A Moderated Mediation Model to Explicate Decisions Regarding Digital Ethics, Rights Protection and Open Innovation

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Abstract

The scenario study was a mixed focus group of nine experts' opinions on digital ethics marketing, rights protection, open innovation and qualitative measurement of SEM analysis. The research consists of a survey and development research on descriptive characteristics as analysis with maximum likelihood estimation conducted for a structural equation model applying predictive analytics software (PASW). The sample size of 200 to 400 samples is based on male or female, single or married, ages, education, occupation, average monthly income, popular product categories, and popular digital channels. The research results address the crucial demonstration that ethical marketing communications digitally develop under the rights protection decision. The alternative approach will compose of independent variable X: opinions on consumer rights protection from experienced digital purchase systems; dependent variable Y: encoding of ethics in marketing communication including dependent variables: consumer behavioral decisions on digital systems. While open innovation in intellectual capital is the moderator between X and Y variables, the proposed scenario explains new experiential paradigm components, including a focus on open innovation as a moderator, can be operationalized, which accelerates the rate of staged purchasing decision system shift by validating their digital behavior on consumer rights protection of ethical marketing communication in the Kingdom of Thailand.

Keywords: 1) Consumer rights protection 2) Digital consumer 3) Ethical marketing communication 4) Intellectual capital 5) Open innovation

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Introduction

Digital communication technology and the exchange of information have attracted global attention relating to omnichannel shopping to consumers during the COVID-19 pandemic (Drysdale and Armstrong, 2021, pp. 128-143). The advertising rate levels depended on needed information on the market response (Wind and Mahajan, 2001, pp. 19-20); the Asia-Pacific region is posted on most population (60% of 4.3 billion residents), including China and India (Aceto, Persico and Pescapé, 2019, pp. 3467-3501). This region is growing rapidly (Maji and Laha, 2020, pp. 38-54). ASEAN countries, with around 850 million residents, have digital economic development potentially (Redder, 2021). The digital channel of LINE is the leading messaging application in Japan, Taiwan, and Thailand, with 212 million daily active participants. In Thailand, the e-commerce market through social media is moving with closed public captivating (Katanyutaveetip, Laksitamas and Kobayashi, 2022, pp. 1893-1905). Hence, social media has become popular among digital business segments (Laksitamas, Suntharanund and Horrungruang, 2018, pp. 24-33). However, e-commerce may have some limitations, in the case product attributes may not be mandatory as proclamation (Chawla and Kumar, 2022, pp. 581-604). The ethical standards must mandate and enforce recognition among entrepreneurs' consumer rights protectionism under the Consumer Protection Act of the Kingdom of Thailand 1979 as amended by (No.2), 1998. (Office of the Council of State, 2022).

Most countries confront with serious environmental deterioration and natural resources, reflecting business marketing communication challenges on consumer rights protection (Yang, 2017, pp. 160-167). The 4C's marketing mixed model refers to want and need, cost savings, convenience to purchase and communicative values (Wang, 2020, pp. 628-638). 4C's mainly focus on modern organizations, specifically new retails should seek to provide and communicate the customers' value on above or below the line of exposure (Li, 2020, pp. 160-161). Furthermore, consumers are driven by their perceived values, an attribute related to product positivity or negative marketing performance (Zhuang, Luo and Riaz, 2021, pp. 1-15). Perceived value seeking provides how consumers perceived benefits and utility obtained from product usage and cost consumption (Kim, Xu and Gupta, 2012, pp. 241-252). The concept of value frequently reflects consumers' perspectives (Choe and Kim, 2018, pp. 1-10) in perceived functional, epistemic and physical performances for consumption adoption (Han, et al., 2017, pp. 185-197). In conclusion, an attitude refers to an individual or group's consistent tendency to respond to determinants of behavior (Mosavi and Ghaedi, 2012, pp. 1950-1959).

In the Kingdom of Thailand, the Office of the Council of State, 2022, declared the elaborative exercise of five consumer rights protection for the right to be safe; the right to receive information (Shang, Wu and Sie, 2017, pp. 18-28); the right of unfair acts (Laksitamas, 2015, p. 265); the right to be compensated (Xie, Madrigal and Bough, 2015, pp. 281-293); the right to freely consume (Xie, Madrigal and Bough, 2015, pp. 281-293). Ethical marketing communication as the establishing relation-

ship between consumer ethics sensitivity, ethical judgment and consumption behavior had been conducted and found that all three factors had a positive impact on ethics (Toti, Diallo and Huaman-Remirex, 2021, pp. 168-182). However, endorsement of ethical marketing communication could be interpreted along with the sociocultural identification of consumers (Vladimirova and Marinov, 2017, pp. 1159-1166). In the case of public relations in Europe, digital communication is concerned more ethics on exploiting big data analysis, using media influencers and sponsors (Hagelstein, Einwiller and Zerfass, 2021, pp. 1-9). Today, the implementation of social media and other forms of digital channels has increased contextual practices (Wright and Hinson, 2017, pp. 1-30) with descriptive and prescriptive morality (Place, 2019, pp. 24-34).

This study will prevail such an insight information gap on consumers' digital marketing communication ethically in the modern time, which is crucial and complex scientific data for interpreting such consumer information processes (CIP). The internal and external gap in consumer CIP involves the search, selection, purchase use, or disposal of products and services ideas and experiences (Solomon, 2019, p. 306). Moreover, the gap between, new concept and research on digital consumer behavior emerged in 2010, leading to the era of discipline (Fullerton, 2013, pp. 212-222). The consumer behavior research discipline has changed over decades into four methods: observation, causal model, experimental and big data. Though Ansong and Boateng (2019, pp. 164-178) mentioned digital survival-based human beings engaged in information dissem-

ination and communication in the virtual and digital activity space for products in modern times.

Objective of Research

To study the model of ethical marketing communication under customers' decision rights protection for digital customers while open innovation on intellectual capital is the moderators between X and Y variables.

Literature Review

Thailand's consumer rights protection (CRP) focus address namely safety, freedom of choice, fair contract, compensation for damage and freely consume (Katanyutaveetip, Laksitamas and Kobayashi, 2022, pp. 1893-1905). The detailed exercise of five consumer rights protects with (1) the right to be safe, use products in a standard condition and quality, and pose no risk to life body or property (Office of the Council of State, 2022); (2) the rights to obtain information, including accurate and adequate quality description through advertising, displayed label truth complete (Shang, Wu and Sie, 2017, pp. 18-28). (3) The right and without unfair acts (Laksitamas, 2015, p. 265); the right to a fair contract without exploitation through business manipulation (Shepherd, et al., 2016, pp. 1160-1169); (4) the right to compensation for any damages (Xie, Madrigal and Boush, 2015, pp. 281-293); (5) the right to freely consume (Xie, Madrigal and Bough, 2015, pp. 281-293). With the advancement of digital technology in Thailand, digital shopping has recently experienced potential development. In digital shopping, factors of consumer rights protection marketing communication

channels and purchasing behavior affect digital channels in Thailand courses' intent and products. Purchase combining the theoretical and empirical methods, the proposed study intends to investigate the related factors that will influence on digital customers' purchasing decisions. In fact Han (2021, pp. 545-548) explained the decision making behavior of digital consumption into these stages by searching for demanded products, optimal choice and payment. At present, Thai residents act their role as consumers can reach information technology and e-commerce in several purchase-selling transactions, creating economic activity in digital trading becomes higher popular and continuing growth as the main selling channel of websites or applications saving time, energy, and cost benefits with digital payment systems and warehouse fulfillment systems (Baoguo and Laksitamas, 2020, pp. 111-118).

Ethics marketing communication (EMC) aspects of modern marketing practices may not complement performance results in product segmentation targeting, pricing marketing positioning, and positioning through customer channels conveniently, but it is reasonably necessary to build an undeceitful marketing communication system ethically (Xie, Madrigal and Boush, 2015, pp. 281-293). Ethics in marketing communication is leading modern marketing to establish targeted marketing communication systems under standard ethical performances through popular channels (Wu and Li, 2018, pp. 74-104). This scenario study emphasizing above the line through digital channels, including sports radio, television, newspaper, magazine, Journal billboard, and digital electronic media (display ad Banner), mobile ad, search in google, direct mail, viral marketing, social media, PR, and advertorial. Based on the relationship of CSR and EMC it is postulated that H1: opinions on consumer rights protection from digital purchase systems have positive affected on encoding of ethical marketing communication channels.

Open innovation (OI) is an inbound and outbound open innovation process for acquiring external resources of knowledge, capital acquisition, and licenses (Bogers, Chesbrough and Moedas, 2018, pp. 5-16). Berrena-Martínez, et al. (2020, pp. 261-270) opinionated that rational capital signifies a special role of interaction among human capital and structural capital and culture embedded in intellectual capital for appropriation with new procedures (Matricano, et al., 2020, pp. 538-557). Through communication with external entities, businesses and marketing can exchange knowledge (Bican, Guderior and Ringbeck, 2017, pp. 1384-1405). This fact has been concurred by Bianchi, et al. (2010, pp. 414-431). SMEs lack crucial marketing capabilities and marketing know-how strategies. Importantly, marketing capability and ethical leadership enhance the open innovation processes of organizations through strategic collaboration to achieve a significant level of performance.

Open innovation refers to the value-added internal and external generation of newness out of every organizational function through inputs of research and development and achievement of intellectual capital (Human, Structure, and Relational) (Patky and Pandey, 2020, pp. 257-275). In addition, intellectu-

al capital carries the organizational capability to achieve a competitive advantage (Chahal and Bakshi, 2015, pp. 376-399). Human capital is related to education level, knowledge competence and work experience capability (Lo, Wang and Chen, 2020, p. 5220). A managerially structured organization enhances open and close innovation through systems of intelligence, research, internal process and decision data analytics (Sharabati, Nour and Shamari, 2013, pp. 32-46). Furthermore, internal and external communication within and outside organization values, norms, and relationships with stakeholders' knowledge and expertise will bring commitment and trust involved (Alshurideh, et al., 2020, pp. 599-612). Businesses today are competitive in search to meet the needs, desires, and expectations of consumers, ensuring changes in consumer demand for networking, and providing information in making the customer satisfied through relational capital. Hence, technological skills, knowledge and intellectual capital capabilities add value to the organizational performance of innovation (Alrowwad, Abualoush and Masa'deh, 2020, pp. 196-222). Based on the relationship of OI and the relationship of IDV and DV1, DV2 it is postulated that H2: open innovation on intellectual capital has effected as moderating factor on encoding of ethical marketing communication channels.

Digital marketing involves the use of communication technologies to achieve customers' need and want (1) due to digital marketing communication technology, marketers can raise significant levels of satisfaction attempt to increase revenue and profit growth. (2) digital markets are in the midst of the modern economy and its impact on the public policy of consumer rights protection. (3) based on the above discussion, it is postulated that H3: encoding of ethical marketing communication channels has affected digital ethics marketing communication on consumer behavioral decisions in Figure 1.
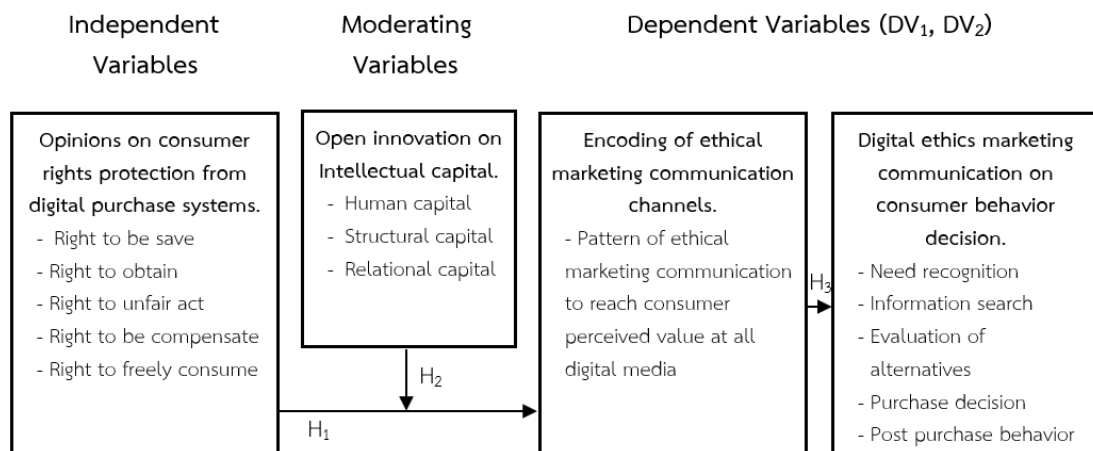
Independent Variables	Moderating Variables	Dependent Variables (DV$_1$, DV$_2$)	
Opinions on consumer rights protection from digital purchase systems. - Right to be save - Right to obtain - Right to unfair act - Right to be compensate - Right to freely consume	Open innovation on Intellectual capital. - Human capital - Structural capital - Relational capital H$_2$	Encoding of ethical marketing communication channels. - Pattern of ethical marketing communication to reach consumer perceived value at all digital media	Digital ethics marketing communication on consumer behavior decision. - Need recognition - Information search - Evaluation of alternatives - Purchase decision - Post purchase behavior

H$_1$

H$_3$

Figure 1 Conceptual framework.

Research Methodology

The population and sample size that this research used was a survey and development description using a questionnaire to acquire prominent information data and analyze structural equation modeling (SEM). The study's population and sample size of Thailanders by nationality as of December 31, 2019, is approximately 5,666,264 people (Department of Provincial Administration, 2020). The sample size was also calculated by Olonite (2021, pp. 1-5); Tabachnick and Fidell (2018, pp. 259-303); Kline (2023, pp. 67-76) at 0.05 statistical significance.

In the sampling selection process, multistage sampling procedure (Singh and Mangat, 2011, pp. 283-308) was used in the selection of the sample in 2 steps: 1) Use of probability sampling by proportional stratified random sampling with three divided areas of Bangkok metropolis (Sukkho, 2017). 2) The second selection stage, probability sampling was used by purposive selection based on Thailand nationality and location in Bangkok metropolitan areas. The selected sample individuals must have experience in purchasing products through digital channels such as Facebook, Kaidee, LINE shop, Shopee, Lazada, AliExpress, and eBay to achieve the sample size calculated.

The data collection survey was from any time of the year (approximately three months). The location sites interviewed responders for the survey ranged from 630-840 sample units (Kline, 2023, pp. 414-424; Tabachnick and Fidell, 2018, pp. 259-303) are data utilized in the analysis of the study. The research tools are a closed-ended questionnaire and an open-ended self-administered questionnaire. The questionnaire is divided into the following: Part 1 – General Information of Personal Consumer by multiple choice (10 questions); Part 2 – Consumer rights protection opinion from digital purchasing systems in the question (7 questions), 5 Likert Rating Scales are used (least = 1 score; less = 2 score; medium = 3 scores; more = 4 score; most = 5 score); Part 3 – Open innovation on intellectual capital in the question (6 questions), 5 Likert Rating Scales of importance are used (least = 1 score; less = 2 score; medium = 3 scores; more = 4 score; most = 5 score); Part 4 – Ethical Marketing Communication Channels in the question (9 questions), 3 Likert Rating Scales are used (rarely open = 1; sometimes = 2; more often = 3) and Part 5 – Purchasing decision making behavior through digital systems in the question (10 questions), 5 Likert Rating Scales are used (lowest = 1 score; low = 2 score; moderate = 3 score; high = 4 score; highest = 5).

Research Tool and Test

Taking the average score range underpinning interpretation by using the class interval technique value is 0.80 [(5 score – 1 score)/ 5 levels]. For the confident assurance of proper measurement precisely with the concepts and a qualitative instrument, a pre-test is administered through face-to-face interviews on the questionnaire of nine selected digital marketers and customer experts. The research tool quantitative tested the content validity check to find the suitability between contents in each question in line with the objectives;

the IOC (Item Objective Congruence Index) rule of 0.50 or above on each question (Ismail and Zubairi, 2022, pp. 106-117). The reliability test used the alpha coefficient by reliability, which pass the reliability scale of more than 0.70 (Cronbach, 1990, pp. 190-207). The data analysis on each consumer for frequency distribution, percentage, mean, standard deviation, skewness, and kurtosis using the statistical software package PASW version 18.0. In the case of the consumer rights model analysis on ethical marketing communication channels affecting digital consumer purchase decision systems with structural equation modeling (SEM). This SEM analyzes the causal relationship com-

ponents of factors related to other variables and the conceptual framework and empirical research in the literature review that data appropriated with the theoretical basis. The values of the goodness of fit used chi-square and degree of freedom (χ^2/df) (Hair, et al., 2019, pp. 292-302), the goodness of fit index: GFI (Kline, 2023, pp. 414-424), adjusted goodness of fit index: AGFI, comparative index: CFI (Hair, et al., 2019, pp. 292-302), root mean square error of approximation: RMSEA (Arbuckle, 2012, pp. 613-615), and the root mean square residual RMR (Westland, 2019, pp. 72-74) is using the social software package AMOS Version 18.0.
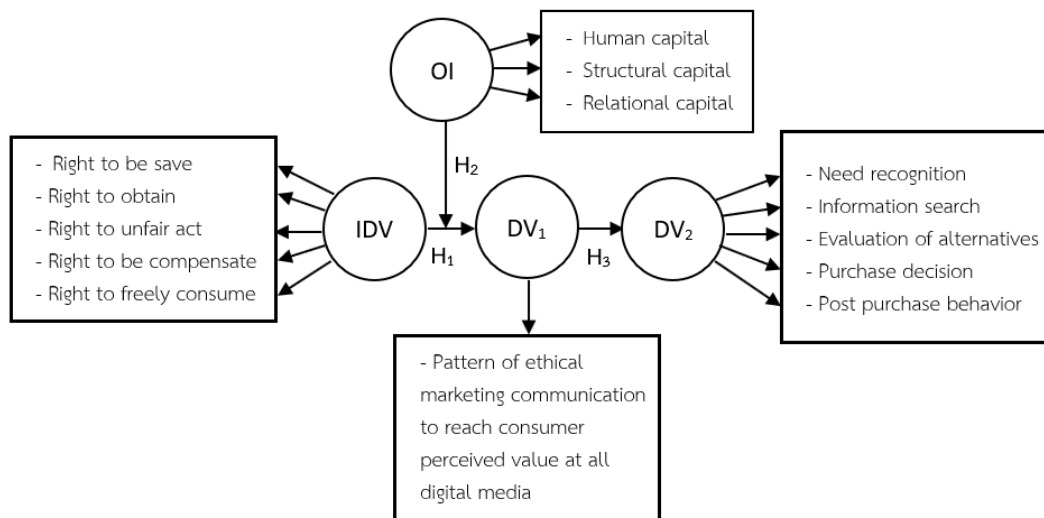

Figure 2 The results illustrate the factor of consumer rights protection; open innovation in intellectual capital; ethical marketing communication digital media and digital ethics marketing communication on consumer behavior decision.

Data analysis and Results

The characteristics of the data distribution for a sample of 630-840 are suitable for SEM (Kline, 2023, pp. 414-424; Tabachnick and Fidell, 2018, pp. 259-303). The actual calculated numbers show that the sample is primarily male, single, aged, bachelor's degree, occupation, average monthly income, popular

product categories, and popular digital channels. Skewness and kurtosis analysis is examined under the absolute values of awareness and kurtosis of scores below 1.0, and deviation from normality is defined as a slight member. Maximum and minimum likelihood estimation (42x15; 42x20) is conducted for secondary confirmatory factor analysis and is often used to

confirm the latent variables of measurement models (Bollen, 2019, pp. 31-46). Chi-square and degrees of freedom (X2/df) (Hair, Black, Babin and Anderson, 2019, pp. 292-302) and goodness of fit index: GFI (Shi and Maydeu-Olivares, 2020, pp. 421-445), adjusted goodness of fit index: AGFI, comparative goodness of fit index: CFI (Cho, et al., 2020, pp. 189-202), root mean square error of approximation: RMSEA (Arbuckle, 2012, pp. 613-615), and root mean square residual: RMR (Cho, et al., 2020, pp. 189-202) are calculated using AMOS version 18.0. The survey yields the following constructs: The values of skewness (<0.75) and kurtosis (<1.50) of the variables do not follow the rule of normal distribution (Brereton, 2014, pp. 789-792) and would not become more normal (underestimated) than the empirical data that do not match the model (Viratchai, 2012, pp. 32,84). The relationship between variables in the analysis show that opinions on consumer rights protection through digital purchasing systems, ethical marketing communication through digital channels, and purchase decision behavior through digital systems are significant at 0.05. The value of the relationship between the variables do not exceed 0.80, resulting in multicollinearity. Therefore, the variables are suitable for SEM analysis (Kline, 2023, pp. 414-424).

The results of Figure 2 illustrate the factor of open innovation in intellectual capital, human structure, and relational sub-factors as moderators. This paradigm will allow organizations to develop new products or services by mutual agreement with external innovation sources as strategic partnerships of know-how marketing knowledge fastening the open innovation process. Additionally, the relationship between OI and IC could affect resource planning encompassing IC. Consumer rights protection as an antecedent factor in some circumstances may be incompatible and intellectual loss may emerge.

Conclusion

Examining the influence of communication technology on digital marketing will be the priority focus of related consumer rights decisions. The moderating factor of open innovation, whether in line with intellectual capital or not, is all on digital media. It should permit all five determinants of consumed legal rights protection with conditions of optimum capacity, especially in the legal computer rights for consumers on digital systems through ethics marketing communication exposition. However, all five consumer rights protections arranged by important ranking could be developed and adapted according to the results. These results are illustrating significant results from the SEM study: (1) the analysis of mean and standard deviation of consumer opinions on behavioral decisions for all social media platforms; (2) the test of data fit on skewness and kurtosis and correlation; (3) results of the validity test; (4) summary of the research hypothesis factor loading (λ), (t) test and square multiple correlations (R^2).

Digital entrepreneurs should properly apply push strategy in expensive ethics marketing communication by applying crucial and prominent matters among consumer-rights benefit coverage obstacles and products avail-

ability in the market conditioning, which will have a positive impact on consumers' purchase decision making at the "digital" communication media weight techniques, search from Google, direct mail, viral marketing, social media, public relation and advertorial. The moderator factor will justify such competitive advantages or capital assets' market positioning.

Suggestion

Further studies should focus on the accessibility of open innovation on digital product information, empowering consumers to make informed decisions. The research should aim to understand how cultural market dynamics factors and consumer behavior patterns shape the impact of decision channels of marketing communication to understand value-attitude perceptions. Beyond the frontier investigation on digital information for government and policymakers to strand computer legal system coverage in society. Meanwhile, below the line traditional approach should be investigated in line with longitudinal changes in modern enterprises. The research will suggest the application of ecosystems in a broader environment scope of the Kingdom of Thailand. The crucial finding suggests digital marketers and entrepreneurs should focus on digital content creation and adapt regularly to emphasize consumer rights protection on priority ranking. The results of direct and indirect effects have a causal relationship toward ethical marketing communication on digital channels will ensure the intellectual capital investment strategically. Digital technologies dynamics will come into play with marketing and branding transformation with artificial intelligence, creating the metaverse. At present, the transformation brought on by the metaverse is absorbed by business sectors. Business marketing interactions with customers may be arranged for future research on customer brand knowledge in new generations.

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