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Growing Marketing Innovations and Falling Business Ethics

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ABSTRACT

Planning to meet the opportunities and challenges of global marketing, marketers are making constant innovations with respect to all their P's. In a bid to sell their products, marketers bring in new product, features, and marketing gimmicks to lure the markets not realizing the curse it is casting on the society as a whole. The objective of this paper is two-fold: firstly, to analyze the paradigm shift in marketing and secondly, the resulting ethical concerns.

In order to overcome the cut-throat competition posed by the global marketers, companies are using catchy advertising fiasco which is an impressive hybrid, combining the illegal, the deceptive, the offensive, the derivative, the tasteless, the disrespectful and the unsightly contents. So, a business which creates its own code of marketing ethics and implements this code into every aspect of its business operations gains an ability to provide qualitative benefits to its customers. Hence, Ethical marketing results in a more socially responsible and culturally sensitive business community. Marketers who are pursuing a socially responsible agenda should bear in mind that such efforts do not automatically translate into increased revenue or even an improved public image. However, organizations that consistently exhibit socially responsible tendencies may eventually gain a strong reputation that could pay dividends in the form of increased customer loyalty. The present paper focuses on global fundamental marketing ethics principles should be applicable to all markets.

KEYWORDS: Global Marketing, Paradigm shift, Marketing Ethics, Marketing Gimmicks and Social Responsibility.

MARKETING

Marketing comprises a set of skills that generally enable companies to sell more stuff to more people to get a greater share of the market. These skills are usually portable: it doesn't matter what's being sold to whom in what marketplace. The social and environmental impact of the stuff that's being marketed remains, for the vast majority of people in marketing, until recently, largely irrelevant.

INNOVATION

Innovation is a new way of doing something or ***"new stuff that is made useful".*** It may refer to incremental and emergent or radical and revolutionary changes in thinking, products, processes, or organizations.

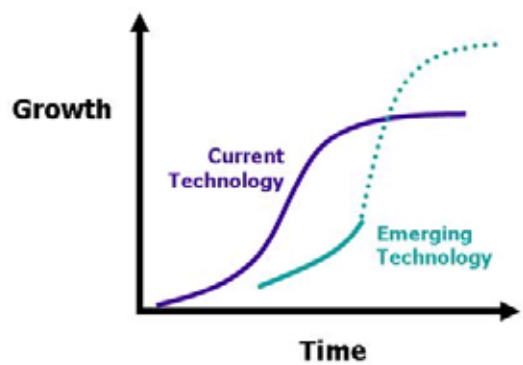
Since innovation is also considered a major driver of the economy, especially when it leads to increasing productivity, the factors that lead to innovation are also considered to be critical to policy makers.

Innovation does not only apply to products however, but to the business models themselves - to the delivery and the service and here is where the true meaning of innovation lies.

DIFFUSION OF INNOVATIONS

Once innovation occurs, innovations may be spread from the innovator to other individuals and groups. This process has been proposed that the life cycle of innovations can be described using the's-curve' or diffusion curve. The s-curve maps growth of revenue or productivity against time. In the early stage of a particular innovation, growth is relatively slow as the new product establishes itself. At some point customers begin to demand and the product growth increases more rapidly. New incremental innovations or changes to the product allow growth to continue. Towards the end of its life cycle growth slows and may even begin to decline. In the later stages, no amount of new investment in that product will yield a normal rate of return.

The s-curve derives from an assumption that new products are likely to have "product Life". i.e. a start-up phase, a rapid increase in revenue and eventual decline. In fact the great majority of innovations never gets off the bottom of the curve, and never produces normal returns.



MARKETING INNOVATION

It is a truth universally acknowledged that a company in possession of a good (or poor) fortune must be in want of innovation. Yet, by all accounts, some 40-90% of innovations fail in the market. In this elective we examine the drivers of market adoption, taking the perspectives of both 'objective reality' and the 'perceived reality' of the players in the decision. We then offer some suggestions for bringing innovations more successfully to market.

Invention and innovation have proven to be crucial components for the development of modern societies. However, 1.3 billion people who currently live on less than a dollar a day do not enjoy the benefits that many modern inventions have brought. At the same time some key new technologies are known to have caused enormous damage to the global environment.

- Google for example allow their staff to spend something like 30% of their time pursuing their own creative interests which has lead to innovations such as Google Maps and Google Adsense which has genuinely changed the way we live and made Google in phenomenon more than a search engine.

ETHICAL MARKETING

Ethical marketing refers to the application of marketing ethics into the marketing process. Briefly, marketing ethics refers to the philosophical examination, from a moral standpoint, of particular marketing issues that are matters of moral judgment. Ethical marketing results in a more socially responsible and culturally sensitive business community. The future success and perhaps even the long term survival of human society may very well depend on whether or not we, as members of that community, embrace these concepts or reject them.

PARADIGM SHIFT IN MARKETING

If marketing lives up to its mission – creating innovative products and services and finding meaningful ways to make them valuable for customers and society at large – it needs to be a step ahead of customers and to overcome the barrier of slow growth and tight budgets it has become more critical for companies to devise creative marketing techniques that beat the traditional methods of influencing, attracting, and reaching prospective customers.

Marketing innovation is today's hottest topic of our planet among intellectuals. Why not harness the creativity and innovation of one of the oldest professions there is to move forward our societies onto a much more sustainable footing? Innovation has been known to tackle far more challenging tasks, anywhere from placing a man on the moon, to persuading people to buy *aloe vera* toilet paper, etc.

EMERGING ETHICAL ISSUES

It is possible in marketing, as in any other field, to apply the principles of creativity and the processes of innovation, to find new ways of marketing effectively. This article is going to look at a slightly different issue around innovation: how innovation in the enterprise-innovations in products and services-creates special challenges for the marketing function. In fact, as we'll see, true, radical innovation is a traditional marketer's nightmare.

- Mc.Donald is known for its marketing wisdom. They innovate in globalization with respect to all their P's. Have you ever tried to know the calories in a snack at Mc Donald's? You'll be surprised that one burger, coke and French fries has some 1080 calories. In a country where obesity is a problem and about 70%adults in urban areas suffering from diabetes eating such rich food is colossal. Yet we find McD gives catchy ads-"I am loving it!!!"
- Many of us get phone calls in the afternoons when we taking a cozy nap, only to hear the pseudo modern girl say in a mundane voice "Hello, aap___bol rahe hain?? kya apko personal loan ki requirement hain?" we get cheesed off and wonder she got our number and name???
- *We often come across news in the newspaper where school children are involved in car thefts only to drive them pleasure. This is the impact of Myopic Advertising on these*

THE SOCIAL RESPONSIBILITY OF BUSINESS

The businessmen believe that they are defending free enterprise when they declaim that business is not concerned "merely" with profit but also with promoting desirable "social" ends; that business has a "social conscience" and takes seriously its responsibilities for providing employment, eliminating discrimination, avoiding pollution and whatever else may be the catchwords of the contemporary crop of reformers. In fact they are–or would be if they or anyone else took them seriously–preaching pure and unadulterated socialism. Businessmen who talk this way are unwitting puppets of the intellectual forces that have been undermining the basis of a free society these past decades.

As rightly said, *"It is better to be proactive towards a problem rather than reactive to a problem. One part of Social Responsibility is being responsible to people, for the actions of people and for actions that affect people",* hence it means obligation of business towards different social group, i.e. the consumers, employees, shareholders, society, government, media and so on. As Abraham Lincoln once said that public sentiments is everything. With public sentiments nothing can fail, without it, nothing can succeed.

The utilitarian principle says – Act in a way that results in the greatest goods for the greatest number. The Social Responsibility Concept is beneficial to the Business and the Society. *"The most significant contribution organized industry can make is by identifying itself with the life and the problems of the people, of the community to which it belongs, and by applying its resources, skills and talents to serve and help them"*- **Late J. R. D. Tata.**

Finally, we would conclude by the famous words of Earnest Dale, *"It is the duty of business to provide fair returns to the shareholders, fair working conditions to the employees, fair deal to the suppliers and customers to make the business an asset to the local community and the nation."*

SUMMARY

A much wider collective effort is needed to be successful at reversing unsustainable patterns of consumption and production, considering most of us are not willing to sacrifice *Aloe Vera* toilet paper for banana leaves. If marketing can turn "lead into gold", then it has the potential to make sustainable development a household word, a universally recognized way of adding both social and economic value. Marketing can create, influence and change target audience attitudes, beliefs and perceptions. In a nutshell, innovation works; that's why companies do it. A more interesting question is how can it be used to reinforce sustainable development?

Today's challenge for marketers to achieve their goals by integrating marketing innovation to build trust with customers, consumers and society. Many people care about the social and environmental impacts of business. Yet people trust companies when they believe they are acting according to their values, and not just because it happens to make sense in that particular instance. Credibility comes from the confidence that a business will continue to behave ethically in the future: a business will gain little reputation benefit – and more likely harm – from helping a community if local people see the contribution as a short-term 'bribe' that will be withdrawn as soon as its immediate objective is achieved. Marketers have a critical role in building trust. In particular, they can help to create inspiring communications, which are honestly based on the abilities of the organization and the resources that it can realistically devote to enhancing its social and environmental performance.

However, reputation and trust may not be sufficient to safeguard a brand. To succeed, marketers must lead the path towards more social responsibilities.

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