays a prominent job in an individual's capacity to define the ethical components of issues.

Five-stage model of consumer buying decision process: Need recognition, information search, evaluation of alternatives, purchase decision, post-purchase decision.

According to literature, Howard and Sheth (1969) stated that the vital steps of the decision-making process are the behavior before buying and after buying the product, where the buyer has the possibility to change, devise or develop the first three steps - identifying the problem, seeking information, evaluation- of the model until the buying decision has been taken (Mitchell and Boustani,1994). After the purchase phase, product assessment, purchase decision, and post-purchase attitude, the buyer will achieve his desires from the product, buying it again, and having the propensity to give positive feedback about the brand (Howard and Sheth,1969; Mitchell and Boustani,1994). As Well, Engel, Blackwell & Miniard (1995) suggested a complete model handle with the consumer behavior, the model tries to catch the vital attitudes of the expected buyer, their model explained that attitude in five steps: 1) detecting the problem. 2) search for information. 3) assessing the substitutes. 4) taking the decision. 5) post-purchase decisions. Silverman (2011) developed a decision-making model which consisted of five phases, The phases are problem recognition, seeking information, evaluation, purchase decision, and post-purchase attitude. Kotler & Keller (2012) discussed this concept in depth in their book and also addressed, moderating impact on consumer decision-making(involvement of consumers).

In the beginning, a client can determine the need or the problem. This identification is because of a demand that arises as a result of the modification in the way of living, necessity, or a replacement scenario. This need is .separated into two main classes; physical and psychological needs (Michael, 2006). In line with Maslow (1954), personal needs are classified into needs of social, esteem, physiological, safety, and personal self-actualization. The researchers and theorists regularly accepted this separation of needs. As a consequence of the preceding need, the client will also determine the need and can never be completely satisfied.

Upon clearly identifying the need, a customer might begin to look for the key to satisfy or adequately address the need. Consumers could trust both external and internal sources within the process. The primary and principal basis is that the knowledge a customer has previously experienced. Unless that knowledge is not sufficient and if there are any differences in the way by which the need is identified,

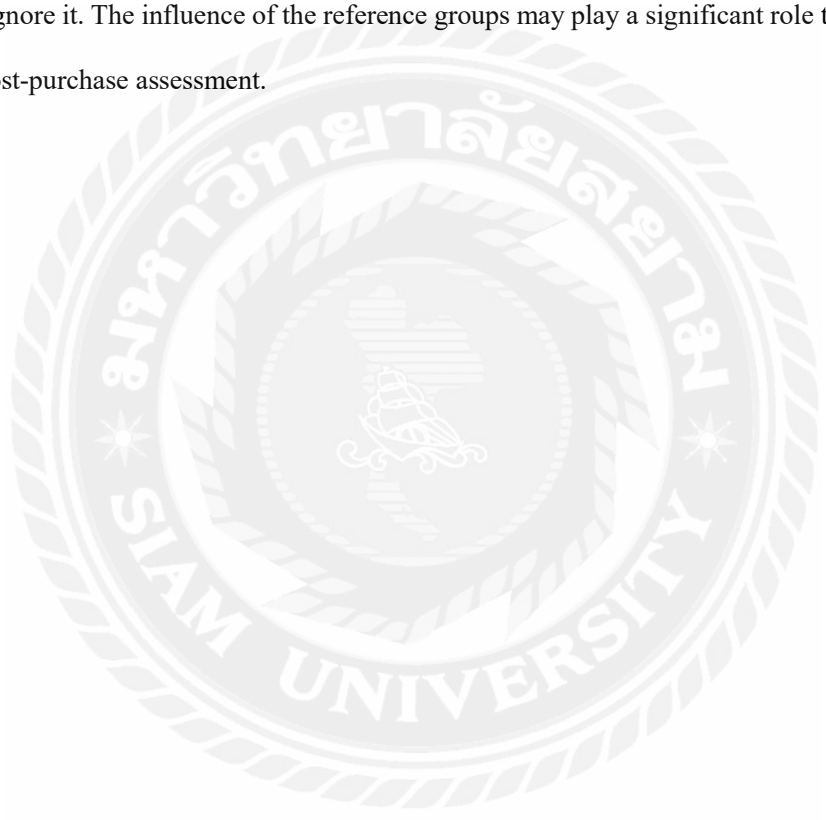
or the problem is resolved, the customer might look for external sources of information to be acquired; An additional search for information may be chosen by the consumer on the basis of the value and significance of the product for consumption (Oliver, Volschenk & Smit, 2011). The consumer looks for information that won't only provide options out there for solving the problem, additionally can offer extra insights concerning the product, alternative out there, entirely different alternatives available for purchase, and an important reason to decide on the purchase of the selected product (Punj & Moore, 2009).

The information collected by customers from entirely different platforms was assessed for the appropriateness of the need. Defined alternatives have been evaluated with all advantages and disadvantages and with entirely different assessment standards by adding different decision-making principles. While assessing alternatives, the consumer can identify the pre-existing requirements that have been established from previous experience; such parameters may be divided into attributes of hard products and characteristics of soft products (Hallaq and Pettit, 1983). The firm's hard qualities are the tangible benefits that the consumer can take into account, such as the quality, efficiency, and characteristics of the product. While soft product characteristics are intangible advantages such as appearance, taste, reputation, and brand recognition.

Customers can quickly get extensive information online before getting their purchase decisions. They can access suppliers worldwide and also have current real market prices (Palos & Saura, 2018). After assessing the alternatives to choose from depending on the selected criteria, the buyer may choose one product for which to shop. This might just be the customer buying decision process stage where the real transaction happens. Inman, Winer & Ferraro (2002) Stated that while making a decided purchase deal for the product, the consumer might end up creating some unplanned purchases. Such unexpected transactions are the result of tempting deals, or merely attributable to the buyer's features. Hoyer & Macinnis (2008), Notice that although the purchaser might have been carefully through all the steps, the buying decision often depends on the accessibility of the influence of the stock and store management.

The purchase made is sufficient or not, depending on whether or not the needs have been satisfied. If the requirement has been fulfilled or the problem has been solved, then there is a chance that the

customer will be able to suggest the product to others, and the next time consumers will buy the same product. Making the consumer satisfied is the goal of any corporation, by which brand loyalty is achieved. When the product has met the need, the consumer won't give much importance to the post-purchase evaluation. Furthermore, the buying assessment will not be done entirely unless the consumer is a leader in thinking. The corporations are satisfied with the consumer's purchasing of the product; they will not add much value to the post-purchase assessment (Kotler, 2017). Krishnamurthy & Sin (2005) emphasized the importance of this phase for the next transaction of the purchaser and how the corporations ignore it. The influence of the reference groups may play a significant role throughout this stage of the post-purchase assessment.



CHAPTER 3

Research Methodology

This chapter includes the discussion of research methodology framework, including research design, sample plan, data collection instruments and procedures, operational definitions of research variables, and analytical measurement. The analytical measurement is consisting of statistical procedures of scale validation, scale dimension, confirmatory factor analysis (CFA) and structural equation modeling (SEM).

Research design

The study of this research is equipped with qualitative and quantitative methodology. The qualitative research was operated by 9 experts' interview and 50 personal online group discussion aimed to understand the current situation of Thailand's organic rice farming and organic rice consumers in China. Descriptive research was equipped in this study for analyzing key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption. In the study, the independent variables are ecological ethics, social ethics, cultural ethics and international marketing ethics. Dependent variable is Chinese consumes' ethical purchasing decision making. The mediator is Chinese consumers' ethical judgment. The data were collected in light of self-administered survey methods with questionnaire for the proposed model testing empirically.

Research Hypothesis

H1: Ecological ethics have positive affective on Chinese consumers' ethical judgment.

H2: Social ethics have positive affective on Chinese consumers' e Chinese consumers' ethical judgment.

H3: Cultural ethics have positive affective on Chinese consumers' ethical judgment.

H4: International marketing ethics have positive affective on Chinese consumers' ethical judgment.

H5: Chinese consumers' ethical judgment have positive affective on ethical purchase decision making.

H6: The mediating effect of Chinese consumers' ethical judgment through ecological ethics positively affected on ethical purchase decision on organic rice consumption.

H7: The mediating effect of Chinese consumers' ethical judgment through social ethics positively affected on ethical purchase decision on organic rice consumption.

H8: The mediating effect of Chinese consumers' ethical judgment through cultural ethics positively affected on purchase decision on organic rice consumption.

H9: The mediating effect of Chinese consumers' ethical judgment through internal marketing ethics positively affected on purchase decision on organic rice consumption.

Population and sample size

The sample size of this study was determined in light of the $n=(1+N)/(1+N(e)^2)$ (Yamane, 1978). Alternatively, Dean, Velicer & Harlow (1995) located numerous studies (Anderson & Gerbing, 1988) that agreed that 100 to 150 subjects is the minimum satisfactory sample size when conducting structural equation models. Model conceptualization includes structural model conceptualization and measurement model conceptualization. The measurement model conceptualization means how unobservable variables were defined and measured, the observed variables were reflected by manifest variables and auxiliary theory (Wu, 2010). Velicer & Fava (1998) founded on condition that the samples above 200, SEM could reach stable analysis result. Schumacker & Lomax (1996) founded that the samples should be in duration from 200 to 500, but the samples in social science research always lower than 200 or higher than 500, when the sample was lower than 200, the test power of the model would be reduced (Rigdon, 2005). Thompson (2000) founded the ratio between samples to observed variables should be at least between 10:1 to 15:1. Hair, Anderson, Tatham, and Black (1998) argued that for both regression and structural equation modeling analysis, the preferred ratio of observation to independent and dependent variables were 20 to 40. Therefore, the appropriate number of observations for 6 independent and dependent variables in this study are 30. According to the number of questionnaires, the total sampling size at least 450 to 600. In this study the total sampling size would be 600.

Sampling plan

The quantitative research was the collection of quantitative data via a survey. 50 valid online

surveys as the pilot study to modify the survey instruments. Later 300 paper-based surveys (offline) were obtained from four major Chinese cities（Beijing, Shanghai, Guangzhou, Chengdu). The 300 online surveys via the wjx platform(A professional questionnaire collection Platform in China).

The data collection was started in duration July to September 2022. In order to get correct and real data, the online surveys were distributed to taking part in the social media, WeChat platform. The missing items of sample through online questionnaire were deleted. The paper-based surveys were implemented by distributing in large supermarkets and conducting selective interviews. Therefore, supermarket consumers were more likely to be the main consuming group of organic food. A total of 300 questionnaires were distributed, average 80 questionnaires were distributed in each city.

Data collection

Data collection supposed to be conducted from July to September 2022. Necessary group self-administrated survey was employed as the data collection of this research. The data was collected online from the Chinses consumer who use to have organic rice purchase experience. The questionnaires were distributed to the social media communities, and the response rates will be over 70%. It took about 3 to 5 minutes to complete the questionnaire.

According to Churchill (1999), editing data of each questionnaire as inspected and corrected to ensure minimum quality of raw data. Then the data was assigned a number and transferred SPSS files in a computer. Missing data will be treated by AMOS 22 version by means of interpolation. Respondents take the survey in a group context. Each respondent works individually, but they meet as a group (Burns & Ronald, 2000).

Questionnaires' development

The questionnaires originally in English were translated to Chinese by the bilingual researcher. Some wording of the various items had to be modified to suit the Chinese context. A focus group consisting of seven existing users of organic food were organized in China, they gave suggestions regarding appropriate survey instrument items, some of which were subsequently modified.

Four approaches are divided consecutively in the questionnaire development. Firstly, it is to measure and specify the variables; secondly, it is to develop the first draft questionnaires; thirdly, it is to evaluate the items via critical review and pilot tests; and fourthly, it is to pretest and revise the questionnaires and move ready data collection in the main study.

The variables to be measured are used from literature review, model and analysis development. The study had already identified relevant variables used to conduct empirical test of the proposed model and hypothesis as reported in the first chapter. The first draft of the questionnaires was employed Likert scale in order to develop the best capture the measuring of the theoretical construct with transforming into item wording, questionnaires format and response alternative, the numeric items, the numeric response alternatives per item, and the overall organization. The questionnaire includes following 4 different sections: 1) the personnel index data; 2) marketing ethics; 3) ethical judgments; 4) ethical purchase decision making. All items of questionnaires consisted of five-point scales including the five aspects of the perceptions ranging from 5 to 1 as follows: 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree.

Statistical techniques and criteria

The statistical techniques and criteria in this study are descriptive and explanation. The statistics applied for data analysis are descriptive statistics such as frequency distribution, percentage, arithmetic mean, and standard deviation with SPSS version 23.0. Structural equation modeling (SEM) analytical procedures AMOS 23.0 version is to be applied for assessing model fit, investigation and explanation the relationship between all independent variables and customer loyalty. Regression supposed to be applied for identifying the connections and relations between relevant factors and elements, the adjusted R-square of the regression models and the standardized regression coefficients will be presented.

Structural equation modeling technique is used a group of several variables into fewer underlying constructs and analyze Chinese consumers' ethical purchase decision making . First, the uni-variate analysis of the data in terms of frequency distribution, mean, standard deviations were used to examine the respondents' characteristics. Second, bi-variate analysis was hired for exploring correlations among variables. This was the initial check-up for non-dimensional construct and multi-linearity. Third,

multivariate analysis was explored. Structural equation modeling (SEM) was equipped to test the model and hypotheses. There were two advantages in us SEM: First, the technique examines a series of dependence relationship (i.e. multiple regression equations) simultaneously and second, the tool provides the measurement model allowed more rigorous evaluation of the measurement reliability and validity of the measures and constructs than performing a factor analysis and using the factor scores in the regression (Hair et al., 1998).

Structural equation modeling and interpretation

This study employed structural equation modeling (SEM) for the main relationship model. To examine the conceptual model and associated hypotheses in the previous chapter, structural equation modeling was appropriate due to these confirmatory methods (Joreskog, 1978) provided researchers with a comprehensive means of assessing and modifying theoretical models (Anderson & Gerbing, 1988). Structural Equation Models (SEM) involves in the use of factor analysis to measure latent constructs through manifest indicators and the simultaneous estimation of various regression equations. SEM is a key method to test theoretically driven models and compare alternative theories and can be used to explain a variety of consumer behaviors (Wu, 2010). Structural equation modeling (SEM), also named as latent variable models (LVM) (Moustaki et al.,2004). At the earlier stage, structural equation model was named as linear structural relationship model, covariance structure analysis, latent variable analysis, confirmatory factor analysis, simple LISREL analysis (Hair et al., 1998). SEM, as multivariate statistics, it was divided into the scope of advance statistics, including factor analysis and path analysis, meanwhile, examine the relationship between observed variables and unobserved variables, disturbance variables or error variables, finally, reach the direct effects, indirect effects and total effect of dependent variables to independent variables. SEM, as a confirmatory testing method, must be supported by theory and hypotheses, maximum likelihood (ML) was the most useful methods in SEM.

This research hired AMOS and SPSS version 22.0 to analyze confirmatory analysis in which the maximum likelihood estimation (ML) method was provided. The ML method was employed for theory testing and development (appropriate for testing our conceptual model and hypotheses), which included several relative strengths. This method provided the most efficient parameter estimates (Joreskog &

Wold, 1982) and an overall test of model fit. Under the assumptions of a multivariate normal distribution of the observed variables, maximum likelihood estimators had the desirable asymptotic, or large-sample, properties of unbiased, consistent, and efficient (Kmenta, 1971).

SEM is a powerful method to estimate multiple and simultaneous relationships involving several dependent and explanatory variables and allows for the inclusion of latent variables which cannot be directly measured but can be expressed as a function of other measurable variables. In linear regression, a single dependent variable is related to one or more independent (explanatory) variables, under the assumptions that these explanatory variables are fixed, independent from each other and exogenous (which means that they are determined outside the relationship). In SEM, several dependent variables can be considered at the same time, explanatory variables can be assumed to be measured with a random error, endogenous variables can be used to explain dependent variables, correlation between explanatory variables is allowed for. This is the reason why SEM is classified as confirmatory rather than exploratory technique and is sometime referred to as confirmatory factor analysis.

Structural equation modeling (SEM) is a technique that allowed a separate relationship for each of a set of dependent variables. SEM provides the appropriate and most efficient estimation technique for series of separate multiple regression equations estimated simultaneously. It is characterized by two basic components: the structural model and the measurement model. The structural model is the 'path' model, which relates independent to dependent variables. The measurement model allows the researcher to use several variables for a single independent or dependent(Hair et al., 2010). In this model, the researchers assess the contribution of each scale item as well as incorporate how well the scale measures the concept into the estimation of the relationships between dependent and independent variables. In this dissertation, the researcher adopts seven procedures in structural equation modeling as follows:

Firstly, developing a theory-based model. Structural equation modeling is based on virtual brand community relationships. Hence, the change of one variable is assumed to result in the change in another variable. Secondly, constructing a path diagram of virtual brand community relationships. There are two assumptions that apply to a path diagram. First, all causal relationship is indicated. Second, it related to the nature of the causal relationships that are assumed to be linear. Thirdly, converting the path diagram

into a set of structural equations and measurement equations. The objective is to link operational definitions of the constructs to theory for the appropriate empirical test. Fourthly, choosing the input matrix type and estimating the proposed model. SEM uses only the variance/co-variance or correlation matrix as its input data. The measurement model specifies which indicators corresponds to each construct. Then, the latent construct scores are employed in the structural model. Fifthly, assessing the identification of the model equations. An identification problem is the inability of the proposed model to generate unique estimates. The path diagram is drawn according to some theory. When the amount of information is exactly what is needed for unique estimation of the parameters, the model is said to be just identified (Hair et al., 2010).

The main output of SEM consists in a set (usually large) of estimates of the parameters, goodness-of-fit, which fit measures to use depends on whether on is testing a single theory (model) or producing a comparison actor competing theories. The chi-square statistic tests whether the observed co-variance matrix is equal to the estimated one (which is what one hopes). The number of degrees of freedom indicates whether the model is just identified (zero degrees of freedom). If the P-VALUE of the Chi-square test is larger than 0.05 (0.01), then the observed co-variance matrix is not different form the estimated one at a 95% (99%) level of confidence. Non-rejection of the null hypothesis suggests that a theory is acceptable, although this does not rule out better models.

The minimum sample discrepancy (CMIN) simple tests whether the model perfectly fits the data very unlikely and not useful as a test. When this measure is divided by degree of freedom (CMIN/DF), one obtains the above-mentioned chi-square test. The root means square residual (RMR) refers to the residual s between the estimated and sample co-variance matrix. It can be used to compare alternative models, where a smaller RMR indicates better fit. Another index is the goodness-of-fit (GFI), which should be above 0.9 for acceptable theories (an adjusted version, AGFI, is also shown with similar interpretation). Other indices which are expected to be as close as possible to one (and generally not below 0.9) are the normal fit index (NFI), and the comparative fit index (CFI). THE NON-CENTRALITY PARAMETER (NCP), and the root mean square error of approximation (RMSEA) consider both the discrepancy criterion as the CMIN and some Parsimony criteria accounting for degrees

of freedom. The RMSEA should be less than 0.05 for a good model. The hypothesis that RMSEA<0.05 is tested through the test of close fit (P<CLOSE). Other measures for comparing alternative model are the AIC and BIC information criteria and other similar information indices. To sum up, the presentation of goodness-of-fit criteria is shown in Table 1.

Table 1: Structural equation model fitting

Model goodness-of-fit statistics	Acceptable levels and descriptions of Criteria
Chi-square statistic	Not significant value for chi-square supports the model (p>0.05). (Hair et al., 2006)
df	Not more than 3.0 value
CMINDF	Values less than 1.50 and more than 1.00 indicate a good fit (Hair et al., 2006). Arbuckle suggested a ration in a range of 2 to 1 or 3 to 1 indicates an acceptable fit between the proposed model and sample data (Hair et al., 2006).
p-value	>0.05
GFI	Values from 0.00 to 1.00, where 1.00 indicates perfect fit (Joreskog, 1999). Values greater than 0.90 an acceptable fit; values close to 0.95 represent a good fit (Hu & Bentler, 1999).
AGFI	Values adjusted for df. Values greater 0.08 are acceptable (Segars & Grover, 1993). Values close to or > 0.90 are recommended for a good fit (Hair et al., 2006).
RMR	Values closer to 0.00 represent a better model fit. Values < 0.08 indicate acceptable fit (Hu & Bentler, 1999; Schmacker & Lomx, 1996).
RMSEA	Values 0.05 or less indicate a close fit of the model in relation to degrees of freedom (Browne & Robert, 1993). Values < 0.08 are reasonable (Hair et al.2006); values > 0.10 indicate a problem (Browne & Robert, 1993).
NFI	Values greater than 0.90 are acceptable (Hair et al., 2006); values close to 0.95 indicate a good fit (Hu & Bentler, 1999).

Model goodness-of-fit statistics	Acceptable levels and descriptions of Criteria
IFI	Values greater than 0.90 are acceptable (Hair et al., 2006); values close to 0.95 indicate a good fit (Hu & Bentler, 1999).
CFI	Values greater than 0.90 are recommended Hair et al., 2006); values close to 0.95 indicate a good fit (Hu & Bentler, 1999).
TLI	Values greater than 0.90 are recommended (Bentler, 1995); values close to 0.95 indicate a good fit (Hu & Bentler, 1999).
PGFI	Values greater than 0.50 are recommended (Wu, 2017).
PNFI	Values greater than 0.50 are recommended (Huang, 2005); values close to 0.6 indicate a good fit (Yu, 2006).
CN	Values greater than 200 are Acceptable (Wu, 2017).
Note: * t-value>1.96 had significant at.05 level (*p<.05, ***p<0.001) and supported the hypotheses	

R Square values, similar to R2 (coefficient of determination) reported in the regression analysis, the usual interpretation of R2 value is the relative amount of variance of the dependent variable explained or accounted for by the explanatory variables (Joreskog, 1978). Structural equations modeling provides an R2 for every linear relationship estimated (measurement and structural equations). In the measurement model, R2 values can be interpreted as the re-liabilities of respective observed variables that define the latent variables; whereas R2 values for the structural equations indicate the amount of variance predicted by the latent variables (Schumacker & Lomax, 1996). SEM is the comprehensive method that includes as special cases confirmatory factor analysis, path analysis and multi-variant regression or simultaneous equation systems.

Factor analysis

Factor analysis and principal component analysis are multivariate statistical methods designed to exploit the correlations between the original variables and create a smaller set of new artificial (or latent) variables that can be expressed as a combination of the original ones. The higher the correlation

across the original variables, the smaller is the number of artificial variables (factor) or components need to descried adequately the same phenomenon.

Factor analysis can be used as either an exploratory or a confirmatory technique, depending on the final objective of research (Everitt & Dunn, 2001). Exploratory factor analysis starts from observed data to identify unobserved and underlying factors, unknown to the researcher but like to exist. Factor analysis starts from a very simple principle -- the total variability of the original data-set can be split into two parts, shared variability (common to two or more variables) and specific variability (exclusive to each individual original variable). Factor analysis exploits the former part of variability, common to two or more variables, to synthesize and summarize the initial amount of information into small sets of factors. These factors are a weighted combination of the original variables. The objectives of factor analysis are: 1), to estimate the weights (factor loading) that provide the most effective systematization of the original variability; 2), to interpret the sets of factor loading and derive a meaningful (label) for each of the factors, and 3), to estimate the values of the factors (factor scores) so that these can be used in subsequent analysis instead of the original variables.

Exploratory factor analysis

Exploratory factor analysis (EFA) is a methodology for testing the relationship between factors, the quantities of factors, and the relationship between indicators and factors. Exploratory factor analysis (EFA) was usually a statistical technique that was used to relieve data with a smaller set of summary variables in order to explore the underlining theoretical structure from the phenomena. Exploratory factor analysis was employed to identify the structure of the relationship between the variable and the respondent. Varimax rotation was utilized to be able to maximize the sum of variance of required loading of the factor matrix (Hair et al.,2006). Hair et al. suggested that interpretation of factor loading depends on practical significance. There exists a rule of thumb for the significance of factor loading factor loading greater than 0.30 were considered in order to meet the minimum level, 0.40 were considered more important, 0.50 or greater were considered practically significant.

Confirmatory factor analysis

Confirmatory factor analysis (CFA) is a theory-testing model as opposed to the theory-

generating method like exploratory factor analysis (EFA). In CAF, the research starts with a hypothesis prior to the analysis. The hypothesis is based on a strong theoretical and/ or empirical foundation. This method, after specifying the "a priori" factors, seek to optimally match the observed and theoretical factors structures for a given data set in order to determine the "goodness-of-fit" of the predetermined factor model (Gounaris & Stathakopouplos, 2004). Therefore, this study only performed confirmatory factor analysis because all constructs have already been tested by many eminent researches as literature reviewed in previous chapter. The purpose of confirmatory analysis is to test how well the specified measurement model fits the actual data, which is more applicable in this study. Confirmatory factor analysis is a factor analysis where the number of factor and the loading of the original variables are assumed to follow some prior theory. Thus, the researcher runs the factor analysis based on these assumptions on the number of factors and the loadings constraining to zero the loadings for those variables that are not expected to load on a specific factor, and then evaluates the result with some goodness-of-fit diagnostic.

Path analysis

Path analysis is a generalization of the regression model to deal with the (discussed) causality concept. Path analysis is based on the "path diagram", which is also the core of the SEM approach, as it is explained later in this chapter. When one refers to path analysis, the assumptions is that all variables are directly measured, latent constructs are included instead, the path diagram represents the relationship between the variables through arrows and boxes. "Boxes are the variables are representing the relationship between the variables are directly measured, which marks the distinction with SEM, where latent constructs are included". Boxes are the variables and the straight arrows leave the boxes containing predictors and point toward those containing the dependent variables. It is also possible that two variables are correlated without implying causation, in which case the arrows are curved.

Correlation & Regression

Both correlation and regression analysis were equipped to analyze the relationship between two or more variables, without assuming a causal link when two variables are correlated. Simple (bi-variant) correlation can be extended to control for other influential variables (partial and semi-partial correlation).

Correlation indicates the relationship between two or mare variables, while regression indicates the dependency between two or more variables.,

Correlation measures & co-variance

Correlation is a very intuitive concept in statistics, but also one of the most powerful, since it introduces the tool for analyzing the relationship between two or more variables and opens the way to the regression models. The term correlation is rather intuitive and thus refers to shared relation between variables (Hu & Pan, 2014).

$$COV(x,y) = Sxy = \frac{\sum_{i=1}^{n}(x_1 - \bar{x})(y_1 - 1)}{n-1}$$

$$\text{CORR (X, Y)} = r_{xy} = \frac{S_{xy}}{S_x S_y}$$

The standardization of co-variance into correlation returns an indicator which is bound to vary between -1 and 1 where:

A: r = -1 means perfect negative correlation, so that a p% increase in X corresponds to a p% decrease in y and vice versa;

B: r = 0 means no correlation, so that two variables move with no apparent relation; and

C: r = 1 means perfect positive correlation, where a p% increase (decrease in X corresponds to a p% increase (decrease) in *y*.

Note that no assumption or correlation is made on causality that is the existence of a positive correlation of X and Y does not mean that it is the increase in X which leads to an increase in Y, but only that the two variable moves together to same extent.

To make a proper use of the core relation coefficient, it is necessary to assume (or check) that: 1), the relationship between the two variables is linear (a scatter-plot could allow the identification of non-linear relationships); 2), the error variance is similar for different correlation levels, and 3), he two variables come from the similar statistical distributions, 4), the multiple correlation coefficient is explored in greater detail in the sections devoted to regression analysis. Multiple correlation looks at the joint relationship between on variable (the dependent variable) and a set of other variables (Wu, 2010).

Pearson correlation

Pearson Correlation formula (Wu et al., 2014):

$$r=\frac{\sum(X-\overline{X})(Y-\overline{Y})}{\sqrt{\sum(X-\overline{X})^2\sum(Y-\overline{Y})^2}}$$

Formula of double variables Pearson correlation:

$$r=\frac{\sum(X-\overline{X})(Y-\overline{Y})}{\sqrt{\sum(X-\overline{X})^2\sum(Y-\overline{Y})^2}}=\frac{l_{XY}}{\sqrt{l_{XX}l_{YY}}}$$

$$-1\le r\le 1$$

Linear regression

Linear regression is a tool to analyze and calculate the dependency relationship between two or more variables. In other words, linear regression indicates the dependency relationship between X and Y by linear structural equation, on condition that firstly, dependent variable (Y) has linear relationship with independent variable (X), secondly, every constructs are independent, thirdly, dependent variable (Y) is normal distribution variable, and fourthly, there is equal variance between X and Y. The formula of linear regression: $y_i=\alpha+\beta x_i+\varepsilon_i$

The regression model for bi-variant linear relationships is portrayed by the equation which opened this section. If we take the generic observation, we can express the observation of the dependent variable Y as a linear function of the explanatory variable X, where β is the regression coefficient which measures the impact of the explanatory variable on the dependent variable (Wu, 2010).

Multiple linear regressions

Regression is a tool for analyzing and calculating the relationship between different variables, and for indicating the dependency relationship of variables by means of regression equation, when the independent variable is more than one, the linear equation which indicates the quantity relationship between one dependent variable and several independent variables, the multiple linear regressions is needed. The formula of multiple linear regressions is following (Wu, 2010)

$$y=\beta_0+\beta_1 x_1+\ldots+\beta_p x_p+\varepsilon$$

Multiple correlation coefficient R

The multiple correlation coefficient (R), the indicator of the relationship between dependent variables (y) and independent variables (x_1, x_2, x_3..., x_p). When p = 1, R = $|r|$, r means the single correlation coefficient, $0 \leqq R \leqq 1$, the higher the R is, the closer the linear correlation is (Wu & Pan, 2014).

Determinate Coefficient R^2

Determinate coefficient is the square (R^2) of multiple correlation coefficient, which is the indicator to the quality of hypothesis model, $0 \leqq R^2 \leqq 1$, the more R^2 close to 1, the better the sample and the hypothesis model is. Normally, the hypotheses need to be adjusted, so R^2 need to be adjusted as adjusted R-square, the formula is following (Wu & Pan, 2014):

$$\bar{R}^2 = 1-(1-R^2)\frac{n-1}{n-k-1}$$

Reliability analysis

The reliability includes Cronbach's α analysis and composite reliability (CR), Hair et al. (1994), when α is higher than 0.6 and 0.7 is acceptable and reliable, the formula of composite reliability (CR) follows: $CR(P_c) = \frac{(\sum\lambda)^2}{(\sum\lambda)^2+\sum(\theta)}$

Where;

P_c = composite reliability

λ= factor loading

θ = the value of measurement error

Validity analysis

Validity was measured and analyzed by average variance extracted (AVE), the value of AVE higher than 0.5, the measurement variables indicate the unobserved variables in a good fitness, the formula of average variance extracted (AVE) follows,

$$\text{AVE } (P_v) = \frac{(\sum \lambda^2)}{(\sum \lambda^2) + \sum (\theta)}$$

Where,

P_v = the average variance extracted

λ= factor loading

θ = the value of measurement error

Conclusion

The purpose of this chapter is to describe the research methodology approaches on which this study is designed and developed. The research design in this study is descriptive research by using survey methodology. Non-probability quota sampling and convenience sampling had used to select sampling size of 600 respondents. Several statistical methodologies are applied, which are validity and reliability measures such as exploratory factor analysis and confirmatory factor analysis. Structural equation modeling would be employed for hypothesis testing.

CHAPTER 4
Research Results

In this chapter, the procedures and results of data analysis will be presented. The chapter begins with explanation of data collection, data editing, characteristics of the sample, respondents' opinion toward to observed variables. Then, the initial results of confirmatory factor assessment of the scale were shown in terms of construct reliability and validity. Finally, the description of a structural equation modeling containing will be presented all of variables in this dissertation.

Data editing and screening

As indicated in the previous chapter, the target samples were 620 observations. 200 paper-based surveys (offline) were obtained from four major Chinese cities（Beijing, Shanghai, Guangzhou, Chengdu). The 420 online surveys via the wjx platform (A professional questionnaire collection Platform in China). Both of offline surveys and online surveys were conducted by selective interviews who used to have Thailand organic purchase experience. The paper-based surveys were implemented by distributing in large supermarkets. The missing items of sample through online questionnaire were deleted, in order to ensure the quality of the data, this study tested and kept track the time of answering the questionnaire, average 3.5 minutes for answering the questionnaire, after deleted 26 ineffective questionnaires (10 online ineffective surveys and 16 ineffective paper-based surveys). Finally, 620 samples were kept, the characteristics of the sample: gender, age group, marital status, education level, income per month, types of households, details are as indicated in table 2.

The statistical techniques employed in this study are descriptive and explanation. Structural equation modeling (SEM) was used to examine the conceptual model and associated hypothesis under the literature review, software SPSS 22.0 and AMOS 22.0 were employed as the tools of measurement in this study, maximum likelihood estimation (MLE) method was employed for theory testing and development the conceptual model and hypotheses and an overall test of model fit.

Demographic characteristics of the respondents

This study had 620 respondents that were representative of Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption. The profiles of the respondents will be presented in **table 2.**

Table 2: Demographic characteristics of respondents (N=620)

Characteristics of sample		Sample number (N=620)	Percent (%)
Gender	Female	325	52.42
	male	295	47.58
Age group	18-30	156	25.16
	31-45	263	42.42
	46-60	189	30.48
	≥61	12	1.94
Education level	senior school and below	31	5
	College or university	437	70.48
	Postgraduate or above	152	24.52
Income per month(RMB)	Under 2000	37	5.97
	2001-4000	46	7.43
	4001-6000	151	24.35
	Above 6001	386	62.25
Types of households	single	113	18.23
	Single live with parents	80	12.9
	Couples without children	47	7.57
	Couples with children under 6 years	252	40.65
	Couples with children over 6 years	128	20.65

Table 2 showed that data cover a variety of respondent which were representative of Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption. Data indicated that more than half of the 620 samples were female (326 and occupied 52.42% respectively), 295 of them were male, occupied 47.58%. In terms of age, 156 of them from 18-30, occupied 25.16%, 31 to 45 followed, totally 263 and occupied 42.42%, the age of respondents from 46 to 60 was 189 occupied 30.48%, the respondents above 61 years old were 12,occupied 1.94%. Regarding to the education backgrounds of respondents, (31) as 5% of them were senior school and below and (437) as 70.48% of them were College or university, (152) as 24.52% of them were Postgraduate or above of respondents. From income side, 37 respondents' income under 2000(RMB) per month, occupied 5.97%, 46 respondents' income between 2001 to 4000 (RMB) per month, occupied 7.43%, 151 respondents' income between 4001 to 6000 (RMB) per month, occupied 24.35%, the majority of them above 6001(RMB) per month, they were 386, occupied 62.25%. Types of households, single of respondents were 113 (18.23%), 80(12.9%) of respondents were single live with parents, only 47 (7.57%) of respondents were couples without children, couples with children under 6 years were majority, they were 252(40.65%), couples with children over 6 years were 128, occupied 20.65%.

The average sore of various dimensions and sub-dimension

A preliminary examination of the data for the sample provided the descriptive statistics for the observed variables. 'Likert' statements were used to obtain the respondents opinion towards a given statement. The respondents were given the statement for each observed variable and gave a response with agree level from 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree. The collected data on the survey's questions were documented and analyzed throughout the following tables:

Table 3: Percentage distribution and means of respondents' opinion on Ecological Ethics (n=620)

Ecological Ethics		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	4	3	2	1	3.611	0.863	Agree
EE1	Organic rice is fully safe no-chemical residue.	10.32	45.48	37.26	6.61	0.32	**3.589**	**0.775**	**Agree**
EE2	Organic rice is environment friendly.	14.84	44.84	33.55	6.45	0.32	**3.674**	**0.816**	**Agree**
EE3	Organic rice has high nutritional value.	20.81	49.68	24.19	4.84	0.48	**3.855**	**0.817**	**Agree**
EE4	Organic rice is a food in fashion.	15.00	36.45	35.00	12.26	1.29	**3.816**	**0.935**	**Agree**
EE5	Organic rice is ideal for Children's diet.	13.06	35.32	33.55	14.84	3.23	**3.402**	**0.997**	**Agree**
EE6	Organic rice is good value for money.	13.39	48.23	29.19	8.71	0.48	**3.626**	**0.836**	**Agree**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 3, in the terms of ecological ethics, the agree lever is between 3.855 to 3.402, the overall mean is agreement. On the other hand, the standard deviation is between 0.997 to 0.775, indicated that slight difference in response to the survey items.

Table 4: Percentage distribution and means of respondents' opinion on Social Ethics (n=620)

Social Ethics		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	**4**	**3**	**2**	**1**	**4.049**	**0.809**	**Agree**
SE1	Organic rice should be associated with organic certification.	37.58	48.55	12.26	1.61	0.00	**4.221**	**0.718**	**Strongly Agree**
SE2	Organic rice should be associated with brand.	22.90	54.84	18.87	2.58	0.81	**3.965**	**0.77**	**Agree**
SE3	Organic rice price should be acceptable.	30.48	44.35	19.19	5.00	0.97	**3.984**	**0.886**	**Agree**
SE4	Advertisements on organic rice should be honest.	33.87	43.87	18.23	3.39	0.65	**4.069**	**0.843**	**Agree**
SE5	Sales channel on organic rice should be convenience.	28.39	49.19	17.58	4.19	0.65	**4.005**	**0.829**	**Agree**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 4, in the terms of social ethics, the agree lever is between 4.221 to 3.965, the overall mean is agreement, among the items, SM1 (Organic rice should be associated with organic certification) is strongly agree by Chinses consumers. On the other hand, the standard deviation is between 0.886 to 0.718, indicated that slight difference in response to the survey items.

Table 5: Percentage distribution and means of respondents' opinion on Cultural Ethics (n=620)

Cultural Ethics		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	4	3	2	1	3.723	0.868	Agree
CE1	Thailand's organic rice embodied with sufficient economic philosophy in agriculture plantation.	21.63	47.26	25.65	4.68	0.81	**3.842**	**0.842**	**Agree**
CE2	Thailand's organic rice embodied global sustainable movement in agriculture.	21.91	53.71	19.68	3.87	0.81	**3.921**	**0.799**	**Agree**
CE3	The famers in Thailand widely accept Buddhism as their religion belief.	13.71	32.10	37.74	12.42	4.03	**3.43**	**1.02**	**Agree**
CE4	Thailand's organic rice using recycle package.	12.42	30.5	35.5	19.5	5.9	**3.594**	**0.848**	**Agree**
CE5	Thailand's organic rice printing with package accurate bilingual language in Chinese and Thai.	12.5	44.35	35.00	6.61	1.61	**3.868**	**0.831**	**Agree**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 5, in the terms of cultural ethics, the agree lever is between 3.921 to 3.43, the overall mean is agreement. On the other hand, the standard deviation is between 1.02 to 0.799, indicated that slight difference in response to the survey items.

Table 6: Percentage distribution and means of respondents' opinion on Internal Marketing Ethics (n=620)

Internal Marketing Ethics		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	**4**	**3**	**2**	**1**	**4.308**	**0.744**	**Strongly Agree**
IME1	Thailand's organic rice represent the country of origin.	38.71	49.68	10.00	1.45	0.16	**4.253**	**0.705**	**Strongly Agree**
IME 2	Protecting consumer privacy internal online marketing.	44.03	40.65	13.23	1.77	0.32	**4.263**	**0.777**	**Strongly Agree**
IME 3	Adapting the export laws on mutual agreements of treaties.	54.03	35.32	8.23	2.26	0.16	**4.408**	**0.75**	**Strongly Agree**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 6, in the terms of internal marketing ethics, the agree lever is between 4.408 to 4.253. IME1(Thailand's organic rice represent the country of origin), IME2(Protecting consumer privacy internal online marketing), IME3 (Adapting the export laws on mutual agreements of treaties), three of items are strongly agreed by Chinses consumers. The overall mean is strongly agreement. On the other hand, the standard deviation is between 0.777 to 0.705, indicated that slight difference in response to the survey items.

Table 7: Percentage distribution and means of respondents' opinion on Ethical Judgement (n=620)

Ethical Judgement		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	4	3	2	1	3.82	0.874	Agree
EJ1	Energy conservation and environmental protection are the responsibility of all consumers.	45.16	43.23	9.03	2.26	0.32	**4.306**	**0.754**	**Strongly Agree**
EJ2	Consumer should have health and safe awareness on rice intake food.	44.19	44.52	9.35	1.61	0.32	**4.306**	**0.732**	**Strongly Agree**
EJ3	Consumer should be aware of privacy online shopping.	48.71	40.16	9.03	1.45	0.65	**4.348**	**0.757**	**Strongly Agree**
EJ4	PRC consumers purchasing the organic rice food on the group compliance.	14.19	45.48	30.00	8.39	1.94	**3.616**	**0.898**	**Agree**
EJ5	PRC consumers purchasing the organic rice food on the sake of face consciousness.	14.03	31.61	33.39	19.52	1.45	**3.523**	**1.11**	**Agree**
EJ6	PRC consumers purchasing Thailand's organic rice based on adopting Buddhist culture.	7.42	27.58	40.65	18.23	6.13	**3.119**	**0.994**	**Neutral**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 7, in the terms of internal ethical judgement, the agree lever is between 4.348 to 3.119. EJ1(Energy conservation and environmental protection are the responsibility of all consumers), EJ2(Consumer should have health and safe awareness on rice intake food), EJ3 (Consumer should be aware of privacy online shopping), three of these items are strongly agreed by Chinses consumers. The opinion on EJ6(PRC consumers purchasing Thailand's organic rice based on adopting Buddhist culture)

is neutral. That means the Buddhist culture is meaningless to mainland of Chinses Consumers. The overall mean is agreement. On the other hand, the standard deviation is between 1.11 to 0.735, indicated that slight difference in response to the survey items.

Table 8: Percentage distribution and means of respondents' opinion on ethical purchase decision making (n=620)

Ethical Purchase Decision Making		% of total percentages Strongly agree ...strongly disagree →					Mean $\overline{X}$	S.D.	Agrees level
		5	**4**	**3**	**2**	**1**	**3.518**	**0.929**	**Agree**
EPDM 1	I am aware of purchasing Thailand's organic rice can help the poverty of Thailand's farmers.	22.26	55.65	18.23	3.39	0.48	**3.958**	**0.764**	**Agree**
EPDM 2	I understand Thailand's organic rice appealing good vale of money.	15.65	45.00	33.71	4.84	0.81	**3.698**	**0.818**	**Agree**
EPDM 3	I would like to purchase Thailand's organic rice based on Thailand culture.	11.45	27.42	39.52	19.03	2.58	**3.261**	**0.979**	**Neutral**
EPDM 4	If influenced opinion leaders purchase Thailand's organic rice, I would like to purchase.	13.55	36.94	30.97	14.03	4.52	**3.51**	**1.033**	**Agree**
EPDM 5	If Most of friends buy Thailand's organic rice, I would like to advocate.	12.25	36.06	31.29	16.35	4.00	**3.463**	**1.053**	**Agree**

Remark: Mean=5.00-4.21: strongly agree // Mean=4.20-3.41: agree // Mean= 3.40-2.61: neutral // Mean=2.60-1.81: disagree // Mean=1.80-1.00: strongly disagree (Ibarra & Revilla, 2014).

According to table 8, in the terms of ethical purchase decision making, the agree lever is between 3.958 to 3.261. The opinion on EPDM3 (I would like to purchase Thailand's organic rice based on Thailand culture) is neutral. That means this item is meaningless to mainland of Chinses Consumers. The overall mean is agreement. On the other hand, the standard deviation is between 1.11 to 0.735, indicated that slight difference in response to the survey items.

Multi-collinearity testing

Before testing the hypothesized conceptual model, the collinearity or multi-collinearity problem should be addressed. Collinearity is the association between two independent variables, whereas multi-collinearity is the correlation among three of more independent variables. Multi-collinearity represents the degree to which any variable's effect can be predicted or accounted for by the other variables in the analysis. As multi-collinearity rises the ability to define any variable's effect is diminished. The addition of irrelevant or marginally significant variables an only increase the degree of multi-collinearity, which makes interpretation of all variables more difficult. Symptoms of multi-collinearity may be observed in situations: 1) small changes in the data produce wide swings in the parameter estimates. 2) coefficients may have very high standard errors and low significance levels even though they are jointly significant and the R^2 for the regression is quite high. 3) coefficients may have the "wrong" signal or implausible magnitude, and 4) when multi-collinearity is extreme, Type II error rates are generally unacceptably high (Grewal et al., 2004).

One way to assess the possibility of multi-collinearity among the study variables is to perform correlations. If a correlation coefficient matrix demonstrates correlation of 0.9 or higher($r>0.90$) among the variables, there may be multi-collinearity (Hair et al., 2010). Table 9 showed the highest correlation was 0.621 which was the correlation between marketing ethics on Thailand's organic rice to PRC consumers ethical purchase decision making process. All variables in the study could use for the hypothesized model.

Table 9: Implied (for all variables) Correlations

	EE1	EE2	EE3	EE4	EE5	EE6	SE1	SE2	SE3	SE4	SE5	CE1	CE2	CE3	CE4	CE5	IME1	IME2	IME3
EE1	1.000																		
EE2	.533	1.000																	
EE3	.485	.426	1.000																
EE4	.510	.450	.466	1.000															
EE5	.402	.407	.369	.391	1.000														
EE6	.478	.501	.478	.418	.357	1.000													
SE1	.227	.256	.308	.249	.169	.268	1.000												
SE2	.227	.215	.318	.286	.240	.229	.266	1.000											
SE3	.131	.104	.175	.112	.170	.230	.285	.205	1.000										
SE4	.165	.124	.247	.211	.151	.199	.287	.165	.425	1.000									
SE5	.159	.189	.202	.264	.166	.236	.311	.188	.264	.356	1.000								
CE1	.348	.334	.404	.381	.318	.322	.234	.228	.118	.157	.221	1.000							
CE2	.326	.332	.354	.310	.318	.356	.256	.274	.163	.162	.171	.462	1.000						
CE3	.238	.223	.217	.226	.263	.187	.270	.206	.352	.140	.324	.331	.278	1.000					
CE4	.313	.366	.260	.336	.312	.321	.280	.223	.159	.130	.366	.344	.289	.320	1.000				
CE5	.229	.260	.294	.224	.259	.211	.262	.316	.314	.244	.366	.344	.289	.257	.231	1.000			

Table 9:Implied (for all variables) Correlations (Cont.)

	EE						SE					CE					IME			EJ					EPDM			
	1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	1	2	3	2	3	4	5	6	2	3	4	5
IME1	.158	.189	.263	.281	.108	.163	.349	.225	.299	.280	.302	.245	.205	.248	.246	.231	1											
IME2	.275	.215	.167	.210	.381	.308	.357	.302	.311	.320	.281	.157	.184	.208	.215	.204	.356	1										
IME3	.266	.289	.215	.237	.379	.281	.268	.257	.311	.267	.168	.161	.194	.262	.232	.157	.355	.439	1									
EJ2	.211	.167	.253	.218	.167	.279	.281	.254	.203	.246	.205	.184	.246	.279	.175	.154	.344	.318	.378	1								
EJ3	.223	.320	.213	.224	.249	.267	.239	.246	.239	.235	.299	.221	.270	.267	.181	.210	.322	.448	.458	.385	1							
EJ4	.214	.226	.283	.204	.208	.324	.278	.195	.301	.204	.168	.322	.266	.258	.242	.281	.123	.281	.272	.256	.118	1						
EJ5	.221	.313	.281	.213	.202	.172	.172	.126	.112	.253	.175	.209	.193	.248	.247	.253	.223	.223	.243	.283	.253	.263	1					
EJ6	.318	.317	.226	.309	.377	.301	.291	.178	.169	.198	.158	.229	.258	.330	.320	.289	.168	.253	.186	.238	.198	.211	.341	1				
EPDM1	.260	.305	.293	.327	.287	.337	.253	.231	.224	.211	.274	.352	.312	.220	.268	.251	.284	.198	.277	.292	.231	.163	.198	.158	1			
EPDM2	.479	.433	.456	.489	.394	.534	.268	.267	207	.213	.236	.362	.337	.227	.363	.274	.214	.181	.251	.202	.206	.216	.295	.223	.336	1		
EPDM3	.446	.448	.352	.491	.465	.401	.115	.188	.227	.109	.166	.295	.324	.247	.351	.279	.216	.218	.226	.221	.259	.178	.305	.334	.537	.471	1	
EPDM4	.292	.352	.297	.341	.394	.326	.144	.187	.243	.132	.132	.271	.341	.282	.340	.203	.178	.268	.234	.277	.111	.193	.459	.435	.418	.410	.517	1
EPDM5	.356	.316	.236	.258	.363	.313	.213	.149	.176	.182	.198	.269	.323	.278	.286	.219	.174	.219	.225	.264	.296	.149	.403	.551	.481	.334	.477	**.621**

Reliability and validity

The Item Objective Congruence (IOC) Index is used as the basis for screening the item quality. In each item, the experts are asked to determine the content validity score: The score = 1, if the expert is sure that this item really measured the attribute. The score = –1, if the expert is sure that this item does not measure the attribute. The score = 0, if the expert is not sure that the item does measure or does not measure the expected attribute. The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved (Rovinelli & Hambleton, 1977). In this process, the questionnaire was checked by five experts from China, including two associate professors in foreign language school and three doctors in business school, all the questions were clearly measured which related between contents validity and research objectives (See in Appendix A).

The questionnaires were pretested by a representative sample (n=620) from the population of this study. The results of the pretest were checked for their reliability by Cronbach's alpha were to be higher than 0.70 or 70 percent (Cronbach, 1990). The Kaiser-Meyer-Olkin (KMO) values exceeded the recommended value of 0.7. Bartlett's test of sphericity value was significant ($p<0.05$) and Cattell's scree test was also used (Pallant, 2007). Then same questions in the questionnaire were revised to make them clearer for the survey. There were 30 observed variables to measure 6 latent variables, respectively, ecological ethics included 6 observed variables, and the summary Cronbach's alpha was 0.874. The summary of Cronbach's alpha to social ethics that included 5 observed variables was 0.769. The cultural ethics included 5 observed measurements constructs with 0.731 of Cronbach's alpha. The Internal marketing ethics included 3 observed measurements constructs with 0.849 of Cronbach's alpha. There were 6 measurements constructs to latent variable ethical judgement with 0.792 of Cronbach's alpha, and 5 measurements constructs to ethical purchase decision making with 0.834 of Cronbach's alpha . according to the table 10 , the KMO of all dimensions in this study are greater than 0.7 and the Bartlett's tests of sphericity were less than the significant level of 0.001, so there were suitable for factor analysis.

Table 10: Summary of Cronbach's alpha

Dimension	KMO	Bartlett's test of sphericity		
		χ^2	df	p-value
Ecological ethics	0.874	1133.924	15	0.000***
Social ethics	0.769	784.322	10	0.000***
Cultural ethics	0.735	603.572	10	0.000***
Internal marketing ethics	0.823	1089.458	3	0.000***
Ethical judgement	0.812	975.65	15	0.000***
Ethical purchase decision making	0.834	1023.325	10	0.000***

Exploratory factor analysis

For checking the constructs validity, exploratory factor analysis was used to analytical method. Exploratory factor analysis for multiple-item constructs is recommended before assessing reliability (Gerbing and Anderson, 1988).To examine the factors influencing to the Ethical purchase decision Making process, SPSS factor analysis was utilized to determine which factor is most important in ethical judgement. Exploratory factor analysis was employed to identify the structure of the relationship between the variable and the respondent. Varimax rotation was utilized to be able to maximize the sum of variance of required loading of the factor matrix (Hair, Black, Babin &Anderson , 2010). Hair et al. suggested that interpretation of factor loading depends on practical significance. There exists a rule of thumb for the significance of factor loading factor loading greater than 0.6 were considered in order to meet the minimum level, more than 0.7 were considered more important, more than 0.8 or greater were considered practically significant.

Table 11: Exploratory factor analysis

Unobserved variables	Measurement variables	Rotated Factor loading						Eigen value	Variance (Rotated)
		1	2	3	4	5	6		
Ecological Ethics	EE1	**0.783**						3.231	53.853
	EE2	**0.759**							
	EE3	**0.734**							
	EE4	**0.536**							
	EE5	**0.648**							
	EE6	**0.753**							
Social Ethics	SE1		**0.763**					3.318	52.35
	SE2		**0.703**						
	SE3		**0.661**						
	SE4		**0.817**						
	SE5		**0.762**						
Cultural Ethics	CE1			**0.795**				3.128	62.256
	CE2			**0.801**					
	CE3			**0.581**					
	CE4			**0.794**					
	CE5			**0.742**					
Internal Marketing Ethics	IME1				**0.828**			3.768	58.939
	IME2				**0.887**				
	IME3				**0.845**				

Table 11: Exploratory factor analysis (continued)

Unobserved variables	Measurement variables	Rotated Factor loading						Eigen value	Variance (Rotated)
		1	2	3	4	5	6		
Ethical Judgement	EJ1					**0.734**		2.029	65.435
	EJ2					**0.788**			
	EJ3					**0.802**			
	EJ4					**0.771**			
	EJ5					**0.823**			
	EJ6					**0.743**			
Ethical Purchase Decision Making	EPDM1						**0.567**	2.65	63.007
	EPDM2						**0.688**		
	EPDM3						**0.785**		
	EPDM4						**0.811**		
	EPDM5						**0.864**		
KMO=0.823, Bartlett's Test of Sphericity Approx. Chi-square=4751.731, df=114, sig=0.000									

According to table 8: Exploratory factor analysis. In the terms of ecological ethical included 6 measurement variables from EE1, EE2, EE3, EE5, EE6, the value of rotated factor loading from 0.648 to 0.783. The factor loading value are more than 0.6, eigen value is 3.231 and rotated variance is 53.853%, all the value can be accepted, EE4(Organic rice is a food in fashion), the value of rotated factor loading is 0.536, is less than 0.6, need deleting. In the terms of social ethical included 5 measurement variables SE1 to SE5, the value of rotated factor loading from 0.661 to 0.817. The factor loading value are more than 0.6, eigen value is 3.318 and rotated variance is 52.35%. In the terms of cultural ethical included 5 measurement variables CE1 to CE5, CE3 (The famers in Thailand widely accept Buddhism as their religion belief), the value of rotated factor loading is 0.581, is less than 0.6, need deleting. The others factor loading value are more than 0.6, eigen value is 3.128 and rotated

variance is 62.256%. In the terms of Internal marketing ethical included 3 measurement variables IME1 to IME3, the value of rotated factor loading from 0.828 to 0.887, the eigen value is 3.768 and rotated variance is 63.007%. In the terms of ethical judgment included 6 measurement variables EJ1 to EJ6, all the value of rotated factor loading are more than 0.6, eigen value is 2.209 and rotated variance is 65.435%. In the terms of ethical purchase decision making included 5 measurement variables EPDM1 to EPDM5, EPDM1 (I am aware of purchasing Thailand's organic rice can help the poverty of Thailand's farmers.), the value of rotated factor loading is 0.567, is less than 0.6, need deleting. The others factor loading value are more than 0.6, eigen value is 2.65 and rotated variance is 63.007%.

Structural equation modeling analysis

This study hired two-stage structural equation modeling (SEM) analysis (Schmacker & Lomax, 2016) where the measurement model was fixed in the second stage when the structural model was estimated. This approach had advantages for the study such as avoiding the interaction of measurement and structural model and reducing the number of parameters to be estimated. Afterward, the hypothesized paths were modified by model specification.

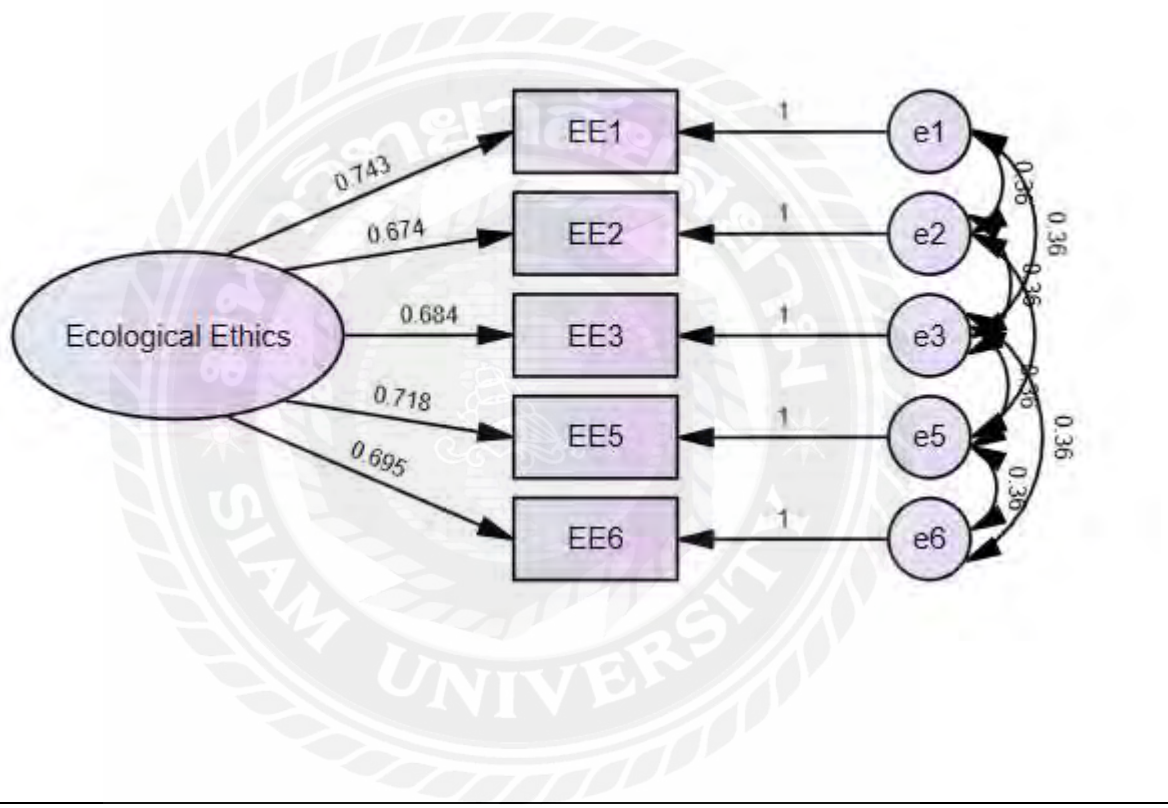
Confirmatory factor analysis of Chinese consumers' ethical purchase decision making process

Confirmatory factor analysis (CFA) was used to test the measurement model that set of observed (indicator) variables identified the hypothetical latent construct and confirming the theory generated model (Brown, 2015). Testing the measurement model also provided an assessment of convergent and discriminate validity. Criteria for evaluating were no significant chi-square value (X2) $p>0.05$, Root mean square residual and Root mean square error of approximation (RMR and RMSEA) <0.08, and goodness of fit index, adjusted goodness of Fit index, and Comparative fit index (GFI, AGFI and GFI>0.90 as mentioned in Chapter 3. The results of CFA were as follow.

Ecological ethics

Ecological ethics (EE) was measured with 5 observed variables (EE1, EE2, EE3, EE5 and EE6), EE4: the St. Estimate=0.557<0.6, was deleted. The measurement model showed good fitness to data (X^2=13.400; RMR=0.014<0.05; GFI=0.992>0.90; RMSEA=0.052<0.1; AGFI=0.975>0.90). All indices exceed acceptable standards of model fit as shown in **figure 1**.

Figure 1: Measurement model for ecological ethics

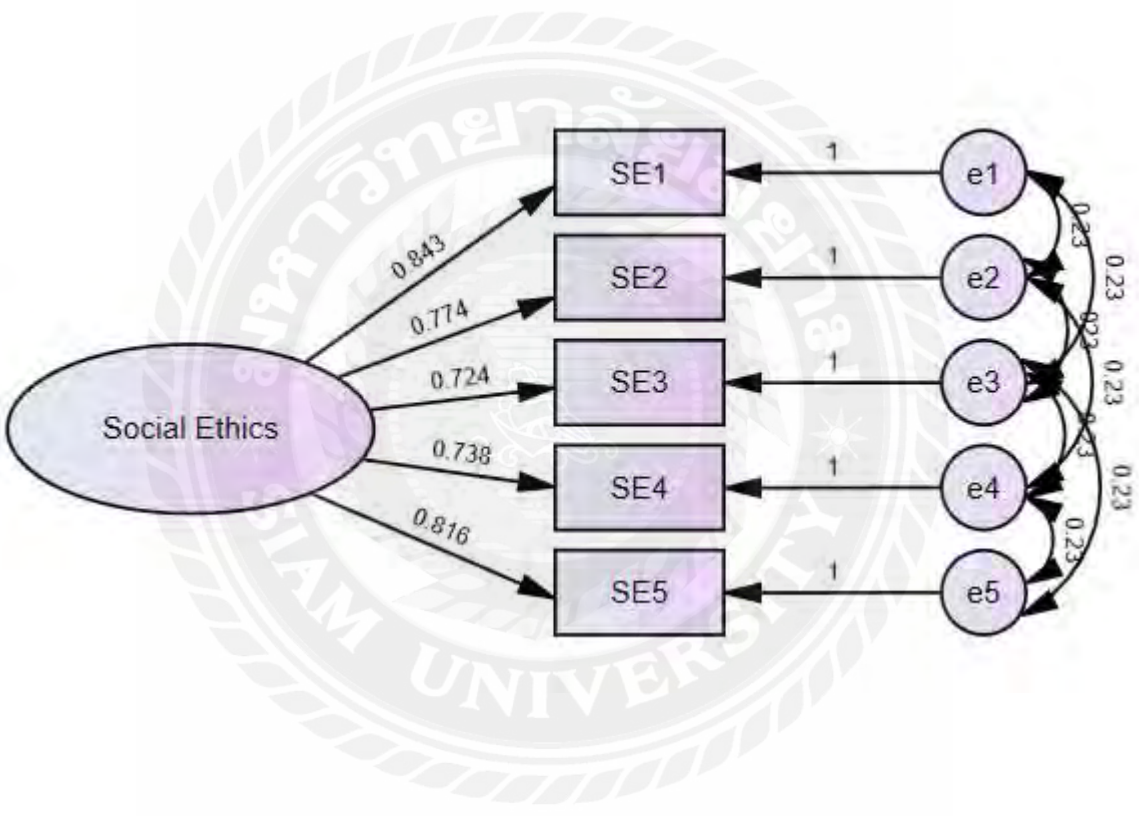


Chi-square=13.400; p=0.12>0.05; DF=5; RMR=0.014<0.05; GFI=0.992>0.90; RMSEA=0.052<0.1; AGFI=0.975>0.90

Social ethics

Social ethics (SE) was measured with 5 observed variables (SE1, SE2, SE3, SE4 , SE6), The measurement model showed good fitness to data (X^2=12.192; RMR=0.026<0.05; GFI=0.941>0.90; RMSEA=0.065<0.1; AGFI=0.938>0.90). All indices exceed acceptable standards of model fit as shown in **figure 2.**

Figure 2: Measurement model for social ethics

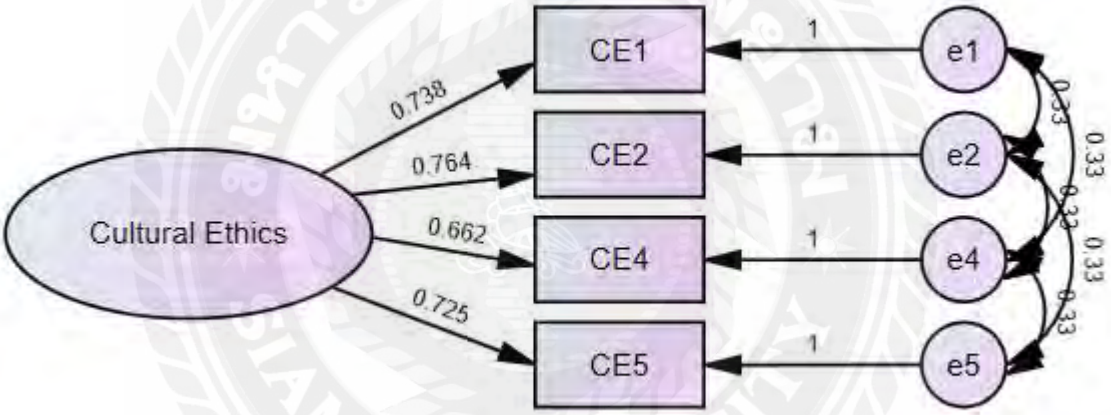


Chi-square=1.192; p=0.082>0.05; DF=5; RMR=0.014<0.05; GFI=0.992>0.90; RMSEA=0.052<0.1; AGFI=0.975>0.90

Cultural ethics

Cultural ethics (CE) was measured with 4 observed variables (CE1, CE2, CE4, EE5), EE3（The famers in Thailand widely accept Buddhism as their religion belief）: the St. Estimate=0.581<0.6, was deleted. The measurement model showed good fitness to data (X^2=15.003; RMR=0.033<0.05; GFI=0.930>0.90; RMSEA=0.072<0.1; AGFI=0.915>0.90). All indices exceed acceptable standards of model fit as shown in **figure 3.**

Figure 3: Measurement model for cultural ethics

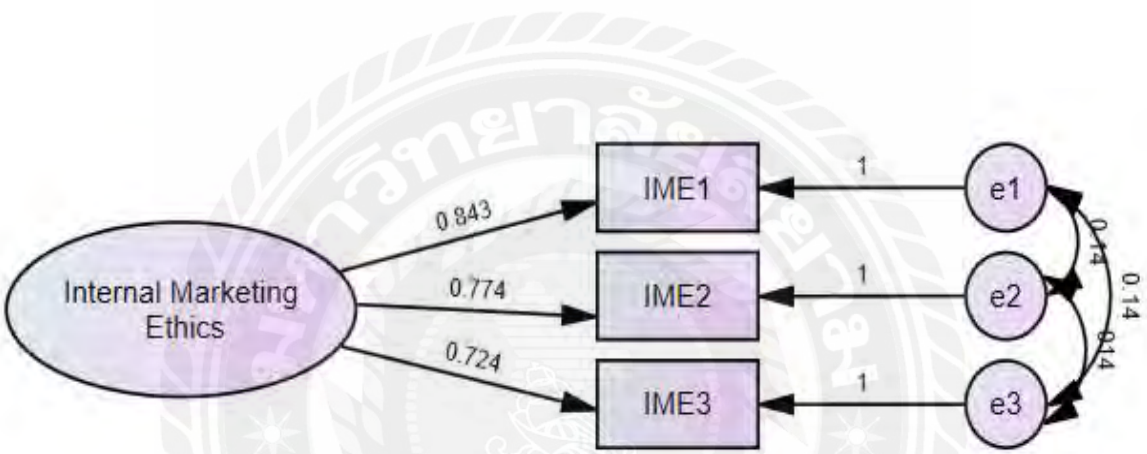


Chi-square=15.003; p=0.13>0.05; DF=3; RMR=0.033<0.05; GFI=0.930>0.90; RMSEA=0.072<0.1; AGFI=0.915>0.90

Internal marketing ethics

Internal marketing ethics(IME) was measured with 3 observed variables (IME1, IME2, IME3). The measurement model showed good fitness to data (X^2=13.400; RMR=0.014<0.05; GFI=0.992>0.90; RMSEA=0.052<0.1; AGFI=0.975>0.90). All indices exceed acceptable standards of model fit as shown in **figure 4.**

Figure 4: Measurement model for ecological ethics

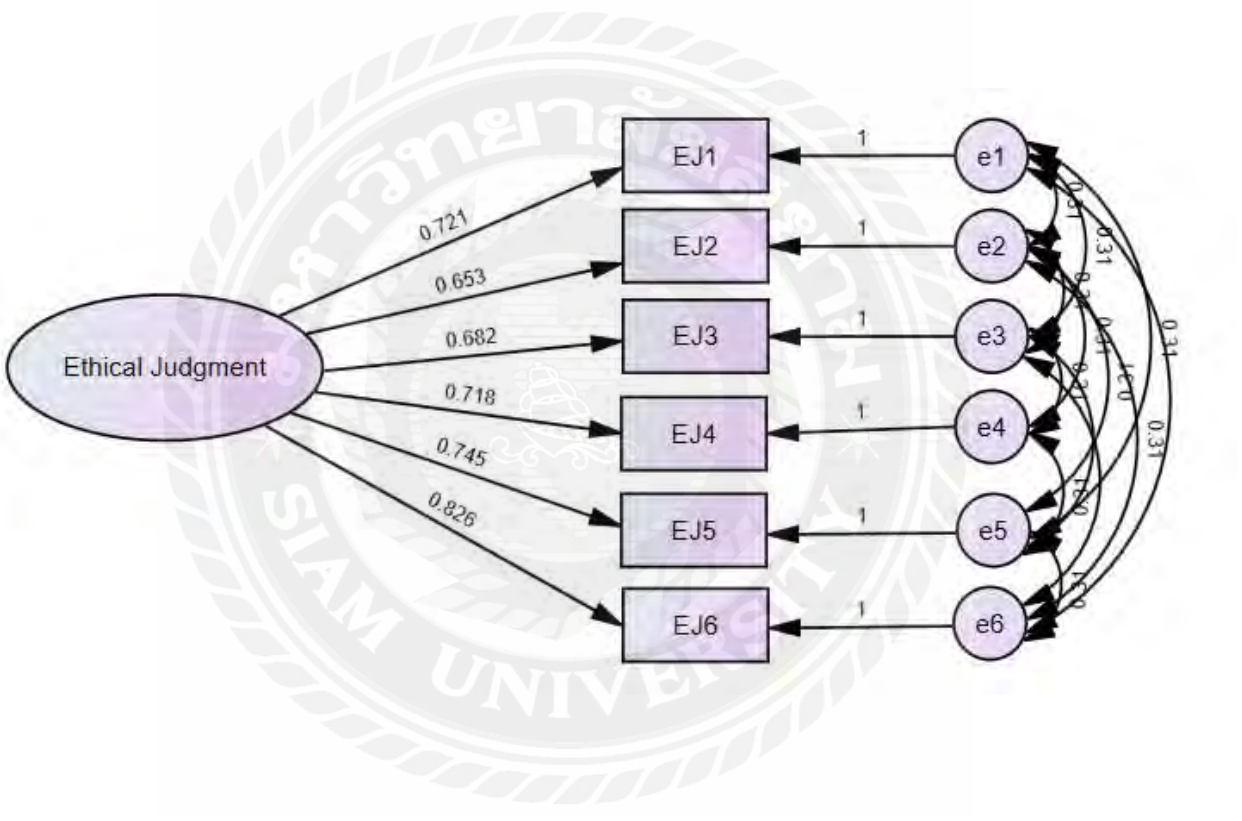


Chi-square=13.400; p=0.076>0.05; DF=5; RMR=0.014<0.05; GFI=0.992>0.90; RMSEA=0.052<0.1; AGFI=0.975>0.90

Ethical judgment

Ethical judgment (EJ) was measured with 6 observed variables (EJ1, EJ2, EJ3, EJ5 and EE6). The measurement model showed good fitness to data (X^2=15.481; RMR=0.034<0.05; GFI=0.952>0.90; RMSEA=0.046<0.1; AGFI=0.955>0.90). All indices exceed acceptable standards of model fit as shown in **figure 5.**

Figure 5: Measurement model for ethical judgment

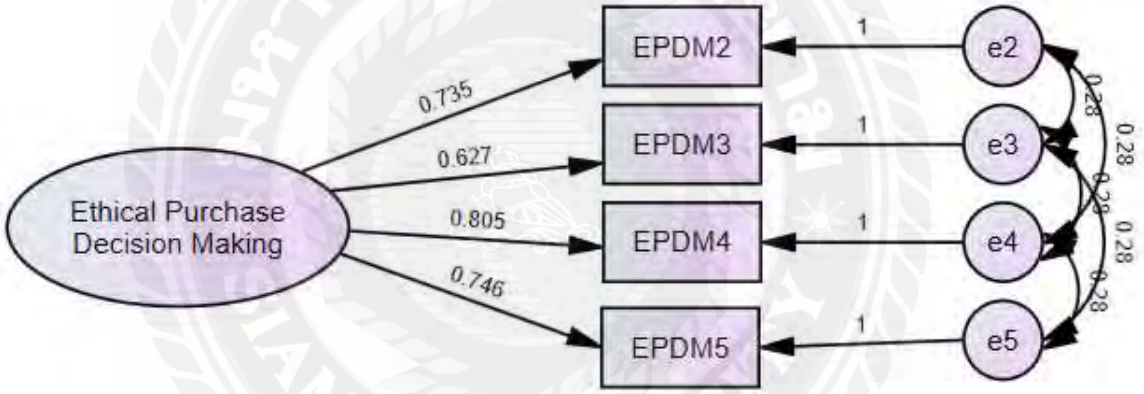


Chi-square=15.481; p=0.06>0.05; DF=6; RMR=0.034<0.05; GFI=0.952>0.90; RMSEA=0.046<0.1; AGFI=0.955>0.90

Ethical purchase decision making

Ethical purchase decision making (EPDM) was measured with 4 observed variables (EPDM2, EPDM3, EPDM4, EPDM5), EPDM1(I am aware of purchasing Thailand's organic rice can help the poverty of Thailand's farmers): the St. Estimate=0.567<0.6, was deleted. The measurement model showed good fitness to data (X^2=23.400; RMR=0.036<0.05; GFI=0.974>0.90; RMSEA=0.056<0.1; AGFI=0.970>0.90). All indices exceed acceptable standards of model fit as shown in **figure 6.**

Figure 6: Measurement model for ethical purchase decision making



Chi-square=23.400; p=0.078>0.05; DF=3; RMR=0.036<0.05; GFI=0.974>0.90; RMSEA=0.056<0.1; AGFI=0.970>0.90

Factor loading

The results of the study in table 12 showed ecological ethics, social ethics, cultural ethics, internal marketing Ethics, ethical judgment and ethical purchase decision making. The 37 observed variables' factor lading between 0.653 to 0.843, all the factor loading more than 0.6, the AVE between 0.645 to 0.756 more than 0.6, and CR between 0.735 to 0.873 more than 0.7. That means 37 observed variables are suitable to structural equation modeling (SEM) analysis, more details see **table 12.**

Table 12: Factor loading for the measurement model of Chinese consumers' ethical purchase decision making process (n=620)

Unobserved variables	Observed variables	Factor Loading: λ				
		AVE	CR	St. Loading Factor	Z	P
Ecological Ethics	EE1	0.675	0.819	0.743	--	--
	EE2			0.674	14.891	0.000
	EE3			0.684	14.695	0.000
	EE5			0.718	15.339	0.000
	EE6			0.695	14.899	0.000
Social Ethics	SE1	0.724	0.853	0.843	--	--
	SE2			0.774	17.891	0.000
	SE3			0.724	14.695	0.000
	SE4			0.738	15.339	0.000
	SE5			0.816	18.829	0.000

Table 12: Factor loading for the measurement model of Chinese consumers' ethical purchase decision making process (n=620) (continued)

Unobserved variables	Observed variables	Factor Loading: λ				
		AVE	CR	St. Loading Factor	Z	P
Cultural Ethics	CE1	0.645	0.779	0.738	--	--
	CE2			0.764	16.891	0.000
	CE4			0.662	14.635	0.000
	CE5			0.725	15.436	0.000
Internal Marketing Ethics	IME1	0.724	0.873	0.843	--	--
	IME2			0.774	17.891	0.000
	IME3			0.724	14.695	0.000
Ethical Judgment	EJ1	0.675	0.735	0.721	--	--
	EJ2			0.653	14.591	0.000
	EJ3			0.682	14.795	0.000
	EJ4			0.718	15.539	0.000
	EJ5			0.745	16.199	0.000
	EJ6			0.826	18.942	0.000
Ethical Purchase Decision Making	EPDM2	0.756	0.832	0.735	--	--
	EPDM3			0.672	14.891	0.000
	EPDM4			0.805	18.695	0.000
	EPDM5			0.735	15.703	0.000

Structural equation modeling fitting

The following sections presented the results of the full-hypothesized model. The hypothesized model was estimated using maximum likelihood (ML) estimation in AMOS 22.0 version. The criteria of the better fitted model and greater parsimony were decided by goodness-of-fit measures as mentioned in Chapter 3.

The structural model described the hypothesized relationship linking the model constructs which were divided and measured into three parts. The independent variables: ecological ethics (EE: EE1, EE2, EE3, EE5, EE6), social ethics (SE: SE1, SE2, SE3, SE4, SE5), cultural ethics (CE: CE1, CE2, CE4, CE5) and international marketing ethics (IME: IME1, IME2, IME3). Dependent variable: Chinese consumes' ethical purchasing decision making (EPDM: EPDM2, EPDM3, EPDM4, EPDM5). The mediator: Chinese consumers' ethical judgment (EJ: EJ1, EJ2, EJ3, EJ4, EJ5, EJ6). Having satisfied the requirement of measurement model, the structural relationships were tested as hypothesized. Accordingly, all constructs with 9 hypotheses were selected for testing and the conceptual framework was operational into the testable as presented in **figure 7.**

Figure 7: Hypothesis model for goodness-of-fit testing

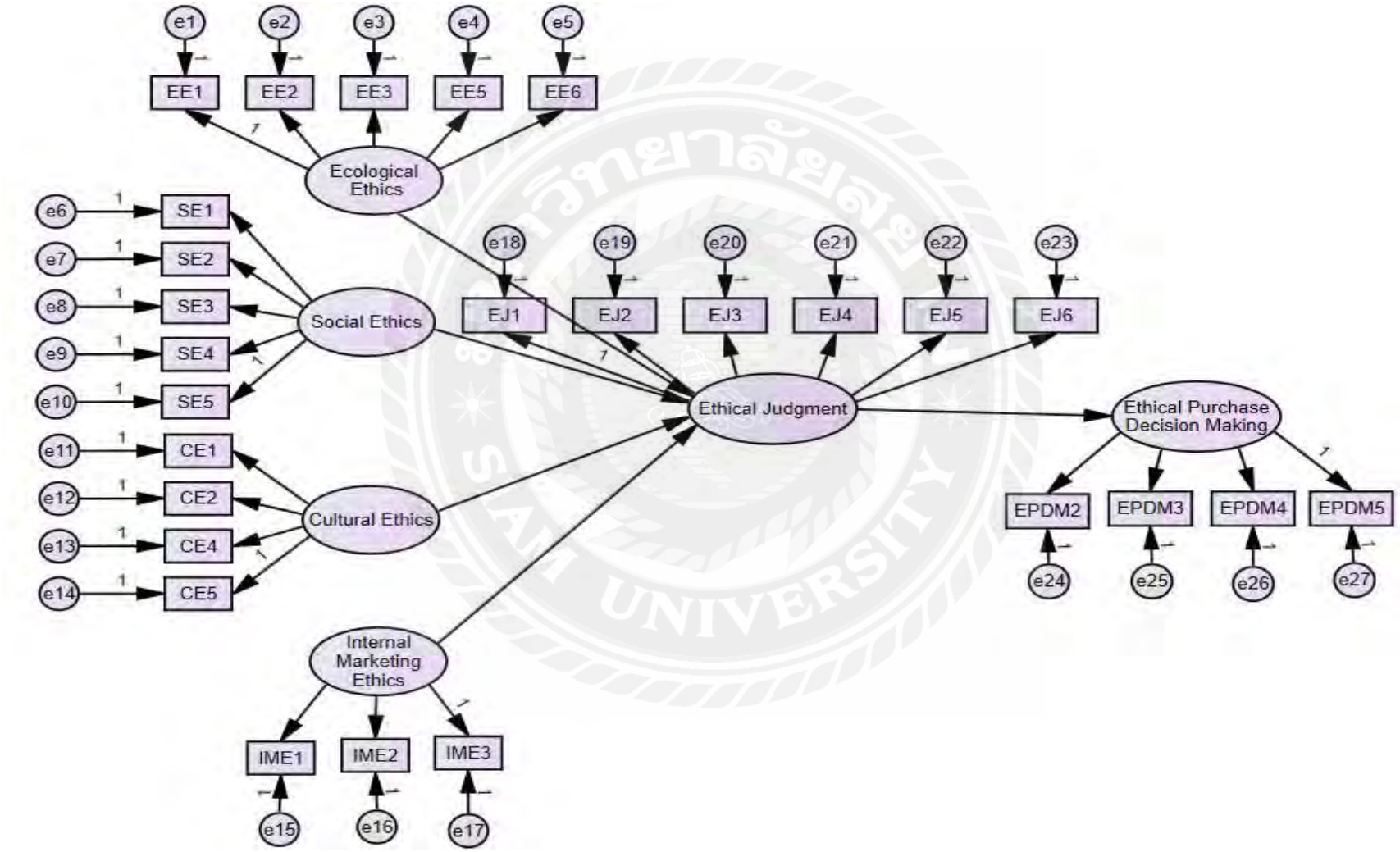


Table 13: Standard parameter estimates and model fit statistics of the hypothesis model (n=620)

H	From	TO		Hypothesis model		
				Standardized regression weight : estimate	Z	P
H1	EE	EJ		0.219	1.522	**
H2	SE	EJ		0.298	2.172	***
H3	CE	EJ		0.467	2.342	***
H4	IME	EJ		0.606	3.304	***
H5	EJ	EPDM		0.773	3.851	***
H6	EE	EJ	EPDM	0.169	1.246	**
H7	SE	EJ	EPDM	0.231	1.923	***
H8	CE	EJ	EPDM	0.361	2.213	***
H9	INM	EJ	EPDM	0.468	3.256	***
Model goodness-of-fit statistics			**Acceptable levels Criteria**		**Hypothesis model**	
Chi-square statistic			_		158.341	
df			--		86	
CMINDF			<3		1.841	
p-value			>0.05		p=0.143	

Table 13: Standard parameter estimates and model fit statistics of the hypothesis model (n=620) (continued)

Model goodness-of-fit statistics	Acceptable levels Criteria	Hypothesis model
GFI	>0.90	0.941
AGFI	> 0.90	0.924
RMR	< 0.05	0.036
RMSEA	< 0.1	0.081
CFI	>0.90	0.926
IFI	>.90	0.923
NFI	>0.90	0.912
TLI	>0.90	0.941
Note: *p<0.05, **p<0.01,***p<0.001		

In this structural equation modeling correlation between factors was allowed, resulting in chi-square=158.341, p=0.143>0.05 with 86 degree of freedom. A non-significant chi-square value implied that there was no significant discrepancy between the co-variance matrix implied by the model and the population co-variance matrix, hence including the model fit the data. The ratio of chi-square to degrees of freedom (CMIN/DF) =1.841was lower than 3. This ratio was an indication that the model adequately fits the data.

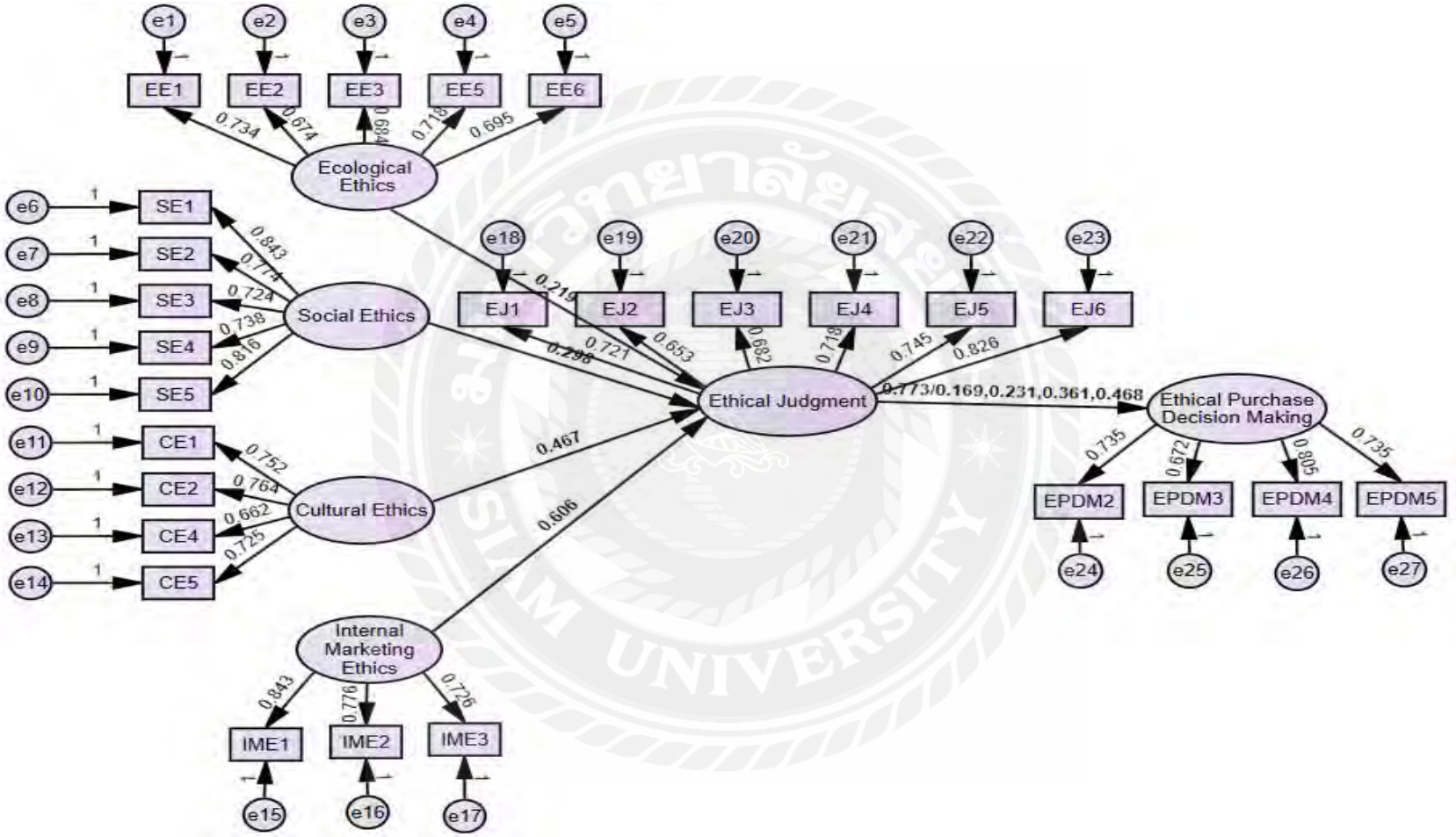
AMOS output included many other fit indices, including comparative fit index (CFI=0,941) which indicated a good fit. Root means square residual (RMR=0.036) and root mean square error of

approximation (RMSEA= 0.081), indicating a good fit for the model. The goodness-of-fit (GFI) and the adjusted goodness-of-fit (AGFI) were 0.962 and 0.924 respectively indicated the amount of variance and co-variances jointly account for by the model and a good fit (**see figure 8**).

Normal fit index (NFI) and incremental fit index (IFI) were 0.912 and 0.923 the values were more than 0.90 and close to 1 indicated a very good fit as indicated in **table 13.** CFI and TLI were 0.926 and 0.941, the values were higher than 0.90 jointly accounted for by the model and indicated a good fit. R square values (R^2) reported in the regression analysis, the usual interpretation of R^2 value was the relative amount of variance of the dependent variable explained or accounted for by explanatory variables.

Finally, the structural equation modeling of Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption was analyzed and presented in **table 13.** The results showed that all structural paths in the model were significant at $p<0.01$. More details about structural paths were presented in the hypotheses testing section .

Figure 8: Standardized estimates results



Chi-square=158.341; p=0.0.143>0.05, df=86; RMSEA=0.081<0.1; RMR=0.036<0.05; GFI=0.926>0.90; AGFI=0.924>0.90, IFI=0.923>0.90, NFI=0.912>0.90; CFI=0.926>0.90; TLI=0.941>0.90; CMINDF=1.841<3.

Results of hypotheses testing

The hypotheses mode for this study fitted data well as above. All structural paths shown in the model were statistically significant at $p<0.01$. Structural paths and their estimates were summarized in **table 14** with results of hypotheses tests. The results showed: ethical judgment positively impacted by ecological ethics (**β= 0.219****) and social ethics (**β=0.298*****), cultural ethics (**β= 0.467*****),and international market ethics (**β= 0.606*****). Ethical purchase decision making positively impacted by ethical judgment (**β=0.773*****). Ethical judgment as mediator: ethical purchase decision making positively impacted by ecological ethics (**β= 0.169****), social ethics (**β=0.231*****), cultural ethics (**β= 0.361*****),and international market ethics (**β= 0.468*****). Structural paths and their standardized estimates were summarized in **table 14.**

Two-tailed test of significance were employed to analyze the significance of each path coefficient. The 9 hypotheses were statistically significant in the hypotheses direction as expected: all the hypotheses were accepted, which were significantly would be discussed in the chapter 5.

Table 14: Summary of structural paths and hypothesis testing results, standard estimates (n=620)

H	From	TO		Hypothesis results			
				Direct effect	**Indirect effect**	**Hypothesis relation**	**Hypothesis support**
H1	EE	EJ		0.219**	---	positive	Accepted
H2	SE	EJ		0.298***	---	positive	Accepted
H3	CE	EJ		0.467***	---	positive	Accepted
H4	INM	EJ		0.606***	---	positive	Accepted
H5	EJ	EPDM		0.773***	---	positive	Accepted
H6	EE	EJ	EPDM	---	0.169**	positive	Accepted
H7	SE	EJ	EPDM	---	0.231***	positive	Accepted
H8	CE	EJ	EPDM	---	0.361***	positive	Accepted
H9	INM	EJ	EPDM	---	0.468***	positive	Accepted
Note: *p<**0.05**, **p<**0.01**,***p<**0.001**							

Total direct, direct and indirect effects

In total, direct and indirect effects of predictors and mediating factors were presented in table 15. It found that 35.2% (R^2=0.352) and 47.7%(R^2=0.477) of its total variation can be explained by the regression model consisting of exogenous variables: ecological ethics, social ethics, cultural ethics, international marketing ethics. And endogenous variables: ethical judgment and ethical purchase

decision making. The results showed: the direct effects, indirect effects and total effects were examined. The detail showed in table 15.

Table **15:** Total, direct and indirect effects

Exogenous variables	**Endogenous variables**							
	Ethical judgment				**Ethical purchase decision making**			
	DE	IE	TE	R^2	DE	IE	TE	R^2
Ecological ethics	0.219**	0.000	0.219**	0.352	0.000	0.169**	0.388**	0.477
Social ethics	0.298***	0.000	0.298***		0.000	0.231***	0.529***	
Cultural ethics	0.467***	0.000	0.467***		0.000	0.361***	0.828***	
International marketing ethics	0.606***	0.000	0.606***		0.000	0.468***	1.047***	
Ethical judgment	---	---	---		0.773***	0.000	0.773***	
DE= Direct effect, IE=Indirect effect, TE=Total effect, Significant at *p<0.05, **p<**0.01,***p<**0.001**								

In Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption model, it was estimated the ethical judgments which includes ecological ethics, social ethics, cultural ethics, international marketing ethics. The equations as the following figure 9 and figure 10.

Figure 9: Ethical judgments equation = 0.219 (ecological ethics) + 0.298 (social ethics) + 0.467 (cultural ethics) + 0.606 (international marketing ethics); R^2=0.454 (45.4%).

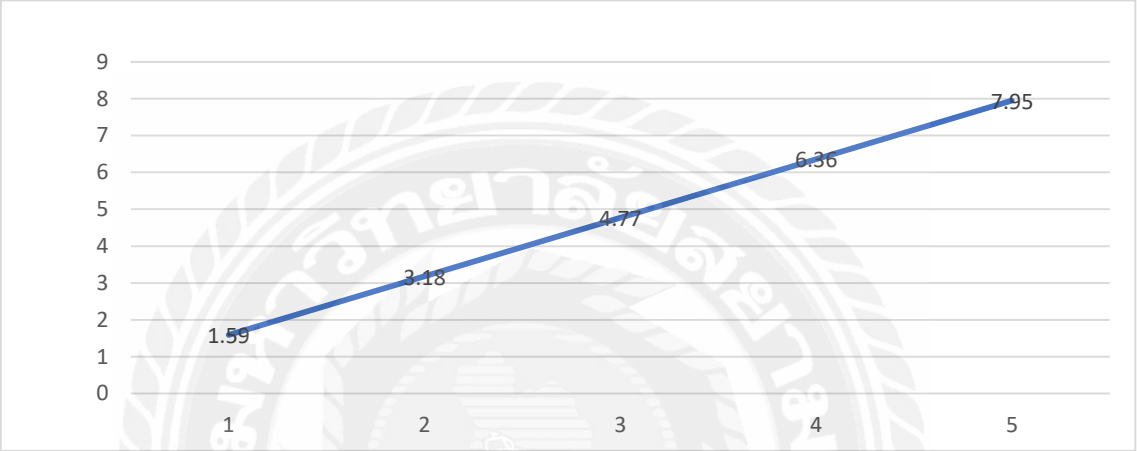
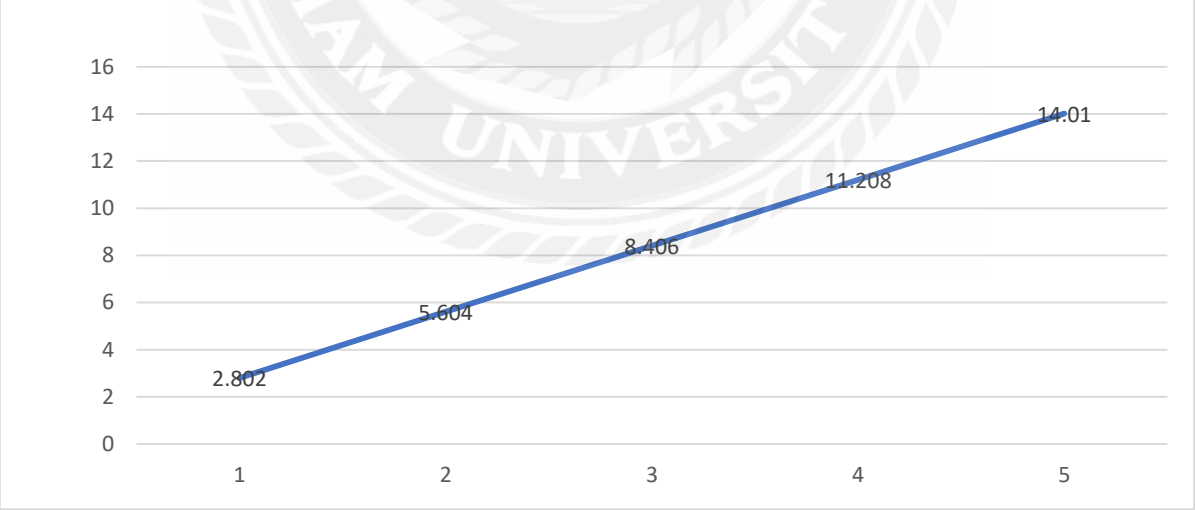


Figure 10: Ethical purchase decision making equation = 0.388 (ecological ethics) + 0.529 (social ethics) + 0.838 (cultural ethics) + 1.047 (international marketing ethics); R^2=0.773 (77.3%).



Conclusion

This chapter described details of data analysis processes and data analysis results for the conceptual model and associated hypotheses. It emphasized measurement model details and step-by-step procedures that produced satisfactory measurement of the conceptual model's six constructs. The chapter described a final structural model that had a good fit with observed data, statistically supported by major goodness-of-fit indices.

The hypotheses mode for this study fitted data were well, all structural paths shown in the model were statistically significant. The key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) were positive affected on Chinese consumers' ethical judgment toward Thailand's organic rice consumption, and Chinese consumers' ethical judgment were positive affected on purchase decision making. The key factors (ecological ethics, social ethics, and cultural ethics and international marketing ethics) were positive affected on purchase decision making through Chinese consumers' ethical judgment as mediator. The data analysis would be discussed in more depth in chapter 5, followed by academic and managerial implications and research limitations.

CHAPTER 5

Conclusion, Implication & Recommendation

This chapter was divided into four sections. Conclusion of the research results and the results of hypotheses testing to confirm the relationship between ecological ethics, social ethics, cultural ethics, international marketing ethics and ethical judgment and ethical purchase decision making. In the second section, managerial implications were suggested. The third section discussed the limitation of this study and directions for future research were discussed in the final section.

Research issues and hypotheses testing conclusions

The first objective of this study was to study the opinion level of customer and value of factor loading on the key marketing ethics (ecological ethics, social ethics, and cultural ethics and international marketing ethics) are affected on Chinese consumers' ethical purchase decision making toward Thailand's organic rice consumption.

Ecological ethics

Ecological ethical (EE) included 6 measurement variables, the study results showed that ecological ethics all are with agree level (Table 8). From value of factor loading side, Chinese consumers believed organic rice is safe no-chemical residue (factor lading 0.783), environment friendly (factor lading 0.759), high nutritional value (factor lading 0.734), ideal for Children's diet (factor lading 0.648), good value for money (factor lading 0.753) (Table 11) are strongly connected with ecological ethics, the study supported the previews study that organic practices are proven to improve soil fertility, foster biodiversity. farmers who adopt sufficiency economy philosophy (SEP) principles can benefit by improving their health, self-reliance, food security, and quality of life (Nicholas , 2017). But organic rice is a food in fashion（EE4）got low connection with ecological ethical (factor lading 0.536).

Social ethics

Social ethics (SE) included 5 measurement variables, the study results showed that organic rice should be associated with organic certification is strongly agreed by Chinese consumers (Table 8), social ethics (factor lading 0.763). Organic rice should be associated with brand (factor lading 0.703), price should be acceptable (factor lading 0.661), Advertisements should be honest (factor lading 0.817) and

Sales channel should be convenience (factor lading 0.762) (Table 11), are agreed by Chinese consumers, and also got the high level to prove the importance in the social ethics. The study supported the previous study that the use of the organic label by farmers, agricultural firms and food companies can become a marketing strategy (Athanassios, Christos &Yiorgos , 2006). Unfair pricing is a common problem of marketing ethics. One of the reasons for such a problem to exist - lays in the customer perception of price fairness concept (Xia & Kent, 2004). The advertising in food industry there is quite a bit of controversy going on. One of the widely discussed and serious issues – is ethics in advertisements directed at children overall (Bakir & Vitell, 2010).

Cultural ethics

Cultural ethics (CE) included 5 measurement variables, the study results showed that cultural ethics all are with agree level (Table 8). From value of factor loading side, Thailand's organic rice embodied with sufficient economic philosophy in agriculture plantation (factor lading 0.795), embodied global sustainable movement in agriculture (factor lading 0.801), using recycle package (factor lading 0.794), printing with package accurate bilingual language in Chinese and Thai (factor lading 0.742) (Table 11), all are strongly connected with cultural ethics. The study supported the previous study that Bodley (2005), culture resides in learned behavior as well as in some shaping consciousness prior to behavior. Language, organization, and technology are probably the most important elements of culture. Values are at the core of economic behavior and could help explain differences in the conduct of firms (Bodley, 2005). Many cross-cultural studies confirm the hypothesis that culture influences one's ethical perception, attitude and behavior. Studies also indicate that culture plays a role in the way people across cultures identify situations posing ethical problems (Hofstede, 1997). The previous research mentioned religion and culture are interrelated constructs. Like culture, religion also affects the value system of its adherents. Religion provides the reason for being ethical and the points of reference for evaluating conduct (Huismans & Schwartz, 1992). But in the research the famers in Thailand widely accept Buddhism as their religion belief (CE3) (factor lading 0.581) got the low value to connected cultural ethics.

Internal marketing ethics

Internal marketing ethics (IME) included 3 measurement variables, the results showed that Chinses customers strongly agreed with Thailand's organic rice represent the country of origin (IME1), protecting consumer privacy internal online marketing (IME2) and adapting the export laws on mutual agreements of treaties (IME3) (Table 8). they had respectively high factor loading of 0.828, 0.887 and 0.845(Table 11) which represented the important of these factors in Internal marketing ethics. The study supported the previous study that global trend of healthy eating along with the reduced structural trade barriers increase the demand for organic foods that are produced abroad, which speeds up organic food import and export (Ciburiene, 2014), and makes country-of-origin (COO) a relevant attribute for organic food products. COO is an extrinsic quality cue that is not a physical part of the actual product like other extrinsic cues such as packaging, advertising, type of outlet, brand name (Steenkamp, 1989). The new world of Big Data has accelerated this trend. One of the most important ethical issues with respect to doing business over the Internet is the question of invasions of consumer privacy (Dick, 2015).

Ethical judgement

Ethical judgement included 6 measurement variables, the results showed that Chinses customers strongly agreed with Energy conservation and environmental protection are the responsibility of all consumers (EJ1), Consumer should have health and safe awareness on rice intake food (EJ2), Consumer should be aware of privacy online shopping (EJ3) (Table 8). they had respectively high factor loading of 0.734, 0.788 and 0.802 (Table 11) which represented the important of these factors in Internal marketing ethics. Chinses customers agreed with PRC consumers purchasing the organic rice food on the group compliance (EJ4) and on the sake of face consciousness(EJ5), the high factor loading of 0.771 and 0.823 which represented Chinese specific face consciousness culture take the important role in ethical judgement. It supported the previous studies that Chinese culture, with typical collectivistic characteristics, has generated different consumers' decision-making styles and consumption behaviors compared with other Western cultures (Hwang et al., 2003). More specifically, the roles of face consciousness and group conformity play differently and more significantly among Chinese consumers than Western consumers during the consumption process (Mak, Chen, Lam, & Yiu, 2009). The previous

Studies showed that cultural characteristic effecting on decision-making, Chinese consumers' ethical decision-making by integrating factors that affecting Thai's culture (Buddhism as religious, belief, value/norms) (Karande, Rao, & Singhapakdi, 2002). But PRC consumers showed attitude on neutral when they are purchasing Thailand's organic rice based on adopting Buddhist culture (EJ6), the high factor loading of 0.743 which represented significance on Chinese consumers' ethical judgment.

Ethical purchase decision making

Ethical purchase decision making (EPDM) included 5 measurement variables. I am aware of purchasing Thailand's organic rice can help the poverty of Thailand's farmers (EPDM1), which was agreed with Chinese consumers (Table 8), but the low factor loading of 0.567 (Table 11)which represented insignificance on ethical purchase decision making. Chinese consumers showed attitude on neutral when they purchase Thailand's organic rice based on Thailand culture (EPDM3), but the high factor loading of 0.785 which represented significance on ethical purchase decision making. Thailand's organic rice appealing good vale of money (EPDM2), If influenced opinion leaders purchase Thailand's organic rice, I would like to purchase (EPDM4) and if Most of friends buy Thailand's organic rice, I would like to advocate(EPDM5). Three of them were agreed by Chinese consumers and had respectively high factor loading of 0.688, 0.811 and 0.864 which represented the important of these factors in Ethical purchase decision making. It strongly supported the previous studies that the procedure of ethical decision-making is comprised of the consideration of responsive behavior and people's choice of making decisions, rules and norms and moral standards compared to individual's actions and ethical theories as providing weighty principle toward decision making(Carroll, 2007).

Hypotheses testing

The second objective of this study was to find out the causal model and relationship of marketing ethics, ethical judgment, and ethical purchase decision on Chinese consumers toward Thailand's organic rice consumption. To support testing of the model and to answer the research questions, several hypotheses have been developed and described below:

H1: Ecological ethics (EE) have positive affective influence on Chinese consumers' ethical judgment (EJ).

H2: Social ethics (SE) have positive affective influence on Chinese consumers' e Chinese consumers' ethical judgment (EJ).

H3: Cultural ethics (CE) have positive affective influence on Chinese consumers' ethical judgment (EJ).

H4: International marketing ethics (IME) have positive affective influence on Chinese consumers' ethical judgment (EJ).

H5: Chinese consumers' ethical judgment (EJ) have positive affective influence on ethical purchase decision making (EPDM).

H6: The mediating effect of Chinese consumers' ethical judgment (EJ) through ecological ethics (EE) positively influenced on ethical purchase decision (EPDM) on organic rice consumption.

H7: The mediating effect of Chinese consumers' ethical judgment (EJ) through social ethics (SE) positively influenced on ethical purchase decision (EPDM) on organic rice consumption.

H8: The mediating effect of Chinese consumers' ethical judgment (EJ) through cultural ethics (CE) positively influenced on purchase decision (EPDM) on organic rice consumption.

H9: The mediating effect of Chinese consumers' ethical judgment (EJ) through internal marketing ethics (IME) positively influenced on purchase decision (EPDM) on organic rice consumption.

All hypotheses were tested by using a structural equation modeling method, the results indicated that all hypotheses were statistically significant in the direction as expected. The result showed: ethical judgment positively impacted by ecological ethics (**β= 0.219****) and social ethics (**β=0.298*****), cultural ethics (**β= 0.467*****),and international market ethics (**β= 0.606*****). Ethical purchase decision making positively impacted by ethical judgment (**β=0.773*****). Ethical judgment as mediator: ethical purchase decision making positively impacted by ecological ethics (**β= 0.169****), social ethics (**β=0.231*****), cultural ethics (**β= 0.361*****),and international market ethics (**β= 0.468*****) (Table 14). The results of hypotheses testing, and its implication were discussed separately as follows：

H1: Ecological ethics (EE) have positive affective influence on Chinese consumers' ethical judgment (EJ).

Ecological ethics have positive affective influence on Chinese consumers' ethical judgment (Standardized regression weights = 0.219**), which is consistent with expectation. The study showed that the ecological ethics had a significant positive effect on Chinese consumers' ethical judgment on Thailand's organic rice consumption. The study indicated ecological issues on Thailand's organic is an important factor for Chinese consumers making judgment. This result supported the previous studies that Many of the consumer studies on organic food have considered factors that facilitate or limit organic food consumption. They have dealt with motivations to purchase organic food, including health concern, environmental concern, food safety, sensory variables, ethical concerns or value structure (Baker, Thompson, Engelken, & Baker, 2004). With the growing market for organic food involving large agri-businesses and global trade there is increasing concern that core values and principles of organic farming are no longer respected. This was one of the reasons to consult on and formulate principles of organic agriculture: health, ecology, fairness and care (IFOAM, 2005).

H2: Social ethics (SE) have positive affective influence on Chinese consumers' e Chinese consumers' ethical judgment (EJ).

Social ethics have positive affective influence on Chinese consumers' ethical judgment (Standardized regression weights = 0.298***), which is consistent with expectation. The study showed that the social ethics had a significant positive effect on Chinese consumers' ethical judgment on Thailand's organic rice consumption. This result supported the previous studies organic food claim is another arena in which deceptive advertising claims are often made, consumers will have to shop carefully and hope that the reputation of the seller is high enough to be conveying the truth (Alan, 2016). Supermarket chains offer the way forward in popularizing organic food and reducing prices through enabling high consumption and mass production. The main solution is to ensure the strictest certification enforcement to maintain consistent quality in mass production and distribution to sustain consumer confidence in organic food (Lorlowhakarn,

Boonyanopakun, Panyakul, Vildozo, & Kasterine, 2008).

H3: Cultural ethics (CE) have positive affective influence on Chinese consumers' ethical judgment (EJ).

Cultural ethics have positive affective influence on Chinese consumers' ethical judgment (Standardized regression weights = 0.467***), which is consistent with expectation. The study showed that the cultural ethics had a significant positive effect on Chinese consumers' ethical judgment on Thailand's organic rice consumption. This result supported the previous studies showed that cultural characteristic effecting on decision-making, Chinese consumers' ethical decision-making through integrating factors that affecting Thai's culture (Buddhism as religious, belief, value/norms). (Karande, Rao, & Singhapakdi, 2002).

H4: International marketing ethics (IME) have positive affective influence on Chinese consumers' ethical judgment (EJ).

International marketing ethics have positive affective influence on Chinese consumers' ethical judgment (Standardized regression weights = 0.606***), which is consistent with expectation. The study showed that the international marketing ethics had a significant positive effect on Chinese consumers' ethical judgment on Thailand's organic rice consumption. This result supported the previous studies the organic food sector has been one of the fastest growing segments in the global food market, consumers are presented with a variety of organic products from foreign country-of-origin (COO), and presumably consider and develop preferences based (also) on this characteristic (Sahota, 2015). The goal of managers and businesses striving to be ethical should be to avoid harm and to do what is morally justified and fair. In making ethical judgments, the prevailing norms of acceptability regarding technology must be tested by the principles of fairness and justice, protection of rights, utilitarianism, and other applicable ethical guidelines (Michael, 2016).

H5: Chinese consumers' ethical judgments (EJ) have positive affective influence on ethical purchase decision making (EPDM).

Chinese consumers' ethical judgments have positive affective influence on ethical purchase decision making (Standardized regression weights = 0.773***), which is consistent with expectation. The study showed that the cultural ethics had a significant positive effect on Chinese consumers' ethical judgment on Thailand's organic rice consumption. This result supported the previous study Jones (1991) proposed that ethical judgments and subsequent behaviors were also contingent upon the ethical issues at hand. theories of ethical decision making explain ethical judgments in terms of the decision makers' cognitive processes.

H6: The mediating effect of Chinese consumers' ethical judgment (EJ) through ecological ethics (EE) positively influenced on ethical purchase decision (EPDM) on organic rice consumption.

The mediating effect of Chinese consumers' ethical judgment through ecological ethics positively influenced on ethical purchase decision on organic rice consumption. (Standardized regression weights = 0.169**), which is consistent with expectation.

H7: The mediating effect of Chinese consumers' ethical judgment (EJ) through social ethics (SE) positively influenced on ethical purchase decision (EPDM) on organic rice consumption.

The mediating effect of Chinese consumers' ethical judgment through social ethics positively influenced on ethical purchase decision on organic rice consumption. (Standardized regression weights = 0.231***), which is consistent with expectation.

H8: The mediating effect of Chinese consumers' ethical judgment (EJ) through cultural ethics (CE) positively influenced on purchase decision (EPDM) on organic rice consumption.

The mediating effect of Chinese consumers' ethical judgment through cultural ethics positively influenced on ethical purchase decision on organic rice consumption. (Standardized regression weights = 0.361***), which is consistent with expectation.

H9: The mediating effect of Chinese consumers' ethical judgment (EJ) through internal marketing ethics (IME) positively influenced on purchase decision (EPDM) on organic rice consumption.

The mediating effect of Chinese consumers' ethical judgment through internal marketing ethics positively influenced on ethical purchase decision on organic rice consumption. (Standardized regression weights = 0.468***), which is consistent with expectation.

Theoretical contributions

This research provides empirical testing of relationships have not been subjected to empirical testing in the past. Based on the findings, contributions were highlighted in this section.

Confirmed the ethical consumption of organic agricultural products is the consumption trend in the mainland of China.

This study analyzed the current transformation of organic agricultural product consumption in China and clarified Chinese consumers' lifestyle and consumption mode with "organic", "social responsibility", "sustainable", "ecological", "safety", "health" had been gradually formed. Mainstream consumers are increasingly concerned about the ethical attributes of consumption and the impact of their ethical purchase decision making on the long-term development of the environment and society. Ethical consumers, a special market segment, had gradually changed from a narrow group market to a huge market with great development potential. Consumers were increasingly interested in the sustainability of agricultural products and food chain at all levels, including sustainable production and sustainable consumption. The moral demands of consumers in the purchase of agricultural products and the growing trend of ethical consumption in the market, promoted the ethical production and service of the supplier. Traditional planting, processing and services began to change, and ethical elements were incorporated into the whole process of agricultural production. The attitude and behavior of consumers have become the core incentive factors for change, and ethical purchase had promoted the new demand for economic growth.

Developed an integrated model with empirical testing

By taking an integrated approach, the largest theoretical contribution of this study is conceptual refinement, operation, measurement development, and testing of four dimensions of marketing ethics on Thailand's organic rice, including ecological ethics, social ethics, and cultural ethics and international marketing ethics and Chinese consumers' ethical purchase decision making processing, including ethical judgment and ethical purchase decision making on organic rice consumption. This study included demography, and the process why and how four dimensions of marketing ethics positively affected on Chinese consumers' ethical judgment, and ethical judgment as mediator positively affected on ethical purchase decision making.

Explored the important level of key marketing ethics affected on Chinese consumers' ethical purchase decision making processing on organic rice consumption

This study was the first one that investigated cues in four different perspectives of marketing ethics on Thailand's organic rice, including ecological ethics, social ethics, and cultural ethics and international marketing ethics, furthermore, this study was the first one that investigated the Chinese consumers' ethical purchase decision making processing dividing into ethical judgment and ethical purchase decision making. The result stated the key marketing ethics (ecological ethics, social ethics, and cultural ethics and international marketing ethics) framed significant factor loading to Chinese consumers' ethical judgment and through ethical judgment positively affected on ethical purchase decision making.

This study was the first explorative analysis on Chinese consumers' ethical judgment from the sides of face consciousness and group conformity. The previous study grouped face consciousness and group conformity as a typical chinses cultural research on corporate management. The study results showed that Chinese consumers' ethical judgment strongly affected on ethical purchase decision making, it helped to transform Chinese consumers' ethical judgment to clear and specific implementation of ethical purchase behavior. With the rapid development of cross-border e-commerce, the study discussed the protecting consumer privacy internal online marketing in the international marketing ethics part, the study released which strongly affected on Chinese

consumers' ethical judgment and ethical purchase decision making.

Marketing Management implications

The third objective of this study was to provide a guidance of practicable marketing strategies for the ethical marketing leadership in PRC consumers' purchase judgment toward Thailand's organic rice consumption. The results of this study indicated that on the one hand the key marketing ethics (ecological ethics, social ethics, and cultural ethics and international marketing ethics) strongly affected on Chinese consumers' ethical judgment and on the other hand the through ethical judgment positively affected on ethical purchase decision making. There are several managerial and operational strategies derived from the empirical study. The managerial implications were classified into four sections as follow:

Strategy recommendations for consumers

Consumers are practitioners of ethical purchase of organic agricultural products. Based on the results of empirical study, the strategic suggestions for Chinese consumers' ethical purchase prosses as following:

1. Building values and attitudes towards ethical consumption. Values and attitudes are the basis of individual behavior. Consumers' values will be integrated into consumers' lifestyles and reflect the final purchase behavior through shopping patterns (Tu, Hsu, & Creativani, 2022). Consumers with strong ethic awareness are more likely to make commitments and sacrifices, formulate ethical purchase plans and implement ethical consumption behaviors, which conform to their self-awareness and personal values (Cherrier, 2007). Therefore, consumers' ethical values and attitudes towards organic agricultural products consumption are the basis of ethical purchase behavior.
2. Cultivating ethical consumption lifestyles and shopping patterns. Based on establishing the values and attitudes towards ethical consumption, consumers need to formulate a clear purchase plan with operability, which will make ethical purchase behavior faster, easier and more purposeful. The formation of new ethical buying habits and ethical consumption lifestyles requires consumers to make great efforts, which involves finding new retailers and spending

more time and energy.

3. Improving consumers' ethical purchasing ability. The results of this study indicated that on the one hand the key marketing ethics (ecological ethics, social ethics, and cultural ethics and international marketing ethics) strongly affected on Chinese consumers' ethical judgment and on the other hand the through ethical judgment positively affected on ethical purchase decision making. Therefore, it is very important to improve consumers' ethical purchasing ability. The implementations include that consumers actively to acquire the knowledge and ability to identify ethical agricultural products; familiar with the purchase place and method of ethical agricultural products; actively accumulate and feedback the experience and lessons from ethical consumption.

Strategy recommendations for enterprises

Enterprises play an important role on consumers ethical purchase of organic agricultural products, and the marketing Strategy of enterprises affect the purchase behavior of consumers to a large extent. The strategic suggestions for enterprises in this study are as follows:

1. Improving the perceived value of organic agricultural products and increasing the consumers' ethical purchase decision making. It is Chinese consumers' habit to frequently purchase agricultural products, and which should be fresh, delicious and nutritious and country of original. To a large extent, consumers purchase organic agricultural products that because ethical products have better quality and taste. Therefore, they pay more costs and sacrifice convenience when they are shopping, which makes consumers expect better perceived quality and higher social recognition. The high quality of ethical products will attract consumers have strong will to purchase and form a new segment market. What enterprises need to do is to enhance the brand awareness and perceived value of organic agricultural products, establish a positive public image, let consumers enjoy high-quality products, reliable service guarantee and brand commitment.
2. Setting the reasonably price and improving the distribution channels of organic agricultural products to enhance the consumers' ethical perception. The price of organic agricultural products is usually higher than conventionally grown foods. which constitutes an obstacle to ethical

purchase (Xia & Kent, 2004). The chinses consumers who are more aware of health and food safety are more willing to both pay for organic food and frequently purchase such food (Yin, 2010). Enterprises need to set a reasonable price range for consumers to purchase organic agricultural products. If the market can't provide enough ethical agricultural products and convenient channel for consumers to choose, it will be easy to lose consumers' purchase opportunity. Enterprises should formulate distribution strategies suitable for consumers to purchase, like building multi-dimensional marketing channels and adopting the sales mode of combining online and offline; Improving the logistics efficiency and increasing the transportation guarantee to keep ethical agricultural products freshness; establishing a traceable identification system and controlling system to provide consumers with reasonable support and assurance.

3. Increasing the promotion of ethical purchase of organic agricultural products and enhancing ethical scene marketing. The marketers tend to focus on consumers' ethical decision-making process, while ignore the impact of ethical scene marketing. Actually, purchasing environment and promotion play a significate role in purchasing behavior. Enterprises need to adopt following effective marketing strategies: firstly, the salesperson need to display and explain ethical agricultural products, focusing on the distinctive ethical values, such as pollution-free, natural, safe and healthy, nutritious, environmentally friendly, and fulfilling social responsibilities, if possible, needing effective face-to-face interaction with costumers. Secondly, using the most intuitive and clear publicity visual symbols to show the ethical evidence of organic agricultural products, such as brand, labels, organic certification and signs of country of original. Thirdly, using network tools to realize mobile marketing communication. using smart phones to provide consumers with specific information about organic agricultural products, reduce the purchasing barriers and cost, help consumers complete their ethical purchases .
4. Linking ethical purchasing achievements with ethical consumption. This study released that grouped face consciousness and group conformity as Chinses typical cultural strongly affected on ethical purchase decision making. Marketer fully demonstrate the benefits of organic

agricultural product consumption to consumers and expand word-of-mouth effect. Highlight the characteristics and positive images of ethical agricultural products by comparing them with ordinary agricultural products to attract high consumption groups and drive other groups of the consumer. Widely expose consumers' ethical purchasing behaviors of organic agricultural products and share the purchase information to the customers.

Strategic recommendations to government and relevant organizations

The government and relevant organizations play an important role in the ethical consumption of organic agricultural products, which is the key force to enhance the ethical consumption from the macro perspective. Combined with the empirical research results of this paper, the strategic recommendations to the government and relevant organizations as following:

1. Strengthening the supervision and building ethical social norms. The consumers are heterogeneous, it is useless to formulate a strategy that covers all consumers at the same time. However, arousing the ethical consumption awareness of organic agricultural products to public is necessary. The government and relevant organizations guide consumers shape their modern consumption concept by publicizing ethical consumption attitudes and beliefs. By emphasizing the personal interests (such as safety and health, quality , etc.) and social benefits (such as the sustainability and morality) of organic agricultural products ethical consumption to Strengthen consumers' ethical awareness and participation. An important driving force to changing Chinese customers' consumption habits is group norms, particularly the issue topics on social sustainability development. It is quite often happened in China, if the opinion leaders or friends purchase the organic agricultural products, the other customers will follow the consumption behavior.
2. Improving trust mechanism and establishing ethical certification. The Chinese consumers' ethical purchase motivation was mainly derived by security of personal health and environmental issues. Due to the emergence of scandals in the food industry, the consumers distrust the quality and organic certification of organic agricultural products. In response to this situation, the government and relevant organizations need to enhance consumers' trust in ethical

agricultural products consumption, improve the inspection of organic label system, establish the traceable organic certification, standardize the trading process, and provide legal protection.

3. Providing technical and policy support. The government should build platforms providing the ethical agricultural products complete information on production, processing, packaging and transportation , what are convenient for consumers to complete the ethical purchase decision making. The government should provide priority to the construction of distribution and retail channels for organic agricultural products. Provide green credit, financial subsidies, and tax relief for suppliers of organic agricultural products.

Limitation of the study

Although this study significantly contributes to the knowledge surrounding Chinese consumers' ethical purchase decision making processing on organic rice consumption, one important issue deserving discussion is the limitations of the study. In this dissertation, the research method includes three limitations, which offer an opportunity for future study as following:

Firstly, lacking comprehensive consider the factors influencing on ethical purchase behavior of agricultural products. This study is based on the theory of planned behavior and ethical purchasing decision making, combined with the characteristics of agricultural product consumption, to explore the formation mechanism of ethical purchasing behavior of organic agricultural products in the context of Chinese culture. This study does not consider the new perspective of behavioral reasoning theory and explanation level theory, Personal moral awareness and moral strength also influence on the ethical purchasing decision making.

Secondly, the participants were drawn from quota sampling and convenience sampling of customer, which were non-profitability sampling techniques. As such, this technique is quite arbitrary, as researchers rely heavily on personal judgment. There are no appropriate statistical for measuring random sampling error from a non-probability sample. Nevertheless, there are occasions when non-probability samples are best suited for the researcher's purpose. This is appropriate when examine theoretical foundations and exploratory research (Barry, William, & Zikmund, 2015) which were purposes of this study.

Thirdly, this research adopted questionnaire survey, lacking direct measurement of consumers' ethical purchase behavior in the real living scenarios. Answering the ethical purchase behavior questions, consumers had certain social pressures, and their answers would be more inclined to the results expected by society, which would limit the accuracy of the research. In order to deeply insight the consumers' ethical judgments and ethical purchase decision-making process, the survey results will be more convincing by supplementing other methods such as field observations, follow-up surveys, diary interviews, and in-depth interviews.

Future research

The research on the formation mechanism of ethical purchase behavior of organic agricultural products is a relatively new research trend , which will have great research potential in the future. The future research can be carried out in the following three aspects:

Firstly, carrying out long-term follow-up research to obtain research data. Adopting a segmented survey method. In the first stage, psychological variables related to consumers' ethical intentions will be investigated, and the second stage, consumers' ethical purchase behavior in the real living scenarios will be investigated . Using reach data to verify the causal effect between factors, and fully explore the gradual transition process from ethical intent to ethical purchase behavior.

Secondly, Adopting mixed research method. Ethical purchase behavior of organic agricultural products is a complex social phenomenon, which contains both objective and subjective factors. Quantitative research can explain the general and shallow phenomena and laws of ethical consumption but can't do deeply research on psychological interaction. Qualitative research emphasizes in-depth understanding of social phenomena, but researchers have a strong personal tendency, the research results also have the problems of vague and inaccurate description. From the perspective of pragmatism, mixed research method can freely choose the research methods that are most consistent with their research needs and goals, avoiding the negative effects of inappropriate single methods throughout the research process. Using mixed methods to conduct research on ethical purchasing behavior of organic agricultural products will be trend of research.

The quantitative methods combine with qualitative methods by using case study, field investigation, ethnography study, in-depth interview and grounded theory.

Thirdly, cross-culture study. Ethical purchasing behavior of organic agricultural products is a global trend across regions, cultures and customs, behind this common phenomenon, the reasons and decision-making mechanisms are likely to be different. Exploring key factors among different countries on cross-cultural ethical purchasing behavior of organic agricultural products will be the focus of future research.

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Appendix 1: Questionnaires（English version）

Questionnaires for Research on The Leadership Ethical Marketing Among PRC Consumers' Purchase Judgment Toward Thailand's Organic Rice Consumption

Part 1. The basic information of respondents

The personnel characteristics, please mark ✓to the item suited to you.

Gender	
Male □	Female □
Age Group	
18-30 □	31-45 □
46 -60 □	Above 60 □
Education level	
Postgraduate and above □	College or university □
senior school and below □	
Income per month(yuan)	
Under 2000 □	2001-4000 □
4001-6000 □	Above 6001 □
Types of households	
single □	Single live with parents □
Couples without children □	Couples with children under 6 years □
Couples with children over 6 years □	

Part 2: Factors influence on marketing ethics toward Thailand's organic rice.

Please mark ✓ behind the items suited to you. (5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree,2 = Disagree, 1 = Strongly disagree)

Item	Item Statement	Agreement lever				
		5	4	3	2	1

Ecological Ethics	Organic rice is fully safe no-chemical residue.	□	□	□	□	□
	Organic rice is environment friendly.	□	□	□	□	□
	Organic rice has high nutritional value.	□	□	□	□	□
	Organic rice is a food in fashion.	□	□	□	□	□
	Organic rice is ideal for Children's diet.	□	□	□	□	□
	Organic rice is good value for money.	□	□	□	□	□
Social Ethics	Organic rice should be associated with organic certification.	□	□	□	□	□
	Organic rice should be associated with brand.	□	□	□	□	□
	Organic rice price should be acceptable.	□	□	□	□	□
	Advertisements on organic rice should be honest.	□	□	□	□	□
	Sales channel on organic rice should be convenience.	□	□	□	□	□
Cultural Ethics	Thailand's organic rice embodied with sufficient economic philosophy in agriculture plantation.	□	□	□	□	□
	Thailand's organic rice embodied global sustainable movement in agriculture.	□	□	□	□	□
	The famers in Thailand widely accept Buddhism as their religion belief.	□	□	□	□	□
	Thailand's organic rice using recycle package.	□	□	□	□	□
	Thailand's organic rice printing with package accurate bilingual language in Chinese and Thai.	□	□	□	□	□
Internal Marketing Ethics	Thailand's organic rice represent the country of origin.	□	□	□	□	□
	Protecting consumer privacy internal online marketing.	□	□	□	□	□

	Adapting the export laws on mutual agreements of treaties.	□	□	□	□	□

Part 3: Factors influence on PRC consumers' ethical judgment. Please mark ✓ behind the items suited to you. (5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2= Disagree, 1 = Strongly disagree)

Item	Item Statement	Agreement lever				
		5	4	3	2	1
Ethical Judgement	Energy conservation and environmental protection are the responsibility of all consumers.	□	□	□	□	□
	Consumer should have health and safe awareness on rice intake food.	□	□	□	□	□
	Consumer should be aware of privacy online shopping.	□	□	□	□	□
	PRC consumers purchasing the organic rice food on the group compliance.	□	□	□	□	□
	PRC consumers purchasing the organic rice food on the sake of face consciousness.	□	□	□	□	□
	PRC consumers purchasing Thailand's organic rice based on adopting Buddhist culture.	□	□	□	□	□

Part 4: Factors influence on PRC consumers' ethical purchase decision making. Please mark ✓ behind the items suited to you. (5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1= Strongly disagree)

Item	Item Statement	Agreement lever				
		5	4	3	2	1
Ethical Purchase Decision Making	I am aware of purchasing Thailand's organic rice can help the poverty of Thailand's farmers.	□	□	□	□	□
	I understand Thailand's organic rice appealing good vale of money.	□	□	□	□	□
	I would like to purchase Thailand's organic rice based on Thailand culture.	□	□	□	□	□

	If influenced opinion leaders purchase Thailand's organic rice, I would like to purchase.	□	□	□	□	□
	If Most of friends buy Thailand's organic rice, I would like to advocate.	□	□	□	□	□

Note: This questionnaire is for academic research only and the content is confidential.

Appendix 2:Questionnaires（Chinese version）

中国消费者购买泰国有机大米的伦理决策影响因素研究

(本问卷仅供学术研究，内容绝对保密)

第一部分:被调查者的基本情况（在合适的选项□中打上√）。

1. 您的性别：

□ 男　　□ 女

2. 您的年龄：

□ 18-30 岁　　□ 31-45 岁　　□ 46-60 岁　　□ 61 岁以上

3. 教育程度:

□ 高中及以下　　□ 本科（含大专）　　□ 硕士及以上

4. 月薪(人民币：元)

□ 2000 以下　　□ 2001-4000　　□ 4001-6000　　□ 6001 以上

5. 家庭状况:

□ 单身　　□单身和父母同住　　□ 结婚没有孩子

□ 结婚已有 6 岁以下儿童　　□ 结婚已有 6 岁以上儿童

第二部分：泰国有机大米营销伦理的影响因素（在合适的选项□中打上√）。

生态伦理

6. 泰国有机大米很安全，没有农药及化肥残留。

□5. 非常同意　　□4. 同意　　□3. 一般　　□2. 不同意　　□1. 非常不同意

7. 泰国有机大米种植能够保护环境。

□5. 非常同意　　□4. 同意　　□3. 一般　　□2. 不同意　　□1. 非常不同意

8. 泰国有机大米具有较高的营养价值。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

9. 泰国有机大米是时尚食品。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

10. 泰国有机大米是儿童的理想食物。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

11. 泰国有机大米物有所值。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

社会伦理

12. 泰国有机大米应该有有机认证标识。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

13.泰国有机大米应该有自主品牌。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

14. 泰国有机大米价格应该合理。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

15. 泰国有机大米广告应该真实。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

16.泰国有机大米购买渠道应该便利。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

文化伦理

17. 泰国有机大米体现了泰国以农业为主的经济发展理念。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

18. 泰国有机大米体现了泰国农业可持续发展的理念。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

19. 泰国有机大米种植户大部分信奉佛教。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

20. 泰国有机大米采用了环保包装。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

21. 泰国有机大米包装印刷中包含有准确的中、泰双语。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

国际市场伦理

22. 泰国有机大米须标明泰国为商品的原产地。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

23. 应保护消费者在网络平台购买泰国有机大米的数据隐私。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

24. 泰国有机大米国际贸易须遵守相关进（出）口法律、法规。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

第三部分：中国消费者购买泰国有机大米的伦理判断（在合适的选项□中打上√）

25. 节能和环保是每个消费者的责任和义务。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

26. 消费者应该有食用大米的健康和安全意识。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

27. 消费者应该具有保护网络购物隐私的意识。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

28.大多数同事及朋友购买了泰国有机大米，中国消费者产生会从众心理也会购买。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

29. 有影响力的领导及上司购买了泰国有机大米，中国消费者为了面子也会购买。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

30. 中国消费者喜欢泰国佛教文化，会购买泰国有机大米。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

第四部分：中国消费者购买泰国有机大米的伦理决策（在合适的选项□中打上√）。

31. 我认为购买泰国有机大米可以帮助泰国农业种植户提高收入。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

32. 我认为泰国有机大米物有所值，值得购买。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

33.我喜欢泰国文化，所以我会购买泰国有机大米。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

34. 如果大多数朋友购买了泰国有机大米，我也会购买。

□5. 非常同意 □4. 同意 □3. 一般 □2. 不同意 □1. 非常不同意

35. 如果有影响力的领导及上司购买了泰国有机大米，我也会购买。

□5. 非常同意　　□4. 同意　　□3. 一般　　□2. 不同意　　□1. 非常不同意

Appendix 3: The Item Objective Congruence (IOC) Index on Ethical Marketing Among PRC Consumers' Purchase Judgment Toward Thailand's Organic Rice Consumption

中国消费者购买泰国有机大米的伦理决策影响因素研究

项目目标一致性指数（IOC）

第一部分：泰国有机大米营销伦理的影响因素

测量项目	项目描述	专家意见					IOC Index
		5	4	3	2	1	
生态伦理	泰国有机大米很安全，没有农药及化肥残留。	+1	+1	+1	+1	+1	1
	泰国有机大米种植能够保护环境。	+1	+1	+1	+1	+1	1
	泰国有机大米具有较高的营养价值	+1	+1	+1	+1	+1	1
	泰国有机大米是儿童的理想食物。	+1	+1	+1	0	+1	0.8
	泰国有机大米是时尚食品。	+1	+1	+1	+1	+1	1
	泰国有机大米物有所值。	+1	+1	+1	+1	+1	1
社会伦理	泰国有机大米应该有有机认证标识。	+1	+1	+1	+1	+1	1
	泰国有机大米应该有自主品牌。	+1	+1	+1	+1	+1	1
	泰国有机大米价格应该合理。	+1	+1	+1	+1	+1	1
	泰国有机大米广告应该真实。	+1	+1	+1	+1	+1	1
	泰国有机大米购买渠道应该便利。	+1	+1	+1	+1	+1	1
文化	泰国有机大米体现了泰国以农业为主的经济发展理念。	+1	0	+1	+1	+1	0.8
	泰国有机大米体现了泰国农业可持续发展的理念。	+1	+1	+1	+1	+1	1

伦理	泰国有机大米种植户大部分信奉佛教。	+1	+1	+1	+1	+1	1
	泰国有机大米采用了环保包装	+1	+1	+1	+1	+1	1
	泰国有机大米包装印刷包含有准确的中、泰双语。	+1	+1	+1	+1	+1	1

第一部分：泰国有机大米营销伦理的影响因素（续表）

测量项目	项目描述	专家意见					IOC Index
		1	2	3	4	5	
国际市场伦理	泰国有机大米须标明泰国为商品的原产地	+1	+1	+1	+1	+1	1
	应保护消费者在网络平台购买泰国有机大米的数据隐私	+1	+1	+1	+1	+1	1
	泰国有机大米国际贸易须遵守相关进（出）口法律、法规。	+1	+1	+1	+1	+1	1

第二部分：中国消费者购买泰国有机大米的伦理判断

测量项目	项目描述	专家意见					IOC Index
		1	2	3	4	5	
伦理判断	节能和环保是每个消费者的责任和义务。	+1	+1	+1	+1	+1	1
	消费者应该有食用大米的健康和安全意识。	+1	+1	+1	+1	+1	1
	消费者应该具有保护网络购物隐私的意识。	+1	+1	+1	+1	+1	1
	.大多数同事及朋友购买了泰国有机大米，中国消费者产生会从众心理也会购买	+1	+1	+1	0	+1	0.8
	有影响力的领导及上司购买了泰国有机大米,中国消费者为了面子也会购买。	+1	+1	0	+1	+1	0.8
	中国消费者喜欢泰国佛教文化,会购买泰国有机大米。	+1	0	+1	+1	+1	0.8

第三部分：中国消费者购买泰国有机大米的伦理决策

测量	项目描述	专家意见	IOC

项目		1	2	3	4	5	Index
购 买 决 策	我认为购买泰国有机大米可以帮助泰国农业种植户提高收入。	+1	+1	+1	+1	+1	1
	我认为泰国有机大米物有所值，值得购买。	+1	+1	+1	+1	+1	1
	.我喜欢泰国文化，所以我会购买泰国有机大米。	+1	+1	+1	+1	+1	1
	如果大多数朋友购买了泰国有机大米 ,我也会购买。	+1	+1	+1	+1	+1	1

第三部分：中国消费者购买泰国有机大米的伦理决策(续表)

测量项目	项目描述	专家意见					IOC Index
		1	2	3	4	5	
购 买 决 策	如果有影响力的领导及上司购买了泰国有机大米，我也会购买。	+1	+1	0	+1	+1	0.8