



## Ethical Marketing

### KEYWORDS

Marketing Ethics, Marketing Mix, promotions. Integrity

#### A. R Kanagaraj

Assistant professor, Department of corporate secretaryship, Dr. N.G.P Arts and science college, Coimbatore-48

#### G.Geetha

Assistant professor, Department of corporate secretaryship, Dr. N.G.P Arts and science college, Coimbatore-48

#### S.Archana

Assistant professor, Department of corporate secretaryship, Dr. N.G.P Arts and science college, Coimbatore-48

### ABSTRACT

*The major purpose of this research was to study the level of science interest of higher secondary school students. The data were collected by means of science interest of higher secondary school students constructed by N.O. Nellaiyappan scale have been administered to a random sample of 300 higher secondary school students in Dindigul District. The normative survey method has been used. The collected data were subjected to 't' test and 'F' test for large independent groups. The findings indicate there is a significant difference in the level of science interest between the urban and rural students and the type of management. But there is no significant difference in the level of science interest between boys and girls, parents occupation and parents education.*

### What is ethics?

Ethics are the moral principles and values that govern the actions and decisions of an individual or group. They serve as guidelines on how to act rightly and justly when faced with moral dilemmas.

### Definition of marketing ethics:

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 depend on whether or not we, as members of that community, embrace these concepts or reject them. Ethical marketing should be part of business ethics in the sense that marketing forms a significant part of any business model

### Meaning of an ethical Marketing

Ethical marketing is a process through which companies generate customer interest in products/services, build strong customer interest/relationships, and create value for all stakeholders by incorporating social and environmental considerations in products and promotions. All aspects of marketing are considered, from sales techniques to business communication and business development.

### Issues in marketing ethics:

Issues in marketing ethics are the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing ethics:

- General guidelines Marketing managers must accept responsibility for the consequences of their actions
- Managers should refrain from knowingly doing harm, adhere to all relevant laws and regulations, and accurately represent themselves, their firms, and their brands
- Managers must make every effort to verify that their choices and actions serve the best interests of all related customers, organizations, and societies. Specifically they should:
  - Adhere to basic ethical guidelines stated above
  - Engage in honest and fair practices with clients, employees, and partners
  - Offer goods and services that are safe and fit for use

- Refrain from advertising falsely and misleading consumers
- Maintain market research integrity by adhering to market research guidelines
- Respect consumers privacy rights and ensure confidentiality of information
- Adhere to standards and guidelines of international marketing associations and to the legal

### TOP 5 ETHICS ISSUES IN MARKETING

Every business relies on marketing to attract customers and to sell products or services. The problem is that marketing can sometimes promote products or services in unethical ways. What can businesses do to follow ethical standards in their marketing strategies? What are the top 5 ethical issues in marketing?

#### 1. HONESTY

The news of corporate scandals seems to be a daily occurrence. Consumers have lost trust in the integrity in many corporations because of the unethical and sometimes illegal behavior that seems to be embraced in the organizational culture of the corporation. Companies need to realize that company reputation is part of the honesty factor. People seek alternatives when they know a business engages in unethical practices. The claims of "sweat shop" assembly lines has forced more than one company to change its supply chain policies simply because of the damage to brand the resulted from unethical. Companies need to realize that company reputation is part of the honesty factor. People seek alternatives when they know a business engages in unethical practices. The claims of "sweat shop" assembly lines have forced more than one company to change its supply chain policies.

#### 2. FAIRNESS

Fairness is the need to balance the interests of the company with the needs of the customers. That is, companies want to sell more products in order to increase profits. Fairness is conveyed in recognizing that customers want to feel they are engaging in a transaction that will result in them receiving something of value. Value is associated with the product and with the quality of customer service. Fairness is the company treating the customer in a business to consumer transaction the same way it would want to be treated in a business to business transaction. The long term benefit of fairness is customer loyalty.

**3. RESPECT**

Customers want to know they are respected by the company. Respect means the company sees the value of stakeholders. Groups are not subjected to stereotypes and tolerance is demonstrated for the interests and values of others. Respect means that feedback from stakeholders is welcomed and heard. The long term benefit of respect is the company positive association with company that should foster company and brand loyalty.

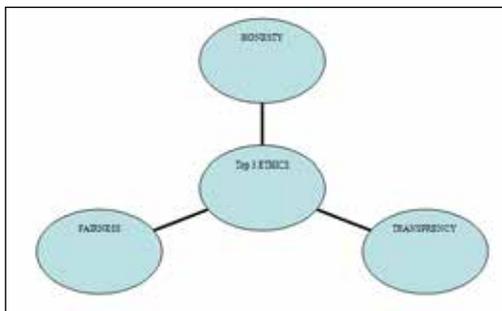
**4. SOCIAL RESPONSIBILTIIY**

Social responsibility is the recognition that a company must do no harm to individuals and the community. Companies One way to do this is by responding to the interests of non-customer stakeholders such as through supporting local education, sponsoring environmental awareness projects, and assisting in community enrichment efforts.

**5. TRANSPARENCY**

Transparency means the marketing strategy conveys honesty about the operations of the business. A company is practicing transparency when it admits to and corrects operational problems or areas of stakeholder concern. Transparency in marketing means the company is honest about a product's limitations. The recall policy of the automobile industry is a great example of transparency. Car companies issue recall notices to acknowledge design or mechanical flaws in automobiles.

**TOP 3 ETHICS:**



**Ethical Issues & the Marketing Mix:**

Customers Product Issues Pricing Issues Promotion Issues Distribution Issues Ethical Issues & the Marketing Mix + Employee Theft

**Relationship between marketing and ethics:**

Relationship between marketing and ethics a reasonable practice leading to positive relationships. That rules are not necessarily contractual. Allows buyers and sellers to work together. Disadvantage: requires time to develop a list of expected conduct or "rules of behavior."

**Social Criticisms of Marketing:**

Social Criticisms of Marketing High Prices Shoddy or Unsafe Products Poor Service Deceptive Practices Planned Obsolescence High Pressure Selling Marketing's Impact on Individual Consumers

**Conclusion**

Marketing's Impact on Society Too Few Social Goods False Wants and Too Much Materialism Too Much Political Power Cultural Pollution. Some issues that technology has spawned are: ownership of intangible data or intellectual property, privacy, freedom of expression, methods of collecting data, and status of children who log into digital networks. Ethics and law attempt to provide guidelines in the final decision by critically examining definitions, priorities, and implications.

**REFERENCE**

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