



# Ethical Marketing For Business & Economy: Reality V/s. Expectations.

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## ARTICLE DETAILS

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## ABSTRACT

*Ethical business practices are expected & most commonly miss-understood that the service provider must have managed the things in the ethical way. Where as in modern mgmt. it is taken for granted that Ethics are only responsibility of a particular person/s in an organization. One very interesting story of 4 Friends namely ANYBODY, SOMEBODY, NOBODY, and EVERYBODY assigned ethical job where EVERYBODY expect SOMEBODY will manage/perform & in the process NOBODY cares to question ANYBODY. At the end NOBODY did the job & EVERYBODY blamed SOMEBODY is responsible for the ignorance. But ANYBODY could do the job & not alone SOMEBODY was responsible EVERYBODY was party to the ignorant act.*

## 1 Introduction

Since the beginning of the civilization and the marketing practices for the business to sale products and services, one word was designed to promote the moral responsibility of the marketers and the business owners to practice ethical means of the business. But it was always a matter of the debate that the ethical moral responsibilities were ignored since the barter system of marketing as the consumer and customer remained at the receiving end. World over corporate and organizations were compelled to practice the

ethical means of the business to market their product and services. Almost every country has their own law of the land to support the consumers and customers from the greedy approach of the marketers. Almost every industry is blamed for their ignorance of the customer rights.

Unfortunately the law and administration is unable to protect the consumer rights as these organizations design new ways and means to escape. The law enforcement authorities are approached by only minority of the consumers who are aware for their rights

and they are interested to take the pains involved in the legal procedure. In case of INDIA the major industries are blamed for unethical practices from real estate, pharmaceuticals, FMCG, and consumer goods.

## **2 Real Estate**

The Company of this category are commonly cheating the buyers, and eating up their hard earned money of the buyers. This organized cheating is supported by the real estate agents, builders, Private banks, and financial institutions. The buyer who is denied of the possession due to incompleteness of the construction work, quality of the construction work or due to remaining dues of the authorities, the builder deny the return of the money he has received or the possession of the agreed property but the banks and financial institutions are not responsible for this delay or denial of this service under the three party agreement signed by the builder, financial institution and by the buyer. The banks demand for their EMI, and any default in payment by the buyer can be held legally responsible to pay the dues even without the possession of the property, In this condition the buyer is double cheated by the builder, as well as by the financial institution as he is responsible to pay the EMIs timely without any scope of the possession. Number of such cases is line pending in high courts, Supreme Court and different district courts and consumer forums.

## **3 Pharmaceutical Industry**

The Pharmacy industry grievances are reported on account of charging higher price of the medicines, unethical practices of bribing doctors and health practitioners to

promote the sale of their sales, products and services for the consumers. The rate difference of a particular medicine varies from brand to brand whereas the actual price of the generic medicine is almost ten percent of the marketed price. The differences of this excess prices charged is distributed unethically between the medical stores, the distributors and the prescribing doctors. This industry is expected to follow the ethical norms as this deals with the life and the well being of the society and the high respect is given to the prescriptions and health practitioners but the ethical norms are nonexistent in this case. The authorities are required to look into the age old problem the consumers are facing through this industry and effective norms to put the medicine on controlled rate to help masses is need of the hour.

## **4 Hospitals and Hospitality Industry**

The hospitals are widely blamed for the denial of services in Government sector & over charge for the services & unethical means of exploiting patients under excessive charges for the products/ services are reported mainly. Here the nexus of the Pharmacy Companies, Instrument Suppliers, Hospital authorities, Doctors & Health Insurance companies is prevalent.

## **5 FMCG / Consumer Goods Companies**

Fast Moving Consumer Goods & appliances companies are blamed for bribing dealers to promote their goods & for the use of unethical product promotion techniques. The denial of after sale services & adulteration of the food products is quite common. The authorities are expected to

serve the required norms to protect consumer rights.

## 6 Conclusion

Even inside an organization this responsibility to practice ethics is somebody's job but anybody or, everybody is not responsible this not only affects consumer rights but also dent the image of the organization in long run. All those marketers/ corporate those ignore these parameters suffer the opinion shift/ negative mouth marketing by the consumers. The effective marketing of the reliable products is expected in this cyber era where the social media is very active & any unethical practice may put a permanent dent on your brand image. Government & non Government both type of organizations are ethically vulnerable & any misadventure is soon detected & the legal hassle will be there as gift of the ignorance. The Corporate Social Responsibility, our emerging economy is enough to capture world attention & our Social/ moral responsibility is at its height looking at the GDP. Growth to give us reason to meant our ways.

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