

Introduction

In this assignment I will discuss what businesses should consider when marketing and the importance in regards to ethics. I will include how over the years marketing has changed drastically with social media, adverts and websites. Do businesses think about customers or profit?.

When marketing correctly businesses will last longer and will need to be able to set themselves above everyone else. Having a business is making mistakes and learning from them to be able to get the best out of their success, but by doing so businesses need to think about who their target customers are and although you can not please everyone ethics play an important part. I will look at how different companies have not done their marketing correctly getting complaints from the public. I will research what businesses have done right or wrong and ways businesses can get the best out of their customers. It is important to realise that the customers are the ones who keep a business successful and to be able to please them can be difficult. Being able to keep up a good reputation is being able to take negative feedback and turn it into a positive, because when a customer finds the right support they will share this experience with others.

I will also research unethical issues with adverts realised by businesses whether this is on our television, youtube, billboards or across our social media pages. I will look at the arguments from the viewers and what their thoughts are about the businesses marketing strategies.

What is Marketing and the importance of marketing?

Marketing is building up strong customer relationships whether it's old or new ones. Marketing is selling products, services and promoting business. It means to gather ideas of how to achieve consumer requirements to the highest of standards (Editorial team, 2021). Marketing is about communication and keeping an outstanding reputation as well as promotion and advertising.

Meeting consumer needs and desires is something a business needs to study and what is an effective way of marketing (Editorial team, 2021).

Businesses need to know what their customers want and their needs. It is also important to research who their competitors are and where the customers will go to get what they want. When everything is considered and researched correctly a business can create an effective way to bring the best service or product and create a strong brand identity. Thinking of ways to make them stay and to support the business. There is a difference between need and want, and being able to understand what they want is more important than what they need as they are unaware of what they actually need (Newman, (2016).

'Since customers know, at least in the present, what they want and why they want it, the 'knowing' gives them a sense of power and control, and a company that 'fuels' this sense, would gain more favour with customers' (Newman, 2016).

There are different choices to make when bringing a service or product to the market, businesses refer to this as the 'Marketing Mix'. The marketing mix is defined as the 4Ps (Mind tools (2021).

The 4PS are:

- **Promotion** - What message do you want to get across to your target customers and will you do this by using newspaper ads, TV adverts, social media, posters, Web page, radio or billboards.
- **Pricing** - What is the amount the customer will pay and how will the business compare prices with their competitors. How much profit does the business want to make keeping in mind the importance of pleasing the customers. Think about how long it will take to sell the product.
- **Product/service** - What will the product be called, and what will it look like? What size will the product be and what colour? and how does this stand out from other competitors?
Does the product or service meet the standard of customer wants and needs? Communicate with their employers and stakeholders.
- **Place** - where the business is able to sell their product (Mind tools, 2021).

Marketing message - Is a business trying to change the way people think and what important message are they trying to get across?. This could be a behavioural change such as changing attitudes that are good for the public and connecting with the customers.

Word of mouth marketing is considered the most important, if a customer has experienced a good service from a business or product the chances are they will spread the word. Whether the experience is good or bad, customers aren't afraid to speak the truth, with social media such as facebook being used by millions, feedback is shared all over the app where people can see, especially when someone is looking for a recommendation leaving people to comment freely. This does give a business opportunity to take all feedback on board and make positive changes and the way a business reacts is key. So many businesses use facebook to promote their business which again gives customers the opportunity to leave feedback and a star rating open to all new and old customers to see.

What is ethics and the importance of ethics?

Ethics is about decision making. It's about what's right and what is wrong with human action, something we all probably do often without sometimes releasing. It's thinking about what is good for us as individuals but also those around us, this could be about our rights and responsibilities and how to live a good, balanced, happy life. The best way is to take note of how you like to be treated and how you'd like to see others being treated. Of course we can not please everyone but it's important that you try your best especially when it comes to owning a business (BBC, 2014).



(VComply, 2018)

Businesses use ethics to promote honesty and having strong moral principles among their employees and also to gain positiveness from key holders; most businesses have an ethics programme (Schroeder, 2019).

Having an ethics program and policy in place helps the employees and customers/clients understand the guidelines about what is and what isn't accepted in

the workplace. Having rules in place is professional and also customers can respect this.

According to the global survey on business ethics, many businesses are realizing the importance of an ethical culture. 80% of survey respondents said that their organization has an ethics program in place for their employees to follow. 57% have training available for their staff on business ethics they wish to apply at the workplace. 60% said that their directors have the responsibility for ethics and 49% have said that the responsibilities lie with the CEO (Eyden, 2012).

Over the years the way we think has changed drastically and customers tend to research more into businesses they support, such as businesses that are eco friendly, no harming animals, support charities and do they support all cultures and diversity?. Businesses have had to change the way they think also and take into account how they can deliver this to their customers and in their adverts. According to Neil Patel 70% of North American consumers think it is important for businesses to be eco-friendly and sustainable and 35% would happily pay more for products that are eco-friendly. 61% of American customers find it important and value diversity in adverts that show respect and support. Also 45% of customers who are under the age of 34 are willing to support business more if they were LGBTQ friendly (Patel, 2021).

Customers want to see what brands do to make an impact and businesses that post about this, could be on social media such as facebook and twitter. Showing the good the business does and also being able to admit when they've made mistakes (Patel, 2021).

Aside from a better community and happy customers, giving back also has a positive ripple effect on the company's employees. In fact, 93% of employees who volunteer with their company said they are happy with their employer' (Weston, 2019).

Social media has all the information customers need about the business, it's also something they can have access to 24/7 and information such as services they offer, opening and closing times and also there is an option to send a private message along with contact telephone. This is popular with customers and something businesses should consider as people buy often based on their experience.



(Weston, 2019)

Marketing past, present and future

Over the years marketing has changed drastically and for the better. Marketing strategies have a massive history and dates back to the early 1400's.

As the years go on marketing seems to change but some will still use the same strategies. It all starts with basic marketing with limited options known as the 'pre digital-age' ; these include printed work such as posters, newspaper ads and flyers. Billboards would also be used as a source of marketing and advertisements over the radio. Businesses would make phone calls also to advertise their business with information as well as early television advertisements (Williams, 2016).

Soon after, mobile phones and computers along with printers became the new best thing. With new technology came new marketing strategies such as sending spam emails and expanded printing advertisements along with television advertisements. Between 1995-2002 The Dotcom Bubble was known as the internet where investors were able to put money into the investment in hope that this would soon gain them profit (Williams, 2016). Investors were able to pay for google to advertise their business known as 'AdWords' this would allow their business page to be ranked at the top of the search page (Freshbooks, 2021).

Page ranks were also important to businesses with web pages as this was all about links. If the page has a high rank the more trustworthy it is (Varagouli, 2020).

With technology developing on to bigger and better things gave businesses opportunities to market in a different way. Social media is used world wide and this is a great way for businesses to get their business across to customers. Businesses would also send text message advertisements and also emails. They would also create video advertisements to put across the internet. Another marketing we see often is 'Retargeting Campaigns' this is when a person visits a certain web page

without purchasing anything but will then see their adverts on other web pages and social media such as facebook (Williams, 2016).

Ethical issues in Adverts

In 2013 Hyundai car company bought an advert out on youtube to highlight the vehicles water emission. In the advert a man is seen getting into a Hyundai vehicle after taping a pipe through an open window in an attempt to kill himself using carbon monoxide poisoning, but fails on the suicide attempt. The advert had the title 'Pipe job'. The message they tried to get across is the suicide attempt failed due to their vehicle having clean emissions (Herper, 2013).

The advert very quickly went viral for all the wrong reasons with many complaints the advert was removed. So many viewers were hurt and upset as this hit a nerve with people who might have lost a loved one to suicide or even if the person themselves are struggling with mental health issues and have attempted suicide before. People were confused as to why the company would want so many viewers upset and emotional just to be able to sell a car (Thejournal.ie, 2013).

According to American foundation for suicide prevention when showing graphic suicide adverts it can lead to further suicide. Hyundai later made a statement to apologize to all viewers affected.

Hyundai Motor deeply and sincerely apologizes for the offensive viral ad. The ad was created by an affiliate advertising agency, Innocean Europe, without Hyundai's request or approval. It runs counter to our values as a company and as members of the community. We are very sorry for any offense or distress the video caused. More to the point, Hyundai apologizes to those who have been personally impacted by tragedy (Herper, 2013).

In 2015 the popular brand 'Protein world' displayed their product on billboards across London with the title 'Beach body ready'. The company received around 400 complaints with viewers protesting against body shaming in London Hyde Park. They also received 70,000 signatures on a petition to fight against body shaming. Next to their products they are advertising stood a tall, slim and toned glamour model. Although viewers felt that Protein World painted a picture that you must look like the model to be 'beach body ready' when in reality every body shape is a beach body. However the company wanted the viewers to consider if they were in the shape they wanted to be and not say that everyone should look like the model (The Guardian, 2021).



(The Guardian, 2021)

Protein World's argument was later backed by Exterior Media who is an outdoor advert company who received advice from the committee of advertising before launching the advert that said this was unlikely to break any UK advert rules. Although they claim that the ad is not irresponsible, viewers think differently (The Guardian, 2021).

UK watchdog banned the advert, unfortunately Protein World did not leave a statement or comment on this matter (Mortimer 2015). Protein World actually made around £1 million profit after this advert.

Although they received massive backlash and did not apologize to the upset viewers they made massive profit which might leave some customers thinking the company finds money more important than the happiness of the customers.

Recently this month in October, 2021 John Lewis realises a new advert for home insurance. John Lewis is well known for their famous Christmas adverts. The commercial shows a young boy dressed in his mothers make-up, clothes, heels and jewellery. The boy dances around the house listening to music. Whilst dancing around the house he smudges paint on the walls, throws objects around the room breaking some home accessories whilst throwing glitter up in the air. Whilst this is something most parents are used to with children and it seems to be reality many people found this advert critical and that it depicted 'male entitlement' and 'gender extremism' (Kelly, 2021).

Viewers think that the child is being sexualised. Others tweeted all over twitter that this advert promotes antisocial behaviour and forcing agenda. However some have commented on why maybe viewers might be offended, is it the fact the boy is in a dress?. John Lewis in fact released the same advert in 2015 but using a girl in a ballerina dress doing the same, is the real issue the fact a young boy is having fun in a dress wearing make-up. Is the viewers the actual problem that can not accept a boy in girls clothing (Kelly, 2021).



(John Lewis, 2021)

John Lewis has commented on the complaints and has said they believe in children having fun and sometimes they get carried away when he is seen dancing and performing around the home. He is not damaging the home on purpose; he just doesn't realise the consequences of his actions. Are the people complaining homophobic viewers wonder (Ng, 2021).

This is the perfect example that businesses can not please everyone and when viewers see nothing wrong in their marketing strategies someone else will find something they see offensive and will comment on how wrong they think their marketing adverts are and will post this over social media such as twitter and facebook. There will sometimes be arguments between viewers with some supporting the business.

Conclusion

In this essay I have looked at the definition of marketing and ethics. I have researched the importance of business marketing and ethics and what should businesses take into consideration to help their business grow and how to keep loyal customers. I have also looked at what customers may want in regards to businesses being environmentally friendly and also how businesses can keep them happy as well as dealing with complaints. Businesses need to think about their products, target customers, the message they want to get across and much more. It isn't just about making profit but it's about making a successful business.

I have also researched marketing through the years, how different marketing changed when technology became better and how this will help with businesses.

I have also researched unethical issues with adverts. With many businesses releasing adverts across televisions, websites, social media and much more. It is proven difficult to be able to please everyone and although some might not find their adverts offensive some will. But it's important for businesses to respond positively to these complaints and making a statement will help get the correct message across.

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