

Strong Law Enforcement To Uphold Business Ethics: Common Citizen's Perspective. (A Study of Unethical Behavior of Micro Scale Entrepreneurs / MSE in Bekasi Area of West Java, Indonesia)

ADHY FIRDAUS

STIE GANESHA, Jakarta, Indonesia.
adhyfirdaus@stieganessa.ac.id; adhyfirdaus@gmail.com

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Abstract: Micro Scale Entrepreneurs (MSE) had been becoming a backbone of the national economy in many countries – including the Republic of Indonesia. It has a major role in creating jobs and reduce the unemployment rate for decades. Despite the religious and moral values of Indonesian which should have strong influences in ethical values in their day-to-day life, some Indonesian MSE's seem does not care for the safety of its consumers. They, some times, broke the laws and business ethics. The goal of this qualitative phenomenological research is to determine what are the major reason for MSE's to have such behavior that repeatedly had broken the Business Ethics. We made deep interviews and close observations to 10 (Ten) informants who have had the experience of breaking such laws and conducted unethical business by using dangerous chemical substances, such as textile color stuff, Borax, formalin, auburn textile, into their food products. These informants were chosen among many from 5 (five) different traditional flea market in 5(Five) different Sectors in the City of Bekasi, West Java Province of Indonesia. Our findings show weak law enforcements that gave the opportunity to the MSE's people to broke business ethics and ignoring the safety of their consumers repeatedly.

KEYWORDS: Micro Scale Entrepreneur (MSE), business ethics, safety, Law enforcement, dangerous chemical substance, traditional flea markets.

Introduction

At the end of 2007, Micro, Small and Medium Scale business (MSMSB) in Indonesia reaches the number of 49.000.000 businesses. The owners of these businesses mostly people who have very small capital. The highest part of this economic sector is mostly in agricultural / farms, animal breeding, forestry, small trading, restaurants, transportations, and services (Basri and Nugroho, 2009. Page 58-59). In the year of 2009, MSMSB in Indonesia employed nearly 96.2 Million people or 97.3% of the total worker forces at that time (Syarifuddin, 2011).

The great functions of Micro, Small, and medium scale businesses had been notified by the President of the United States Mr. Barrack Obama (2010) who said:” They are the key to rebuilding the economy on a new, stronger foundation and creating the job”, furthermore Obama proposed the new tax credit for a million micro, small and medium company which are employed new workers (Yahoo! News, Des. 2009).

According to the Indonesian Charter No.: 20th in year 2008, Micro-scale businesses are defined as follows:

Usaha Mikro adalah usaha produktif milik orang peorangan dan/atau Badan usaha perorangan yang memenuhi kriteria usaha mikro. Yaitu memiliki kekayaan bersih paling banyak Rp.50.000.000,- dan hasil penjualan tahunan paling banyak Rp 300.000.000,-. / Micro-scale businesses are productive businesses owned by individuals and/or private company which is filled with the criteria of the micro-

scale business. That is having a maximum of Rp 50.000.000,- on its capital and total annual selling maximum of Rp300.000.000,- (Basri dan Nugroho, 2009, hal. 34-35).

Azmat and Samaratunge (2009) called micro-scale business as *Small-scale Individual Entrepreneurs (SIEs)*. Micro-scale businesses are those of street traders, barbers, small shop owners, carvers, etc. furthermore Azmat and Samaratunge stated that SIEs came from the result of unemployment. People who were sent home by his / her employer will choose to open their own businesses.

The range of business of micro-scale businesses is very wide, almost every business field, that's why their contribution to the rise of national income, reducing the unemployment rate, and balancing welfare to the community are very great (Basri and Nugroho, 2009). The micro-scale businesses in Indonesia is formed mainly of micro-scale entrepreneurs (MSE), it includes individual street vendors and Seller or shop owners in Traditional flea markets that is a place where people of the community meets and conducted buying-selling activities for daily household needs particularly food matter. This market location is provided and sometimes managed by the Department of Market of the Local Government.

The Indonesian – mainly Moslems people - who have been known for long as good, caring, loving, and friendly people should be considered already knew about business ethics, or at least knew the essence of business ethics. Rise (1999) in Tsalikis and Lassar (2009) stated that Islam looks at business as a useful social function and prophet Muhammad himself involved in the business world, but individual profit is not primary motivation in Islamic Laws. Futhermore Salim (2010) explained that Islamic businesses can be understood as a set of business activities in many forms that are not limited on quantity owned and its profit, but it is limited in the way of acquiring the merchant and its use of wealth – there are *halal* and *haram* rules on it.

As part of philosophy, business ethics – applied ethics – first must be viewed as philosophical terms that are speaking about human behaviors, in special professions and in business and management. That is why business ethics can be viewed as the attempt to formulated dan implemented basic principals of ethics in the business relationship among people (Immaniati, 2009).

Business ethics as a concept is applied ethics that brings up the moral principal of commercial activities (Marcoux, 2008). Business ethics are applications of our understanding of what is good and right by institutions, technology, transactions, activities, and purposes of what we called business (Velazquez, 2002). Business ethics requires that organizations or individuals behave in accordance with carefully thought-out rules of moral philosophy (Robin and Reidenbach, 1987 in Tseng, et al. (2009)).

In the Islamic view, bad businesses (unethical businesses) are every business conduct that has an essence of *bathil* / un-rightful, destruction, *zalim* /cruel/arbitrary/ ruthlessness, injustice in small or big, hidden or obvious. It could losses material and/or immaterial (Fauroni, .2003)

The phenomena is MSE's misbehaviors of ignoring business ethics using dangerous chemical substances of boraks and or auburn textile in their food products of snacks, cakes "Tofu" and fish or chicken meat, even though government's eyes watching them all the time with Inspections and raid by authorities are conducted every time. These unethical behaviors are putting their customers ' lives in danger. They harm the health of customers who eat their 'tofu', snacks and/ or chicken or fish meat. There are also 'rotten meats' sold in traditional flea markets – 'rotten meats' is belong to the category of the carcass (Suara Merdeka Cyber News, 19-09-2008). Selling 'rotten meats' are considered as 'haram' or forbidden in Islam religion, it is based on Prophet said which is narrated by Al-Buchori and Muslim:

"sesungguhnya Allah dan Rosul-NYA telah meng-haramkan jual-beli minuman keras, bangkai, babi, dan berhala...", The Almighty Allah and His prophet have forbid the selling of drugs, carcass, pigs, and worshipped statues (Abdur - Rahman, 2002; page.146).

The use of dangerous chemical substances such as Borax, fabrics color/paint and formalin and pig's oil in food products of snack or cakes, 'tofu' and fish or chicken meat, in food products, are *Haram* / forbidden in Islam (Halal Guide, 2009). The use of dangerous chemical substance in food products are obviously against Islamic regulations of *Khair / khoir / good* (Beekun, 1996), Social Norms and not ethics (Norman, W., Roux, C., Balanger, P., 2008). Boraks and formalin are poisons, Formalin can cause dizziness, cough, skin irritation, cancer, even death (Alodokter, 2019). In the meantime, Borax is also a dangerous chemical substance prohibited by Indonesian Food authority, BPOM, to be mixed in food products (Hellosehat, 2019). Umar Salim, Chairman of Fatwa Commission of Indonesian's Board of Moslem Scholars (MUI), in July 2012 stated that Ulama (Moslem Scholars) agreed to labeled 'Haram' for formalin, boraks, and rodhamin in food. (Tempo.co, 2012). Then It is clear that using these chemical substances in food products is against the law.

Snacks are food products such as small cakes, Candy, Crackers, etc. This kind of light food is produced by an individual or homemade or home industry, but this product is also produced by a larger company. Snacks produced by bigger companies are usually in better packaging and more appealing but the price is more expensive.

'Tofu' is a food product made from beans (Japan Tofu Association, 2009). 'Tofu' and chicken meat products are common food consumed by Indonesian. In almost every everyday menu there are tofu and chicken meat.

What is the cause of this phenomenon? Is it as simple as morality's concern that they just ignore or they really do not know the danger? or Is it because they do not understand business ethics? or something else?. This violations of law and business ethics was happening repeatedly, we suspected that there were not enough informations to MSEs about the danger and laws of the said chemical substances, or the MSEs personnel were uneducated so they have difficulties to understand the information delivered to them by the authorities, or there were no Government authorities to correct this, Police enforcement to uphold the law and ethics for instance.

Business ethics research has been conducted for a long time. Academic business ethics research is significantly multi-disciplinarian in character (Brand, 2009). Most researcher concentrated on the area of what activities considered as unethical business such as: corruptions (Collins, et al., 2008; Arifin, 2008), Piracy (Wang, et al., 2009; Yang, et al., 2008), Fraud (Jia, et al., 2009) and advertising (Bakir and Vitel, 2009).

Research Methode

The purpose of this research is to uncover the common reason/reasons for MSEs doing unethical businesses. The method used is the qualitative method with a phenomenology approach. The phenomenological research design is a study that attempts to understand people's perceptions, perspectives, and understanding of particular phenomenon (Pathak, 2017)

Research setting

Setting for this research is in traditional flea markets in Bekasi City Area, West Java Province, Indonesia. In traditional flea markets, there are many small retail vendors and small producents that according to Azmat and Samaratunge (2009) are the entrepreneur of micro-scale businesses. Bekasi City Area is suited for this research because of its many business entrepreneur who produces goods. People of Bekasi are made from various ethnics, that's why we called Bekasi as a miniature of Indonesia whereas many ethnics from all part of Indonesia leaves here in Bekasi. The traditional flea markets in Bekasi are surrounded by the modern market of shopping malls, supermarkets, big vendors, etc.

Researcher and Informants

The present of the researcher in qualitative research is important. In qualitative research, the researcher is the main instrument of research (Bungin, 2007; Cresswell, 2003;) (Newman and Benz, 1998 in Firdaus, 2013).

The researcher lives in Bekasi City for more than 40 years, he runs a formal educational institutions. He once worked as a chief officer at one of the traditional flea market in the City of Bekasi. He knows by experience how the market works. The researcher knows the research and how research must be done. Credibility and integrity are a major concern in qualitative research. Trustworthiness in this research use criteria of credibility, dependability, transformability, and conformability.

The important thing to minimized bias in this research is that the researcher never involved in the food business of snack food, tofu and/or chicken meat in any form. Researchers also try to minimize bias byways that accepted in qualitative research such as external auditor, peer debriefing, and field notes.

Informants

Informants for this research are micro-scale entrepreneurs especially those who produce and/or sell snack food, small cakes, tofu and chicken meat or fish in the traditional flea market in Bekasi City Area. These informants have experience of using formalin for their food products. Informants were chosen using a proportional sampling technique and some predefined standards to find and choose informants who suitable for this research (Maxwell in Burkholder, 2009). Informants were taken from 5 (Five) Traditional flea market in 5 (Five) different sectors (Indonesia it calls ‘Kecamatan’) in Bekasi City Area, West Java Province Indonesia. Table.1 shows this information.

Tabel.1 Information

No.	Market’s name	Location	#of Information	Education	Commodity	
1	Psr.Harapan Jy	North Bks	2; N-1; N2	High School Junior High	1. Chicken 2. Tofu	
2	Psr Kranji Baru	West Bks	2; W-1; W-2	High School	3. Fish 4. Chicken	
3	Psr Sumber Arta	South Bks	2; S-1; S-2	n.a	- Cake - Vegetables	
4	Psr Jati Asih	Jati Asih	2; JA-1; JA-2	Junior High	5. Snack food 6. Tofu	
5	Psr Cibitung	Cibitung	2; C-1; C-2	High School	7. Chicken	

Questioner was given to informant candidates. They filled the demographic information and willingness to participate in this research in writing. We select candidates who suitable and meet the requirement for this research, sampling criteria demanded informants be chosen based on their experiences to the studied phenomena (Cresswell, 2007), then the researcher , with proportional sampling, chosen Ten informants from several candidates who considered suitable for providing research data. There are no criteria for the number of informants in qualitative research, as long as it can provide enough data or experiences about researched phenomena.

Criteria of Informants for this research as follows: (1) MSEs who have been producing or selling snack food, tofu, fish and/or chicken meat for at least 5 years and never change their product. (2) Having experiences with the use of Borax, formalin or other chemical substances to their food products. (3) Capable of and willing to share and explain his experiences to the researcher,

honestly and openly. (4) The informants voluntarily are willing to participate in this research and this willingness was stated in writing. When informants were founded then the next research processes can be done that were deep and interviews.

Informants were not chosen based on gender, religion, ethnic, or race. They give a written statement stating that they agree to participate in the research, including the agreement for recording and the use of recorded interviews. They are informed that they can terminate their participation in this research anytime they wanted. The researcher gave a guarantee of confidentiality of informants' identity.

Data Collection and Analysis

Research data was collected through research instrument deep structured and unstructured interviews in phases (Bungin, 2007). Data also from researcher observation's notes, deep interview's notes, notes of small events and specific events around informants and in setting, and information from surrounding informants, records, etc. (Cresswell, 2003)

Before the Interview was done, informants were informed in detail of the research and that the security of their identity is secure. The researcher meets informants Two times before the interview was conducted in order to gain trust between them especially to let them be confident that they will not have trouble with authorities in the future because of the information they gave in this research.

The first interview lasted from half an hour to nearly 3 hours in a relaxing environment, covering the background of informants' life and everyday activity, their relationship with neighbors and their knowledge concerning Business Ethics. This interview was carried out face to face, recorded, noted, and transcribed later on. In the interview researcher consistent with open-ended questions and specific questions about the research topic to get in-depth and detailed pieces of information on informants' perceptions and experiences about phenomena. Interviews were done 3 times in order to have deeper information and to closed the missing info or to add info if there were. The second interview was focus on what they do to use hazardous stuff to the food product and why they did it. Interviewer trying to uncover the real reason and perception about their unethical doing.

The recorded interview was listened carefully and transcribed to be analyzed. Transcriptions were read many times to get a deep impression. While listening to the recorded interview, the researcher review notes stating body language/body expression of the interviewee at the interview time. To get more deep impression researcher listen to the recorded interview several times. We can notice if they were telling the truth or hesitate by their gestures or body language. This way could be analyzed and marked the significant sentences from the interviewee.

A Phenomenological analysis based on discussion and reflections of direct sense perception and experiences of the researched phenomenon. A starting point of the strategy is your ability to approach a project without a priori assumptions, definitions, or theoretical frameworks (Pathak, 2017).

Significant Sentences were put in specific notes to be easily analyzed and made sure that the main sentences did not repeat. From Main sentences interpreted the purpose and the real meaning intended by the interviewee. This interpretation of the main sentences was combined by the informant's body language when it said, so it can get "true meaning". (Firdaus, 2013)

After analyzed the interview, the researcher came back to the site to observe the situation and to feel the atmosphere of that traditional flea market one by one to get the idea and reasons of informant's perceptions of ethics and unethical behavior they did. And to get information about the characters of the information from people they work with.

From interviews, notes, site revisit, researcher make list of findings and then made pre-conclusions. With those lists of findings and pre-conclusions then conducted peer debriefing with colleagues.

All interviews analyzed to get a conclusion description from informants. These Conclusion descriptions then analyzed and coded to be theme. From each informant's Themes were pulled the main theme.

For research dependability and conformability, researchers ask another party, differ from colleagues of peer debriefing, to check the interview' transcriptions. This was done to keep the true value of research (Firdaus, 2013).

Findings

Tabel 2. Significant Sentences and Meaning formulation

No.	INFORMANT	SIGNIFICANT SENTENCES	MEANING FORMULATION
1	N-1	<ol style="list-style-type: none"> 1. Yaa.. dari dulu juga tau.. yaa pertama kali kenal formalin juga udah berbahaya, takutnya keminum gitu. (yaa.. from the first time I know formalin, it's already dangerous, I am afraid to be drunk accidentally) 2. Sering di grebek,dibawa, tapi.. bayar .. yaa keluar lagi. (raided several times by Police, brought, but.. pay.. then out again). 3. Sekarang mah kapok, kalau dulu hukumannya berat, juga kapok dari dulu kali.. (Right now I give-up, if the punishment were hard, I given-up from then) 	<ol style="list-style-type: none"> 1. Aware / Knowing that formalin is dangerous. 2. Easy and small fine. 3. Now give-up, no longer use the dangerous stuff to the food product.
2	N-2	<ol style="list-style-type: none"> 1. Ada penerangan dari Dinas.. jadi tau bahaya.. (there was information from the Market Department... so, I knew..dangerous) 2. Temen ada yang ditangkap, gak lama.. semalaman keluar.. bayar lahh. Cingcai.. ayamnya dibuang (My friends was arrested, not long..one night he was already out.. pay.. lahh.. cingcay/easy. Chickens was throw away..) 	<p>There were information from the government. They knew.</p> <p>When arrested, easy to be free.</p>
3	W-1	<ol style="list-style-type: none"> 1. Jualannya di Pasar kalau enggak diSD, .. pernah dikasih tau katanya bahaya...ya pakek cuman dikit ajah.. gak bahaya tuh dikit doang.. gak apa-apa.. (I sell in Market or at Elementary School, .. I had informed they said dangerous... yaa I use but only little.. not danger..small amount.. its okey..) 2. Ketahuan orang, di omelin.. dirampas kue-kuenya trus dibuang ke comberan. (I was discovered by people, they were mad at me.. they took my cakes and candies, thow away into sewer..). 3. Masih pak, kalau gak jualan gak masak mau makan apa di rumah? Yaa ngumpet-ngumpet. (I still sell its..if I don't sell I don't cook, what do we eat at home? Yaa.. I hide..). 	<p>Do not know the danger of Chemical substances.</p> <p>When discovered the punishment only ...</p> <p>No regrets, because punishment is nothing.</p>
4	W-2	<ol style="list-style-type: none"> 1. Tau.. katanya bahaya,tapi saya kena gak ngapa-ngapa cuman gatel doang, waktu itu badan saya sehat.. (I know, They said dangerous, but I got one time, its okey only itchi.. that time I am all right healthy). 2. Pernah kena pemeriksaan, di sita ayam saya semua.. saya disuruh bikin Pernyataan.. yaa saya bikin.. (I was busted when there were inspection, they took all my chicken.. I was asked to make writing Statement.. yaa I made it) 3. Masih jualan ... yaa jangan sampai ketahuan.. rugi.. (I still sell.. yaa... don't be cought again..) 	<p>Punishment is: making Statement of promis.</p>

5	S-1	<ol style="list-style-type: none"> 1. Memang bahaya katanya itu bapak dari Kesehatan, tapi kan tak ada yang mati makan ini ayam pak..(It is dangerous that officer from Health Department said, but no one killed by eating this chicken sir..) 2. Ada dia orang periksa, yaa pandai-pandai kau bermain lah.. kalau kau nurut pasti bebas lah.. hukumannya paling kau di beri peringatan. (There were they inspected, yaa you must be clever to play.. if you obey you must be free.. laah.. the punishment.. only they give you Warning). 	<ol style="list-style-type: none"> 1. Had been told the danger, but.. 2. When they caught by inspection.. the punishment is only Warning, meaning nothing. 3. Everything is solved with money.
6	S-2	<ol style="list-style-type: none"> 1. Kita udah dapat penerangan soal itu. Sering juga dari dinas pasar. (We have a lot of information about that. From Departments) 2. Yaa gimana mau berenti.. hukumannya gak ada.. cuman teguran, kalupun di tangkap.. paling juga semalam, bayar.. kelar.. (well how they will stop? There are no punishment for doing that. Only warning, even if they were arrested.. only for one night, pay.. done.) 	<ol style="list-style-type: none"> 1. Informed. 2. No punishment at all.
7	JA-1	<ol style="list-style-type: none"> 1. Gak tau pak.. kita orang kecil.. yang kayak gitu mana ngerti (don't know sir, we small people.. we don't understand that things.) 2. Yang penting kan gak bunuh orang.. kalau di tangkap ya udah.. disana juga dikasih makan (the importan is no body was killed.. when arrested.. is okey.. over there we are feeded). 	<ol style="list-style-type: none"> 1. Do not aware of Informations. 2. Jail is considered a better place because there are food for free over there.
8	JA-2	<ol style="list-style-type: none"> 1. Udah banyak penjelasan.. dari dinas dari koran, dari Televisi.. sudah banyak informasinya. kalau masih melakukan yaa memang bandel dan gak punya nurani saja. (there were many information.. from government, from newspaper, from television.. much information.. if they still doing that, yaa they are stubborn and do not have conscience). 2. Hukumannya terlalu ringan.. bahkan dapat dibidang gak ada hukumannya.. hanya formalitas saja. (the fine or punishment is too light, as a matter of fact, there is no punishment at all.. only formality.) 	<ol style="list-style-type: none"> 1. Many information from Government, tv, etc. 2. The fine is too easy and too light.
9	C-1	<ol style="list-style-type: none"> 1. Tau bahaya bang.. tapi kan gak langsung akibatnya, jadi.. yaa.. jangan banyak-banyak. (know the danger bro.. but the result is not immediately, so.. yaa don't too much.) 2. Belum pernah, tapi emang gampang banget, lagian hukumannya juga gak seberapa.. asal kita 'ngart'i juga beres.. (not yet, but it really very easy, then punishment is not much.. if we 'understand' it will be okey). 3. Sekarang saya udah gak maen gituan lgi bang.. malu.. dosa.. kita udah tua. (Now I am not doing that again, brother.. ashame, sin, we are old now..) 	<ol style="list-style-type: none"> 1. Have been informed 2. Money talk.
10	C-2	<ol style="list-style-type: none"> 1. Ayam itu kalau abis dipotong gak tahan lama udah timbul bintik-bintik merah, paling juga dua jam, jadi terpaksa harus dipakein dikit ajah.. (not long After you cut chicken, will arise red dot, at least only two hours, so..we forced to use the stuff (formalin - com) just litle.) 2. Pemeriksaan sering.. cuman yaa begitu-begitu ajah, nanti juga lamaa baru di inspeksi lagi.. kalau ketahuan pakai paling ditegur dan dimusnahin barang kita yang disitu.. (Inspection are often.. but.. yaa just like that, then loong .. if you busted using that dangerous stuff, they only give You Warning and the food or chicken destroyed). 	<ol style="list-style-type: none"> 1. Inspection from the government are too rarely / seldom. 2. The punishment is only Warning letter.

Chemical substances like Borax, formalin, and textile color is dangerous when put into food product. Information concerning this matter are available everywhere, on Television programs, government pieces of information, magazines, publications, etc.

Many people still do not care about the matter since it does not kill instantly. And they do not give much attention to prevent from using it and endanger others, but from the gesture, at the times of interview and short sentences, they said they expressed their concern silently. This body language and short words make researchers believe that they still have morality.

Informant W-1 said: “yaa I use but only a little... not danger..small amount.. it is okay.”

Informant S-1 said: “It is dangerous that officer from the Health Department said, but no one killed by eating this chicken sir..”

Informant C-1 said: “Now I am not doing that again brother. shame, sin, we are old now..”

Morality according to Gewirth (1978) in Kim et.al.(2009) was defined as a set categorically obligatory requirements for action that are addressed at least in part to every actual or prospective agent

Humans are scared of being ‘poor’ and ‘have no food to eat’. They do anything to survive. Even if they have to break the Law. When fear kicks in, people do not think as well. In fact, their higher-level thinking gets shut down in order to deal with the treats, they will stop thinking straight when they’re operating out of fear (Kinkade, 2013)

It is their nature to struggle for survival. the MSEs who uses Chemical in their product argued that they put those substance only in very-very small amount according to their thinking. they said it will not harm anyone, they argued that what they did was necessary to prevent loss and bankrupt.

Informant W-1 said: “I still sell its..if I don’t sell I don’t cook, what do we eat at home? Yaa... I hide... ”

Informant C-2 said: “not long After you cut chicken, will arise red dot, at least only two hours, so..we forced to use the stuff (formalin -com) just a little.”

Krishna (2008) stated in the difficult time a person who careless tend to become more careless and do not care about other people.

The fine and punishment are very small and light since there are only Warning papers issued to the person who proven using dangerous chemical stuff into their food product.

Informant JA-2 said: “the fine or punishment is too light, as a matter of fact, there is no punishment at all.. only formality”.

Informant S-2 said: “There is no punishment for doing that. Only warning, even if they were arrested.. only for one night, pay... done”.

The interviewees indicated that discussion about the use of dangerous chemical stuff will come back to the regulation and Law enforcement.

Conclusions

Micro Small Enterprises do not have many choices to avoid losses when their food product becomes rotten and defective since they only have very small capital and do not have another source of funds.

It is understandable that The Micro Small Enterprises who sell their products in the Traditional Flea Market also do not have a source of protection (insurance) to cover their losses when the goods fusty or spoilt. But they still have to adhere to rules, laws, and ethical business to ensure the safety and well-being of their customers.

Since there still unethical conduct performed by MSEs and People need to feel safe and free of fear when consumes food products which are produced by Micro Scale Enterprises, that why definite and solid regulation and strong Law Enforcement needed to prevent MSEs using dangerous Chemical stuff in food product which is threatening customers safety and health.

Limitation

The research was conducted on Micro and Small Enterprises (street vendors), whereas most of the merchandises and goods that are circulating in markets come from big companies and many of them even came from abroad (imported goods from outside the country).

To uncover completely unethical business behaviour in food products, Future research should included and involved medium and big companies and/or enterprises, since all people thought that those companies already fully understand and comply with ethical business code, but in reality there are still suspected many violations of ethical business in the processed or materials of their food products.

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