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**The Role of Ethics and Marketing
Communication on Human Behavior**

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Abstract

This paper is concerned with the ethics of business organizations, specifically in the marketing communications, which is supposed to be ethical in all contents, and in accordance with the mission and objectives of the organization, as well as is consistent with the values and principles of the community and its environ. But on the contrary, it would definitely refer to the collapse of the relationship with those parties, and marketing communications fail basically, As well as the cessation of reciprocity relationship between them and the loss of mutual trust between the parties. Furthermore, this paper shall focus more on:

- (a) How to introduce the concept of morality in general
- (b) How to give a definitive meaning of marketing ethics.
- (c) How to make ethical decision in marketing communications
- (d) How to determine the ethical standards to provide information in marketing communication

Keywords: ethics in marketing, ethics in marketing communication.

1.0 Introduction:

General views suggest that reviewing ethics could be in two parts, Personal dealing with people and organizational interrelationship either between business organizations or with members of the same community. However, the distinction between them is what is right and what is wrong. As regard personal views, ethics represent the principles and values that govern their actions and decisions correctly until an individual is obliged by them to develop his standards of ethics and expressed by human conduct and social behavior in accordance with moral development that may occur in a community.

Review of this subject can be determined from many of the principles and rules that indicate the contents and dimensions of ethics in general, and marketing in particular. Sources of the individual or organization will reflect on personal and professional behavior, as well as the organization's decisions and their daily interaction will reflect either positively or negatively on all concerned parties. So we can say that the sources of morality and commitment have great effects on the decision of what is right or wrong, and what is beneficial or harmful for those actions and decisions taken daily.

References to religious books, moral code of conduct could be enormously helpful in shaping ethics marketing-wise.

1. the Koran, the Bible, the other divine books, which is the first source for all the moral values that guide realistic people, as well as the Sunnah of the Prophet Mohammed (peace be upon him).

2. Family, where it is the first cell in building society and then assumes that the individual learns morality, sincerity and respect in dealing.

3. Good conscience, expressed as a gift granted by God Almighty

4. Moral laws, which serve as a guide to justice in each and every organization,

5. Society, represented as a corner to determine the path of morality and human and organizational behavior through dealing with the rules and social norms that define the actions of community with each other and reject what is contrary to other.

Moreover, It became quite clear that the fears in the low ethics standard in general and the ethics of marketing in particular, has taken place for the interested people, whether by researchers, academics, or by the managers of business organizations and various specialties and departments. If we want to indicate to the truth of this matter we refer to the results of one study conducted in the United States, which resulted to believing that more than half of American citizens' level of ethics in business organizations has been declining and it's been significantly noticed more than ten years ago (*Bingham, Frank G & Games, Roges ,2001*).

In this regard, the definition of ethics could give a clear definition of their reflection on the daily interaction between individuals or organizations to create common standards to be a sense in which the nature of transactions is moral or not.

Also, ethic it defined as a "the principles and values that govern the actions and decisions of individuals, groups or organizations"(Berkowitz, Kesin a, 1997) and this definition has a clear reference to the principles of literature based on the sources of moral guide and it leads to the creation of the beliefs and values of the individuals or the organization of government on the actions achieved between the parties interacting in the communication process.

2.0 Definition of marketing ethics:

Marketing ethics was defined as the "principles identified right from wrong in the marketing behavior," (Dibb, Sally1994)

This definition is consistent also with the essence of the concept of morality, which is determined mainly in Kazan human behavior, distinguished between what is true and what is wrong in order to work or abstain from. Also it was defined as the criteria that must be followed in the marketing process in order to have acceptable performance in the community surrounding the

organization (Pride, William & Ferrell Mifflin co, 2000) and this definition also refers to the following:

- (a) There are specific criteria by the administration of the organization controlling the actions and performance of employees and the marketing aspect.
- (b) Marketing performance must be compatible with the moral and acceptable groups surrounding the organization.
- (c) Ethical marketing concepts formulated by the laws, regulations and norms, governmental, institutional, and which corresponds with the standards of the community.

Based on above mentioned, society needs to develop a code of ethics for marketing of the work of organizations. Otherwise, it will face pressure from public opinion or the government through legislation, rules and regulations set out in the course of their work. However, the need for the development of ethical standards set behavioral pattern of business organizations and in conformity with prevailing social values. This is because of their high public visibility and the frequency that promote our lives (Boyd Harper, Walker Orvill and Larreche Jean Hill 1998) In this regard, Marketing Association American has developed a set of rules as a guide in ethical marketing dealing in business organizations, which referred to the responsibilities of moral obligations to others as follows (Kotler, Philip & Armstrong Kotler, Philip & Armstrong 2001)

Also, marketers should bear the responsibility for the activities performed by them and should ensure that their decisions and recommendations will satisfy all parties in dealing with organizations or community. The actions of marketers should be governed by the following rules:

1. The key marketing rule that states that they should not embark on any action that may affect or harm others.
2. The strict adherence to all laws and regulations in force.
3. The active support of the principles of ethics in all practice or promotional activities.

2.0 Ethics and marketing communications:

In essence, the focus of ethics, as previously stated, is to approve what is right and what is wrong, therefore organization carries out its mission by the use of its marketing communications

according to behavior and conduct that is compatible with the rules of moral philosophy. Also it has been found that 60% of the companies operating in the United States and more than 50% of the companies operating in Europe have moral standards and rules of working in dealings and communication with various parties both inside and outside the society (AL Bakri , Thamer 2004).

When a marketing communications in business organizations have a real and important moral problem as regard study of the ethical aspects related to marketing , how can they go about obtaining and providing information through the connection process for consumers and the market or vice versa? a lot of doubts and suspicion can be raised as regard what methods can be adopted in the process of marketing communications and obtaining information .To avoid this, the organization shall be committed to the ethics of marketing in their dealings with others and proceeding from the exercise of its contacts with the parties recognized by rights of the following:

2.0 .1. Society's Rights

Representing business organizations, entities within the moral community, the marketing organizations in particular are responsible for ensuring the rights of society ethically. And is the right of community to access information on the organization, especially if they are negative and influential on the health and safety of the community.

2.0.2. Clients Rights

Customers are individual or organizations that deal directly with the company or within the business sector. Thus, the marketing contact with them should have the credibility and confidence in terms of maintaining the confidentiality and privacy of communications and have a common interest between the parties as the basis of this communication without seeking to obtain benefits and profits illegally.

2.0.3. Consumer's Rights

In 1962, former U.S. President John F. Kennedy prepared an official document called consumers rights which includes the four rights as the following (AL Bakri , Thamer 2001)

- The right to be secured

- The right to obtain information.
- The right of choose
- The right to be heard

As regard ethics and marketing communications, the right to access information is the basis for the essence of client/organization relationship and without minimizing the value and importance of other rights and integration with each other. Its consumer's right to access information, to guide against fraud and deception, to affirm the information received whether through advert or labels used on the product Etc, which might negatively affect the consumer while taking a purchase decision.

Accordingly, and in order to fix this right and help in reaching the consumer, it requires research in two important operations that will lead to ethical marketing communications and information

3.0. Information Adequacy:

Basic information given to individuals to enable them to stand firm and have clear vision to make decisions that they may need in a certain situations. It provides protection to him/her when making a purchase decision. But what is important here is to determine the volume of information to the consumer and whether he/she needs them, and how it can be obtained. And this leads to say that the accuracy of the information related to the nature and adequacy of the problems that the consumer trying to overcome, and the results they wish to obtain. This undoubtedly will vary from one individual to another.

4.0 Information credibility:

There is no concern to consumers more than honesty and true information, which will avoid him/her falling into many problems and in particular by the mediators. Therefore, the credibility of the information provided to the consumer and in particular within the promotional activity will be reflected on the consumer and in the various aspects, including:

- Assessment of the amount of change in the beliefs of the consumer in marketing aspect, and to make adjustment in the purchase decisions taken according to the positive trend.
- Give a true image on the activities of the company and the products.

- Through the credibility of the information, we can change the consumer point of view and this is a key to success of every company.
- Goal of the credibility of the information is to make a permanent fundamental change in consumer attitudes.

In summary, we cannot say that communication is a moral or immoral, but is represented by the degree of credibility of the information and its ability to make other party to take a correct decision, based on that information, and reliability. So the moral aspect in the marketing communications lies mainly in the contents of the message contained in the process of marketing communications.

5.0 Ethics and mix marketing communications

The marketing communications considered the effective method for communication between the organization and the target audience. The information is the real essence for that communication. Therefore, the marketing aspect related to mixture of the communications where the information presented to the audience otherwise.

5.0.1. Advertising

The aim of advertising, regardless of its extent either international, local or regional, is to create influence on the target audience, and convincing them to achieve the procurement process for the product advertised, provided that achieving the goal of substantial advertising and exemplified in the elaboration of the implications and benefits of the product which was announced and what its characteristics and advantages achieved by the buyer honestly.

So, the American Marketing Association and within the ethical rules in handling the marketing in the field of promotion is to avoid false and misleading advertising. But with that in a study conducted on a sample of consumers in America, the study found that two-thirds of any members of the sample considered that the ads presented to them are untruthful and deceiving.

This result will reflect negatively on the consumers dealing with these products and services advertised, and will not be successful and to continue being essentially in doubt and suspicion, and may not stop at this point, but extends to the lack of confidence from the manufacturer and the advertising agencies that offer these ads. Moreover, the one aspect of public relations that relates primarily to marketing communication involves disseminating positive information about a company and its product and handling negative publicity (Shimp. Terence).

In order to avoid this and achieve the moral aspect in advertisement, the basic and fundamental requirements are to achieve credibility in advertising and that may be effected through the availability of the following conditions:

- A-The right display of the components of the product
- B- The degree of quality and level of performance achieved when used.
- C - Safety and side effects achieved by the use of the product.
- D - The real price of the sale.
- E – The place to obtain them and whether it is available to all.
- F- Guarantees or evidence to confirm the credibility of the Declaration.
- G - Ideas or new features where the product is different than previous products.

5.0.2. Public relation:

Public relations linked directly with the economic system and marketing as a base of its main components, and would thus be like advertising, personal selling or other elements. Public Relations based on exchanging views and trend analysis of public opinion.

The call issued by the organization to the community and which is based on informing them of the importance of the different products sincerely and honestly through the means of communication that is available.

Accordingly, public relations may be defined as a marketing activity recognized by the social responsibility of the organization and help them to develop programs and the establishment of a mutual connection with the masses of the Organization to ensure that both of them get satisfied with the policy and procedures of the organization (AL Bakri , Thamer)

And thus could be argued that public relations concerned with the dissemination of information, planning programs and interactive with the community objectively and based on ethical rules in dealing and addressing negative trends by the following:

A - Precise determination of the anti-media campaign directed towards the company or its products, specifying its source accurately, if possible.

B - Collect information to determine an accurate knowledge of the dimensions of the problem occurring for the purpose of proper planning to respond to them.

C - Preparation of the appropriate plans to address the problem or negative anti-campaign for the company and based on real and concrete facts.

D - Response to negative media campaign objectivity and ethics. And away from the chaos and violence that would reflect negatively on the organization at the end.

5.0.3. Personal Selling

One of the key elements used in marketing communications, whether for dealing with the consumer (B2C) or with business organizations (B2B), because of its advantages towards the achievement of the sales process, as well as great flexibility in handling and in accordance with the level and degree of response achieved by the other party in the communication process. But as far as the subject of ethics in the conflict can occur in personal selling with three parties, namely:

A. With buyer

Where the salesmen pursue sales methods that are not consistent with the terms and ethics of action adopted in the organization,

B - with the company itself:

A salesman may use a way that is different to customary patterns in marketing within the company and not consistent with the ethics and marketing communications. This is affected, for example, by the distortion of lists in the sale and submission to the accounting bodies in the

company. Or the illegal use of company assets for personal purposes whether during working hours or outside, as for example in the use of communication devices (phone, cellular, fax, calculator .. etc) as well as lack of commitment and obeying the decisions and the company's policy in the area and limits of his duties.

C - with competitors

Self- methods that do not reflect the orientations of the company and its policy and as for example, commercial and information espionage to others without obtaining the consent of the Company or informed it. This may harm the company's reputation and status and their relationship with others if detected by them. Or vice versa which may exercise the diversions of information with competitors towards material gain and reveals many secrets of sales and marketing company.

5.0.4. Sales Promotion

This is a means of methods that achieve interaction and shared benefits to all customers, as far as it is in the moral aspect of the interaction with marketing communication tools through the use of promotional coupons sales, awards and lottery.

5.0.5. Package

A lot of goods provided in a package because the packaging performs many functions, the most important is being integrated with the product itself (Item) and to achieve the sales process targets.

As far as the moral aspect of the package is a means of communication with the consumer and it is determined by the following aspects:

A - Data written on the packaging

The caution or prescription given on either the labels of goods and commodities or information given about services being rendered to client or customer should be appropriate in order to ensure safety.

B - Non-safety

Insecurity lies in package when they are dangerous and difficult to control the contents.

C - The environmental risks of the packaging

The effects of the negative consequences on the package after the completion of its use or consumption of content (whether it is to leave the packaging intact or destroy it.)

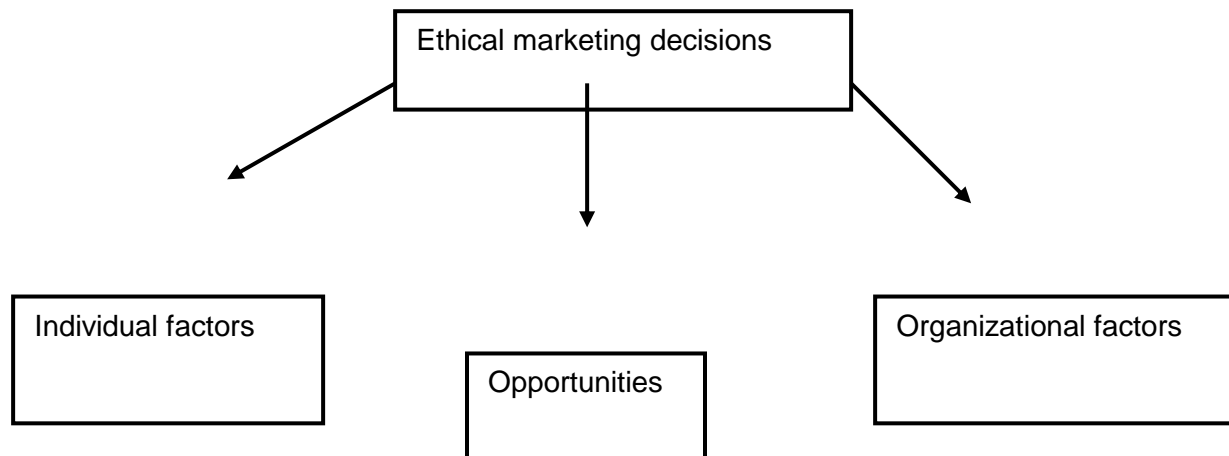
For example in packaging the drug and explosive chemicals used in diverse industrial areas, or explosive materials for Disease Control and agricultural pests and worms Etc.

6.0 Moral decision-making in marketing communications

Several studies in the field of informatics suggest that the decision made by the administration of the organization or manager depends in essence, and up to 90% of the information provided to decision-makers. Marketing function through the process of marketing communications are important tool in investigation and decision making in the light of availability of data and information to those designated in the organization and at any level whatsoever.

But the reality of the case indicates that many of the decisions taken at various levels of management in business organizations, especially when their effects extend outside the borders of the organization and related to the generality of members of the community. This is what happened with a hospital in Columbia U.S. when taking management decisions relating to prices of services provided and method of collection (see Baker, Michael 2000).

We can say that the wording of the resolution of moral reflection on the marketing and marketing communications process is limited by three factors illustrated in the figure below



6.0.1. Individual Factors:

The values of these factors, knowledge, attitudes, and beliefs, which affect the personal decision taken to determine what is right or wrong. And individuals generally learn these values and principles through family and social affiliation which have an impact in the composition of stocks for information in moral decision-making and to achieve effective communication with the community.

6.0.2 - Organizational factors:

Are a set of moral standards of the Organization, which represents the interaction that exists between the organization's culture and organizational structure across the organizational relationships between the members of the organization to define the rules and principle which adopted on how to handle morally, and represent, in essence, the internal marketing communications. Where by tradition regulatory that the top manager of the organization puts the ethical frameworks for action and reflected thus on the lower levels of the organization, with the opportunity to add some sort of moral to the promotion of those standards and moral values with the organization's culture and legal frameworks in which they operate.

6.0.3- Opportunities

Represent the set of conditions that lead to the potential benefits or reduce the constraints or obstacles in the performance of moral or marketing communications. Accordingly, individual and organizational factors play a prominent role in reducing the possibility of individuals to exploit these opportunities to carry out unethical marketing, particularly in the absence of behavioral rules and guidelines in work.

On that basis, it is useful to refer to the properties and the actions developed by Chanko 1995 for marketing decision-making process, based on moral grounds.

Below are the properties:

- 1 - Moral status are related primarily to the marketing opportunities available and the limits of the act could be taken to deal with it, based mainly to the historic depth.
- 2 - The properties that the advantage of the decision-maker itself and the knowledge, experience they held and their motives behind the decision-making.
- 3 – The surrounding indicators in the decision process and aspects of organizational, legal, economic, and technological.
- 4 - The same resolution on the formulation and method of implementation.
- 5 - output of the decision itself and in particular with regard to consent to that effect and feedback, revenues and bonuses earned.

Summary

1 - Morality is related to sources including individual or organization to reflect the daily behavior and interaction with the public, and consequently, determine what is harmful and what is beneficial and what is right and what is wrong as regard limited sources of morality in holy books, family and the human conscience, the laws, regulations and ethical rules of a specific community.

2 - The morale is defined in different directions but focus only on one thing which is an indicator to distinguish between what is right or what is wrong and what must be based from the principles and values and the decisions of individuals and organizations. Marketing ethics is no different

for this meaning only the privacy of interactive behavior and consumer-oriented and cross-marketing activities carried out by the organization.

3 - There is a strong relationship between the ethics of marketing and communication process achieved with the parties that deal with the organization; these parties are the community, customers, and consumers.

4 - The communications system of marketing mix elements are key elements and through the implementation of the communication process, all of these elements are advertising, public relations, personal selling, sales promotion, packaging, they play significant roles in marketing communication system.

5 - Resolution adopted in the organization and its levels should be in the final view with regard to moral dimension, and control of this resolution as represented by major factors like personal, organizational, and opportunities for the organization.

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