

Ethical Issues In Marketing

AUTHOR: Divakaran.P

College: Sri Bhagawan Mahaveer Jain College-Kgf

CO-AUTHOR: Pavithra .A

College: Sri Bhagawan Mahaveer Jain College-Kgf

ABSTRACT

The Objective Of This Study Is To Investigate The Activity Related To Ethical Issue In Marketing. Ethical Practices And Social Responsibility Have Gained Greatest Impact In The Society. Consumer Consciously Evaluates The Contribution Towards The Ethical Practice Done By The Business. It Help In Projecting Ethical Issues Like Misleading, Advertising, Deceptive Packaging And To Reveal The Impact Of These Issues Or Their Ethical Buying Behaviour And Decision Making Process. Each Ethical Issue Has Been Found To Be A Positive Has Been Indicated As The Most Effective Ethical Issue On Buying Behaviour. The Study Is Considered To Be A Significant Outcome For Business To Direct Their Advertising Packaging And Other Activities.

Key Words: Ethical Issues, Social Responsibility, Advertising, Misleading,

DECEPTIVE PACKAGING

Introduction

Ethics are a collection of principles of right conduct that shape the decision people or organization make. Practicing ethics in marketing means deliberately applying standard of fairness, on moral right and wrong to marketing decision making behaviour and practice in the organisation.

In a market economy a business may be expected to follow what it believes to be its own best interest. The purpose of marketing is to create a competitive advantage and Organisation achieves and advantage does a better than its competitive satisfying the product and service requirements of its target markets.

As our economic system has become more successful at providing for needs and wants they have been great a focus on organisations the ethical value rather than simply providing products this focus has come about for two reasons first when an organisation will behave

ethically customer develop more positive attitude about the phone it produces and its when marketing practices departs from Standard the society considers acceptable the market process become less efficient sometimes it is even in corrupted not employing ethical marketing practices may lead to the satisfied customers, bad publicity, a lack of Trust lost business or something legal action does most organisations are very sensitive to needs and opinions of their customers and look for ways to protect their long term interest.

Meaning of ethical marketing

Ethical marketing is a process through which company is generate customer interest and products/ service building strong customer interest /relationship and create value for all stakeholders by incorporating social and environmental consideration in products and promotions.

Why we need ethics in marketing?

There are many reasons but we will notice some

1. When an organisation behaviour customer build up more positive attitude about the form it products and its services.
2. To create value or trust with stakeholders.
3. Double coat image about your organisation in the minds of customer employees stakeholders and the society.
4. Decisions taken within an organisation baby made by individual or group but whoever makes them will be influenced by the culture of the company.
5. Ethics is important because of satisfying basic human needs.

Ethical issues in marketing

We discuss marketing issues in 4 P's of marketing

1. Product and packing
2. Price
3. Placing
4. Promotion

Production packing

This should not be any malpractice in the products. The products which are produced by the company should not harm the environment or any human beings.

Price

The price of the product must be worth as the product is, the price of the product must not be high when the product is not much worth.

Placing

The product must be stored in a good place and it should be stored in a hygienic place where there is no any kind of insects.

Promotion

. you should not be any wrong information's that are being provided in the formation of the product and it should like the customer Trust the promotion.

Unethical practices

1. Many retailers sell products that have cross expiry date is unethical.
2. Exerting influence to cause vendors to reduce display space for competitors products is unethical.
3. Promising shipment when Naveen delivery is not possible by the promise day it is also an ethical.
4. Paying vendor to carry a firms product rather than one of its competitors are also unethical.
5. Products are moved in medical also unethical.

Ethical marketing in customer protection

Market is flooded with duplicate goods having 8 levels of selling drugs foodstuffs consumable like suparisetc. followed by misleading advertisements in the disrepute for the products of goods companies even though such fake goods or small in quantity.

Who are responsible for consumer protection?

1. Responsibility of business:
The business including Producers and traders have to do regard to consumers right as it is their social responsibility they have to come out with the quality goods at reasonable price.
2. Responsibilities of government:
Innocent and helpless consumer should be protected by the government through enacting the rules, government will have to set it own priority for the protections consumer rights.
3. Responsibility of consume:
All efforts regarding Consumer Protection will not produce desired results in consumers not acceptable as a means of of asserting and enjoying their rights.

Who can file complaint

The consumer to whom the goods are sold or delivered or agreed to be sold or delivered on the service has been provided or agreed to be provided.

But how to file a complaint

- One can go to the consumer court and can file a complaint.
- One can file consumer complaints in online.

Conclusion:

Whatever it is we have to follow the ethical values in every part of work. As our economic system has become more successful at providing for needs and wants they have been great a focus on organisations the ethical value rather than simple providing products this focus has come about for two reasons first when an organisation will behave ethically customer develop more positive attitude about the product it produces and its when marketing practices depart from Standard the society considers acceptable the market process become less efficient sometimes it is even in corrupted not employing ethical marketing practices may lead to the satisfied customers, bad publicity, a lack of Trust lost business or something legal action does most organisations are very sensitive to needs and opinions of their customers and look for ways to protect their long term interest.