

# BUSINESS ETHICS IN MARKETING OF PRODUCTS

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## Abstract

*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 both ethical and unethical points, which provoke much debate. The purpose of this paper is to propose ethical and unethical issues raised in marketing of products for the use of human being. There are important reasons why ethical issues need to be addressed in marketing of product.*

## INTRODUCTION

Nowadays, production of goods and services makes no sense unless they are backed by the inputs of marketing. Product development efficiency and effectiveness is depending on a process being well executed. The actions of individuals included in the process are influenced by the ethical and moral orientation that has been selected by each individual whether this selection is conscious or not. It is a planned process in the organisation primarily to identify the needs of the people and then recognise target customer among the people, satisfy the needs of the customer by selling products and services and most importantly retain the customer.

## MEANING OF ETHICS

Ethics means the ability to judge between right and wrong actions. Some common ethical principles include honesty, equality, and respect of right, integrity and adherence to the law.

## DEFINITION OF ETHICS

"Ethics are simple honest, knows the difference between what you have a right to do and what is right to do." – *Potter Stewart*

## ETHICS IN MARKETING

Ethics in marketing are the basic principles and values that govern the business practices of those engaged in promoting products or services to consumers. Sound marketing ethics are typically those that result in or at least do not negatively impact consumer satisfaction with the goods and services being promoted or with the company producing them.

On this basis, we provide the recommendations for more moral behaviour with respect to customer safety. Business must monitor the manufacturing process itself. When a product is ready to be marketed, company should have their product safety staff review advertising for safety related content. When a product reaches the marketplace, firm should make available to consumers everything related to the product performance in writing. Companies should investigate consumer complaints.

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