

Paper –Marketing Management

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## **Topic- The Need for Ethical Practices**

Consumerism, which has become a social movement, started because of the need to protect consumers from unethical marketing practices. If every marketer had practised a high level of social responsibility and ethical marketing practices, the consumer movement might never have begun. Also, in view of their social concern for the environment, marketers should ensure that what they offer does not harm the society or the environment - the production process, products, and packages should be eco-friendly. The objectives of environmentalism-Reduce waste and pollution, Recycle or Reuse-will be a good way of bringing about ethical marketing. Nokia, for example, led the way by arranging to take back all old mobile batteries and chargers all over the globe. Whereas, Chinese companies continue to market children's toys and dolls made of toxic substances, containing lead colouring, which is highly unethical.

## **Ethical Norms and Values for Marketers**

Several associations and organisations have identified guidelines for ethics in marketing. In India, for example, the Advertising Standards Council of India provides such guidelines to be followed by advertisers. On the international level, the American Marketing Association has prescribed rules to guide marketing behaviour. Norms are established standards of conduct that are expected and maintained by marketers. Values represent the collective view of what people find desirable, important and morally appropriate. Marketers should follow the highest ethical norms and values as part of their responsibility toward stakeholders like customers, employees, investors, channel members, regulators and the society. Marketers must embrace, communicate and practise the fundamental ethical values that will improve consumer confidence in the integrity of the marketing activities. The basic values are honesty, responsibility, fairness, respect and openness. All marketers have to evaluate whether they are truly practising ethical and socially responsible marketing.