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Role of Marketing Ethics for Clients' Satisfaction

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Abstract: *This abstract aims to explore the vital connection between marketing ethics and clients' satisfaction. Ethics in marketing refers to the moral principles and values that guide marketers in their decision-making processes and interactions with clients. One of the fundamental aspects of marketing ethics is the truthful and accurate representation of products or services. Misleading or deceptive marketing practices erode clients' trust and can lead to dissatisfaction. Additionally, marketers need to respect clients' privacy and handle their personal information with utmost care. Ethical data collection and usage practices not only protect clients' privacy rights but also contribute to their satisfaction. Moreover, corporate social responsibility (CSR) plays a vital role in marketing ethics. Clients are increasingly concerned about the social and environmental impact of the organizations they engage with. Ethical marketing involves incorporating CSR initiatives into business strategies, addressing societal concerns, and demonstrating a commitment to sustainability. In conclusion, marketing ethics significantly influence clients' satisfaction by fostering trust, transparency, and fairness. Adhering to ethical principles in marketing ensures accurate product representation, respect for privacy, avoidance of manipulative tactics, and incorporation of CSR initiatives. Organizations that prioritize marketing ethics not only enhance clients' satisfaction but also establish long-term relationships, resulting in sustainable business growth.*

Introduction

Ethical marketing is primarily concerned with the promotion of ethical marketing practices, in contrast to marketing ethics, which refers to the beliefs and values that impact the actions of marketers. Ethical marketing can be broken down further into ethical marketing and ethical marketing. Ethical marketing is a subfield that falls within the larger umbrella of marketing ethics. Ethical marketing practices include advertisements and prices that are honest and do not exaggerate the quality of the product that is being given. Other examples of ethical marketing practices include not making false claims about the product's benefits. Another illustration of this would be the case where a corporation avoids engaging in unethical marketing practices. Some examples of unethical marketing practices include but are not limited to, the following: revealing customer data without the consent of the customers, producing fraudulent product promises, and focusing on consumers who are most vulnerable to being taken advantage of by corporations. When engaging in marketing activities, it is necessary to keep in mind that the line separating unethical and ethical marketing practices is not always clear-cut, and it is important to keep this in mind when you make marketing decisions. When engaging in actions related to marketing, it is important to keep this consideration in mind at all times. This is something that must never be forgotten and must be kept in one's consciousness at all times.

Certain marketing communications may strike one group in particular as being extremely pertinent, while other groups are quite likely to find them to be extremely offensive in nature. There is a good chance that certain marketing messages will come across as being particularly topical to one group in particular. "A declaration in very general terms of how the marketing target is to be attained, such as by acquiring a competitor company, by lowering prices, by improving products, or by intensifying advertising. The marketing plan is built on top of the strategy as its foundation. (2007) According to Hart and Stapleton there is a reasonable possibility that this will take place. This is because various people have different views of what constitutes relevancy in their own thoughts, and these conceptions differ from person to person. In addition, certain unethical business marketing practices are sanctioned while others are not, and certain practices continue to be illegal in certain parts of the country. The social awareness of the organization is more significant than the norms and standards of the state when it comes to ensuring that a high standard of ethics is maintained within the organization. "Although definitions of the term can differ, we define marketing strategy as a consistent, appropriate, and workable set of principles through which a particular company hopes to achieve its long-term customer and profit objectives in a particularly competitive environment" (Hamper & Baugh, 1990).

Methodology

This is a review paper explaining marketing ethics and client satisfaction. For this purpose systematics review technique has been adopted. More than 100 sources including books and research journals were consulted and the material under the same heading has been compiled to elaborate the concepts. First, the concepts have been introduced and then the relationship between marketing ethics and client satisfaction has been investigated. Both of the concepts have been viewed with a wider perspective from different countries. The literature has been discussed under the headings of Introduction, Importance of marketing ethics, Goals Achievement through marketing ethics, Benefits of ethical marketing, Methodology, Conclusions and Suggestions. Firstly, we downloaded more than a hundred articles/books and read the material. Then for the purpose of academic writing, the referred material was refined.

Ethical Marketing

The fact that adhering to ethical standards in business helps mitigate threats to one's legal standing and reputation is a primary reason for the significance of ethics in marketing. Additionally, it promotes confidence and credibility among customers, which ultimately results in greater customer loyalty, customer retention, and reputation for the business. Ethical marketing can also contribute to the well-being of society and the environment by encouraging environmentally friendly practices and providing financial support to social causes. This, in turn, can ultimately improve the long-term viability of the firm and its profitability. "Although marketing is fundamentally based on a strategic understanding of the process of selling, we distinguish between strategic marketing and operational marketing depending on whether our goals are long term or short term. The first step in strategic marketing is to think about the current state of the organisation, conduct a situational analysis, and consider the various futures of the markets and the environment. This is done with the intention of finding opportunities that can be used to develop goals. (Aramario&Lambin, 1991)

"Marketing objectives, customer and competitive perspectives, and product/market momentum (extrapolation of past performance to the future) form the marketing strategy."Business units create a marketing strategy. Marketing strategy focuses on the strategic "3 C's"—the Corporation, the Customer, and the Competition—in a specific environment. Understanding, perceiving, and using emotions did not improve charismatic leadership.(Aziz & Hamdi, 2019). Does Emotional Intelligence Predict Leader Charisma? International Journal of Economics, Commerce, and Management, 7(7), 244-255. A strong marketing strategy should be able to precisely define the target market, align the company's capabilities with the target market's needs, and outperform competitors in critical business success factors. According to Jain (1993), a marketing strategy "must be defined in terms of these key constituents as an endeavour by a corporation to differentiate itself positively from its competitors by using its relative corporate strengths to better satisfy customer needs in a given environmental setting." However, unethical marketing practices can cost organizations consumers, reputation, and lawsuits. In today's digital age, where consumers can quickly share their experiences online, unethical marketers risk unfavourable exposure and criticism. This can easily become uncontrollable and damage the brand. Consumers can readily share their experiences online.

Literature Review

The term "marketing ethics" refers to a collection of principles and an area of applied ethics that serve as a compass for determining how marketing activities should be conducted. Because ethics in marketing and media are intertwined, there are some topics of marketing ethics that overlap with media ethics. The cost of conducting business is dramatically driven up when unethical behaviour is present. (Frank Sonnenberg, 2003)

The principles of marketing ethics and the standards that have been established direct businesses to perform "the right thing." These standards are extremely helpful in determining what kinds of practices are allowed, promoting internal control, and conducting business in an honest and fair manner with clients. In addition to this, they make certain that the companies are in full compliance with the law. Companies are permitted to occasionally build and publicise their very own ethical standards; however, in the majority of instances, they conform to the norms or recommendations that have been established by their respective industry groups. According to Prahalad, K., Ramaswamy, and Venkat (2004), marketing involves making predictions about the state of products and marketplaces in the future.

No matter the product or the industry in which the market operates, having a framework for ethical marketing practices that can be followed is essential. According to Emerald (1987), "The purpose of marketing is to lessen the necessity of selling."

Taking into account the ethics of marketing, managers in marketing feel that change is ever-present, but the Marketing Management method views change as something that is occasional and punctual. Therefore, it could be really helpful to know and measure the rate of change, which is to say, the probability of dealing with new competitors in the market, the change of the market topography (Prahalad, Hamel, 1991), price wars, price reductions, and new products, and also these analyses should be related to the market in which we operate. a less social and family pressure on the students to an entrepreneurial career because of some cultural constraints of the Gulf region. (Aziz, M. F., Haque, A., & Mahmood, A. (2017). An Empirical Study of Entrepreneurial Intent; An application on Business Graduates of Sultanate of Oman. Research Journal of Social Science &Management, 7(5), 13-21).After this has been established, it will be much simpler to define and orient through Marketing

Management or Strategic Marketing as the most effective marketing ethics.

When it comes to marketing, management is required and forced to make judgements based on the following criteria:

1. Where to compete (that is, in what markets, according to a variety of various criteria from classification such as territories, segments, ways of life, etc.)
2. How to compete, when there is a clear link to the actions of marketing (also known as operative marketing), how to integrate this with the marketing plan, and
3. When complete, allows one to realise that the moment itself also has to be analysed, being the most important factor at the time of attaining the greatest possible outcomes in the accomplishment of goals related to the 3 Cs'. (Jain, 1993)

Some of the key points marketers need to keep in mind are

- Consumers ought to be persuaded that the goods and services are risk-free and appropriate for the uses to which they are put.
- Marketing materials for goods and services must not engage in deceptive practices.
- Contracts ought to be drafted in honest good faith and ought to be honoured by both parties.
- Appropriate methods for equitable adjustment and/or redress of any grievances that customers may have regarding their purchases must be in place, and these processes must be accessible to the customers.
- The rights of consumers, such as the right to information, the right to privacy, and the right to redress, should be respected by businesses. Additionally, there should be an emphasis placed on the protection of the rights and interests of vulnerable groups, such as children and the elderly.

Importance of Marketing Ethics

The importance of marketing ethics lies in the fact that it enables a company to better support the lives and rights of its customers. This topic is regularly discussed at planning meetings, and it plays an important role in many of the marketing team's overall initiatives. It is of the utmost importance to adhere to some essential components or elements, such as having an in-depth knowledge of the market and the environment in which it operates. (Drummond, Graeme, and John Ensor, along with Marketing., 2001).

According to Accountants, McShane, P., and Accountants. (1988), it is essential for strategic marketing to adhere to an in-depth investigation of the company's internal operations in order to identify both tangible and intangible variables and resources.

The need to be customer-focused in the highly changing marketing environment has never been more important for financial services institutions (Sergio Roman, 2003).

Goals Achievement through Ethical Marketing

Businesses are able to realise the following objectives when they implement ethical marketing practices.

A. Customers' Safety must be Guaranteed

In many cases, ethical marketing requires notifying clients about the potential dangers posed by particular goods and services, as well as safeguarding the physical and mental health of all individuals. This objective is of utmost significance for businesses that deal in goods that could conceivably have adverse impacts or pose risks to consumers.

B. Foster the Health and Happiness of Your Workforce.

Even if the majority of marketers direct their ethical practices towards the end users of their products, it is critical for these businesses to prioritize the health and happiness of their own workforce. This may involve providing enough compensation in exchange for the labour that they put in, as well as providing reasonable work schedules and ensuring that there is a suitable balance between work and personal life. Ethical Behavior has a significant effect on Customer Satisfaction (Egan J, 2007).

C. Serve as an Example for other Commercial Enterprises to Follow

It is possible for businesses to cultivate a favourable reputation, create a constructive work culture for both their workers and their customers, and inspire other organisations to engage in ethical marketing practises if they engage in ethical marketing practises themselves. This demonstrates how important the company's values are to its core, which is why the company will centre bound aspects to its products and services as well as to its marks and marketing methods. (Abell, F., Hammond, & S., 1979; Mercer, David, & team., 1998).

D. Attract and Keep the Customers You Have

When it comes to advertising, adhering to ethical marketing practices and caring about the quality and worth of goods can be an effective type of advertising, and it can also help develop a sense of trust with the customers. countries. Cultural differences and a weaker organizational climate at the local level might be the reasons behind these unexpected results.(Aziz, M. F., & Jahan, F. (2021). Moderating the Role of Organizational Climate between Leadership and

Employee Innovative Work Behavior: An Empirical Investigation at National Level. European Online Journal of Natural and Social Sciences, 10(1), 153-164.)This can therefore assist businesses in retaining and acquiring new consumers, enhancing customer happiness and loyalty, and generating necessary cash for the organisation. Customer Satisfaction has a significant effect on Customer Loyalty (Chowdhury, 2011).

E. Honesty

The concept of being honest in one's marketing communications is considered to be one of the most fundamental components of ethical marketing. When it comes to protecting the health, well-being, and rights of consumers, it is essential for business leaders and marketers to tell the truth about the products and services offered by a firm.

F. Transparency

In addition to being honest, practising marketing ethics with transparency is essential for divulging the specifics that lie behind the behaviour and operations of companies. It is a term that refers to the practice of conducting debates about ethics that are both open and honest. An organization's ability to maintain its accountability to its customers and other stakeholders can be improved by the organization's willingness to be forthright and honest about the history of the company, its current practices, and its future ambitions. Even though there may be trade secrets or other private information that must be kept secret, there are typically many aspects of a company that may be discussed openly with customers.

It is also crucial for businesses to be transparent about the following elements of their products and services -

Suppliers: Customers are more likely to have a complete comprehension of an organization's partners and networks if the company is honest regarding who and what it pays and supports and discloses this information.

Pricing: In order for a company to acquire new clients and earn their trust, it is typically vital for the company to be forthright about its pricing, pricing tactics, and any additional fees that may be associated with a particular transaction. It is essential not to lose sight of the fact that consumers are always weighing the relative costs of various options.

Quality: Communicating to audiences the level of quality that a product possesses can assist consumers in developing more reasonable expectations regarding the value of the products they buy.

Features: Being honest and providing specific information about the many characteristics and aspects of a company's goods or services is an essential part of the concept of transparency.

Providing Gratification to the Consumer: Building credibility and maintaining transparency in relation to the level of customer satisfaction can be accomplished through the use of genuine consumer feedback in the form of reviews or other evidence. Because of this, many companies request that their customers offer feedback either in their physical stores or on their websites or social media accounts.

G. Health and Safety

When conducting business ethically, companies and marketing teams should place a high priority on ensuring the consumers' physical safety. This value can be upheld by marketers through educating customers, safeguarding their privacy, and respecting the civil rights and human rights of their target demographic. It is also useful when they place an emphasis on supporting the employees' emotional health as well as their physical safety. They could accomplish this goal by providing perks and programmes relating to health and wellness.

H. Legality

Adhering to and complying with all industry standards as well as rules set forth by the government and the environment is an essential component of ethical marketing. When a company does this, it shows its customers that they are dedicated to providing products and services of the highest possible quality. Additionally, it safeguards the interests and liability of a company, thereby ensuring that the company may continue to function normally.

I. Mindful Actions

Businesses could choose to implement environmentally and socially responsible policies and procedures in order to safeguard local communities and the environment. Fairtrade and pay as well as environmentally friendly practices are among the most popular conscious practices.

J. Conduct On Your Part

Ethical marketing includes requiring a high level of integrity from everyone involved in the marketing process. Companies typically have stringent expectations for their employees to respect the rights of others, despite the fact that these standards are subjective. Team members that put ethics first can treat clients with compassion and candor.

Benefits of Ethical Marketing

Businesses stand to gain a great deal if they adhere to moral standards in their marketing practices. Let's take a closer look at each of these aspects, shall we?

1. Boost Revenues

If the product's price and quality are reasonable, customers will be more likely to buy it again and again, generating steady revenue for the business. They will also tell people they know who could be potential customers for the company.

2. Foster Loyalty in Your Customers

People have a strong aversion to deception and lying. It is possible for a firm to make false promises in order to boost revenue, but as soon as clients learn they are being lied to, they will become hostile towards the company and refuse to do business with them in the future. Being genuine and providing them with the exact goods and services that were described is the only way to earn and maintain their loyalty as a client.

3. Recruit and keep the best employees

People are not only looking for a job with a high income but also one that contributes to making the world a better place. Therefore, businesses that are affiliated with good causes and social issues are more desirable to job seekers. Because their staff aren't made to feel guilty for lying to clients, businesses that uphold ethical standards in their marketing enjoy a greater employee retention rate.

4. Ensure that the Interest of Stakeholders Is Maintained

Ethical marketing practices not only boost the confidence of employees, shareholders, and business partners in the organisation, but they also persuade these parties to continue investing in the business or to continue their partnership with the organisation.

Conclusion

The data shows that marketing ethics always remains the major cause for developing attraction for the clients and their interest towards products. The provision of clients' maximum benefit and its proper advertisement makes the clients happy and develops their interest level towards purchasing or adopting the products and services. The honesty in providing the best product at the minimum pricing makes the company or product more reliable. Quality matters a lot and should be focused on the betterment of the client or end user. Legality is more important which shows the confidence of the client in the company. Lastly, the company is responsible for the provision of health safety and benefit for the clients.

Recommendations

- Earning is the main purpose of all companies but they should ensure to provide maximum benefit than the price of the product.
- The health and safety of the client should be the first priority of the company.
- The company should be focused on the quality of products so that the client can remain a permanent customer or user of the products of that company.
- Using legal ingredients is much more important which makes the company more reliable so company employers should remain consistent on the usage of raw materials.
- Though market ethics is recommended, there are certain issues in marketing ethics as well.
- Most of the time, it has been seen that employers create artificial shortages of their products so that the price of that product could be raised. It builds a very bad image among users and they shift their interest to substitute products. Companies are known for the demand of clients so they should give them respect in this case and ensure the provision of their products well in time without any shortage in the market.

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