

# **Role of Ethics and Social Responsibility in Marketing**

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## **Abstract**

Ethical issue is a condition of choosing actions that may be right or wrong, ethical or unethical. Ethical issue in pricing may be in fixing its price or failure in disclosing the full price of purchase. Comparing ethics and social responsibility, ethics focuses on individual or group marketing decision, whereas social responsibility is the total effect of marketing practices on society. This study focuses on understanding business ethics, socially responsible marketing, development and implementation of a socially responsible marketing plan and ethical issues in marketing. The content is collected from different books, journals, websites, etc. The aim is to study whether the companies follow an ethical and socially responsible marketing strategies to achieve the company goals.

## ***Introduction***

Ethic are the moral principle and value that define the action and decisions of individual and group.

They describe the guideline to act rightly to mat with ethical problem. Ethic and marketing represent the practice of marketing in business in an ethical and moral way. The objective of any business is to make the money, if a company has to use counterfeit, misleading tactics to attend it. They can be short term profit in doing an ethical work. Doing business in ethical way can build customer relationship, increase loyalty and build the positive image about business.

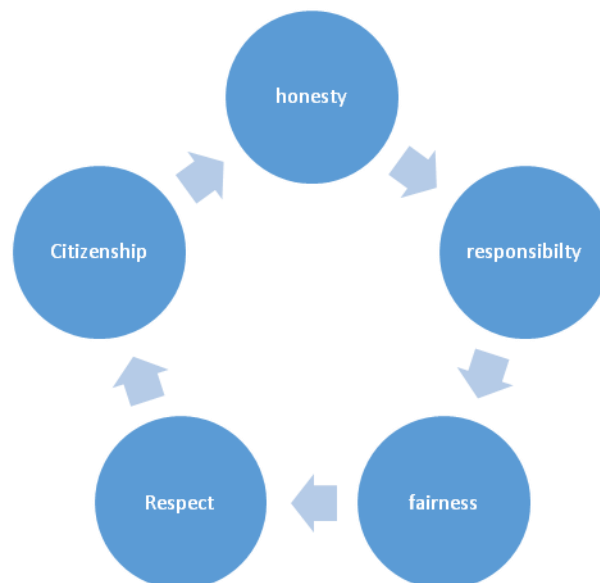
Marketing has potential to influence customer perception



### Understanding business ethics and socially responsible marketing

Socially responsible is when the organization is concerned about people, society and environment with whom it conducts business. The main responsibility of marketers is to communicate organization decisions that will impact the various communities with which they interact.

There are five ethical value that marketer is expected to uphold, these are;



1. Honesty: to be clear in dealing and offers values.
2. Responsibility: serve the needs of customer of all types.
3. Fairness: Balance between buyers needs and seller interest.

4. Respect: acknowledge basic human dignity of all the people involved in the process.
5. Citizenship: fulfill all legal, economic and social responsibility.

### **Issues in ethics in marketing**

In marketing due to ethical mistreatment the manager faces the some of the most difficult ethical problem in business. Ethical conflict occurs when individual perceived that their duties towards one group are in consistent with their duties towards other group.

Ethical conflict in marketing mainly arise due to different between the need of industry and demand of the customers

### **Finding**

In order to ethical market decisions, business should have transparency, and satisfying need of their customers these can build trust and customer confident toward your band and therefore leads their loyalty, customer and employees' relations.

- There should be transparency between customer and employee.
- Spam in means of communication should be avoided (folding of mail box, email, unsolicited messages).
- Misleading advertisement like exaggerate claim or dishonest promises lead to mistrust and hence frailer of brand.
- Avoid using hard sell and protect the vulnerable consumer.

### **Conclusions**

- Marketing is about satisfying and developing long term relation with the customer.
- The firm has to make sure its customer and employee and supplier and distributions, society and environment.
- Fulling customer may help a firm to earn profit in short run, but it is not a way to build a business relation.
- Companies must be evaluating their ethical and social responsibility in marketing,

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