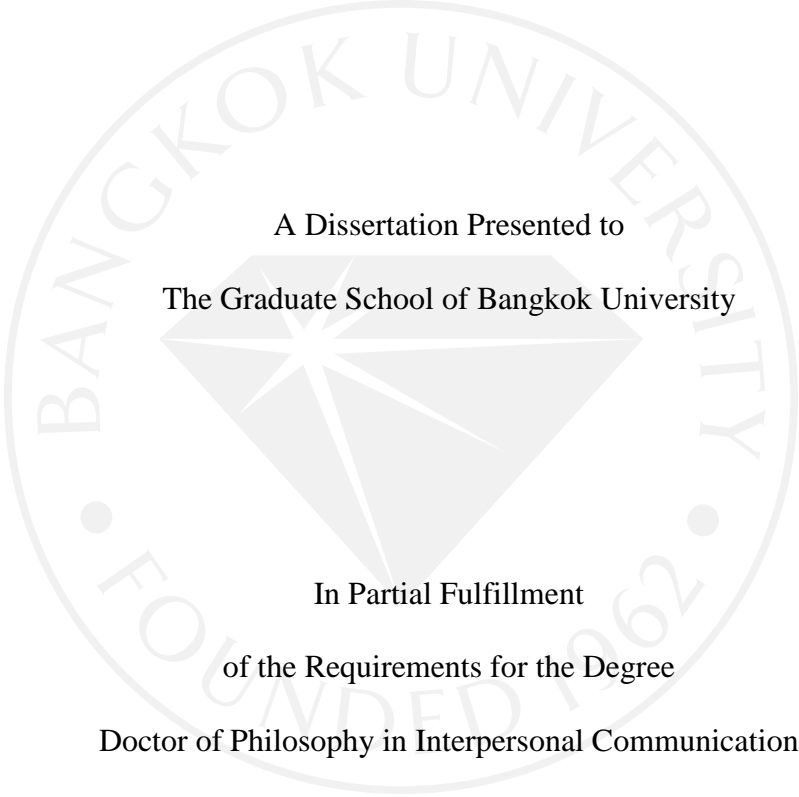


AT THE INTERSECTION: THE ROLE OF ATTITUDE AND INTENT IN
ETHICAL DECISION MAKING OF ADVERTISING PRACTITIONER IN
DIGITAL AGE



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A Dissertation Presented to
The Graduate School of Bangkok University

In Partial Fulfillment
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Doctor of Philosophy in Interpersonal Communication

By

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At The Intersection: The Role of Attitude and Intent in Ethical Decision Making of Advertising Practitioner in Digital Age (150 pp.)

Advisor of dissertation: Prof. Raymie E. McKerrow, Ph.D.

ABSTRACT

This study aims to investigate the ethical decision making of the advertising practitioners in the digital age. It focuses on the advertising practitioners' attitude toward ethical problems in the digital age, especially the factors that influence ethical behavioral intentions of advertising practitioners.

The respondents are Thai advertising practitioners. A self-administered questionnaire is used in data collection. Totally, 305 usable questionnaires were returned. The Path analysis via regression is used to test the hypotheses.

In this study, scenario is employed as an important instrument. There are 6 scenarios reflecting ethics of advertising in digital age : in term of credibility of advertisement (Scenario 1-3) and violation of consumers' privacy (Scenario 4-6). The participants have equally overall attitude toward these issues at the level of neutral to poor. The study finds that in terms of advertising practitioners' attitude, subjective norm and behavior intention to the ethical problems of digital-age advertisement, Scenario 5 Search Engine Company (neutral) is the story that the participants had the best attitude toward and had behavioral intention toward this the most; whereas subjective norm shows slightly different result. They perceive that the influencers are least opposed to Scenario 2 Photo for ads (neutral). Scenario 1 Hit the Votes is the story that they have worst attitude in poor level and have behavioral intention not to do this the most in the unlikely level. However, Scenario 1 still is the story that the

practitioners do not accept the most and they believed that their subjective norm opposed this story the most as well.

In terms of participants' communication climate in the organization is in the level of fair to somewhat good. The dimension of communication with supervisor has highest mean. Furthermore, when the participants face the ethical problems of advertisement, people at work are more important than those at home or outside the office and the immediate supervisor is the most important reference group for most of participants to advise when they encounter the ethical problem. From the hypotheses testing, attitude is the variable that has the most significant influence on behavior intention. It is also the mediating factor for gender and age that indirectly effects behavior intention. Gender and age are the significant direct effect upon attitude. Male ad practitioners have more positive attitude to the ethical problem in the digital age than females. Younger participants in this study also have more positive attitude than those who are older. Subjective norm has no significant influence on behavior intention, whereas communication climate has significantly low influence on behavior intention.

Approved:

A large, solid grey rectangular box redacting the signature of the advisor.

Signature of Advisor

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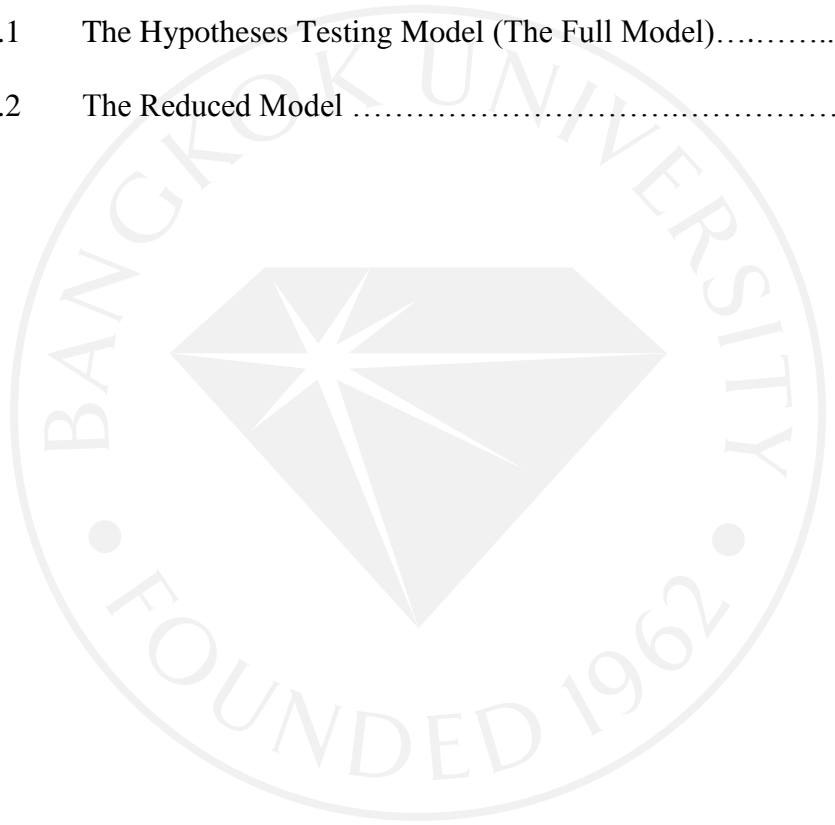
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CHAPTER 1

INTRODUCTION

Rationale

At present, communication technology has rapidly developed such that the Internet has become a vital medium for sharing, searching, and exchanging information as well as for entertainment. It is so widespread and taken for granted in our everyday lives that Sheehan (2004) argues that life would be difficult without the Internet today. The Internet revolution has brought everything from academic tools to electronic bazaars. It is the network of networks that integrates many other media. The number of Internet users continuously increases. Recent statistics indicate that in 2017 there are almost 3.8 billion Internet users, which is 50.0% of the total world population (We are social website “Global Digital Snapshot,” 2017).

Among its divergent uses and functions, the Internet is the new important channel of communication to broadcast advertising and public relations information. Moreover, online advertising is currently growing and being developed in the area of networking, bandwidth, processing speed, and wireless technology. Advertising agencies have had to adjust to the trend of the online age. The “big five” international and worldwide companies -- Omnicom, WPP, Interpublic, Publicis, and Dentsu --have adapted to this changing media landscape by creating new departments to specifically deal with new media customers who require new media-related services (McStay, 2010). These agencies have merged and taken over many professional new media companies.

Compared to traditional media, online counterparts provide low cost alternatives and rely on multimedia tools that can provide illustration, audio, and print functions simultaneously. Advertisers therefore benefit from these constructive and efficient tools; and the adaptation to new media also advantages firms by providing a modern, innovative company image.

Advertisers' shift to an online medium is reflected in their annual spending trends. In 2016, the sales of US online ads amounted to \$72.5 billion, rising 22% from 2015 and being expected to be continually growing. (IAB website "Digital Trends 2016: Consumer Usage, Ad Revenue and Impact," 2016). Investing in online outlets for advertising is a competitive decision based on marketers' forecasts that people will increasingly spend more time online. The Internet advertising was initiated in 1994 (McDonald & Scott, 2007) and Leckenby (2004) mentioned that the Internet was the new medium that has grown most rapidly. The Internet can effectively reach target audiences. When budgets are tight, marketers will increasingly turn to online media because it can economically reach the target audience. The Internet ad provides more measurable tactics than ads on other media (IAB website "The Interactive Advertising Bureau," 2009).

New media technology provides numerous outlets for online advertising in various forms such as displays, banners, pop ups, emails, online videos, classifieds, searches, and portals. According to Drumwright and Murphy (2009), new technology created new media that transformed traditional mass media advertising to nontraditional approach such as product placement, viral marketing, direct marketing, and virtual

community marketing on the Web. Online advertising is the divisible convergence of branding, information dissemination, and sales transactions (Zeff & Aronson, 1999) intending to sway the purchasing behaviors of consumers. While advertisers capitalize on all the beneficial solutions that such innovations bring, online advertising has introduced some new problems as well, namely dealing with ethics as Stanaland, Lwin, & Miyazaki, (2011) mention worrying about consumer concerning trust and privacy in this new advertising age.

One primary concern with new media is an ethical problem dealing with the perceived violation of privacy. Ruane (2011) explains that, traditionally, website operators have earned income by selling advertising space on their sites. Yet with more advanced tools, such as cookies, users' personal information is collected and their online behavior monitored to measure patterns of Internet use and search trends. Behaviorally targeted advertising results from the collection and personalized response to the information tracked. Consumers' privacy is also in contention when their personal information is sold to third parties, who then send unwanted mail, called spam mail, which can be an annoyance to consumers. As in Morimoto and Macias's research (2009), it is mentioned that unsolicited commercial e-mail makes consumers feel annoyed and resist as it violates their privacy. While the Internet presents new opportunities for advertisers to effectively reach target audiences, it also potentially jeopardizes consumers' privacy. Consumers have gone so far as to link the intrusion of online advertising in their lives to feelings of irritation (Li, Edwards, & Lee, 2002).

In addition to contention over privacy-related issues, new media targeted

advertising also brings with it concerns over credibility and trust. New media ethics may call into question who the actual producers of online content are and what their motivations for information sharing might be, thus questioning ethics in response to source credibility issues. Blogging, for example, is a new media tool available to advertisers with very attractive benefits for media agencies (Pedersen, 2010). A case dealing with Wal-Mart, however, has illuminated the ethical dangers of such a tool for unassuming consumers. In order to increase communication with consumers, Wal-Mart created a blog featuring two individuals on a cross-country road trip who would park their RV nightly in Wal-Mart parking lots across America (Black & Roberts, 2011). The content of the blog, featuring anecdotes of their adventures, was a good story connecting Wal-Mart to its constituents. Later, however, it was revealed that all the information appearing in the blog was made up to build a good and warm image of Wal-Mart. The PR agency making up this story was critiqued as being unethical in its use of new media. For unassuming consumers, issues of trust and credibility arise when blog content blurs the lines between advertising and fictional storytelling. Consumers' levels of trust are compromised when positive comments about products or services are paid for behind the scenes as a publicity effort, interspersed with seemingly innocuous consumer created content.

By virtue of its newness, laws have not been able to enforce and control the numerous applications of this new technology's span; and users have largely not had enough knowledge about their changing media environment. Berkman and Shumway (2003) provide examples and explanations of the solutions for emerging online dilemmas

of new media, in an effort to propose an updated professional code of conduct online for editors and journalists, CNET – an Internet media site – imports traditional principles of information in their online editorial content and clearly distinguishes their editorial versus advertising content. However, unique facets of online contexts may require new codes to be envisioned, to handle new problems that lack offline counterparts. These new problems center on evolving considerations of ethics online, and the flexible boundaries of privacy and credibility that must be reconsidered and re-imagined from both a media producer's and media consumer's point of view.

This study aims to examine the ethical decision making of the advertising practitioners because they play an important role in constructing the content of online media. They also support decreasing the ethical problems of online media to the consumers. This study considers Internet as the new media in terms of its use as a relatively new channel of communication, especially as it is an essential tool for marketing communications, although the Internet has been known for a long time. Many people may question whether the Internet is the new media. For this study, Internet is the new media in terms of the technology that furthers and expands a lot of new online media. Particularly in the booming age of smart phones and applications that encourage the growth of online media. However, online media could cause problems for the consumers. There is not enough information to handle these problems related to regulation, control and legal issues because the online media is the worldwide media. Additionally, solving and preventing these problems needs the special support from local culture and social groups. Hyman, Tansey and Clark (1994) found that advertising ethics

was always the mainstream of the advertising research, but it was limited or lacked perspectives from the practitioners about both their interest and application to the real situation. It was because in the real practice, the strict rule and regulation to audit this media was not as essential as increasing the moral level among the producers who created the advertising content. Preston (1994, p. 128) mentioned that “ethics begins only where the law ends.” In this profession, there are many problems that need the law to be the tool judging and stipulating what people need to do. Sometimes, law cannot solely solve the problem; it needs ethical judgment to support and help. Ethics is concerned with what people should do. Cunningham (1999, p. 500) explained advertising ethics as “what is right and good in the conduct of the advertising function. It is concerned with questions of what ought to be done, not just what legally must be done.” Ethics in the advertising profession is concerned with the decision making of individual perspectives in considering and justifying more so than what is right or wrong. It is important to provide guidelines supporting the judgment in terms of personal conscience and the concern of company policies and industry standards (Zinkhan, 1994). Hence, practitioner’s decision making on ethics in online media is interesting and necessary to study because it will be important to utilize the new media in an appropriate way with the standard to achieve high benefit for the public.

Problem Statement

The development of technology has not only changed the forms of communication available to us, but also has illuminated ethical problems related to new

media, especially the issue about credibility of advertisement and violation of consumers' privacy. Ethical considerations are related to guidelines of decision-making rules governing the social appropriateness of behavior online. Johannesen (1996) defines ethics as "the general and systematic study of what ought to be the grounds and principles for right and wrong human behavior" (pp. 1-2). In each social group, there are different standards based on values, norms, culture, and morals, resulting in divergent perspectives of media ethics.

In fact, some groups' standards may affect other groups as well. For example, Christians (2005) suggests that while media technology has developed and rapidly spread worldwide, Western perceptions of ethics have dominated the global environment. Although new media is a global phenomenon, we need more local standards to deal with all the benefits and detriments it brings. Scholars suggest that media practitioners must take responsibility for creating these local standards (Berkman & Shumway, 2003). Although we must adapt to a changing media environment, not a lot of attention has centered on media responsibility. Andersen (1991) mentions that, from an historical perspective, most communication theorists focus on ethical issues as they relate to source or message factors rather than the ethical responsibilities of the society, group, or individual responding.

Advertising practitioner is a profession playing an important role in the society. They provide information and enhance the economic growth. So, advertising practitioner is in the unique position. They work professionally in communicative field under challenge and pressure to provide the creative and strategic message for marketing

success. They take responsibility for themselves and the organization they work for and they must be loyal to the customer including consumers and the public. It seems that they situate at the intersection of decision-making and success among many beneficiaries and related people when they encounter ethical problems. As this may suggest advertising ethics is a topic that has been studied for a long time (Hyman, Tansey & Clark, 1994). The first book on advertising ethics is *The Ethics of Advertising* written by F.P. Bishop in 1949. Although it has been 66 years, the problems and answers about advertising ethics, including both persuasive communication and deceptive messages, continue to arise. Moreover, in today's digital age, the media technology has been rapidly growing. It causes various types of advertising ethics problems. These changes are what the advertising practitioners have to encounter as well as they have to cope with the new advertising world and advertising ethics problems.

The problem of new media ethics has drawn attention and is widely discussed in American and European countries, as Chen and Liu (1998) mentioned in their study of the perception of professional ethics in Taiwan. They also discussed the ethics of advertising in the United States. The U.S. advertising was abundant and persuasive, but also intrusive. Wines and Napier (1992) proposed that advertising ethics was to be studied in terms of a specific culture because it was related to the moral codes and analytical rationale of different cultures. Although the present media is engaged with globalization – the growth of technology, the ethics cannot be judged in the holistic view as in each community there are different cultures and communication practices. The

monoculture or Western perspective may not always be relevant in judging the worldwide ethics issues for new media.

New media ethics, in response to concerns over privacy and credibility, are a growing concern globally. The Asian market contains a large population of media consumers who are increasingly turning to new media tools. According to the Internet World Stats, Internet users in Asia make up 49.7% of users worldwide. The top-5 Internet using countries are China, India, United States, Brazil, and Indonesia (Internet World Stats website “Internet user in the world,” 2017). It is notable to mention that three of these countries are in Asia; Thailand is ranked 15th out of the top 20 countries with the highest number of internet users.

This study focuses on Thailand, a smaller country located in Southeast Asia that is still developing in economic and social areas. Information technologies and networking have been efficiently developed, and hi-speed technology has increased the use and popularity of the Internet in Thailand. According to the 2016 population survey of the National Statistical Office, there were 29.8 million people of 62.8 million people who were Internet users (“National Statistical Office,” 2016). Thailand, therefore, provides a viable context in which to explore the evolution of online codes of new media ethics, as Internet technology continues to develop in the nation and users continue to solidify their perceptions of its function and role in society. Internet use in Thailand has focused not only on the development of social network communities as entertainment sites, but as

marketing tools that have become very popular among teenagers, businessmen, and even politicians.

In Thailand there are some advertising ethics studies, but rarely of ethics in new media. There is the Digital Advertising Association (Thailand) or DAAT – the professional association of advertising agencies of online media that together develop the administration and service for the customers among advertising industry for the sustainable growth of this media. According to the survey of DAAT, it showed that the online advertising industry in Thailand has continuously grown in 2016. The budget of online media is about 9,883 million baht, which is 22% higher than the previous year (Digital Advertising Association (Thailand) website “Thailand digital advertising spend Mid-Year 2016,” 2016). This media tends to grow well in Thailand, even though it is quite new with various modern functions for Thais. Moreover, there is not enough information to project the impact of this media. *Thairath*, the Thai well-known newspaper, mentioned that according to the consumer complaint report of the Office of the Consumer Protection Board of Advertising in 2012, the online advertising always used exaggerated wording and visuals (“Thairath online website,” 2013). Actually, the government, law, and related Acts, directly stipulates compliance with advertising guidelines. Thailand is entering the age of developing regulations for new media. The National Broadcasting and Telecommunication Commission (NBTC) was founded in 2011. It is the independent entity to reallocate and rearrange the frequency of radio broadcasting, television and telecommunication; in the online media; what it may do is not yet clear. Moreover, in Thailand, there are many new independent entities in charge

of media management because the attribute of new media includes functions of visual, color, light, motion, and sound as an interactive media as well as the complexity of technology.

The involving organizations include NBTC to manage the frequency, the Ministry of Digital Economy and Society – has recently changed the name from Ministry of Information and Communication Technology since September 16, 2016 – to control the content imported into the computer system and to support Thailand 4.0. This latter is Government's policy vision to change the traditional economy to the new one being driven by innovation and technology, the Food and Drug Administration to audit the food and drug advertising, and the Consumer Protection Board to protect the consumers. As well, there are many laws related to the development of new media. Therefore, when there is an issue about the media, it comes to the complicated process of action and takes a long period to resolve the issue and/or penalize the culprit. The advertising profession is to support this issue, by creating the standard of the profession and directly auditing the process. Shaver (2003, p.292) mentioned "professional" as a specific group within society whose numbers, through the possession of special resources, role, or skills, possess the ability to provide potentially beneficial services to society or to abuse their powers in ways that may harm society or its weaker members.

Moreover, Drumwright and Murphy (2004) described that actually, the advertising practitioners were the interesting and important group of professionals but there were fewer acknowledgements about them including their thinking process about

ethics issues, that is, how they handled and reacted to these issues. Hence, the advertising practitioners in new media play an essential role to control the advertising content to be credible and not to infringe on personal privacy. For these reasons, this study seeks to explore the attitudes of advertising ethics among advertising producers in Thailand and the factors influential in practitioners' decision-making on ethics. It covers both individual factors and organizational factors affecting the advertising practitioners' ethical behavior intention. In this study, the Theory of Reasoned Action (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) is used as a research framework and the crucial variables including attitude and subjective norm are the important factors to study. Moreover, this study relies on an organization communication framework to study the factors of communication climate in the organization that have an influence on advertising practitioners' ethical behavior intention because among the change of technology and competition. The effective communication in organizations is increasingly more important in the workplace. Also related to the ethics issue, the good communication in an organization is able to reduce the potential for ethical problems in the organization.

Hence, the goal of research questions of this current study are twofold: 1) What attitudes do the advertising practitioners have regarding potential ethical problems in the digital age? 2) What factors have influence on the advertising practitioner's ethical behavior intention on ethical issues?

This study blends the traditional concepts that have been studied for a long time about ethics and communication with the current situations of the development and problems of communication technology in the new context. It includes the ethical issue of universal humanity and common morality that needs to be aware of the attributes of local culture that is different in each area. The aim to study the new dimension of media technology furthers and improves the knowledge of communication in the academic and professional aspect.

Purpose of the Study

This study aims to investigate the ethical decision making of the advertising practitioners in the digital age. It focuses on the advertising practitioners' attitude toward ethical problems in the digital age, especially the factors that influence ethical behavioral intentions of advertising practitioners.

Significance of the Study

This study provides many advantages. First, it encourages more understanding about advertising practitioners including their perspective, attitude, and decision-making on the ethical problems in the digital age. This information can be applied to use and solve the problems about advertising ethical issues in digital age and to improve advertising profession so that to support and further increase trust in this profession to the common society. Second, this is to test and clarify the Theory of Reasoned Action (TRA) by applying the classical theory into the real problem at present. It converges the academic and professional work together. Last, it extends this study of advertising ethics

in new media – widely discussed in American and European countries – to Thailand to increase knowledge and understand this problem among the growing and changing of technology and to understand the difference of culture diversity.

Definition of Terms

Ethical decision-making is described as the process of practitioners' thinking and decision-making on ethical problems. Based on Rest (1986)'s model, it consists of four steps of ethical decision-making process: awareness, judgment, intention, and behavior. This study aims to explore the behavior intention.

Attitude toward ethical problems concerns the degree to which an ethical problem is viewed as favorable or unfavorable. In this study, it focuses on the credibility and privacy issue whether the practitioners viewed as favorable or unfavorable. As Benoit & Benoit (2008) explained, attitude toward behavior means the degree to which the behavior is viewed as favorable or unfavorable.

Ethical behavior intention is defined as what the practitioners would like to do, or plan to do about ethics issue; Ampofo (2004) gives it definition as an aspiration to act on something.

Communication climate in organization means the atmosphere of internal communication in an organization. The Communication Satisfaction Questionnaire (CSQ) of Downs & Hazen (1977) is used to evaluate the communication climate in advertising agencies.

Advertising ethical issue in digital age refers to ethics issue in advertising occurred by the change of technology. Gross, Katz, & Ruby (2003, p.vii) explain that “digital age” is defined through anecdote and example as that period involving “dramatic change in technology” This study emphasizes on the issue about credibility of advertisement and violation of consumers’ privacy.

Summary

This chapter explains about the background of this study including problem statement, purpose, and significance of as well as the definition of important terms in this study. The next chapter provides a review of the literature about the theory of Reasoned Action (TRA), ethical decision-making, advertising ethic and organization communication, as it is the framework of this study.

CHAPTER 2

LITERATURE REVIEW

In this chapter, literature will be reviewed that bears on understanding how advertising practitioners have attitudes and behavioral intent in relation to the ethical issues. As they have an important role to create and present the information and are the middlemen between the organization and the public, they are at the intersection of decision-making for the benefit of their own organization, as well as consumers and the public. Therefore, this study will consider Advertising ethics, Ethical Decision Making, Theory of Reasoned Action (TRA), and Organization Communication Climate. The following pages introduce these theories that are relevant background for this study that will be outlined further in Chapter Three.

Advertising ethics

Ethics has the simple meaning that is the moral principles of right and wrong that everybody should follow. According to Spence and Heekeren (2005), ethics was “a set of prescriptive rules, principles, values, and virtues of character that inform and guide interpersonal and intrapersonal conduct” (p.2). Actually, it may be not easy that way, especially to apply it with the real life and current social environment because there are many related and concerned factors. Regarding ethics, Bok (1978) explained that framing the ethical decision-making process are 2 fundamental requirements: to possess empathy for the involved person in the ethical decision and to maintain social trust as an important

goal. Besides that, ethics is also impacted by various sources including law, religion, social condition and culture. Moreover, many philosophers have discussed and studied about this issue for a long time, as Tindall (2003) explained that ethics has lasted in the history for more than 2,500 years. There are many interesting ideas that the philosophers have proposed with different perspective and focus since ancient Greek Age. The Classical Greek philosophers include Socrates, Plato, and Aristotle. However, ethics is rooted in the branch of philosophy; it provides the foundation and benefit for various branches.

Reidenbach & Robin (1990) invented the multidimensional scale to measure business ethics, explaining that ethical theories subdivided into 5 concepts: 1) Justice Theory proposes that ethics (from the writing of Aristotle) developed the concept of “principle of formal justice.” It emphasized on fairness with the principle that equal ought to be treated equally, and unequal ought to be treated unequally (Beauchamp & Bowie, 1983, p.41). 2) Relativism proposes that ethics has to be determined by culture. It does not believe in the universal principles – ethical rules are for everyone everywhere – but believes that all normal norms are relative to the unique character of each culture. 3) Deontology emphasizes action. It is the universal principles of right and wrong based on rules, not the consequences of action. Immanuel Kant created Categorical Imperative – the universal practice – to focus on duty including the strict and advanced duty. The strict duty was the general duty that did not allow doing the wrong thing such as killing, breaking a promise and lying. The advanced duty was to help other people and express gratitude (Patterson & Wilkins, 2011). Teleology is the consequentialist theory and

consists of two branches. 4) Egoism focuses on consequence of action for individual. Ethical action relates to individual's long-term interest. 5) Utilitarianism most emphasizes the consequences of action in making ethical decisions (Hansen, 1992). The perspective presented that the result represented the rightness and wrongness and it could be decided by "great good for the greatest number" (Beauchamp & Bowie, 1983).

Advertising is the important communication tool for business to promote and provide information about products and services. Pratt and James (1994) stated that advertising started growing since World War II and played more roles after the war to support the development and growth of economy and society. At the same time, it is viewed as a marketing tool that the consumers always question and do not trust as well. According to Treise, Weigold, Conna, and Garrison (1994), advertising had impact on the consumers but they believed that the advertising always violated ethical norm. Many studies about ethical business show that advertising is ranked in the last place (Aaker & Day, 1982; Murphy, 1998). Gallup polls conducted the measurement of professional ethics and found that advertising is always at the bottom (Jones, 2007; Saad, 2009). Advertising practitioner's profession is always considered somewhat unethical because the scope of work relates to persuasive communication. It concerns itself with being dishonest and unethical. Therefore, ethics is important and always relates to the advertising. This issue has been discussed for a very long time but has never lost interest (Zinkhan, 1994). Srivastava and Nandan (2010) defined advertising ethics as "The priority of showing ethical advertising on mass media is essentially to organize the information content of advertising without harming the public right to know about

commercial products. The information content of advertising is built upon the social value of society and acceptable moral principles in term of the commercial promotion in market” (p. 63).

Many researchers gather studies about advertising ethics issue. As in Hyman, Tansey, and Clark’s (1994) study, they summarize the important topic in advertising ethics across 7 categories: 1) use of deception in ads 2) advertising to children 3) tobacco advertising 4) alcoholic beverage ads 5) negative political advertising 6) racial stereotyping, and 7) sexual stereotyping; whereas, Nooh (2012) concludes the crucial issues about unethical advertising: deceptive advertisements, advertising for children, exploitation of sex and gender, and issues of subliminal advertising. Asharaf, Younus, Aimenshafi, Khan, Waseem, and Samin (2016) categorize the ethical issues of advertising into 4 kinds: deceptive advertising, advertising to children, advertising message, and negative advertising. Additionally, Snyder (2003) explains that advertising ethics consists of 3 concerned components: truth, fairness, and decency. It can be seen that advertising ethics issues relate to unethical ads in various patterns. It can be concluded in 2 main points. The first is about the creditability of advertising. All information must not be distorted. The latter is about the target group. Advertising must not have an adverse effect on the consumers. Especially at present, technology rapidly advances so a variety of advertising has developed. It comes to the origin of new media and the growth of web sites and mobile advertising. It also causes the complexity of ethical problems in advertising (Drumwright & Murphy, 2009). Therefore, this study aims to explore new advertising ethics issues caused by the growth of technology,

especially the problems about the violation of consumers' privacy and the creditability of information in advertising.

Many researchers propose the problems of advertising ethics issues in new media. Li, Edwards, and Lee (2002) explain that online ads with new tactics disrupt and disturb consumers. As Yu (2011) conducts a study about advertising ethics, the findings show that the consumers have bad attitude toward advertising via personalized commercial e-mails and feel that it is the violation of their privacy. Moreover, Fin and Wadhwa (2014) illustrate that the consumers' privacy can be more easily violated in the mobile media environment. It encourages smart advertising with the online behavioral advertising strategy to track consumers' internet behavior using and information searching so that to present the advertising that meets their requirements. Cleff (2007) also mentions that mobile advertising may relate to consumer privacy issue by violating their private area personal information.

Regarding the credibility issue in advertising, it means that the consumers perceive the truthfulness and believability of that advertising (MacKenzie & Lutz, 1989). Additionally, Soh, Reid, and King (2007) conduct the research of trust in advertising media and it shows that the consumers' level of trust in advertising of various media is lower than neutral; the magazine advertising is in the highest rank, whereas the Internet advertising gains the lowest and the trust in advertising media relates to the trust in media credibility. The consumers perceive that Internet advertising is less trustworthy than traditional media (newspaper, television, radio, and magazine advertising). As in the

Wal-Mart case, the agency uses the online media like Blog to communicate the company information but the story and photos in the blogs are made up to build the good image to the company (Black & Roberts, 2011). Therefore, no matter how far the technology has been developed, ethical issues always remain most important in the advertising field. At this age, the communication technology grows so fast, the consumers do not like, and neither support nor trust the unethical organization. It is important, if the advertising organization provides ethics in operation. Ethics can make the organization achieve, at the same time lack of ethics can make it fail (Snyder, 2011).

The professional companies and organizations have to collaborate and improve ethics in advertising field to provide the principles, rules and ways for professional work; James, Pratt, and Smith (1994) propose that there are many professional associations of advertising in many countries including American Association of Advertising Agencies (AAAA), European Association of Advertising Agencies, Asian Federation of Advertising Associations. They all develop codes to support the advertising agency clearly stating what to do and not to do. As well, in Thailand, there is the Advertising Association of Thailand (AAT). It is the oldest advertising association in Thailand and has existed for 50 years. It encourages all members to hold the common fundamental principles:

All advertising must be aligning with laws, honor, and integrity to the truth. They should not conflict with good morals and social order. The creation of advertising should be done with social responsibility and under the principles of fair

competition that is normal practice in the business. Consequently, advertising must not make the public feel untrustworthy in their advertising. (DAAT website “Regulation: Professional Ethics in Advertising,” 2016)

Foley (1997) stated, “There is nothing intrinsically good or intrinsically evil about advertising. It is a tool, an instrument: it can be used well, and it can be used badly. If it can have, and sometimes does have, beneficial results such as those just described, it also can, and often does, have a negative, harmful impact on individuals and society” (Cited in Richards & Petty, 2007, p. 383). That advertising will be good or bad depends on the way of using it. Drumwright and Murphy (2009) have studied the advertising ethics since 1949 and the findings show that even though advertising ethics issues have been discussed in various views, it does not cover all issues because there is a lot to study about advertising ethics. Many studies of advertising ethics mainly focus on macro perspective – the impact of advertising on consumers and society. There is rarely the study of micro perspective including the view of practitioners, how they handle the ethical problems. This is very important. Zinkhan (1994) mentions that ethics is the area requiring individual’s decision whether right or wrong and the decision must be able to be justified when there is a critique. Therefore, when there is a difficult decision, it requires much guidance including personal conscience, company policy, and law to support what is done. Bok (1978) claims that working professionals can learn to make good ethical decisions. Hence, the practitioners are the crucial person to reduce advertising ethical problems. To understand the process of their thought and decision to the ethical problems is important for solving advertising ethics problems.

Ethical Decision-making

“Thinking about ethics won’t necessarily make tough choices easier, but, with practice, ethical decision-making can become more consistent” (Patterson & Wilkins, 2011, p.3).

Ethical decision-making is very important for working in each profession. Beu, Buckley, and Harvey (2003) explain that ethical decision-making originates from moral reasoning perspective, classified into 2 general areas: The first focuses on the result of ethical decision-making based on utilitarianism, the latter focuses on process leading to ethical decision-making based on a deontological (rule based) approach. Even though different perspectives are studied, the resulting summary is similar to each other in regard to judgments of ethical behavior (DeGeorge, 1999). Additionally, Murphy (2007) states that most of the studies about ethical decision making investigate the factors having influence on ethical decision making. To discuss the important model for ethical decision-making study, the model of cognitive moral development by Kohlberg (1969) is very classic and widespread, as it lays the groundwork for further research. Kohlberg defines three levels of moral development: the first level is preconventional individual. In this level, the judgments are based on their own physical need by avoiding punishment and searching for rewards. The second level is conventional. In this level, an individual will judge right or wrong and behave in accordance with other’s expectation and social duty and rules. The final level is postconventional wherein an individual behaves in agreement with social promise and follows justice, equality and individual dignity – the international ideal. Later, Trevino (1986) extends Kohlberg’s study about ethical

decision-making in organizations by adding more individual and situational variables in the model; the findings show that Kohlberg's moral development is a very useful model to study ethical decision making; it provides insight understand and predict how managers think and react to ethical dilemmas. Many years later, Trevino, Weaver, and Reynolds (2006) study more in depth and review research about behavioral ethics in organizations. They add more variables including individual and contextual factors. They also note there are many interesting variables to be investigated and there is not sufficient information about ethical infrastructure, group's influence, moral identity, organizational culture, and ethic in the context of global environment to clarify and solve the problems about ethical behavior in organizations.

Moreover, Rest (1986) is another one who furthers Kohlberg's approach. Rests (1986)'s model consists of four steps of ethical decision-making process; 1) awareness – moral sensitivity, the ability of noticing if this is an ethical situation; 2) judgment – the ability to analyze the action and consequence and justify the moral action; 3) intention – deciding the moral value and committing the decision to take action; and 4) behavior – performing and enhancing the moral intention to action. All 4 categories are always studied as dependent variables in the topic of ethical decision-making. Ampofo (2004) mentions that Rest's approach of moral reasoning is applied in ethical decision in various fields including accounting, public administration, business administration, and law. This study especially focuses to ethical behavior intention because intention is the important variable and has close relation with behavior. Moreover, Lehnert, Park, and Singh (2015) studied meta-analyses in ethical decision-making and summarized that in the past 10

years, intention was the variable most studied in Rest's Model. It was because the ethical study was the sensitive issue and behavior study was difficult, therefore behavior intention was the better choice and the result could be used to solve and prevent the problems about ethical behavior.

Ethical decision-making has been studied for a long time, especially in the field of business ethics. In recent years, there have been many interesting reviews of empirical data with the study of meta-analysis about ethical decision-making (e.g., Loe [2000], O'Fallon & Butterfield [2005], Craft [2013], and Lehnert, Park & Singh [2015]). Most of them emphasize conditions, factors, and influence on decision-making processes. Individual factors and organizational factors are the significant factors to study ethical decision-making (Ford & Richardson, 1994; Loe, 2000; O'Fallon & Butterfield, 2005; Craft, 2013; and Lehnert, Park & Singh, 2015). In the early stage of this study, the individual factor having influence on individual's decision behavior is the focus. As Bok (1978) mentions, when an individual encounters ethical problem, there are three steps of decision-making: First, conscience, people need to be conscious of doing right things. Second, alternatives, people need to seek for the right decision. Lastly, discussion between individuals or parties helps to make decision. It might be the imaginary discussion to compare pros and cons of various views. From the above discussion, the decision-making in ethical situation is a complicated process and relates to various factors before individual's final decision and then action in each situation. Therefore, individual's unique characteristic is important to the thinking and deciding process of ethical issue. One of the first research meta-analysis about ethical decision-making is that

of Ford and Richardson in 1994. It shows that important and widespread studied individual factors at the time are nationality, religion, gender, age, education, employment, and personality. Gender is the variable most studied; 50% or 7 studies out of 14 are about the impact of gender on ethical belief and decision-making. Additionally, females are more likely to act ethically than males, whereas other variables are rarely studied and it shows the mixed result. Ford and Richardson also summarize and support that studying the ethical decision-making issue is interesting, useful and able to further what we need to know, especially the variables related to ethical decision behavior. After that, there are many studies and reviews of the empirical literature in ethical decision-making. O'Fallon and Butterfield (2005) also gather the literature from 1996 to 2003 and find that there are more studies about ethical decision making – total 174 studies at the time. They state that the ethical study is useful to explain the process how individuals think and act when they encounter the ethical situation. They summarize 3 factors having influence on ethical decision-making: individual factors, organizational factors, and moral intensity factors.

However, individual factor is the variable most studied. Craft (2013) reviews the empirical literature of ethical decision-making during 2004-2011 and finds that individual factors such as personality, gender, culture value, nationality, philosophy, age, education employment experience and organizational factors such as rewards/sanction, ethical culture, code of ethics, and organization culture are the variables most studied. Moreover, the recent study of Lehnert, Park, and Singh (2015) explains that there are many

individual factors studied such as gender, age, education, work experience, nationality, religion and many others, but gender is continuously and most studied.

Gender is the most widespread studied individual factor having influence on ethical decision-making (Loe, 2000). O'Fallon and Butterfield (2005) state that during 1996-2003 there are a total 49 studies out of 179 that explore gender in ethical decision-making. The research result shows fairly consistent finding; even though most of them are significant, the minority show no significance. Gender is the factor that makes different ethical decisions; female is more ethical than male. Cohen, Pant, and Sharp (2001) show that women will have less willingness to act unethically than men. Regarding awareness, the findings show that female is more ethical than male (Eweje & Brunton, 2010; Krambia-Kapardis & Zopiatis, 2008). Moreover, many research studies indicate that gender impacts ethical intention. (Marta, Singhapakdi, & Kraft, 2008; Oumlil & Balloun, 2009; Beekan, Stedham, Westerman, & Yamamura, 2010). As well, many studies show that gender makes people different in terms of perspective and attitude to things around them as well as the way of solving ethical problems; female feels more sensitive and disagrees regarding ethical issues more than males (Singhapakdi, 1999; Roozen, Pelsmacker, & Bostyn, 2001).

Additionally, there are many more interesting individual factors to study to determine which one influences ethical decision-making. This study focuses especially on age and work experience because it focuses on ethical decision-making in advertising profession and the decision-making on ethical problems in digital age. Those two

variables are able to better reflect the experience from work on the confrontation of problem and problem solving in practitioners' real work life. Many variables have interesting result for this study.

Regarding the above literature review about ethical decision-making, the two variables to study are quite well known but the result is not completely known. The findings of previous research show that there are mixed results of significance and non-significance. Hence, it is more interesting for these two variables. As in the research of O'Fallon and Butterfield (2005), it indicates that during 1996-2003 there are 21 studies about age factor and 11 out of those are significant: 5 show negative relationship but 6 are positive. Age is likely more studied. According to Valenine and Rittenburg (2007), being older encourages greater ethical intention. In Roozen, Pelsmacker, and Bostyn's (2001) research, age is the factor influencing ethical attitude. Whereas the variable of work experience is less popular than age, many other research findings are interesting. Valenine and Rittenburg (2007) discover that work experience is able to enhance better ethical judgment and ethical intention. Pflugrath, Martinov-Bennie and Chen (2007) also obtain the result of positive relationship between work experience and ethical decision-making.

Therefore, this study focuses on the individual factors including gender, age, work experience having influence on attitude and ethical behavior intention. The foregoing leads to the following research hypotheses:

Hypothesis 1: Different demography of ad practitioner causes different attitude toward ethical problem in the digital age.

1.1 Male ad practitioners have more positive attitude toward ethical problem in the digital age than female ad practitioners.

1.2 Younger ad practitioners have more positive attitude toward ethical problem in the digital age than the older.

1.3 Ad practitioners with less experience have more positive attitude toward ethical problem in the digital age than those with more experience.

Hypothesis 2: Different demography of ad practitioner causes different ethical behavior intention.

2.1 Female and male ad practitioners have different ethical behavior intention.

2.2 Ad practitioners with different age have different ethical behavior intention.

2.3 Ad practitioners with different experience have different ethical behavior intention.

The Factors Affecting Human Behavior: Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was developed by Fishbein and Ajzen (1975) and Ajzen and Fishbein (1980). This theory proposes predicting behavior via attitudes and subjective norms. It focuses on the behavioral intention, which is related to what people plan and like to do. Ethics is the sensitive issue for humans, especially for

the professionals. This theory explains the professionals' behavior and decision-making when they encounter ethics issues. According to Gibson and Frakes (1997), TRA was used as a concept to study the accounting ethics field. The research found that TRA was the useful theory for studying the behavior. It showed that attitude and subject norm had an effect to behavior. It was in accordance with Buchan's (2005) argument that TRA was the useful and suitable framework for studying ethical decision-making. The theory's detail is as follows:

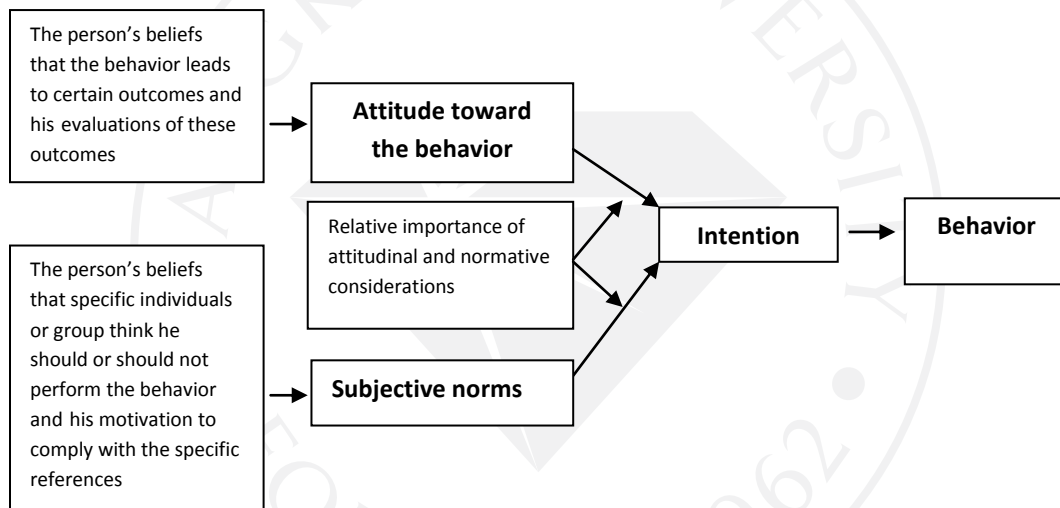


Figure 2.1: Theory of Reasoned Action

Source: Ajzen and Fishbein (1980, p. 8)

Ajzen (1989) explained that TRA was a model with a main objective to understand and predict human behavior. It was believed that humans were social animals who rationally chose and make decisions with the available information. That was why individual's behavior was logically derived from information about their attitudes.

Benoit & Benoit (2008) additionally explained that attitude toward behavior meant the degree to which the behavior is viewed as favorable or unfavorable. Behavioral intention was what a person would like to do, or plans to do, but subjective norms was the extent to which a person is aware of the expectations of others and is prepared to comply.

It is obvious that this theory focuses on attitude and subjective norm that affects to the behavioral intent that influences behavior.

Attitude is an interesting variable that is employed in sociology studies. Kim and Hunter (1993) used meta-analysis from previous research about attitude and behavior to study its relationship and the findings show that overall the attitude and behavior have rather strong relation ($r = .79$). According to Randall and Gibson (1991), the research about ethical decision making among medical profession showed that attitude toward performing the behavior was the variable that could best predict the behavior.

Subjective norm is another key variable that can predict human behavior. As humans are social animals that cannot live alone but need communication, interaction and recognition by others, whatever they want to do depends on what their important person or the majority desire them to do. Studying the subject norm abundantly becomes the empirical support (Gibson & Frakes, 1997; Kurland, 1996; Madden, Ellen, & Ajzen, 1992; Buchan, 2005). Moreover, Ajzen and Fishbein (1980) explained that subjective norm is the social influence that puts pressure on what individuals should do or not do. The influence was from the important person that if an individual believed that he or she

wanted them to do something specific, then they tended to do so. Randall and Gibson (1991) found that subjective norms could also explain the behavioral intent even though it was not as clear as attitude toward performing the behavior.

Behavioral intent is a vital function of the TRA. Fishbein and Ajzen (1975) defined behavioral intent as the individual's subjective probability that he or she will engage in that behavior. The more intent to perform a behavior, the more that behavior is performed. In this study, intention is specially explored because it is the key variable leading to behavior. This study also investigates the ethical decision making of advertising practitioners. The ethical issue is so sensitive that to study the behavioral intention is more suitable. Buchan (2005) explained that the study of unethical behavior in the workplace was difficult, so many researchers studied more intention than behavior. Also, there were many research studies that indicated intention caused behavior; for example, Gibson and Frakes (1997) and Dahlin (2000) studied the ethical decision-making of accountants, whereas Fullerton, Kendrick and McKinnon (2013) examined the advertising ethics of the student and employed behavior intent as the key variables.

From the above, TRA succeeds in repeated tests in predicting human behavior from attitude and subjective norm. According to Sheppard, Hartwick and Warshaw's (1988) meta-analysis about TRA, it showed that attitude, subjective norms and behavioral intention related to behavior. Moreover, Bagozzi (1992) mentioned that TRA was a practical theory that clearly explained the human behavior in various contexts, for example, consumer health, voting, recreational, and organizational behavior. There are

many research studies emphasizing behavior prediction as the theory of reasoned action. Greene, Hale and Rubin's (1997) research showed that norms and attitudes toward behavior were to predict behavioral intentions and condom usage. Moreover, Wu & Liu, (2007) studied playing online games and found that attitude and subjective norm were able to predict intention to play online games.

Therefore, this study employs theory of reasoned action rooted in social psychology to support the understanding of advertising practitioners' ethical decision-making; how the advertising practitioners decide in each stage of this theory and what are the factors having influence on ethical behavioral intentions. Media producers, such as advertising agents, are in the unique position of being situated in two worlds simultaneously. In one world, they rely on new media for their work, and use strategies and media to enhance persuasion and sales; on the other hand, they also exist in the world of consumers being loyal to the consumer and taking responsibility to the society. Then, when there are ethical problems, the practitioners need to balance the information and choose the best way for themselves, their organization, customers, consumers and the society. Based on the TRA, it leads to the following hypotheses:

Hypothesis 3: Ad practitioners' attitude will positively predict ethical behavior intention.

Hypothesis 4: Ad practitioners' subjective norm will positively predict ethical behavior intention.

Communication Climate in Organization

Communication has an important role in the organization and is a drive that affects achievement. Ober (2001) states that communication is the most important activity because to make all employees work well together needs both verbal and nonverbal communication to inform goals, plan, and need between one another.

Therefore, organizational communication is the important communication field having been studied for a long time. Organizational communication means communication in the workplace; organizational communication and internal communication are the same thing (Moyer, 2011). It is to interchangeably send both formal and informal messages and information among the network in the organization to convey meaning and influence people in the organization (Hoy & Miskel, 2008).

Ober (2001) explains that organizational communication consists of downward communication (communication from superior to subordinate), upward communication (from subordinate to superior), horizontal communication (communication between coworkers) and cross channel communication (communication between department or division.) Organizational communication is not only exchanging information between management and employee, but it also requires managing and enhancing communication environment in the organization to be an open and honest two-way communication.

Sharma (2015) states that among the change of technology and competition, the organization is more complicated; effective communication is increasingly more important in the workplace. There is also innovation to invent tools to measure the efficiency of organizational communication including Organizational Communication

Questionnaire (OCQ) (Roberts & O'Reilly, 1974); LTT Communication Audit Questionnaire (LTT) (Wiio & Helsila, 1974); Communication Satisfaction Questionnaire (CSQ) (Downs & Hazen, 1977); and ICA Communication Audit (Goldhaber & Rogers, 1979).

This study also focuses on climate of internal communication in an organization because good communication climate encourages the organization to work more effectively and successfully (Ahmad, 2006). Redding (1972) also mentions, “the ‘climate’ of the organization is more crucial than are communication skills or techniques (taken by themselves) in creating an effective organization” (p.111). Additionally, Pace and Faules (1989) explain that communication climate in an organization is “a composite of evaluations and reaction to certain activities that take place in an organization” (p.122). They also add that it results from the organization members having perceptions including attitude, expectation, and satisfaction about the organization’s characteristics, such as policy, message sending, task, rewards. These are all related to three interacting parts per detail in figure 2.2.

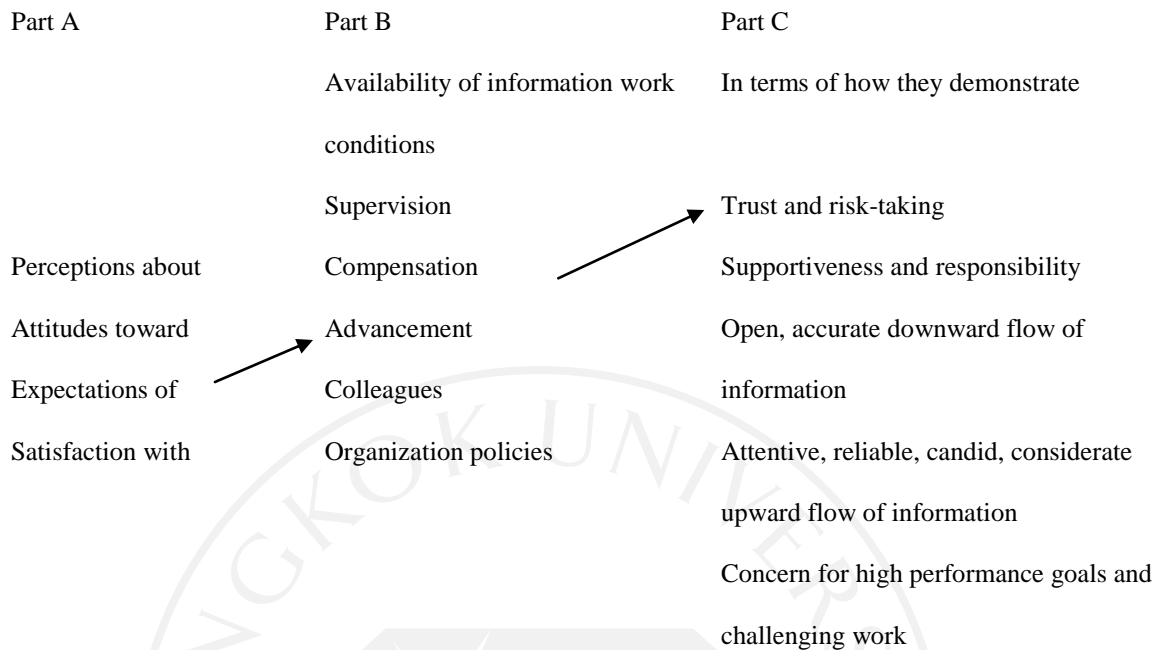


Figure 2.2: The interacting parts of organizational communication climate

Source: Pace and Faules (1989, p.123)

Regarding whether the communication in organization is important, Blumenstock (1970) explains that how physical climate affects our living environment, including the garment we wear, the food we take, appropriate house constructing, agriculture and livestock in that area, is how the communication climate in an organization affects the way we live. As organizational communication climate is important to organizational operation and related to various factors in the organization, many researchers study and find the method to measure communication climate. Dennis (1974) creates the questionnaire with 5 important components to measure communication climate. It is based on “Ideal managerial communication” by Redding in 1972 consisting of supportiveness; participative decision-making; trust, confidence, and credibility;

openness; high performance goals. To support the study, Dennis also adds three dimensions – communication satisfaction, information adequacy, and semantic-information distance – in the questionnaire. Moreover, Pace and Faules (1989) clarify that most of the studies employ communication climate to study the relation with other variables related to an organization such as organizational structure, regulation, morale, and interpersonal relationship. Among the importance of effectiveness communication and the focus on productivity and employee satisfaction, they propose the crucial idea that satisfaction is the important thing to completely evaluate the communication climate because it is based on how well the organizational communication activities meet the employees' satisfaction. Redding (1972) explains that communication satisfaction means “the over-all degree of satisfaction an employee perceives in his total communication environment” (p. 429) and Dennis (1974) agrees that communication satisfaction is able to lead the perception of favorable communication climate. Therefore, measuring communication satisfaction is always used as an important tool to evaluate the communication climate reflecting the effective communication in organization.

Effective internal communication can motivate and support more trust and engagement among people in the organization and build the atmosphere of story sharing (Moyer, 2011). This is important to handle the problems of ethical issues. The ethical problem is important. If the organization can handle this problem in a good way, it will gain recognition from other people and consumers; if not, it can cause the organization to fail. Seeger and Ulmer (2003) refer to the Enron case – the giant American energy company confronts the international scandalous allegation of corruption in the

organization because of lack of communication. Suchan (2006) explained that lack of communication has unfavorable effect to solve ethical problems as well as the employees will feel less guilty when they unethically behave; there is lack of openness and the ethical problem is unsolved. This also affects organizational rule and norm. Actually, ethics and communication are correlated as Parboteeah, Chen, Lin, Chen, Lee, and Chung (2010) claim that both communication and ethics are in a relationship: that communication can support ethical climate in an organization. Gerstein (2014) states that ethics code cannot be used to change anything without communication.

In Drumwright and Murphy's (2004) research, the findings show that when ethical issue happens, advertising practitioners do not talk or communicate. They use the words 'moral muteness and moral myopia' to explain this problem and also proposed that the problem about ethical issues needed seeing and talking and the organizational community or agency context had an important role to support and build awareness to handle the ethical issue. Hence, internal communication was important to ethical decision-making and was able to reduce ethical problems in the organization (Verbeke, Uwerkerk, & Peelen, 1996). As well, in the research result, Tilley, Fredricks, and Hornett (2010) that financial worry can lead to unethical action in profession. The research finds that internal communication and ethical conversation can reduce unethical behavior. Conversation creates participation and discussion, whereas communication activity improves organizational ethical standards and develops organizational culture regarding ethical behavior. According to the above review, organization communication is very important to solve ethical problems that may be caused. If the communication climate is

good and the employees are satisfied with internal communication, this will be the crucial variable reducing unethical action in the profession.

How advertising professionals view ethical decisions that are made in their practice, and their own ethical standards can be affected positively or negatively by the climate in the organization. An unwelcoming and hostile climate may make them care less about ethical intent, while a supportive and friendly climate may make them more cautious of doing anything that might upset or alter the environment. Without knowing, we can't say for certain that climate impacts intent. Thus, this study adds the communication climate in the organization as a variable to research the factor having influence on ethical behavior intention in the dimension of organization. Based on the literature, the following hypothesis is formulated:

Hypothesis 5: Communication climate has influence on the ethical behavior intention.

In conclusion, this study is to examine the ethical decision-making of the practitioners in Thailand and to study their attitude in this digital age as well as the factors having influence on ethical behavior intention. The individual factors include gender, age, work experience, attitude and subjective norm and the organizational factor is communication climate in organization. The review of literature provides basic information of other factors affecting to the practitioners' ethical behavior intention and it lead to assuming the research hypothesis with the research framework as follows:

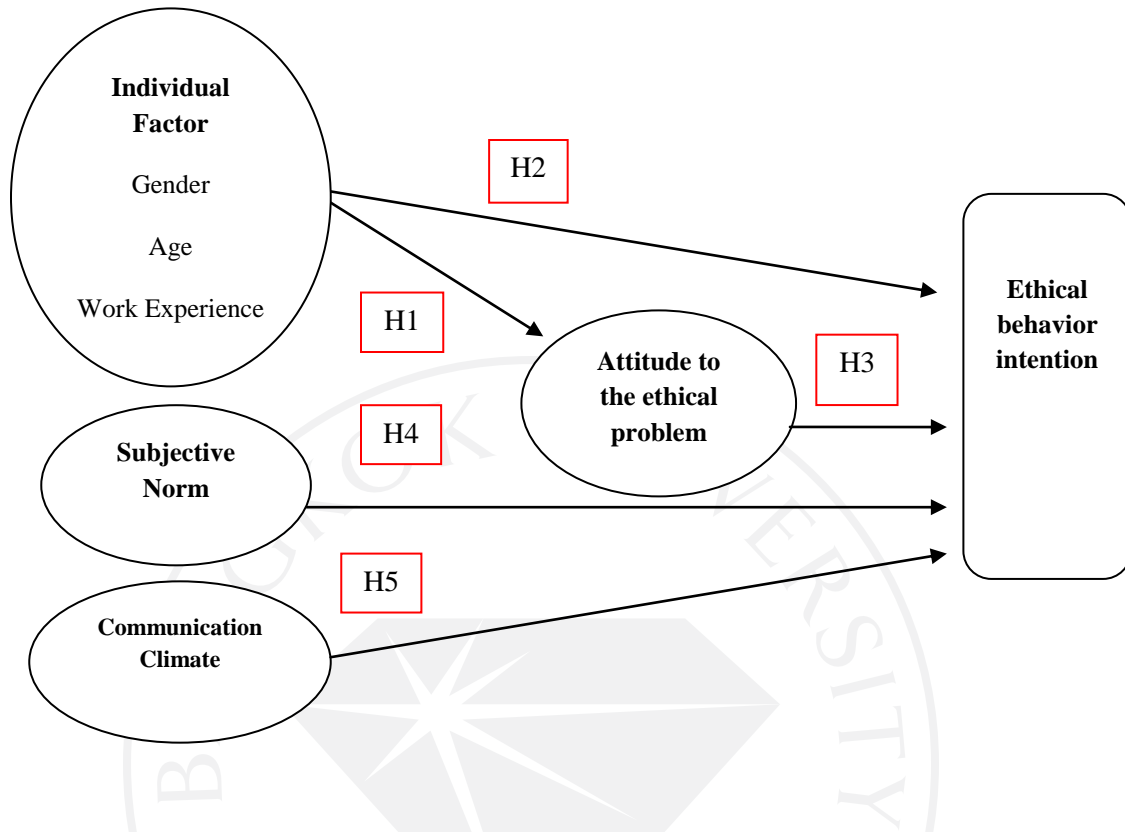


Figure 2.3 : Conceptual Framework

This chapter explains the problem about advertising ethics issue that the advertising practitioner profession has confronted from the past to present. It is to review the literature and related research about ethical decision making to understand the process and factors having influence on ethical decision-making. This study uses the Theory of Reasoned Action (TRA) as the important framework of this study and extends to the organizational dimension. In the next chapter, the methodology used in this study is presented with respect to population, sampling procedure, data collection, instrument and measurement, and data analysis.

CHAPTER 3

METHODOLOGY

Chapter three introduces the methodological design proposed to collect data. This study is to explore advertising practitioners' ethical decision making in digital age and to study the factors having influence on ethical behavioral intentions of advertising practitioners. Therefore, in response to the research question and hypotheses previously detailed, this chapter elaborates on the design, population, sampling procedure, and data collection, and analysis methods.

Research Design

This study will employ a quantitative approach by using the self – administered questionnaire to collect data from advertising practitioners in Bangkok, Thailand.

Population and Sample

The population of this study was drawn from practitioners in advertising agencies in Bangkok, Thailand. It covered advertising practitioners in various departments including creative, client service, media, strategic planning as well as graphic design, production and digital part.

There were 420 samples calculated by the G* Power software for the minimum sample size needed for this study (Erdfelder, Faul, & Buchner, 2009). This study used the

Path analysis via regression. The G* Power software showed that the regression analysis required 146 participants for 95% power to reject the null hypothesis at the .05 significance level for a medium effect size of 0.15. From the perspective of Johnson and Christensen (2008), studies should attempt to collect the largest sample size possible (p. 242). Therefore, this study employed the sample of 420 participants, as it was the appropriate sample size for this study.

Thus, a sample of participants meeting the requirements outlined above was collected from the advertising agencies; the list of advertising agencies was from the Advertising Association of Thailand (AAT). It is the oldest advertising association in Thailand that has existed for 50 years. There are 64 advertising agencies that are members of AAT (Advertising Association of Thailand, 2016). (See Appendix E for an agency's name list). There are three stages of sampling procedure as outlined below.

First, I used the simple random sampling method – taking the list of advertising agencies from the Advertising Association of Thailand (AAT) and drawing 12 organizations out of all 64 agencies. All 12 agencies for data collection are as follows:

- Dentsu (Thailand) Ltd.
- The Leo Burnett Group Thailand
- Ogilvy & Mather Advertising
- Hakuhodo (Bangkok)
- Dai-Ichi Kikaku (Thailand) Co., Ltd.
- Grey (Thailand) Co., Ltd.
- JWT Bangkok
- Idea Avenue
- Monday
- Core and Peak Co., Ltd.
- Isobar (Thailand) Co., Ltd
- IPG (Initiative, MullenLowe)

From the above list of the random sampling agencies, most of them are the large international companies expanding branches in many countries; and there are only two local agencies in Thailand.

Second, I set the quota sampling by sending 35 questionnaires to each agency. There were 420 samples.

Last, I employed convenience sampling to collect data from the participants in 12 agencies by contacting each agency and sending the questionnaire to collect data from the practitioners.

Research Instrument

Use of Scenarios

This study aimed to study the practitioners' ethical decision-making on ethical problems in the digital age, as they were new problems from the growth of technology and media. Moreover, ethical issues were sensitive and the sample may feel uncomfortable to provide information. Hence, Scenario was used as a tool in the questionnaire to collect data about practitioners' attitude and behavior intention to ethical problem in this age. As O'Fallon and Butterfield (2005) stated, scenario was a good choice to study about business ethic, this tool was popular and extensively used. This focused on ethical issue in digital age, especially on credibility and privacy issue. Therefore, 6 scenarios were used to reflect the advertising ethical issue in digital age: Scenario 1-3 are about credibility of online media and Scenario 4-6 are about consumers' privacy affected by the growth of media and technology. More detail follows:

Scenario 1 Hit the Votes: A popular website announces a creative contest that will be decided by the number of “hits” each competing ad received. Agency A enters its ad, after which its employees use special computer programs that automatically and repeatedly generate hits to their own ad, resulting in tens of thousands of computer-generated “votes” (Fullerton, Kendrick, & McKinnon, 2013).

Scenario 2 Photo for ads: In the ad that an agency is producing for various media including print ad, online ad and on the company website. The client, a fast food restaurant chain, wants their burger to appear much larger than it actually is. A photographer uses a camera lens and retouching to make the background objects look smaller (adapted from Keith, Pettijohn, & Burnett, 2008).

Scenario 3 Blog: The well-known hypermarket is launching new campaign by hiring the agency to manage all marketing media. The agency publicizes photos, information and activities about this campaign in the blog by paying the blogger to describe the photos and share the impressive story about the hypermarket. All photo, information and stories in the blog are made up to propagandize the company’s image and make the campaign successful (adapted from Black, & Roberts, 2011).

Scenario 4 Mobile network company: Company B, a mobile network company, uses the program Carrier QQ to track consumer behavior and writes to ask permission in the policies. The consumers have little information and understanding about this. They have no choice to deny this and do not know the extent of using this personal information, whether it will be sent to which third party (adapted from Smit, 2011).

Scenario 5 Search Engine Company: The company C, an international search-engine company, is launching the new advertising strategy called behavioral targeting. It is the interest-based advertising tracking the consumers' internet usage habit and search history. With this strategy, the company can access the consumers' information and serve the appropriate ad for them. The company knows lot about the consumer, on the other hand, the consumer rarely knows what the company knows about them and how their information is used (adapted from Cheng, 2009).

Scenario 6 Mobile Advertising: The development of mobile technology increases the capacity and opportunity to collect, store, use and disclose a lot of consumers' personal information. Therefore, the company D can easily access the consumer by using the communication with more accurately target advertising campaign, for example, personalized advertising, behavioral advertising but they do not consider consumers' consent and permission and less attend to data protection (adapted from Cleff, 2007).

Measure the Significant Research Variables

As the concept and principle of Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) were applied to the framework of this study, the significant variables include attitude, subjective norm and behavior intention. Besides, the interesting independent variables including individual factor and communication climate are put into this study. The questionnaire was used as the research tool; it was also attached as Appendix A and B. It was separated into 4 parts: Attitude and behavior intention toward the problems and ethical/unethical action in online ads, Questions about

Subjective norm influential on Ad practitioners, Satisfaction to internal communication, and Demographic information. To measure the important variables, more detail follows:

Attitude and Behavior Intention toward the Problems and Ethical/Unethical Action in Online Ads

The respondent read the scenario and answered the questions about attitude and behavior intention at the end of each scenario. These scenarios measured and evaluated attitude and behavior intention of respondent. To measure attitude, five 7-point, semantic differential scales were used. The respondent were asked whether they felt the behavior in scenario: Bad : Good, Foolish : Wise, Unethical : Ethical, Useless: Useful , and Harmful: Beneficial. First 4 adjective pairs are from Randall & Gibson (1991) reporting reliability with Cronbach's coefficient $\alpha=0.78$; and Gibson and Frakes, (1997) stating Cronbach's coefficient $\alpha=0.75$, whereas the last pair – Harmful: Beneficial – is adapted from Fishbein and Ajzen, (2010).

To measure behavior intention that was the important dependent variable in this study, 3 questions with 7-point scale were used as well. The questions were:

Q1 If I had the opportunity, I would perform the behavior in the scenario (1: Extremely likely- 7: Extremely unlikely)

Q2 I would never perform the behavior described in the scenario (1:True-7: False)

Q3 I may perform the behavior describe in the scenario in the future (1:True-7:False)

When the question 1 and 3 were calculated, the answer will be recoded to change 1 to 7, 2 to 6, 3 to 5, 4 to 4, 5 to 3, 6 to 2 and 7 to 1. After that, the result was calculated to find the mean. The higher score indicated ethical behavioral intentions. This was adapted from Beck and Ajzen (1991) mentioning that reliability with alpha's coefficient range from 0.85 to 0.90 and Buchan (2005) using this scale and question to measure behavior intention in the research about ethical decision-making in account profession.

Subjective Norm: Influential of Important Reference Group on Ad Practitioners

To measure subjective norm was to ask about people who had role, influence, support and motivation on the respondent to make decision whether to do something or not. The respondent made a list of a person or group who had an important role for the respondent to think about when they had to make a decision on ethical issue. Then the respondents were asked the following: Most people who are important to me think about the behavior described in the scenario (-3: Strongly oppose – 3: Strongly support). Total scores for this scale were 7 points. The question was asked in each scenario. This was adapted from Fishbein and Ajzen (2010) that explained that subjective norm could be asked in various patterns depending on the specific purpose of the study and purposed to consider about “term of the action, target, context, and time element” (p. 133). As well, in the ethical decision-making research of various professions, Randall and Gibson (1991) and Gibson and Frakes (1997) used the question like ‘Most people who are important to me would probably think (I should : I should not) perform the behavior described in the scenario.’ Additionally, as in Fishbein and Ajzen's (2010) methodology, there was the

question to ask about motivation to comply and the respondents had to specify how much they would follow what the important referent group required. The respondents were asked the following: how much do you want to do what the most important person thinks you should do? (0 : Not at all, 1: Slightly, 2: Moderately, 3: Strongly). After that, the score for those two questions were multiplied to be subjective norm (normative belief X motivation to comply).

Organizational Communication Climate

To measure the communication climate of the organization, the Communication Satisfaction Questionnaire was adapted from (CSQ) of Downs and Hazen (1977). There were 8 dimensions: Satisfaction with communication climate, Satisfaction with communication with supervisor, Satisfaction with organizational integration, Satisfaction with media quality, Satisfaction with horizontal and informal communication, Satisfaction with organizational perspective, Satisfaction with personal feedback, and Satisfaction with communication with subordinates. The respondent indicated satisfaction level with organization communication in various views. The Likert- type scale was employed with 1-7 scale, ranging from very dissatisfied to very satisfied. Then, the score was calculated to find the mean of each dimension to find the communication climate level of the organization. Downs and Hazen (1977) reported that the reliability of CSQ with Cronbach's alpha coefficient is $\alpha = .94$.

Testing of Instrument

Before gathering all information, pilot testing of instrument was conducted to assure the validity and reliability for this study. For the validity, the questionnaires were

sent to 4 proficient academic and advertising professional specialists including the advisor to review the questionnaire and ensure that the language and questions used in the questionnaire were understandable and relevant to the research objective. Then, 50 reviewed questionnaires were pre-tested by people with similar demography to the sample. The result was calculated by SPSS program to find the reliability. It showed the reliability of each variable with Cronbach's coefficient as: the 30 items of the questions about attitude showed reliability with Cronbach's coefficient $\alpha = .857$, the 18 items of the questions about behavior intention show $\alpha = .756$, the 6 items of the questions about subjective norm show $\alpha = .755$, and the 40 items of the questions about communication climate show $\alpha = .980$.

Data Collection

In terms of data collection it started with sending the notification letter to the Advertising Association of Thailand to ask for the agency list and the contact person of each agency. Second, the agencies were contacted to send the letter indicating the purpose of the study and requesting permission to contact their employees to collect data. The questionnaire was also enclosed. Third, a person in each agency was contacted to explain in person about the sample for data collection and questionnaire as well as to provide instructions for completing the questionnaire. Then, the questionnaires and the consent form without signature was sent to the contact person of each agency that was in charge of distributing and collecting the questionnaires. After that, the person distributed the questionnaires to all participants (advertising practitioners). After one month, if there

was no response, the researcher contacted the person with a reminder. Once the questionnaire was ready, the data was taken to analysis process for further action.

Data Analysis

The data was analyzed by using descriptive statistics, including percentages, and means to explain general information of the research and the Path analysis via regression was employed to test all 5 hypotheses. The acceptable statistical significance level was tested at alpha (α) \leq .05.

Summary

This chapter describes the research design and research methodology and also explains the population, research samples, instrument and variable measurement, procedures of data collection as well as statistical methods for research analysis. The sample data were collected from the advertising practitioners in Bangkok. This study finds, as reported in the next chapters, that the attitude of the professionals and factors having influence toward ethical behavior intention has provided the information related to ethical decision-making in new media ethics that can prevent the problems from this kind of media. More explanation and detail of research findings including hypothesis testing will be discussed in the next chapter.

CHAPTER 4

RESULTS

This chapter presents the quantitative research results including sum, percent, mean as well as all statistics to test research hypotheses. The data in this Chapter is gathered from the questionnaire that shows in 6 parts:

Part I presents the general information of demography. The subjects are practitioners working in advertising agencies in Bangkok, Thailand. The data includes gender, age, working experience, position and working department.

Part II presents practitioners' attitude toward ethical problems in the digital age.

Part III shows the information of subjective norm: the people having an important role and are influential on practitioners' decision making on ethical problems.

Part IV explains the communication climate in the organization.

Part V describes the information about behavioral intention toward the problems and ethical/unethical action in the digital age.

Part VI shows the analysis of research hypotheses.

More detail of research result is as follows:

Part I Demographic Information

The participants in this research were practitioners working in advertising agencies in Bangkok, Thailand. The subjects were randomly selected from the Advertising Association of Thailand (ATT). All 420 questionnaires were initially sent to 12 agencies, 35 practitioners each. Three hundred and five questionnaires were returned and considered usable. Therefore, the response rate was 72.62%.

Of the total 305 practitioners, 195 were female and 110 were male. Table 4.1 shows the participants' age, between 21 to 52 years old. Average age was 32 years old ($SD = 7.48$). (See Table 4.1) Over one-half (52.1%) of the participants were 21-30 years old, 34.8% between 31-40 years old, and 13.1% were 41-52 years old.

Table 4.1: Ages of Participants

	Frequency	Percent
21-30 years old	159	52.1
31-40 years old	106	34.8
41-52 years old	40	13.1
Total	305	100

In terms of educational level, approximately three-quarters (76.4%) of the participants had a bachelor's degree, 23.0% had higher than bachelor's degree, and 0.7% responded they had lower than bachelor's degree (see Table 4.2).

Table 4.2: Educational Level of Participants

	Frequency	Percent
Lower than Bachelor's Degree	2	0.7
Bachelor's Degree	233	76.4
Higher than Bachelor's Degree	70	23.0
Total	305	100

Average working experience in advertising business was 7.3 years ($SD = 6.84$). The participants had been working in this business from 1-30 years. Almost three-fifths (64.3%) had advertising experience for 1-7 years, 22.3% for 8-15 years, and 13.4% for more than 15 years (see Table 4.3).

Table 4.3: Working Experiences in Advertising Business

	Frequency	Percent
1 -7 years	196	64.3
8-15 years	68	22.3
More than 15 years	41	13.4
Total	305	100

For the working experience in the organization, the average was 1.21 years ($SD = 0.52$). The subjects had been working in the organization from 6 months to 30 years. Slightly more over four-fifth (84.3%) of the participants have worked in this organization for 6 months to 7 years, 10.5% for 8-15 years, and 5.2% for more than 15 years (see Table 4.4).

Table 4.4: Working Experiences in this Organization

	Frequency	Percent
6 months -7 years	257	84.3
8-15 years	32	10.5
More than 15 years	16	5.2
Total	305	100

About the size of organization, one-half (50.2%) of the participants worked in the large organization where there were more than 100 employees, 31.5% worked in the small organization where there were under 50 employees, 10.5% in the organization of 50-70 employees and 7.9% in the organization of 71-100 employees (see Table 4.5).

Table 4.5: Number of Participants by Organization Size

	Frequency	Percent
Under 50 employees	96	31.5
50-70 employees	32	10.5
71-100 employees	24	7.9
More than 100 employees	153	50.2
Total	305	100

For the position, this study found that there were 260 participants out of 305 or 85.25% mentioned the position whereas 14.75% did not. Slightly more than one-third (37.0%) of the participants mentioning position were Account Executive and Account Management, 10.4% were in the position of Creative and Media, 6.9% were Producers, 6.2% were Art directors, 5.8% were in the position of Graphic Designer and Copy Writer. The rest were in the position of Digital, Strategic Planner, and Manager etc. (see Table 4.6).

Table 4.6: Respondent Positions within Ad Agency

	Frequency	Percent
AE, Senior AE, Account Supervisor, Account Manager, Account Management Director, Deputy Account Director	96	37.0
Creative, Creative Group Head, Innovation creative Director	27	10.4
Media Planner, Media Buyer, Deputy Media Planning Manager	27	10.4
Producer	18	6.9
Art director, Senior Art Director	16	6.2
Graphic Designer, Graphic Designer Director	15	5.8
Copy Writer, Senior Copy Writer	15	5.8
Digital Project Planner, Digital creative Designer, Developer	13	5.0
Strategic Planner	13	5.0
Manager	13	5.0
Other	7	2.7
Total	260	100

For the Departments, it found that 256 participants out of 305 mentioned about the department. That was 83.93%, whereas 16.07% did not. The result also showed that approximately one-third (33.6%) of participants mentioning the department worked in Account Management Department, 22.3% in Creative Department, 10.9% in Media Department and Production Department and in other Departments; Strategic Planning, Digital, Marketing, Graphic etc. (see Table 4.7).

Table 4.7: Respondent Departments within Ad Agency

	Frequency	Percent
Account Management, Client Service	86	33.6
Creative	57	22.3
Media	28	10.9
Production	28	10.9
Strategic Planning	15	5.9
Marketing	12	4.7
Digital	10	3.9
Graphic	4	1.6
Other	16	6.3
Total	256	100

Part II Attitude toward Ethical Problems in the Digital Age

This part presents the level of participants' attitude toward ethical problems in the digital age. The table shows Mean (\bar{X}) and Standard Deviation (SD). Total samples are 305 participants ($n=305$). This research aims to emphasize the ethical problems of advertisements in the digital age. The researcher focuses on credibility and privacy by using 6 scenarios to measure the attitude. The first three scenarios reflect the problems of credibility in online advertisements: Scenario 1 Hit the Votes, Scenario 2 Photo for ads, and Scenario 3 Blog. The remaining three scenarios reflect the problem of technology

progress and development causing the violation of consumer privacy: Scenario 4 Mobile network company, Scenario 5 Search Engine Company, and Scenario 6 Mobile Advertising. To measure the attitude, each scenario used 5 opposite pairs with a 7 point semantic differential. There are five opposite pair-words – Bad : Good, Foolish : Wise, Unethical : Ethical, Useless: Useful , and Harmful: Beneficial. The research result shows that the attitude toward ethical problems in the digital age in the case studies is at the level of neutral to poor. Although the attitude toward Scenario 5 Search Engine Company is the most positive, it is still in the neutral level. ($M = 4.40$ means neutral, $SD = 1.45$) Second is Scenario 2 Photo for ads ($M = 4.25$ means neutral, $SD = 1.23$), third is Scenario 3 Blog ($M = 3.99$ means neutral, $SD = 1.44$), fourth is Scenario 6 Mobile Advertising ($M = 3.36$ means somewhat poor, $SD = 1.37$), fifth is Scenario 4 Mobile network company ($M = 3.20$ means somewhat poor, $SD = 1.28$) and the last one that has the most negative attitude is Scenario 1 Hit the Votes ($M = 2.42$ means poor, $SD = 1.19$). (See Table 4.8)

Table 4.8: Attitude toward Ethical Problems

Scenario 1 Hit the Votes	Mean	SD	Interpretation
Bad/Good	1.87	1.34	Poor
Foolish/Wise	3.13	2.02	Somewhat poor
Unethical/Ethical	1.88	1.20	Poor
Useless/Useful	2.85	1.86	Somewhat poor
Harmful/ Beneficial	2.40	1.48	Poor
Mean	2.42	1.19	Poor

(Continued)

Table 4.8: (Continued) Attitude

Scenario 2 Photo for ads	Mean	SD	Interpretation
Bad/Good	4.10	1.69	Neutral
Foolish/Wise	4.77	1.64	Somewhat good
Unethical/Ethical	3.50	1.48	Somewhat poor
Useless/Useful	4.83	1.54	Somewhat good
Harmful/ Beneficial	4.03	1.48	Neutral
Mean	4.25	1.23	Neutral
Scenario 3 Blog	Mean	SD	Interpretation
Bad/Good	3.70	1.87	Neutral
Foolish/Wise	4.33	1.90	Neutral
Unethical/Ethical	3.30	1.58	Somewhat poor
Useless/Useful	4.63	1.71	Somewhat good
Harmful/ Beneficial	3.97	1.66	Neutral
Mean	3.99	1.44	Neutral
Scenario 4 Mobile network company	Mean	SD	Interpretation
Bad/Good	2.44	1.58	Poor
Foolish/Wise	3.97	1.81	Neutral
Unethical/Ethical	2.50	1.53	Poor
Useless/Useful	4.04	1.80	Neutral
Harmful/ Beneficial	3.07	1.70	Somewhat poor
Mean	3.20	1.28	Somewhat poor
Scenario 5 Search Engine Company	Mean	SD	Interpretation
Bad/Good	4.10	1.89	Neutral
Foolish/Wise	4.93	1.78	Somewhat good
Unethical/Ethical	3.71	1.60	Neutral
Useless/Useful	5.06	1.64	Somewhat good
Harmful/ Beneficial	4.21	1.73	Neutral
Mean	4.40	1.45	Neutral
Scenario 6 Mobile Advertising	Mean	SD	Interpretation
Bad/Good	2.71	1.68	Poor
Foolish/Wise	3.99	1.89	Neutral
Unethical/Ethical	2.75	1.56	Somewhat poor
Useless/Useful	4.05	1.79	Neutral
Harmful/ Beneficial	3.31	1.67	Somewhat poor
Mean	3.36	1.37	Somewhat poor

Note: Interpretation of attitude Means: 1.00 – 1.85 Extremely Poor; 1.86 – 2.71 Poor; 2.72 – 3.57 Somewhat poor; 3.58 – 4.43 Neutral; 4.44 – 5.29 Somewhat Good; 5.30 – 6.15 Good; 6.16 – 7.00 Extremely Good

Part III Subjective Norm's Influence on Ad Practitioners

This part focuses on the people who had a role and/or influence to support and motivate or influence participants' decisions on ethical issues. Accordingly, this study found that almost one-third (31.5%) of the participants had encountered the ethical problems of advertisement in the digital age; whereas 68.5% had never encountered this problem. Almost two-fifth (39.5%) of the participants who had experienced ethical problems mentioned that it was about the extravagant advertisement, 33.3% were using application and cookie to follow consumers' behavior, 16.7% found the Ad disturbing and annoying consumers, 4.5% were concerned with Voting in YouTube and 3.0% had other issues including photo copy right, unethical products and sexual content. (See Table 4.9)

Table 4.9: Ethical Problems of Advertisement in the Digital Age

	Frequency	Percent
Extravagant, False and Overstate advertisement	26	39.4
Using application and cookie to follow consumers' behavior or to access consumers' personal information	22	33.3
Ad disturbing and annoying consumers	11	16.7
Voting in YouTube	3	4.5
Photo copy right, using photo without asking permission	2	3.0
Selling unethical products and sexual content	2	3.0
Total	66	100

For those people who had a role and influence on the practitioners to make decisions on ethical issues, this study showed that most of the participants consulted other people in the office such as immediate supervisor, co-workers and close friend at work

more than people who were not in the office such as parents, spouse, siblings and relatives. However, the most popular one of the not-in-the-office group was a close friend.

Based on the results, when the practitioners faced the ethical problems of advertisement, their Immediate Supervisor was the important person and most selected. Almost two-thirds (65.9%) of participants selected immediate supervisor: More than one-third (38.4%) of participants selected as the first, 18.4% the second, 9.2% the third. The second choice was co-workers. Slightly more than three-fifth (61.3%) of participants selected Co-workers in the practitioner's own unit or department: 20.7% of participants selected as the first, 26.6% the second and 14.1% the third. Close friend at work was the third selected with 35.7%: 9.8% of participants selected as the first, 11.8% the second, 14.1% the third. The fourth was Close friend (not in the office), 26.6% of participants selected this: 5.6% selected as the first, 10.5% the second and 10.5% the third. Middle Management was the fifth selected with, 23.3% of participants selected this: 2.0% selected as the first, 9.8% the second and 11.5% the third. (n = 305) (See Table 4.10)

Table 4.10: Three Most Important Persons that the Participants Consult When They Encounter the Ethical Problems

	1	2	3	Total
	Frequency/ Percent	Frequency/ Percent	Frequency/ Percent	
Immediate supervisor	117(38.4)	56(18.4)	28(9.2)	201(65.9)
Co-workers in my own unit or dept.	63(20.7)	81(26.6)	43(14.1)	187(61.3)
Close friend at work	30(9.8)	36(11.8)	43(14.1)	109(35.7)
Close friend (not in the office)	17(5.6)	32(10.5)	32(10.5)	81(26.6)
Middle Management	6(2.0)	30(9.8)	35(11.5)	71(23.3)
Talk to yourself and find the solution by yourself	23(7.5)	20(6.6)	26(8.5)	69(22.6)
Top Management	7(2.3)	8(2.6)	32(10.5)	47(15.4)
Subordinates	15(4.9)	6 (2.0)	13 (4.3)	34 (11.1)
Individuals in other units, depts. in my organization	4(1.3)	11(3.6)	18(5.9)	33(10.8)
Parents	9(3.0)	6(2.0)	12(3.9)	27(8.9)
Spouse	10(3.3)	4(1.3)	8(2.6)	22(7.2)
Sibling	4(1.3)	9(3.0)	7(2.3)	20(6.6)
Relatives	-	4(1.3)	6(2.0)	10(3.3)
Other	-	2(0.7)	2(0.7)	4(1.3)

In terms of subjective norm, practitioners thought that the important and influential people had an opinion regarding the action in the scenarios at the level of neutral to slightly oppose. They perceived that influencers least opposed to Scenario 2 Photo for ads, which was at neutral level ($M = 0.33$ means neutral, $SD = 1.65$). Next was Scenario 5 Search Engine Company ($M = 0.10$ means neutral, $SD = 1.69$). The third was Scenario 3 Blog ($M = 0.09$ means neutral, $SD = 1.71$). The fourth was Scenario 4 Mobile network company ($M = -0.56$ means slightly oppose, $SD = 1.72$). The fifth was Scenario

6 Mobile Advertising ($M = -0.66$ means slightly oppose, $SD = 1.66$). Lastly, practitioners thought that the important and influent people most opposed to Scenario 1 Hit the Votes, which was at the slightly oppose level ($M = -0.75$ means slightly oppose, $SD = 1.92$) (See Table 4.11)

Table 4.11: Subjective Norm

	Mean	SD	Interpretation
Scenario 1 Hit the Votes	-0.75	1.92	Slightly oppose
Scenario 2 Photo for ads	0.33	1.65	Neutral
Scenario 3 Blog	0.09	1.71	Neutral
Scenario 4 Mobile network company	-0.56	1.72	Slightly oppose
Scenario 5 Search Engine Company	0.10	1.69	Neutral
Scenario 6 Mobile Advertising	-0.66	1.66	Slightly oppose
Total	305		

Note: Interpretation of Mean of subjective norm is -3 - -2.15 Strongly Oppose; -2.14 - -1.29 Oppose; -1.28 – -0.43 Slightly Oppose; -0.42 – 0.43 Neutral; 0.44 – 1.29 Slightly Support; 1.30 – 2.15 Support; 2.16 – 3.00 Strongly Support

For the salient referent group that played an important role, when the practitioners had the ethical problems, the participants selected from respectively: Immediate supervisor, Co-workers in the practitioner’s own unit or department, Close friend at work, Close friend (not in the office), and Subordinates. According to the research result, it found that the practitioners had the normative belief that every group feels neutral – that they neither supported nor opposed the ethical problems in advertisement in Scenario 1-6, but for the group of Close friend (not in the office), the participants believed that it would slightly oppose the mentioned ethical problems ($M= -0.65$, $SD = 1.15$). For the level of motivation to comply or desire to follow salient referent groups, it showed the

moderate level in every group. The immediate supervisor had most mean ($M = 2.14$, $SD = 0.72$). In last column, nxm was normative belief from different referent multiply with motivation to comply to clearly explain the subjective norm. The research finding also showed that every group are at neutral level – they neither supported nor opposed to the ethical problems in advertisement in Scenarios 1-6. Subordinates had the most mean ($M = 0.82$, $SD = 1.62$); whereas Close friend (not in the office) had the least mean ($M = -0.92$, $SD = 2.50$) (See Table 4.12).

Table 4.12: Salient referents group

Salient referents	Strength of normative belief (n)		motivation to comply (m)		n x m	
	Mean	SD	Mean	SD	Mean	SD
Subordinates	0.21	1.20	1.87	0.74	0.82	1.62
Co-workers in my own unit or dept.	-0.19	1.24	1.90	0.71	-0.48	2.80
Immediate supervisor	-0.21	1.26	2.14	0.72	-0.43	2.93
Close friend (not in the office)	-0.65	1.15	1.82	0.73	-0.92	2.50
Close friend at work	0.08	1.34	1.97	0.61	0.03	2.98

Note: Interpretation of Mean of Subjective norm -3 - -2.15 Strongly Oppose; -2.14 - -1.29 Oppose; -1.28 – -0.43 Slightly Oppose; -0.42 – 0.43 Neutral; 0.44 – 1.29 Slightly Support; 1.30 – 2.15 Support; 2.16 – 3.00 Strongly Support

Interpretation of Mean of Motivation to comply 0- 0.75 Not at all; 0.76 – 1.51 Slightly; 1.52 - 2.27 Moderately; 2.28 – 3.00 Strongly

Interpretation of Mean of n x m -9 - -6.43 Strongly Oppose; -6.42 – -3.85 Oppose; -3.84 – -1.27 Slightly Oppose; -1.26 – 1.31 Neutral; 1.32 – 3.89 Slightly Support; 3.90 – 6.47 Support; 6.48 – 9.00 Strongly Support

Part IV Communication Climate

To measure the communication climate in the organization, Communication Satisfaction Questionnaire (CSQ) from Downs & Hazen, 1977 was used in this study.

CSQ consists of 8 dimensions: Satisfaction with communication climate, Satisfaction with communication with supervisor, Satisfaction with organizational integration, Satisfaction with media quality, Satisfaction with horizontal and informal communication, Satisfaction with organizational perspective, Satisfaction with personal feedback, and Satisfaction with communication with subordinates. This study finds that the sample's communication climate in the organization was in the level of neutral to somewhat good. The communication with supervisor had highest mean ($M = 5.08$ means somewhat good, $SD = 1.50$). The second was communication with subordinates ($M = 4.58$, means somewhat good, $SD = 1.20$). The third was communication climate ($M = 4.49$ means somewhat good, $SD = 1.17$). The fourth was horizontal and informal communication ($M = 4.48$ means somewhat good, $SD = 1.03$). The fifth was media quality ($M = 4.40$ means neutral, $SD = 1.20$). The sixth had two dimensions with equal score, organizational perspective ($M = 4.28$ means neutral, $SD = 1.14$) and personal feedback ($M = 4.28$ means neutral, $SD = 1.15$). The last one was organizational integration ($M = 4.27$ means neutral, $SD = 1.23$) (See Table 4.13)

Table 4.13: Communication Climate

Satisfaction with communication climate	Mean	SD	Interpretation
Extent to which my organization's communication motivates me to meet its goals.	4.43	1.43	Neutral
Extent to which the people in my organization have great ability as communicators.	4.58	1.33	Somewhat good
Extent to which the communication in my organization makes me identify with it or feel a vital part of it.	4.46	1.38	Somewhat good
Extent to which I receive in time the information needed to do my job.	4.49	1.41	Somewhat good
Extent to which conflicts are handled appropriately through proper communication channels.	4.47	1.32	Somewhat good
Total	4.49	1.17	Somewhat good
Satisfaction with communication with supervisor	Mean	SD	Interpretation
Extent to which my supervisor listens and pays attention to me.	5.09	1.67	Somewhat good
Extent to which my supervisor offers guidance for solving job-related problems.	5.06	1.73	Somewhat good
Extent to which my organization communications are interesting and helpful	5.13	1.47	Somewhat good
Extent to which my supervisor is open to ideas.	5.15	1.57	Somewhat good
Extent to which the amount of supervision given me is about right.	4.95	1.58	Somewhat good
Total	5.08	1.50	Somewhat good
Satisfaction with organizational integration	Mean	SD	Interpretation
Information about my progress in my job.	4.29	1.42	Neutral
Personnel news.	4.28	1.47	Neutral
Information about departmental policies and goals.	4.28	1.41	Neutral
Information about the requirement of my job.	4.37	1.35	Neutral
Information about employee benefits and pay	4.16	1.44	Neutral
Total	4.27	1.23	Neutral

(Continued)

Table 4.13: (Continued) Communication Climate

Satisfaction with media quality	Mean	SD	Interpretation
Extent to which my supervisor trusts me.	4.46	1.32	Somewhat good
Extent to which our meeting are well organized.	4.42	1.33	Neutral
Extent to which written directives and reports are clear and concise.	4.22	1.32	Neutral
Extent to which the attitudes toward communication in my organization are basically healthy.	4.56	1.39	Somewhat good
Extent to which the amount of communication in my organization is about right.	4.35	1.32	Neutral
Total	4.40	1.20	Neutral
Satisfaction with horizontal and informal communication	Mean	SD	Interpretation
Extent to which the grapevine is active in my organization	3.88	1.37	Neutral
Extent to which communication with other employees at my level is accurate and free-flowing.	4.38	1.31	Neutral
Extent to which communication practices are adaptable to emergencies.	4.55	1.23	Somewhat good
Extent to which my work group is compatible.	5.08	1.37	Somewhat good
Extent to which informal communication is active and accurate	4.49	1.25	Somewhat good
Total	4.48	1.03	Somewhat good
Satisfaction with organizational perspective	Mean	SD	Interpretation
Information about company policies and goals.	4.44	1.37	Somewhat good
Information about government regulatory action affecting in my organization	4.22	1.35	Neutral
Information about changes in my organization	4.30	1.27	Neutral
Information about profits and/or financial standing.	4.15	1.35	Neutral
Information about achievements and/or failures of the organization.	4.30	1.29	Neutral
Total	4.28	1.14	Neutral

(Continued)

Table 4.13: (Continued) Communication Climate

Satisfaction with personal feedback	Mean	SD	Interpretation
Information about how my job compares with others.	4.11	1.28	Neutral
Information about how I am being judged.	4.35	1.27	Neutral
Recognition of my efforts.	4.38	1.24	Neutral
Reports on how problems in my job are being handled.	4.20	1.30	Neutral
Extent to which my manager/ supervisors understand the problems faced by staff.	4.34	1.54	Neutral
Total	4.28	1.15	Neutral
Satisfaction with communication with subordinates	Mean	SD	Interpretation
Extent to which my staff are responsive to downward-directive communication.	4.63	1.29	Somewhat good
Extent to which anticipate my needs for information.	4.53	1.29	Somewhat good
Extent to which I can avoid having communication overload.	4.37	1.35	Neutral
Extent to which my staff are receptive to evaluations, suggestions, and criticisms.	4.66	1.42	Somewhat good
Extent to which my staff feel responsible for initiating accurate upward communication.	4.70	1.31	Somewhat good
Total	4.58	1.20	Somewhat good

Note: Interpretation of Mean of Communication Climate: 1.00 – 1.85 Extremely Poor; 1.86 – 2.71 Poor; 2.72 – 3.57 Somewhat poor; 3.58 – 4.43 Neutral; 4.44 – 5.29 Somewhat Good; 5.30 – 6.15 Good; 6.16 – 7.00 Extremely Good

Part V Behavioral Intention

This part presented the participants' behavioral intention toward the ethical problems in the digital age. The study used various positive and negative questions to measure and recheck the practitioners' behavior intention in each scenario. Total samples

were 305 ($n = 305$). All six scenarios were presented in the table of Mean (\bar{X}) and Standard deviation (SD). More detail was in table 4.14-4.15.

The first question was “If I had the opportunity, I would perform the behavior in the scenario.” The result showed that if there was a chance, the participants would most likely perform Scenario 5 Search Engine Company ($M = 3.72$ means neutral, $SD = 1.85$); whereas they would least perform Scenario 1 Hit the Votes ($M = 5.29$ means somewhat unlikely, $SD = 1.91$).

The second question was “I would never perform the behavior described in the scenario.” The result showed that the participants would most never perform as in the situation in Scenario 1 Hit the Votes ($M = 3.32$ means somewhat true, $SD = 1.64$); whereas the participants would least never perform as in the situation in Scenario 5 Search Engine Company ($M = 4.45$ means slightly false, $SD = 1.75$).

The third question was “I may perform the behavior described in the scenario in the future.” The result showed that the participants may most perform the behavior described in the Scenario 2 Photo for ads in the future ($M = 3.47$ means neither true nor false, $SD = 1.67$); whereas the participants may least perform the behavior as in Scenario 1 Hit the Votes ($M = 5.30$ means somewhat false, $SD = 1.77$). (See Table 4.14)

Table 4.14: Probability whether the Participants would Perform the Behavior as in each

Scenario	Mean	SD	Interpretation
Scenario 1 Hit the Votes			
1. If I had the opportunity, I would perform the behavior in the scenario1	5.29	1.91	Somewhat unlikely
2. I would never perform the behavior described in the scenario1	2.32	1.64	Somewhat true
3. I may perform the behavior described in the scenario1 in the future	5.30	1.77	Somewhat false
Scenario 2 Photo for ads			
1. If I had the opportunity, I would perform the behavior in the scenario2	3.91	1.76	Somewhat likely
2. I would never perform the behavior described in the scenario2	4.34	1.59	Neither true nor false
3. I may perform the behavior described in the scenario2 in the future	3.47	1.67	Neither true nor false
Scenario 3 Blog			
1. If I had the opportunity, I would perform the behavior in the scenario3	4.25	1.80	Neutral
2. I would never perform the behavior described in the scenario3	4.07	1.82	Neither true nor false
3. I may perform the behavior described in the scenario3 in the future	3.83	1.83	Neither true nor false
Scenario 4 Mobile network company			
1. If I had the opportunity, I would perform the behavior in the scenario4	4.76	1.83	Somewhat unlikely
2. I would never perform the behavior described in the scenario4	3.07	1.78	Slightly true
3. I may perform the behavior described in the scenario4 in the future	4.55	1.88	Slightly false
Scenario 5 Search Engine Company			
1. If I had the opportunity, I would perform the behavior in the scenario5	3.72	1.85	Neutral
2. I would never perform the behavior described in the scenario5	4.45	1.75	Slightly false
3. I may perform the behavior described in the scenario5 in the future	3.51	1.73	Slightly true

(Continued)

Table 4.14: (Continued) Probability whether the Participants would Perform the Behavior as in each Scenario

	Mean	SD	Interpretation
Scenario 6 Mobile Advertising			
1. If I had the opportunity, I would perform the behavior in the scenario6	4.56	1.79	Somewhat unlikely
2. I would never perform the behavior described in the scenario6	3.37	1.76	Slightly true
3. I may perform the behavior described in the scenario6 in the future	4.31	1.81	Neither true nor false

Note: Interpretation of Mean in No. 1 is 1.00 – 1.85 Extremely likely; 1.86 – 2.71 likely; 2.72 – 3.57 Somewhat likely; 3.58 – 4.43 Neutral; 4.44 – 5.29 Somewhat unlikely; 5.30 – 6.15 Unlikely; 6.16 – 7.00 Extremely unlikely

Note: Interpretation of Mean in No.2 and No.3 is 1.00 – 1.85 Completely true; 1.86 – 2.71 Somewhat true; 2.72 – 3.57 Slightly true; 3.58 – 4.43 Neither true nor false; 4.44 – 5.29 Slightly false; 5.30 – 6.15 Somewhat false; 6.16 – 7.00 Completely false

From the answer calculation of all three questions in each scenario in table 4.14, question No.1 and No. 3 would be recoded to change 1 to 7, 2 to 6, 3 to5, 4 to 4, 5 to 3, 6 to 2 and 7 to 1. After that, the result was calculated to find the mean of each scenario to summarize the behavior intention of each scneario from extremely unlikely (1) to extremely unlikely (7). The higher score indicated ethical behavioral intentions. All six scenarios were presented in the table of Mean (\bar{x}) and Standard deviation (*SD*).

According to this study, the participants’ behavior intention was at the level of neutral to unlikely. Scenario 5 Search Engine had the highest mean at neutral level ($M = 4.40$ means neutral, $SD = 1.50$). The second was Scenario 2 Photo for ads ($M = 4.32$ means neutral, $SD = 1.42$). The third was Scenario 3 Blog ($M = 3.99$ means neutral, $SD = 1.49$). Both fourth and fifth sample behavior intention was at the level of somewhat unlikely.

The fourth was Scenario 6 Mobile Advertising ads ($M = 3.50$ means somewhat unlikely, $SD = 1.54$). The fifth was Scenario 4 Mobile network company ($M = 3.26$ means somewhat unlikely, $SD = 1.57$). The last one was Scenario 1 Hit the Votes ($M = 2.58$ means unlikely, $SD = 1.51$) (See Table 4.15)

Table 4.15: Comparison Table for Average Mean of Behavior Intention in Each Scenario

	Mean	SD	Interpretation
Scenario 1 Hit the Votes	2.58	1.51	Unlikely
Scenario 2 Photo for ads	4.32	1.42	Neutral
Scenario 3 Blog	3.99	1.49	Neutral
Scenario 4 Mobile network company	3.26	1.57	Somewhat unlikely
Scenario 5 Search Engine Company	4.40	1.50	Neutral
Scenario 6 Mobile Advertising	3.50	1.54	Somewhat unlikely
Total	305	100	

Note: Interpretation of Mean is 1.00 – 1.85 Extremely unlikely; 1.86 – 2.71 Unlikely; 2.72 – 3.57 Somewhat unlikely; 3.58 – 4.43 Neutral; 4.44 – 5.29 Somewhat likely; 5.30 – 6.15 Likely; 6.16 – 7.00 Extremely likely

Part VI The Analysis of Research Hypotheses

There were five hypotheses in this study:

Hypothesis 1: Different demography of ad practitioner causes different attitude toward ethical problem in the digital age.

1.1 Male ad practitioners have more positive attitude toward ethical problem in the digital age than female ad practitioners.

1.2 Younger ad practitioners have more positive attitude toward ethical problem in the digital age than the older.

1.3 Ad practitioners with less experience have more positive attitude toward ethical problem in the digital age than those with more experience.

Hypothesis 2: Different demography of ad practitioner causes different ethical behavior intention.

2.1 Female and male ad practitioners have different ethical behavior intention.

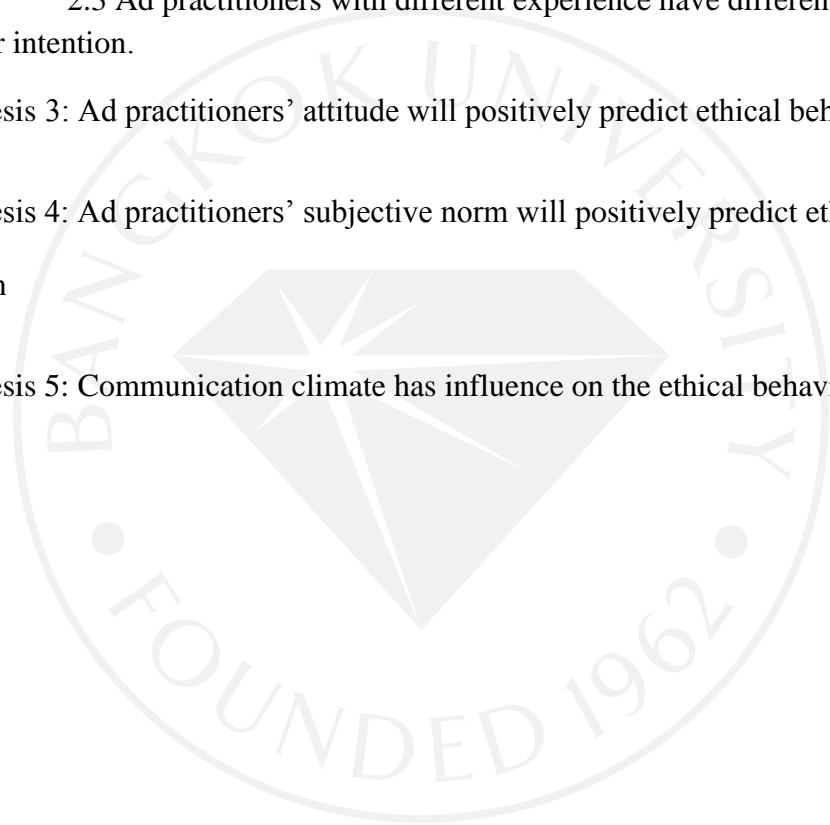
2.2 Ad practitioners with different age have different ethical behavior intention.

2.3 Ad practitioners with different experience have different ethical behavior intention.

Hypothesis 3: Ad practitioners' attitude will positively predict ethical behavior intention

Hypothesis 4: Ad practitioners' subjective norm will positively predict ethical behavior intention

Hypothesis 5: Communication climate has influence on the ethical behavior intention.



Path analysis via regression was used to test five hypotheses. The standardized path coefficient and significant level were presented in Figure 4.1 (See Figure 4.1)

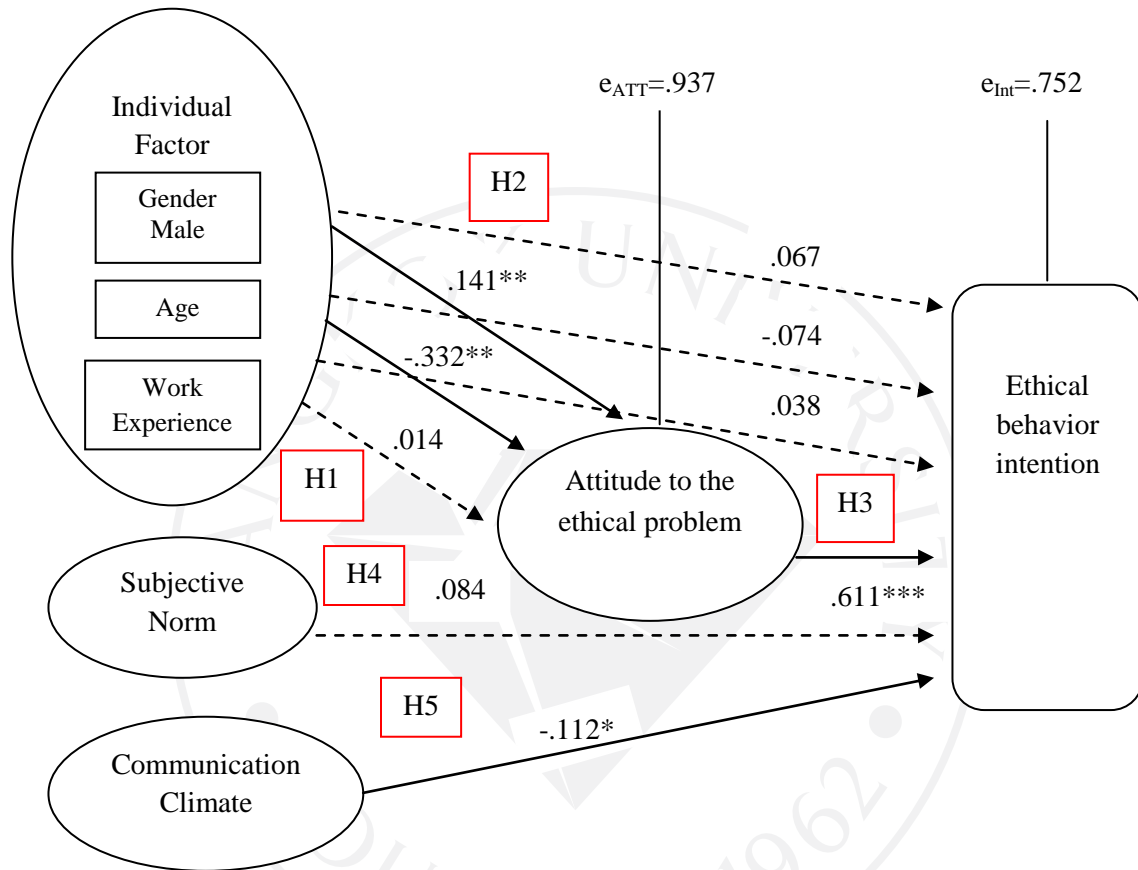


Figure 4.1: The Hypotheses Testing Model (The Full Model)

Notes: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

The model was tested by Path Analysis via multiple regressions with two layers. First, for the multiple regression for the full model in Hypothesis 1, attitude toward the ethical problem was used as the criterion and the demography including gender, age and working experience as the predictors. Second, in Hypothesis 2 – Hypothesis 5 the multiple regressions was used in testing with the ethical behavior intention as the

criterion and Demography, Attitude, Subjective Norm, and Communication Climate as the predictors. Attitude, Subjective Norm, and Intention were the important variables as in the model in the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). This research was to extend the TRA model to amplify factors influencing ethical behavior intention. Therefore, this study added more interesting variables into the research model. Those were personal factors (Gender, Age, Work experience) and Communication Climate. Nevertheless, Gender was the categorical variable measured with nominal scale by asking the participants which gender they were and answer choice: male or female. According to the rule of multiple regression analysis, the independent variable was numerical variable measured with interval scale and ratio scale or dummy variable. Thus, before analyzing with path analysis via regression to test the model, Gender would be converted to dummy variable: Male was as 0 to be the tester and female was as 1 to be the reference group in comparison.

As shown in Figure 4.1, containing the result of testing research hypotheses, results concluded that 3 hypotheses out of 5 were supported. H1 was supported in some parts, H2 and H4 were rejected, and H3 and H5 were supported. Attitude was the variable that had the most significant influence on behavior intention. It was also the mediating variable for demographic information including gender and age that did not have significant direct effect on behavior intention, but significant indirect effect through attitude. At the same time, gender and age were the significant direct influence variables on attitude. According to the research model, it was found that subjective norm had no significant influence on behavior intention, whereas communication climate had

significantly low influence on behavior intention. More detail about testing each hypotheses is as follows:

Hypothesis 1: Different demography of ad practitioner causes different attitude toward ethical problem in the digital age.

Hypothesis 1 was partly supported. It was found that Individual Factors including Gender and Age had a significant direct effect upon Attitude, but Working experience did not. Male ad practitioners had significantly more positive attitude toward ethical problem in the digital age than female (male $\beta = .141, p < 0.01$); Younger ad practitioners had significantly more positive attitude toward ethical problem in the digital age than the older (Age $\beta = -.332, p < 0.01$).

Hypothesis 2: Different demography of ad practitioner causes different ethical behavior intention.

Hypothesis 2 was not supported. It is that Individual Factors including Gender, Age, and Working experience had no significant direct effect on Behavior Intention (Gender : male $\beta = .067, p > 0.05$; Age $\beta = -.074, p > 0.05$; work experience $\beta = .038, p > 0.05$).

Hypothesis 3: Ad practitioners' attitude will positively predict ethical behavior intention

Hypothesis 3 was supported. It is that attitude had significantly high influence on ethical behavior intention ($\beta = .611, p < 0.001$). Attitude had a significant direct effect upon behavior intention, whereas it was also a significant mediating variable to intention.

However, demographic information had no significant effect on intention; at the same time, there was significant mediating effect on intention via attitude. Therefore, Attitude was the most important variable influencing behavior intention.

Hypothesis 4: Ad practitioners' subjective norm will positively predict ethical behavior intention

Hypothesis 4 was not supported. It was that Subjective norm had no significant effect on ethical behavior intention ($\beta = .084, p > 0.05$).

Hypothesis 5: Communication climate has influence on the ethical behavior intention.

Hypothesis 5 was supported. It was that Communication climate had negative influence on ethical behavior intention. If the communication climate in the organization increased, behavior intention about unethical mistake decreases. The influence of communication climate to ethical behavior intention was significant but low ($\beta = -.112, p < 0.05$).

Additional research result from testing the reduced model

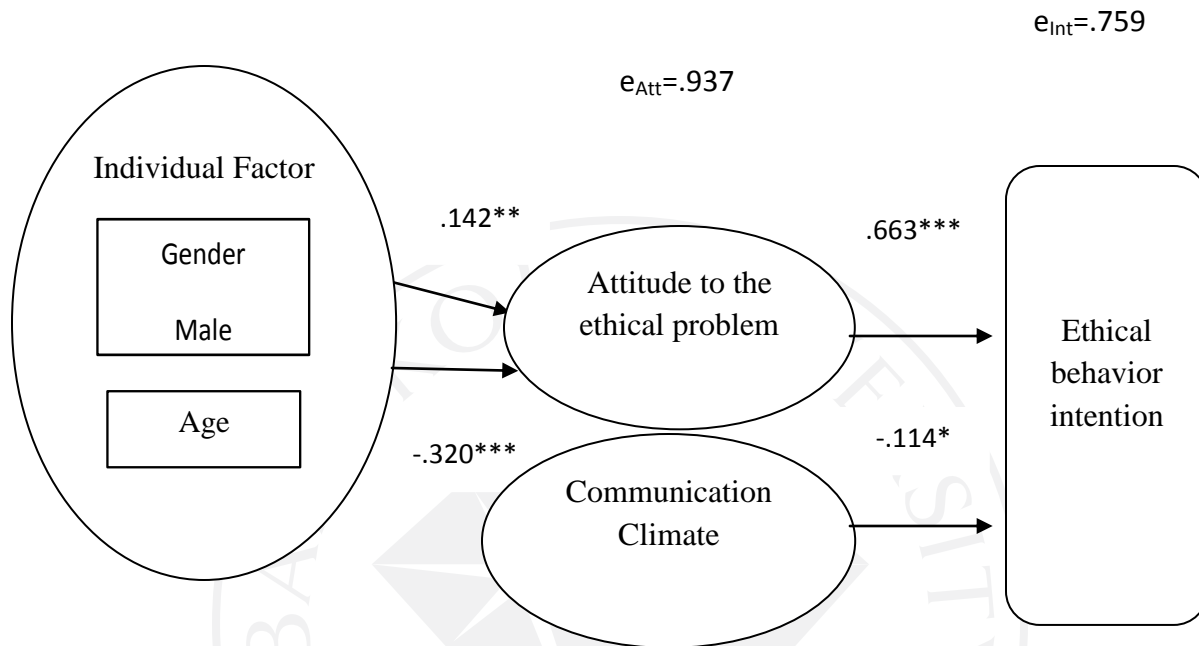


Figure 4.2: The Reduced Model

Notes: $*p < 0.05$, $**p < 0.01$, $***p < 0.001$

Figure 4.2 was about testing the reduced model to compare how well it fit the data between full model and reduced model. The reduced model deleted some variables in full model that had no significant relationship. Those were the indirect influence of Work Experience through Attitude, and the direct influence of Gender, Age, Work Experience, and Subjective Norm to Behavior Intention. The multiple regressions with two layers were used to test. First, Attitude toward the ethical problem as the criterion and Gender and Age as the predictors. Second, The Ethical Behavior Intention as the criterion and the predictors including Attitude, and Communication Climate. The calculation detail about

relative fit of the reduced model to the full model was as in Figure 4.1 and Figure 4.2.

(Pedhazur, 1997)

$$\text{Fit of the full model} \quad 1 - \pi (e^2) = 1 - .937^2 * .752^2 = .503$$

$$\text{Fit for the reduce model} \quad 1 - \pi (e^2) = 1 - .937^2 * .759^2 = .494$$

$$Q = \frac{1 - \text{fit of full model}}{1 - \text{fit of the reduced model}} = \frac{1 - .503}{1 - .494} = .9822$$

$$W = -(N-d) * \log_e Q = -(305 - 5) * \log_e .9822 = 5.388$$

(N = sample size; d= number of dropped paths)

From testing whether the reduced model fits the data as well as the full model, W was distributed as χ^2 with df = d. According to the Chi-Square Table χ^2 (df = 5, p=.05) = 11.071 for this analysis W = 5.388, therefore in the significance test to compare the two models, it found that $W < W_{\text{crit}} : 5.388 < 11.071$. In summary, the reduced model fits the data as well as the full model. Deleting paths of the indirect influence of Work Experience through Attitude, and the direct influence of Gender, Age, Work Experience, and Subjective Norm to Intention did not contribute to the model.

Summary

In conclusion, this chapter reports research findings and results of the hypothesis testing with path analysis via regression. According to testing the factor having influencing on advertising practitioners' ethical behavior intention, the findings show that attitude is the factor causing behavior intention, whereas, individual factors including gender and age have a direct effect upon attitude. As well, the communication

climate has influence on behavior intention, although it has the weak effect.

Nevertheless, the findings will be additionally discussed in the next chapter. It will include research result, discussion and relation to previous research, approaches and findings and present the practical implications and limitation of this study and also recommendation for future research.



CHAPTER 5

DISCUSSION

Summary of the Findings and Discussion

This study aims to examine the ethical decision-making in digital age of practitioners in Thailand with the intention to research the influential factors affecting ethical behavior intention of practitioners. These cover from individual to organizational factors. The concept of the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) is used as the essential framework in this study. The crucial variables are attitude, subjective norm and behavior intention. Moreover, this study extends the TRA framework by adding more interesting variables in the research model. Those are Individual Factors (gender, age, work experience) and Communication Climate. Questionnaire is the tool for this study and there are 5 hypotheses tested by path analysis via regression. This chapter will conclude all information and discuss research findings, especially in the vital point linking the previous research to increase understanding in this research. In addition, practical implications of this study, limitations, and recommendations for future studies are presented.

General Information of Samples

The present study used questionnaire to collect data from advertising practitioners working in agencies in Bangkok. 420 questionnaires were sent; 305 were returned. Therefore, the response rate was 72.62% and 195 were female, 110 were male. The practitioners' age was between 21 to 52 years old and average age was 32 years old. Most of them had Bachelor's degree (76.4%). They had working experience in advertising

business from 1-30 years and the average was 7.3 years. Working experience in the organization was 1.21 years. They mainly worked in the large organization where there were more than 100 employees (50.2%). Most of their positions were Account Executive and Account Management (37.0%) and in Account Management Department (33.6%).

Advertising Practitioners' Attitude, Subjective Norm and Behavior Intention to The Ethical Problems of Digital-Age Advertisement

The research findings showed that the attitude toward ethical problems in the digital age in the case studies was at the level of neutral to poor. Scenario 5 Search Engine Company was the most positive (neutral). Second was Scenario 2 Photo for ads (neutral), third was Scenario 3 Blog (neutral), fourth was Scenario 6 Mobile Advertising (somewhat poor), fifth was Scenario 4 Mobile network company (somewhat poor) and the last one that has the most negative attitude was Scenario 1 Hit the Votes (poor). Simultaneously, the research result about behavioral intention toward the ethical problems in the digital age was in the same direction as the attitude. It was that the participants' behavior intention was at the level of neutral to unlikely. Scenario 5 Search Engine got the highest mean at neutral level (neutral). The second was Scenario 2 Photo for ads (neutral). The third was Scenario 3 Blog (neutral). Both fourth and fifth sample behavior intention were at the level of somewhat unlikely. The fourth was Scenario 6 Mobile Advertising ads (somewhat unlikely). The fifth was Scenario 4 Mobile network company (somewhat unlikely). The last one was Scenario 1 Hit the Votes (unlikely). According to the findings, the sequences of Scenario 1-6 for both attitude and behavior intention were the same. Scenario 5 Search Engine Company was the story that the

samples (practitioners) had the best attitude toward and had behavioral intention toward this the most, but both were in neutral level; whereas Scenario 1 Hit the Votes was the story that they had worst attitude (poor level) and had behavioral intention not to do this the most in the unlikely level.

The research findings of subjective norm showed slightly different result from those of attitude and behavioral intention. In terms of subjective norm, practitioners thought of the important and influential people who had an opinion regarding the action in the scenarios at the level of neutral to slightly oppose. They perceived that the influencers were least opposed to Scenario 2 Photo for ads (neutral). Next was Scenario 5 Search Engine Company (neutral). The third was Scenario 3 Blog (neutral). The fourth was Scenario 4 Mobile network company (slightly oppose). The fifth was Scenario 6 Mobile Advertising (slightly oppose). Lastly, practitioners thought that the important and influential people would be most opposed to Scenario 1 Hit the Votes (slightly oppose). However, Scenario 1 still is the story that the practitioners do not accept the most and they believed that their subjective norm opposed this story the most as well.

This research aims to study the ethics of advertising in digital age and to focus on credibility of advertisement (Scenario 1-3) and violation of consumers' privacy (Scenario 4-6). As shown in the findings, Scenario 1, categorized as credibility issue, was the case that resulted in the worst attitude, the behavioral intention not to do the most and the belief that the subjective norm opposed the most because it was clearly about dishonesty and cheating themselves, organization, colleagues, people and society. Therefore, they considered this the worst and most unacceptable scenario.

Regardless of how time flies or how far technology progresses, the honesty and reliability of advertisement are still a priority matter. Additionally, Thai Advertising Association of Thailand encourages all members to hold the common fundamental principles “All advertising must be aligning with laws, honor, and integrity to the truth. They should not conflict with good morals and social order. The creation of advertising should be done with social responsibility and under the principles of fair competition that is normal practice in the business. Consequently, advertising must not make the public feel untrustworthy in their advertising” (DAAT website “Regulation: Professional Ethics in Advertising,” 2016).

Nevertheless, Scenario 5 Search Engine Company (Privacy) and Scenario 2 Photo for ads (credibility) were the stories most accepted by the practitioners in neutral level. It was because in both stories, technology was used to increase more efficiency in advertisement. In Scenario 5, information about consumers’ behavior of internet usage and information search was used so that to present advertising directly to consumers’ need. This was a kind of behavioral targeting strategy. For the marketers and advertisers, this strategy was a good one to communicate with consumers. As a case in this point, Google once reported that behavioral targeting strategy was very useful for consumers because they could see the advertisement that was of most interest (Cheng, 2009). However, attending to consumers’ privacy was important. Tsang, Ho, and Liang (2004) studied about mobile advertising via Short Messaging Service (SMS) and found that some consumers had a bad attitude toward mobile advertising, but the customer who allowed the advertising message sent accepted it. In the researcher's view, there would

not be launching advertising to the target group without permission. Even Google, Yahoo, or Microsoft tried to raise transparency in data collection by creating "preference managers" so that the consumers could view and edit their interest in what kind of information they wanted the system to access. Additionally, EU legislation issued more intrusive law of limiting mobile advertising mentioning that consumers' permission is required (Cleff, 2007). Camponovo and Cerutti (2004) also proposed that to protect consumer privacy needed various tools including law, technology about privacy, sharing knowledge about privacy to the consumers, attention to consumer privacy and taking care of consumer information. At present, it was important to develop law, regulation as well as setting professional standard of morality and ethic about privacy. Consumers' information was so important and needed to overtake the growth and development of technology.

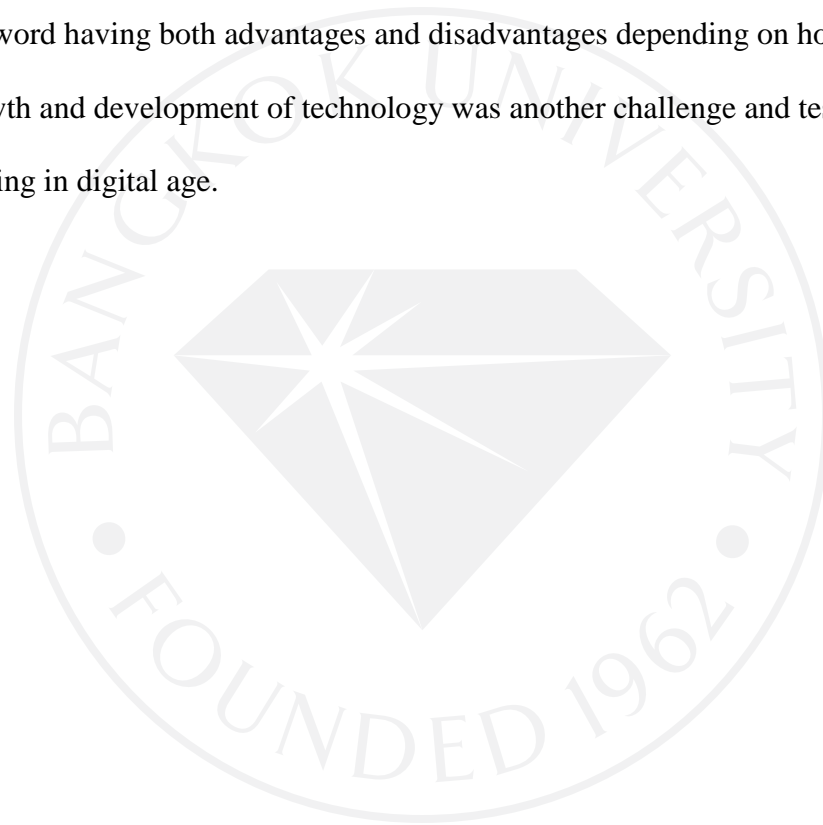
In Scenario 2, it was about photo editing for advertising. Developing technology created more new programs for editing photo in advertising media. Using technology had to be appropriate not deceptive for consumers, especially in the main idea communicating to consumers; otherwise consumers would not trust or rely on the brand as well as that company anymore. As Wally Snyder, Director of the American Institute for Advertising Ethics, explained that ethics is the critical image of the company. Consumers trusted and approved only ethical brands. Therefore, advertising agencies and advertising practitioners needed to build confidence in brand and company by being aware of and paying attention to ethics all the time. Moreover, there must be a clear guideline as well

as strategy, creation and production for everyone to follow and to make it as a priority that all parties relating to ethics were supported (Snyder, 2011).

According to this study result, it was able to summarize that the practitioners turned attention toward ethical issues – both credibility and privacy – in advertising in digital age. Credibility issue was the classic one being together with advertising ethical topic for a long time. Although there was a change of society, economic, market competition or the growth of technology, the advertising credibility was still needed and required for advertisement. Privacy issue was currently in the spotlight and was specially kept an eye for. Earlier, privacy was about abundant advertisement disturbing consumers. Later, when the technology developed, there were new patterns of privacy violation. Therefore, the current practitioners should hold credibility and being trustworthy as the fundamental standard of work and, at the same time, direct their attention to consumers' privacy. They should clearly act to protect consumers' privacy including to serve enough for them or truly provide an alternative for them to receive message or to store and handle with all of their information.

Working in advertising was hard and difficult because it was like standing on the intersection of decision-making regarding the good and right thing to do. There were many roles related to advertising; one was as an employee for the company, one was to support customers managing profit margin and another was responsible for consumers, message receiver and society. As Githui (2012) mentioned, if advertising was ignored or made a minor error, it caused a harmful and unexpected outcome to the organization and society. Practitioners had an important role and duty to the society among the growth of

technology generating new types of advertisement. The new wise media was able to easily reach consumers with high interactive message. It was an efficient smart advertising offering higher market expectation. However, the ethical awareness of both credibility of information and consumers' privacy should be immensely increased. They should especially turn attention and care to this issue because technology was as a two-edged sword having both advantages and disadvantages depending on how used. Thus, the growth and development of technology was another challenge and test of working in advertising in digital age.



Summary of Hypotheses Testing and Finding Discussion

Table 5.1: Summary of the Results of the Hypotheses Tested

Hypothesis	Statement	Result
H1	Different demography of ad practitioner causes different attitude toward ethical problem in the digital age.	Partly supported
H1a	Male ad practitioners have more positive attitude toward ethical problem in the digital age than female.	Supported
H1b	Younger ad practitioners have more positive attitude toward ethical problem in the digital age than the older.	Supported
H1c	Ad practitioners with less experience have more positive attitude toward ethical problem in the digital age than those with more experience.	Not supported
H2	Different demography of ad practitioner causes different ethical behavior intention.	Not supported
H2a	Female and male ad practitioners have different ethical behavior intention.	Not supported
H2b	Ad practitioners with different age have different ethical behavior intention.	Not supported
H2c	Ad practitioners with different experience have different ethical behavior intention.	Not supported
H3	Ad practitioners' attitude will positively predict ethical behavior intention.	Supported
H4	Ad practitioners' subjective norm will positively predict ethical behavior intention.	Not supported
H5	Communication climate has influence on the ethical behavior intention.	Supported

Discussion of Attitude, Subjective norm and Behavior Intention, The Significant Variables in TRA Theory

This study examined ethical decision-making with TRA Theory as the research framework. The hypotheses with TRA were Hypothesis 3 and 4. According to the findings, Hypothesis 3 was supported. Attitude had a significant direct effect upon behavior intention, whereas it was also a mediating variable impacting intention. However, demographic information had no direct effect on intention, but had an indirect effect through attitude (Hypothesis 2). Therefore, Attitude was the most important variable influencing behavior intention. At the same time, Hypothesis 4 was not supported; Subjective norm had no significant effect on ethical behavior intention. The result also showed that Attitude was the factor causing behavior intention. In the context of ethical behavior intention, to reduce the unethical behavior intention problems, attitude needed to be changed. Attitude related to belief; more information and knowledge including negative consequence from unethical behavior should be given to the practitioners, as well as training and coaching from the company and clearly policy changes to encourage better ethical decision-making for them. These also should reduce unethical behavior in advertising. In various professional fields, there were many ethical decision-making research studies using TRA and Theory of Planned Behavior as research framework and they found that the significant variable effecting behavior intention was attitude.

According to previous research of medical profession by Randall and Gibson (1991), attitude was the most important predictor influencing intention. In the accounting

field, the research of Gibson and Frakes (1997) showed that attitude toward the behavior was the factor significantly explaining unethical intentions. Additionally, Buchan (2005) studied ethical behavior in accounting professionals and findings were in the same way: attitude had direct effect on ethical intentions. Rabl and Kuhlmann (2008) researched on organization corruption and mentioned that attitude toward corrupt action had effect on the desire to do the corruption. In the point of subjective norm, they found that subjective norm had no effect to behavior intention. This was a surprising result. However, there were many studies showing that subjective norm had no effect on behavior intention. They were Rhodes' (2011) study about college students and binge drinking and Bierman's (2012) research about stop smoking; both found that subjective norm had no effect on quitting smoking. Although subjective norm was a significant variable in TRA to drive behavior intention, Ajzen (1991) explained that the relationship between subjective norm and behavioral intention was less tight and lighter than that between attitude and behavioral intentions. Moreover, Fishbein and Ajzen (2010) stated that there were many studies about meta analysis of the empirical literature and there was a clear proof that predicting intention with attitude was more clearly and had higher impact than subjective norm. Mean of correlation predicting intention with attitude was at range from .45 to .60, whereas that of perceived social norm was at range from .34 to .42.

Nevertheless, this study's finding showed that subjective norm had no effect to the ethical behavior intention because it found the outstanding outcome of attitude as the significant variable to behavior intention in ethical issue in the digital age. In this study, the reference group that was the source of subject norm was from various groups

including at work group and off-work group, hence the multiplied result between belief strength and motivation to comply all reference group for subjective norm could effect on the research result. Then, it showed no effect of subjective norm to behavior intention. Data-collection for this study was mainly from large international agencies having branches in many countries including Thailand, therefore, these agencies and practitioners in these agencies had unique characteristics as they were multi-national companies. In the view of culture dimension, Hofstede (1984), a psychologist studying the difference of corporate culture in worldwide, stated that “Culture could be defined as the interactive aggregate of common characteristics that influence a human group’s response to its environment” (p. 21). Hofstede also classified national culture into five dimensions: power distance, individual/collectivism, masculinity/femininity, uncertainty avoidance and long-term orientation. In Hofstede’s dimensions of individualism/collectivism, Thai society was collectivism – people depend on family and friends to make decisions on many issues. Much research also showed that Asian countries were collectivism that emphasized group benefits, harmony and family; whereas Western, USA, and European countries were individualistic societies – people emphasized individual benefits, personal successes and independence (Han & Shavitt, 1994; Zhang & Neelankavil, 1997 ; and Mooij, 2004). The research findings were not as mentioned; it might be because of the particular character of the practitioners working in international agencies with diversity of culture and carrying on western culture, which is individualistic, from the international workplace. Thus, the subjective norm had no significant effect on practitioners’ ethical behavior or intention.

Moreover, the study found that the practitioners working in the advertising company could be classified by age into 2 groups: Generation X, who were born between 1965 and 1979 and Generation Y, or Millennials born within the years of 1980 to 2000 (Kane, 2007 as cited in Fernandez, 2009). Generational difference could make us have different perspective, idea and living pattern. In this research, more than half of participants were Generation Y, age between 18-38 years old. They had high education, and were brought up with technology. They were young generation getting used to new technology and culture, having new ideas and innovation, being independent, working with joyous atmosphere and having high self-confidence. This might be a reason why subjective norm had no effect on ethical behavior intention.

However, this study found the interesting result of important referent group for the practitioners that people in the company including Immediate Supervisor, Co-Workers, Close friend at work were selected top 3 as referent group that was important to the practitioners when they encountered ethical problems; and for people outside the company, only Close friend (not in the office), was selected and at the fourth rank of all. Therefore, in terms of ethical issue, people at work were more important than those at home or outside the office. When the practitioners had ethical problems, people at work understood and were able to help solving problems.

However, subjective norm was still the interesting issue to study because the research finding was unclear. The previous research was mixed between significance and no significance. Further study should add more outstanding salient reference groups that

had clear working position in ethical decision-making and develop clearer variable measurement.

In addition, to explain the process of ethical decision making, Rest's model summarized that it contained Awareness, Judgment, Intension, and Behavior (Rest, 1986); intention was the important variable and had close relation with behavior. All 4 categories were always studied as dependent variable in the topic of ethical decision-making. Lehnert, Park, and Singh (2015) studied meta analyses in ethical decision-making and summarized that in the past 10 years, intention was the variable most studied in Rest's Model. There were 102 studies out of 337. It was because the ethical study was the sensitive issue and behavior study was difficult, therefore behavior intention was the better choice and the result could be used to solve and prevent the problems about ethical behavior. Many researches found that behavior intention had close relation and was the important variable to behavior. The result in this study showed that to study the behavior intention about ethic issue was interesting, useful and should be further studied and extended to various professional field. This study also found that attitude was the influential variable to ethical behavior intention. Hence, to solve the ethical problem in digital age should start with adjusting the practitioners' attitude toward ethical issue in new media. Moreover, the result of this study on influence of attitude toward the behavior intention could be applied and set the further model to study the influence in other dimensions.

Extend the TRA by Individual Factor and Communication Climate

Individual Factor was another interesting one to be additionally studied apart from the TRA variables. There were many studies about the influence of individual factor to ethical decision-making. Ajzen and Fishbein (1980) once noted about limitation of TRA that it did not discuss about demographic factor such as age, gender, race nor culture and Brown (1999) also mentioned that Theory of planned behavior was developed from TRA and its limitation was to never discuss about individual factor in term of demographic variable in decision process.

According to the literature review, the ethical decision-making has been studied for more than 35 years and it found that individual factor was variable most studied. Especially, gender was continuously and most studied, other variables included age, education, employment, job satisfaction and work experience. (Lehnert, Park, Singh, 2015). In 1994, the first reviewing empirical literature of ethical decision-making with meta analysis was conducted by Ford and Richardson. After that, it was repeatedly studied and the main factors to study the ethical decision-making were individual factor and organizational factor. (Loe, 2000; Fallon, Butterfield, 2005; Craft, 2013; Lehnert, Park, Singh, 2015).

Referred to hypothesis testing, Hypothesis 1 Individual Factors including Gender and Age have a significant direct effect upon Attitude, but Working experience did not. Male ad practitioners had more positive attitude toward ethical problem in the digital age than female; Younger ad practitioners had more positive attitude toward ethical problem in the digital age than the older; whereas Hypothesis 2 was not supported. It was that Individual Factors had no significant direct effect on Behavior Intention but gender and

age had indirect effect on behavior intention through attitude. Individual Factors were the variable studied for a long time in the area of ethical decision-making. Especially the variables related to gender and age, many studies found that gender and age had influence on ethical behavior intention. Valenine and Rittenburg (2007) mentioned that being older encouraged greater ethical intention and female was likely to have more ethical intention than male as well as many studies found that gender affected ethical intention. (Marta, Singhapakdi, & Kraft, 2008; Beekan, Stedham, Westerman, & Yamamura, 2010). Even though this study showed that Individual Factors had no direct effect on Behavior Intention, it found that Gender and Age had the direct effect upon Attitude as well as had the indirect effect through attitude toward ethical behavior intention. Therefore, gender and age were still the important variables in the process of ethical decision-making through attitude. It was the fact that gender and age made people different in terms of perspective and attitude to things around as well as the way of solving ethical problems. Additionally, Singhapakdi (1999) found that women disagreed with unethical action stronger than men. In Roozen, Pelsmacker, and Bostyn (2001) research, age was the factor influencing on ethical attitude and female felt more sensitive to ethical issue.

In the meanwhile, the ethical problems of advertising in digital age was a new issue related with technology; the younger accepted it more easily and had more positive attitude than the elder. Moreover, the elder had more working experience and faced more problems; they had more negative attitude to this issue than the younger. According to the research result, in the agencies there were two main generations: Generation X and Generation Y. Of course, the different age made these two groups different in many

things, but as they were in the same organization, they would discuss, exchange ideas and share more stories among one another. For example, Generation X who gained more experience could share working experience to Generation Y and Generation Y who was born with technology could explain and suggest about technology to Generation X. This could reduce the ethical problems. Therefore, the organization should understand the difference of age, gender and other things so that to learn and understand people in the organization and encourage them with more chances to know one another, such as having a meeting and discuss in both formal and informal manner. Otherwise, they could do activities together; this could reduce the ethical problem in the organization. Cooper and Frank (1997) suggested that the company could support the employee and provide ethical knowledge through programs and company activities. Roman and Munuera (2005) proposed that an organization could encourage ethical behavior in various ways including giving rewards, ethical training, setting company code of ethics, not putting pressure on the subordinate, building ethical awareness as well as enhancing ethical behavior through communication.

The ethical problems of advertising in digital age needed vital attention because technology rapidly grew and we needed to hurriedly catch up to prevent the problems in the future. To solve and prevent the problems of advertising reliability and violation of consumer privacy was to educate the practitioners about attitude to these problems because it had direct effect to their intention and behavior for their work.

Another important factor causing the ethical problems unsolved was that they did not communicate or consult one another when they had the problems. Most people

thought that unethical issue was not good, not to mention. That was wrong! In Drumwright and Murphy (2004) research, they found that when ethical issue happened, advertising practitioners did not talk or communicate. They used the words ‘moral muteness and moral myopia’ to explain this problem and also proposed that the problem about ethical issue needed seeing and talking and the organizational community or agency context had important role to support and build awareness to handle the ethical issue. Hence, internal communication was important to ethical decision-making and was able to reduce ethical problem in the organization (Verbeke, Uwerkerk, & Peelen, 1996).

Communication Climate in the organization was another variable added in this study. The research result found that the practitioners’ Communication Climate in the organization in this study was in the level of fair to somewhat good. The communication with supervisor had highest mean (somewhat good). The second was personal feedback (somewhat good). The third was communication with subordinates (somewhat good). The fourth was communication climate (somewhat good). The fifth was horizontal and informal communication (somewhat good). Only three points, media quality, organizational perspective and organizational integration were in the level of fair. According to the hypothesis result, Hypothesis 5 was interesting. Communication climate had negative influence on ethical behavior intention. If the communication climate in the organization increased, behavior intention about unethical mistake decreased. Although the influence of communication climate on ethical behavior intention was significant but low, Communication climate was an interesting variable influencing advertising practitioners’ ethical behavior intention. Agencies should develop and encourage

communication climate and internal communication to solve the ethical issue for the practitioners as Jovanovic and Wood (2006) proposed that to make organization members understand about ethics, managers needed communication activities including talking and interacting with one another to build ethical culture in the workplace because ethics alone was not the rule to guide behavior. If communication climate in the organization was good, the practitioners had more chance to talk, exchange ideas and discuss ethical issues and the practitioners were happier; the organization would develop and gain more acknowledgement from the society. Sharma (2015) mentioned that if the employees felt satisfied with communication at workplace, they would be more satisfied with their job. Employees' satisfaction of organizational communication was important because they were the key to drive organization achievement (Gray & Laidlaw, 2004).

This study showed that communication climate was the interesting variable and made this study more valuable. We might know for a long time that communication was important to the organization including its efficiency and achievement. Additionally, this study extended to the influence of communication climate in the organization on ethical behavior intention of people in the organization. To make better communication climate in the organization could make the practitioners better decide the problems about ethical issues. To improve the communication climate in the agencies was necessary. If the practitioners could make a good climate – for example, the subordinator openly talked to the supervisor or colleagues discuss together, everybody understood company goal and policy, there were more both formal and informal communication channel – the ethical

problems in the digital could decrease. Moreover, it would enhance long-term trustworthiness and achievement for the agency.

In this study, it made us know how the practitioners thought and acted when they encountered the problems in the ethical situation by applying classical theories including TRA, concepts and model about ethics and communication to understand and clarify the current happenings in the change of technology to digital age.

Practical Implications of this study

This study shows the interesting result and many practical implications. From academic and research perspective, it extends TRA by adding variables including individual factor and communication climate to study the factor causing behavioral intention and supports that TRA is still the efficient theory to explore human behavior. Especially, attitude is the significant factor causing behavioral intention. It also extends literature in the topic related to ethical decision-making that is studied in various professional fields. This study examined the practitioner group that is rarely studied.

From industrial and professional view, this study provides benefits for advertising business and profession because it is about the ethical nature of advertising in digital age. This is useful for practitioners and advertising business. Additionally, they should turn more attention to this issue, as it may become the problem that they are encountering with the growth and change of technology as well as in the current business competition. For the advertising agency, awareness of ethical issues and the practitioner's attitude should gain more attention because they are valued resource for the organization. Promoting communication climate and improving internal communication to enhance the

environment of consulting and discussing the ethical problem at work can reduce the problems of ethical violations.

Moreover, this research provides information for professional association, government section, people and society to be interested in and aware of ethics of advertising in digital age. This can encourage the development of law, system of governance, policies and profession standard. This also leads to sharing information to other people and knowledge and understanding to consumers.

Limitation and Future Research

There is some limitation for this research. First, this study is about ethics and that is a sensitive issue; it is a self-report. Therefore, samples' honesty in responding to a questionnaire is very important. Normally, as a human being, they will have process to save face, prevent embarrassment and try to be a good person for the society in relation with ethics issue. This may affect the research result. However, the Scenario is used to reduce this problem. Therefore, the future research should be designed with separated phases or conduct double studies so that to recheck and compare data. This provides comparative data to add validity and accuracy to the research. Otherwise, more research tools may be used to reduce bias that may occur.

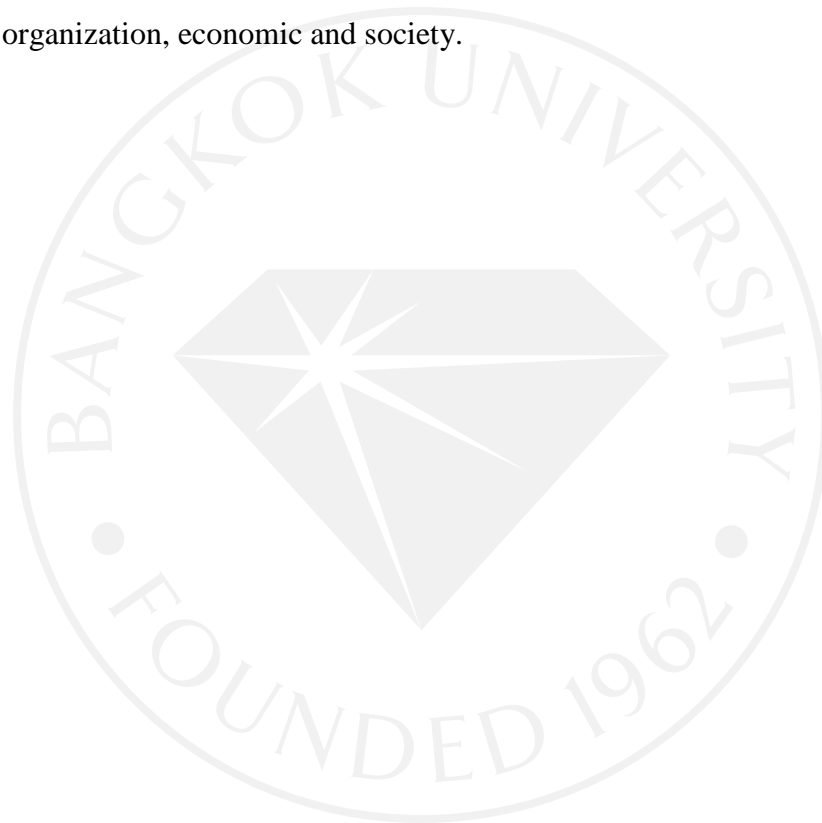
Second, scenario and questionnaire are used in this study to reduce uncomfortableness in responding the question about ethical issue. However, the changes in scenario could lead to changes in research conclusion.. For further study, other techniques including in-depth interview or focus group should be used.

Finally, TRA is the theoretical research framework for this study, but it has a limitation in assuming that behavior is under volitional control. This study is about intention; therefore the actual behavior is probably not like that. Future research may explore other contexts or use other interesting variables.

Summary

This research examined the ethical decision-making of advertising practitioners in digital age with objective to study the factors influencing their ethical behavior intention. The research findings support that TRA is the useful theory to explore human behavior, especially the ethical issue, a sensitive one that is difficult to study. This study shows many interesting results; attitude is the significant variable causing ethical behavior intention, gender and age have influence on attitude and indirectly on behavior intention through attitude. This study also finds that communication climate is a variable that has an effect on behavior intention. It should be attended by the advertising agency to promote both formal and informal internal communication, to enhance working environment of consulting and discussing so as to reduce ethical problem at work. This research has reached the objective of applying the classical theory as a framework to study and explain new problems. They are related to present media in digital age that rapidly change and develop from technology that sometimes leads to unexpected problems. Practitioner is an important profession in the society with role of responsibility to various parties including organization, customers, and consumers. Hence, at the intersection of decision-making to the best solution for every party, this study of ethical decision-making of advertising practitioner in digital age is a good start. This can make

government sector, private sector, academic sector, professional association and the society turn more attention to this problem. This information can be used to drive law legislation, policy setup and clear working process for advertising in digital age as well as to share this knowledge for people to understand more about digital media. Nevertheless, advertising can be used as a reliable and efficient communication tool to sustainably develop organization, economic and society.



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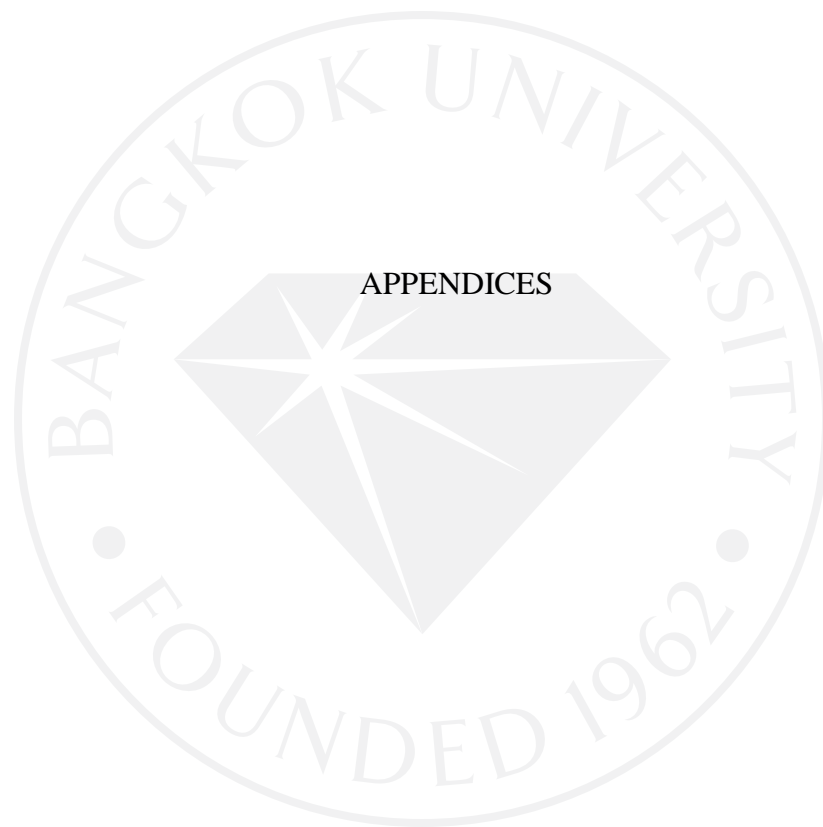
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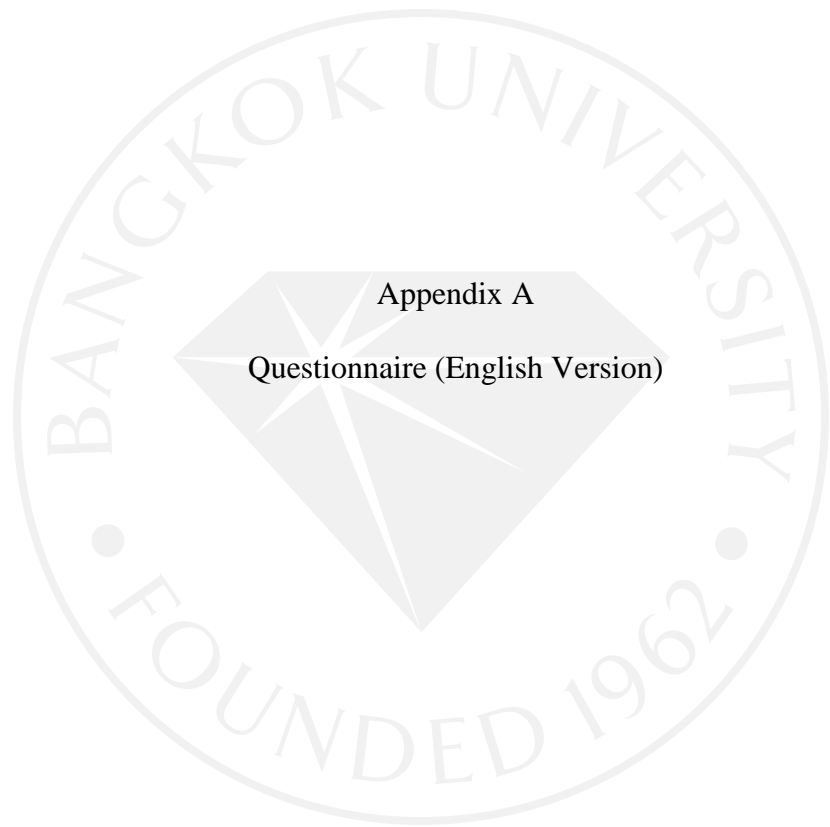
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APPENDICES



Survey: Advertising Practitioner's Ethical Decision Making in Digital Age

This questionnaire is conducted as a part of the Dissertation of Doctoral Degree in Communication Arts, Bangkok University in Cooperation with Ohio University. The researcher needs to study ethical decision-making of advertising practitioner in digital age. The survey aims to study practitioner's attitude toward ethical problems in the digital age and to study the factors influencing practitioner's ethical behavior intention. The researcher would like to ask for your cooperation to truly answer the questionnaire with your opinion so that the researcher can beneficially use the research result for further study. All information you gave in the questionnaire will be concealed. The research result will be presented in overview. The questionnaire consists of 4 parts: Part I: Attitude and behavior intention toward the problems and ethical/unethical action in online ads, Part II: Questions about Subjective norm influential on Ad practitioners, Part III: Satisfaction to internal communication and Part IV: Demographic information.

Part I: Attitude and behavior intention toward the problems and ethical/unethical action in online ads

Instructions: Please read the following scenario and circle O the answer that most suitable to you.

Scenario 1 Hit the Votes: A popular website announces a creative contest that will be decided by the number of "hits" each competing ad receive. Agency A enters its ad, after which its employees use special computer programs that automatically and repeatedly generate hits to their own ad, resulting in tens of thousands of computer-generated "votes."

1. I felt the behavior in the Scenario 1 was:

- | | | |
|---------------|--|------------|
| 1.1 Bad | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Good |
| 1.2 Foolish | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Wise |
| 1.3 Unethical | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Ethical |
| 1.4 Useless | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Useful |
| 1.5 Harmful | : <u>1</u> : <u>2</u> : <u>3</u> : <u>4</u> : <u>5</u> : <u>6</u> : <u>7</u> : | Beneficial |

2. If I had the opportunity, I would perform the behavior in the scenario 1

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

3. I would never perform the behavior described in the scenario 1

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

4. I may perform the behavior described in the scenario 1 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Scenario 2 Photo for ads: In the ad that an agency is producing for various media including print ad, online ad and on the company website, the client, a fast food restaurant chain, wants their burger to appear much larger than it actually is. A photographer uses a camera lens and retouching to make the background objects look smaller.

5. I felt the behavior in the Scenario 2 was:

- 5.1 Bad : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Good
- 5.2 Foolish : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Wise
- 5.3 Unethical : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Ethical
- 5.4 Useless : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Useful
- 5.5 Harmful : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Beneficial

6. If I had the opportunity, I would perform the behavior in the scenario 2

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

7. I would never perform the behavior described in the scenario 2

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

8. I may perform the behavior described in the scenario 2 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Scenario 3 Blog: The well-known hypermarket is launching new campaign hiring the agency to manage all marketing media. The agency publicizes photos, information and activities about this campaign in the blog by paying the blogger to describe the photos and share the impressive story about the hypermarket. All photo, information and stories in the blog are made up to propagandize the company's image and make the campaign successful.

9. I felt the behavior in the Scenario 3 was:

- 9.1 Bad : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Good
- 9.2 Foolish : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Wise
- 9.3 Unethical : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Ethical
- 9.4 Useless : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Useful
- 9.5 Harmful : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Beneficial

10. If I had the opportunity, I would perform the behavior in the scenario 3

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

11. I would never perform the behavior described in the scenario 3

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

12. I may perform the behavior described in the scenario 3 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Scenario 4 Mobile network company: Company B, a mobile network company, uses the program Carrier QQ to track consumer behavior and writes to ask permission in the policies. The consumers have little information and understanding about this. They have no choice to deny this and do not know the extent of using this personal information, whether it will be sent to which third party.

13. I felt the behavior in the Scenario 4 was:

13.1 Bad : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Good

13.2 Foolish : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Wise

13.3 Unethical : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Ethical

13.4 Useless : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Useful

13.5 Harmful : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Beneficial

14. If I had the opportunity, I would perform the behavior in the scenario 4

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

15. I would never perform the behavior described in the scenario 4

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

16. I may perform the behavior described in the scenario 4 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Scenario 5 Search Engine Company: The company C, an international search-engine company, is launching the new advertising strategy called behavioral targeting. It is the interest-based advertising tracking the consumers' internet usage habit and search history. With this strategy, the company can access the consumers' information and serve the appropriate ad for them. The company knows lot about the consumer, on the other hand, the consumer rarely know what the company knows about them and how their information is used.

17. I felt the behavior in the Scenario 5 was:

17.1 Bad : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Good

17.2 Foolish : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Wise

17.3 Unethical : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Ethical

17.4 Useless : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Useful

17.5 Harmful : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Beneficial

18. If I had the opportunity, I would perform the behavior in the scenario 5

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

19. I would never perform the behavior described in the scenario 5

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

20. I may perform the behavior described in the scenario 5 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Scenario 6 Mobile Advertising: The development of mobile technology increases the capacity and opportunity to collect, store, use and disclose a lot of consumers’ personal information. Therefore, the company D can easily access the consumer by using the communication with more accurately target advertising campaign, for example, personalized advertising, behavioral advertising but they do not consider consumers’ consent and permission and less attend to data protection.

21. I felt the behavior in the Scenario 6 was:

21.1 Bad : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Good

21.2 Foolish : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Wise

21.3 Unethical : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Ethical

21.4 Useless : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Useful

21.5 Harmful : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Beneficial

22. If I had the opportunity, I would perform the behavior in the scenario 6

Extremely likely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : Extremely unlikely

23. I would never perform the behavior described in the scenario 6

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

24. I may perform the behavior described in the scenario 6 in the future.

True : 1 : 2 : 3 : 4 : 5 : 6 : 7 : False

Part II: Questions about Subjective norm influential on Ad practitioners

Instructions: Please read and thoroughly consider each statement, then choose the answer that most suitable to you.

25. Have you ever encountered ethical problems in the online advertising field?

Yes. Please specify. No, never

26. When you encounter the ethical problem in advertising business, who will you ask for advice?
(Choose 3 answers by putting ranking number in front of the answer and rank most important from 1 to 3 respectively.

- | | |
|--|---|
| <input type="checkbox"/> Subordinates | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Co-workers in my own unit or dept. | <input type="checkbox"/> Spouse |
| <input type="checkbox"/> Individuals in other units, depts. in my organization | <input type="checkbox"/> Sibling |
| <input type="checkbox"/> Immediate supervisor | <input type="checkbox"/> Relatives |
| <input type="checkbox"/> Middle Management | <input type="checkbox"/> Close friend (not in the office) |
| <input type="checkbox"/> Top Management | <input type="checkbox"/> Close friend at work |
| <input type="checkbox"/> Talk to yourself and find the solution by yourself | <input type="checkbox"/> Other. Please specify |

27. Do you think what the most important person ranking No.1 (in No. 26) will think about using special computer programs to vote as in the scenario 1?

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

28. Do you think what the most important person ranking No.1 (in No. 26) will think about retouching the photo in the ad as in the scenario 2?

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

29. Do you think what the most important person ranking No.1 (in No. 26) will think about making up the story and publicize in the blog as in the scenario 3?

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

30. Do you think what the most important person ranking No.1 (in No. 26) will think about tracking the consumers' behavior whereas the consumers do not know much about this as in the scenario 4?

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

31. Do you think what the most important person ranking No.1 (in No. 26) will think about tracking consumers' internet usage habit to serve more right ads as in the scenario 5.

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

32. Do you think what the most important person ranking No.1 (in No. 26) will think about using consumers' personal information as data for personalized communication through various form of mobile advertising without considering consumers' consent and permission and attending data protection as in scenario 6.

Strongly oppose : -3 : -2 : 1 : 0 : 1 : 2 : 3 : Strongly support

33. In general, how much do you want to do what the most important person ranking No.1 (in No. 26) think you should do?

- Not at all (0) Slightly (1) Moderately (2) Strongly (3)

Part III: Satisfaction to internal communication

Instructions: Please read and thoroughly consider each statement before mark ✓ in the block that is exactly what you think. Each block means as follows:

1 Very dissatisfied, 2 Dissatisfied, 3 Somewhat dissatisfied, 4 Indifferent, 5 Somewhat satisfied, 6 Satisfied, 7 Very satisfied (1 indicates the highest level of dissatisfaction while 7 indicates the highest level of satisfaction)

34. Please indicate how do you satisfy with your organization communication?

Satisfaction with communication climate	Satisfaction Level						
	1	2	3	4	5	6	7
1. Extent to which my organization’s communication motivates me to meet its goals.							
2. Extent to which the people in my organization have great ability as communicators.							
3. Extent to which the communication in my organization makes me identify with it or feel a vital part of it.							
4. Extent to which I receive in time the information needed to do my job.							
5. Extent to which conflicts are handled appropriately through proper communication channels.							
Satisfaction with communication with supervisor	Satisfaction Level						
	1	2	3	4	5	6	7
1. Extent to which my supervisor listens and pays attention to me.							
2. Extent to which my supervisor offers guidance for solving job-related problems.							
3. Extent to which my organization communications are interesting and helpful							
4. Extent to which my supervisor is open to ideas.							
5. Extent to which the amount of supervision given me is about right.							
Satisfaction with organizational integration	Satisfaction Level						
	1	2	3	4	5	6	7
1. Information about my progress in my job.							
2. Personnel news.							
3. Information about departmental policies and goals.							
4. Information about the requirement of my job.							
5. Information about employee benefits and pay							
Satisfaction with media quality	Satisfaction Level						
	1	2	3	4	5	6	7
1. Extent to which my supervisor trusts me.							
2. Extent to which our meeting are well organized.							
3. Extent to which written directives and reports are clear and concise.							
4. Extent to which the attitudes toward communication in my organization are basically healthy.							
5. Extent to which the amount of communication in my organization is about right.							

Satisfaction with horizontal and informal communication	Satisfaction Level						
	1	2	3	4	5	6	7
1. Extent to which the grapevine is active in my organization							
2. Extent to which communication with other employees at my level is accurate and free-flowing.							
3. Extent to which communication practices are adaptable to emergencies.							
4. Extent to which my work group is compatible.							
5. Extent to which informal communication is active and accurate							
Satisfaction with organizational perspective	Satisfaction Level						
	1	2	3	4	5	6	7
1. Information about company policies and goals.							
2. Information about government regulatory action affecting in my organization							
3. Information about changes in my organization							
4. Information about profits and/or financial standing.							
5. Information about achievements and/or failures of the organization.							
Satisfaction with personal feedback	Satisfaction Level						
	1	2	3	4	5	6	7
1. Information about how my job compares with others.							
2. Information about how I am being judged.							
3. Recognition of my efforts.							
4. Reports on how problems in my job are being handled.							
5. Extent to which my manager/ supervisors understand the problems faced by staff.							
Indicate your satisfaction with the follow only if you are responsible for staff as a manager or supervisor							
Satisfaction with communication with subordinates	Satisfaction Level						
	1	2	3	4	5	6	7
1. Extent to which my staff are responsive to downward-directive communication.							
2. Extent to which anticipate my needs for information.							
3. Extent to which I can avoid having communication overload.							
4. Extent to which my staff are receptive to evaluations, suggestions, and criticisms.							
5. Extent to which my staff feel responsible for initiating accurate upward communication.							

Part IV: Demographic information (Individual Factors)

Instructions: Please answer the following question.

35. Sex Female Male

36. Age _____ Years old

37. Your education Lower than Bachelor's Degree Bachelor's Degree

Higher than Bachelor's Degree

38. How long have you worked in the advertising business? _____ Year (s)

39. How long have you worked with this organization? _____ Year (s)

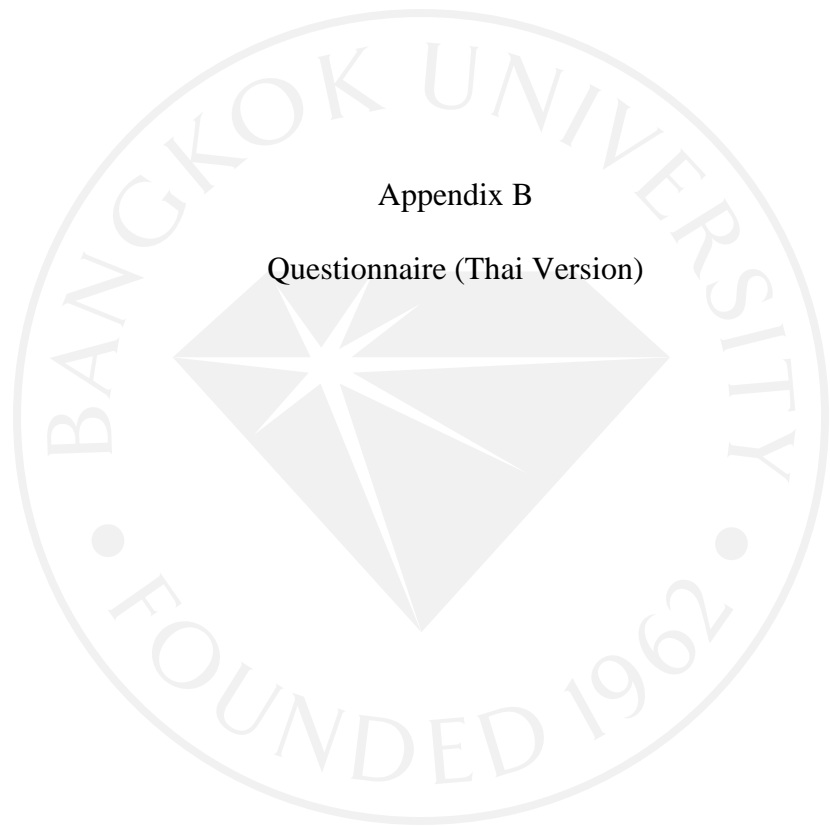
40. Organization Size Under 50 employees 50-70 employees 71-100 employees More than 100 employees

41. Your position is _____

42. Your department is _____

Thank you





Appendix B

Questionnaire (Thai Version)

ข้อ 3. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 1

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 4. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับเอเยนซี A ในเหตุการณ์ที่ 1

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

เหตุการณ์ที่ 2 รูปถ่ายในสื่อโฆษณา : บริษัทโฆษณาแห่งหนึ่งถ่ายภาพโฆษณาเพื่อใช้ในสื่อต่างๆ ทั้งสื่อสิ่งพิมพ์ และสื่อออนไลน์ให้แก่ลูกค้า โดยลูกค้าซึ่งเป็นบริษัทในเครือร้านอาหารฟาสต์ฟู้ดต้องการให้ภาพเบอร์เกอร์ที่ปรากฏในโฆษณานั้นดูใหญ่กว่าของจริง ช่างภาพจึงใช้เลนส์กล้องและกระดกแต่งภาพเพื่อให้วัตถุด้านหลังดูเล็กลง

ข้อ 5. ข้าพเจ้าคิดว่าการกระทำของช่างภาพในเหตุการณ์ที่ 2

- 5.1 ไม่ดี : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ดี
- 5.2 ไม่ฉลาด : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ฉลาด
- 5.3 ผิดจริยธรรม : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ถูกจริยธรรม
- 5.4 ไม่เกิดประโยชน์ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เกิดประโยชน์
- 5.5 เป็นโทษ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นประโยชน์

ข้อ 6. หากมีโอกาสข้าพเจ้าจะประพฤติเช่นเดียวกับช่างภาพในเหตุการณ์ที่ 2

เป็นไปได้อย่างมาก : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นไปไม่ได้อย่างมาก

ข้อ 7. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 2

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 8. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับช่างภาพในเหตุการณ์ที่ 2

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

เหตุการณ์ที่ 3 บล็อก (Blog) : ไฮเปอร์มาร์เก็ตชื่อดังแห่งหนึ่งได้จ้างบริษัทโฆษณามาดูแลการสื่อสารการตลาดและจัดทำแคมเปญโฆษณาใหม่ให้แก่ไฮเปอร์มาร์เก็ต บริษัทโฆษณาได้จัดทำแคมเปญโดยนำรูปภาพ ข้อมูล และกิจกรรมต่างๆ ของแคมเปญไปเผยแพร่ในบล็อก และมีการจ้างให้คนเขียนบล็อก (Blogger) มาเขียนพุดคุยบรรยายภาพและเขียนถึงเรื่องราวความประทับใจที่มีต่อไฮเปอร์มาร์เก็ตแบรนด์ดังกล่าว โดยภาพ ข้อมูลและเรื่องราวต่างๆ ที่เผยแพร่ในบล็อกนั้นเป็นเรื่องราวที่แต่งขึ้นทั้งสิ้น ทั้งนี้เพื่อสร้างภาพลักษณ์ที่ดีให้แก่ไฮเปอร์มาร์เก็ตซึ่งเป็นลูกค้าและทำให้แคมเปญประสบความสำเร็จ

ข้อ 9. ข้าพเจ้าคิดว่าการกระทำของบริษัทโฆษณาในเหตุการณ์ที่ 3:

- 9.1 ไม่ดี : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ดี
- 9.2 ไม่ฉลาด : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ฉลาด
- 9.3 ผิดจริยธรรม : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ถูกจริยธรรม
- 9.4 ไม่เกิดประโยชน์ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เกิดประโยชน์
- 9.5 เป็นโทษ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นประโยชน์

ข้อ 10. หากมีโอกาสข้าพเจ้าจะประพฤติเช่นเดียวกับบริษัทโฆษณาในเหตุการณ์ที่ 3

เป็นไปได้อย่างมาก : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นไปไม่ได้อย่างมาก

ข้อ 11. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 3

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 12. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับบริษัทโฆษณาในเหตุการณ์ที่ 3

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

เหตุการณ์ที่ 4 บริษัทเครือข่ายโทรศัพท์มือถือ : บริษัท B ซึ่งให้บริการเครือข่ายโทรศัพท์มือถือ ได้ใช้โปรแกรม Carrier QQ ซึ่งเป็นโปรแกรมพิเศษเพื่อติดตามพฤติกรรมการใช้งานโทรศัพท์มือถือของผู้บริโภค โดยได้เขียนคำขออนุญาตในนโยบายความเป็นส่วนตัวส่วนตัวและข้อมูลส่วนบุคคล (Privacy Policy) ของบริษัท แต่ผู้บริโภคมีความรู้ความเข้าใจในเรื่องนี้น้อย และผู้บริโภคแทบไม่มีทางเลือกในการปฏิเสธการให้ข้อมูลเลย โดยผู้บริโภคไม่รู้ขอบข่ายที่แน่ชัดของการนำข้อมูลไปใช้ รวมถึงไม่รู้ว่าจะถูกส่งให้แก่บุคคลใดบ้าง

ข้อ 13. ข้าพเจ้าคิดว่าการกระทำของบริษัท B ในเหตุการณ์ที่ 4:

- 13.1 ไม่ดี : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ดี
- 13.2 ไม่ฉลาด : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ฉลาด
- 13.3 ผิดจริยธรรม : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ถูกจริยธรรม
- 13.4 ไม่เกิดประโยชน์ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เกิดประโยชน์
- 13.5 เป็นโทษ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นประโยชน์

ข้อ 14. หากมีโอกาสข้าพเจ้าจะประพฤติเช่นเดียวกับบริษัท B ในเหตุการณ์ที่ 4

เป็นไปได้อย่างมาก : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นไปไม่ได้อย่างมาก

ข้อ 15. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 4

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 16. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับบริษัท B ในเหตุการณ์ที่ 4

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

เหตุการณ์ที่ 5 บริษัทสืบค้นข้อมูลบนอินเทอร์เน็ต (Search Engine) : บริษัท C ซึ่งเป็นบริษัทสืบค้นข้อมูลบนอินเทอร์เน็ตระดับโลกเปิดตัวกลยุทธ์การโฆษณาใหม่ที่เรียกว่า การเลือกกลุ่มเป้าหมายตามพฤติกรรม (Behavioral Targeting) โดยเป็นกลยุทธ์ซึ่งใช้การโฆษณาจากพื้นฐานความสนใจของผู้บริโภค โดยการติดตามพฤติกรรมการใช้อินเทอร์เน็ตและประวัติการค้นหาข้อมูลต่างๆ ของผู้บริโภค โดยกลยุทธ์นี้บริษัทสามารถเข้าถึงและนำเสนอโฆษณาที่เหมาะสมกับความต้องการของผู้บริโภคได้มากยิ่งขึ้น และทำให้บริษัทรู้ข้อมูลเกี่ยวกับผู้บริโภคเยอะมาก แต่ในทางกลับกันผู้บริโภคก็รู้เกี่ยวกับเรื่องเหล่านี้้น้อยมาก โดยผู้บริโภคไม่รู้ว่าคุณข้อมูลอะไรบ้างของตัวเองที่ถูกเก็บไป รวมถึงข้อมูลเหล่านั้นจะถูกนำไปใช้อย่างไรบ้าง

ข้อ 17. ข้าพเจ้าคิดว่าการกระทำของบริษัท C ในเหตุการณ์ที่ 5:

- 17.1 ไม่ดี : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ดี
- 17.2 ไม่ฉลาด : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ฉลาด
- 17.3 ผิดจริยธรรม : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ถูกจริยธรรม
- 17.4 ไม่เกิดประโยชน์ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เกิดประโยชน์
- 17.5 เป็นโทษ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นประโยชน์

ข้อ 18. หากมีโอกาสข้าพเจ้าจะประพฤติเช่นเดียวกับบริษัท C ในเหตุการณ์ที่ 5

เป็นไปได้อย่างมาก : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นไปไม่ได้อย่างมาก

ข้อ 19. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 5

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 20. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับบริษัท C ในเหตุการณ์ที่ 5

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

เหตุการณ์ที่ 6 การโฆษณาผ่านโทรศัพท์มือถือ : การพัฒนาของเทคโนโลยีโทรศัพท์มือถือทำให้สามารถเพิ่มสมรรถนะและโอกาสในการเก็บข้อมูลและการเปิดเผยข้อมูลส่วนตัวจำนวนมากของผู้บริโภคได้ง่ายขึ้น จึงทำให้บริษัทโฆษณา D สามารถเข้าถึงผู้บริโภคได้อย่างง่ายดาย โดยสามารถใช้การสื่อสารที่เข้าถึงกลุ่มเป้าหมายได้แม่นยำมากขึ้นในการทำแคมเปญโฆษณา ทั้งการโฆษณาส่วนบุคคล (Personalized Ads) และการโฆษณาโดยเลือกกลุ่มเป้าหมายตามพฤติกรรม (Behavioral Ads) โดยไม่คำนึงถึงการยินยอม และการอนุญาตจากผู้บริโภค รวมถึงมีระบบการดูแลเรื่องการป้องกันข้อมูลของผู้บริโภคน้อยมาก

ข้อ 21. ข้าพเจ้าคิดว่า การกระทำของบริษัทโฆษณา D ในเหตุการณ์ที่ 6:

- 21.1 ไม่ดี : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ดี
- 21.2 ไม่ฉลาด : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ฉลาด
- 21.3 ผิดจริยธรรม : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ถูกจริยธรรม
- 21.4 ไม่เกิดประโยชน์ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เกิดประโยชน์
- 21.5 เป็นโทษ : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นประโยชน์

ข้อ 22. หากมีโอกาสข้าพเจ้าจะประพฤติเช่นเดียวกับบริษัทโฆษณา D ในเหตุการณ์ที่ 6

เป็นไปได้อย่างมาก : 1 : 2 : 3 : 4 : 5 : 6 : 7 : เป็นไปไม่ได้อย่างมาก

ข้อ 23. ข้าพเจ้าจะไม่ประพฤติเหมือนเช่นในเหตุการณ์ที่ 6

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ข้อ 24. ในอนาคตถ้าข้าพเจ้าตกอยู่ในเหตุการณ์เช่นเดียวกันนี้ ข้าพเจ้าอาจประพฤติเช่นเดียวกับบริษัทโฆษณา D ในเหตุการณ์ที่ 6

จริง : 1 : 2 : 3 : 4 : 5 : 6 : 7 : ไม่จริง

ส่วนที่ 2: คำถามเกี่ยวกับกลุ่มอ้างอิงที่มีอิทธิพลต่อนักโฆษณา

คำชี้แจง: กรุณาอ่านและพิจารณาข้อความแต่ละข้อความโดยละเอียดและเลือกข้อที่ตรงกับท่านมากที่สุด

ข้อ 25. คุณเคยเผชิญปัญหาเกี่ยวกับจริยธรรมในการโฆษณาออนไลน์หรือไม่

เคย โปรดระบุ ไม่เคย

ข้อ 26. เมื่อคุณมีปัญหเกี่ยวกับจริยธรรมในการโฆษณา คุณจะปรึกษาใคร (เลือกได้เพียง 3 ข้อ โดยใช้เลขลำดับที่หน้าข้อ และโปรดเรียงลำดับตามความสำคัญจากลำดับที่ 1 ไปยังลำดับที่ 3)

- | | |
|---|--|
| <input type="checkbox"/> ผู้ได้บังคับบัญชา | <input type="checkbox"/> พ่อแม่ |
| <input type="checkbox"/> เพื่อนร่วมงานในหน่วยงานหรือแผนก | <input type="checkbox"/> คู่สมรส (สามี-ภรรยา) |
| <input type="checkbox"/> เพื่อนต่างหน่วยงานหรือหรือต่างแผนกในองค์กร | <input type="checkbox"/> พี่น้อง |
| <input type="checkbox"/> หัวหน้างาน | <input type="checkbox"/> ญาติ |
| <input type="checkbox"/> ผู้บริหารระดับกลาง | <input type="checkbox"/> เพื่อนสนิทนอกที่ทำงาน |
| <input type="checkbox"/> ผู้บริหารระดับสูง | <input type="checkbox"/> เพื่อนสนิทในที่ทำงาน |
| <input type="checkbox"/> บอกกับตนเองและแก้ปัญหาด้วยตัวเอง | <input type="checkbox"/> อื่นๆ โปรดระบุ |

ข้อ 27. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการใช้โปรแกรมคอมพิวเตอร์พิเศษเพื่อโหวตเหมือนในเหตุการณ์ที่ 1

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 28. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการตกแต่งรูปในโฆษณาเหมือนในเหตุการณ์ที่ 2

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 29. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการแต่งเรื่องและเผยแพร่ในบล็อกเหมือนในเหตุการณ์ที่ 3

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 30. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการใช้โปรแกรมพิเศษติดตามพฤติกรรมการใช้งานโทรศัพท์มือถือของผู้บริโภคในขณะที่ผู้บริโภคไม่มีข้อมูลความรู้ความเข้าใจในเรื่องนี้เพียงพอเหมือนในเหตุการณ์ที่ 4

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 31. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการนำพฤติกรรมการทำงานทางอินเทอร์เน็ตของผู้บริโภคมาใช้เพื่อนำเสนอโฆษณาให้มีประสิทธิภาพมากขึ้นโดยที่ผู้บริโภคไม่มีข้อมูลความรู้ความเข้าใจในเรื่องนี้อย่างเพียงพอเหมือนในเหตุการณ์ที่ 5

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 32. คุณคิดว่าคนที่สำคัญกับคุณที่คุณเลือกในลำดับที่ 1 (ในข้อ 26) จะมีความคิดเห็นอย่างไรกับการใช้ข้อมูลส่วนตัวของผู้บริโภคเพื่อเป็นข้อมูลในการสื่อสารแบบส่วนตัวผ่านการโฆษณาบนโทรศัพท์มือถือโดยไม่คำนึงถึงการยินยอม การอนุญาต และการป้องกันข้อมูลของผู้บริโภคเหมือนในเหตุการณ์ที่ 6

ต่อต้านอย่างเต็มที่ : -3 : -2 : -1 : 0 : 1 : 2 : 3 : สนับสนุนอย่างเต็มที่

ข้อ 33. โดยทั่วไปแล้ว คุณต้องการทำตามที่คนที่เลือกในลำดับที่ 1 (ในข้อ 26) คิดว่าคุณควรทำมากแค่ไหน

ไม่เลย (0) เล็กน้อย (1) ปานกลาง (2) มาก (3)

ส่วนที่ 3: ความพึงพอใจต่อการสื่อสารภายในองค์กร

คำชี้แจง: กรุณาอ่านและพิจารณาข้อความแต่ละข้อความโดยละเอียดและทำเครื่องหมาย ✓ ในช่องที่ตรงกับความรู้สึกของท่านมากที่สุด โดยแต่ละช่องมีความหมาย ดังนี้

1 หมายความว่า ไม่พึงพอใจอย่างมาก, 2 หมายความว่า ไม่พึงพอใจ, 3 หมายความว่า ค่อนข้างไม่พึงพอใจ, 4 หมายความว่า เฉย ๆ, 5 หมายความว่า ค่อนข้างพึงพอใจ, 6 หมายความว่า พึงพอใจ, 7 หมายความว่า พึงพอใจอย่างมาก (โดยที่ 1 หมายถึงระดับความพึงพอใจน้อยที่สุด และ 7 หมายถึงระดับความพึงพอใจมากที่สุด)

ข้อ 34. โปรดระบุว่าคุณมีความพึงพอใจในการสื่อสารภายในองค์กรของคุณในด้านต่างๆ มากน้อยเพียงใด

ความพึงพอใจที่มีต่อบรรยากาศการสื่อสาร	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. การสื่อสารในองค์กรของข้าพเจ้าจูงใจให้ข้าพเจ้าเข้าถึงเป้าหมายขององค์กร							
2. พนักงานในองค์กรของข้าพเจ้ามีความสามารถในการสื่อสารได้เป็นอย่างดี							
3. การสื่อสารในองค์กรของข้าพเจ้าทำให้ข้าพเจ้าผูกพันกับองค์กรหรือรู้สึกเป็นส่วนสำคัญขององค์กร							
4. ข้าพเจ้าได้รับข้อมูลข่าวสารที่จำเป็นต่องานของข้าพเจ้าทันเวลา							
5. การจัดการข้อขัดแย้งสามารถทำได้เหมาะสมผ่านช่องทางการสื่อสารที่ถูกต้อง							
ความพึงพอใจที่มีต่อการสื่อสารกับหัวหน้างาน	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. หัวหน้างานของข้าพเจ้ารับฟัง และใส่ใจต่อข้าพเจ้า							
2. หัวหน้างานของข้าพเจ้าให้คำแนะนำในการแก้ปัญหาเรื่องงานแก่ข้าพเจ้า							
3. หัวหน้างานของข้าพเจ้าไว้ใจข้าพเจ้า							
4. หัวหน้างานของข้าพเจ้าเปิดรับความเห็นต่างๆ							
5. ระดับการควบคุมงานของหัวหน้างานที่ข้าพเจ้าได้รับนั้นเหมาะสมดีแล้ว							

ความพึงพอใจที่มีต่อการจัดการองค์กรโดยรวม	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. ข้อมูลเกี่ยวกับความก้าวหน้าในงานของข้าพเจ้า							
2. ข่าวสารจากฝ่ายบุคคล							
3. ข้อมูลเกี่ยวกับนโยบายและเป้าหมายของแผนก							
4. ข้อมูลเกี่ยวกับความต้องการในงานของข้าพเจ้า							
5. ข้อมูลเกี่ยวกับผลประโยชน์และรายได้ของพนักงาน							
ความพึงพอใจที่มีต่อคุณภาพของสื่อ	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. การสื่อสารภายในองค์กรของข้าพเจ้าน่าสนใจและเป็นประโยชน์							
2. การประชุมภายในองค์กรจัดได้อย่างเหมาะสม							
3. คำสั่งและรายงานต่างๆ บันทึก ไว้อย่างกระชับและชัดเจน							
4. โดยทั่วไปแล้วทัศนคติต่อการสื่อสารในองค์กรของข้าพเจ้านั้นดีอยู่แล้ว							
5. ปริมาณการสื่อสารในองค์กรของข้าพเจ้านั้นเหมาะสมดีแล้ว							
ความพึงพอใจที่มีต่อการสื่อสารในแนวราบและไม่เป็นทางการ	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. มีการสื่อสารแบบไม่เป็นทางการ/ข่าวลือในองค์กรของข้าพเจ้า							
2. การสื่อสารกับพนักงานคนอื่นๆ ในระดับเดียวกับข้าพเจ้านั้นถูกต้องและต่อเนื่องสม่ำเสมอ							
3. การนำทักษะด้านการสื่อสารมาประยุกต์ใช้ในสถานการณ์ฉุกเฉินได้							
4. กลุ่มทำงานของข้าพเจ้าสามารถทำงานร่วมกันได้ดี							
5. การสื่อสารอย่างไม่เป็นทางการนั้นมีประสิทธิภาพและถูกต้อง							
ความพึงพอใจที่มีต่อมุมมองขององค์กร	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. ข้อมูลเกี่ยวกับนโยบายและเป้าหมายขององค์กร							
2. ข้อมูลเกี่ยวกับกฎและการควบคุมจากทางรัฐบาลที่มีผลกับการดำเนินงานขององค์กรของข้าพเจ้า							
3. ข้อมูลเกี่ยวกับการเปลี่ยนแปลงภายในองค์กรของข้าพเจ้า							
4. ข้อมูลเกี่ยวกับผลประกอบการ และ/หรือ สถานะทางการเงิน							
5. ข้อมูลเกี่ยวกับความสำเร็จและ/หรือความผิดพลาดขององค์กร							

ความพึงพอใจที่มีข้อมูลย้อนกลับส่วนบุคคล	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. ข้อมูลเกี่ยวกับการเปรียบเทียบการปฏิบัติงานของข้าพเจ้ากับพนักงานคนอื่นว่าเป็นอย่างไร							
2. ข้อมูลเกี่ยวกับการประเมินผลของการปฏิบัติงานของข้าพเจ้า							
3. การรับรู้ถึงความพยายามของข้าพเจ้า							
4. การรายงานปัญหาในงานของข้าพเจ้าได้รับการแก้ไขอย่างไร							
5. ผู้จัดการหรือหัวหน้างานเข้าใจถึงปัญหาที่พนักงานต้องเผชิญ							
โปรดระบุว่าคุณมีความพึงพอใจในข้อต่อไปนี้หรือไม่ หากคุณเป็นผู้จัดการหรือหัวหน้างาน (มีลูกน้องในบังคับบัญชา)							
ความพึงพอใจต่อการสื่อสารกับผู้ใต้บังคับบัญชา	ระดับความพึงพอใจ						
	1	2	3	4	5	6	7
1. พนักงานของข้าพเจ้าสามารถตอบสนองต่อการสื่อสารที่มีคำสั่งลงไป							
2. พนักงานของข้าพเจ้าสามารถคาดคะเนถึงความต้องการในข้อมูลของข้าพเจ้าได้							
3. ข้าพเจ้าสามารถหลีกเลี่ยงการสื่อสารที่มากเกินไป							
4. พนักงานของข้าพเจ้าเต็มใจรับการประเมิน ข้อเสนอแนะ และคำวิจารณ์							
5. พนักงานของข้าพเจ้ารู้สึกยินดีชอบในการสร้างสรรค์การสื่อสารที่ถูกต้องกลับขึ้นมา							

ส่วนที่ 4: ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

คำชี้แจง: โปรดตอบคำถามดังต่อไปนี้

ข้อ 35. เพศ หญิง ชาย

ข้อ 36. อายุ _____ ปี

ข้อ 37. การศึกษา น้อยกว่าปริญญาตรี ปริญญาตรี สูงกว่าปริญญาตรี

ข้อ 38. คุณทำงานในวงการโฆษณามานาน _____ ปี

ข้อ 39. คุณทำงานอยู่ในบริษัทแห่งนี้มานาน _____ ปี

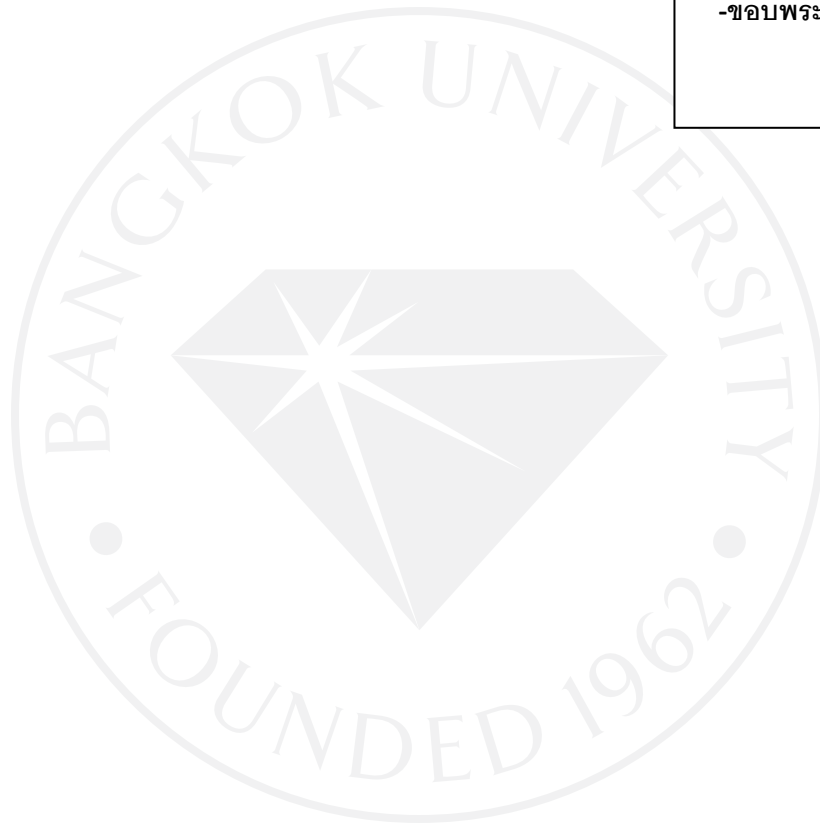
ข้อ 40. จำนวนบุคลากรในบริษัทของท่าน

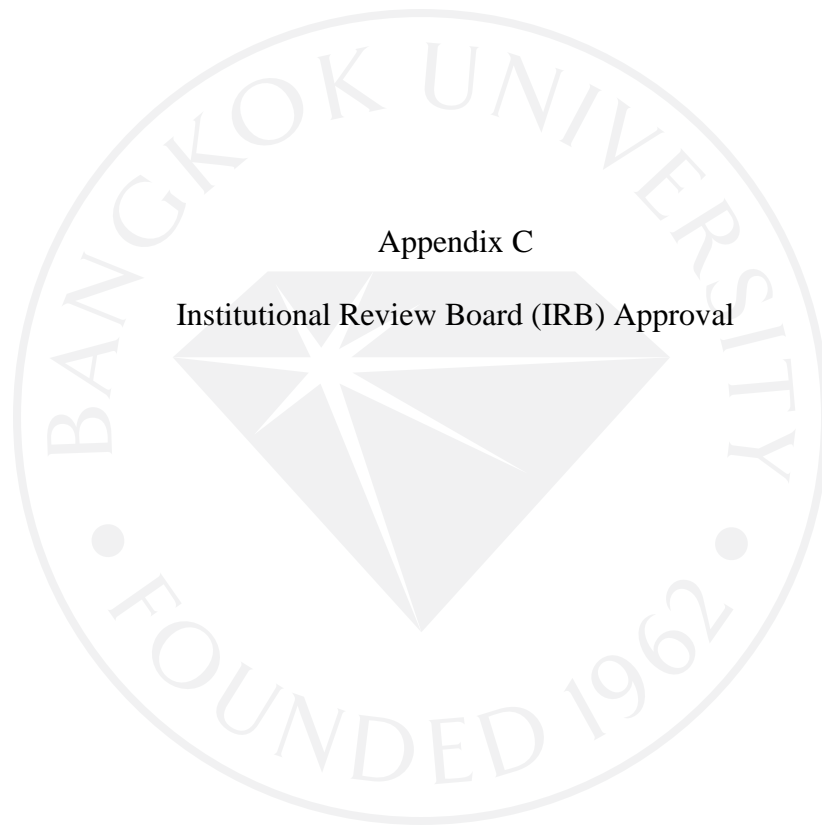
น้อยกว่า 50 คน 50-70 คน 71-100 คน 100 คนขึ้นไป

ข้อ 41. คุณทำงานในตำแหน่ง _____

ข้อ 42. คุณอยู่ในแผนก/ฝ่าย _____

-ขอขอบคุณอย่างสูง-





Appendix C

Institutional Review Board (IRB) Approval



This is to certify that:

Research Title: At The Intersection: Ethical Decision Making of Advertising Practitioner in Digital Age


Researcher: Miss Sawitree Cheevasart

Affiliation: Graduate School

Reference no. 96003001

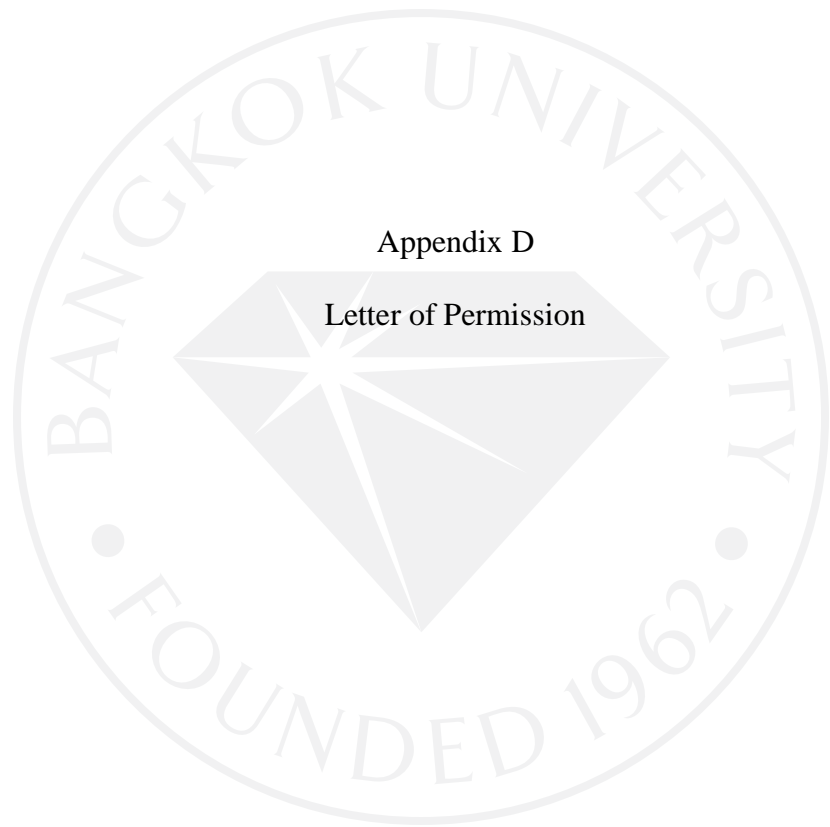
has been reviewed and approved by the Ethics Committee for Human Research, Bangkok University,
in accordance with the Declaration of Helsinki.

Date of approval: 6 March 2017



.....
Assoc. Prof. Yothin Sawangdee, Ph.D.
Chairman, Ethics Committee for Human Research
Bangkok University

Ethics Committee for Human Research
Office: Institute of Research Promotion and Innovation Development
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Bangkok University, City Campus
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ที่ มกท/บศ.0212/2560

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16 มีนาคม 2560

เรื่อง ขออนุญาตแจกแบบสอบถามเพื่อประกอบการทำวิทยานิพนธ์

เรียน ท่านผู้เกี่ยวข้อง

สิ่งที่แนบมาด้วย แบบสอบถาม จำนวน 1 ชุด

เนื่องด้วย นางสาวสาวิตรี ชีวะสารณ์ รหัสนักศึกษา 953030053 หมายเลขโทรศัพท์ 08-4724-1717
E-mail : puppup111@yahoo.com นักศึกษาปริญญาเอกนิเทศศาสตร์ มหาวิทยาลัยกรุงเทพ ได้รับอนุมัติให้
ดำเนินการทำวิทยานิพนธ์ เรื่อง “ณ จุดตัดทางแยก: การตัดสินใจทางจริยธรรมของนักโฆษณาในยุคดิจิทัล AT
THE INTERSECTION: ETHICAL DECISION MAKING OF ADVERTISING PRACTITIONER IN DIGITAL AGE”
ในภาคการศึกษาที่ 2 ปีการศึกษา 2559 ซึ่งจำเป็นต้องอาศัยข้อมูลจากหน่วยงานของท่าน บัณฑิตวิทยาลัยจึงใคร่
ขอความอนุเคราะห์ให้ นางสาวสาวิตรี ชีวะสารณ์ แจกแบบสอบถาม เรื่อง “ณ จุดตัดทางแยก: การตัดสินใจทาง
จริยธรรมของนักโฆษณาในยุคดิจิทัล AT THE INTERSECTION: ETHICAL DECISION MAKING OF
ADVERTISING PRACTITIONER IN DIGITAL AGE” โดยจะขอเก็บข้อมูลจากนักโฆษณาในบริษัท จำนวน 35 คน
เพื่อประกอบการทำวิทยานิพนธ์ในวิชาดังกล่าวข้างต้น จักเป็นพระคุณยิ่ง

ทั้งนี้ การพิจารณาให้ข้อมูลและให้ความอนุเคราะห์อื่นๆ ขึ้นอยู่กับดุลยพินิจของท่านและนโยบายของ
หน่วยงาน บัณฑิตวิทยาลัยใคร่ขอขอบคุณที่ท่านสละเวลาพิจารณาจดหมายฉบับนี้

ขอแสดงความนับถือ


(ดร.สันสนีย์ เทพย์อนุญา)
คณบดีบัณฑิตวิทยาลัย

บัณฑิตวิทยาลัย
โทร. 0-2350-3608-9
โทรสาร 0-2350-3668



Appendix E

Advertising Agency Name List

Advertising Agency Name List

1	Inhouse Brand Works Co.,Ltd	59/18 Soi Sukhumvit 31 (Sawasdee) Klongtoey Nua Wattana Bangkok 10110 Tel: 02-023-5100 Fax: - Email: pla@inhouse.co.th	6	Delphys Hakuhodo บริษัท เดลฟิส ฮาคูโฮโด (ประเทศไทย) จำกัด	สำนักงานใหญ่ 63 อาคารเอกทรีนี่ ทาวเวอร์ ชั้น 32 ถนนวิฑู แขวงลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 โทร. (02) 168-8300 โทรสาร (02) 168-8281 Website : www.delphyshakuhodo.com Tel: +66(0) 2168 8300 Fax: +66(0) 2 168-8281 Email: wipaporn@dph-thai.co.th; kuntida@dph-thai.co.th
2	บริษัท ฟาร์อีสท์ ดีดีบี จำกัด (มหาชน)	465/1-467 ถนนศรีอยุธยา แขวงทุ่งพญาไท เขตราชเทวี เขตราชเทวี กรุงเทพฯ 10400 Tel: +66(0) 2354 3333 Fax: +66(0) 2644 9550 - 1 Email: fareast@fareastddb.com	7	วันเดอร์แมน	989 อาคารสยามทาวเวอร์ ชั้น 19 ยูนิตบี1 ถนนพระราม 1 แขวงปทุมวัน เขตปทุมวัน กรุงเทพฯ 10330 Tel: 02658 0950 Fax: 02658 0956
3	บริษัท อัปเปอร์พลัส จำกัด	9/24 หมู่ 2 หมู่บ้านสลิสกรีนิลด์ ถนนสุขาภิบาล 5 แขวงออกเงิน เขตสายไหม กรุงเทพฯ 10220 Tel: +66(0) 2691 7455, Fax: +66(0) 2691 7455 Email: upper_plus@hotmail.com	8	Matchbox Co., Ltd. บริษัท แมทซ์บ็อกซ์ จำกัด	414 อาคารชินวัตรทาวเวอร์ 1 ถนนพหลโยธิน แขวงสามเสนใน เขตพญาไท กรุงเทพฯ 10400 Tel: +66(0) 2299 5600, Fax: +66(0) 2299 5661 Email: yinai_nga@matchbox.co.th
4	บริษัท มาสเตอร์ แอด จำกัด (มหาชน)	1 ชั้น 4-6 ซ. ลาดพร้าว 19 ถ.ลาดพร้าว แขวงจอมพล เขตจตุจักร กรุงเทพฯ 10900 Tel: +66(0) 2938-3388, Fax: +66(0) 2938 3488	9	DRAFTFCB (Thailand) Ltd. บริษัท ดราฟท์เฟสบี (ประเทศไทย) จำกัด	88 ซอยสุขุมวิท 62 แยก 3 ถนนสุขุมวิท แขวงบางจาก เขตพระโขนง กรุงเทพฯ 10260 Tel: +66(0) 2715 3000, Fax: +66(0) 2332 8544 Email: apirak.fcb@prakit.com,Kanjanapornb.fcb@prakit.
5	Amex Team Advertising Ltd. บริษัท แอมเมกซ์ ทีม แอ็ดเวอร์ไทซิง จำกัด	276 ซอยศูนย์วิจัย 4 ถนนพระรามเก้า แขวงบางกะปิ เขตห้วยขวาง กรุงเทพฯ 10320 Tel: +66(0)719 6444 Fax: +66(0)719 6430 Email: vscn@amexteam.com	10	Social Media Master Co., Ltd.	290/25 ซอยลาดพร้าว 84 (สังคมสงเคราะห์ที่ 1) ถนนประดิษฐ์มนูธรรม แขวงวังทองหลาง เขตวังทองหลาง กรุงเทพฯ 10310 Tel: +66(0) 2193 9062 Fax: +66(0) 2193 9047 Email: nilkamaeng@social.co.th

11	Dentsu (Thailand) Ltd. บริษัท เดนทิส (ประเทศไทย) จำกัด	968 อาคารอ็อบเจ็คทีฟ ชั้น 27-28 ถนนพระราม 4 แขวงสีลม เขตบางรัก กรุงเทพฯ 10500 Tel: +66 085 098 1818, Fax: +66(0) 2632 4343 Email: wannee@dentsu.co.th	16	Radix Advertising บริษัท เรดิกซ์ แอดเวอร์ไทซิ่ง จำกัด	93/1 อาคารจีพีเอฟ วิทยุ ชั้น 8 ยูนิต 802 ถนนวิทยุ แขวง ลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2256 7470-3 Fax: +66(0) 2256 7474
12	Jeh United บริษัท เจ้ ยูไนเต็ด จำกัด	142 ซอยสุขุมวิท 42 ถนนสุขุมวิท แขวงคลองเตย เขตคลองเตย กรุงเทพฯ 10110 Tel: +66(0) 2663 5499 Fax: +66(0) 2663 5499 Email: suchada@jehunidd	17	TBWA (Thailand) Co., Ltd. บริษัท ทีบีดับบลิวเอ (ประเทศ ไทย) จำกัด	153/3 อาคารโกลเด้นพาวริลเลียน ชั้น 1-2 ซ.มหาดเล็ก หลวง 1 ถ.ราชดำริห์ แขวงลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2687 7400 Fax: +66(0) 2652 1121 Email: tippanee.thiranoraseth@tbwathailand.com
13	MOSH Co., LTD.บริษัท มอชซ์ จำกัด	3/100-101 ซอยลาดพร้าว31 แขวงจันทรมงคล เขตจตุจักร กรุงเทพฯ 10900 Tel: 662-938-9492 Fax: 662-938-9925 Email: moshjoe@moshagency.com	18	Access & Associates บริษัท แอซ แอนด์ แอสโซซิเอตส์ จำกัด	976/4 ซอยโรงพยาบาลพระรามเก้า ถ.พระรามเก้า เขต ห้วยขวาง กรุงเทพฯ 10310 Tel: +66(0)2641 5300 – 7 Fax: +66(0)2641 5308 - 9 Email: sanserm@access.co.th
14	Yell Advertising	35/5 ลาดพร้าว 18 แขวงจอมพล เขตจตุจักร กรุงเทพฯ 10900 Tel: +66(0) 2512 2098-9 Fax: +66(0) 2512 2042 Email: contact@yellbkk.com	19	Ho Yhan บริษัท โฮหยัน จำกัด	1055/754-5 สเตททาวเวอร์ ชั้น 34 ถนนสีลม แขวงสีลม เขตบางรัก กรุงเทพฯ 10500 Tel: +66(0) 2235-9544 Fax: +66(0) 2235-9545 Email: hoyhan@trumail.co.th , hoyhan@gmail.com
15	Massive Advertising บริษัท แมสซีฟ แอดเวอร์ไทซิ่ง จำกัด	1383 ซอยลาดพร้าว 94 ถนนลาดพร้าว แขวงพลับพลา เขตวัง ทองหลาง กรุงเทพฯ 10310 Tel: +66(0) 2530 36398-9 Fax: +66(0) 2590 3772 Email: som@massive.co.th	20	U5OPPORTUNITYKNOCKS (Thailand) บริษัท ยูไฟฟ์ ออฟฟอร์ทิวไนตี้ น็อคส์ (ไทยแลนด์) จำกัด	100/122-123 ชั้น 3-6 ถนนพระราม 9 แขวงห้วยขวาง เขต ห้วยขวาง กรุงเทพฯ 10310 Tel: +66(0) 2645 1020-7 Fax: +66(0) 2645 1035 Email: panadit.thongcharoen@u5ok.com

21	Asia 21 (Thailand) บริษัท เอเชีย 21 (ไทยแลนด์) จำกัด	89/14 ชั้น 12 อาคารอมรพันธุ์ 205 ทาวเวอร์ 1 ซ.นาทอง ถ. รัชดาภิเษก แขวงดินแดง เขตดินแดง กรุงเทพฯ 10400 Tel: +66(0)2248 7778 Fax: +66(0)2248 7779	26	The Leo Burnett Group Thailand เดอะลีโอบเบิร์นเนทท์กรุ๊ป ประเทศไทย	ชั้น 3 อาคารสินธรทาวเวอร์ 1 130-132 ถนนวิฑู แขวง ลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +662-684-5555 Fax: +662-684-5500 Email: Songkran.Sethesompobe@leoburnett.co.th
22	McCann Worldgroup แมคแคน เวิลด์กรุ๊ป 98	อาคารสาทร สแควร์ ออฟฟิศ ทาวเวอร์ ชั้น 25-26 ถนนสาทร เหนือ แขวงสีลม เขตบางรัก กรุงเทพฯ 10500 McCann Worldgroup 98 Sathorn Square Office Tower, 25th -26th Floor, North Sathorn Road, Silom, Bangrak, Bangkok 10500 Tel: +66(0) 2343 6000 Fax: +66(0) 2343 6001-3 Email: kittivan.anuwatesakul@mccann.com	27	JWT Bangkok เจ ดับบลิว ที	อาคารยูบีซี 2 ชั้น 19 เลขที่ 591 ถนนสุขุมวิท 33 แขวง คลองตันเหนือ เขตวัฒนา กรุงเทพฯ 10110 Tel: +66(0) 2204 8000 Fax: +66(0) 2260 1061 Email: bob.hekkelman@jwt.com
23	Khoodee Co., Ltd. บริษัท คูดี จำกัด	เลขที่ 50/89 ซอยดี 3 ถนนบอนด์สตรีท ตำบลบ้านใหม่ อำเภอ ปากเกร็ด จังหวัดนนทบุรี 11120 Tel: 66-02-960-0262-4 Fax: 66-02-960-0265 Email: pariyanch@khoodee.com	28	Huge Advertising บริษัท ฮิวจ์ แอ็ดเวิร์ทไทย จำกัด	898/20 อาคารชุดเอสวี ซิตี สำนักงาน 2 ชั้น 12 ถนน พระราม 3 แขวงบางโพงพาง เขตยานนาวา กรุงเทพฯ 10120 Tel: +66(0) 2682 7799 Fax: +66(0) 2682 5399
24	Core and Peak Co., Ltd. บริษัท คอร์ แอนด์ พีค จำกัด	27 ซอยเจริญนคร 14 ถนนเจริญนคร แขวงคลองตันไทร เขต คลองสาน กรุงเทพฯ 10600 Tel: (02) 439 4600 Fax: (02) 861 0675 Email: Ampawan@corepeak.com	29	Monday มันเดย์	989 อาคารสยามทาวเวอร์ ชั้น 16 ยูนิตเอ 1 ถนนพระราม 1 แขวงปทุมวัน เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2658 1444 Fax: +66(0) 2658 1446 Email: ubonrat.jitvidthaya@monday.co.th
25	SPA-HAKUHODO CO., LTD. บริษัท สปา - ฮาคูโฮโด จำกัด	ชั้น 8 อาคารรัชต์ภาคย์ 163 ถนนสุขุมวิท ซอยอโศก แขวง คลองเตยเหนือ เขตวัฒนา กรุงเทพฯ 10110 Tel: 02259 0310-9 Fax: 02258 9188	30	Idea Avenue บริษัท ไอเดีย อเวนนู จำกัด	622 อาคารเอ็มโพเรียมทาวเวอร์ ชั้น 22/5 ถนนสุขุมวิท 24 แขวงคลองตัน เขตคลองเตย กรุงเทพฯ 10110 Tel: 02664 9119 Fax: 02644 9114

31	Chuo Senko (Thailand) Public Co., Ltd. บริษัท ชูโอ เซ็นโก (ประเทศไทย) จำกัด	622 เอ็มโพเรียมทาวเวอร์ ชั้น 18 ถนนสุขุมวิท แขวงคลองตัน เขตคลองเตย กรุงเทพฯ 10110 Tel: +66(0)2664 9700 Fax: +66(0)2664 9720 - 1 Email: ratchasub.n@chuosenko.co.th	37	Havas Worldwide Bangkok Ltd. บริษัท ฮาวาส เวิลด์ไวด์ แบงค็อก จำกัด	2 อาคารจัสมิน ซิตี้ ชั้น 20 บี ซอยสุขุมวิท 23 ถนนสุขุมวิท แขวงคลองเตยเหนือ เขตวัฒนา กรุงเทพมหานคร 10110 โทรศัพท์ 02-022-6300 โทรสาร 02-022-6399 Tel: +66(0) 2022-6300 Fax: +66(0) 2022-6399 Email: koblap.n@havasww.com
32	MADEENA.BAGNKOK CO., LTD. มาดี ณ	18 ถนนกาญจนาภิเษก แขวงสะพานสูง เขตสะพานสูง กรุงเทพฯ 10240 Tel: 662-716-8563-70 Fax: 662-101-6977 Email: bangkok@madeena.asia	38	Dai-ichi Kikaku (Thailand) Co., Ltd. บริษัท ได-อิชิ คิกากุ (ประเทศไทย) จำกัด	อาคารชินวัตรทาวเวอร์ 3 ชั้น 23 1010 ถนนวิภาวดีรังสิต แขวงจตุจักร เขตจตุจักร กรุงเทพฯ 10900 Tel: +66(0) 2949 2700 Fax: +66(0) 2949 2777 Email: krongkarn@dik.co.th
33	Cheil (Thailand) Ltd. บริษัท เชิล (ประเทศไทย) จำกัด	195 อาคารเอ็มไพร์ทาวเวอร์ ชั้น 42 ทาวเวอร์ 2 ถนนสาทรใต้ แขวงยานนาวา เขตสาทร กรุงเทพฯ 10120 Tel: 662-695 9200 Fax: 662-695 9222 Email: wiwat.t@cheil.com	39	JDesign Agency บริษัท เจดีไซน์ เอเจนซี่ จำกัด	3149 ถ.ลาดพร้าว แขวงคลองจั่น เขตบางกะปิ กรุงเทพฯ 10240 Tel: 662 733 1830 Fax: 662 733 1830 Email: support@jdesignagency.com
34	Hakuhodo (Bangkok) บริษัท ฮาคูโฮโด (กรุงเทพ) จำกัด	900 อาคารต้นสนทาวเวอร์ ชั้น 16 ถนนเพลินจิต แขวงลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2257 0533, Fax: +66(0) 2257 0545 Email: thananpit@hakuhodobkk.co.th / hr@hakuhodobkk.co.th	40	Dentsu Young & Rubicam Ltd. บริษัท เดนทส์ ยูงก์ แอนด์ รูบิแคม จำกัด	989 อาคารสยามทาวเวอร์ ชั้น 17 ถนนพระราม 1 แขวงปทุมวัน เขตปทุมวัน กรุงเทพฯ 10330 Tel: 02658 0999 Fax: 02658 0995 Email: Anawat.Songtis@yr.com
35	FAME LINE Co., Ltd. บริษัท เฟมไลน์ จำกัด	465/1-467 ถนนศรีอยุธยา แขวงทุ่งพญาไท เขตราชเทวี กรุงเทพฯ 10400 Tel: +66(0) 2354 3555 Fax: +66(0) 2354 3556 Email: kadekaew@fameline.co.th	41	GIIR (Thailand) Limited. บริษัท จีไออาร์ (ประเทศไทย) จำกัด	75/73 อาคารริชมอนด์ ชั้น 20 ซ.สุขุมวิท 26 ถ.สุขุมวิท แขวงคลองตัน เขตคลองเตย กรุงเทพฯ 10110 Tel: 662 260 6921 Fax: 662 2606921 Email: pattarapon@hsad.co.kr
36	MullenLowe	1 อาคารเอ็มไพร์ทาวเวอร์ ชั้น 28 ถนนสาทรใต้ แขวงยานนาวา เขตสาทร กรุงเทพฯ 10120 Tel: +66(0) 2627 7000, Fax: +66(0) 2627 7011-12	42	Theme Ad Corporation บริษัท ธีมแอ็ด คอร์ปอเรชั่น จำกัด	19/21 ซอยลาดพร้าว 15 ถนนลาดพร้าว แขวงลาดยาว เขตจตุจักร กรุงเทพฯ 10900 Tel: +66(0) 2938 4450-4, Fax: +66(0) 2513 8267

43	BBDO Bangkok บริษัท บีบีดีโอ กรุงเทพ จำกัด	968 อาคารอ็อบจ็อบเฮลีย์ ชั้น 18 ถนนพระราม 4 แขวงสีลม เขต บางรัก กรุงเทพฯ 10500 Tel: (02) 637 5999, Fax: (02) 637 5990 Email: thisaras@bbdo.co.th	48	Knight Club Co., Ltd. บริษัท ไนท์ คลับ จำกัด	59/66 หมู่ที่ 4 แขวงลาดพร้าว เขตลาดพร้าว กรุงเทพฯ 10230 Tel: (086) 179-4556, Fax: (02) 615-5358 Email: nanthapark@knightclub.co.th
44	Bangkokshowcase Co., Ltd. บริษัท บางกอก โชว์เคส จำกัด	เลขที่ 54 ชั้น 7 ห้อง 7 ดี อาคารหะรินธร ถนนสาทรเหนือ แขวงสี ลม เขตบางรัก กรุงเทพฯ 10500 Tel: +66(0)2632 2888, Fax: +66(0)2632 2898	49	Ogilvy & Mather Advertising โอบิลวี แอนด์ เมเธอร์ แอ็ดเวอร์ ไทซิ่ง	อาคารสำนักงานดิออฟฟิศเคา แอท เซ็นทรัลเวิลด์ ชั้น 15 999/9 ถ.พระราม 1 แขวงปทุมวัน เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0)2205 6000, Fax: +66(0)2205 6007 Email: Phawit.Chitrakorn@ogilvy.com
45	Saatchi & Saatchi บริษัท ซาทชี แอนด์ ซาทชี จำกัด	ชั้น 25 อาคารสารคดีทีทาวเวอร์, 175 ถนนสาทรใต้ แขวงทุ่ง มหาเมฆ เขตสาทร กรุงเทพฯ 10120 Tel: +66(0) 2640 4700, Fax: +66(0) 2679 5210	50	Macom บริษัท แม็คคอม จำกัด	128 อาคารพญาไทพลาซ่า ชั้น 14 ห้อง 149 ถนนพญาไท แขวงทุ่งพญาไท เขตราชเทวี กรุงเทพฯ 10400 Tel: +66(0) 2216 5602-4, Fax: +66(0) 2216 5605 Email: sirchai3350@gmail.com
46	Isobar (Thailand) Co., Ltd	968 อาคารอ็อบจ็อบเฮลีย์ ชั้น 33 ถ.พระราม 4 แขวงสีลม เขตบาง รัก กรุงเทพมหานคร 10500 Tel: +66(0) 2632-4574, Fax: +66(0) 2632-4569 Email: pornwimon.sabau@dentsuaegis.com	51	Think Factory บริษัท ธิงค แฟคทอรี่ จำกัด	1011 อาคารศุภาลัย แกรนด์ ทาวเวอร์ ชั้น 8 ห้อง 04-06 ถนนพระราม 3 แขวงช่องนนทรี เขตยานนาวา กรุงเทพฯ 10120 Tel: +66(0) 2687 0200, Fax: +66(0) 2687 0207
47	Grey (Thailand) Co., Ltd. บริษัท เกรย์ (ประเทศไทย) จำกัด	ชั้น 8 อาคารคิวเฮ้าส์ เพลินจิต เลขที่ 598 ถนนเพลินจิต แขวง ลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2685 2000, Fax: +66(0) 2685 2097 Email: pattaraporn.wong@grey.com	52	Ongoing Work Co., Ltd. บริษัท อดงโกอิงเวิร์ค จำกัด	4/3 ถนนเดโช แขวงสุริยวงศ์ เขตบางรัก กรุงเทพฯ 10500 Tel: +66(0) 2634 8700, Fax: +66(0) 2233 1401 Email: friends@ongoing.co.th

53	Major Advertising บริษัท เมเจอร์ แอ็ดเวอร์ไทซิ่ง จำกัด	32 ซ. สุภาพงษ์ 1 แยก 6 ถนนศรีนครินทร์ แขวงหนองบอน เขต ประเวศ กรุงเทพฯ 10250 Tel: +66(0) 2320 4000-3, Fax: +66(0) 2320-4004	60	บริษัท เดนทิส มีเดีย (ประเทศ ไทย) จำกัด	968 อาคารอ็อบเจ็คทีฟ ชั้น 28 โซนดี 3 ถนนพระราม 4 แขวงสีลม เขตบางรัก กรุงเทพฯ 10500 Tel: (02) 632-4020, Fax: (02) 632-4022-3
54	Nude Communication บริษัท นู้ด คอมมิวนิเคชั่น จำกัด	1028/5 อาคารพงษ์มร ชั้น 2 ถ. พระราม 4 แขวงทุ่งมหาเมฆ เขตสาทร กรุงเทพฯ 10120 Tel: +66(0) 2679 8599 Fax: +66(0) 2679 8598 Email: bebe@nudecommunication.com	61	Publicis (Thailand) บริษัท ปับลิซีส (ประเทศไทย) จำกัด	195 อาคารเอ็มไพร์ทาวเวอร์ ชั้น 47 ถนนสาทรใต้ แขวง ยานนาวา เขตสาทร กรุงเทพฯ 10120 Tel: +66(0)2659 5959, Fax: +66(0)2659 5968
55	SRP Advertising บริษัท เอส อาร์ พี แอ็ดเวอร์ไท ซิ่ง จำกัด	729-729/1 อาคารสิริราภรณ์ ชั้น 4-5 ถนนรัชดาภิเษก แขวงบาง โพธิ์พวง เขตยานนาวา กรุงเทพฯ 10120 Tel: +66(0) 2295 4504-5 Fax: +66(0) 2295 4503 Email: -	62	Asatsu (Thailand) Co., Ltd. บริษัท อาซาดซุ (ประเทศไทย) จำกัด	3388/86-87, 3388/88-89 อาคารสิรินรัตน์ ชั้น 24 ถนน พระราม 4 แขวงคลองตัน เขตคลองเตย กรุงเทพฯ 10110 Tel: +66(0)2367 5951 ext. 0 Fax: +66(0)2367 5951 ext. 490 Email: butrsarin@asatsu.co.th
56	Creative Juice Bangkok บริษัท ครีเอทีฟ จูซ แบงคอก จำกัด	161/1 อาคารเอสจี ทาวเวอร์ ชั้น 2-3 ซอยมหาดเล็กหลวง 3 ถนนราชดำริ แขวงลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: +66(0) 2650 5240 Fax: +66(0) 2650-5251	63	บริษัท พีเอชดี (ประเทศไทย) จำกัด	ชั้น 10 อาคารอัมรินทร์พลาซ่า 500 ถนนเพลินจิต แขวง ลุมพินี เขตปทุมวัน กรุงเทพฯ 10330 Tel: (02) 256-9360-1 Fax: (02) 256-9366
57	Initiative Media Co., Ltd.	ชั้น 28 195 อาคาร Empire Tower ถนน สาทรใต้ แขวง ยาน นาวา เขต สาทรกรุงเทพมหานคร 10120 Tel:02 670 1075	64	กรุ๊ปเอ็ม	เลขที่ 2 อาคารเพลินจิตเซ็นเตอร์ ชั้น 21 ถ.สุขุมวิท แขวง คลองเตย เขตคลองเตย กรุงเทพฯ 10110 Tel: (02) 629-6000 Fax: (02) 629-6394
58	บริษัท แบรินด์ คอนเนคชั่นส์ จำกัด	208 ชั้น 16 อาคาร 208 ไวลด์ไรด์ ถนนวิฑู แขวงลุมพินี เขต ปทุมวัน กรุงเทพฯ 10330 Tel: (02) 651-5328 Fax: (02) 651-5355			
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