



THE ROLE OF CURRENT AND EMERGING ETHICAL ISSUES IN MARKETING SERVICES

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ABSTRACT

Marketing is defined as a social process through which people and organisations achieve what they want and desire by developing, selling, and freely trading valuable items and services. Marketing is the act of identifying and converting customer wants and requirements into goods and services, generating demand for these products and services via a network of marketing channels, and increasing the market base in the face of competition. The goals range from assessing existing and upcoming ethical alarms to explaining particular real-life models that embody those fears and the influence they have on individual customers and society as a whole. As a result, it is important to pursue particular pathways that are based on good intents and ethics in order to benefit society and societal ideals. This paper looked into the components of ethical marketing, emerging ethical issues in marketing, and how these factors affect consumers and society, with a focus on current and emerging ethical issues that Marketing Services are facing, as well as the best directions and proposals for making services..

Keywords: Ethics, Marketing Ethics, Emerging Ethical Issues. Ethical Marketing.

INTRODUCTION:

Marketing is defined as a social process through which people and organisations achieve what they want and desire by developing, selling, and freely trading valuable items and services. Marketing is the act of identifying and converting customer wants and requirements into goods and services, generating demand for these products and services via a network of marketing channels, and increasing the market base in the face of competition. Paul Mazur's concept is more meaningful from a larger sociological standpoint. Marketing, according to Mazur, is the process of creating and delivering a standard of life to society. This is a much larger perspective, in which the company is seen as an organised behaviour system that produces valuable outputs for customers.

Marketing is described as the creation and distribution of products and services for specific consumer categories with the objective of achieving profitability while maintaining customer happiness. New product ideas and designs are studied and produced to fulfil particular customer demands as part of marketing operations. Other than the distribution function, this broad definition of marketing encompasses a wide range of organisational functions.

Thanks to technological advancements and creativity, the new economy has emerged in the twenty-first century. To comprehend the new economy, it is necessary to first comprehend the old economy's traits and attributes. The old economy began with the Industrial Revolution, which focused on mass production of standardised items in large numbers. This mass product was critical for cost-cutting and servicing a huge customer base, and as manufacturing rose, corporations moved into new markets around the globe. The ancient economy featured an organisational structure, with top management issuing orders that were carried out by a middle manager over labour.

Ethics and Ethical Marketing:

In the literature, the term ethics refers to a set of moral norms, principles or values, and the nature and grounds of morality that guide people's behavior such as moral judgments, standards, and rules of conduct [2,3]. The terms unethical or ethical describe an individual's subjective moral judgment of right/wrong or good/bad. By nature, moral sentiments can be either neutral or negatively/positively valenced [1]. Shea argued that "ethics is a discipline that deals with what true and false is [4]. Ethics in marketing transpires from marketing executives' relationships with organizational members, consumers, rivals, and the sides and include public opinion in the exchange process" [5]. On the

other hand, business ethics is a vital topic for scholars and practitioners [6, 7]. Corporate ethics requires setting and maintaining minimum standards of responsibility and behavior that companies should follow or a system of accountability for a company's implementation of its ethical role [8].

Considering previous business ethics research, a plethora of research has focused on the relationship between ethical management and ethical activities. Ethics is also closely related to social responsibility because social responsibility relating to ethics includes social relationships within society, in which enterprises work [9-12]. Consumers in current society continue to demand more high-quality products, and they display a preference for brands that are socially reputable even at higher prices when evaluating similar products [13]. Ethical marketing practices provide managers and marketers with a guideline concerning what they should do when they face an ethical problem [14]. Gaski defined "ethical marketing as a code of morals and conduct used in marketing practices" [15]. Some scholars define it as "the systematic study of how moral standards are applied to marketing decisions" [16]. Marketing continuously involves ethical and moral activities [17,18]. Ethical marketing practices include product-related ethics, price-related ethics, place-related ethics, and promotion-related ethics.

Objectives of the Study:

1. To study impact of consumer and society on current and emerging ethics in marketing.
2. To Focus on current and emerging ethical issues facing by marketing services.
3. To suggest directions and proposals for making services.

Impact on Consumer and Society:

The above conduct we see that there are two main folds that have impact first has direct on consumer and the second has on society. People think that they pay high prices because the companies use high marketing camping for the products. When they see that product is heavily priced for promotions and advertising so the excessive price is paid by the consumer thorough, in reality consumer is the one paying all the expensive incurred (Philip Kotler & G. Armstrong, 2009:38).

Some marketers even use deceptive marketing saying that they offer product on low prices as of whole scale however ,they do not , and on comparison consumer find a huge price difference just because they see few of the difference in packing and labelling of the product. So, the mode of marketing of does affect the price of the product as the expensive and better the marketing of a product is high its price is . So the consumer and buyer have been known to be directly affected by the way of marketing and the expenses sent on the promotion of he product.

Marketing has changed the people's nature by turning their desires and wants into their needs. It has made people materialistic and has created many problems for the society. People judge other by their possessions and not by their nature and behaviour. Each country has a different culture, values and norms but advertisement that sent message related to sex power and materials goods are changing mind of people. Unethical way of marketing has polluted our social values and added a big deal of the poor and week moral values and high crimes to our society at all. The adult marketing style has increased the attention of people towards the sex and sexual actions where other bad ways of marketing has highly weekend the social elements .

On many say that the marketing effect on the people is exaggerated because as a matter of fact people make up on their mind and purchase what they want to and that does not rely on the advertisement but also on the quality of the product this can be proved by the fact that most of the new products still enjoy the edge over the other just because they give what they promise to .advertisement of the product is not the key to success but the prefect working and excellent result is the main thing which brings about the high demand of the product again and again happily .

Some of the people think that the business has created this issue and the two main reason that are; consumerism and environmentalism, consumerism is said to have concerns with the needs and wants of consumer while the environmentalism is related to the affects that the marketing has no environment (Philip Kotler & G. Armstong, 2009:38). They are not against it but want marketers to work in an ethical and moral full way. The main attention is towards the mutual relationship and the balance among the marketers and the environment so that no loss could be found in both the field rather a healthy and proper relationship could be bought about.

Focus on current and emerging ethical issues facing by Marketing Services:

Most of the marketing literature and books are dominated with examples of business practices of manufacturing and product marketing companies. This is due to rapid application of marketing concepts to product marketing and domination of manufacturing and product marketing in business across the world. However, the service sector has come to stay as one of the key drivers of modern economic systems. While, consumer affluence is propelled by increase in income level, and generation of wealth across majority of industrialized nations, it has also contributed towards growth in services.

The service economy contributed more than half of the Gross Domestic Product in many of the developed nations. Even in developing countries like India and China, services have emerged as a key sector fueling growth and success for business houses. Many of the successful manufacturing companies like Tata, Birla and Reliance have entered into the service business.

The service sector has become more competitive and is posing more challenges to marketing managers to apply marketing principles and strategies to achieve success in the service sector. Deregulation, economic liberalization and rising expectations of consumer have made managers to apply managerial skills, practices and strategies to satisfy consumers.

The industrial revolution saw development of many services whose existence was important for economic development. For example, without development in transport and shipping services, goods would not have been able to move across the nations, without financial services and distribution of finance and wealth to entrepreneurs, business would not have got the desired feed for seeding and growth. So, a strong service industry emerged to meet the needs of manufacturing sector, to meet the demand patterns of intermediaries who took the output of manufacturing sector for wide distribution to consumers. Since then, service sector has come to stay as the biggest source of employment and value generation.

Directions and proposals for making services:

After going through all the issues and concerns that exist in the marketing field today, we need to come up with some rules and regulations that all the companies must follow, American Marketing Association (AMA) has set some of the rules and that the marketers should be responsible for the actions they take and the reactions and the effects of that. He must work in a way that the individual, society and environment all are satisfied, this means marketers have to act in a way that does not harm anyone, to follow the rules and regulations, to get proper training.

Marketing of Ethics means that there should be a clear understanding of what is right and what is wrong means what should be done and what should not. On the other hand, social responsibility means that if there is any sort of harmful effects on the society then they must be removed so to get the positive behaviour. Companies that work on both are the one that are seen as working for the whole society's wellbeing.

Those participating in the marketing exchange process are expecting those products or services that are offered are safe, alleging that they were deceptive as to communicating a product but they have done it on good faith. This should not discharge them from taking the responsibility of the action, so they must be aware that no such kind of misleading marketing is done otherwise the trade descriptions act take that into consideration (F.D. Rose, 2010:93). Moreover, there must be clear price and no hiding cost rules and regulations so that a proper method of marketing get active into form and there should be a non-violent and good way to promote the products could be removed so that the proper relationship and development of mutual interest that consumer is not misled. And the research department must also represent it clearly without omitting anything. So the buyer should not feel reluctant or confused regarding the increased or changed price and quality of the product in case of the alternative price tags. If there is any sort of unethical activity going on around marketer must control it so that it has a good effect on the overall organization. The codes set by American Marketing Association (AMA) must be followed if not then there is legal action for that and it may suspend the company that can affect the image. Some people think that those codes must be mandatory so that they are more willingly adopted.

However, there must be rules keeping in mind marketers are human beings and therefore as marketers are business people it could be useful those certain guidelines should be drawn concerning business people. Business requirements and needs should be kept in mind while making the marketing and ethical rules and regulations so that the marketers could feel free and easy to these guidelines practically. This will suppress the violent attitude of people and bring the good values too.

One more ethical conduct set by Direct Marketing Association (DMA) is that when direct selling product there must be clear offers for the consumer, the price, additional cost, any terms and conditions should be stated clearly. The products that have warranties and guarantees must be stated clearly and the name of the company and brand should be told. The privacy of the customer should be kept and they should be treated in convenient manner. Do not ask to cancel any deal with other company if they wish to deal with you too. If there is trial version of their product so make sure it the authentic one. Direct marketing and selling of objects need the proper outcome and showing of all the factors about the products and this also vanishes the confusion and dangers regarding the product the products instead there is a clean and fine dealing among the customers and seller and a good ethical information must be accurate and therefore not misleading some companies play with human psyche such as pharmaceuticals by advertising drugs and claiming that it can make you live a healthy life style.

This unethical as the use of drug is injurious to health and asking a doctor for taking a drug can create problems as well. These must be advertised clearly means the effects should be illustrated and the salesman must not take the advantage of consumer's limited knowledge and should make everything clear to him before selling that drug if companies act according to the above rules then they are said to be on the right track that is ethical (J. P. Khan, August 9 1999).

CONCLUSION

Generally, ethical issues arise due to the difference between the individual and company's values and norms. Sometimes the competitions also makes you and propels you to go for unethical means when you see your competitor doing so like false publicity, using wrong statistics, biased situation, etc. these situations also lead you to unethical marketing and related issues. So, the marketers should always shoe the

side effects, usage and the components of the product so that people may not get deceived or buy a wrong product only because of the hiding of certain factors. This also shows the good ethics of marketers and society.

The only way these unethical behaviours can be stopped is by enforcing them properly and then by making sure that everyone follows it. And if someone does not then the proper actions must be taken against them for breaching the codes of conduct. The moral values are required in this regard to strengthen the social values ultimately the ethical code of conduct. If moral values of the society are weak then there will be no ethical and strong moral values will be strengthened the ethics (A. Macintyre, 2007:3).

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