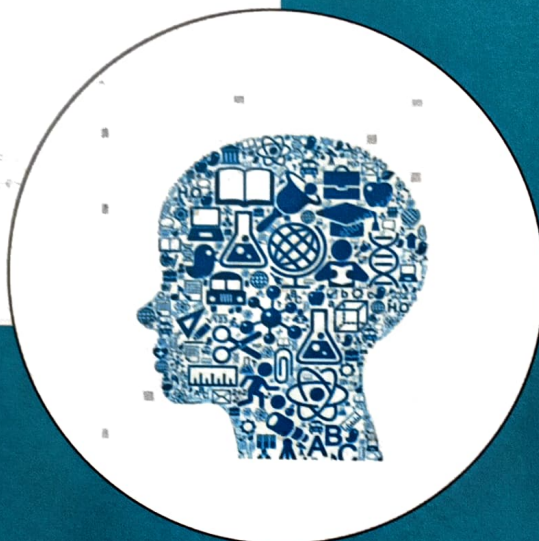


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Ethics in marketing in changing scenario

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Abstract:

The world is changing at an incredible pace due to globalization .Due to use of mobile & information technology by customers & development of E-marketing, customer awareness has increased. They demand branded goods at low price with home delivery which challenges marketing. Ethics shows right & wrong behavior of human being. Ethics in marketing are the principle that regulates actual practices of marketing. Some organizations give big hands to society in the pandemics of Corona, lockdown, War between Russia & Ukren, natural disasters like floods to create goodwill among society & increase market share in near future. Marketing starts with customers needs & ends with customers' satisfaction. Marketing research is undertaken to know customers trend. But at the time of marketing research trained staff with morale values should assign the work of collection of information, confidentiality should be maintained as internet has increased privacy concern. Worldwide competition for attracting customers may indulge the marketers in adulteration & duplication of product, false weight & measurement, hide information about product, inferior quality production, black marketing, etc. Deceptive pricing, price skimming, price fixing, price discrimination, manipulation should be avoided. Unethical practices in promotion & advertising like misleading claim, surrogate advertising, false claim, sale of duplication & high pressure to sell the product should be avoided. Fair marketing decisions can be taken through ETHICS check.

Keywords: ethics, adulteration, confidentiality, deceptive pricing, price skimming

Introduction:

Recently the whole world is going through pandemics of Corona, lockdown, natural disasters like flood, famine. In this situation developing countries like India experienced shortage of funds for building hospitals, providing modern equipments, using technology, recruitment of medical staff, rehabilitation of disaster affected people. Existence of human being was the main concern for government & government was not in a condition to fulfill all the needs of society. Here some businessmen like Ratan Tata through Tata Group contributed & donated 2500 crores for well being of society till date. This shows humanity still alive & ethics are followed by businesses. It has created good public image of Tata & Tata group & witnessed growth in business. What we give to society, society give back many times. Therefore, ethics in marketing get importance.

Objectives of Study:

1. To know the concept of ethics, marketing & ethics in marketing.
2. To study importance of ethics in marketing.
3. To study ethical considerations in marketing research.
4. To study ethical considerations in 4 P's.
4. To draw conclusions.

Research Methodology: The study is based on the secondary data collected from published & unpublished material & various sources like YouTube videos, websites.

Significance of Research: Maximization of profits & customers satisfaction are basic objectives of business & marketing. But in order to face global competition marketers are using many unethical ways which in turn hamper the customers & business. If the organization follow ethical values, customers are retained generation to generation. Therefore need of marketing ethics underlined. In this paper an attempt has been made to explain ethical values in marketing.

Importance of ethics in Marketing

1. Success of marketing depends on ethics in marketing which in turn results in maximization of profit.
2. Ethics in marketing study malpractices in globalised era & unethical ways adopted for increasing of product demand.

3. When an organization behaves ethically, customers develop more positive attitude towards the firm & its products & services.
4. To create trust among key stakeholders, marketing ethics is important.
5. To build good public image about the organization in the minds of customers, employees, shareholders & society.
6. Ethics is a subjective concept which varies with person to person & culture to culture. Therefore, in global market ethics plays important role.

Conceptual framework: The term ethics is derived from Greek word 'ethos' which means habit or custom. Ethics is the branch of philosophy that deals with concept of right & wrong conduct. What is right for one person may be wrong to other person. Compliance to legal provisions of competition act & Consumers Act not sufficient to prove ethics but also society's views & customers expectations are important.

Definitions:

Ethics: "Ethics is the set of principles or rules that govern the behavior of human beings that are generally referred to as what is right & wrong to do so."

Marketing: "Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large."

Ethical Marketing: "Ethical Marketing refers to practices that emphasise transparent, trustworthy & responsible personal & or organizational marketing policies & actions that exhibit integrity as well as fairness to consumers & other stakeholders." (Murphy et al, 2012) Ethical decisions not only show customers loyalty but also protect the interest of all stakeholders. When any organization takes marketing decision then it should go for an **ETHICS checks** which stands for

E= Effect, check the positive & negative impact of marketing strategy on sales.

T= Transparency & truthfulness, check that the company policy if the decision is disclosed publically?

H=Harmony with regulation, checks that whether the decision conform to statutory & self regulations.

=Honesty, checks forthright [clarity] in dealings & offer integrity & value

I=Interest, Is the decision in the long term interest of the firm?

C= Consumers, Would consumers consider the decision is fair?

=Consequences of marketing practices accepted or not?

S=Sovereignty, is consumers purchasing sovereignty respected?

Ethical considerations in Marketing Research

1. Information collected for the purpose of marketing research should not be misused for any other purpose. To ensure this interviewing staff must be selected carefully.
2. Instead of forcing respondent to answer a Questionnaire or question in questionnaire, explain the importance of answering the question.
3. Confidentiality of the replies given in good faith should be protected. Outsiders should not have access to the information provided by respondents.
4. But in actual practice it is not so. e.g. parents data on Byjus, Vedantu, White Hat Junior
5. If personal questions are asked, the respondent must be given an opportunity to think about it & refuse to participate in a study.
6. Suitable person [male/female] should be trained to reduce embarrassment. E.g. Marketing of feminine sanitary napkins should be undertaken by females.
7. Accurate reflection of reply of respondent should be reported to sponsoring organization.

Ethical considerations in 4 P's of marketing

1. Pre-test should be conducted to ensure safety of product & services.e.g. Medicines, vaccines
2. Marketers should not hide information about product from customers otherwise the organization may throw out of market or reduce market share.e.g.case of Maggie noodles has paid for mistake of not printing lid ingredient on packing.
3. Original product should be sell without duplication of brand & product.
4. Quality of product should be maintained at any cost then only customers adheres to particular brand.
5. Wrong practices relating to product at all levels should be avoided .e.g. Inferior quality material mixing into main product (adulterations), mixing of no value quality product (serious product)e.g. mixing of water in milk, planned obsolescence
6. Product should be as per standard norms & fulfill customers needs. If customer wants to check exact weight & measurement of product, services provided by service providers, customer should be facilitated.e.g.weight of LPG gas, facility of drinking water & free air at petrol pump.

7. Continuous supply of product & service at reasonable price plays important role in marketing. It is one of the secret of branding & success of business. Therefore black marketing should be avoided.
8. Marketer should not overstate the performance of product or services e.g. fairness cream.
9. Marketing communication should not mislead the consumers & create myths in the minds of consumers.
10. Price of product should not be kept very high unless it delivers the value for money. The price disclosed in advertisement should always be realistic that consumers will find in stores. Artificially inflated prices of necessary consumer goods such as gasoline or basic food goods can breach consumers ethical expectations as well.
11. Malpractices of pricing such as charging different prices from different buyers for same product (price discrimination), fixing of high price by raw material suppliers (price fixing), sale at high price (price skimming) e.g. Reebok, sale at very low price (predatory pricing) e.g. Jiophone recharge rates, influencing a customer by sales person to buy a high price item (deceptive pricing), after habitual sell the product at lower price (penetration), charging the product price at 999 so that customers think it's nearly 900 instead of 1000 (odd pricing) should be avoided.
12. Marketers should have proper control over distribution channels for continuous & smooth supply of product during pandemics.
13. Marketing policy should be framed in such a manner that from production stage to distribution stage at global level, cost of distribution will be minimized. Because more distribution channels means more burden of price of product & service on customer.
14. Marketers should take into consideration geographical differences.
15. Truth in advertising is the bedrock of ethics in promotion. So advertising agencies should emphasize on true & fair, real information about product in advertising, then only customers prefer the product.
16. Marketers should not keep undue pressure for achieving targets on sales person in given time.
17. Instead of going through brand ambassadors, real people should be considered for advertisement.
18. Ingenuine sales promotion practices should be avoided. e.g. Clai World's cover page advertisement attract customers to buy but after purchase they see real picture is different & dissatisfy.
19. If children & animals are used in advertising, marketers should be well familiar with rules & regulation of different acts. They should take care of safety & natural needs with parents involvement in advertisement campaign.
20. Marketing should not hamper environment & biodiversity at all stages.
21. Marketing decisions must involve consideration of general well being & even potential global effects.
22. Suppliers should have option to sell products online or offline. But some business firms like Boeing & Motorola forced suppliers to develop ability to conduct business through e-commerce within one year.
23. Anti-competitive practices like bait & switch in advertising should be avoided. When customers attracted by offering products at low price & as soon as product added in cart, message shows unavailability. Therefore, customer switch to other costly product.

Conclusion:

1. Although marketing ethics ensures marketing success, very few organizations following ethics & helping each other in natural & manmade disasters.
2. Malpractices of big organizations throw out small organization out of market.
3. Nowadays confidential & personal information of respondent collected by marketing researcher is used by other competitors. Therefore, It becomes headache to participate in research & give feedback.
4. Customers are victims of fake marketing & advertising in online- marketing, m-marketing which offers 80% discount on product.
5. Advertising of political parties at the time of election keep the politicians at God's place which must be stopped.
6. Use of children in advertisement & working children at hotels treated & seen differently in advertising, needs awareness & rethinking by organization as well as society.
7. Last but not least actual practices must conform to standards of worldwide product to survive in global market with ethics.

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