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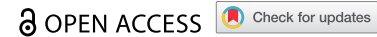


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RESEARCH ARTICLE



Unravelling tourists' and residents' appraisals to unethical cannabis-related businesses and their impact on resistance behaviours in tourism cities

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ABSTRACT

This study investigates how tourists and residents morally and emotionally respond to unethical practices in cannabis-related hospitality and tourism businesses and how these responses shape resistance behaviours. Drawing on the dual-process theory of moral judgement, we conceptualise affective and cognitive appraisals as antecedents of ethical evaluations (moral equity, relativism, contractualism, utilitarianism) and resistance in cannabis tourism cities. Survey data were collected from international tourists and residents in three major Thai tourism cities (Bangkok, Chiang Mai and Phuket), where cannabis businesses are densely clustered in entertainment and visitor areas. Using partial least squares structural equation modelling and necessary condition analysis, we identify probabilistic and necessary conditions for resistance to emerge. Findings reveal that while tourists' resistance is primarily cognitively driven, residents' resistance requires the convergence of emotional and rational engagement. Contractualism and cognitive appraisal emerged as sufficient and necessary across groups, while utilitarian concerns were critical enabler for residents. By integrating dual-process moral reasoning with necessity logic, this study extends urban tourism scholarship in two ways. First, it theorises resistance to cannabis-related businesses as a morally grounded response to perceived harms in tourism cities. Second, it offers an analytically comprehensive account of how tourists and residents differentially regulate urban cannabis tourism through everyday acts of resistance behaviour. Practical implications are discussed for the ethical governance of cannabis-related businesses in tourism cities.

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1. Introduction

The liberalisation of cannabis legislation in many countries, such as Canada and Thailand, and some states in the US has accelerated the emergence of cannabis-related businesses (Meeprom et al., 2023). While the legalisation of cannabis is often framed as an economic opportunity, it has also raised growing concerns about unethical business practices, such as misleading marketing and irresponsible promotional strategies (Veilleux, 2024). These developments are especially pronounced in tourism cities, where cannabis-related outlets tend to cluster in central entertainment districts and visitor precincts, intensifying tensions between economic gains, urban liveability, and city image (Meeprom et al., 2023). This is particularly relevant in cities where the growth of cannabis tourism occurs within poorly regulated contexts (Deng et al., 2023; Veilleux, 2024). Such contexts invite critical investigation from tourists and residents. The ethical evaluations and emotional reactions of these stakeholder groups can translate into resistance behaviours, such as protest, boycott, or negative word-of-mouth (Trautwein & Lindenmeier, 2019).

Importantly, what is labelled as unethical in the context of cannabis-related businesses is not determined solely by individual moral judgement but is also shaped by broader socio-spatial and institutional conditions (Meeprom et al., 2023). In Thailand, rapid legalisation was followed by regulatory uncertainty, uneven enforcement, and intense public debate regarding public health, youth exposure, and the image of tourism

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cities (Veilleux, 2024). Cannabis outlets have become highly visible in nightlife districts, pedestrian streets, and tourist precincts, where their concentration has sometimes generated concerns about neighbourhood change, spatial stigma, and the transformation of urban identity (Setboonsarng & Wesshasartar, 2025). These dynamics suggest that ethical evaluations and resistance behaviours are embedded within contested urban processes involving governance, place branding, and competing visions of city development, rather than arising solely from abstract moral reasoning.

Although prior research has explored cannabis consumption patterns and tourism development from socioeconomic perspectives (Meeprom et al., 2023; Veilleux, 2024), less attention has been paid to explaining how stakeholders interpret and morally evaluate controversial tourism businesses, and how such evaluations translate into resistance behaviours. This represents an important conceptual gap, because resistance in tourism cities is not simply a matter of dissatisfaction but often reflects deeper concerns about fairness, social responsibility, and the perceived impacts of tourism on local communities (González-Reverté & Soliguer Guix, 2024).

Understanding such responses is particularly important, given that resistance behaviours often develop from the interaction between ethical judgement and affective reaction (Trautwein & Lindenmeier, 2019). This study draws on the dual-process theory of moral judgement (DPT) to explain how individuals respond to perceived unethical cannabis-related business practices (Greene, 2007). The DPT framework conceptualises moral decision-making as the product of affective responses (e.g., happiness, displeasure, or disgust) and cognitive evaluations (e.g., benefits, desirability, or positivity). The dual-process model emphasises that intuitive – emotional responses (System 1) and rational deliberation (System 2) play distinct and complementary roles in ethical judgement and action (Warner et al., 2024). Within the context of cannabis hospitality and tourism products, these dual channels may trigger moral consideration of business misconduct, which in turn lead to resistance behaviours.

Despite increasing recognition of consumer resistance as a response to corporate social irresponsibility, only a few studies have examined how such resistance unfolds in morally contested and culturally sensitive domains such as cannabis products (Charlebois et al., 2020; Deng et al., 2023; Meeprom et al., 2023). More importantly, existing studies tend to conceptualise resistance primarily as a behavioural outcome explained by attitudes or perceptions, with limited attention to the underlying moral mechanisms and threshold conditions that enable resistance to occur (Insuwanno, 2025). As a result, current knowledge remains limited in explaining not only what drives resistance but also what conditions must be present for resistance behaviours to emerge in ethically controversial tourism settings.

To date, empirical studies in hospitality and tourism ethics have rarely integrated affective and cognitive components of moral evaluation, nor have they sufficiently examined how such components shape ethical considerations of unethical business practices and resistance behaviour across diverse stakeholder groups (Holden, 2003, 2019). This limitation is particularly evident in the urban tourism literature (e.g., Nguyen et al., 2025; Saucedo-Calzada et al., 2025), which has paid more attention to physical development, city branding, and resident attitudes at an aggregate level than to the micro-level moral processes that underpin resistance to specific tourism-related businesses such as cannabis outlets. Furthermore, prior research has seldom compared tourists and residents within the same analytical framework, despite their differing levels of social embeddedness, exposure to tourism impacts, and stakes in urban development (Koh et al., 2022). This omission restricts theoretical understanding of how different stakeholder groups interpret and respond to ethically contested tourism activities.

Specifically, the study aims to (1) identify the probabilistic drivers (i.e., the strength of affective response and cognitive evaluation) that increase the likelihood of ethical consideration of unethical business practices and resistance behaviours among tourists and residents and (2) determine the deterministic necessary conditions (i.e., affective response, cognitive evaluation, and ethical consideration of unethical business practices) required for resistance behaviours to manifest. Additionally, it employs the combined importance – performance map analysis (cIPMA) technique (Sarstedt et al., 2024), which integrates the principles of probabilistic sufficiency and deterministic necessity. This method facilitates the prioritisation of key factors by highlighting areas that require strategic attention.

In doing so, this study contributes to urban tourism scholarship in three ways. First, it conceptualises tourists' and residents' resistance to unethical cannabis-related businesses as a morally grounded and socially situated process that reflects broader tensions in tourism city governance

and development. Second, it extends dual-process moral reasoning and necessity logic into the analysis of tourism cities, demonstrating how emotional and cognitive appraisals jointly underpin resistance in dense urban visitor settings. Third, by comparing tourists and residents, it provides a stakeholder-differentiated account of how cannabis-related businesses generate divergent moral pressures on tourism cities, with direct implications for urban destination management and policy.

2. Literature review

2.1. Application of DPT

DPT provides a foundational lens through which to understand how individuals arrive at moral evaluations (Greene, 2007; Greene et al., 2001). According to Moore et al. (2011), dual-process perspectives conceptualise human judgement as the outcome of two interacting modes of information processing. This distinction has been widely applied in psychology, behavioural decision-making, and consumer research to explain how individuals interpret complex or ambiguous situations (Blunden et al., 2022; Greene, 2023).

This theory posits that moral decision-making develops from the interaction between two distinct cognitive systems (System 1 and System 2) (Greene et al., 2004). System 1 is fast, automatic, and affectively driven, while System 2 is slower, deliberative, and grounded in conscious reasoning (Warner et al., 2024). System 1 typically relies on heuristics, emotional cues, and immediate impressions, whereas System 2 involves more effortful evaluation, comparison of alternatives, and consideration of consequences. Importantly, these systems operate in parallel rather than independently, and many judgements emerge from their interaction rather than from either system alone (Blunden et al., 2022).

In the context of ethical cannabis hospitality and tourism products, this dual-process approach is particularly salient. When tourists or residents encounter potentially unethical cannabis business practices in tourism cities, System 1 may evoke immediate moral intuitions, such as displeasure, disgust, or anxiousness (Qu et al., 2023). These intuitive responses are often affect-laden and occur without deliberate reasoning (Greene et al., 2004). By contrast, System 2 allows for a more deliberate appraisal of the situation. It weighs competing moral principles such as fairness, harm, or social desirability (Greene et al., 2001). Importantly, the dual-process model does not conceptualise these systems as mutually exclusive; rather, they are dynamically interactive. As Greene (2023) clarifies, moral compromise judgements often arise from the integration of deontological (emotion based) and utilitarian (reason based) considerations. This finding suggests that tourists and residents may simultaneously experience emotional disapproval and rational justification when confronted with morally questionable cannabis-related business conduct.

Beyond moral psychology, dual-process perspectives have also been applied in business ethics (Ming et al., 2025), consumer's decision making (Li et al., 2025), and tourism research (Lindberg & Stemmer, 2022). Affective reactions, such as pleasure, discomfort, or anxiety, often shape initial evaluations, while cognitive assessments concerning risks, benefits, and social consequences refine or override these impressions (Warner et al., 2024). In ethically sensitive consumption contexts, such as corporate social irresponsibility or controversial products, these dual pathways have been shown to jointly influence ethical judgements and behavioural responses (Trautwein & Lindenmeier, 2019).

Empirical research in business ethics and relevant contexts supports the dual-pathway proposition of DPT. For instance, Ming et al. (2025) found that affective intuitions and cognitive moral reasoning jointly influenced employees' responses to organisational misconduct. Their findings highlight the importance of accounting for intuitive and deliberative processes in ethical decision-making. Accordingly, this study applies DPT to examine how tourists and residents morally interpret and behaviourally respond to unethical cannabis-related business practices. The dual-channel framework provides the theoretical basis for investigating affective responses (System 1) and cognitive evaluations (System 2) as predictors of ethical consideration of irresponsible business practices and resistance behaviours. In a study relating to online product and consumer's decision-making, Li et al. (2025) applied DPT and found that the first processing route enables rapid, intuitive assessments that rely on easily accessible cues such as overall ratings, patterns in rating distributions, and indicators of helpfulness. The second route involves more effortful and reflective analysis, particularly when consumers interpret detailed textual content. Together, these complementary

modes of processing shape how individuals weigh different elements of user-generated content and, in turn, influence their overall judgements about products.

Similarly, research in tourism has shown that travel decisions are shaped by both intuitive and deliberative processing. Evidence from destination choice experiments indicates that intuitive tendencies are associated with faster judgements, whereas rational tendencies involve more systematic comparison of alternatives, suggesting that tourists rely on different combinations of affective and analytical reasoning when making choices (Lindberg & Stemmer, 2022). Taken together, these findings reinforce the relevance of dual-process theory for understanding tourism-related decisions and support its application in the present study, where stakeholders must interpret ethically ambiguous business practices that may evoke both immediate affective reactions and more deliberate moral reasoning.

2.2. *Ethical consideration of business misconduct*

Ethical consideration of business misconduct can be understood through well-established normative ethical theories that specify what makes an action right or wrong. In the ethics literature, three traditions are particularly relevant (Wood, 2019). First, deontological (duty-based) ethics evaluates conduct in terms of adherence to obligations, rights, and moral rules, regardless of outcomes (Alexander & Moore, 2024). Second, consequentialist ethics evaluates conduct according to its outcomes, prioritising harm reduction or the greatest good for the greatest number (Driver, 2011). Third, virtue- and justice-oriented perspectives emphasise moral character, fairness, and the legitimacy of actions relative to standards of justice and social responsibility (Mangini, 2017). In tourism cities, these ethical logics become salient when stakeholders confront contested or ambiguous business practices, such as aggressive marketing, inadequate risk disclosure, or perceived targeting of vulnerable groups because such practices can be judged simultaneously as rule-violating, harmful, or unfair (Lovelock & Lovelock, 2013).

To operationalise these ethical logics in a way suitable for empirical testing, this study adopts four widely used normative dimensions – moral equity, relativism, contractualism, and utilitarianism, which are commonly employed to capture how individuals evaluate ethicality across justice-based, culturally contingent, duty-based, and outcome-based reasoning. While these dimensions are frequently measured using the Multidimensional Ethics Scale (Reidenbach & Robin, 1990), we emphasise that MES is employed here as an instrument for operationalisation.

First, moral equity reflects justice- and fairness-based evaluation, capturing whether an act is perceived as inherently right or wrong, fair or unfair. These ethical judgements are often rooted in early life experiences and shaped through personal development, making them central to how people intuitively respond to perceived misconduct (Reidenbach & Robin, 1990). Second, relativism reflects context-dependent ethical evaluation, where acceptability is judged relative to cultural or social norms. Moral judgements are often learned over time and influenced by the specific values of the societies individuals belong to (Smith & Cooper-Martin, 1997). In the current study context, tourists and residents from different cultural backgrounds may evaluate the same cannabis business practice differently on the basis of their value systems. For example, what is acceptable in a North American recreational cannabis market may be seen as deeply inappropriate in Southeast Asian societies (Charlebois et al., 2020; Meeprom et al., 2023). These evaluations are more deliberative. It requires reflective thought about normative cultural expectations and contextual interpretation.

Third, contractualism corresponds closely to duty-based ethics, centring on whether a business has violated implicit social obligations, rules, or shared expectations that structure trust in markets and communities. This perspective assumes a collective responsibility to uphold moral duties and social expectations (Wang & Hu, 2025). Fourth, utilitarianism stems from teleological or consequentialist ethics and emphasises the importance of maximising overall benefit. It evaluates the ethicality of actions based on their capacity to promote the greatest good for the greatest number (Reidenbach & Robin, 1990). In cannabis tourism cities, utilitarian concerns may be triggered when stakeholders perceive that irresponsible promotions increase public health risks or undermine destination reputation, even if businesses claim economic benefits.

Dual-process theory provides a mechanism-based explanation of how these ethical considerations are formed. According to DPT, System 1 generates rapid, intuitive appraisals that are often affectively charged,

whereas System 2 supports slower and more reflective moral reasoning (Greene, 2007; Greene et al., 2004). In ethically contested situations, intuitive responses may quickly activate justice-based or duty-based reactions (e.g., ‘this is unfair’ or ‘this violates basic obligations’), while deliberative processing supports more explicit evaluation of norms, rules, and consequences (e.g., cultural appropriateness, social harm, or collective benefits). Thus, affective appraisal can be expected to colour ethical evaluation across multiple normative dimensions, whereas cognitive appraisal can be expected to strengthen reflective assessment of norm congruence and consequence-based reasoning.

Empirical research supports this dual-pathway logic. For example, studies on corporate irresponsible behaviour show that moral emotions and affective reactions influence ethical judgements and subsequent behavioural responses (Grappi et al., 2013; Trautwein & Lindenmeier, 2019). Likewise, Ming et al. (2025) demonstrated that affective and cognitive routes jointly shape individuals’ judgements and responses to unethical conduct. These findings imply that ethical evaluation is not produced by a single rational process but is shaped through interacting affective and deliberative mechanisms, which is especially relevant in morally ambiguous tourism domains such as cannabis-related businesses. Additionally, Li et al. (2025) show that consumer evaluations are often shaped by two complementary processing routes, in which intuitive responses based on easily accessible cues operate alongside more effortful and reflective analysis of detailed information. Their findings indicate that these parallel processes jointly influence judgement formation and behavioural intentions, reinforcing the view that ethical evaluations are rarely the result of purely emotional or purely rational reasoning. In ethically sensitive consumption contexts, such as cannabis-related hospitality and tourism, stakeholders are likely to rely on similar dual pathways when interpreting business practices that are ambiguous, controversial, or socially contested. On the basis of this theoretical reasoning, the present study proposes:

H1: Affective appraisal to unethical cannabis-related businesses (System 1) is related to ethical consideration of business misconduct in terms of moral equity (H1a), relativism (H1b), contractualism (H1c), and utilitarianism (H1d).

H2: Cognitive appraisal to unethical cannabis-related businesses (System 2) is related to the ethical consideration of business misconduct in terms of moral equity (H2a), relativism (H2b), contractualism (H2c), and utilitarianism (H2d).

2.3. Resistance behaviours

Drawing on consumer resistance literature (Deng, 2012), resistance can develop in various forms of moral opposition. Refusal to patronise certain establishments (boycott), verbal or digital condemnation (WOM), and collective mobilisation (protest) are the common forms of resistance behaviours (Garrett, 1987; Grappi et al., 2013). Within the hospitality and tourism sector, cultural sensitivities and regulatory inconsistencies surrounding cannabis-related products often intersect. Resistance may also represent an act of moral responsibility, especially among tourists and residents who uphold local values.

Prior research in business ethics and consumer behaviour consistently shows that resistance behaviours are shaped by both affective and cognitive mechanisms. Affective components (System 1), such as anger, disgust, or moral outrage, can act as emotional triggers that motivate resistance behaviours, including negative word-of-mouth, complaint behaviour, or protest actions (Grappi et al., 2013; Trautwein & Lindenmeier, 2019). These emotional reactions often arise when stakeholders perceive that firms have violated fairness norms or caused social harm, creating a sense of moral indignation that motivates behavioural responses.

At the same time, cognitive appraisals (System 2), including deliberative judgements regarding harm, benefits, or responsibility, inform more reflective actions such as sustained boycott or formal protest (Grappi et al., 2013). Rational processes, such as assessing whether a business practice violates principles of fairness (moral equity), communal obligations (contractualism), or societal outcomes (utilitarianism), can prompt reasoned forms of resistance. Trautwein and Lindenmeier (2019) found that affective responses to corporate social irresponsibility significantly predicted negative WOM and protest behaviour, whereas

ethical evaluations, particularly contractualism and utilitarianism, were stronger predictors of boycott engagement. These findings indicate that resistance behaviour is not driven solely by attitudes but emerges from the combined influence of emotional arousal and moral reasoning.

Applying this to cannabis hospitality and tourism products in urban destinations, tourists and residents may resist unethical cannabis-related businesses because of perceived violations of moral contracts or societal expectations (Meeprom et al., 2023; Veilleux, 2024). If businesses use manipulative marketing tactics or fail to disclose public health risks, resistance behaviours will possibly incline. Moreover, cultural relativism may influence the degree to which individuals judge such practices as ethically problematic, depending on the norms of their home country or host society.

Evidence from tourism research further supports the link between cognitive appraisal, emotions, and behavioural responses to unethical or crisis-related events. For example, a study of tourists' reactions to an unethical destination incident by Breitsohl and Garrod (2016) found that cognitive evaluations of responsibility and severity generated hostile emotions, which in turn stimulated coping behaviours such as avoidance and negative WOM. These behaviours were shown to influence subsequent behavioural intentions towards the destination. This cognition – emotion – behaviour sequence demonstrates how both evaluative and affective processes contribute to resistance-related responses in tourism settings.

Applying these insights to cannabis-related hospitality and tourism businesses, tourists and residents may resist such businesses when they perceive violations of moral obligations, risks to public health, or threats to destination reputation (Meeprom et al., 2023; Veilleux, 2024). Cultural norms and social expectations may further shape how stakeholders interpret such practices, influencing the intensity and form of resistance. Resistance behaviour in this context can therefore be understood as the outcome of interacting affective reactions, cognitive evaluations, and ethical judgements. Building on the above theoretical foundation and empirical evidence, the study posits the following hypotheses:

H3: Affective appraisal to unethical cannabis-related businesses (System 1) affects tourists' and residents' resistance behaviours.

H4: Cognitive appraisal to unethical cannabis-related businesses (System 2) affects tourists' and residents' resistance behaviours.

H5: Ethical consideration of business misconduct in terms of moral equity (H5a), relativism (H5b), contractualism (H5c), and utilitarianism (H5d) are related to tourists' and residents' resistance behaviours

2.4. Application of necessity logic

While prior studies have predominantly examined resistance behaviour using sufficiency-based approaches, such as regression or structural equation modelling, these methods identify factors that increase the likelihood of an outcome but do not reveal whether certain conditions must be present for the outcome to occur (Dul, 2024). In ethically sensitive contexts, such as cannabis-related tourism, resistance behaviour may depend not only on influential predictors but also on the presence of minimum levels of moral or emotional engagement (Chua et al., 2025). This makes necessity logic particularly relevant, as it allows researchers to identify foundational conditions without which resistance behaviour is unlikely to emerge.

Following the guidelines on the combined use of probabilistic sufficiency and deterministic necessity logics (Sarstedt et al., 2024), this study integrates PLS-SEM and NCA to investigate what drives and what enables resistance behaviours. Whereas PLS-SEM captures how affective and cognitive appraisals increase the probability of ethical consideration and resistance behaviours, NCA allows us to identify the minimum levels of affective and cognitive appraisal, as well as ethical consideration, required for resistance to manifest. According to necessity logic, if a condition is deemed necessary, the outcome will not occur in its absence. This is reflected in the causal form 'if not X, then not Y'. Given this, we hypothesise that a minimum threshold of affective appraisal (System 1) and cognitive appraisal (System 2) must be present

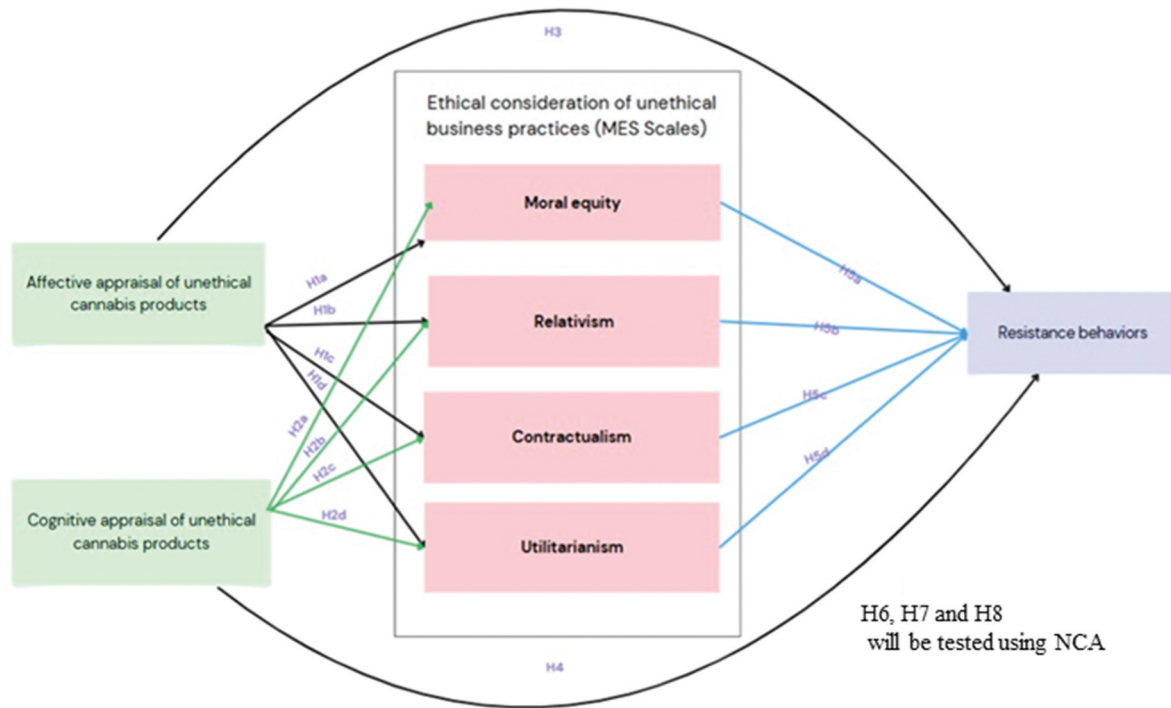


Figure 1. Research model.

for tourists and residents to form ethical judgements and take action in response to cannabis-related business misconduct.

The use of NCA is particularly valuable in the present study for three reasons. First, resistance behaviour in morally contested tourism settings may require a threshold level of ethical concern or emotional engagement before action occurs. Second, necessity analysis allows identification of bottlenecks that may constrain resistance, providing insights that sufficiency models alone cannot reveal. Third, combining PLS-SEM with NCA offers a more comprehensive explanation of behavioural processes by distinguishing between influential and indispensable conditions (Richter et al., 2020; Sarstedt et al., 2024).

Furthermore, ethical considerations which were framed through the MES (Reidenbach & Robin, 1990) may themselves be necessary precursors to resistance behaviour. For instance, resistance rooted in moral equity may only emerge when perceived injustice crosses a subjective moral threshold. Similarly, without a foundational belief that business actions violate societal contracts (contractualism) or produce net harm (utilitarianism), stakeholders may not experience sufficient moral motivation to resist. To test the presence of necessity relationships, this study uses ceiling line regression-free disposal hull and effect size (d) statistics as proposed by Dul (2024). We then triangulate these findings with cIPMA to prioritise managerial interventions that are impactful and urgently needed. In line with this analytical framework, the following hypotheses are proposed. Figure 1 shows the research model.

H6: Affective appraisal to unethical cannabis-related businesses (System 1) is a necessary condition for tourists' and residents' resistance behaviours.

H7: Cognitive appraisal to unethical cannabis-related businesses (System 2) is a necessary condition for tourists' and residents' resistance behaviours.

H8: Ethical consideration of business misconduct in terms of moral equity (H8a), relativism (H8b), contractualism (H8c), and utilitarianism (H8d) are necessary conditions for tourists' and residents' resistance behaviours.

3. Methodology

3.1. Measurement development

This work adopted a comprehensive method to develop study constructs by performing a thorough review of literature on cannabis hospitality and tourism products and ethical judgements. We ensure the content validity of the measurement items by adopting and modifying previously verified items and submitting them to an expert panel specialising in tourism ethics and cannabis hostility-related businesses. A seven-point Likert scale was used (1 = strongly disagree, 7 = strongly agree). Affective and cognitive appraisals to unethical cannabis-related businesses were each measured using five items extracted from Prislin (1996), and Trautwein and Lindenmeier (2019). The MES, comprising four dimensions including moral equity, relativism, contractualism, utilitarianism, was assessed for each dimension, using three items modified from Reidenbach and Robin (1990). Last, resistance behaviour was measured using three items extracted from Trautwein and Lindenmeier (2019). All items were modified to suit the study context of cannabis hospitality and tourism products. This study's procedures were further reviewed and approved by the Human Research Ethics Committee in full compliance with the Declaration of Helsinki and the Belmont Report.

3.2. Data gathering process

The data were gathered in the last quarter of 2024 from two stakeholder groups: international tourists and residents. For international tourists, data collection was conducted in key cannabis tourism cities, including Bangkok, Chiang Mai, and Phuket. By using a systematic sampling approach (Mostafa & Ahmad, 2018), data were first gathered from major tourists' destination in Phuket, Thailand, such as Patong Beach, Karon Beach and Phuket Town. A team of trained research assistants conducted the on-site data collection between 11:00 a.m. and 6:00 p.m. each day. Within designated areas such as walking routes, rest zones, and popular gathering spots, assistants systematically approached the nearest tourist at roughly 10-minute intervals to request their participation. In instances where individuals declined, the assistant paused and resumed the process at the next scheduled interval. All respondents were verbally briefed on the purpose of the study, and informed consent was obtained prior to participation.

Prior to beginning the survey, verbal consent was obtained from all participants. This systematic sampling strategy was also implemented in two additional high-traffic tourist locations in Bangkok and Chiang Mai. The approach follows established protocols frequently adopted in tourism field research to ensure consistency and reduce sampling bias (Wong et al., 2024). As a result, a total of 485 valid responses were obtained. The distribution was as follows: Phuket (55.4%), Chiang Mai (23.6%), and Bangkok (21%). Respondents were mostly from Asia (69.8%), Europe (12.4%), The Americas (11.1%), and others (6.8%). A similar approach was performed to obtain a resident sample. The data were collected from major tourist destinations across the countries. To ensure the appropriateness of the sample, we used screening questions to confirm that participants were at least 20 years old and classified as residents rather than tourists. As a result, we obtained 581 responses from residents living in three major cities of Thailand, including South (51.6%), North (27.2%), and Central (21.2%).

3.3. Analysis design

Following Sarstedt et al. (2024), this research employed a combined analytical approach that integrated PLS-SEM with NCA to examine the probabilistic and deterministic dimensions of the proposed research model. This combined approach was selected because resistance behaviour in ethically contested contexts may depend not only on factors that increase its likelihood, but also on threshold conditions that must be present before resistance can occur. Using both sufficiency and necessity logic therefore provides a more comprehensive explanation of behavioural outcomes than relying on a single analytical technique (Pinthong et al., 2026).

First, PLS-SEM was utilised to test the hypothesised model by analysing the path coefficients (β) identify predictors that significantly increase the likelihood of the outcome (i.e., probabilistic sufficiency). Next, latent variable scores generated from PLS-SEM were exported and used in the subsequent NCA. Necessary Condition Analysis was employed to identify determinants that function as necessary conditions, as SEM

identifies contributing factors but cannot determine whether a minimum level of a condition is required for an outcome to occur (Dul, 2024). In this stage, the focus shifted to evaluating necessity relationships, where a predictor was classified as a necessary condition if its effect size was greater than zero ($d > 0$) and statistically significant ($p < 0.05$) (Richter et al., 2020). For instance, if moral equity was identified as a necessary condition, this would imply that a minimum threshold of perceived fairness is required for resistance behaviour to occur. Otherwise, such behaviour is unlikely to emerge. This approach is particularly valuable in ethically sensitive contexts, where behavioural responses may depend on crossing psychological or moral thresholds rather than simply increasing predictor strength. Procedurally, latent variable scores obtained from the validated PLS-SEM measurement model were exported and used as inputs for the NCA (Pinthong et al., 2026). Ceiling lines were estimated using the ceiling envelopment – free disposal hull (CE-FDH) technique, and bottleneck tables were generated to identify the minimum levels of each predictor required to achieve specified outcome levels (Dul, 2024).

By synthesising insights from probabilistic and necessity perspectives, this dual-method strategy offers a comprehensive understanding of what drives and constrains resistance behaviours in ethically contested domains, such as cannabis tourism. Additionally, the cIPMA method (Sarstedt et al., 2024) was further employed to facilitate the prioritisation of key factors. The cIPMA extends traditional importance – performance analysis by integrating necessity logic, thereby identifying constructs that are not only influential but also constrained by threshold requirements. This provides a more nuanced diagnostic of which factors both drive and limit resistance behaviours and helps identify priority areas for managerial intervention. All analyses were conducted using SmartPLS 4, which supported the model estimation and enabled latent variable extraction for use in the NCA.

4. Findings

4.1. Assessment of the measurement model

To assess the measurement model, we performed confirmatory factor analysis, following the recommendations of Hair et al. (2017). The results from international tourist and resident clusters showed that convergent validity was achieved ($AVE > 0.50$), and reliability was established across the identified factors ($\rho_A > 0.85$). Next, discriminant validity was established using two widely accepted approaches. First, the heterotrait – monotrait (HTMT) ratio was examined, with values generally falling below the recommended threshold of 0.90, indicating that the constructs are empirically distinct. Second, the Fornell – Larcker criterion was satisfied, as the square root of the average variance extracted (AVE) for each construct was greater than its correlations with other constructs. This further reinforces the discriminant validity of the measurement model. Additionally, the variance inflation factors were generally found below 5; thus, multicollinearity was not a major concern (Hair et al., 2021). Detailed results, including factor loadings, construct weights, and associated indicators, are presented in Table 1.

4.2. Assessment of the structural model

To assess the hypothesised relationships, the study applied the PLS-SEM bootstrapping technique with 5,000 subsamples. The focus is on the statistical significance of path coefficients to establish probabilistic sufficiency. A construct was considered probabilistically sufficient when its influence on an outcome variable was statistically significant ($p < 0.05$) (Hair et al., 2019). The results are presented separately for international tourists ($n = 485$) and residents ($n = 581$). This offers insights into how affective and cognitive appraisals shape ethical evaluations and resistance behaviour across stakeholder groups.

For the tourist sample, affective appraisal (AP) emerged as a significant predictor across all four ethical dimensions: moral equity ($\beta = 0.269$), relativism ($\beta = 0.190$), contractualism ($\beta = 0.264$), and utilitarianism ($\beta = 0.157$). The results provide full support for H1a – H1d. Conversely, cognitive appraisal (CP) showed little influence on tourists' ethical considerations. None of the paths from CP to moral equity, relativism, or contractualism were significant. A marginally significant effect was found for CP on utilitarianism ($\beta = 0.112$). This result shows weak support for H2d at a 90% confidence level. In relation to resistance behaviour, affective appraisal (AP) did not show a significant effect; thus, H3 was not supported for tourists.

Table 1. The measurement model assessment.

Construct	Indicator	Sample 1: International tourists (n = 453)				Sample 2: Residents (n = 581)			
		AVE	rho_a	$\hat{w}_i$	$\hat{\lambda}_i$	AVE	rho_a	$\hat{w}_i$	$\hat{\lambda}_i$
Affective appraisal	How do you feel about the growth and implications of unethical cannabis-related businesses in the hospitality and tourism industries in Thailand, such as ignoring quality control standards, selling cannabis-related products for recreational purposes, or selling cannabis products that are not compliant with safety regulations?	0.918	0.983	0.203	0.95	0.891	0.97	0.21	0.919
	AA1: Glad < - >Angry								
	AA2: Happy < - >Unhappy			0.177	0.944			0.213	0.941
	AA3: Calm < - >Anxious			0.208	0.963			0.216	0.967
	AA4: Pleased < - >Displeased			0.224	0.965			0.212	0.96
Cognitive appraisal	AA5: Not at all disgusted < - >Disgusted			0.231	0.969			0.21	0.932
	What do you think about the growth and implications of unethical cannabis-related businesses in the hospitality and tourism industries in Thailand, such as ignoring quality control standards, selling cannabis-related products for recreational purposes, or selling cannabis products that are not compliant with safety regulations?	0.924	0.980	0.203	0.967	0.85	0.959	0.212	0.915
	CA1: Beneficial < - >Harmful								
	CA2: Positive < - >Negative			0.217	0.963			0.224	0.96
	CA3: Desirable < - >Undesirable			0.208	0.965			0.228	0.963
Moral equity	CA4: Wise < - >Unwise			0.198	0.966			0.225	0.947
	CA5: Good < - >Bad			0.214	0.944			0.194	0.816
	It is _____ that cannabis-related businesses in the hospitality and tourism industries (e.g., cafes, bars, restaurants, hotels, retail stores, shops) engage in unethical practices or contribute to social injustices by ignoring quality control standards, selling cannabis-related products for recreational purposes, or selling products that are not compliant with safety regulations.	0.868	0.951	0.28	0.93	0.86	0.946	0.275	0.876
	ME1: Just < - >Unjust								
	ME2: Fair < - >Unfair			0.265	0.935			0.261	0.942
Relativism	ME3: Acceptable < - >Not acceptable			0.25	0.92			0.268	0.95
	ME4: Morally right < - >Not morally right			0.278	0.941			0.275	0.941
	It is _____ that cannabis-related businesses in the hospitality and tourism industries (e.g., cafes, bars, restaurants, hotels, retail stores, shops) engage in unethical practices or contribute to social injustices by ignoring quality control standards, selling cannabis-related products for recreational purposes, or selling products that are not compliant with safety regulations.	0.854	0.99	0.392	0.961	0.912	0.955	0.361	0.963
	RE1: Culturally acceptable < - >Culturally unacceptable								
	RE2: Always rather acceptable for most people < — >Always rather unacceptable for most people			0.457	0.95			0.327	0.938
Contractualism	RE3: Always rather acceptable for my friends and acquaintances < — >Always rather unacceptable for my friends and acquaintances			0.22	0.857			0.359	0.963
	The behaviour of the irresponsible or unethical cannabis-related businesses in the hospitality and tourism sectors _____.	0.926	0.964	0.322	0.951	0.936	0.966	0.343	0.958
	CON1: Does not violate a social contract < — >Violates a social contract								
	CON2: Does not violate an unspoken promise < — >Violates an unspoken promise			0.354	0.97			0.346	0.984
	CON3: Does not violate moral rules < — >Violates moral rules			0.362	0.966			0.345	0.96
Utilitarianism	The behaviour of the irresponsible or unethical cannabis-related businesses in the hospitality and tourism sectors _____.	0.903	0.952	0.341	0.939	0.928	0.962	0.337	0.955
	UT1: Maximizes benefits while minimises harm < — >Minimises benefits while maximises harm								
	UT2: Leads to the greatest good for the greatest number < — >Leads to the least good for the greatest number			0.332	0.957			0.344	0.983
	UT3: Is rather advantageous to all < — >Is rather disadvantageous to all			0.38	0.955			0.357	0.952

(Continued)

Table 1. (Continued).

Construct	Indicator	Sample 1: International tourists (n = 453)				Sample 2: Residents (n = 581)			
		AVE	rho_a	$\hat{w}_i$	$\hat{\lambda}_i$	AVE	rho_a	$\hat{w}_i$	$\hat{\lambda}_i$
Resistance behaviors	RB1: I can well imagine participating in actions of resistance on the internet against irresponsible or unethical cannabis businesses (e.g., blogging or posting on social networks) to raise awareness and pressure for ethical practices	0.758	0.881	0.392	0.933	0.912	0.902	0.485	0.949
	RB2: I can well imagine signing an online petition directed towards criticised cannabis businesses, addressed to political decision-makers.			0.457	0.92			0.526	0.972
	RB3: I can well imagine advocating for better quality and safety standards in cannabis products by supporting organisations or movements that seek to ensure product purity, proper labelling, and the elimination of harmful additives in cannabis products.			0.22	0.748			0.122	0.235

$\hat{w}_i$ = estimated weights, $\hat{\lambda}_i$ = estimated loadings, VIF = Variance Inflation Factor, and AVE = Average Variance Explained.

Table 2. Probabilistic sufficient results.

International tourists (n = 485)			Residents (n = 581)		
Relationship	Estimate	p-value	Relationship	Estimate	p-value
H1a: AP → ME	0.269**	0.001	H1a: AP → ME	0.355**	0.001
H1b: AP → RE	0.19**	0.011	H1b: AP → RE	0.461**	0.001
H1c: AP → Con	0.264**	0.001	H1c: AP → Con	0.299**	0.001
H1d: AP → UT	0.157**	0.028	H1d: AP → UT	0.461**	0.001
H2a: CP → ME	-0.073	0.352	H2a: CP → ME	0.57**	0.001
H2b: CP → RE	0.035	0.648	H2b: CP → RE	0.437**	0.001
H2c: CP → Con	-0.044	0.563	H2c: CP → Con	0.611**	0.001
H2d: CP → UT	0.112*	0.099	H2d: CP → UT	0.439**	0.001
H3: AP → RB	0.087	0.304	H3: AP → RB	0.244**	0.001
H4: CP → RB	0.316**	0.001	H4: CP → RB	0.259**	0.001
H5a: ME → RB	0.164**	0.021	H5a: ME → RB	0.196**	0.002
H5b: RE → RB	0.048	0.329	H5b: RE → RB	0.025	0.584
H5c: Con → RB	0.269**	0.001	H5c: Con → RB	0.168**	0.009
H5d: UT → RB	-0.062	0.194	H5d: UT → RB	0.015	0.797
R ² : ME = 0.048, RE = 0.047, UT = 0.065, Con = 0.054, RB = 0.313			R ² : ME = 0.805, RE = 0.755, UT = 0.784, Con = 0.760, RB = 0.725		

AP = Affective appraisal, CP = Cognitive appraisal, ME = Moral equity, RE = Relativism, Con = Contractualism, UT = Utilitarianism, RB = Resistance behaviours, ** = significant at 95% confidence level, * = significant at 90% confidence level.

By contrast, cognitive appraisal (CP) had a strong and significant effect on resistance behaviour ($\beta = 0.316$), offering robust support for H4. When examining the role of specific ethical judgements, moral equity ($\beta = 0.164$) and contractualism ($\beta = 0.269$) significantly predicted resistance behaviours, confirming H5a and H5c. However, relativism and utilitarianism were not significant; thus, H5b and H5d were not supported.

By contrast, the resident sample displayed a more consistent and robust pattern. Affective appraisal significantly influenced all ethical dimensions: moral equity ($\beta = 0.355$), relativism ($\beta = 0.461$), contractualism ($\beta = 0.299$), and utilitarianism ($\beta = 0.461$). The results fully support H1a – H1d. Similarly, cognitive appraisal was strongly related to moral equity ($\beta = 0.570$), relativism ($\beta = 0.437$), contractualism ($\beta = 0.611$), and utilitarianism ($\beta = 0.439$); thus, H2a – H2d were verified. Affective ($\beta = 0.244$) and cognitive appraisal ($\beta = 0.259$) significantly influenced resistance behaviour, supporting H3 and H4 in the resident group. For residents, moral equity ($\beta = 0.196$) and contractualism ($\beta = 0.168$) continued to exert a significant influence on resistance behaviour. However, relativism ($\beta = 0.025$) and utilitarianism ($\beta = 0.015$) were not significant. This result indicates that similar to tourists', residents' resistance actions are rooted more in moral principles than in cultural or outcome-based evaluations. Table 2 illustrates the SEM results.

4.3. NCA results

Following Richter et al's. (2020) suggestion, a construct qualifies as a necessary condition when it meets three criteria: theoretical justification, a statistically significant effect size greater than zero ($d > 0$), and a p -value below 0.05. Based on the results in Table 3, several necessary conditions emerged. For international tourists, moral equity ($d = 0.124$, $p = 0.039$) and contractualism ($d = 0.174$, $p = 0.001$) met the

Table 3. NCA effect size.

Hypotheses	International tourists			Residents		
	Construct RB outcome	CE-FDH Effect size (d)	p-value	Construct RB outcome	CE-FDH Effect size (d)	p-value
H6	AP	0.014	0.092	AP	0.239	0.000
H7	CP	0.051	0.001	CP	0.231	0.000
H8a	ME	0.124	0.039	ME	0.117	0.081
H8b	RE	0.073	0.029	RE	0.04	0.796
H8c	Con	0.174	0.001	Con	0.164	0.000
H8d	UT	0.083	0.082	UT	0.185	0.021

CE-FDH = the Ceiling Envelopment – Free Disposal Hull, AP = Affective appraisal, CP = Cognitive appraisal, ME = Moral equity, RE = Relativism, Con = Contractualism, UT = Utilitarianism, RB = Resistance behaviours, and **Bold value** = significance.

necessity threshold, supporting H8a and H8c, respectively. By contrast, affective appraisal and utilitarianism fell short of statistical significance, suggesting that these are not necessary conditions in the tourist sample. Cognitive appraisal and relativism, while statistically significant showed a limited necessity effect size, indicating a relatively weaker foundational role in driving resistance behaviour.

Among residents, a set of conditions met the criteria for necessity. Affective appraisal ($d = 0.239$, $p = 0.000$) and cognitive appraisal ($d = 0.231$, $p = 0.000$) were statistically significant, offering support for H6 and H7. This result highlights that for residents, resistance behaviours are grounded in emotional reactions and rational deliberation. In terms of ethical considerations, contractualism ($d = 0.164$, $p = 0.000$) and utilitarianism ($d = 0.185$, $p = 0.021$) were also found to be necessary conditions, confirming H8c and H8d. Although moral equity demonstrated a modest effect size ($d = 0.117$) and only marginal significance ($p = 0.081$), its theoretical importance in moral evaluations justifies its inclusion as a relevant factor. Relativism, by contrast, was not a significant condition among residents.

These results support the argument that sufficiency and necessity represent distinct causal structures, and their joint interpretation provides a more complete understanding of resistance behaviours. For instance, constructs such as cognitive appraisal and contractualism were found to be sufficient and necessary. This result highlights their dual importance in predicting and enabling resistance among tourist and resident samples. Meanwhile, affective appraisal was insufficient but not necessary for tourists yet emerged as sufficient and necessary among residents, highlighting the differential role of emotional processes across stakeholder groups. Similarly, utilitarianism was necessary only for residents, indicating that perceived societal consequences are more morally salient among those embedded in the local context.

Bottleneck analysis (see Table 4) further refines these findings by identifying the minimum threshold levels of each necessary condition required to attain different degrees of resistance behaviour. For international tourists, the analysis reveals that minimal thresholds are generally not required until higher levels of resistance behaviour are sought. At the 80% outcome level, affective appraisal (6.5%), cognitive appraisal (10.0%), moral equity (33.3%), relativism (25.9%), contractualism (33.3%), and utilitarianism (25%) all emerge as necessary. These thresholds increase slightly at the 90% level, though remain comparatively low, suggesting that tourists may engage in resistance behaviour with relatively lower moral and emotional

Table 4. Bottleneck table (percentage range).

International tourists							Residents						
RB outcome	AP	CP	ME	RE	Con	UT	RB outcome	AP	CP	ME	RE	Con	UT
0%	NN	NN	NN	NN	NN	NN	0%	NN	NN	NN	NN	NN	NN
10%	NN	NN	NN	NN	NN	NN	10%	15.249	NN	NN	NN	NN	NN
20%	NN	NN	NN	NN	NN	NN	20%	15.249	9.384	NN	NN	NN	NN
30%	NN	NN	NN	NN	NN	NN	30%	15.249	22.782	17.677	NN	24.411	NN
40%	NN	NN	NN	NN	NN	NN	40%	15.249	26.862	17.677	NN	24.411	NN
50%	NN	NN	NN	NN	27.815	NN	50%	15.249	26.862	17.677	NN	24.411	NN
60%	NN	3.492	NN	NN	33.333	NN	60%	16.667	36.891	17.677	NN	24.411	NN
70%	NN	6.705	16.667	NN	33.333	25	70%	16.667	36.891	29.238	NN	24.411	37.949
80%	6.472	9.962	33.333	25.922	33.333	25	80%	16.667	36.891	29.238	NN	24.411	37.949
90%	6.472	9.962	50	25.922	33.333	25	90%	61.883	53.858	58.71	NN	62.206	70.75
100%	6.472	30.009	50	25.922	33.333	25	100%	92.375	91.261	64.357	73.104	74.43	79.316

Bottleneck table for the CE-FDH ceiling technique: The required minimum levels of the necessary condition (0 = observed minimum and 100 = observed maximum) for different desired levels of the RB and NN = not necessary, AP = Affective appraisal, CP = Cognitive appraisal, ME = Moral equity, RE = Relativism, Con = Contractualism, UT = Utilitarianism, RB = Resistance behaviours.

activation. By contrast, residents demonstrate a substantially more demanding profile. To achieve 80% resistance behaviour, higher thresholds are required across all key constructs: affective appraisal (16.7%), cognitive appraisal (36.9%), moral equity (29.2%), contractualism (24.4%), and utilitarianism (37.9%). At the 90% level, these values escalate significantly, with affective appraisal (61.9%) and cognitive appraisal (53.9%) serving as primary bottlenecks. This pattern implies that for residents, high engagement in resistance behaviours is predicated upon high levels of emotional response and ethical reasoning. In summary, while tourists may require only moderate moral or affective activation to resist unethical cannabis businesses, residents must reach substantially higher levels of cognitive and affective thresholds. This result highlights the dual-process model and the sociocultural embeddedness of moral action.

4.4. Combined importance performance map analysis

This study employed cIPMA, which integrates probabilistic sufficiency from PLS-SEM with deterministic necessity from NCA (Sarstedt et al., 2024). By using this approach, we gain further understanding of predictor – outcome relationships by identifying not only the performance and relative importance of each construct but also the proportion of cases that fail to meet the minimum thresholds required to achieve the target outcome. In this study, we consider resistance behaviour at an 80% level. This dual-logic approach offers a significant improvement over traditional IPMA by incorporating necessity logic, thereby identifying critical bottlenecks that may not be captured through sufficiency logic alone. Following Sarstedt et al.'s (2024) recommendation, we exported latent variable scores and subjected them to NCA using the ceiling envelopment-free disposal hull technique. Bottleneck analysis was operationalised with 10 incremental steps, and the 80% outcome level was selected to evaluate the constructs' effectiveness in predicting resistance behaviour against unethical cannabis-related business practices.

For international tourists, cognitive appraisal (CP) demonstrated the highest importance (0.287) and performance (68.18) while also being identified as a necessary condition with a moderate necessity effect size ($d = 0.051$, $p = 0.001$). However, 9.96% of cases failed to meet the threshold necessary for CP to support resistance behaviour at the 80% level. Contractualism (Con) similarly emerged as a critical predictor, with high importance (0.269), strong performance (81.39), and a significant necessity effect ($d = 0.174$, $p = 0.001$). However, 33.33% of cases still did not satisfy the required minimum level. Moral equity (ME) and relativism (RE) were also necessary conditions ($d = 0.124$ and 0.073 , respectively), with 33.33% and 25.92% of cases failing to meet thresholds, respectively. Affective appraisal (AP), while moderately important (0.202), did not meet the criteria for necessity ($d = 0.014$, $p = 0.092$), nor did utilitarianism (UT), which had a negative importance score and a nonsignificant necessity effect ($d = 0.083$, $p = 0.082$). Please see Table 5 and Figure 2 for cIPMA results.

Among residents, affective appraisal (AP) showed the highest importance (0.511) and was also a significant necessary condition ($d = 0.239$, $p < 0.001$), although 16.67% of cases did not meet the required threshold. Cognitive appraisal (CP), while slightly lower in importance (0.343), exhibited the largest

Table 5. cIPMA findings: SPB outcome level of 80%.

International tourist	Predicting construct	Importance	Performance	Percentage cases that do not meet necessary condition	Necessity effect size d (p -value)
International tourist	AP	0.202	61.487	6.472	0.014 (0.092)
	CP	0.287	68.176	9.962	0.051 (0.001)*
	ME	0.164	79.684	33.33	0.124 (0.039)*
	RE	0.048	73.73	25.922	0.073 (0.029)*
	Con	0.269	81.389	33.33	0.174 (0.001)*
	UT	-0.062	85.784	25	0.083 (0.082)
Residents	Predicting construct	Importance	Performance	Percentage cases that do not meet necessary condition	Necessity effect size d (p -value)
	AP	0.511	64.427	16.667	0.239 (0.00)*
	CP	0.343	68.091	36.891	0.231 (0.00)*
	ME	0.268	72.996	29.238	0.117 (0.081)
	RE	0.075	67.498	N/A	0.04 (0.769)
	Con	0.029	70.522	24.411	0.164 (0.000)*
	UT	0.236	66.231	37.949	0.185 (0.021)*

AP = Affective appraisal, CP = Cognitive appraisal, ME = Moral equity, RE = Relativism, Con = Contractualism, UT = Utilitarianism, RB = Resistance behaviours and * = significant.

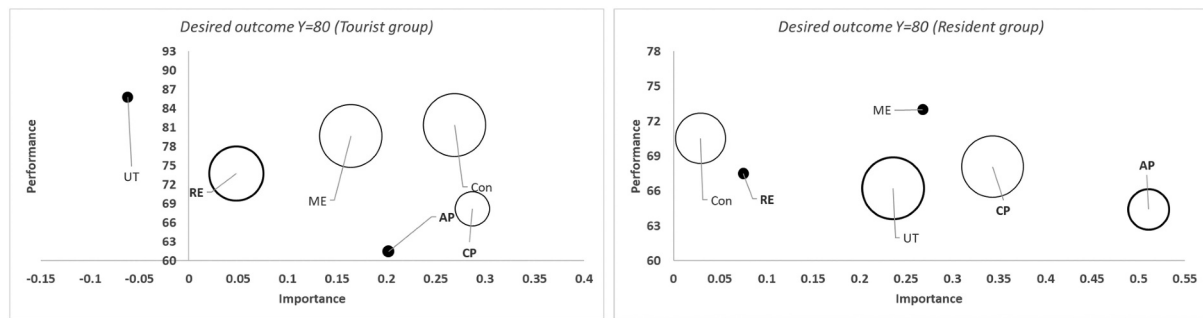


Figure 2. cIPMA charts. Note: AP = Affective appraisal, CP = Cognitive appraisal, ME = Moral equity, RE = Relativism, Con = Contractualism, UT = Utilitarianism.

bottleneck, with 36.89% of cases falling below the necessary threshold despite a strong necessity effect ($d = 0.231$, $p < 0.001$). Contractualism (Con) and utilitarianism (UT) also met the criteria for necessity ($d = 0.164$ and 0.185 , respectively), though substantial portions of the sample did not reach the critical levels. Interestingly, moral equity (ME), despite its relatively strong importance (0.268), was only marginally significant in terms of necessity ($d = 0.117$, $p = 0.081$), while relativism (RE) was found to be non-necessary ($d = 0.04$, $p = 0.769$).

These findings highlight the differential dynamics between tourists and residents in terms of the emotional and ethical thresholds necessary to mobilise resistance behaviours. While tourists demonstrate a lower threshold for necessary conditions, residents require more intense affective and cognitive engagement, particularly in the context of ethical constructs such as contractualism and utilitarianism. cIPMA thus reinforces the critical role of integrated sufficiency and necessity assessments in identifying not only what matters but also what must be in place to trigger morally motivated consumer resistance in ethically sensitive tourism domains.

5. Discussion and implications

This study offers novel insights into the moral and behavioural responses of tourists and residents to unethical practices in cannabis-related hospitality and tourism settings. By employing a dual-method design, including PLS-SEM for probabilistic sufficiency and NCA for deterministic necessity (Dul, 2024), this study highlights how resistance behaviours are formed. DPT (Greene, 2007; Greene et al., 2001) provided the fundamental ground for interpreting how affective and cognitive appraisals translate into ethical evaluations and ultimately, behavioural resistance.

One of the important findings is the divergent role that affective and cognitive appraisals play across stakeholder groups. For tourists, affective appraisal (AP) significantly shaped moral evaluations across all four dimensions (i.e., moral equity, relativism, contractualism, and utilitarianism). However, AP did not directly lead to resistance behaviours. This result explains the lack of support for H3 in the tourist sample and suggests that emotional response alone may be insufficient to trigger behavioural opposition among visitors. Instead, cognitive appraisal stood out as the sole significant predictor of resistance, albeit with only limited impact on ethical judgement. This finding suggests that tourists may register emotional disapproval towards unethical cannabis-related businesses, but resistance behaviour is more likely to follow from a cognitive deliberation. In line with previous literature in the cannabis-related hospitality and tourism content (e.g., Meeprom et al., 2023; Veilleux, 2024), tourists may lack the moral impetus to act unless cognitively compelled by a perceived harm or violation of principle. A plausible explanation is that tourists often experience weaker social embeddedness and fewer long-term stakes than residents in the destination (Ju, 2022), which may reduce the likelihood that affective reactions alone translate into action.

Another notable finding concerns the unsupported relationships between cognitive appraisal and several ethical dimensions among tourists (H2a – H2c). This pattern indicates that tourists' ethical evaluations may be formed more intuitively than deliberatively in short-term consumption contexts (Wattanacharoensil et al., 2024), where time constraints and limited contextual familiarity may

encourage reliance on heuristic or affect-driven judgements rather than systematic reasoning. Similarly, relativism and utilitarianism did not significantly predict resistance behaviours in either group (H5b and H5d unsupported). This suggests that resistance in this context may be driven less by culturally relative judgements and more strongly by perceived violations of fairness and social obligations, particularly moral equity and contractualism.

By contrast, residents showed a more integrated moral processing pathway. Affective and cognitive appraisals had strong and consistent effects not only on moral evaluations but also on resistance behaviour. This finding supports the dual-process proposition that ethical action is shaped by the interaction of intuitive emotion and deliberate reasoning (Trautwein & Lindenmeier, 2019). Residents appear to be more sensitive to the consequences of unethical business practices. One reason is that they are more deeply embedded in the social and cultural context of the destination. The necessity results corroborate this. Among residents, resistance behaviour depended not only on affective and cognitive engagement but also on specific ethical considerations such as contractualism and utilitarianism.

When interpreted together, the sufficiency and necessity results provide complementary rather than contradictory insights. While PLS-SEM identifies factors that increase the likelihood of resistance, NCA reveals conditions that must be present for resistance to occur at all (Dul, 2024). Some constructs were sufficient but not necessary, while others were necessary but not always strong predictors in SEM. This reflects different causal logics rather than inconsistency in findings and underscores the value of integrating both analytical approaches (Richter et al., 2020).

The bottleneck analysis provides further insights. While tourists could reach relatively high levels of resistance with moderate moral or emotional activation (e.g., moral equity at 33.3%), residents required substantially higher thresholds, especially in affective and cognitive appraisal. For instance, at the 90% resistance level, residents needed affective appraisal levels above 60% and cognitive appraisal levels above 50%. The results reflect a higher moral activation threshold. This difference may be subject to residents' long-term exposure to the social, health, and cultural implications of cannabis business misconduct (Charlebois et al., 2020) and thus may intensify their moral stakes and raise the bar for ethical action.

cIPMA highlights areas of concern where performance gaps may limit resistance. Among tourists, although moral equity, relativism, contractualism, and cognitive appraisal had high importance and performance, a significant proportion of cases failed to meet their necessity thresholds. These results imply that tourists may intellectually recognise ethical violations but still fall short of translating that recognition into action. For residents, the picture is more complex. Despite high scores in importance, constructs such as cognitive appraisal and utilitarianism had large shares of respondents who did not meet the necessary conditions. This result highlights a critical insight. Strong moral orientation does not automatically lead to resistance unless a certain threshold is crossed.

Taken together, the findings challenge a simplistic view of consumer resistance as a linear consequence of ethical awareness. Instead, resistance is shown to be contingent upon the convergence of emotional arousal, cognitive deliberation, and perceived ethical violation (Trautwein & Lindenmeier, 2019). Furthermore, the study demonstrates that necessity logic reveals foundational conditions that sufficiency models alone may overlook. Particularly in sensitive domains such as cannabis tourism, where ethical standards are contested and context dependent (Meeprom et al., 2023). Identifying what must be present, not merely what helps, is crucial for theory and practice.

5.1. Implications for urban tourism research

This study contributes to the advancement of theory in several important ways, particularly at the intersection of tourism ethics, consumer resistance, and cannabis-related hospitality research. First, the findings extend the application of dual-process moral reasoning (Greene, 2007) into the context of cannabis-related tourism, a setting where ethical boundaries are not always clearly defined and cultural sensitivities are heightened (Meeprom et al., 2023). While DPT has been widely utilised in business ethics and psychology (Warner et al., 2024), its integration into tourism ethics remains limited. This study demonstrates that the interaction between affective (System 1) and cognitive (System 2) pathways is not only relevant but crucial in shaping ethical evaluation and behavioural response within morally ambiguous tourism settings. Notably, it uncovers how the salience and influence of these dual processes differ

systematically between tourists and residents, thereby enriching our theoretical understanding of stakeholder-specific moral cognition in urban tourism contexts.

Second, the study refines existing models of consumer resistance behaviour by incorporating probabilistic sufficiency and deterministic necessity (Trautwein & Lindenmeier, 2019). Traditional tourism research tends to rely heavily on sufficiency-based models (e.g., SEM) to explain variance in behavioural outcomes (Wattanacharoensil et al., 2024). However, this study demonstrates that SEM or regression models alone are insufficient for capturing the threshold effects critical to morally motivated behaviour. Through NCA (Dul, 2024), key conditions, such as contractualism, cognitive appraisal, and utilitarianism, are identified to be indispensable for resistance to occur. This dual-logic approach offers a more comprehensive framework for theorising resistance as a product of likelihood (what drives behaviour) and precondition (what enables it). This dual-logic perspective expands theoretical understanding of resistance as both probability-driven and condition-dependent, an especially critical insight for morally contested urban tourism settings.

Third, the findings contribute to tourism and urban ethics literature by conceptualising resistance not merely as a behavioural reaction but as a socially embedded and morally grounded response to contested urban change (Ege & Moser, 2020). Resistance behaviours such as boycott, protest, or negative word-of-mouth may reflect legitimate civic responses to perceived threats to community values, public health, or urban identity, rather than simply outcomes to be managed (Trautwein & Lindenmeier, 2019). This perspective situates the study within broader debates on urban contestation, cultural conflict, and the normalisation of controversial tourism industries.

Fourth, the use of cIPMA provides a new methodological pathway for identifying latent ethical bottlenecks in stakeholder responses (Sarstedt et al., 2024). By triangulating importance, performance, and necessity, the study advances a theory-informed diagnostic tool that can be employed to identify which ethical conditions are critical yet underachieved. This has opened opportunities to integrate ethical responsiveness into broader theoretical models of stakeholder engagement, moral protest, and sustainability transitions in tourism. In summary, this study develops a theoretically robust and methodologically integrative model that advances tourism ethics, consumer resistance theory, and dual-process moral psychology. It clarifies how affect, cognition, and moral thresholds jointly shape resistance in cannabis-intensive tourism cities, establishing a foundation for future research on ethical conflict and governance in emerging urban tourism domains.

5.2. Implications for practice in the management of tourism cities

The findings yield several practical implications for policymakers, destination managers, and cannabis-related hospitality enterprises operating within tourism cities. Importantly, resistance behaviours should not be viewed solely as obstacles to be mitigated but also as signals of underlying ethical concern and social tension. Recognising resistance as a legitimate stakeholder response can help policymakers and destination managers better understand community expectations and governance challenges (Trautwein & Lindenmeier, 2019).

First, the results indicate that resistance behaviour is not triggered solely by emotional disapproval but rather by a conjunction of affective and cognitive appraisals, especially among residents. For cannabis businesses operating in tourism hubs, such as Phuket, Chiang Mai, and Bangkok, this highlights the importance of fostering transparent, informative, and culturally sensitive communication strategies (Meeprom et al., 2023). Given that resistance is more likely when emotional discomfort and rational concern reach high thresholds, mitigating these responses requires ethical messaging. Firms should avoid sensationalised or misleading promotions. Instead, they should emphasise responsible use, health disclosures, and community benefits. These tactics could reduce cognitive dissonance and moral alarm among stakeholders.

Second, the study highlights that stakeholders in tourism cities, particularly residents, possess a heightened sensitivity to ethical breaches. Their resistance behaviours are driven by emotional engagement and strong moral reasoning, particularly in relation to perceived violations of societal contracts (contractualism) and concerns for public welfare (utilitarianism). For destination managers, this suggests the necessity of community-informed policy frameworks. Ethical tourism governance should include mechanisms for local stakeholder input in licencing cannabis establishments, public education on health

risks, and active monitoring of promotional content to ensure alignment with community norms. Such practices can foster a more socially embedded cannabis tourism sector.

Third is the identification of specific ethical bottlenecks through cIPMA, such as contractualism and cognitive appraisal points to concrete intervention targets (Sarstedt et al., 2024). For instance, businesses in tourism cities should focus on building trust and moral credibility by aligning their operations with broader social responsibilities, including investing in ethical training for staff, supporting local public health initiatives, and adhering to international guidelines on cannabis marketing and consumption. Policymakers should also consider the development of destination-specific ethical certification schemes that reward cannabis-related businesses for demonstrating fairness, transparency, and accountability.

Fourth, the divergence between tourists and residents in terms of resistance thresholds provides a basis for segment-specific strategies. For tourists, resistance is more cognitively triggered and less dependent on strong moral engagement, suggesting that factual clarity (e.g., on health implications) is particularly influential. Businesses targeting tourists must therefore prioritise educational signage, informed consent practices, and accessible information about local laws to prevent unintended ethical violations that may provoke resistance (Charlebois et al., 2020). For residents, emotionally resonant outreach, such as community partnership programmes, participatory forums, or value-based messaging may be more effective in mitigating moral backlash. In conclusion, cannabis-related tourism must be governed by more than just regulatory compliance. It requires a deep understanding of the moral terrain navigated by diverse stakeholders. This study demonstrates that ethical missteps can provoke significant reputational and economic consequences, highlighting the importance of cultivating ethical literacy, community trust, and responsible business conduct in tourism cities (Meeprom et al., 2023; Veilleux, 2024).

6. Limitations and future research

This work has some limitations that need to be addressed. First, while the study utilises the MES to capture ethical judgement, it may not fully encapsulate emergent concerns such as environmental ethics, public health equity, or intergenerational justice, which are increasingly salient in tourism ethics. Future research could broaden the ethical lens by integrating novel or underexplored moral constructs, possibly using grounded theory or qualitative inquiry to refine existing measurement frameworks. Second, the limitation concerns the omission of certain individual-level factors that may influence ethical evaluations and resistance behaviours. Prior research suggests that personal beliefs about cannabis, prior experience with cannabis use, and general attitudes towards controversial products may shape how individuals interpret and evaluate cannabis-related tourism activities (Wen et al., 2023). Although the present study focuses on the cognitive – affective appraisal process and ethical judgement mechanisms, these personal predispositions were not explicitly modelled as control variables. Future research could incorporate variables such as prior cannabis experience, moral ideology, or risk perception to better isolate the relative influence of appraisal processes and to improve explanatory precision. Finally, the dual-process framework employed here is theoretically robust but assumes relatively stable cognitive – affective pathways. In practice, moral judgements and resistance behaviours may shift due to policy changes, or repeated exposure. Future work might benefit from longitudinal studies in moral decision-making and resistance behaviours in tourism contexts.

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Authors' contribution

Pipatpong Fakfare contributes to writing the original draft, introduction, literature review, data analysis and discussion.

Maneeenat Worrachananun contributes to writing the original draft, introduction, literature review and findings.

Pornpisanu Promsivapallop contributes to obtaining research fundings, obtaining data and ethical approval.

Bee-Lia Chua contributes to writing and revising the manuscript.
Jin-Soo Lee contributes to finalising and strengthening the manuscript.

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