

Ethics in Marketing on Bangladesh perspective: A case study on few Companies

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Abstract:

Ethics in Marketing is required to build the company's dealing fair, transparent and accountable so that ultimately consumer can be benefited. If a company acts ethically, customers' optimistic approach will be built up about the company and also its commodities and can produce commodities at optimum scale of plant. Marketing process of a company should be ethical for attaining efficiency and sustainability in the long run. This paper evaluates ethical procedure of marketing of four companies of Bangladesh and investigates how they are maintaining ethical standards and norms of their marketing strategies to satisfy their customers'. Author suggested that ethics in marketing will improve customer relationship management and capacity building for the company through attaining competitiveness can be attained. She also argued that through integrated marketing communication channel of organizations along with ethical procedures, it can sustain in the long run as well as effectiveness and effectiveness may be ensured.

Keywords: Ethics, Marketing, Bangladesh

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