ETHICAL MARKETING

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INTRODUCTION:

Ethics of marketing is a major factor for the marketing manager to be able to successfully achieve the objective of the organisation. Marketing deals with the problem of an organisation in providing goods and services to satisfy the demand of specific groups, persons, or organisations.[1]

Marketing is the business function that identifies current unfulfilled needs and wants, defines and measures their magnitude, determines which target markets the organisation can best serve, and decides on appropriate products, services, and programs to serve these markets. However, marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.[2]

Marketing is the performance of business activities which direct the flow of goods and services from producer to consumer or user in order to satisfy customers and accomplish the company's objectives. It is the human activity directed at satisfying needs and wants through exchange processes (McCarthy, 1978).

According to the British Chartered Institute of Marketing, marketing is the management process that is responsible for identifying, anticipating and satisfying customer requirements profitably and efficiently.

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[1] Oyedijo A.(1995): Elements of Business Administration, Paramount Books Limited, Nigeria. Pg.97

[2] Kotler Philip (1984): Marketing Management: analysis, planning, and control, Fifth Edition Prentice-Hall,Inc. Englewood Cliffs, New Jersey 07632 pgxvii; pg.4

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1

The marketing concept rests on the idea that a company must give the customer what he needs if it wants to sell and survive since there can be no business without customers. In short, the marketing concept holds that the primary task of an organisation should be to determine the needs and wants of target markets and adapt the resources at its command to deliver the desired satisfactions of customer efficiently and at a profit to itself. In its fullest sense, the concept states that the customers' want satisfaction is the economic and social justification for a company's existence. The underlying principle is that a firm will operate profitably if it can sense, serve, and satisfy the needs of the customer. The notion is that any company the does satisfy the needs of the customer will loose sales (hence revenue) and so will die eventually. The marketing concept is generally regards as the modern concept of marketing.[3]

Marketing objectives guide and motivate the efforts of individuals and functions. Marketing objectives also provide a basis for evaluating and controlling marketing activities (Day, 1984).

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 generally results in a more socially responsible and culturally sensitive business community. The establishment of marketing ethics has the potential to benefit society as a whole, both in the short- and long-term. Ethical marketing should be part of business ethics in the sense that marketing forms a significant part of any business model. Study of Ethical marketing should be included in applied ethics and involves examination of whether or not an honest and factual representation of a product or service has been delivered in a framework of cultural and social values. (Murphy, Patrick E; Gene R. Laczniak, Norman E. Bowie, and Thomas A. Klein (2005)

Applied ethics is, in the words of Brenda Almond, co-founder of the Society for Applied Philosophy, "the philosophical examination, from a moral standpoint, of particular issues in private and public life that are matters of moral judgment". It is thus a term used to describe attempts to use philosophical methods to identify the morally correct course of action in various fields of human life. (Chadwick, 1997)

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[3] Oyedijo A.(1995): Elements of Business Administration, Paramount Books Limited, Nigeria. Pg.99

In other words, Marketing ethics is the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. Some areas of marketing ethics (ethics of advertising and promotion) overlap with media ethics. It promotes qualitative benefits to its customers, which other similar companies, products or services fail to recognize. The concern with ethical issues, such as child labor, working conditions, relationships with third world countries and environmental problems, has changed the attitude of the Western World towards a more socially responsible way of thinking. This has influenced companies and their response is to market their products in a more socially responsible way. The increasing trend of fair trade is an example of the impact of ethical marketing. The idea of fair trade is that consumers pay a guaranteed commodity price to a small group of producers. The producers agree to pay fair labor prices and conserve the environment. This agreement sets the stage for a commerce that is ethically sound.

The philosophy of marketing is not lost with this newfound ethical slant, but rather hopes to win customer loyalty by reinforcing the positive values of the brand, creating a strong citizen brand. However, this new way of thinking does create new challenges for the marketer of the 21st century, in terms of invention and development of products to add long-term benefits without reducing the product's desirable qualities (American Marketing Association Statement of Ethics, 2004).

Everything and anything is marketed – religion, politics, science, history; celebrities, careers, sport, art, fiction, fact. Marketing affects everybody because, as consumers, we cannot escape the market, even those of us who try to live the simple life (Hill, 2002; Holt, 1998).

Marketing may appear to affect more and more of the world nowadays, but its powerful effects are not new. Over the centuries, trade, exchange – what we now call marketing – influenced how and why empires were built, technologies were applied, property law was developed, transport routes were constructed, languages developed and spread and the architecture of cities coped with shopping. (Michael Saren, 2006)

Critical marketing" extends its domain beyond the traditional managerial and business confines, and beyond the familiar critique of unethical marketing practices, to analytical questioning of established, traditional marketing theories and the assumptions behind them. In the broader field of management in general, theorists have gathered together since 1999 in an international conference series in Critical Management Studies, held bi-annually in the UK.

Marketing' is specifically related to the marketing of products and services by business to consumers using the accoutrements of brand communication aided by the marketing service industry; advertising, media planning, design, internet, promotions, PR and integrated marketing agencies.

But marketing with ethics requires the involvement of people who have had their character stretched and mentored if society is to be served rather than exploited. Ethical marketing challenges marketers to return to the `civic framework' and to contribute to the needs of the global society. Peter Drucker (1973) offers them the summum bonum of marketing: ``There will always, one can assume, be a need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him well and sells itself. According to this definition, the marketing mix should ultimately result from the skills and competencies of the people in the marketing organisation focussed on serving the individual customer and not just themselves. However, the lack of ethical intent within the marketing discipline also led Drucker to conclude: ``That after twenty years of marketing rhetoric consumerism could become a powerful popular movement proves that not much marketing has been practised. Consumerism is the `shame of marketing'. Consumerism from this perspective is the artificial stimulation of consumer desire by means of manipulative advertising for mass produced consumer products.

Consumerism is simply seen as a social movement seeking to augment the rights and power of buyers in relation to seller. Thus, started with American business firms in 1960, when consumers had become educated; products had become increasingly complex and hazardous.(Ayozie Daniel, 2003)

MARKETING MIX:

The term marketing mix was coined in 1953 by Neil Borden in his American Marketing Association presidential address. However, this was actually a reformulation of an earlier idea by his associate, James Culliton, who in 1948 described the role of the marketing manager as a "*mixer* of ingredients", who sometimes follows recipes prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe from immediately available ingredients, and at other times invents new ingredients no one else has tried.[1]

Elements of the marketing mix are had move from 4P's to 7P's in the emerging marketing.

- Product: It is a tangible object or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cellphone load and credits. Typical examples of a mass produced tangible object are the motor car and the disposable razor. A less obvious but ubiquitous mass produced service is a computer operating system. Packaging also needs to be taken into consideration. Every product is subject to a life-cycle including a growth phase followed by an eventual period of decline as the product approaches market saturation. To retain its competitiveness in the market, product differentiation is required and is one of the strategies to differentiate a product from its competitors.

- Price: The price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores have the same product.

- Place: Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet.

- Promotion represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion. A certain amount of crossover occurs when promotion uses the four principal elements together, which is common in film promotion. Advertising covers any communication that is paid for, from cinema commercials, radio and Internet adverts through print media and billboards. Public relations are where the communication

is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and events. Word of mouth is any apparently informal communication about the product by ordinary individuals, satisfied customers or people specifically engaged to create word of mouth momentum. Sales staff often plays an important role in word of mouth and Public Relations

- People: All people involved with consumption of a service are important. For example workers, management, consumers etc. It also defines the market segmentation, mainly demographic segmentation. It addresses particular class of people for whom the product or service is made available.

- Process: Procedure, mechanism and flow of activities by which services are used. Also the 'Procedure' how the product will reach the end user.

- Physical Evidence: The marketing strategy should include effectively communicating their satisfaction to potential customers.

MARKETING RESEARCH:

Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behavior.

The term is commonly interchanged with **market research**; however, expert practitioners may wish to draw a distinction, in that *market* research is concerned specifically with markets, while *marketing* research is concerned specifically about marketing processes.

The task of marketing research (MR) is to provide management with relevant, accurate, reliable, valid, and current information. Competitive marketing environment and the ever-increasing costs attributed to poor decision making require that marketing research provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment.

Thus, marketing research may also be described as the systematic and objective identification, collection, analysis, and dissemination of information for the purpose of assisting management in

decision making related to the identification and solution of problems and opportunities in marketing.

Following are the characteristics of good marketing research

1. Scientific method. Effective marketing research uses the principles of the scientific method: careful observation, formulation of hypotheses, prediction, and testing.

2. Research creativity. At its best, marketing research develops innovative ways to solve a problem.

3. Multiple methods. Competent marketing researchers shy away from over-reliance on any one method, preferring to adapt the method to the problem rather than the other way around. They also recognize the desirability of gathering information from multiple sources to give greater confidence.

4. Interdependence of models and data. Competent marketing researchers recognize that the facts derive their meaning from models of the problem. These models guide the type of information sought and therefore should be made as explicit as possible.

5. Value and cost of information. Competent marketing researchers show concern for estimating the value of information against its cost. Value/cost evaluation helps the marketing research department determine which research projects to conduct, which research designs to use, and whether to gather more information after the initial results are in. Research costs are typically easy to quantify, while the value is harder to anticipate. The value depends on the reliability and validity of the research findings and management's willingness to accept and act on its findings. In general, the most valuable information tends to cost the most because it requires more intensive methods, but of course it is easy to spend a great deal of money on poorly conceived research.

6. Healthy skepticism. Competent marketing researchers will show a healthy skepticism toward assumptions made by managers about how the market works.

Most marketing research benefits both the sponsoring company and its consumers. Through marketing research, companies learn more about consumers' needs, and are able to

supply more satisfying products and services. However, the misuse of marketing research can also harm or annoy consumers. There are professional ethical standards guiding the proper conduct of research. So, the good marketing research led us to the discovery of new technology in marketing and it impact can not be over emphasised.

IMPACT OF TECHNOLOGY ON MARKETING:

Historically, research in marketing has pioneered many new areas (e.g., consumer-based new product design, product positioning, price promotions, developing segment-specific strategies, targeting, entertainment marketing (e.g., Elberse and Eliashberg 2003), branding, defensive marketing, channel relationships, direct marketing, services marketing, advertising copy, and internal marketing, just to mention a few). More recently, some excellent research in marketing now focuses on problems first explored in sister disciplines (e.g., auctions, network externalities, and yield management). Of course, we can certainly provide significant contributions to these later topics by providing a marketing perspective, and those contributions are welcome at *Marketing Science*. For example, Basu et al. (2003) apply the fundamental and ingenious attribute-based marketing approach and find that network externalities are attribute-specific. Desiraju and Shugan (2001) argue that traditional yield management requires that (1) there is a specific time for service delivery; (2) consumers who arrive later are less price sensitive; and (3) sellers can credibly commit to future prices. Although it is certainly possible to pursue research topics with widespread popularity, it is often useful to, as practitioners say, stay ahead of the curve. For that reason, let us look at some emerging research opportunities (i.e., topics) corresponding to a few emerging technologies that have reached the rapid growth phase of their probably long life cycles. These emerging, and probably enduring, technologies are search services, biometrics and smart cards, enhanced computational speed, M-commerce, and GPS tracking. Finally, the marketing of the actual emerging technologies deserves some mention. These emerging technologies have produced many potentially interesting research topics in marketing (e.g., see Shugan 2003) that might change the actions of different decision makers.

As technology progresses and its application extends beyond the world of commerce into the public domain, supporting and changing lifestyles, it is crucial that prior understanding of

potential ethical issues be gained. There is an increasing demand for taking ethical design into account throughout an IT development (van den Hoven, 2007), but without training or guidance for IT professionals this is difficult to achieve. In this dynamically-challenging, information-intensive environment, most executives have learned that staying on top of the latest e-business and customer-centered trends are more than a full-time job. Leaders need a way to define and prioritize the myriad challenges that they face.

Twelve (12) ways technology is changing the sales and marketing are identified as follows:

Collaborative Customer Relationship Management (CRM): Organizations must assemble and integrate customer relationship management (CRM) systems that enhance customer collaboration and build customer loyalty and exit barriers.

Outsourcing Sales and Marketing Functions: Organizations must strategically outsource sales and marketing budgets to a new generation of businesses, including marketing agencies, e-commerce utilities and service providers, and e-channel partners to obtain talent, technical expertise, and cost efficiencies.

Customer-Centric Organizations: Organizations must recast their familiar organizational and functional models, transforming them into a natural extension of customer segmentation, enterprise selling processes, and complex demand chain partnerships.

Operationalizing E-Care: Organizations must adopt enterprise-wide management of the customer care processes to ensure seamless service and enhanced intimacy across multiple-channel interfaces and throughout the customer lifecycle.

Hybrid Distribution Systems: Organizations must build multi-channel, hybrid distribution systems that leverage low-cost, high-touch technologies to improve cost efficiency, market coverage, and overall selling performance.

Value-Added Direct Sales: Organizations must migrate the role of direct sales to better align high-touch, face-to-face selling interactions with high-value and high-margin products and services.

Demand Chain Remediation: Organizations must restructure demand chain relationships to maximize value creation and customer access while leveraging costs and value-added channel partnerships.

Customer Interaction Centers: Organizations must consolidate and integrate call center, Web, e-mail, fax, and marketing technology assets to better manage selling resources, technology infrastructure, and customer interactions.

Product Channel Readiness: Organizations must design modular, "channel-ready" products optimized for specific sales channels, partners, and customer segments, improving personalization, ease of doing business, and transaction costs.

Dynamic Pricing & Trading: Organizations must creatively manage the impact of buy- and sell-side technologies and trading communities on margins and pricing.

Changing Role of Branding: Organizations must aggressively build brand equity in e-channels, in virtual communities, and across multiple selling partners, channels, and points of interaction (POI).

Interactive Direct Marketing: Organizations must deploy new tools, approaches, and strategies for anticipating or influencing the way customers buy.

Determining which of these twelve areas are of most importance to your specific organization is a first step in acknowledging the impact of technology on sales and marketing and in moving your organization into the world of e-business.

According to Diorio, to drive profitable growth, sales and marketing leaders should do the following: Maximize the return on investment (ROI) on all sales and marketing investments; Anticipate and capitalize on rapid changes in customer buying behavior; Find ways to leverage interactive, database, and network technologies to grow sales; and Stay one-step ahead of new business models and online competition.

MARKETING EMERGING TECHNOLOGIES:

Marketing issues related to new applications of emerging technologies but also there are marketing issues related to the marketing of emerging technologies themselves. As new and different technologies emerge, the potential benefits—used as the foundation of any marketing campaign—might not be immediately apparent and might eventually evolve in profoundly different directions. Most technologies that fail do so because no value-added benefits emerge.

Hence, the old boring marketing concept built on consumer benefits continues to steal the glamour of many gee-whiz technologies. Perhaps tools for monitoring usage to discover new benefits might trump the traditional marketing research tools for firm-based R&D.

Rather than developing marketing research tools to optimize known applications (i.e., the applications of the technology that are readily apparent), industry might require market research tools to discover genuine value-added applications. For example, Friar and Balachandra (1999) study three radically new technologies (i.e., massively parallel processors (MPP) supercomputers, error-free systems development, and fiberoptic biosensors) and discover that current users who are familiar with these technologies are often the people who find completely new and unexpected applications of the technology rather than the developers of the technology. Research might also integrate the market potential and market position of firms with the development of new technology. For example, Ofek and Sarvary (2003) find that the market

leaders who gain advantage from reputation should invest less in R&D than in the leaders who gain from R&D competence. Moreover, being a leader has a particular advantage for products and services that are sold online, because large-share online products apparently enjoy more brand loyalty than products and services sold offline (Danaher et al. 2003).

IM PACT OF E-MARKETING ON BUSINESS:

E-marketing could positively impact business as thus;

➢ Develop cost effective brand awareness and turnovers.

➢ Promote room rates quickly and effectively into the markets.

➢ Set up cost effective E-marketing strategies for reach service offering within a company or hotel group.

➢ Launch new products and services.

➢ Link your traditional marketing with Electronic campaigns.

➢ Use daily emails to generate turnovers and communicate with markets.

➢ Identify, attract and retain customers.

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11

- ➢ Provide platforms for your clients to pass on your company.

- ➢ Last minute specials sent to market.

- ➢ Run loyalty programs.

- ➢ Personalized communication with clients.

- ➢ Effectively build databases for personalized and targeted market messages.

- ➢ Creative Pre marketing for services, launches and incentive sales.

- ➢ Post marketing after a sale, event, exhibition or business pitch.

- ➢ Research surveys.

- ➢ Cost effectively use E-marketing to explore potential new business markets locally and internationally.

- ➢ Increase traffic to your website and create and an interactive experience when visiting the web.

- ➢ Differentiate your brand and services from those of your competitors.

- ➢ Communicate a uniform message of professionalism to the different stakeholders in your business: on Customers, Potential Customers, Suppliers and Staff.

- ➢ Provide objective tools with which to measure your marketing effectiveness against your marketing spend.

POSTMODERN:

According to Stephen Brown, 1992 postmodern condition appears to have infected almost every arena of late-twentieth century intellectual endeavour. Apart from architecture and literary theory, postmodernist thinking is evident in academic specialisms as diverse as politics, philosophy, psychology, sociology, anthropology, media studies, jurisprudence and many more. Postmodern thinking involves rethinking- finding the place of difference within texts and institutions, examing the inscriptions of indecidability, noting the dispersal of signification, identity and centred unity across a plurivalent texture of epistemological and metaphysical knowledge production.

The literature on postmodernity is already vast and is growing with increasing velocity. Contributions to this literature come from a large variety of disciplines and, therefore, the vocabularies and perspectives are also varied. While it might be difficult to fit all the discussions in one concise framework, certain conditions do seem to receive the greatest attention. These conditions tend to be hyperreality, fragmentation, reversals of production and consumption, decentring of the subject, paradoxical juxtapositions (of opposites), and loss of commitment.

Postmodern conditions call for major transformations in the way marketing is practised, theorized, researched, and evaluated. The following conclusions are offered not as finalities but as openings for what we hope will be new discussions and explorations in marketing. Marketing and postmodernity are so intertwined that it is no longer possible to treat the two subjects at arm's length or as peripherally-related topics. If marketing is the master narrative of postmodernity, as we have argued, then marketing scholarship has to move to the centre of the ongoing discussions of postmodernity in the humanities and the social sciences. Marketing can no longer pretend to be an instrumental discipline that *affects* consumers and society but has to become reflexive and has to be studied as the sociocultural process that *defines* postmodern society (Fırat et al, 1994)

THE DIFFERENCE BETWEEN MODERNISM AND POSTMODERNISM:

Possibly the main defining difference between modernism and postmodernism is postmodernism's rejection of the modernist idea that human social experience has fundamental "real" bases. To the contrary, postmodernism posits that social experience is interplay of myths that produce regimes of truth. According to postmodernism, many of the fundamental modernist ideas regarding the individual, self, freedom, agency, and structure are arbitrary and ephemeral rather than essential and fixed. The existence and persistence of such ideas, therefore, depend on the continued dominance of the mythical system – the *imaginary*. Any community (including of course the community of researchers in marketing) which values these ideas must, therefore, constantly defend this myth system against others and cannot find refuge or solace in the belief that these ideas are either "natural" or "eternal".

CONCLUSION:

Many that had written on Ethical marketing over-time have seen it has an alternate to marketing mix but contrary to their opinion Ethical marketing should be a complementary way to make good use of marketing mix to achieve organisational objective and to comply with globalisation. Global business is not a one-way street. A growing number businesses venturing on oversea business and thus necessitates its understanding of fast growing marketing that involves technology (ICT). Emerging technologies and liberalization has turned the world to a global village. Anew trend is currently springing up whereby growing number businesses are venturing overseas. Globalisation, being a multi-dimensional process of unprecedented rapid and revolutionary growth in the extensiveness and intensity of interconnections on a truly global scale, has impacted seriously on the world economy. Notable amongst these is the revolution in information and communication technologies (ICT), particularly fax, e-mail, internet, and electronic communication. The ICTs revolution opens the way to massive computerized dealings and unregulated financial flows; It has transformed available technologies, the means and methods of studying, the modalities of marketing activities, the manner of investment and expenditure of resources. Analysing the global significance has made known that it is sin qua non for ethical marketing to compliment marketing mix using the recent report of UNDP. According to the UNDP report, the crash in commodity prices has severely adversely affected the country's most part of the world market. In other words, low elasticity of demand have consistently faced weak world demand and decreasing world market prices, although if there is any sector that is enjoying the benefit of globalisation and liberalization, it is the financial sector and this need to be extended to all sectors of the economy.

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15

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16

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18

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