



Excess of Ethics

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ABSTRACT

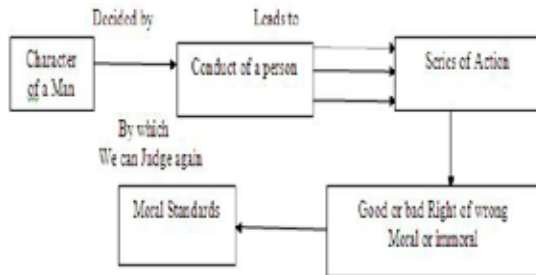
This research paper is based on analysis of ethical excess in consumer product. Here, we analyze different parameters as well different parts of consumer behavior as well as ethical and unethical practice done by the organization. During this analysis, what ethical practice to be followed is been laid down in this paper.

KEYWORDS: Ethics, Excess, Unethical, Consumer

I. Introduction

Business Ethics are moral principles that define right and wrong behavior in the world of business. What constitutes right and wrong behavior in business is determined by the public interest groups and business organizations as well as an individual's personal morals and values.

"Ethics" in Latin language is called "Ethics" and in Greek, it is called "Ethicos". In fact, this word has originated from "ethos", meaning character or manners.



[Figure 1. Meaning of Ethics]

II. objective of study

This is my attempt to keep continue ethical thoughts and ethical storms in people's mind as I inspired to write this article after read a small article. In today's topsy truly world MNC's are using flaunty labels in FMCG goods, they pretend to apply ethics but actual they are not, this is indirect "Consumerism". It means, to influence consumers and to increase market share. They print wrong contains and gives wrong information to the consumers about the product. Means they are applying 'Ethical Consumerism'.

III. unethical consumer practice

Unethical Consumer Practice:

- Shop Lifting
- Switching price tags
- Returning clothing that has been worn.
- Abusing products and returning them as damaged goods
- Redeeming coupons without the requisite purchase.
- Returning cloth bought at full-price and demanding a refund for the sales price differential.
- Returning products bought at sale and demanding the full price refund.
- Damaging merchandise in a store and then demanding a sales discount.
- Copying righted materials (books, video-tapes, computer software without permission.)

Common Deceptive Practices:

Unanimity is not found among advertising professionals and marketing clients regarding such questionable practices. In one aspect they are agreeedible, while considering the question of unethical practices the focus must be to safeguard the interest of buyers at the micro-level and the society at the macro-level since there satisfaction is the key for success.

TABLE I. common deceptive practices

Common Deceptive Practices all over the world are:	
➤ False and misleading presentation of facts	
➤ Deliberate omitting of required information	
➤ Imply a benefit that hardly exists	
➤ Trade puffing and exaggerations	
➤ Using unnecessary, unwanted technical jargons	
➤ Creating culture degeneration	
➤ Creating ambiguities in the mind of consumers	
➤ Creating fear in consumers	
➤ Plagiarism (Take another writings as his own)	
➤ Open criticism of competitors	

A survey has been conducted at U.S.A. among eight randomly selected consumer half of the respondents are serious readers of advertisements, while others are casual readers.

The survey depleted that more than three fourth of the respondents, feel that most of the advertisement appearing in any media contain one or more of the above mentioned deceptive practices, especially in product advertisements than in service advertisements.

TABLE II. Unethical Practices

Sr	Unethical Practices	Opinion (% of respondent)		
		More in product ads	More in service ads	Equal in both
1	False & misleading presentation of facts	66.2	12.5	20.0
2	Deliberate omitting of required information	31.2	57.5	11.0
3	Implying a benefit that hardly exists	55.0	35.0	10.0
4	Trade puffing and exaggerations	38.0	30.0	39.0
5	Using unnecessary, unwanted technical jargons	64.0	20.0	16.0
6	Creating culture degeneration	75.0	12.0	13.0
7	Creating ambiguities in the minds of consumers	30.0	60.0	10.0
8	Creating fear in consumers	22.5	20.0	59.5
9	Plagiarism (take another writing as his own)	28.0	21.0	51.0
10	Open criticism of competitors	70.5	12.5	17.0

Ethical Consumerism:

Ethical consumerism should be about using our purchasing power to make the world a better place – Feeling pure will not help the worlds pure. It is characterized by three almost religious convictions.

- Multinational are inherently bad.
- The natural and organic are inherently superior.
- Science and technology are not to be trusted.

Irrational prejudice against MNC's is connected to incoherent opposition to globalization. Antiglobalisation campaigners seem blend to the irony that it was precisely the increased interconnected of peoples and trade characteristics of globalization that allowed their worldwide opposition movement to through. The growth of MNC's is just one aspect

of globalization and the homogeneity it brings is regrettable. If you are about morality, the multinationals can be a force for good. For instance, say you fancy a coffee in Italy. Go to a local cafe and the chances are the beans they grind have been bought to market prices from farmers who receive so little that they can barely make a living. Star back is a huge purchase of coffee worldwide and should be lauded and encouraged to go further by ethical consumers. Instead it is only one of the first targets for antiglobalisations protesters bricks.

There is nothing wrong with most non-organic foods; The felling that we defile the inner sanctums of our bodies eating food treated by pesticides is rooted in an almost religious, superstitions worship of the natural. Dressing this up as an 'ethical' choice is self deception.

Some practical examples available in the market, which are as under:

TABLE III. analysis of ethical products

SR NO	NAME	MEANINGLESS SENTENCES
1	Bournvita	New Bournvita with super charges is power packed with vital nutrients which helps to build confidence and concentration.
2	Complain	All the markets Complain ideal for your child's physical and mental development. So make sure your child has Complain thrice a day.
3	Fair & Lovely	"Multi Vitamin" Continue regular usage to maintain you new found Total Fairness.
4	Debur Glucose D	In actual it is refresher drink but they write "Non Stop Energy Drink"
5	Colgate	Brush thoroughly at least twice a day.

Only one company which is attracting consumers with an ethical concept.

(1) Nestle Cerelac : Important Notice: "Mother's milk best for your baby"

May be some more companies also there which are using ethical concept, but very a few. All the listed products 1 to 5 are FMCG and that's why such a slogans they are using to influence consumers to buy the product and create demand by using wrong way.

IV. conclusion

My attempt is to continue this storm of the ethics in the people's mind as I was influenced after read a little article. So this is my humble request to the readers after read this article any "ethical storm" you fill in your mind then try to pass on to others.