

# MARKETING ETHICS

P.S. KRISHNA RAJAN

E-mail: krishnarajan34@yahoo.com

**Abstract—** Marketing ethics is an area applied ethics which deals with the moral principles behind the operation and regulation of Marketing. People are made to participate in research without their knowledge or consent. An individual loses his right to choose whether he wants to take part in marketing research or no which unethical and debarring him of his fundamental rights. Also sometimes employer (marketer) forces his employees(customers) to participate in a research and thus its amount to coercion which is not ethical for conducting a sound marketing research.

Almost all the theoretical efforts in marketing ethics is normative and not positive. In other words theoretical works have been focused only on developing guidelines or rules to assist marketers in their efforts to behave in ethical fashion. In contrast, this article is descriptive and not prescriptive.

The article begins with a discussion and evaluation of two major normative ethical theories in moral philosophy. The article then develops a positive theory of marketing ethics and uses that theory to explain some of the empirical research that has been conducted in the area of marketing ethics.

**Aim Of the Study:**

The aim of the study is how marketer use their dual background to recognize business opportunities. Finding a response to this research question would not only contribute to the literature by providing empirical data, but also allow us to judge, whether the marketer background in fact adds value to ones opportunity recognition skill. This research adopts a case study approach to understand and analyze how the market researcher use their dual-background to evaluate and discover opportunities for ethical marketing to enhance the business.

**Methodology:**

The methodology is by collecting both qualitative and quantitative data.

**Conclusion:**

The philosophy of marketing is to win customer loyalty by reinforcing the positive values of the brand, creating a strong citizen brand. This can happen only through ethical marketing. However ethics in professional life is not a new thing. Ethics have around ages .Today every profession have its own ethics. Marketers are no exception. So we have to remember that wherever we go and whatever we do we should follow ethical code of conduct.

**Keywords—** Descriptive, prescriptive, Business opportunities ,Ethical code of conduct.

## I. INTRODUCTION

Ethical Marketing refers to the application of marketing ethics into the marketing practices. Marketing ethics will help the society as a whole both in short term and long term. Marketing ethics had an influence on companies and their response to market their product and services In a more socially responsible way. Ethical standards should not be confused with the government

regulations brought into force to improve consumer welfare. Thus we can define Marketing ethics as the area of applied ethics which deals with the moral principles behind the operation and regulation of Marketing.

**Definition:**

Marketing ethics is defined as the basic principles and values that govern the business that is engaged in promoting products or services to customers.

**Ethical Marketing**



**Principles Of ethical Marketing:**

1. All marketing communications share the common parameter that is truth.
2. Marketing Professional is bound by the highest standard of personal ethics.
3. Marketers should be highly transparent about the people whom they pay to endorse the products.
4. Consumers should be treated fairly based on the nature of the product and consumer.

5. The privacy of the consumer should not be compromised.

### **Ethical Values in Marketing :**

There are six marketing ethics where the marketers are supposed to follow:

**Honesty** – Be forthright in dealings and offer value and integrity.

**Responsibility** – Accept consequences of marketing practices and serve the needs of customers of all types, while being good stewards of the environment.

**Fairness** – Balance buyer needs and seller interest fairly, and avoid manipulation in all forms while protecting the information of the consumers.

**Respect** – Acknowledge basic human dignity of all the people involved through efforts to communicate, understand and meet needs and appreciate contributions of others.

**Transparency** – Create a spirit of openness in the practice of marketing through communication, constructive criticism, action, and disclosure.

**Citizenship** – Fulfill all legal, economic, philanthropic and societal responsibilities to all stakeholders as well as giveback to the community and protect the ecological environment.

## **II. MAIN ASPECTS OF SOCIALLY RESPONSIBLE MARKETING**

### **Consumer Orientation:**

This is a socially responsible practice teaches that companies should base policies and operations on a consumer perspective. It is not only the marketer will discover the customers' needs, but also look at their plans who are the users

### **Innovation:**

Improving products and services improves the experience for users. And improving marketing strategies, policies, and brand personality, on an ongoing basis will position company as an innovative experience to be repeated and passed on.

### **Value of the product**

A company that produces valuable products and focuses on customer pricing. Excellent experiences and great customer service will not have to resort to pushy sales tactics and gimmicks. Apple brand is famous for having people happily wait in line overnight to be first to own an upgraded product.

### **Sense of Mission**

A clearly defined corporate mission help the companies be clear about their plans, goals, and practices. By putting the good of the community and associates over profit, companies will indeed see an increase in the number of consumers willing to pay premium prices for their products.

### **Impact on Society**

Unlike traditional marketing focus, which was cost reduction and profit increase, socially responsible marketers are more focused on providing goods and services consumers want, gaining feedback for

improvement and giving back to the communities that helped them become who they are.

## **III. CHARACTERISTICS OF SOCIALLY RESPONSIBLE MARKETING**

Marketers need to get the right products to the right people at the right time. Ethical marketers ensure that the products are meet and exceed their needs. A company that uses ethical and socially responsible marketing strategy will gain the respect and trust of the customers they target and interact with. Over long term, this will translate to greater benefits all round. Today's firms can make their practices more ethical and responsible by perfecting the following characteristics.

**Safety:** Any product or service that could be hazardous to the health conditions of people, animals or the environment should have clear advisories and warnings. Once the problem is identified the company can collect data to help improve the product and reduce or eliminate the danger. An example would be fast food restaurants eliminating the use of hydrogenated oils even before trans fats were banned.

**Honesty:** Ensuring a product satisfies a need it promises to, or aids in providing a lifestyle it advertises. Advertising should be transparent about possible side effects and not puff up results, so clients come to respect the honesty of your advertising.

**Transparency:** Any techniques to manipulate and hide facts and information customers need could harm a company. Just think of the way people regard a company such as Enron that hid information and was not open to the stakeholders about what was happening.

### **Data Collection methods:**

The methodology of data collection is Qualitative and Quantitative techniques.

**Quantitative techniques :** To test hypothesis and determine causality, measure the extent of problems.

Experiments best for establishing the causality. The ethical issues in selecting the control group ,to use or not to use the placebo etc.

**Sample Surveys :** Types of questionnaires and ethics ,Sample size estimation -sampling and non sampling errors.

**Qualitative techniques :** The most common qualitative techniques used in this article is purposive sampling and quota sampling.

### **Importance Of Ethics :**

**Satisfying Basic Human Needs:** Being fair, honest and ethical is one the basic human needs.

Every employee wants himself to work for an organization in fair and ethical in its practices.

**Creating Credibility:** An organization that is driven by moral values is respected in the society.

**Improving Decision Making:** A man's destiny is the sum total of all the decisions that he/she takes in course of his life. The same holds true for organizations. Decisions are driven by values.

**Long Term Gains:** Organizations guided by ethics and values are profitable in the long run, though in the short run they may seem to lose money. Example, Tata group, one of the largest business conglomerates in India was seen on the verge of decline at the beginning of 1990's, which soon turned out to be otherwise. The same company's Tata NANO car was predicted as a failure, and failed to do well but the same is picking up fast now.

### Findings:

The purpose of the study is to empirically examine the level and type of education are related to ethics among marketing professionals. This Study focuses on two components of Marketing ethics.

1. The study attempts to identify whether the level and type of education are related to ethical standards.
2. It attempts to evaluate whether level and type of education are related to stated intentions to behave ethically and unethically.

To investigate the links between the ethics and education, the following hypothesis are tested:

1. H1: Marketing professionals with business degrees will have low ethical standards than their peers with non business degrees.
2. H2: Marketing professionals with higher level of education will have higher ethical standards than their less educated peers.

3. H3: Marketing professionals with business degrees will report to intentions to behave less ethically than their peers with non business degrees.
4. H4: Marketing professionals with higher level of education will report intentions to behave more ethically than with less educated persons.

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