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ETHICAL MARKETING OR ETHICS IN ADVERTISING

Annotation. The process of creating ethical advertising were analyzed. The main steps of introduction ethical advertising in Ukraine was considered and its contemporary condition was described.

Анотація. Проаналізовано процес створення етичної реклами. Розглянуто основні етапи впровадження етичної реклами в Україні та описано її сучасний стан.

Аннотация. Проанализировано процесс создания этической рекламы. Рассмотрено основные этапы внедрения этической рекламы в Украине и описано ее современное состояние.

Key words: retail, retail market, shopping centre stock, sales area, merchandising.

The aim of this research paper is to define the essence of ethical marketing, its importance in modern business life and to analyze the main steps of introduction ethical marketing and the opportunity of practicing it in Ukraine.

As for novelty of the topic, it should be said, that it isn't new in the economy, but it hasn't been worked out properly yet.

In our day-to-day lives, we always face situations where we have to take decisions, and decide what is right and wrong. We always deal with the issues of what is moral or immoral, ethical or unethical. So, according to the point of view of each individual, the right decision from their point of view is made.

Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief, that advertisements nowadays deeply affect the way people perceive themselves and the world surrounding them, including crucial actions and behaviors.

For these reasons, Moral issues in marketing are very important, giving the fact that marketing is expected to identify, predict and satisfy customer requirements profitably [1].

The results of the different questionnaires show that the vital matters concerned with advertising ethics were dishonest in advertisements, advertising to the children, advertising of tobacco, advertisements of alcoholic beverages, unconstructive political advertising, ethnic stereotyping, and sexual stereotyping [2, p. 310].

Claiming that a product can do something that it cannot is a clear-cut case of deception. Saying that a package is one and one-half times bigger than another, if it is, is a clear-cut case of telling the truth. But in the real world of advertising, the issues are seldom so clearly demarcated. It is deceptive, for example, to say that Big Macs and Whoppers taste great without also saying that too many of them can make you fat, raise your cholesterol, or increase your sodium intake above healthy levels [3, p. 111].

That is why government should consider the standards that are used to decide

The other quite sensitive and emotionally-charged issue is advertising to children because children are easily influenced and like to experiment with new things. The proliferation of products, advertising, promotions and media targeted to children is of concern to lawmakers, the industry and the general public. Children's advertising is under attack because it is perceived as "making kids want what they don't need" and puts pressure on parents to respond to those needs. More recently, advertising is accused of being a factor in causing children's obesity. While there are more regulations in effect than ever before, there is a public outcry for even more [4, p. 203].

The central question here is whether children should be treated like other consumers, or whether they deserve special treatment or should not be advertised to at all. Canada severely restricts advertising to children as do some European countries. In Ukraine advertisements continue to be directed to children for cereals, toys, and other commodities.

That is why the government in Ukraine should more seriously take care of consumers and create law about advertising, where ethical issues will be accounted.

To sum it up, advertising is not unethical if it is done in the right way.

In conclusion it should be said that the meaning of ethical marketing and the influence of false in advertising is found out in this research paper. The description of the deceptive advertising and the influence of advertising to children are observed and the situation in Ukraine is described. As a result, some ways of executing ethical marketing in practice are provided in this work.

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