Ethical Marketing: Does it Pays or Not ?

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***Abstract*—**Ethical Marketing is an honest and factual representation of business goods and services and ultimately the business model, delivered in a framework of cultural and social values for the consumer. It's the base for the stable long-term growth of a business that accentuates the business towards growth and progress with enduring long term benefits. Addressing ethics in marketing assists the business to come up with enhanced market responsiveness in competitive business marketplace. The present paper puts emphasis on conceptual analysis of ethical marketing with respect to the vision whether it pays the business or not. Adoption of ethics really requires persistence serenity and if any of the marketer works with ethics/ethical values of course it pays him/her and pays him/her in the long run and this long run is such that it never ends. It pays in such a way that it becomes eternal. Further, some ethical values have been prescribed which assists the business to formulate ethical hallucination.

***Keywords*—**Business; Ethics; Goods; Growth; Marketing; Pays; Services.

I. INTRODUCTION

SINCE marketing is an occultation of marketers, marketer basically belongs to one of the varnas of caste known as Vaisaya (Busines Class). The others are brahmins, Kshatriyas and shudras. Though the business class is considered as liars but ethics remains an indispensable aspect of any marketer. Marketers should not be lured by profits only rather they should consider the ethical philosophy of the marketing. Ethics is a vision to truth/good and its adoptability in the business is right following and acceptability of truth/good. Though it's practically difficult to adopt ethics in contemporary days but its adoptability pays a business in the long run. An ethical business ultimately accrues marketability, reputation, goodwill, status, name, character etc. Ethics is different from law as its personal nature of any individual to be ethical and to do good. The marketer proves to be ethical if he/she justifies himself/herself in every orb and sphere. Only sect of marketers are adopting ethics and are subsequently everlasting, those who swindle, bamboozle and cheat takes rest from success/laurels. The intact of any business asserts the acquiescence of ethical policy adopted by businesses.

Ethics can be interpreted as principles and standards that guide behaviour in the workplace. It simply means following moral values, code of conduct for doing work or business. Ethics sometimes stated as conscious and deliberate actions for attaining goals. It is the basic principles of correct behaviour. Furthermore, ethics in business is the way in which the individual behaviours affect the decision-making of an organisation. Ethics is playing a vital role in the modern business world today as business success/failure depends upon the adherence of ethics formulated. Ethics provides a route for long term business success.

Ethics is the study of the standards of conduct that distinguish between right and wrong. Although almost every company has some form of supply management ethics policy, the extent of deployment of these policies with supply management decisions can differ significantly [Murray, 2003]. In addition, some authors do not make a hierarchical distinction between the terms "business ethics" and "social responsibility" [Velasquez, 1982; Beauchamp & Bowie, 2001; De Treville et al., 2004] and use both terms interchangeably.

Today's competitive business focuses on delivering value to the customer as it aims at providing products and services that are more valuable compared to its competitors. Contrary to the focus on customer value, the ethical supply chain with the help of which business operates today is widely recognized as acceptable and supportive if the supply chain follows ethics in their constructs [Carroll, 1979, 1991; Christopher, 1992; Anderson & Katz, 1998; Cox, 1999; Croom & Romano, 2000; Giunipero & Pearcy, 2000]. The growth of ethics in marketing aims to improve profitability, customer response & ability to deliver value to the customers and also to improve the interconnection and interdependence among channel partners. Due to expansion of market from domestic market to global market, the customer demands low priced goods, faster delivery, higher quality products or services with increase in variety, with these competitive factors, the vital role of ethics cannot be ignored by the marketers in the present era [Bernstein, 2005]. The end customer in the marketplace today is determined by the success or failure of adoption of ethics in marketing practices. Even previous researches explored the importance of ethics which leads to effectual marketing [Handfield, 2006] so as to obtain flexibility, effectiveness, acceptability, commitment and speed. Addressing ethics in marketing assists the business to come up with enhanced market responsiveness in competitive business marketplace.

II. Conceptual Analysis of Ethical Marketing (Does it Pays or Not)

Marketing is nothing but its selling products truthfully. When we say truthfully it means true/ethical & standardised raw material used in manufacturing products, goods are eco friendly, no fake advertisement or loopholes are applied for selling products, revealing products facts and figures without jeopardizing the interests of others, not deceiving the customers in any of the ways. Now the question is whether adoption of ethics pays the business or not. The answer is both "NO" and "YES". The first answer is "NO" because sometimes ethics doesn't pays you at the initial stages of the business or at the initial stages of adoption of the business ethics as business moreover suffers a lot at pioneer stage, but this doesn't means that business or marketer should quit away from applying/adopting ethics. Walking with ethics is just like walking on sharp edged sword. So, it requires lot of patience and tranquility on the part of the marketer. In this cut throat competitive world, marketer runs for higher profitability, frequent production, wider distribution of products, even fake advertisement, challenging competitors etc, for achieving all this marketers ignores the major and silent part of the business and that is "Ethics" i.e. they don't pay attention to ethics or ethical behaviour as earning immediate profits becomes their main target. So, Adoption of ethics really requires persistence serenity and if any of the marketer works with ethics/ethical values of course it pays him/her and pays him/her in the long run and this long run is such that it never ends unless & until some nasty mistake is done by the marketer. Therefore, the second answer is "YES" and ethics pays & pays a lot in the long run. It pays in such a way that it becomes eternal. So, ethical marketing is sensible marketing and it covers even social marketing, green marketing, responsible marketing, enduring marketing etc.

III. Review of Existing Literature

Ethics is, of course, the subject of a vast literature stretching over thousands of years. We do not attempt to summarise or review that literature here, but rather focus on the intersection of fundamental marketing theory and fundamental (business) ethical theory. Ethics is the study of 'the good'. Ancient Greek philosophers of ethics examined questions of the form 'how should one act in order to live a good life?' and 'what aims should a good life have?' Some writers distinguish between ethics and morals whilst others use the terms synonymously. But, morals refers to the set of underlying social norms that are concerned with notions of right and wrong; ethics refers to the formalisation of these fundamental principles into formalised rules or codes. Whilst it is clear that formalised codes of ethics are evident in many areas of social practice such as medicine and law, they are much less explicit in relation to business. Many organisations declare their commitment to ethical practice in the form of mission or values statements or in terms of contractual obligations or relationship promises.

The literature in the area of ethical marketing has begun recently to investigate ethical issues in marketing [Turner et al., 1994]. These issues contribute to business reputation and performance. Much of the previous research discussed the underlying values and debated managerial responsibilities, such as codes of conduct, legal issues, corporate governance and institutional ownership, [Johnson & Greening, 1999; Handfield & Baumer, 2006] and examined ethical antecedents; stimuli that precede the ethical decisions and the environmental conditions that strengthened or weakened the likelihood of ethical decisions' occurrences. Examples of such antecedents include personal demographics of the purchaser, top management actions and support, presence of a code of ethics, periodic policy reviews, the amount of training that a buyer receives, sanctions against unethical behavior, the length of time that the buying firm has had a relationship with a supplier, and the level of coordination that the buying firm has with a supplier [Hunt et al., 1984; Chonko & Hunt, 1985; Turner et al., 1994; Wright & Ferris, 1997; Cooper et al., 1997; McWilliams & Siegel, 2000; Carter & Jennings, 2002].

IV. Developing Ethical Values Among Marketers

1. The firm should be transparent and make all information symmetric in the exchange process. Since the customer is someone to collaborate with, anything other than complete truthfulness will not work.
2. The firm should strive to develop relationships with customers and should take a long term long term perspective. Firms should thus always look out for the best interest of the customer and protect the customer's long-term well being.
3. The firm should view goods as transmitters of operant resources as they are intermediate 'products' that are used by other operant resources (customers) as appliances in value-creation process. The firm should focus on selling service flows.
4. The firm should support and make investments in the development of specialised skills and knowledge that is the fountainhead of economic growth.

Looking more closely at the context of buyers and sellers from a normative ethical perspective, the four core values that have been identified are well-being, justice, truth, and freedom [Brenkert, 2006].

4.1. Well-Being

Well-being seems to be the most critical value of any marketing activity. Products and services are supposed to create value by increasing consumers' well-being. Ethical issues in this context initially concern products that are likely to harm consumers, such as alcohol or tobacco. They also include aspects such as the use of pesticides and the advertisement of products that may easily be misused, leading to a decrease in well-being. Thus, the key question from a consumer perspective is whether the supplier really cares for consumers' well-being and interests.

4.2. Justice

Fair treatment and avoiding every form of exploitation constitute the value of justice. This includes a particular awareness of doing business with humans in need of protection. But the exploitation of any other underprivileged group, as persons in developing countries, is also an issue. Engaging in deceptive pricing and charging high prices without making the reason for them understood are injustice practices.

4.3. Truth

The value of truth generically implies informing consumers sufficiently well about the products and services a company has to offer and the ensuing costs. Being truthful includes not only avoiding giving out false information but also providing complete information on all aspects relevant to a consumer decision. This concerns a firm's obligations with regard to advertising. Although false communications may be considered a clear breach of this value, the question remains whether not revealing complete information on a specific issue is legitimate and/or morally correct. Misleading advertising has long been a marketing ethical issue.

4.4. Freedom

Do attracted consumers feel free to choose alternative products and services? If consumers are enticed to stay with the same product/supplier set after the discount phase, this might cause negative reactions such as reactance (i.e., a psychological response to perceived threats to consumer autonomy.

V. Conclusion

The marketing profession has expressed considerable concern for developing improved ethical behavior in marketing and marketing research practices. This concern is also reflected in the AMA Marketing Research Code of Ethics. Also, normative models of ethics in marketing (especially ethics toward consuming publics) have been published, but their impact on marketing is unknown. On the other hand, there has been a lack of investigation into the personal ethical beliefs of marketing practitioners toward their internal organisational relationships with peers and top management. Also, the ethical beliefs of marketing managers have not been compared to perceptions of the existence and enforcement of corporate policy. It is logical to assume that personal values and ethical beliefs have an impact on the ethical behavior in dealing with consuming publics and organisational relationships in following corporate policy. Ethics is not only a matter of legality or morality, but a series of perceptions of the "rightness" involved in even daily issues. The impact of social interaction on ethical behaviour within the organisation is a major internal environmental consideration in understanding ethical behaviour toward consuming publics. Therefore, adaptation of ethical values is must for the marketers who want to sustain for life long otherwise short term consequences are there for those marketers who don't apply ethics in their business but in the long run they fail, so, ethics pays the business in the long run besides every obstacles.

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