

Branding with integrity: An ethical perspective on marketing practices

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Abstract

Due to digitalization, all types of information are now readily accessible. This has allowed consumers to be more informed and educated and has also led to companies becoming more vigilant about the ethicality of their business methods and practices. The purpose of this paper is to assess the implementation of ethical marketing practices of the marketing and sales professionals in relation to the brand management of their companies. The descriptive approach of research was employed by the proponent. According to the findings of this study, participants agreed that they must strive to be always truthful and, in all circumstances, honor their obligations and agreements implicitly and explicitly, receptive to consumer needs and make reasonable assessment and enhance the customer experience and satisfaction on a recurrent basis, and acknowledge the social responsibilities that come with increased advertising and environmental responsibility. Companies must prioritize ethical marketing practices to increase customer satisfaction while maintaining consumer trust and brand credibility.

Keywords: brand equity model, marketing practices, brand management, ethical practices, brand identity

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1. Introduction

One of the most evident aspects of a firm's marketing that consumers may frequently observe. As a result, the ethical appropriateness of marketing strategies of a company is a significant component which influences brand image and assessment (Blackston, 2000). When choosing a brand, consumers use affective and interpersonal considerations to actions, communities, aspirations, and experiences, forming a consumer-brand relationship in the approach. People buy a brand based on their own experiences instead of the inherent product features (Prahalad & Ramaswamy, 2002). In line with this, this paper aims to focus on the implementation of the ethical marketing practices of the marketing and sales professionals in the brand management of their companies.

The significance of business ethics to a company has been debated from many perspectives. Some managers regard ethics initiatives in their businesses as high-cost activities that are only societally beneficial. Examples from the corporate world, on the other hand, indicate that firms perceived as ethical by the company's stakeholders (i.e., customers, staff, suppliers, and the public) enjoy several competitive benefits. These benefits include increased operational efficiency, increased staff engagement and loyalty, increased perceived product quality, increased consumer loyalty and retention, and improved financial performance (Ferrell, 2004). Nowadays, almost all businesses are conscious that if they do not operate ethically or properly, they will be exposed to higher danger. Because customers now have more access to the internet, they may reach millions with their negative word of mouth. We live in an increasingly e-commerce world in which businesses are growing geographically separated from their customers. In such an environment, consumer trust founded on reputations built on the quality process component of customer value is even more critical to a company's long-term profitability and growth (Bhaskar et al., 2018).

1.1 Statement of the problem

On this research, it aimed to assess how marketing and sales professionals assess the application or implementation of ethical marketing practices on the brand management of their company. In particular, the paper aspired to address the following sub-problems:

- What is the respondents' profile based on the following variables: age, sex, and length or number of years working in the organization?
- How do the respondents evaluate the implementation of ethical marketing practices on their company using the brand equity model: brand identity, brand meaning, brand response, and brand relationship?

2. Literature review

2.1 Ethical marketing practices

Consumer loyalty is the primary goal of corporate marketing initiatives. Such devotion is frequently manifested in positive views about the firm in the product assessments and relationship of consumer-brand. Its primary goal is towards the improvement in terms of market competitive advantages. Developing brand loyalty and solid ties with consumers is turn out to be progressively crucial in support of businesses in today's quickly changing marketing landscape. According to several research, companies should communicate the message of the brand and offer its products toward buyers as keeping environmental and social problems in mind. Consumers are more likely to purchase items or services from firms that focus on common concerns (Bretcu,

2013).

The term "ethics" refers in the literature to a set of values, principles, and moral norms, as well as the form and foundations of morality that shape individual's conduct, including action rules, morality, and standards (Sherwin, 1983; Tsalikis, 1989). The words "unethical" and "ethical" refer to a person's particular moral assessment of good/bad or right/wrong. Moral feelings, by means of can be positively, negatively, or neutral balanced (Brunk, 2012). According to Shea (1988), "ethics is a topic that focuses to what is correct or incorrect." Ethics in marketing emerges from senior managers' interactions with administrative employees, clients, competitors, and opposing parties, and incorporates public opinion into the value chain process" (Lund, 2000). Business ethics involves the development and upkeep of minimum requirements of accountability and conduct those businesses must follow, as well as a structure of transparency for a firm's appropriate role conformance (Donaldson, 1983).

Appropriate regulatory solutions to address some ethical concerns have evolved through time, since in those situations, an overpowering majority of diverse stakeholders generally urge that most organized steps remain adopted. Numerous marketing activities, including the utilization of RFID technology to track consumers without their awareness, persist in the gray area between the need for explicit regulation and being pleasant and appropriate to public (Albrecht & McIntyre, 2005). Almost all business fields have had research performed on ethical marketing methods designed to obtain a competitive edge (Schramm, 2004; Vickers, 2015). A company's ethical marketing strategies have an impact on the everyday routine of customer consuming activities (Brunk, 2012). All ethical marketing activities of a corporation are directly connected to acquiring items or services, despite the consequences of whether the firm is attentive of the customer purchasing power's strengths and limitations (Kumar et al., 2016). Corporate executives and marketing professionals have got the value of ethical behavior recognition in the development of the sustainability of the organization (Amofa et al., 2016; Pelsmacker, 2007), ethical management promotion (Vickers, 2005), and common marketing problems (e.g., safety of the product, advertising, and pricing) (Murphy et al., 2007). The commercial behavior of an ethical, or unethical, organization is inextricably linked to the entire brand name and appraisal; additionally, this stresses the organization's critical aspects for being competitive in the marketplace (Pelsmacker, 2007).

2.2 Ethics in advertising

Advertising has a significant impact on society due to its influence on the media. Many publishing and television companies rely on advertising income to stay in business. Advertisers naturally aim to reach audiences, and media outlets, to offer audiences to advertisers, must modify their content to attract audiences of the size and demographic composition desired. This economic reliance on media, as well as the influence it imparts on advertising, entails substantial obligations for all parties. This also applies to advertising methods and approaches. Using manipulative, exploitative, and corrupting tactics of persuasion and motivation is ethically unacceptable. When promotions are deceptive, untrue, or misleading, the subject of manufacturer and seller ethics arises. Because such traits are of lesser significance, it is important to consider regulating bodies/laws that require miscreants to discontinue or restrain such actions. Advertisers should always be able to back up any statements they make. As a result, advertisements must give proof of the veracity of their statements. Doubtful advertising is misleading, deceptive, suggestive, inflated, and surrogate that we are bombarded with nowadays (Rawat et al., 2015).

2.3 Brand management

Branding has evolved as a top management issue in the last decade, due to a growing realization that it is among the most significant intangible assets that organizations have. Research in brand emerged from the associated fields of marketing, strategy, and management, that often emphasize pragmatic theories of the effect of the brand driven by quantitative research (Keller and Lehmann, 2006). New studies have prompted a significant and incisive reconsideration as to how branding develops, shifting the focus away from brand makers

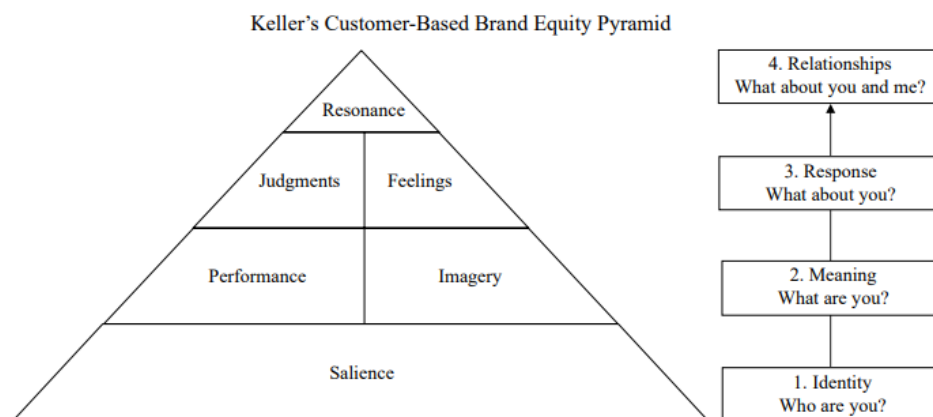
and products and to consumer reaction and services to fully understand the creation of brand value (e.g., Muiz & O'Guinn, 2001). According to this approach, employees, customers, and organizations are viewed to create and develop self-concepts and identities, testing out various roles and establishing their image inside and in coordination with the culture of the brand.

At the heart of all branding efforts is the human drive to be the one of value, to establish a social and personal identity, to depict oneself as mostly as some other individuals and not like other persons or to have a decent image. This branding phenomena requires the use of a sign and a symbol. Branding is a widely ramified type of marking that may be applied to other people, oneself, and property; this can take tangible and representational methods; and it can be regarded favorably or negatively (Levy & Bastos, 2012). It's nearly cliché to say that for many organizations, especially those in mature industries, whether corporate or product levels, brands are the most essential assets. In recent decades, brand awareness has risen, in notably in the 1980s, with the result that certain consumer goods firms became aware of equities held in their brands and began to value them on balance sheets, a tendency which has subsequently expanded, enabling the accounting agreements. As is frequently mentioned, a strong brand provides a stronger value and competitive advantage that is durable and may be a long-term source of future value if effectively managed and developed (Helm & Jones, 2010).

The internet has improved the relationship between customers and brands. It transforms the marketing economy and makes many traditional strategies and structures of the function obsolete. The old method to do business is unsustainable for marketers. Consumers still seek a clear promise and value for the brand. What has changed is when, at what point of contact, they are more likely to impact you at these moments and how you may respond with them. In the past, marketing techniques have worked successfully to develop brand recognition by putting a lion's share of resources and then opening wallets at the time of buying. However, both numbers and nature have altered, demanding a major adjustment to update the market strategy and expenditures of the customer (David, 2010).

2.4 Brand equity model

In customers' perceptions, powerful companies generate significant ideas. As stated in Keller (1993), brand equity is generated if a brand is well-known and has certain solid, favorable, and distinctive consumer connections. The CBBE model shows four phases to develop a powerful brand, as seen in Figure 1. Each step in this branding stage depends on accomplishing the preceding one effectively - from the identification of brand to the meanings of brand, responses, and relationships. The following phases are followed by 6 brand development sections: imagery, performance, salience, judgements, resonance, and feelings. Its objective is to achieve the peak of the CBBE pyramid which is resonance – where customers and company's brand have a totally harmonic connection.



Source: Keller (2003)

The subsequent is Keller's (2003) claim. First step in creating a strong brand is to ensure that the identification of the brand is correct. Its objective is to establish recognition of the brand in consumers as well as a link in their thoughts in conjunction with a specific need or product. For it be accomplished, brand salience needs to exist. It encompasses the awareness of the brand characteristics and the diversity of consumption and buying conditions wherein the brand come up into the mind. As a result, the salience foundation block has 2 sub-dimensions: the need fulfillment and recognition of category.

To build brand meaning, the second stage is to integrate physical and intangible association of brand. Brand meaning may be divided into two categories: functional (performance of the brand) and abstract (photo-related) connections. Functional elements include main ingredients and supplementary qualities, product dependability, longevity, and ease of maintenance, service efficiency, effectiveness, and empathy, design and style, and price. The third stage in the Keller model is brand response, which provides views and assessments of the brand centered on a mix of connections observed in the meaning of the brand. Overall quality, credibility, consideration, and supremacy are examples of these judgements. Brand feelings are the emotional emotions and reactions of customers to a brand. There are six categories, according to Keller (2003): enjoyment, security, warmth, excitement, self-respect, and social acceptance. The last level of the pyramid is brand relationships, which develops from brand response into a strong, engaged loyalty relationship among customers and the brand. The essence of the customer-brand engagement is represented at the top of the pyramid by resonance. It is believed to be made composed of 4 parts: attitudinal attachment, behavioral loyalty, active involvement, and a sense of community (Keller, 2001).

2.5 Brand architecture

Keller (2015) define the term "brand architecture" means to how businesses build and control the relationships among its numerous brands. According to the agreement of the architecture of brand literature, it is essential for a company's success and a driver of brand strategy since it influences the success brand expansion (Völckner & Sattler, 2006) and the performance of good market (Talay et al., 2015). This promotes brand awareness and organization in the minds of customers by providing clarity, synergy, and leverage (Aaker, 2004). It is also suggested by Keller that brand architecture may assist organizations internally lead them toward the future by "simplifying wherever they can get to and how they can be there."

2.6 Identity of the brand

Albert and Whetten (1985) mentioned that identity encompasses all that is fundamental, distinct, and long-lasting about a company. It is a synthesis of the organization's history, culture, attributes, structure, reputation and status among rivals, other stakeholders, consumers, and society as a whole (Brown et al., 2006). Characteristics compel forms on the basic social conventions that form the firm's foundation (Polos et al., 2002). Furthermore, the uniqueness of a company is formed and solidified around time. Personality delivers a valuable method to analyzing company performance since this is composed of self-reflective and internal factors, likewise with external evaluations of actions including image and other independent assessments (Gioia et al., 2000).

Identity is complex in the sense that it inspires a variety of key business behaviors and strategic efforts. It defines the nature of a firm's relationships with its stakeholders, as well as the nature of its interactions with customers and competitors. Identity projection necessitates consistency among the various elements that comprise it to differing degrees. Business differentiation demands consistency throughout marketing efforts and corporate mission, including in all combinations of corporate symbols, meanings, and values expressed through communications in marketing, particularly under our theoretical framework (Simoes et al., 2005). For firms that have proved an ethical commitment, such as Unilever (Engardio, 2007), main factors of identity and situational characteristics development play a role in determining the distinct planning and execution of marketing programs, and also the advertising message and communications communicated mostly by organization (Brown et al., 2006). Such communication and marketing activities, as well as the ensuing momentary impressions,

interact with organizational partners and institutions, like Unilever's Dove Brand and also its "Campaign for Real Beauty," which supports self-esteem in women and healthy lifestyle images.

3. Research method

The descriptive method of study was utilized by the researcher. It provided information on the condition and status of anything. This approach is utilized to gather information on the existing and realistic situations that necessitate the conduct of the study. According to Morrow et al. (2015), descriptive phenomenology is concerned with uncovering the "essence" or "essential structure" of any phenomena under inquiry — that is, the features that differ it from something else. The descriptive research method enables the researcher to analyze and interpret the descriptive material obtained. This is the most often utilized approach for gathering information on existing practices. This study's respondents included 35 marketing and sales professionals. The participants were identified by employing convenience sampling, a form of nonprobability sampling in which the respondents are picked only given that they are "accessible" source of data. Respondents are informed about the confidentiality of the information gathered aligned to ethical considerations of a research.

The information gathered from the respondents was evaluated using relevant statistical techniques. The respondents' demographic characteristics were reported as frequencies, with proportions indicated as percentages. The responses from questions in every category were classified as ordinal level responses and summarized employing frequencies and proportions. In this study, complete Likert-scale values were considered as an interval level. To determine the degree of agreement across all categories, the standard deviation and mean were derived. The questionnaire was primarily comprised of Likert-type, five-point rating scales. The numerical weight ratings were assigned with a matching value as follows:

Weighted Mean	Verbal Interpretation
1.0-1.8	Strongly Disagree
1.9-2.6	Disagree
2.7-3.4	Neutral
3.5-4.2	Agree
4.3-5.0	Strongly Agree

To evaluate differences among groups, the independent-samples t-test and one-way ANOVA were employed. STATA 15.1 was used to perform data analysis.

4. Results

The study's findings are presented in this section. The data is provided in tabular form and is then evaluated and interpreted considering the investigation's objectives.

4.1 Respondent's demographic profile

As shown in Table 1, the age group 18 to 25 years old and 26 to 32 years old got the largest population of 14 or 40.0% followed by 33 to 39 years old with 5 or 14.3%. 40 years old and above with 2 or 5.7 percent is the age group that represented the smallest total of participants.

Table 1

Total number and percent distribution of the respondents relating to age

Age	F	P
18 to 25 years old	14	40.0%
26 to 32 years old	14	40.0%
33 to 39 years old	5	14.3%
40 years old and above	2	5.7%

Legend: F – Frequency P – Percentage

Table 2

Total number and percent distribution of the respondents relating to sex

Sex	F	P
Male	17	48.6%
Female	18	51.4%

Legend: F – Frequency P – Percentage

Table 2 presents that 18 or 51.4% of the respondents are female and 17 or 48.6% are male.

Table 3

Number and percent distribution of the respondents relating to the number of years working

Number of Years Working in the Company	F	P
less than or equal to 1 year	7	20%
2 to 4 years	22	62.9%
5 to 7 years	2	5.7%
8 years and above	4	11.4%

Legend: F – Frequency P – Percentage

It can be observed in Table 3 that majority of the participants are working in the company for 2 to 4 years with 22 or 62.9%. 7 or 20.0% have been in the organization for less than or equal to 1 year, followed by 4 or 11.4% respondents who are in the firm for 8 years and above. The lowest population is working in the business for 5 to 7 years with 2 or 5.7%.

4.2 Ethical marketing practices of marketing and sales professionals in the brand management

Table 4 exhibits the implementation of ethical marketing practices of marketing and sales professionals in terms of brand identity. As shown, the statement ‘Seek to be honest at all times and in all circumstances.’ got the 4.7 thus the highest mean with 0.8 standard deviation and verbally interpreted as “Strongly Agree.” It is followed by the statements “Accept individual differences and discourage derogatory or dehumanizing stereotyping of consumers or reflecting demographic groups (e.g., age, ethnicity, sexual orientation).” and “Avoid misleading, false, and deceptive marketing by clearly representing products in sales, advertising, and other methods of communication.” which both constituted 4.5 weighted mean, verbally interpreted as “Strongly Agree” and have standard deviation of 1.0 and 0.8 respectively. The overall mean is 4.5 with 0.6 standard deviation and has a verbal interpretation of “Strongly Agree.”

Table 4

Ethical marketing practices of marketing and sales professionals in terms of brand identity

Brand Identity	WM	SD	VI
Seek to be honest at all times and in all circumstances.	4.7	0.8	SA
Accept individual differences and discourage derogatory or dehumanizing stereotyping of consumers or reflecting demographic groups (e.g., sexual orientation, age, ethnicity, etc.).	4.5	1.0	SA
Avoid misleading, false, and deceptive marketing by clearly representing products in sales, advertising, and other methods of communication.	4.5	0.8	SA
AVERAGE WEIGHTED MEAN	4.5	0.6	SA

Legend: WM – Weighted Mean SD – Standard Deviation VI – Verbal Interpretation SA – Strongly Agree

This may imply that the marketing and sales professionals have the consonance that it is important to be truthful and transparent to their consumers and other stakeholders. According to the article of Atchison (2019), Lying to consumers is the simplest way to ruin customer loyalty. Every day, consumers are bombarded with marketing messages urging them what and how to purchase and where to get it. Also, with emergence of shopping online, customers are now fully capable of making decisions that are based on whatever they want instead of what they are persuaded, therefore once they have the opportunity to purchase from a company that is

truthful with them, they would buy the products or avail the services.

It can be observed from Table 5 that the highest weighted mean of 4.7 and standard deviation of 0.6 is “Honor the obligations and agreements explicitly and implicitly.” which is verbally interpreted as “Strongly Agree.” It is followed by “Remain behind the items on the off chance that the company neglects to convey the products or services’ guaranteed advantages.” which earned 4.4 weighted mean and standard deviation of 0.8 which is verbally interpreted as “Strongly Agree.” The statement that received the lowest mean of 4.2 with 1.0 standard deviation is “Publish and disclose product list pricing, financing terms, and possible price offers and changes.” and is verbally interpreted as “Agree.” The average weighted mean in terms of brand meaning is 4.4 with standard deviation of 0.5 and has a verbal interpretation of “Strongly Agree.”

Table 5

Ethical marketing practices of marketing and sales professionals in terms of brand meaning

Brand Meaning	WM	SD	VI
Remain behind the items on the off chance that the company neglects to convey the products or services’ guaranteed advantages.	4.4	0.8	SA
Honor the obligations and agreements explicitly and implicitly.	4.7	0.6	SA
Publish and disclose product list pricing, financing terms, and possible price offers and changes.	4.2	1.0	A
AVERAGE WEIGHTED MEAN	4.4	0.5	SA

Legend: WM – Weighted Mean SD – Standard Deviation VI – Verbal Interpretation SA – Strongly Agree

The result is with consonance on the article of Naz (2020), she mentioned that whenever making a promise to consumers and investors, be certain it is feasible. This is vital to have a real intent to keep the promise that are being given. Violations of this code of ethics might jeopardize the credibility of the company.

Table 6

Ethical marketing practices of marketing and sales professionals in terms of brand response

Brand Response	WM	SD	VI
Reject manipulations and tactics of marketing that undermine consumer trust.	4.5	0.82	SA
Decline and refuse participate in manipulation of prices, unfair practices, predatory pricing, or bait-and-switch methods.	4.1	0.88	A
Paying attention and listening to the customers’ needs and requirements and do sufficient and sensible efforts to observe, monitor and increase their satisfaction continuously.	4.6	0.7	SA
AVERAGE WEIGHTED MEAN	4.4	0.6	SA

Legend: WM – Weighted Mean SD – Standard Deviation VI – Verbal Interpretation SA – Strongly Agree

In terms of brand response, it can be seen in Table 6 that “Paying attention and listening to the customers’ needs and requirements and do sufficient and sensible efforts to observe and increase their satisfaction continuously.” received the highest mean of 4.6 which has standard deviation of 0.7 and can be verbally interpreted as “Strongly Agree.” “Reject manipulations and tactics of marketing that undermine consumer trust.” is the second with 4.5 weighted mean, standard deviation of 0.82 and is verbally interpreted as “Strongly Agree.” Last on ranking is “Decline and refuse participate in manipulation of prices, unfair practices, predatory pricing, or bait-and-switch methods.” which is verbally interpreted as “Agree” with 0.88 standard deviation and 4.1 weighted mean. The overall average is verbally interpreted as “Strongly Agree” with 0.6 standard deviation and 4.4 weighted mean.

The result may infer that it is important to Paying attention and listening to the customers’ needs and requirements and do sufficient and sensible efforts to observe, monitor and increase their satisfaction continuously. According to the 2017 Cone Communications CSR Study, 7-in-10 Americans feel corporations have a duty to take initiatives to strengthen and improve issues that may not be important to day-to-day

operations of the company. This research, which uses benchmark data dated to 1993, investigates not just customer behavior, beliefs, and actions regarding CSR, and yet also if and how businesses must speak out against injustices in society. According to the findings of the study, customers consider a firm's core principles when making purchasing decisions. 87% mentioned they will buy a product if the business campaigned for a topic they worried and cared about, 76% have said they will decline to buy a product if they discovered the firm backed a cause that contradicted their values (Cone, 2017).

Table 7

Ethical marketing practices of marketing and sales professionals in terms of brand relationship

Brand Relationship	WM	SD	VI
Recognize the social obligations that come with increased advertising and economic power for stakeholders.	4.5	0.8	SA
Considering an environmental stewardship in making decisions.	4.4	0.8	SA
Urge members of the supply chain to guarantee and ensure fair trade for all stakeholders.	4.4	0.9	SA
AVERAGE WEIGHTED MEAN	4.4	0.7	SA

Legend: WM – Weighted Mean SD – Standard Deviation VI – Verbal Interpretation SA – Strongly Agree

As observed in Table 7, it conveyed that the first in ranking is “Acknowledge and recognize the social responsibilities that precede by economic power for stakeholders and increased advertising and promotion.” with 4.5 weighted mean with 0.8 standard deviation and has a verbal interpretation of “Strongly Agree”. It is followed by “Considering an environmental stewardship in making decisions.” and “Urge members of the supply chain to guarantee and ensure fair trade for all stakeholders.” which both verbal interpretations are “Strongly Agree” received weighted mean of 4.4 with 0.8 and 0.9 standard deviation, respectively. In terms of brand relationship, 4.4 is the overall weighted mean with standard deviation of 0.7 and has a verbal interpretation of “Strongly Agree.” As stated by Lampton and Verschoor (2019) on their article, every individual is affected by ethics, from employees, business owners, consumers, competitors and suppliers. Better interactions with individuals in and out of the business result from a more ethical setting. Better relationships lead to improved outcomes.

5. Findings and discussion

The descriptive approach was used to collect data for the investigation. As a result of the data analysis, the following findings were attained:

5.1 Demographic profile of the respondent

In relation to age group, of the 35 respondents, the age group 18 to 25 years old and 26 to 32 years old got the largest population of 14 or 40.0% and the lowest number of respondents is 40 years old and above with 2 or 5.7 percent. Pertaining to the sex, majority of the respondents with 18 or 51.4% are female and 17 or 48.6% are male. Most of the respondents are working in the company for 2 to 4 years with 22 or 62.9% and some are in the organization for 5 to 7 years with 2 or 5.7%.

5.2 Implementation of ethical marketing practices of marketing and sales professionals in brand management

Based on brand identity, the statement ‘Seek to be honest at all times and in all circumstances.’ got the highest mean of 4.7 with 0.8 standard deviation and can be verbally interpreted as “Strongly Agree.” and the lowest in weighted mean are both “Accept individual differences and discourage derogatory or dehumanizing stereotyping of consumers or reflecting demographic groups (e.g., sexual orientation, age, ethnicity, etc.)” and “Avoid misleading, false, and deceptive marketing by clearly representing products in sales, advertising, and other methods of communication.” which both constituted 4.5 weighted mean, verbally interpreted as “Strongly Agree” and have standard deviation of 1.0 and 0.8 respectively. In terms of brand meaning, the highest weighted mean of 4.7 and standard deviation of 0.6 is “Honor the obligations and agreements explicitly and implicitly.”

which can be verbally interpreted as “Strongly Agree.” Statement that received the lowest weighted mean of 4.2 with standard deviation of 1.0 is “Publish and disclose product list pricing, financing terms, and possible price offers and changes.” and is verbally interpreted as “Agree.” Pertaining to brand response, “Paying attention and listening to the customers’ needs and requirements and do sufficient and sensible efforts to observe, monitor and increase their satisfaction continuously.” received the highest mean of 4.6 which has standard deviation of 0.7 and has a verbal interpretation of “Strongly Agree.” Last on ranking is “Decline and refuse participate in manipulation of prices, unfair practices, predatory pricing, or bait-and-switch methods.” which is verbally interpreted as “Agree” with 0.88 standard deviation and 4.1 weighted mean. Lastly, in terms of brand relationship, first in ranking is “Acknowledge and recognize the social responsibilities that precede by economic power for stakeholders and increased advertising and promotion.” with weighted mean of 4.5 and standard deviation of 0.8 and can be verbally interpreted as “Strongly Agree”. It is followed by both statements “Considering an environmental stewardship in making decisions.” and “Urge members of the supply chain to guarantee and ensure fair trade for all stakeholders.” which both verbal interpretations are “Strongly Agree” received 4.4 weighted mean an 0.8 and 0.9 standard deviation, respectively.

6. Conclusions and Recommendations

The researchers conclude their findings based on the practical part of this study, majority of the participants are 18 to 25 years old, female, and have been working in the organization for 2 to 4 years. It can be assumed that the respondents seek to be honest at all times and in all circumstances, honor the obligations and agreements explicitly and implicitly, paying attention and listening to the customers’ needs and requirements and do sufficient and sensible efforts to observe, monitor and increase their satisfaction continuously and acknowledge and recognize the social responsibilities that precede by economic power for stakeholders and increased advertising and promotion. The subsequent recommendations were arrived based on the summary of findings and conclusions. First, the organization must emphasize practicing ethical marketing in order to increase the satisfaction of the customer while maintaining brand credibility and consumer trust. It is recommended that whenever the business markets a product or service to its consumers, it should be completely transparent and honest about it, by providing important details and information regarding its effectiveness and safety.

Another to take note that the marketing and sales professionals must emphasize the importance of their commitment to the stakeholders’ privacy especially to their consumers as they are turn out to be ever more involved and concerned in regard to trusting their personal information. Lastly, the business should commit to environmental stewardship and sustainability. Consumers are more concerned about how their purchases are made and if they are made in a sustainable manner. The obligation and responsibility of the marketing and sales professionals is to be honest about the methods, ingredients, and materials that the company use for production and avoid deceptive marketing and advertising tactics.

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