

# Unethical Practice in International Marketing

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**Abstract**— The continuing influence and impact which personal and professional ethics exerts upon individuals, organizations and society, and the factors which influence organizational ethics, has been thrust into the headlines of the American populous. The ethical issues faced daily by organizations and their employees are neither always straightforward nor easy to resolve. Results of unethical behavior by Marketers professionals, and the impact of ethics upon organizations, is a topic of growing concern in corporate board rooms around the world. This paper will examine the timely and important ethics and its relevance and importance to overall corporate wellbeing. In particular, what factors influence the likelihood that an individual will act ethically or less than ethical, and what this means to management, the organization, and internal controls in general. This paper is designed to help educate people on unethical Marketing practices, why they occur, and how we as a nation can promote ethical behavior.

**Index Terms**— influence and impact, ethical behavior, Results of unethical behavior

## I. INTRODUCTION

Whenever we hear about ethical scandals, we tend to believe that unethical or illegal behaviour in organizations is driven by character deficiencies of individual actors. Put differently, we simply assume that bad things are done by bad people (so-called bad apples). However, numerous corporate scandals, such as Enron, Ford, or Siemens, have demonstrated that even people with a high level of integrity can break the rules if they are put into a corrupt context. Good apples may become rotten in bad barrels. Regardless of their good intentions and strong values, individual actors might adapt to the unethical practices in their respective organizational context and, over time, lose the ability to see their wrongdoings. They become ethically blind. Such changes in people's way of seeing the world and their value systems can occur in—and through—various organizational contexts in business, civil society, and public administration. This course is not about apples but about barrels and barrel makers. A better understanding of why and under what conditions good people make bad ethical decisions will enable us to better protect individuals as well as their respective organizations against the overwhelming power of the context. It will also enable us to cure societies from problems like corruption. The goal of this paper is talking about unethical practices in the field of marketing that is so important in the business. Marketing ethics generally deals with evaluating whether practices exercised by Employees, leaders and organizations as a whole can be considered morally acceptable.

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From this evaluative perspective it is clear that the contemporary ethical failures are simply not acceptable. Ever more so, business practices need to change—and this change will not be easy. To make these changes happen we need to increase our understanding of why individuals within organizations engage in unethical behavior and decision-making. Complicating this task is the fact that many individuals apparently seem to conduct unethical actions in ways they are unaware of, as many of them, after having acted unethically, often mention that they are not bad people. How is it that good people, or at least people who think themselves good, can engage in bad behavior? In our view, one approach that can help us understand such questions is the behavioral ethics approach.

## II. RESEARCH PROBLEMS

This research focuses generally on the unethical practices in marketing and the extent of its response to the economic aspects of contemporary that were created by the current economic crisis that can be considered the alarm that alerted us to the necessity of attention to many of the points that were not considered or interested by marketers and professionals, In terms of the fact that marketing is socially interact with changes and developments in society as a whole, particularly with regard to the Marketing by internet that are considered to be important.

## III. ETHICAL ISSUES IN MARKETING

Ethical problems in marketing stem from conflicts and disagreements. Each party in a marketing transaction brings a set of expectations regarding how the business relationship will exist and how transactions should be conducted. Each facet of marketing has ethical danger points as discussed below.

### Market Research

Some ethical problems in market research are the invasion of privacy and stereotyping. The latter occurs because any analysis of real populations needs to make approximations and place individuals into groups. However, if conducted irresponsibly, stereotyping can lead to a variety of ethically undesirable results.

### Market Audience

Selective marketing is used to discourage demand from so-called undesirable market sectors or disenfranchise them altogether.

Another ethical issue relates to vulnerable audiences in emerging markets in developing countries, as the public there may not be sufficiently aware of skilled marketing ploys.

### Ethics in Advertising and Promotion

In the 1940s and 1950s, tobacco used to be advertised as promoting health. Today an advertiser who fails to tell the truth offends against morality in addition to the law. However

the law permits puffery (a legal term). The difference between mere puffery and fraud is a slippery slope.

Sexual innuendo is a mainstay of advertising content, and yet is also regarded as a form of sexual harassment. Violence is an issue especially for children's advertising and advertising likely to be seen by children.

The advertising of certain products may strongly offend some people while being of interest to others. Examples include: feminine hygiene products as well as haemorrhoid and constipation medication. The advertising of condoms has become acceptable in the interests of AIDS-prevention, nevertheless seen by some as promoting promiscuity.

Through negative advertising techniques, the advertiser highlights the disadvantages of competitor products rather than the advantages of their own. These methods are especially used in politics.

### Delivery Channels

Direct marketing is the most controversial of advertising channels, particularly when approaches are unsolicited. TV commercials and direct mail are common examples. Electronic spam and telemarketing push the borders of ethics and legality more strongly.

### Deceptive Advertising and Ethics

Deceptive marketing is not specific to one target market, and can sometimes go unnoticed by the public. There are several ways in which deceptive marketing can be presented to consumers; one of these methods is accomplished through the use of humour. Humour provides an escape or relief from some kind of human constraint, and some advertisers intend to take advantage of this by deceptively advertising a product that can potentially alleviate that constraint through humour.

### Anti-competitive Practices

Bait and switch is a form of fraud where customers are "baited" by advertising for a product or service at a low price; second, the customers discover that the advertised good is not available and are "switched" to a costlier product.

Planned obsolescence is a policy of designing a product with a limited useful life, so it will become unfashionable or no longer functional after a certain period of time and put the consumer under pressure to purchase again.

A pyramid scheme is a non-sustainable business model that involves promising participant's payment or services, primarily for enrolling other people into the scheme, rather than supplying any real investment or sale of products or services to the public.

### Pricing Ethics

Bid rigging is a form of fraud in which a commercial contract is promised to one party, although for the sake of appearance several other parties also present a bid.

Predatory pricing is the practice of selling a product or service at a very low price, intending to drive competitors out of the market, or create barriers to entry for potential new competitors.

### Using Ethics as a Marketing Tactic

Major corporations fear the damage to their image associated with press revelations of unethical practices. Marketers have been quick to perceive the market's preference for ethical companies, often moving faster to take advantage of this shift in consumer taste. This results in the propagation of ethics itself as a selling point or a component of a corporate image.

Marketing ethics, regardless of the product offered or the market targeted, sets the guidelines for which good marketing is practiced. To market ethically and effectively one should be reminded that all marketing decisions and efforts are necessary to meet and suit the needs of customers, suppliers, and business partners. The mindset of many companies is that they are concerned for the population and the environment in which they do business. They feel that they have a social responsibility to people, places and things in their sphere of influence.

## IV. IMPORTANT OF STUDY

The developments were in various spheres of life, especially the economic ones were made by the task of continuing the development and progression of marketing and imperative duty to face the developments and phenomena that occurred in the economic institutions and what it requires changing the status quo that is emerged, evolved and complex in general, to face the changes that are in our practices of marketing -related marketing areas have reported to be adapted to cope with the problems that have arisen with these new marketing scenario practices created by the current environment crisis, which as I pointed out, we still suffer from the consequences now that reflected negatively on all areas, in traditional marketing techniques we note that the importance of studying is how to extent in the international marketing standards with urgent international changes, they are important to us, especially as we are marketers who practice this profession that requires our business to keep up with all the current developments and changes that are considered in finding solutions and constructive proposals to address the bottlenecks in this vital area, which can not be dispensed with activities, it does not help the current and useful standards in addressing contemporary problems that have emerged recently, researchers shall develop methods and marketing practices for the advancement of this task, which emerged with the emergence of new marketing problems caused by the current economic crisis.

## V. RESEARCH OBJECTIVE

It is noted that the economic and financial crisis shook the whole world and as a result of the impact implications are made in various areas of economic life, and the accusation of marketing and its tools involved for the emergence this crisis, or at least they were among the reasons that were leading to the outbreak of the crisis, so we will try to refer to how to address or mitigate the effects that attributed to the weakness of the rules, the current marketing standards and contribution in creating the crisis.

## VI. RESEARCH METHODOLOGY OF THE STUDY

The methodology of our study in this aspect depends on access to a number of available sources and relevant research that are direct and indirect as well as through access to some recently published articles on the pages of the Internet in multiple locations in addition to our reading of the reality of the case and much of what is transmitted News and specialized bulletins as a result of analysis profile to the events and thorough studying the international marketing that were relevant people. In addition, the researcher has practiced the profession since for quite some time, he was

able to put this report with respect to relationship between the economic crisis and marketing.

It is useful to note here that the practical aspects or actual practices that may confront us as marketers through our duty to practice daily, increase our awareness and understanding of the reality of the actual problems of marketing in which we live and realize it and thus be a matter of thinking in finding or suggestion to find alternatives to solve or overcome an easier task by outer observer or researcher who lacks the practical experience of the reality of the case.

#### VII. BENEFICIARY OF STUDY

It is possible that anyone who is tracker the affairs of contemporary marketing utilized from the paragraphs of this research, and it is intended for the individual here or the legal entity, such as marketers, students of marketing in particular and the economy in general, associations of marketing, specialized circuits regulatory and other government agencies and non-governmental relating to this field, they may be taken advantage of by the general public with public view.

#### VIII. VALUE OF SEARCH

To give simplified idea about economic crisis, the current financial and their impact on social life in general. It is addressed to the relationship was attributed to the lack of international marketing standards in contemporary solutions to the crisis in the appropriate times, in my opinion this report gives the importance to the beneficiary of people in particular, to learn about the background the global financial crisis, the sincerity of the charges against marketing science social through the international standards and the role played by these criteria in addressing the effects of the crisis. This report will open new horizons for our thinking to reflect the serious to the practical aspects of the marketing profession, which can take advantage of them over the ages and the succession of generations to create awareness of the cultural and scientific added to the collection of acquired and accumulated information over time which we can address the bottlenecks in running a business daily to find appropriate solutions in order to have access to the a satisfactory and acceptable results, as to professional applied and level.

#### IX. FIRST SECTION (DECEPTION AND HARM)

Deception and harm represent another area of ethical concern in marketing research. Deception occurs when a field interviewer misrepresents the true purpose of research. In some cases, a researcher tries to create a false impression by disguising the real objective of the survey in order to obtain important information. Bluntly stated, the researcher lies to participants to obtain information he/she could not otherwise obtain. For example, in a study of small businesses by Holliday (1995), the researcher pretended that she was a student, interested in the subject of small firms, in order to obtain critical information about a competitor's product. Obviously, the researcher was involved in deception, which also represented harm to participants. In this context, the AOM (Academy of Management) code of ethical conduct clearly states that:

"Deception should be minimized, and, when necessary, the degree and effects must be mitigated as much as possible. Researchers should carefully weigh the gains achieved against the cost in human dignity. To the extent that concealment or deception is necessary, the researcher must provide a full and accurate explanation to participants at the conclusion of the study, including counselling, if appropriate".

Some scholars (for example, Bryman and Bell, 2007) argue for some degree of concealment, based on the ground that it is not always feasible, nor technically possible, to provide participants with a totally complete and detailed account of what the research is about, as illustrated by the example of Lee's research (1998). In general, Zikmund (2003) argues that deception can be justified only in cases where no physical or psychological harm will be caused, and the researcher takes personal responsibility to inform participants about the concealment or deception at the conclusion of the study. The MRS (Market Research Society) code of ethics says that:

"The researcher must take all reasonable precautions to ensure that respondents are in no way directly harmed or adversely affected as a result of their participation in a marketing research project".

The issue of harm involves any physical or psychological harm, including harm to self-esteem, stress, future employment, etc. This should also be linked to the principle of 'informed consent', as discussed earlier.

#### X. SECOND SECTION (UNETHICAL PRACTICES IN MARKETING)

Marketing only as late as 1990s came of age. Marketing virtue ethics or virtue ethics deontology, pragmatism and relativism in moral outlook was contacted.

1) Marketers (and marketing agencies) should act by which the principles, values and/or principles of ethics in marketing deals. Marketing ethics and the profit potential conflicts between other concerns beyond the stated problem, is contested terrain. Ethical issues in marketing worthless or dangerous products / service transparency about environmental hazards, such as genetically modified organisms of potential health hazards, financial risks, security risks, and privacy of users and Pricing independence, respect for truth and justice as advertising products include the transparency and distribution of components.

The marketing of distorted perceptions and an ethical responsibility to avoid communicating means people with others' ideas and conversation can involve.

2) The ethics of marketing, including price discrimination and price fixing price skimming and legal actions, including actions as illegal pricing practices, including. Green Washing some promotional activities, bait and switch, Schilling, viral marketing, spam (electronic), pyramid schemes and multi-level marketing, including fire has broken. Advertising attack ads, subliminal messages in advertising and marketing in schools has raised objections about.

Business ethics in the production process and waste products usually do not cause harm to ensure that the responsibilities of a company. Production of certain goods and services and can be used With zero risk since, may be difficult to ascertain the moral path. Some of the users of such products as tobacco

products that harm them as, Production pollution, habitat destruction and environmental impacts, including urban sprawl, may be. Technology, nuclear energy, genetically modified foods and the effects of current mobile phones may not be well understood. Precautionary principle, the effects of which are not fully understood may prohibit the introduction of new technology, the principle of the new technologies introduced since the industrial revolution is prohibited. Product testing protocol to violate the rights of both humans and animals have been assaulted.

### XI. CONCLUSION

To avoid any unethical marketing, marketers should try their best to practice the market in such a way to meet the need of customers, supplier and companies. Totally it should be win win situation for consumers as well as companies. As the marketing is dynamic environment companies should be flexible enough to update themselves accordingly. Marketers should practice for the advancement coming task so that they can lead the market much better than other marketers, which bring competitive advantages for companies. Advertisers should create awareness among the customers and it should not be in such a way to fool them around.

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