

The Analysis of Measurements for Solving the Problems of Enterprises Marketing Ethics in China

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Abstract: *With the continuous development of market economy, Marketing is increasingly important for the development of Chinese enterprises. Ethics problems occurring in the process of marketing become increasingly notable. But now many enterprise marketing activities are not well constrained and specifications, moral problems highlighted in the process of market operation. This study mainly examines improvement of the marketing ethics in Chinese enterprises. The paper analyzes main performance of the moral problems in marketing activities, and identifies the causes of enterprise marketing ethics problems. Then with the marketing ethics influences on marketing activities, the paper puts forward the countermeasures to solve the problem of Chinese enterprise marketing ethics, hoping to help Chinese enterprises do Better marketing activities and Create a better marketing environment.*

Key words: *Marketing Ethics; Marketing; Ethical Issues; Countermeasures; Chinese Enterprises;*

I. INTRODUCTION

With the rapid development of market economy and the continuous improvement of enterprise marketing level, the enterprise provides the society increasingly rich products, greatly improved the living standards of people. But at the same time, some enterprises also blind pursuit of profit maximization, regardless of the majority of consumers and the social public interest, showing a serious marketing Immoralities. These moral anomie behaviors harm the consumers and social public interests, destroyed the fair and equitable market order, exacerbated the crisis of confidence of society. Market is not only filled with interest and competition, more imbued with moral and legal. Both enterprises and individuals, excellent marketing ethics has important strategic significance, and bad marketing ethics will let enterprise and individual pay a painful price.

II. MAIN PERFORMANCE of THE MORAL PROBLEMS in MARKETING ACTIVITIES

With the development of market economy , China's economic construction has made remarkable achievements , the company's marketing activities have infiltrated all areas of social and economic life , impact on the public and society has been deepening. The current marketing methods or means are increasingly rich and perfect , relationship marketing, integrated marketing, service marketing, cultural marketing , brand marketing , network marketing, green marketing and other marketing methods have get a lot of development. Subsequently, there are some unethical behavior in enterprises marketing activities for maximizing profits. main performance of the moral problems.

Apple after-sales policy alleged discrimination in China, Apple's after-sales Repairs exist terms of the King in China, including the machine maintenance is not in back cover, period of validity of Warranty Services shrinks; Zhou Dasheng gold adulterated brands , profiteering from it; Volkswagen DSG gearbox force disappears when driving it, Volkswagen throttle on the highway , the vehicle does not go, do not step on the gas , the car has accelerated; Plaster false propaganda exaggerating the effect, through the packaging geniuses , false advertising, selling to consumers ; Broadband operators forced to push spam , many broadband operators use binding sites to force the user to push the bad behavior spam without the user 's knowledge; Android mobile phone software steals users' information, the user once installed some Android phone software , it could become a tool to steal personal information, More shocking is that these applications removed the user's personal information from their phone without the knowledge of users, and most of the information back to the developers, advertisers, and to our finding of an unknown third party. Netease collect mail users' data , many third-party companies default on site code for all users browsing history, through long-term tracking users living habits, to create large database. Netease can see all mail specific content from the mailbox user, and use the analysis of user habits to send accurate advertisement, etc. These unethical marketing behaviors have brought about some negative effect to the enterprise, society and consumers, and affect the corporate image and corporate earnings, affected the government's tax, harmed the consumer rights and interests. The enterprise also suffer from it. Therefore, strengthening the construction of enterprise marketing ethics are imperative for business , consumers and society.

III. THE REASON of ENTERPRISE MARKETING ETHICS PROBLEMS

Unethical behavior of enterprise marketing activities disturbed the normal order of the country's economic operation, lead to serious social and economic life of chaos, disorder. Throughout these unethical behaviors, for several reasons:

A. ASYMMETRY of MARKET INFORMATION, IMPERFECT REGULATORY CAPACITY of GOVERNMENT

Asymmetry of Market information is the root causes of leading corporate marketing moral failure. With information, the enterprise holds the active retains information fully, while consumers are in obvious disadvantage of information, lack of related product knowledge and flair to operator of bad marketing behavior, it provides the foundation of existence for the enterprise marketing of morality behavior. In addition, incomplete market macroeconomic regulation and control ability of the government can't effectively stop the unethical behavior of the enterprise. Government legislation is not perfect, the law enforcement is not sound, law enforcement process is not strict, inevitably offering an opportunity for unethical behavior in the marketing activities of enterprises.

B. NOT SOUND of RELEVANT LAWS and REGULATIONS, IMPERFECT MARKET REGULATION

China is at the early stage of market economy. The laws and regulations relating to the product of marketing is not very perfect, but also there are some laws and regulations of principle provisions, more flexible to operate, limited deterrence to the moral anomie. The illegal cost is low, so some operators take advantage of loopholes of law, to be engaged in the illegal marketing activities. In addition, the market regulation is not perfect, make some enterprise bad marketing campaign not get timely treatment.

C. NOT GOOD FAITH of ENTERPRISES, , NOT HIGH QUALITY of MARKETING PERSONNEL

Business do not speak good faith, fraud phenomenon is rampant, some enterprises in violation of business ethics, abandoned the traditional business integrity, the pursuit of profit by fair means or foul, the enterprise marketing activities in the various damage the interests of the consumer fraud. In addition, in the process of marketing, marketers can't adheres to the concept of marketing to consumers as the center, use all sorts of unreasonable and unfair means to profit, not hesitate to take against legal and ethical means to conduct marketing activities, seriously harming the legitimate rights and interests of consumers.

D. THE VALUE of MONEY LEAD to THE PROLIFERATION of ALL KINDS of IMMORAL BEHAVIOR

The commercial values occupy the central position in the enterprise marketing ethics theory, which directly dominated all activities and service attitude of the business personnel. The transformation of economic system lead people tip values to individual interests, people can only focus on their business economic benefits, ignoring the social benefits, even the life and property of consumers, by hook or by crook, mercenary. These values penetrating into commercial production and business activities, will inevitably lead to the proliferation of all kinds of immoral behavior.

IV. THE BAD INFLUENCE of ENTERPRISE AGAINST MARKETING ETHICS

Problems of unethical marketing activities effects on the society in adverse. Not only damaged the legitimate interests of the consumers, crimped consumer consumption desire, destroyed the fair competition order of our country economy, and harmed the interests of other competitors, but also brought serious harm to the enterprise itself.

A. ADVERSE IMPACT to THE SOCIETY

First, the pollution to the environment. The product itself in the process of production can produce pollution, and product packaging in the product consuming also has become a pollution; Second, the misleading of social and cultural value. Some unhealthy factory name, shop name and brand name result in the pollution of the text. Some unhealthy values which are promoted in marketing activities are harmful to society; Third, increase the social cost. The increase of some products not only put forward higher requirements to the public services, but also may cause pollution to the society.

B. ADVERSE IMPACT to ENTERPRISE ITSELF

How could people be on the back again when the secondary cheated? Any deceptive marketing tool of enterprises can only be temporary. This behavior may bring unfair interests in the short term, but in the long run, once was exposed, the illegal activity will damage the credibility of the enterprise itself, harm the image of enterprise. Enterprise must be condemned by the public, and ultimately lose customers, lose market. The modern enterprise marketing activities must be particular about marketing ethics. Deciding the success or failure of the competition is not only the Visibility of enterprise, more important is the credibility and reputation. Reputation is the life of the enterprise, once disrepute, businesses will be difficult to stand up, eventually dying.

C. ADVERSE IMPACT to THE INTERESTS of CONSUMERS

Firstly, the products harm the interests of consumers. Quality of the product itself is unqualified, endangering the personal and property safety of consumers; secondly, fraudulent marketing damage the interests of consumers. Excessive promotions, different consumer's different prices open, damage some consumer's interests whose information is not clear.

D. ADVERSE IMPACT to THE INTERESTS of OTHER COMPETITORS

Fair, open, justice is the important principle of market economy. To comply with these principles, use proper and lawful means to win competitive advantage, get proper and lawful social interest is that every enterprise should do. However, some enterprises participate in the competition in an improper way, the market competition order is damaged, and it severely affected the production and business operation activities of other enterprises, and had serious damage to the legitimate interests of other enterprises.

V. COUNTERMEASURES TO SOLVE PROBLEM OF CHINESE ENTERPRISES MARKETING ETHICS

A lot of bad moral issues exist in enterprises marketing activities, bringing many adverse effects to the public, businesses, consumers. Ensuring Chinese characteristics socialist market economy healthy and stable and orderly conduct is to continue to strengthen the construction of marketing ethics. Strengthening the marketing and moral construction methods from the following aspects:

A. SOLVE THE INFORMATION ASYMMETRY

Unethical behavior can succeed, damaged the interests of consumers, often due to marketers have more available information, but consumers have less information and the knowledge about the very limited commodity, at a disadvantage in the transaction. Therefore, in order to strengthen publicity and education to consumer, enhance their self-protection awareness, improve their ability to identify the marketing of unhealthy behavior, and actively combat with the illegal and unethical marketing practices.

B. IMPROVE LAWS and REGULATIONS , STRENGTHEN SUPERVISION and LAW ENFORCEMENT

The primary task of strengthening the legal construction is legislation, achieving laws to abide by . If the legal system is not perfect, no laws , unethical marketing behavior will spread. National legislation should be adopted to ensure that a series of corporate marketing behavior is consistent with the interests of society , which achieved good effect.

Market economy is legal economy, the perfect legal system is of great significance to standardize the marketing behavior. Laws and regulations not only provide the basis for management of enterprise marketing unethical behavior, and make the enterprise with reference to the bottom line. But there are still some blank on law or ambiguities in, gives illegal enterprise loophole, side-door opportunities; The illegal cost is low, encouraging some unethical behavior. Government regulators should intensify law enforcement and severely punish illegal acts. Only when not honest enterprise pay a heavy price for its behavior, the immoral behavior of enterprises in marketing can be effective to stop.

C. CRACK DOWN on a VARIETY of COMMERCIAL BRIBERY and MONEY BEHAVIOR

Trade power brings serious "consequences ", fuelling corruption, corrupting social conduct, disrupting the market order, causing social inequality, and affecting the enterprise image. The atmosphere also affects the enterprise marketing behavior, to make some business marketers make unethical marketing practices. Countries respond to severe hit of the unethical behavior of the state-owned enterprises, and resolutely put an end to commercial bribery and trade power abuse, thus effectively prevent the occurrence of unethical behavior in business marketing.

D. STRENGTHEN THE CONSTRUCTION of INDUSTRY ASSOCIATIONS and SOCIAL SUPERVISION by PUBLIC OPINION

Industry associations are organized for linking between companies in the same industry . Because the non- ethical marketing activities of individual enterprises will damage business reputation and interests of the entire industry, industry associations should develop appropriate marketing ethics and punishment rules for unethical marketing practices for the characteristics of the industry, norm entire industry marketing activities , safeguard the interests of the entire industry. In addition , companies' non- ethical marketing should be supervised by means of the media 's role and constraints , arousing the masses boycott their products , causing the attention of the national law enforcement agencies , increasing business risk and "speculative cost" of such enterprises , boldly disclosing its marketing immoral activities , through the power of public opinion to make it back to the moral norms of marketing.

E. EXTENSIVE MARKETING ETHICS EDUCATION

It is very necessary to carry out marketing moral education extensively, cultivate highly qualified marketing personnel, and set up the social marketing concept. Marketing ethics is a kind of idea, which is only accepted by the whole society widely, including businesses and the public, can become the enterprise behavior consciously. Therefore, China should carry out propaganda and education of marketing ethics widely in the whole society, making the enterprise and the public to profoundly understand that marketing ethics is the requirements of social progress and civilization development. Talking about the enterprise, the enterprise culture construction should set marketing ethics as the core, permeate the marketing ethics into the consciousness of all staff, the execution of marketing ethics as their fundamental responsibility.



In terms of society, the government departments or relevant social groups should use of a variety of media publicity widely, make the public aware that resisting unethical marketing behavior is their basic power. So, Through the enterprise internal education and social education, the concept of the marketing ethics gets a reinforcement, and a new trend of marketing ethics establishes in the whole society.

VI. CONCLUSIONS

The importance of marketing ethics for the enterprise is beyond doubt. Marketing ethics problem has become an important factor restricting the development of China's enterprises, but also seriously affected the normal operation of enterprises, which requires us to pay more attention to ethical issues in marketing. According to analyze the reasons of the ethical issues in marketing activities and marketing moral adverse influences on marketing activities, we put forward some countermeasures to solve the problem of Chinese enterprise marketing ethics, for example, solve the information asymmetry between consumers and marketers, improve laws and regulations, strengthen supervision and law enforcement, crack down on a variety of commercial bribery and money behavior, strengthen the construction of industry associations and social supervision by public opinion and so on. We hope the problem of Chinese enterprise marketing ethics can be solved better through them.

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