T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

AN EMPIRICAL INVESTIGATION ON CONSUMER PERCEPTION ABOUT MARKETING ETHICS: THE COMPARISON OF TURKISH AND NIGERIAN CONSUMERS

MASTER'S THESIS

NNEKA CHIOMA EMENNAA

Department of Business Administration
Business Administration Program

MARCH, 2021

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DECLARATION

I hereby declare with respect that the study "An Empirical Investigation on Consumer Perception about Marketing Ethics: The Comparison Of Turkish And Nigerian Consumers", which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (15/03/2021)

Nneka Chioma EMENNAA

FOREWORD

Firstly, I will like to thank God for the provision, good health and privilege to have started and completed this Master's program.

I would like to express my profound appreciation to my supervisor Ast. Prof. Dr. Burcin Kaplan for her kind advice, and for being such a wonderful supervisor, especially with clear guidance throughout the thesis process.

Thanks to my Late Dad and my Mum, for her prayers and encouragement, to my family and friends who directly or indirectly helped me to complete this thesis, thank you. Finally, I will like to thank my husband, Okey, for his support and encouragement.

March, 2021   Nneka Chioma Emennaa

PAZARLAMA ETİĞİ HAKKINDA TÜKETİCİ ALGISI ÜZERİNE AMPİRİK BİR ARAŞTIRMA: TÜRK VE NİJERLİ TÜKETİCİLERİN KARŞILAŞTIRILMASI

ÖZET

Bu çalışma, tüketicilerin pazarlama etiği algısını Türk ve Nijeryalı tüketicileri karşılaştırarak incelemeyi amaçlamaktadır. Çalışma, yaş, cinsiyet, eğitim seviyesi ve aylık hane geliri gibi belirli demografik faktörlerin, tüketici pazarlama etiği algısı üzerindeki önemli farklılıkları incelemiştir. Çalışma ayrıca pazarlama karması üzerindeki tüketici duyguları ile tüketicinin pazarlama etiği algısı arasındaki ilişkiyi de ölçmeye çalışmıştır. Nijerya'dan 227 ve Türkiye'den 140 olmak üzere toplam 367 katılımcıdan veri toplanmıştır. Veri toplama için çevrimiçi bir anket toplama aracı olan Google anket formu kullanılmıştır. Demografik değişkenlerin (cinsiyet yaşı, eğitim düzeyi ve hane geliri) tüketicinin pazarlama etiği algısından farklı olup olmadığını test etmek için Bağımsız Örnekler T Testi ve Varyans Analizi ANOVA uygulanmıştır. Tüketici duyarlılığının tüketicinin pazarlama etiği algısını etkileyip etkilemediğini test etmek için Doğrusal Regresyon analizi yapıldı. Sonuçlar, her iki ülkede de pazarlama karmasının tüketici duyguları ile tüketicinin pazarlama etiği algısı arasında var olan öngörücü ilişkiyi doğrulamıştır. Bu bulgular mevcut literatüre değer katmayı amaçlamış olup; gelecekteki araştırmalar için faydalı veriler sağlayabilecektir. Çalışma sonunda ayrıca uygulamaya yönelik pratik çıkarımlar, kısıtlar ve gelecek çalışma önerileri paylaşılmıştır.

Anahtar Kelimeler: Pazarlama Etiği, Tüketici Algısı, Pazarlama, Nijerya, Türkiye.

AN EMPIRICAL INVESTIGATION ON CONSUMER PERCEPTION ABOUT MARKETING ETHICS: THE COMPARISON OF TURKISH AND NIGERIAN CONSUMERS

ABSTRACT

This study aims to investigate the consumer perception of marketing ethics by comparing Turkish and Nigerian consumers. The study looked at the significant differences in certain demographic factors such as age, gender, educational level and monthly household income on consumer perception of marketing ethics. The study also looked at analysing the relationship between consumer sentiments on marketing mix, and consumer perception of marketing ethics. Data were collected from a total of 367 respondents, 227 from Nigeria, and 140 from Turkey. Google form, which is an online survey, was used as the primary source for data collection. The Independent Samples T-Test and Analysis of Variance ANOVA were carried to test if the demographic variables (gender age, education level, and household income) differed from the consumer perception of marketing ethics, and results from the analysis showed that Educational Level in Turkey showed significant results. The Pearson Correlation Coefficient was carried out to test if there is a significant relationship between consumer sentiment on marketing mix and consumer perception of marketing ethics. The result from the Correlation Coefficient test confirmed the predictive relationship that exists between consumer sentiments of marketing mix on consumer perception of marketing ethics in both countries. These findings seek to add value to existing literature and are beneficial to future research. Additionally, practical implications, limitations, and recommendations are discussed in the study.

Keywords: Marketing Ethics, Consumer Perception, Marketing, Nigeria, Turkey.

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LIST OF ABBREVIATIONS

AIL   `: Active/Illegal Dimension

AL   : Questionable/Active/Legal

CPME: Consumer Perception of Marketing Ethics

DG   : Doing Good

ICSM : Index of consumer Sentiments toward Marketing

NHNF : No Harm/No Foul

PL   : Passive/ Legal

PMI   : Philip Morris International's

PQ   : Product Quality

PR   : Price Advertising

RS   : Retailing or Selling

TPB   : Theory of planned behaviour

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I. INTRODUCTION

Organizational growth, performance and productivity of an organization are direct consequences of patronage, sales and product promotion/marketing. Marketing has been seen as one of the most important aspects of every business venture selected (Hughes and Fill, 2006). Businesses go to so much length to showcase various products and services through the use of different marketing techniques, strategies and concepts. The basic aim of going into business is to make a profit which is solely achieved when what an organization produces or renders are patronized. For the patronage of any item by customers, the visibility of the goods and services should be seen, which in turn increases purchase. Promotion or marketing of goods has been a big part of doing business. Before the invention of the new media, the use of television, the radio and billboards were used by organizations to market and promote their services which aim to speak to their target markets and lure them to buy their goods and services (Grewal and Dharwadkar, 2002; Hughes and Fill, 2007).

The advent of the new media (social media) in marketing has increased the level to which companies carry out target campaigns without any form of regulation. Ethics in marketing deals with how product marketing is carried out using any type of platform. Ethical business practices have been studied vigorously by different marketing professionals and researchers. Eagle (2009) wrote that ethics focuses on norms, values, standards, and ideas which guide a group of people, institution and community. These have been seen around the study of marketing ethics and they have been controversial. Laczniak (2012) wrote that marketing ethics is the study of how moral standards are applied to decision making when it comes to the marketing of goods and services. It also focuses on the behaviour of marketers and the institution they represent. Marketing ethics is aimed at creating codes of conduct that an organization has to adhere to while promoting its goods and services (Gilman, 2005). In recent times, many marketing campaigns employed by most organizations have been seen to be very deceptive, unethical, and have fallen short of the moral

code of marketing practices. The increase in technology has also helped in increasing the scrutiny in ethical marketing and has also given leverage to some marketers to continue in their dubious and deceptive scheme just to make more sales and profit. Social media marketing ethics is becoming the most scrutinized part of the media because of the almost absence of scrutiny in the system. Content creation and product advertisement are quite prevailing in the new media and various unethical practices are prevalent there (Bracci, 2003).

Laczniak (2012) wrote that ethical issues in marketing have been in existence since the inception of trade. Kumar and Mohktar (2016) wrote that issues bordering on ethical marketing practices have become well known and often talked about because of the increasing numbers of consumer complaints. Often, marketers are overzealous when it comes to marketing, and most times they cross the line. Consumer perception when it comes to different marketing practices and ethics has become a topic most marketing managers have tried to invest too many resources in. Some marketing practices instigate consumers to buy while others just irritate very sensitive customers and in turn build negativity in the perception of the customers towards the product. Consumer perception focuses on how consumers react to product promotion, which can be psychological. Some consumers can be referred to as ethical consumers, those consumers who focus on the appropriateness of a marketing campaign, who get tipped off when there are unethical actions concerning marketing or promotional campaigns. There is an increasing lack of trust in the various marketing campaigns, because of the number of deceptions seen by customers Thang and Tan, 2003). Many marketers invest so much of their promotional funds in creating advert content for products that do not live up to the expectations they created during the marketing campaigns. Limbu et al., (2011) outlined that since the internet is becoming the most frequently used platform in product marketing, ethical issues concerning internet usage have prompted serious concerns to consumers perception and the media has created new challenges for marketing professionals and practitioners.

A. Problem Statement

Ethical consideration in marketing is fast becoming a source of concern to marketing managers and consumers too. Marketing and advertisement of goods and services cannot stop but if unethical practices in marketing are left unchecked, consumers' trust in the system will continue to fall steadily as it has been seen lately (Svensson and Wood, 2008). The falsehood associated with many marketing practices just to achieve sales and meet a certain deadline is gradually bringing down and killing many brands (Solis, 2010). Consumers are becoming more critical about certain products because of the marketing campaigns associated with the brands. Unethical marketing has gradually become an issue to many brands and businesses and more especially, ethical consumers. Marketing strategies and ads by many organizations affect the behaviour of consumers and how they perceive products and services (Ingram et al., (2005).

The problem associated with the study is narrowed down to the influence of certain demographic factors on consumer perception of marketing ethics (Loe et al., 2000). Demography has been seen to be a key reason why people behave in a certain way towards certain marketing practices (Caldwell, 1976). The study seeks an understanding of consumers' views towards marketing ethics, also considering such views as influenced by demographic factors and sentiments toward marketing mix elements. It seeks to understand the impact of age, gender, academic level on income, on how a consumer perceives marketing ethics. In summary, this study will answer: What are the influences of consumers' demographic characteristics, and consumers' sentiments on consumers' perceptions of marketing ethics?

B. Research Questions

This research study will be based on the following research questions that will direct the course of the researcher's analyses on the theme, as well as, will serve as the main milestones through which the researcher will reach a definitive conclusion:

- According to demographic variables, does the Consumer Perception of Marketing Ethics differ?

- Does the Consumer Sentiment have an effect on Consumer Perception of Marketing Ethics?

C. Research Objectives

This study was conducted to examine or determine consumer perception of marketing ethics by comparing Nigerian and Turkish consumers. The aim is to be achieved by analysing demographic characteristics and marketing mix variables on consumers' perception of marketing ethics.

- Understand demographic factors between Nigerian and Turkish consumers.
- To investigate the difference between consumers' demographic characteristics and consumers' perception of marketing ethics.
- To investigate the relationship between consumers' sentiment about the marketing mix and consumers' perception of marketing ethics.

D. Significance of the Study

- The study will help marketing managers to understand how their ethical marketing practices influence how a consumer perceives their products, which in turn stimulates buying behaviour.
- The study will show the impact of demographic characteristics of consumers on how they perceive the marketing ethics of an organization.
- The study will help understand the impact of consumer sentiments on the perception of marketing ethics.

E. Scope of the Study

The study aims to determine the consumer perception of marketing ethics by comparing Nigerian and Turkish consumers. The two countries will be examined and the study focuses on students of higher education. Two institutions will be used; one institution for each country and a total population of 430 respondents will be used for the survey.

F. Research Hypothesis

(H1) The demographic variables differ from Consumer Perception of Marketing Ethics.

    (H1a) Demographic variable "Gender" differs from Consumer Perception of Marketing Ethics.

    (H1b) Demographic variable "Age" differs from Consumer Perception of Marketing Ethics.

    (H1c) Demographic variable "Education Level" differs from Consumer Perception of Marketing Ethics.

    (H1d) Demographic variable "Household Income" differs from Consumer Perception of Marketing Ethics.

(H2) Consumer Sentiments on Marketing Mix has a significant relationship on Consumer Perception of Marketing Ethics.

II. LITERATURE REVIEW

A. Marketing

For a business organization to thrive there must be effective marketing. Thabit and Raewi (2018) wrote that marketing is the major factor of success in every organization and it is the main channel between any organization and its customers. Marketing focuses on promoting the products and services of an organization and increasing the satisfaction of customers.

In business, everything starts and ends with the need of the customer and their demands. Marketing is focused on understanding the needs and desires of their customers. Pour, Nazarri and Emami (2012) wrote that marketing is a process whereby the desires of consumers are met through the production of goods, the supply of products, and the exchange of services. The authors further wrote that marketing is also the process of making plans, creating ideas, advertising and distributing goods and services, then making the exchange a realization. Marketing focuses on the creation of conditions that are favourable when it comes to supply and demand. Waheed et al (2017) wrote that for marketing to occur there must be a market. The author defined a market as a particular segment where an organization intends to target customers or consumers. Even though the market can be a place where buyers and sellers meet to exchange goods and services, for the nature of this study, the market is a distinct segment of individuals. It's a particular audience an organization is focused on.

B. Marketing Management

Kumar and Mokhtar (2016) defined marketing management as processes focused on the plan, implementation, and monitoring of distinct programs which are aimed at creating, providing, and maintaining a profitable transaction process with customers to achieve organizational goals. Lacznaik (2012) implied that marketing management is focused on establishing and maintaining beneficial exchanges with buyers.

Waheed et al. (2017) wrote that marketing management focuses on customer satisfaction which comes from the identification of needs and develop products/services to meet the specific requirements of customers. It is also the process of communication exchange with customers to get information, education, and build relationships with customers. The process is getting to know what consumers want and also creating strategies to achieve the stated needs. Marketing management is focused on creating consistent values for customers and in the process, creating a long-lasting relationship with the customers. An effective marketing managing process brings about the following;

- Creates value.
- A definite and loyal customer base.
- A production and marketing process that is cost-efficient.
- Producing products and services which are tailored to the need of different customer segments.
- Making profits for an organization and helping the organization to meet its desired goals and vision (Waheed et al., 2017).

Some of the definitions which have been discussed focus on groups of actions while others focus on following the actions which have been outlined. The art of marketing involves producing a distinct product or service to meet consumer's need and also carrying the products to the customers, which entail an effective distribution system. Marketing focuses on bringing satisfaction to consumers.

In comparing marketing and marketing management, marketing focuses on the art, strategies and framework which are put in place when selling a product or services, while marketing management focuses on carrying out certain marketing techniques which are focused on marketing a product and the overall management of the resources which are allocated to the marketing of products and services in the organization. Lacznaik (2012) wrote that marketing management is focused on all the activities which are put in place for a marketing process to be carried out. This includes the creation of a marketing team, the provision and allocation of funds that will be used to carry out the marketing activities, organization, staffing and other activities which are put in place for a successful marketing campaign to be carried out. Marketing management determines if a marketing process will be successful or

not. For example, it helps in determining which marketing process to employ based on a specific product or service.

- Does a product need advertisement?
- What kind of advertisement campaign?
- A traditional advertisement or a new media advertisement?
- Should the marketing process employ personal selling or public relation in the marketing process?
- Marketing management unlike marketing involves planning, organizing and monitoring of marketing activities (Waheed et al., 2017).

C. Marketing Mix

Akgun et al., (2014) wrote that the marketing mix is a factor that can be controlled by an organization, aimed at influencing buying. The elements are interwoven because a decision that is carried out in one of the elements affects others. The mix was the brainchild of marketing to influence the buying of consumers and also gain competitive advantages. The marketing mix is also an instrument that is employed by an organization to meet its goals (Pour et al., 2013).

Thabit and Raewi (2018) wrote that the marketing mix is the most important strategy which is involved in marketing. It is the main decision-making process which managers use to suit the need of their customers. The marketing mix is the operational part of the marketing process. The author wrote that the marketing mix is influential in informing the development of both marketing theory and practices. Thabit and Raewi (2018) wrote that the marketing mix is a variable which organizations use to influence the buying decisions of customers. It can also be called a set of tactics used by an organization to reach its goals by marketing its products or services effectively to a particular target customer group.

Akgun et al. (2014) listed some activities which are seen in a marketing mix scenario and they include the following;

- Analyzing a market niche and other opportunities in the future
- Creating the idea of a product that will be wanted by consumers and packaging the products to suit the consumer.

- Creating portable distribution channels that are convenient and safe.
- It involves all the activities which are aimed at promoting the products or services.
- Employing a suitable pricing strategy which will increase sales.
- Creating a support system for consumers before and after purchase is aimed at increasing satisfaction.

Thabit and Raewi (2018) wrote that marketing mix helps in making the process of marketing easy and straightforward for an organization because it helps the organization to focus on other aspects of the firm while the marketing team or department focuses on the different aspects of the marketing mix like advertising, pricing, channel distribution, and others.

D. The 4Ps of the Marketing Mix

Several studies have outlined the elements of the marketing mix into four variables. The variables are called the 4Ps of the marketing mix. Pour et al. (2015), Bahador (2017) and Al Badi (2018) listed and described the different elements of the marketing mix variables;

- Product
- Price
- Place
- Promotion

1. Product

Al Badi (2018) wrote that the product is the object which is put up for sales and has its specific features, benefits and it meets the need of consumers. In every marketing process, the product is the key factor, the offering, offered from the firm to consumers (Misra, 2015).

Products are services provided for consumers. Bahador (2019) wrote that a product in this context can also take the shape of a service rendered, as the telecommunication or travel industry. Product is the key ingredient when business is carried out. In manufacturing a product or providing a service, several factors must be considered and they include;

- The level by which the product is being demanded
- Consumer satisfaction of the product
- The potential market of the product
- Other competitors which produce similar products
- Demand variables that will affect the product
- Product packaging and branding
- Does the product satisfy the need of the consumer? The stated goal of the product or service rendered.

2. Price

Pour et al. (2015) wrote that price is the monetary value that is attached to a product or service rendered. Misra (2015) wrote that price is the evaluation of a product that is perceived by the producers putting so many variables into consideration. Al Badi (2018) wrote that before a price is attached to a product or service, certain factors must be considered and they include;

- Cost of producing the product.
- The evaluation of the product, which is perceived by the consumer.
- Price sensitivity of the product.
- Competitors' price of similar products.
- Product discounts.
- Tradeoffs for the consumer.

a. Factors that Affect Pricing

Otuedon (2016) outlined certain factors that can affect the price. Price, pricing, and pricing strategies are key when stamping a price on a product. The company or firm must know that strategy to employ, variables in the marketplace, and the market niche. The variables include the following;

- **Cost** – When considering the price of a product, cost of production, cost of transportation, cost of rent or lease, cost of advertisement, workers' salaries and insurance must be put into consideration. The final price must reflect the cost of the entire production process.

- **Price elasticity of demand** – This factor is the factor that reflects how the change of price affects the demand for a product. It shows how the quantity of the product demanded is seen based on price change. An inelastic demand shows that firms can decide to place a high price on products while inelastic demand, firms tend to fix lower prices.

- **Competition** – When they are so many similar products in a market and the competition for sales is high, the prices which are attached to products must be kept low. An increase in competition brings about a decrease in the attached price while lower competition brings about a price increase.

- **Nature of product or industry** – The type of goods which are being produced is a key factor to put into consideration. A high price or a flexible pricing system can be attached to a good or technology that is new in the market but when the product is not new to the market because of similar products, the price must be fixed to the level of similar products in the market place.

- **Distribution system** – The various channels which the producer uses in taking a product from the place of production to the final consumer must be put into consideration. Some goods have to pass different middlemen (wholesalers and retailers) before reaching the consumers; the profits of the middlemen must be put into consideration.

3. Place

Pour et al. (2013) wrote that place involves the channels which are used in distribution, transportation, and locations of distribution, product inventory, and the coverage of the market. Misra (2015) wrote that place does not mean that the physical location alone but also includes the various ways by which the products or services are being distributed. Bahador (2019) listed the factors which are meant to be considered when a place is put into consideration and they include;

- The physical place where the product is being sold

- Online stop shop where the products can be ordered
- An alternative distribution system, which can be employed in case the physical store is not feasible
- A requirement of a sales force
- The channels of distribution are being used by other competitors.
- The type of product must be considered before creating a channel of distribution or a sales outlet. Some products are perishable goods, brittle, edible, delicate, and other characteristics. A distribution channel must be tailor-made based on the type of products.

4. Promotion

Al Badi (2018) wrote that promotion is the way by which a product is made visible. When carrying out promotion, advertising is the most important medium which is being employed. Other media include sales promotion, one-on-one promotion, public relations, and channelized marketing. Pour et al. (2013) outlined various factors that should be considered when carrying out promotion and they include;

- Before promotion is carried out, the market niche must be known in details.
- The various accesses which can be used to reach the consumers must be known.
- The promotional timeframe must be known and be put into a schedule.
- The use of social media and other online promotional tools must be included.
- The marketing team must be time-sensitive and know the various external factors which can militate against the launch and promotion of a product.
- Promotional channels.
- Point of sales promotion strategy.
- The various tools which should be employed during promotion must be known.

a. Promotion Strategy

Adefulu (2015) wrote that the promotion strategy is the different tools or ways that are employed by organizations to make their products visible. It is the ways by which the information of a product or service is shared with consumers. Different strategies are employed by an organization to create visibility and they include;

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Advertising involves propagating information using non-personal means. Haider and Shakib (2017) wrote that advertising is a communication process that does not involve the use of personal contact to share information about goods and services. Advertising can be subtle, persuasive, and paid by sponsors.

There are various elements in advertising and they include the following;

- Paid advertisements
- Paid advertisements which are facilitated by sponsors
- Advertisements that are distributed through different media
- There is a specified audience
- The communication process is not personalized
- Targeted action

Karimova (2014) stated that advertisement is always paid in nature and it is always done from a source that can be identified. It is designed to be persuasive and it is a mediated form of communication.

Haider and Shakib (2017) stated that advertisement or advertising can be seen in different forms and they include the following;

- **Advertising using electronic media**: Electronic media is one of the most widely used forms of advertising. According to Stabel (2015), electronic communication and advertisement will increase by 15.9% annually (every year). Electronic media are faster, cheaper, and wider-reaching, and appealing to people based on current and cutting edge technology. Advertising on electronic media can be tiresome but it is also effective. Examples of media used electronically are television, Radio, E-mails, mobile devices, and internet webpage. Many products are been released daily, some were short-lived because they couldn't beat or go on loggerhead with the competition, while others stay strong because of many coherent factors.
- **Advertising using print media:** Print media is gradually becoming obsolete because of the evolution of the internet and social media. Advertising using print is also effective in comparison to other media. Marketers make use of them to promote their goods and services. Example of print media includes newspapers, magazines, flyers, and posters. Print media was one of the first forms of advertising and marketing before the evolution of other forms of marketing.

- **Advertising using social media platforms:** Haider and Shakib (2017) wrote that social media is a technology that is internet-based and brings about two ways of communication which are called interaction. It is powered by the internet and it provides an interactive medium without users physically meeting themselves. In marketing and advertising, it gives organizations and firms the ability to reach a large number of users and potential consumers with ideas and information about a product. Many authors describe social media as new media. It has become one of the best places where advertising is carried out by marketers. It brings about the interaction between advertisers and users of the various platforms. The advent of social media signalled the end of many traditional modes of advertising. Social media comes in different formats and categories based on their different functions. Rautela and Singhal (2017) gave different examples of social media and they include social networking (Facebook, Google+ and LinkedIn), microblogging (Twitter and Tumblr), blogging and social publishing sites (WordPress and blogger), media sharing network (Instagram, Snapchat, and YouTube), interest-based network (Goodreads and Soundcloud), discussion forums (Reddit and Quora) and bookmarking sites (Pinterest). These platforms are used for advertising goods and services with minimal fees attached to them. Social media platforms are used for advertisement and marketing because they are cheap compared to other networks, everybody uses social media nowadays because it is very popular, it can reach every demography, and it is interactive (two-way interaction). Social media has facilitated the movement from the traditional mode of marketing which is one-way communication to marketing and promoting which involves two-way interactions.

- **Advertising using the internet:** The use of the internet in advertising came before social media was invented. It was the program that birthed other online forms of advertisements. Internet advertisement focuses on the use of websites, blogs, programs, and mobile advertising applications. Social media falls in this broad category of advertising. The use of pop up advertisements, link advertisement, email advertisement, mobile application advertisement, and other forms of advertisement. Internet advertisement is used by marketers to market their goods and services but it can be intrusive and annoying.

b. Personal Selling

   This promotion form is the process whereby organizations make use of personnel to represent the organization and also make sales on behalf of the organization. It is aimed at fostering relationships and also a form of direct marketing. Alam et al. (2013) wrote that personal selling is similar to advertising because they are both focused on helping the organization to make sales. The authors wrote that personal selling is focused on the use of oral presentation in the process of promoting a product to more than one buyer. Personal selling is the direct opposite of advertisement. The advertisement focuses on the use of impersonal mechanism while personal selling as it is implied means the use of personal mechanism in the process of promoting a product. Alam et al. (2013) wrote that personal selling doesn't always make use of face to face marketing with customers. A new process of personal selling which is called telemarketing uses the process of mobile communication to sell a product.

c. Sales Promotion

This kind of promotion focuses on the use of bonuses and buying incentives which are aimed at increasing the speed and amount of purchase which will be made at a particular time frame. Chaharsoughi and Hamdard (2011) wrote that sales promotion is aimed at impacting the buying behaviour of customers and it is a promotional medium that is focused on promoting new products. Sales promotion is made up of consumer promotion, retailer promotions, and trade promotions.

d. Public Relations

   This is the promotional process whereby a communication management firm is employed by an organization, firm, or individual to spread good information about a brand, products, and services. PR is mostly employed to deal with a bad image situation (Alam et al. 2013).

E. Marketing Mix Concept

   Borden coined the term marketing mix in 1953 with the standpoint of putting forward a set of manageable variables and levels that a firm uses to influence the target market (Khan, 2011). Therefore, the marketing mix, itself, has been in the

works since the Copenhagen School in Denmark lay "the core assumption that the amount sold by a firm is a function of some managerial command variables called action parameters (somewhat similar to marketing mix controllable variables" (Madsen & Pedersen, 2013). This conceptual approach set forth by the Copenhagen School had its roots within a microeconomic theory that addresses marketing issues from a decision-making perspective (Madsen & Pedersen, 2013). These roots demonstrate an unbreakable link of the marketing mix concept to price theory also part of a microeconomic theoretical framework. In 1955, in the same line of thought, Rasmussen initiated his price theory or parameter theory consisting of a methodological rigour on "demand from a marketing or sales point-of-view" where price, product quality, advertising, and service are relevant to action parameters (Madsen & Pedersen, 2013). Later on, McCarthy (1960) set out to refine Borden's idea and wrapped a set of controllable variables under the notable 4 Ps (product, price, promotion, and place) that held worthy managerial relevance. McCarthy's marketing mix offered ingredients in a simple conceptual framework that facilitated a pre-dominance status. And then, there was the social marketing concept (Kotler & Zaltman, 1971) inevitably connected to mainstream marketing to transmit principles and practices that reflect the role of business in the social framework (Gordon, 2012). The four Ps, product, price, promotion, and place, were undoubtedly the most dominant tools for promoting marketing thought with a social agenda emphasis. Therefore, as the ground of marketing faces new trials, some researchers claimed the four Ps lacked the components to serve a social marketing or customer-oriented approach that deals with new marketing challenges (Moller, 2006; Popovic, 2006; Gordon, 2012). This emerging perspective opened a forum for debates and proposals of additional concepts. The UK National Social Marketing Centre (NSMC) views social marketing as "combining ideas from commercial marketing and the social sciences for influencing behaviour sustainably and cost-effectively" (NSMC, 2010). Boom and Bitner's (1981) extension of the marketing mix concept through the seven Ps was one early reflection of these dissenting views. The authors attempted to complement the four Ps with three additional elements: people, processes, and physical evidence. Other scholars introduced different conceptual premises, such as the mix of 4Cs introduced in 1990 by Robert F. Launterbom that focuses on the customer's needs and wants, cost, convenience, and communication. Launterbom

rested its elements on the buyers rather than the seller's perspective (Khan, 2011). Popovic (2006) brought an emphasis on the customer buying-decision process to capture marketing needs specific to high-tech start-up companies. This customer-oriented process was modelled on the concept of the 4Ps, but using components supplanted by corresponding probabilities that stress the positive outcome of the buying process. Wang, Head, and Archer (2000) advocated the concept and theory of relationship marketing, which premised on "relationship-building with customers, where customer retention is the primary focus, as opposed to market share in traditional transactional marketing". For the latter objective, the said researchers proposed a relationship-building model of three elements: database, interaction, and network. Kucuk (2011) suggested for the digital world, a transformation in the marketing mix through complementary e-marketing value drivers listed as connectivity, content, community, and commitment. Chikweche and Fletcher (2012) advocated for theory building where additional variables would conceive a marketing mix that takes into account the constraints and distinctive challenges of the bottom of the pyramid (BOP) markets. Brei, D'Avila, Camargo, and Engels (2011) rather leaned on a conceptual framework that advocated a clear distinction between standardization of the marketing mix and adaptation of the marketing mix. The essence of standardization strategy is defined as using the same marketing program in various settings with a focus on the marketing mix is applied. This standardization concept rests on the argument of "market homogeneity" whereas the effects of globalization and improved communications lead to a rapprochement of consumers in preferences and tastes (Brei et al., 2011; Viswanathan & Dickson 2007). The adaptation strategy centres on "the degree to which the product and "its elements (brand, design, label, product line, and quality) are adapted to the external markets to adjust to the differences in the environment, consumer behaviour, standards of use, and competitiveness" (Brei et al., 2011). The above-mentioned conceptual views make it clear the context of a firm or a market may call for a more detailed or extended marketing mix; and, other marketing concepts certainly hold elements that are valuable to an increasingly complex marketing field. A priori, an in-depth review of marketing concepts similar to that of McCarthy also reveals inconsistencies and controversies on which marketing elements can be more effective in one or more areas. Besides, McCarthy's traditional 4 Ps incontestably continue to serve as a

fundamental basis and useful framework not only for marketing practitioners but a paradigm from which still departs many emerging marketing concepts.

F. Marketing Ethics

Eagle (2012) defined ethics as the study of standards of conduct and moral judgment. Ethics is used in resolving conflicting standards or moral judgment. It is a set of rules which is used in deciding what is wrong and what is right. Ethics focuses on norms, values, standards and ideas. Ethics is a wide range of codes that guides people on conduct. It guides people on best practices. Sometimes it is used to guide people on how to behave and act when doing business. In marketing, ethics is the study of how moral standards are applied to various marketing decisions, marketing behaviours, and various institutions. Caner and Banu (2014) defined marketing ethics as an inquiry into the nature and grounds of moral judgment, standards, and rules of conduct relating to marketing decisions and marketing situations. It focuses on principles and standards which help in defining acceptable marketing conducts. Marketing ethics goes beyond rules and regulations; it focuses on marketing issues which helps in building long-term marketing relationships.

Kumar and Mokhtar (2016) wrote that marketing ethics requires the avoidance of unintended consequences of various marketing activities by taking into consideration of the various stakeholders' interest and also considering society.

Laczniak (2012) wrote that marketing ethics is all the principles and values which are used in governing businesses that are engaged in presenting products or services to customers.

Akdogan et al. (2015) wrote that marketing ethics are the rules governing the conduct of organizational members and the consequences of marketing decisions made when promoting a product. It focuses on the reaction gathered from consumers and ethical bodies when a product is being promoted.

Caner and Banu (2014) wrote that marketing ethics is defined from two broad perspectives. The individual and organizational perspectives:

- **Individual perspective:** Personal values and moral philosophies are key when making ethical decisions in marketing. This perspective focuses on

honesty, fairness, responsibility, and citizenship. These values help in guiding complex marketing decisions in the context of an organization.

- **Organizational perspective:** In this perspective, organizational values, codes, and training are necessary for providing consistent and shared approaches when it comes to making ethical decisions.

From the various perspectives, it is obvious to note that the relationship between a customer and an organization exists because of mutual expectations built on trust, good faith, and fair dealing in business interactions.

1. Origin of Marketing Ethics

a. The Early Beginnings

Issues and development of marketing ethics started in the early 20th century. Caner and Banu (2014) wrote that two authors (Sharp and Fox) wrote about business ethics in 1937 and it was focused on fair service and salesmanship. The book focused on issues in marketing such as commercial coercion, the limits to persuasion, fair pricing, and the ethics of bargaining. Other books and publications centred on marketing in the early beginning where all focused on fair trade, antitrust, advertising, and pricing.

b. 1960's, the consumers' bill of right and the70's

The growth of various environmental problems such as waste disposal and pollution were seen in the 1960s. Nill and Schibrowsky (2007) wrote about the consumer bill of rights as outlined by the then President of the United States of America. The bill of rights was focused on protecting the interest of the consumer. The bill focuses on four rights and they include;

- The right to safety
- The right to be informed
- The right to choose
- The right to be heard

Also in 1967, Bastils introduced the first model for ethics in marketing. The model explained certain variables that influence marketing ethics decision making and even tried to determine the basis of ethical thinking (Murphy, 2017). Murphy (2017) wrote

that Bastils' article provided the foundation for empirical research which was seen in the 1970s. Various empirical studies were seen in the 1970s. In 1975, Carrol found out that young managers will follow the precedence of their supervisor to show loyalty in dealing with matters related to judgment on morality. In 1978, Farrell and Weaver provided insights into organizational relationships that help in influencing marketing manager's ethical beliefs and behaviour (Nill and Schibrowsky, 2007).

c. From the 1980s to the 2000s

Ferrell and Gresham in 1985 focus on the importance of organisational culture, co-workers and also explained how ethical decisions are made. Ferrel and Ferrel (2006) wrote that in 1989, Wood and Chonko in their study showed the link between corporate ethical values and organizational commitment in marketing. In 1993, Gundlach and Murphy created a normative framework for relational marketing exchanges which is based on the ethical exchange dimension of trust, equality, responsibility, and commitment. The result of the study showed that ethical marketing exchanges require a managerial emphasis on ethical corporate culture, ethics training programs, and ethical audits. In 1999, Deinfee and Smith suggested the need for a normative framework for marketing ethics. The framework can be used by marketers who frequently engage in difficult relationships and cross-cultural activities because it emphasizes the exchange relationship between the firm and its stakeholders.

In the 2000s, ethical concerns in business became a major issue because many scandals were associated with huge corporations. The scandal prompted researchers to emphasize the importance of having a relationship based on trust with various stakeholders of various industries (Murphy, 2017).

2. Forms of Marketing Ethics

Laczniak (2012) in his study on ethics in marketing distinguished two forms of marketing ethics. The author wrote that marketing ethics is a sub-set of business ethics and anything which is associated with business ethics is inherent in marketing ethics. The author wrote that the two forms of marketing ethics are positive marketing ethics and normative marketing ethics.

a. Positive marketing ethics

In this form, the author looked at marketing ethics from the standpoint of "what is". For example, the author wrote that specifying the percentage of organizations that have codes of ethical marketing practice or tracking the number of violations that deal with deceptive advertising would be an example of positive marketing ethics.

b. Normative marketing ethics

This form of ethics focuses on how marketing is meant to operate which is according to some moral standard or theory. It focuses on moral standards applied to marketing situations which include the usual moral frameworks which are usually applied when evaluating business ethics (Ferrell et al., 1989). He also wrote that normative marketing practices are defined as ethical practices that emphasize the following;

- Transparency
- Trustworthiness
- Organizational actions that are responsible
- Fairness and integrity towards consumers and stakeholders

Caner and Banu (2014) wrote that the definition of normative marketing ethics provides certain virtues and values to which marketing practitioners should try to reach. The above definition of normative ethics sought to answer different questions like the following;

- What does transparency entail?
- Does it mean that the place of a trade secret should not be followed?
- What is the full definition of integrity concerning marketing ethics?
- Does the idea of integrity involves organization keeping their promises to their customers or is it bigger than the company/organization relationship?
- What is the exact nature of fairness in business?
- Who decides the overall standard of fairness?
- Why should stakeholders' interests be taken into consideration?

With these questions, normative marketing ethics tries to bring proper behaviour in marketing. It strives to give a better definition of the tiny features which make up marketing ethics. For the normative ethical framework to be upheld in an organization, Nill and Schibrowsky (2007) wrote that ethical growth requires a managerial emphasis on ethical corporate culture, ethics training programs, and ethical audits. Normative marketing ethics is often used by marketers who frequently engage in different relationships and cross-cultural activities as it emphasizes the relationship between an organization and its customers (Ferrel and Ferrel, 2006).

3. Ethical Marketing

Ethical marketing is the overall process by which organizations instigate the interest of consumers towards their goods and services by building strong customer relationships and also try to create value for all the stakeholders who have stakes in the organization (Rajan, 2016). The author further wrote that ethical marketing refers to the applications of ethics into marketing practices. Ethical marketing focuses on six sub-sections and they include marketing effectiveness, marketing research, marketing dominance, market segmentation, market strategy, and marketing management.

Figure 1: Implementation of Ethical Marketing
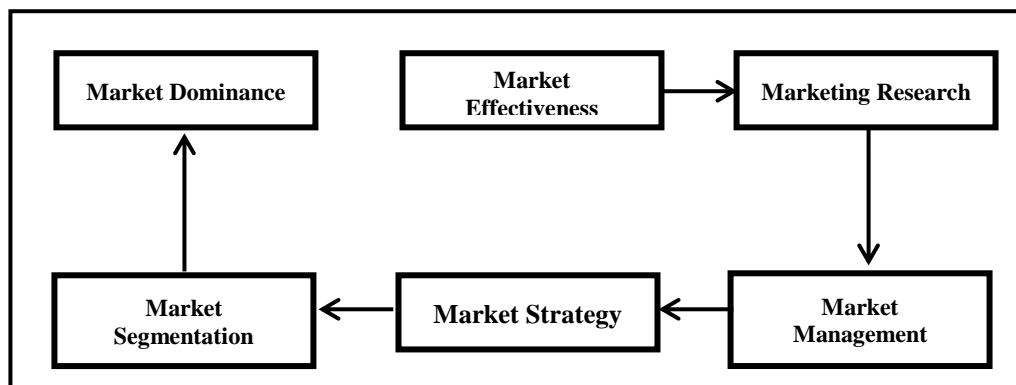
- **Marketing effectiveness:** This is the measure of the impact a company's marketing strategy has, by increasing its revenue while also decreasing the cost of production and marketing. Marketing effectiveness shows how effective a marketer is in achieving his or her goals and doing it cost-effectively (Rajan, 2016).

- **Marketing research:** Laczniak (2012) wrote that marketing research aims at providing the necessary data needed for a market strategy. The author further implied that marketing research is the process of gathering, analyzing, and interpreting information about a market, a product, and a service to be offered for sale in a market. The market research also focuses on the past and present, potential customers, and the target market.

- **Marketing dominance:** It focuses on the strength of the brand, product, and services in the target market. Vassilikopoulou et al., (2008) wrote that marketing dominance focuses on how a brand performs in a market. In marketing dominance, the marketer must focus on creating a niche, develop a unique product or service that is focused on the target market or niche, identify externals factors or forces, provide value and solutions, communicate with your customers and show the works of the talents in your organization.

- **Market segmentation:** This is the process of dividing a market based on potential customers. It is then divided into different groups or segments which are based on the characteristics shown by the different groups (Murphy, 2017). Rajan (2016) wrote that the segments which are created are composed of customers who will respond similarly to marketing strategies and they share similar characteristics, interest, need, and geographical locations.

- **Market strategy:** Laczniak (2012) wrote that it shows the total game plan an organization uses to reach prospective consumers and turning them into customers of their products or services. In strategy, key branding messaging, targeted demographic, company's value proposition, and other elements are put into consideration.

- **Marketing management:** It focuses on how the organization chose a target market, keeps and grows the customers in question by creating, delivering, and communicating superior customer value (Vassilikopoulou, et al., 2008).

a. Principles of Ethical Marketing

The following are the principles that guide marketers. Caner and Banu (2014) enumerated the following;

- All marketers' communications must focus on sharing and telling the truth about their products and services.
- Professionals who are involved in marketing are bound by the highest standard of personal ethics.
- Organizational marketers must be highly transparent about the people whom they pay especially celebrities when it comes to endorsing their products.
- Based on the nature of the products and services which are rendered, customers must be treated fairly.
- The privacy of consumers must not be compromised.

b. Ethical Values in Marketing

Rajan (2016) wrote that there are six marketing ethics which marketers are meant to adhere to and they include the following;

- **Honesty:** Marketers must be true when dealing with customers. Their dealings must be laced with sincerity in delivering value and integrity.
- **Responsibility:** Marketers must be able to accept the consequences of their marketing actions and serve the needs of all customers irrespective of their race, background, history, language, and ethnicity.
- **Fairness:** Marketers must learn to balance the need of the buyer and their interests fairly. There must be total avoidance of manipulation in all forms while protecting the information of the customers
- **Respect:** Marketers must acknowledge and respect the basic human dignity of all the people involved through efforts to communicate, understand and meet the needs and also appreciate the contributions of others.
- **Transparency:** The marketer must create a spirit of openness when it comes to practices of marketing through communication, constructive criticism, actions, and disclosure

- **Citizenship:** A marketer must be ready to fulfil all legal, economic, philanthropic, and social responsibilities to all stakeholders involved and also give back to the community and protect the ecological environment.

In marketing activities, Laczniak (2012) wrote that every organization must have a well-defined framework when it comes to ethical practices in marketing. The place of citizenship must be in the marketers' minds when carrying out marketing activities. Our society is gradually becoming an environment where the need for a marketer to be careful has increased. Advertisement content must be thoroughly scrutinized by marketing managers. The celebrities who are involved in endorsing the product and services must be scrutinized and detailed historical checks must be carried out by a marketer (Vassilikopoulou et al, 2008).

c. Major Aspects of Ethical Marketing

Laczniak (2012) and Nill and Schibrowsky (2007) wrote that in comparison with a traditional form of marketing, ethical marketing focuses on the following aspects and they include;

- **Consumer Orientation –** In this aspect, every organization is advised or pushed to base its marketing policies and operation on the perspective of the consumers. In marketing, consumers' needs must be put into consideration. The personalities of the people in the target market must also be considered when carrying out a marketing campaign.

- **Innovation –** Constant improvement in products and services improves the experience for users or consumers. Organizations must learn how to constantly improve marketing strategies, sales policies, and brand personality. Constant improvement creates an environment that shows growth and development.

- **Value of the Product:** The organization must produce products that show value and also try to reconcile the product and a fair price attached to it for their customers. Excellent experience and great customer service will not have to resort to pushy sales tactics and gimmicks by marketers. A good product will sell itself with the backing of ethical practices in marketing.

- **Sense of Mission:** For an organization to succeed and grow, it must have a clear sense of direction, strategic plans, and practices. In setting their goals and vision, the need of the customer must be at the forefront

- **Impact on Society:** Ethical marketing focuses on providing goods and services consumers want, gaining accurate feedbacks for improvement, and giving back to the communities which have helped them to become what they are. Ethical marketing is unlike traditional marketing which focuses on cost reduction and making a profit.

Ethical marketers ensure that the products are meant to meet and exceed the needs and expectations of the customers. An organization that focuses on following ethical marketing practices and socially responsible marketing strategy will gain the respect and trust of the customers they are targeting and end up creating a sustainable communication process pathway between them. Over the long term, this will translate to greater benefits all around (Rajan (2016). He wrote that organizations of today can institute ethical marketing practices and responsible by perfecting the following characteristics.

- **Safety**: There should be clear advice and warnings on any product that harms the user. Once the problem is identified the company can collect data to help improve the product and reduce or eliminate the danger. An example would be fast food restaurants eliminating the use of hydrogenated oils even before trans-fats were banned.

- **Honesty**: Ensuring a product satisfies a need it promises to, or aids in providing a lifestyle it advertises. Advertising should be transparent about possible side effects and not puff up results, so clients come to respect the honesty of your advertising.

- **Transparency**: Any techniques to manipulate and hide facts and information customers need could harm a company. Just think of the way people regard a company, such as Enron that hid information and was not open to the stakeholders about what was happening.

G. Consumer Perception and Marketing Ethics

1. Consumer Perception

Consumer perception focuses on how consumers perceive and act towards a product or service. Vikash and Kumar (2017) illustrated that consumer perception uses the concept of sensory perception which relates to how consumers or individuals create various opinions. Limbu et al., (2011) wrote that consumer perception focuses on the impression, awareness, or consciousness a consumer has towards a firm and what they are offering. The place of the position of the product, shape, packaging, colour, logo, and many more can affect the way consumers look at certain products. Perception of certain products can be dual (positive perception and negative perception). The dual nature might be a factor of the preference of the consumer other than what the company is offering. Perception can be influenced by advertising reviews, public relations, social media, personal experience, customer demographic characteristics, and channels of distribution.

Parihar (2014) wrote that perception for a consumer starts when a consumer becomes aware based on inherent services. Consumer perception helps a consumer to make certain buying decisions. Limaye and Paride (2017) wrote that perception is the process of selecting, organizing, and interpreting sensations into a meaningful whole. In treating perception the use of sight, hearing, smell, taste, and touch is used for comprehension. The author wrote that perception is a subjective concept that is dependent on individualized perception.

Hanna and Wozmak (2013) wrote that perception is dependent on three important concepts which include;

- Exposure
- Attention
- Sensation

The authors wrote that exposure happens when an individual gets exposed to an environmental stimuli audient, being deliberate or good oriented behaviour. Attention is the allocation of mental capacity to a stimulus or task. Attention comes up after exposure and it is based on the willingness of a customer to pay attention to exposure. There are three different types of attention which include; planned,

involuntary, and spontaneous. The planned attention is a deliberate act carried out by a customer and it is deliberate. Limaye and Paride (2017) wrote that planned attention helps in carrying out a task such as shipping. Attention is involuntary when external stimuli force their way into awareness while in spontaneous attention, a consumer choice when it comes to buying something is open to many stimuli (Hanna and Wozniak, 2013).

The sensation is the final part of the perception process and it is the response of human sensory receptors to various environmental stimuli and the final transmission of the information gathered to the brain through the nervous system.

Based on the definition of consumer perception environmental stimuli are received through the five senses of the human body which are the eyes, ears, nose, mouth, and skin. The organs focus on sensory stimuli which include sight, sound, smell, taste, and touch respectively.

Based on vision or sight, the first impression which a product evades towards customers is dependent on the physical attractiveness of the product, the design, and packaging, advertising layout, and store decoration. In visual perception, the use of size, shape, colour, and movement is important to consumer perception. Based on the different characteristics, colour is one of the strongest aspects of visual perception because it influences the emotions and moods of consumers.

Hanna and Wozniak (2013) wrote that smells play another crucial role in the way a consumer perceives a product, a marketing process, or an advertisement. Odour stirs up emotion, brings back memories, produces hunger, indices relaxation, or woes still, repel the consumer. Responses to smell, odour or scent are culturally based. They are formed by one association between the scents or emotion that surrounds the presence of the scent. Taste also has a significant effect on how consumers relate to foods and beverage. Many organization carries out a taste test in the process of producing products which focuses on the taste organ. The relationship between taste and smell in consumer perception has been said to be inseparable. Sounds that include music are used by marketers to interact with consumers when marketing. Parihar (2014) wrote that most marketing communications including commercials, sales presentations, and stores, sound systems make use of speech or music. In commercials, the choice and use of certain musical sounds can stir relevant emotions,

set the desired mood, and sometimes influence the liking of the message. The place of recall of an ad can be influenced by the type of music which was in the background while the advert was playing. Hanna and Wozniak (2013) in a study said that there is a positive correlation between music in retail settings and store sales while noise has a negative correlation which retail sales. A noisy buying experience will affect the consumers' evaluation and perception negatively. The last sense stimulus is touch. Touch is a component in many consumer behaviour situations because it is part of the exploratory nature of human beings. The physical contacts with products provide consumers with vital information which is the main ingredient for the consumer to choose between competing brands.

2. Individual Factor of Perception

Individual factors involved in consumer perception are qualities of people that help in influencing their interpretation of an impulse (Hanna and Wozniak, 2013). These individual factors include consumers' needs, interests, beliefs, goals, experiences, feelings, expectations, memories, personalities, self-perception, lifestyle, roles, risk tolerance, attention spans, and mental sets.

Vikash and Kumar (2017) wrote that the needs of individuals influence their perception. For example, consumers who stop for food when they are hungry are prone to find everything appetizing and spend more on groceries. The interest of an individual is a determining factor to check whether the consumer will subscribe to a magazine or watch a particular TV program. Another example includes; the belief of a consumer towards a restaurant, this experience in the restaurant and total feeling towards the restaurant influences the likelihood of the individual taking his friend to dinner in the said restaurant.

Hanna and Wozniak (2013) wrote that consumers view certain brands on how it complements their personality, self-concept, and lifestyle. The type of car a consumer drives, foods they eat, clothes that are worn, and other things are reflections on the self-perception of the consumer and it communicates certain things about the consumer to other people. Hanna and Wozniak (2013) gave another important individual factor of perception and it is called a span of attention. The pan of attention deals with the imitation of a person's ability to process bits of information. Humans can only attend to a small number of items at any given time.

The length of the span of attention is always brief and can last for just a few seconds especially in the case of children. Marketing professionals and advertisers always provide appropriate cues in ads and commercials which are aimed at recapturing the attention of the audience. The way an individual mental state is set describes their tendency to process certain manners under certain circumstances.

H. Factors Affecting Consumer Perception of Marketing Ethics

Parihar (2014), Vikash and Kumar (2017) and Ladham (2015) wrote that many factors have been proposed to have impacts on consumer perception of ethical marketing. Listed below are the following factors.

- Demographic characteristics
- Marketing mix

1. The Demographic Concept

Within the realm of marketing, there have not been theories specifically devoted to consumers' demographic characteristics, and any substantive debate in this area has been somewhat limited in the literature. Therefore, there are theoretical premises that somehow offer explorative avenues for a conceptual explanation. Leeson (2011) defines demography as "the study of human populations, which involves demographic components: fertility, mortality, and migration of well-defined populations". However, a more straightforward focus within the demographic framework for this research would be on consumer demographic characteristics, which in the current context should rather be seen as a segmentation process. One measured through identifiable characteristics of a population such as gender, age, and nationality, place of residence, time in residence, race, education, and income. Martin and Brooks (2010) contend, "there is a consensus that demographic variables are appropriate segmentation bases for consideration". This notion rationally implies differentiability within the consumer demographic perspective. The authentic character of marketing is linked not only to demographic characteristics but as well as to socioeconomics and psychographic characteristics, which all interrelate in the said framework. The sociological perspective posits forces such as, class stratification, conflict, social structures, social relationships, and consumerism that

influence consumer behaviour (Martin & Brooks, 2010). In the same angle, are premises from social identity theory that addresses intergroup relations and social conflict upon "the basic hypothesis of, which is that people are motivated to seek positive social identity by comparing in-groups favourably with out-groups" (Turner & Oakes, 1986); and, self-categorization theory for explaining "group phenomena in terms of the structure and functioning of the social self-concept" (Turner & Oakes, 1986). From the economic perspective, a microeconomic stance suggests, "consumers' self-interest maximizes preferences for collection of goods and services within a budget constraint", and a macroeconomic approach rooted in "Keynesian economics, which considers consumption as a function of income "(Martin & Brooks, 2010). The psychographic perspective rests on "the characterization of individuals according to their perceptions of self and their aspirations in association with characteristics such as age, sex, education, and income" (Martin & Brooks, 2010). All aforementioned perspectives converge to assert the fundamental logic of what constitutes a consumer's demographic characteristics, and how these characteristics are duly integrated within any conceptual framework that aims to explain consumers' perceptions about marketing ethics.

2. Demographic Characteristics and Consumer Perception of Marketing Ethics

The use of demographic characteristics and factors in consumer perception of marketing ethics has been considered by so many authors in consumer perception of marketing ethics. Demography is the human population, size, structure, distribution over space, socio-economic characteristics, households and families, migration, labour force, and educational status. Arto and Taru (2016) outlined that so many studies have linked age as a significant predictor of consumers' ethical belief. The authors found out that the age of individual increases or decreases the likelihood of accepting unethical marketing behaviour. The explanation of the result shows that the younger demography tends to be more unethical than other age groups and older consumers are more idealized. Lee and Jin (2019) found out that older consumers tend to be more ethical in their purchasing choices in comparison to younger consumers. Based on the following result it is obvious that age plays a crucial role in how a consumer perceives ethical marketing practices. Aito and Taru (2016) found out that higher income is associated with approval of unethical marketing practices

and actions. Lee and Jin (2019) outlined that people with higher income groups are very likely to accept unethical marketing behaviour since most times unethical actions lead to an increase in income and a decrease in the amount which will be spent in paying for goods and services. People in the lowest income group are less likely to engage in unethical marketing practices. Walsh and Mitchell (2004) gave a different result and they found out that people in the lowest income group might engage in unethical marketing practices to gain some little profit.

The educational level of consumers is another predictor of ethical behaviour. Arto and Taru (2016) wrote that more educated people are likely to reject unethical marketing activities than those who are less educated. Lee and Jin (2019) wrote that people with a higher level of education will be less tolerant of questionable customer activities than those who are at lower educational levels. Empirical research results based on the level of education and tolerance to unethical marketing practices are diverse. Walsh and Mitchell (2004) wrote that those who have attained more formal education are more accepting of questionable behaviours. Based on information processing in regards to ethical behaviour, less educated consumers have a smaller information processing capacity. They take in information by digging deep even if the information is fraudulent. More educated demography can process information and the way by which they view complex problems and issues becomes different.

Rajah and Venaktaraman (2019) outlined that location is also a factor in consumer perception of ethical marketing. They outlined that consumers who live in developed or urban communities have a less ethical dilemma in making buying decisions in comparison to rural consumers. Other important demographic characteristics that affect consumer perception include living status, work experience and organizational factors.

3. Nationality and Consumers' Perceptions of Marketing Ethics

Marketing practices and their effects on nationals from various countries have not been freed from scholarly debates. Unethical promotion conducts have been widely spoken about and debated by existing scholars (Beauchamp & Bowie, 1983; Braybrooke, 1983; Cavanaugh & McGovern, 1988) and the well-known media sources remain as robust in evidence of the persistent danger of ethical standards contained in marketing. Some of these experimental researches highlight the ethical

consequences of the marketing exchange in cross-cultural settings. Predatory and discriminatory marketing practices have cut across national boundaries and entered cultural bridges which were once considered to be intact from external influences. However, "people from different cultures process information differently" (Armstrong, 1996, 1999), and the perception of right and wrong remains confined to the standards by which an act or decision is judged. The nature of promotion is still deeply controversial in many societies, and nationality was found to be an important factor in how consumers perceive uncertain actions (Babakus, Cornwell, Mitchell & Schlegelmilch, 2004; Waller 2007). Wilson and West (1981) even referred to some products as "no-go area", which he defines as " ... products, services, or concepts that for the reason of delicacy, decency, morality or even fear tend to elicit reactions of awkwardness, distaste, disgust, offence, or outrage when revealed or when openly offered". The issue of controversial advertising undeniably infuses consumers' observations. Research conducted by Hsieh and Tsai (2009) using a sample of Taiwan and American vacationers, proved national culture matters as differences in perception appeared apparent within these consumers. Findings from a study by Fam, Waller and Yang (2009), a proposal of promotional methods that inject products such as alcohol and condoms into the China market, revealed such products were more likely to be seen as extremely unpleasant, a reaction that could be attributed to the old Chinese cultural traditions, and the heritage of Confucianism. This is not to say that all consumers with the same background and values are more likely to bear the same perceptions toward such marketing tactics, but markets are reactive to elements of discomfort. Such differing behaviour strengthens the need for marketers to analyze their advertising messages according to a society's moral standards and beliefs (Waller, 2007). On the other side, a society's criteria should not be seen as the sole means for delivering marketing elements since other conditions such as economic and/or social may encourage some tolerances for unethical marketing. For example, Philip Morris International's (PMI), the parent company moved its head office to Switzerland in 2008 to escape the U.S code of practice and the many legal and public relation obstacles that hindered its growth. As a result, PMI became the third most lucrative consumer goods organization globally, at the expense of people from emerging nations where smoking rates significantly increased (Cavanagh, 2010). Schudson (1984) labelled advertising as the most value-diminishing activity

of Western civilization whereas acquisition is commended and consumption celebrated at the expense of other values. From the consumer's view, Shudson's reflection is hardly controversial as encouraging products has always carried unseen facets which are solely designed for the benefits of the conveyor. The Better Business Bureau has been cautioning consumers against various rip-offs specifically designed to deceive. "If an advert sounds too good to be true, or you are not very sure, check the offer out further again" (Penticton Western News, 2009) is the Better Business Bureau's known slogan often used for informing consumers about shady business practices. Despite all, numerous consumers have always seemed to accept a consumerist lifestyle, which has astonishingly consolidated a defiant marketing culture and tolerated misleading advertisings/promotions of goods and services. Certainly, dishonest business performances are far from disappearing, but with the cultural modifications seen within the past decade, a new advertising era has entered the marketing landscape. The new-world era effect has increased the wide access of information, unlimited market access, and various sale transaction models, thus enlarging not only the customer base but also leading to an increase of an empowered national or international consumer. Anderson (1996) emphasized the dramatic and irreversible effects of behavioural, technological and managerial forces, particularly upon vendors to achieve their goals. As mentioned by Mitchell (2009), "The 21st-century marketing is gradually becoming ever-more defined by the issue of consumer empowerment" and as a result, the advertising industry has adjusted into a more culturally oriented style. Thus, some firms have been successful in drawing a clear line between competitors at play, and in positively winning a fine proportion of the most frequently targeted consumers. Adding to the foregoing debate regarding the effects of nationality on ethical behaviours, are other cross-cultural studies that have set the centre stage for the role of individual nationality and the nationalities of a firm in an ethical impasse. For example, marketing managers from the U.S. were found to have a greater view of an ethical issue than Taiwanese respondents (Cherry, Lee & Chien 2003; Marta & Singhapakdi, 2005), and a study of U.S. and Latin American students resulted in more ethical responses for those boom in Central America than those born in the U.S. (Malinowski & Berger, 2007). Another study with U.S. and Malaysian consumers found significant differences between them based on moral viewpoints and moral intensity (Singhapakdi, Rawwas, Marta &

Ahmed, 1999). Lin, Chen and Tu (2007) made an important contention in the area of service providers' and consumers' nationalities, whereby "customers might hold different outlooks and react quite differently when they encounter foreign firms and their employees than when they encounter domestic providers" (Lin, Tu, Chen & Tu, 2007). Consumers' levels of anticipations and acceptance then correlate to their perceptions of ethical norms towards the source of services. The level of expectations and perceptions can even be reciprocal between consumers and providers of services in this cross-cultural interaction. Lin et al. (2007) made a fairly accurate illustration of the nature of this fascinating interaction by explaining how an international traveller may hold conflicting service beliefs for different airlines based on nationalities of the servicing crew, and in a similar context how the flight attendant's varying level of expectations and customer service may depend upon the traveller's cultural background. This logic shows the potential impacts on perceptions and the expectations of one or more individuals engaged in a transactional interface. Understanding and evaluating the changing aspects of marketing norm ethics and diverse nationals is vital for cross-cultural or multi-ethnic consumer studies.

4. Marketing Mix and Consumer Perception of Ethical Marketing

Lee and Jin (2019) outlined that the four elements of the marketing mix are important predictors of consumer perception of marketing ethics.

- **Product:** Siham (2013) wrote that many marketing executives face so many ethical dilemmas relating to the planning and application of product strategies. Information on the product label and packaging are important devious practices that are carried out by marketers. Lee and Jin (2019) found out that many marketers promote harmful products that are designed poorly and lack the quality which is labelled on the products. Other unethical practices include the decline of recalling of products even though the product is problematic and inadequate in terms of guarantee which is related to the product. Anantha (2012) wrote that consumer perception of an imitated brand or fake can be positive especially if the imitated brand is of low price and almost the same quality in comparison with the original brand.

- **Price:** Ethically, the price of products must be equal or proportional to the benefit which is received by the consumers (Siham, 2013). Ethical concerns

when it comes to price can be seen in price reduction, and price misleading is considered deceitful. Other unethical price structure includes predatory pricing which aims to have a monopolistic position, discriminatory pricing, and pricing application of product (Lee and Jin, 2019).

- **Promotion:** Lee and Jin (2019) wrote that ethical issues in marketing are focused on advertising and personal selling. Advertising is the biggest platform where marketers use unethical means to promote their products. Siham (2013) outlined that ethical marketing practices via advertisement includes autonomous advertising messages, preconceived advertising messages, advertising messages, and agent (consumer relationship). Others include overstating the feature of a product and the performance of the product which is contrary to the content of the product. The exaggeration of product attributes sales promotion, contests, games, advertisement invasiveness, and the use of online spams in an online advertisement (Amantha, 2012).

- **Place:** Consumers can be manipulated, using subtle marketing techniques in distribution channels and outlets. Lee and Jin (2019) outlined that ethical consumers can be seen in product segmentation, targeting, and product positioning. Direct marketing, supply, channel management, invasion of privacy, and intrusion are ethical actions that could be worrisome.

I. Theoretical Framework

In this part of the study, the theories focused on marketing ethics will be discussed in detail. The theories which will be studied are as follows;

- The general theory of marketing ethics
- The utilitarian theory of marketing ethics
- Deontological theory of marketing ethics
- Virtue ethics theory

1. The General theory of marketing ethics

The general theory of marketing ethics is also called the H-V model which stands for the Hunt and Vittell model. Also, Vermillion et al., (2002) outlined that the general theory of ethics is a process. As a process, the different stages of the model can be explained and understood as means or methods of operation. The theory sees ethics as a reasoned action approach. Vermillion et al., (2002) outlined that ethical decisions are considered to be deliberate in a rational and subjectively calculated manner and they are based on behavioural norms and relevant influencing considerations.

Hunt and Vitell (2006) outlined that the H-V model draws both the deontological and teleological ethical traditional moral philosophy. The author outlined that the H-V model focuses on addressing situations where an individual confronts an issue which he or she perceives as having an ethical content. The perception of the issue instigates certain triggers. In the deontological process, the individual focuses on the rightness and wrongness of the behaviour. The process involves the comparison of alternative behaviours with a set of predestined deontological norms. The teleological evaluation focuses on the consequences, desirability, probability, and importance of the actions. The result of the teleological process will focus on the relative goodness versus badness that is brought about by each alternative. Hunt and Vitell (2006) further implied that the core of the model states that the ethical judgments of an individual are a function of the deontological evaluation and individual teleological evaluation.

Furthermore, the theory proposes that ethical judgment can sometimes differ from intention because the teleological evaluation can also affect intentions. The theory shows that when behaviour and intention are inconsistent with ethical judgment, there will be a feeling of guilt. This explains why two individuals will carry out an ethical action but only one person will feel guilty. The other person will not because the actions are consistent with his or her ethical belief. Ethical decision making can be influenced by so many characteristics.

Hunt and Vitell (2006) wrote that several personal characteristics affect ethical actions and they include;

- Religion
- Value system
- Individual belief system
- Strength of moral character
- Cognitive moral development
- Ethical sensitivity

Figure 2: General Theory of Marketing Ethics
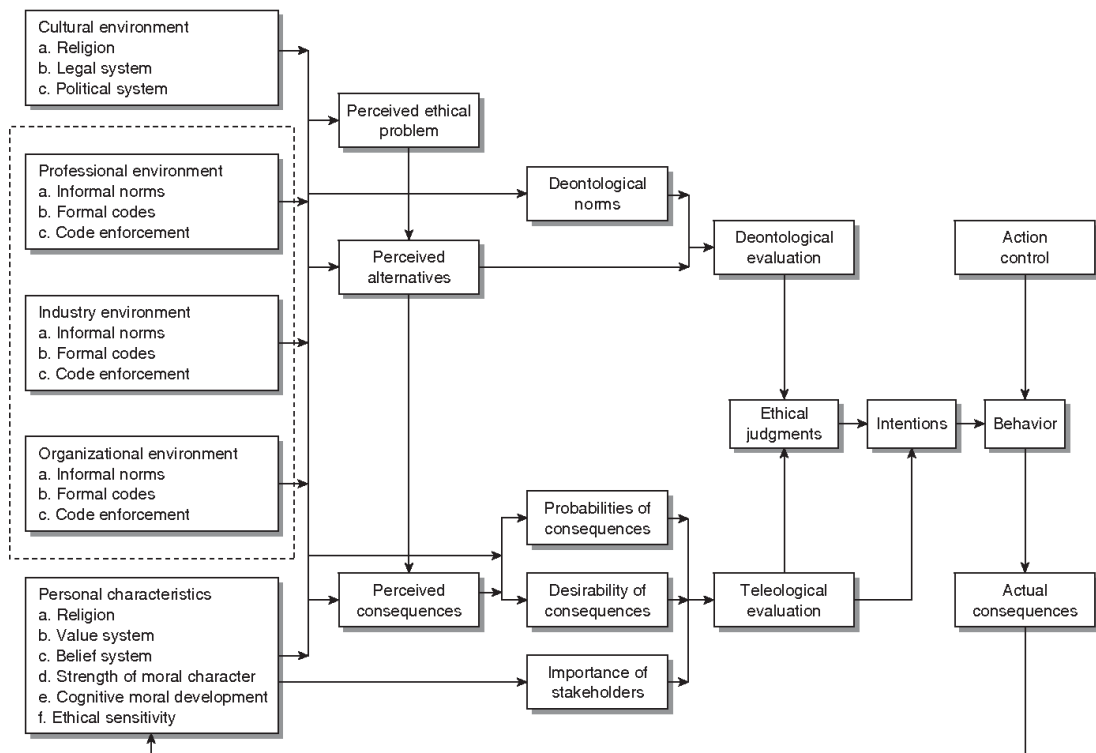
2. The Utilitarian Theory of Marketing Ethics

Kickpatrick (2010) outlined that the Utilitarian theory was proposed by Bentham. He noted that it is better to seek the satisfaction of a larger group which includes the satisfaction of the greatest number. Kickpatrick (2010) and Hunt and Vitell (2006) outlined that there are one and only one ultimate right-making characteristics and it is the comparative value of what will be or intended to be brought into being. The

utilitarian or teleological framework outlined that marketing decision-makers make ethical choices based on whether or not the consequences of their behaviours are best for all the affected social groups. Kim and Kim (2016) wrote that the utilitarian based ethical value focuses on the increase of personal and social utility in a purpose-based life. It focuses on satisfying the majority. Nantel and Weeks (1996) outlined that marketing actions are utilitarian by nature because marketing focuses on satisfying the needs and wants of consumers (greater number) through the process of exchange. The foundation of the utilitarian approach is centred on ethical concern. Marketing is only ethical if it maximizes the greatest number of positive impact for the greatest number of people while at the same time, focuses on minimizing negative impact to the smallest number (Nantel and Weeks, 1996).

Hunt and Vitell (2006) outlined that the utilitarian theory focuses on four different constructs and they are as follows;

- The perceived uniqueness of each alternative for various stakeholder groups
- The probability that each consequence will occur in each group
- The desirability or undesirability of each consequence
- The importance of each group

The teleological theory focuses on beliefs about the relative goodness versus badness which is brought about by each decision made.

a. Deontological Theory of Marketing Ethics

These theories postulate that an individual ethical judgment focuses on the total of goodness versus badness which is likely to be produced by each alternative (Hunt and Vitell, 2006). Alternatives are the other actions taken when an individual perceives any ethical dilemma in a marketing situation. The theory focuses on the rightness and wrongness of each action carried out (alternatives). In the deontological perspective, alternative behaviours are compared with a set of predestined deontological norms. The norms include;

1. General beliefs about honesty, stealing, cheating, and treating people fairly
2. Issue-specific beliefs about deceptive advertising, product safety, sales kickbacks, the confidentiality of data, respondent anonymity, and interviewer dishonesty

Hunt and Vitell (2006) outlined that deontological norms include both hyper-norms and local norms.

3. Virtue Ethics Theory

Virtue ethics in marketing was introduced by Williams and Murphy in 1990. Virtue ethics is most times together with relationship marketing. Murphy et al., (2007) outlined that virtue is defined as a set of good habits. Oswald et al., (2006) wrote that virtue can be seen in several qualities and they include;

- Virtue is a character trait. Something that is always there, under all circumstances.
- Virtue is an acquired trait. It is not inherited.
- All virtues need training.
- Virtue means good character.
- Virtue always leads to happiness.

The virtue ethics theory focuses on the individual and the organization, and not on the problems. Oswald et al., (2006) further implied that virtue is learned and practised. It can be learned by imitating the ethical behaviour of mentors or elders. The theory states that practitioners of virtue ethics succeed by seeking balance in their lives. The theory puts so much emphasis on the character of the individual as the key element in ethical thinking rather than rules about the acts.

Virtue ethics is categorized as moral virtues and intellectual virtues. Moral virtues focus on prudence, justice, fortitude, and temperament while intellectual virtues include theoretical and practical wisdom (Murphy et al., 2007).

J. The Perceptions of Ethical Problems in Business

Five major academic studies examining managers' perceptions of the ethical problems facing business have been studied. The seminal research on ethical issues facing managers, Baumhart (1961), surveyed 1,531 managers and identified eight major ethical problems and five of which deal with marketing functions that business people wanted to eliminate, such as, (1) handouts, tips, kickbacks, and call girls; (2) price tag discrimination and biased pricing; (3) deceitful advertising; (4) miscellaneous partial competitive practices; (5) the exercise of cheating clients,

unfair credit practices, and overvaluing; (6) price conspiracy by competitors; (7) deceitfulness in making or keeping a contract; and (8) injustice to employees and biases in hiring. Baumhart (1961) also found that 68 out of each 100 managers responding to his survey showed some unethical practices. Providing support for his findings were the results of an exploratory study of 800 business executives by Schutte (1965), who found that more than 70 out of each 100 respondents indicated that their competitors frequently or sometimes engaged in unethical practices. He also found that, in response to a question asking respondents to state the business profession most prone to unethical practices, nearly 70 out of each 100, chose marketing. According to the respondents, some of the unethical practices of marketing include false advertising or misrepresentation in advertising; false product claims; price-cutting; deals and arrangements between salespeople and customers; cut-throat pricing; product improvement under the guise of a new product; price-fixing; collusion and arrangement; price discrimination; and false pricing. Brenner and Molander (1977) replicated and extended the Baumhart (1961) study, finding that very little had changed in all these years between the studies. The authors found that receiving bribes were still graded as the one of the most unethical business practice that most managers wanted to eliminate, followed by unjust competitive practices; dishonest customers through unfair credit practices or overselling, and price discrimination and unfair pricing. The one positive note that Brenneer and Molander (1977) found was that managers believed that fewer unethical practices occurred in business in the 1970s than in the decade earlier when Baumhart (1961) had conducted his survey. Brenner and Molander (1977) report that the percentage of managers who reported knowing of the existence of any unethical practices had dropped to 55 out of each hundred down from Baumhart's (1961) finding of 68 out of each hundred. Vitell and Festervand (1987) surveyed 118 business executives, again replicating and extending the earlier work of Baumhart (1961) and Brenner and Molander (1977). As in earlier studies, Vitell and Festervand (1987) found similar results concerning the unethical practices managers most wanted to eliminate, starting with price discrimination and unfair pricing and continuing with giving of gifts, gratuities, and bribes; cheating customers; price collusion by competitors; unfairness to employees, dishonesty in making or keeping a contract; dishonest advertising, and others. For a comparison of the results of the three studies, Vitell

and Festervand (1987) also found yet another decrease in managers' perceptions of the existence of business practices considered unethical. The authors found that only 50 out of each hundred respondents reported knowing of the existence of any unethical business practices. As the increase in the percentage of respondents who reported no knowledge of unethical business practices is dramatic, he reported that approximately 19 out of each 100 samples knew of no unethical practices while Vitell and Festervand (1987) report that 44 out of each hundred knew of no unethical business practices. Yet while the three studies have generally shown a decline in the number of unethical business actions, these same studies also show a striking increase in the number of marketing-related and more specifically customer related issues business people want to eliminate.

The four marketing practices business people most want to eliminate include the practice of cheating customers, dishonest advertising, price discrimination and price collusion.

K. Ethicality of Managers

Although the earlier researches documents managers' perceptions of the extent of unethical conduct, several studies have stated the ethicality of the managers themselves. These include works that examine how managers perceive their level of ethicality when compared with that of their peers, whether the sex of managers has an effect on their ethicality, and whether certain organizational characteristics influences managers' behaviour.

1. Self-Perceptions

Baumhart's (1961) original study found that individual managers supposed themselves as possessing meaningfully higher ethical values than other business executives. Many studies have also shown similar conclusions like this. Newstrom and Ruch (1975) report that managers thought their ethical values and conduct to be higher than those of their counterparts. In a follow-up study with 133 marketing managers, Ferrell and Weaver (1978) discovered that marketing practitioners believed that they are more ethical than their peers, in several situations, more ethical than highest management, and that they have higher ethical standards of conduct than

existing enforced corporate policy. The results of these studies may reflect a perceptual prejudice of managers in seeing themselves as more ethical than their mates and colleagues.

2 Gender Differences

This was caused by the rise in number and prominence of women in management (Ruegger and King 1992) in the past decade and the research of Gilligan (1982) suggesting that men and women differ in the way they consider moral dilemmas, a similar stream of research has examined whether ethical gap does exist between male and female executives. Kidwell, Stevens, and Bethke (1987) examined differences in ethical perceptions between 50 male and 50 female managers or executives and found out that very little gap existed. Interestingly, when the managers were asked to rate the ethicality of managers of the other gender, females rated males as being significantly less ethical than themselves while males rated females as being significantly less ethical than themselves as well. Fritzsche (1988), in his survey of marketing managers, found gender not to be a significant matter in ethical decision making - men were as ethical as women. Finally, Singhapakdi and Vitell (1990), in a study of 529 American Marketing Association members, also found no empirical evidence of gender-related differences in ethical decision making. Chonko and Hunt (1985), however, in their study of 1,076 marketing management professionals, suggested that female marketers are more likely to perceive ethical issues than male marketers. More recently, Akaah (1989), using a modified version of Crawford's (1970) 11-scenario scale, also found that female marketing professionals consistently display higher ethical judgments than male peers.

3. Organizational Influence

Some of the organizational characteristics that influence the ethicality of managers were first investigated by Carroll (1975), who found that lower-level managers often felt extreme pressure from upper managers to achieve corporate goals — at any cost. Likewise, Newstrom and Ruch (1975) reported that the ethical principles of upper-level executives often serve as models for lower-level executives. Other researchers (Benson 1989; Brooks 1989; Chonko and Hunt 1985; Ferrell and Weaver 1978; Weaver and Ferrell 1977) have reported similar results concerning top management's

influence. The need for codes of conduct in marketing was first explored by Patterson (1966) and has since been written about extensively, with the overriding conclusion that codes of conduct can make a least some difference in the ethicality of managers (Chonko and Hunt 1985; Cressey and Moore 1983; Robin, Giallourakis, David, and Moritz 1989; Hegarty and Sims 1979; Weaver and Ferrell 1977).

Finally, Reidenbach and Robin (1989) suggest that corporate culture plays an important role in the ethical position of organizations and that any try to manage the ethical state of an organization depends on having the right business culture in which to plan, implement, and handle the organization's (and its managers) activities. Schwartz and Davis (1981) proposed that business cultures impose great influences on the behaviours of managers while Deal and Kennedy (1982) state that a strong corporate culture influences behaviour because the culture acts as a system of informal guidelines that state how people are to behave most of the time.

In conclusion, these studies of managers offer numerous interesting finalizations. Firstly, managers always see themselves as being more ethical than their counterparts, inside and outside their firms and industries. Secondly, consequences regarding gender's role in ethical decision-making are unsatisfying, with several studies finding that female manager are more ethical than male managers, and other studies showing that gender is not a determinant in ethical decision-making. Thirdly, several administrative factors may affect the ethicality of managers, including; the effect of top management, codes of conduct, and business culture.

These studies of managers also leave behind some confusing questions. Such as, why do managers perceive themselves as more ethical than their peers? Second, are female executives more ethical than men, and if so, why? And possibly the most vital, how do business executives perceive ethical decisions

L. Differing Perceptions of Managers and Consumers

What marketing managers' view as ethical problems and what consumers view as ethical problems, may be quite similar. This was first explored by Sturdivant and Cocanougher's (1973) study of executives, students, blue-collar workers, and consumers. These researchers presented their respondents with varieties of scenarios involving some ethical misconduct demonstrated by a business person. In every

situation, the business executives' views of what constituted unethical conduct diverged widely from the other three groups. Unfortunately, while the authors established that there was a gap between the perceptions of consumers and business people, there was no attempt made at hypothesizing why the perceptions of these two groups varied. A similar study discovered consumers' perceptions of questionable retail practices (Domoff and Tankersley 1975). Like Sturdivant and Cocanougher (1973), Domoff and Tankersley (1975) found a noticeable gap between the perceptions of consumers and retailers concerning the ethicality of various retail practices. Results from these studies lead to a clear conclusion: numerous marketing practices are perceived by consumers as being unethical, while managers see these same practices as satisfactory. Although numerous articles have studied the ethical behaviour of consumers (e.g., Davis 1979; DePaulo 1986; Kallis et al 1986; Moschis and Powell 1986; Stampfl 1979; Vitell et al 1991; Wilkes 1978), the studies conducted by Sturdivant and Cocanougher (1973) and Domoff and Tankersley (1975) are the only two in the existing literature that precisely studies consumers' perceptions of what constitutes ethical and unethical marketing practices. The result is that while quite a lot is known about the major ethical problem areas in business and marketing and managers' perceptions of these problem areas, however, little is known about consumer perceptions of the ethicality of these problem areas because the focus of marketing ethics has traditionally been on the firm and management rather than on the consumer (Marks and Mayo 1990). The consumer's opinion of unethical market behaviour has received very little attention; almost all of the existing business ethics research has used business folks or business apprentices as subjects on the producer's side of the market. In a review of more than 100 articles focusing on marketing ethics, Murphy and Laczniak (1981) report only a small number exploring consumer ethics and an update of that review by Murphy and Pridgen (1987) report none. This knowledge annulled between the works conducted with the producer side and that done with the consumer side in the business ethics research needs filling. No major research has examined the perceptions of consumers toward unethical marketing activities, and the only two studies that attempted to show that such a gap exists failed to state or examine the differences. Empirical knowledge of how consumers view any marketing practice is fictional except polls in the popular press (Ricklefs 1983).

M. The Review of Related Literature

Tjiptono et al., (2017) in their study aim to examine and compare ethical perceptions between genders on various potentially unethical consumer situations in Indonesia and Thailand. A survey was conducted by distributing self-administered questionnaires to a convenience sample of university students in two large cities in Indonesia and Thailand. There are 278 respondents in Indonesia 158 participants for Thailand. Most respondents aged between 18-24 years. Indonesian youths were found to believe that "passively benefiting", "questionable action" and "downloading" are more unethical than Thai youths do. The relationship between gender and consumer ethics is not consistent in Indonesia and Thailand. Female youths in Indonesia tended to be more ethical in four out of seven dimensions of Consumer Ethics Scales than their counterparts, while no gender differences were found in Thailand. The results show the different consumer ethics between Indonesia and Thailand that may reflect cultural variations, where Indonesia is more multicultural than Thailand. The mixed findings of the gender differences may suggest that there are no intrinsic gender differences in consumer ethics. Further, the results also provide implications for educators and public policymakers in both countries to encourage more active roles played by universities in building ethical sensitivity among future leaders. This is one of the few studies examining the impact of gender on consumer ethical behaviour in Southeast Asian countries, where various unethical behaviours (e.g. buying and using pirated products) are prevalent.

Antoine, (2015), in their research titled "A cross-cultural study on consumers' sentiments of the marketing mix variables and consumers' perceptions toward marketing ethics" in her study, states that marketing ethics continues to be viewed as tampered by unethical practices. This cross-cultural quantitative research surveys 186 consumers in the New Orleans Metropolitan area to gain insights into their perceptions of marketing ethics. The predictive ability of consumers' demographic variables, cultural dimensions, and sentiments toward marketing mix elements vis-a-vis their perceptions of marketing ethics are explored, as well as significant differences within these dominant constructs. The study integrates a conceptual framework blended with Hofstede's cultural dimensions; McCarthy's marketing mix, and Hunt-Vitell's general theory of marketing ethics. Psychometric characteristics of

the instruments were confirmed through exploratory factor analyses. Results show that demographic variables such as nationality, place of residence, time in residence, and education produced significant differences among consumers while affecting their ethical perceptions. Within or inter-consumer groups comparisons commensurate with their cultural value classification indicate significant differences for collectivism, uncertainty avoidance, and long-term orientation; and these differences were also significant about their sentiments of marketing mix classification for a product, promotion, and place. These findings add value to the extant literature and are beneficial to future research. Additionally, practical implications, limitations, and recommendations are discussed. The sample characteristics and frequency data provide an objective interpretation of consumers' attributes and contextual perceptions. The assessment of demographic variables of consumer respondents was utterly vital for a clear understanding of core descriptive characteristics specific to the New Orleans Metropolitan area. The testing of related hypotheses provides a framework for inferences on how some demographic variables interact in context to play a role in consumers' perceptions of marketing ethics.

Basu, (2020) in this study stated that ethics is a systematic study of right and wrong behaviour. However, there are very few clear and compulsory mandates on the application of Ethics in the realm of business. But consumers are putting much more emphasis on ethical associations, and thus, organizations and brands must emphasize Ethics in their marketing & communication strategies. Social media has become an all-important tool for marketing in the 21st-century business world, and it is of paramount significance to ensure that the right ethical principles are applied to engage people in the right manner. This paper aims to give an overview of how Ethics can be applied in the realm of social media marketing, and properly gain consumer engagement, without any manipulation or under false pretexts. The paper is formatted as a white paper and will provide an informative and descriptive analysis on the topic.

Awasthi et al., (2020), in their study state that marketing ethics and customer relations are at the heart of the success of every business enterprise. Customers, of course, expect the same thoughtful service. Some of the key customer standards include quality of service, responsiveness, understanding and acceptance of value-

added brands. Ethical marketing is a mechanism, through which the company generates consumer interest in products management, develops a strong customer image or connections and attracts all partners by integrating social and environmental concerns into products and signs of progress. India's advertising industry has expanded significantly in recent years and has become a global map. However, over the years, content, messages and methods of advertising and marketing have created serious ethical problems. In today's competitive market, companies often pursue ethical marketing practices to survive in a highly competitive market. The objective of this paper is to address ethical issues related to print or television advertising in India and to determine the different types of ethical advertising that are unethical in India concerning the standards set by the Advertising Standards Council of India (ASCI). The study concluded that advertising morality was indeed a problem. The level of awareness is increasing and the products and services are becoming more specific to customers. Marketing ethics is a complex area; improving marketing ethics will require both normative and descriptive understanding. In this important marketing area, there are many opportunities to contribute to knowledge advancement. There is a need to consider marketing ethics from an individual and organizational perspective (Caner and Banu, 2014). Personal values and moral philosophies are the means to ethical marketing decisions from the individual perspective. Honesty, fairness, accountability, and citizenship are assumed values that can guide the organization's complex marketing decisions. Organizational value, codes and training are needed to provide consistent and shared approaches to ethical decision-making from an organizational perspective.

Mehfooz and Siddiqui, (2019), "Ethical Consumption, Consumer Behavior and Motivation" stated that retail shopping practices have always been the highlight for marketing researchers. Therefore, the focus of this study was not only to identify the impact of consumer behaviours in conventional shopping but also to find their role in influencing ethical consumption. They proposed a theoretical framework based on the concept of the S-O-R (Stimulus-Organism-Response) model whereby consumer buying motivations namely Hedonic and Utilitarian, affect Ethical consumption through different buying behaviours. These included Cognitive, Affective, and Impulsive behaviours. Through an adapted 5-point Likert scale questionnaire, in total, 207 responses from Pakistan were analyzed using the PLS-SEM technique. The

findings of the study revealed that consumer buying motivations such as hedonic and utilitarian play an important role in explaining consumer buying behaviours used in the study, namely: cognitive, affective and impulsive. A significant impact was found between hedonic motivation and affective buying behaviour as well as impulsive buying behaviour. The findings of the research could not validate the impact of cognitive and affective buying behaviour on ethical consumption. However, impulsive buying behaviour showed a significant contributor in explaining ethical consumption. The findings are valuable as many previous studies have not considered a collective impact of buying motivations and behaviours together on ethical consumption. This will help producers to bring innovation in developing green products more efficiently while knowing the underlying causes of poor ethical consumption in Pakistan and thus, using the right techniques to position their products and provide benefits sought by customers. The purpose of this study is to examine the role of hedonic and utilitarian motivation towards ethical consumption while mediating the role of cognitive, affective and impulsive buying behaviours. For this purpose, data were collected from those respondents who were involved in buying ethically to check their behaviours towards the research question that would help in identifying which type of consumer attitudes impacted ethical consumption the most and whether hedonic and utilitarian motivation caused those behaviours to shape.

Dhandra and Park, (2016), in their present study, compared the consumer ethics of respondents from South Korea and India. Specifically, this research examined the differences in ethical ideologies and ethical judgments about consumer unethical practices among the consumers of these two Eastern countries. Data were collected and analyzed based on self-administered questionnaires which consisted of a Consumer ethics scale and an Ethics position questionnaire. The findings show that Koreans are stricter in evaluating situations whereas customers are "actively benefiting from illegal activities" and "actively benefiting from questionable but legal actions." Nevertheless, the respondents of both nations appeared to believe in "no harm or no foul activities" and "passively benefiting at the expense of others" in the marketplace as relatively tolerable behaviour. Idealism is the basic ideology followed in both nations, but the level of relativism was found to be higher among Koreans. Both groups of respondents were classified into four ethical types for future

analysis. This study provides evidence to support previous theories, which postulate that consumer ethics and ethical ideology are influenced by culture, and rejects the assumption that Eastern nations are similar in terms of ethical and cultural values. Theoretically, this study fills the gap in the existing literature by comparing two important Asian countries. The findings demonstrate that South Korean respondents are different from Indian respondents in terms of their ethical judgments towards unethical consumer activities and their desired moral philosophies. Koreans were found to be harsher in evaluating situations of "actively benefiting from illegal activities" and "actively benefiting from questionable but legal actions" as unethical behaviours. Nevertheless, consumers of both nations appeared to consider "no harm or no foul activities" and "passively benefiting at the expense of others" in the marketplace as relatively tolerable. Besides, these consumers expected organizations to be environmentally friendly and were against companies that follow a path of unethicality.

Arli and Pekerti, (2017) in their study state that religion is a significant part of daily life that affects consumers' decisions and behaviours. Religious consumers are predicted to be more ethical than non-religious consumers. Nonetheless, past research suggests mixed results. Hence, the present study has two main objectives: to examine differences in moral ideologies and ethical beliefs among religious and non-religious consumers in Indonesia and Australia, to investigate the impact of moral ideologies and religiosity on consumer ethical beliefs. This is one of the first cross-cultural studies to compare consumer moral ideology (specifically, idealism and relativism) and consumer ethical beliefs between religious and non-religious consumers. The results show that religious consumers tend more towards idealism than relativism and have stronger ethical beliefs regarding negative consumer ethical behaviours compared with non-religious consumers. However, for ethical beliefs regarding specific consumer behaviours, namely, recycling and software piracy/buying counterfeit, the effect of religion was overshadowed by cultural differences between the two countries. This study contributes to the debate on the impact of moral ideologies and religiosity on consumer ethical beliefs.

Diallo and Lambey-Checchin, (2017), in their research, investigates the influence that consumers' perceptions of retail business ethics have on their responses (trust

and loyalty) when retailers either create social discount spaces (integrated or collaborative) or do not. Using scenarios to imply these social practices and structural equation modelling to test the hypotheses among a sample of 689 respondents, the authors find that consumers' perceptions of retail business ethics have positive effects on consumer loyalty, directly and through consumer trust, as well as positive, strong influences on the retailer's corporate social responsibility and corporate reputation. Furthermore, consumers' perceptions of retail business ethics exert a stronger effect on consumer trust in integrated social discount spaces, though social discount practices do not affect the link between such perceptions and loyalty. Compared with when the retailer does not offer discount space, collaborative and integrated social discount spaces have weaker effects on trust and loyalty to the retailer. These findings have several notable theoretical and practical implications. As a contribution to the literature on consumer perceptions of retail companies, we empirically examine both the direct and indirect effects of consumers' perceptions of retail business ethics on loyalty to the retailer. By focusing on consumers' perceptions of retail companies' socio-ethical behaviour, we extend and complement prior studies that take a company perspective.

Shah et al., (2017), in this study, aimed to empirically examine the applicability of the Muncy & Vitell Scale in Pakistan and to identify its link with moral intensity and behavioural intention. A field survey research design targeting 410 general retail consumers of three major cities in the Hazara region was adopted. Data analysis is carried out using descriptive statistics, correlation analysis and exploratory factor analysis. The results of the study indicate that consumers in Pakistan consider only two types of ethical issues of merit consideration i.e. the issues that contain harmful outcomes and the issues with harmless outcomes. The role of moral intensity and gender is also found positively associated with consumer situations that result in harmful outcomes. Consumers high in education level showed sensitivity towards questionable behaviours even though they may seem to contain harmless outcomes. The size of the family negatively influences the harmless ethical beliefs of the consumers. All the items indicating harmful outcomes were found smoothly loading against one factor. We termed this factor as a "Harmful Dimensions". Whereas all the items loaded against "No harm No foul" are termed as "Harmless Dimension". The findings indicate that consumers' use simple heuristic while deciding ethically

posed situations. Does the outcome of the decision bring any harm to the victim or not? In deciding upon the severity of the action, consumers consider whether or not direct harm is involved". Education is found to be positively associated whereas family size is negatively associated. The impact of education on ethical beliefs is well established in the literature.

Mellon, (2015), in this research, addresses how and what ethical expectations (before conducting business) affect customer's trust in the salesperson. To do so, this dissertation achieves two things. First, a scale for measuring the consumer's expectations of salesperson unethicality (CESU) is systematically developed and validated based on the existing ethics literature and previously developed scales. Second, the scale's properties and potential application are examined through hypothesis testing regarding the effects of word of mouth on brand equity and consumer's expectations of unethicality, and the effects of brand equity and consumer's expectations of unethicality on the trust of the salesperson. The result is a thoroughly validated scale that is useful to both researchers and managers in sales-oriented industries. Such a scale can be used by sales-focused businesses to measure consumer expectations to help salespeople better understand the target market and allow managers to better focus ethics training efforts. The scale achieves this with an understanding of what the consumer expects from the salesperson, based on factors such as word of mouth and brand equity. Unlike other scales used to measure ethicality, potential unethical behaviours listed in the CESU scale are industry-specific. This dissertation addresses a gap in the literature regarding what effects consumer expectations (before conducting business) can have on the trust of the salesperson (and subsequently, the company and brand. Thus, salespeople should focus their efforts on practising behaviours that exhibit relationship building with the customer rather than just transactional. In this way, the customer will engage in positive word of mouth, generating goodwill towards the salesperson and company, ultimately leading to more customers and greater profits.

Arli et al., (2015), in this current study aimed to examine the similarities and differences between young consumers in Indonesia and Thailand based on actionable and strategy-yielding marketing variables (e.g. Machiavellianism, ethical orientations, trust, opportunism and materialism) and, second, it examined the impact

of these variables on consumer ethics. A convenience sample of university students from a large private university in Yogyakarta (Indonesia) and a large public university in Chiang Mai (Thailand) was asked to complete a survey that incorporated scales to measure consumers' ethical beliefs, specifically, Machiavellianism, ethical orientation, opportunism, trust and materialism, as well as demographic classification questions. The findings showed that young Indonesian and Thai consumers display similarities on most of the constructs. Moreover, the study found that personal moral philosophies (i.e. idealism and relativism) and trust strongly influence their judgment in ethically intense situations in both countries. The current study has several limitations; especially the use of convenience sampling that may limit the generalizability of the findings. Students in Indonesia and Thailand may behave differently from general consumers or other cohorts with regards to their ethical judgments. This is one of the first studies exploring consumer ethics in Indonesia and Thailand. The present study examined the similarities and differences between young consumers in Indonesia and Thailand based on actionable and strategy-yielding marketing variables. Data revealed mixed results. Nevertheless, despite significant differences, the mean differences between young consumers in Indonesia and Thailand are quite small. Overall, the study found that youth from both countries exhibit high idealism followed by relativism. Moreover, they also exhibit a certain degree of Machiavellianism. Findings indicate that most young people tend to detach themselves and make them less emotionally involved with others, and are more likely to accept unethical or questionable activities. This situation can be explained when youth in both countries exhibit less trust toward others. Finally, both consumer youth groups are somewhat neutral towards opportunism and materialism.

Klopotan et al., (2020), in their research in business ethics, shows that individual differences can influence one's ethical behaviour. Besides, variability in attitudes towards ethical issues among different generations is emphasized. Still, results are inconclusive and call for an additional examination of possible generational differences about ethics and ethical values. Objectives: Our objective is to test if the perception of the importance of business ethics, attitudes towards ethical issues and aspects influencing ethical behaviour, differ among the four generations currently present in the workforce. Methods/Approach: Theoretical implications are empirically tested on a sample of 107 individuals, members of Baby Boomers,

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Generation X, Millennials and Generation Z. Results: In general, the results indicate that there are little or no generational differences related to the analysed aspects of business ethics. The significant difference is present only in the importance given to factors that influence ethical decision-making, formal rules and procedures, performance management system and job pressures, between the members of Generation Z and older generations. Despite employee diversity, ethics continues to present an important aspect of the business environment. Thus, organizations need to be oriented towards creating ethical leaders and a positive ethical climate that ensures that ethical values and behaviours are present throughout the organization.

Flurry and Swimberghe, (2016), in their study, emphasized that American youth are spending in record numbers, often being characterized as the most materialistic generation in history. Young people are also responsible for a significant portion of retail fraud and theft in America. As yet, research has not examined the link between these trends. This research proposes a theoretical framework for examining adolescent ethical judgment and tests hypotheses with a national sample of 250 parent-child pairs. Results indicate that as adolescents mature, ethical judgment improves. Besides, materialism and the love of money negatively affect adolescent ethical judgment. Finally, significant deterrents to unethical behaviour are family parenting style and parent's religiosity. This research proposed a conceptual framework for examining adolescent ethical decision making. The findings of this research confirm the importance of cognitive moral development in predicting ethical judgment and further suggest the added power of individual differences and environmental influences in explaining variations in adolescent ethical judgment. This is the first research to focus exclusively on adolescents and as such, finds that adolescents are consistent with adults in some ways, but differ in others.

Zane et al., (2016) in this research, shows that consumers who wilfully ignore ethical product attributes denigrate other, more ethical consumers who seek out and use this information in making purchase decisions. Across three studies, wilfully ignorant consumers negatively judge ethical others they have never met across various disparate personality traits (e.g., fashionable, boring). The denigration arises from the self-threat inherent in negative social comparison with others who acted ethically instead of choosing not to do so. Besides, this denigration has detrimental

downstream consequences, undermining the denigrator's commitment to ethical values, as evidenced by reduced anger toward firms who violate the ethical principle in question and reduced intention to behave ethically in the future. There are two moderators of the effect: Denigration becomes less strong if willfully ignorant consumers have a second opportunity to act ethically after initially ignoring the ethical product information and also significantly weakens if initially ignoring the ethical attribute is seen as justifiable. These results have implications for understanding ethical consumption behaviour, perceptions of ethical consumerism in general, and marketing of ethical products. When consumers fail to act ethically in the marketplace and observe others acting ethically, either they might elevate toward these ethical others and act more ethically themselves or they might denigrate ethical others to counteract the self-threat that arises from making a negative comparison to these individuals. Across three studies, we find that when consumers willfully ignore information about ethical product attributes and it is reasonable to expect them to view such information, the feeling of self-threat created by ethical others' actions leads these consumers down the path of denigration. This path ironically leads willfully ignorant consumers to feel less anger toward the underlying ethical issue and ultimately to be less likely to perform ethical acts in the same domain in the future.

Morgan and Pritchard, (2018), in their study, stated that online advertisements are representations of ethnographic knowledge and sites of cultural production, social interaction and individual experience. Based on a critical discourse analysis of an online Iberia Airlines advertisement and a series of blogs, this paper reveals how the myths and fantasies privileged within the discourses of the advertising and travel industries entwine to exoticize and eroticize Cuba. The paper analyses how constructions of Cuba are framed by its colonial past, merging the feminine and the exotic in a soft primitivism. Tourism is Cuba's largest foreign exchange earner and a significant link between the island and the global capitalist system. These colonial descriptions of Cuba create a rhetoric of desire that entangles Cuba and its women in a discourse of beauty, conquest and domination and have actual consequences for tourism workers and dream economies, in this case reinforcing the oppression of Afro-Cuban women by stereotyping and objectifying them.

Abdullahi, S. I. (2018), in his research used the logit model to empirically test Nigerian consuming public views on parameters related to ethics in advertisements in the Nigerian media about the respondents' characteristics. These parameters include age level, education, religion, extravagancy (wastefulness) and deception (lies) featuring in advertising messages. Thus, the paper tries to find out the attitude of Nigerian consumers towards controversial advertising. Data for the study was collected using questionnaires distributed to respondents who are presumed familiar with advertising messages being conveyed through mediums such as TV, Radio, print media, social media and the net. The study finds respondents' educational level and religiosity to play an important role in determining how he/she perceives ethical issues (advertising offences) in advertising. Both variables had positive effects on consumers' ethical orientation, while wastefulness, as promoted by advertising messages, is detested by more ethically oriented consumers. The model might not be a good predictor of consumers' ethical behaviour or perception as a proxy by respondents' love/association/hate for/with modern advertisements methods looking at the lower Mc Fadden R square but it still shows the influence of these variables on the ethical perception of respondents.

Alshurideh et al., (2016), in this study aimed to measure the effect of ethics embedded practices on maintaining long-term relationships with customers. Based on an extensive literature review, four elements of marketing ethics, namely, honesty, autonomy, privacy and transparency were identified and examined by utilizing a sample of 360 participants. Adopting a quantitative approach, the study conducted on telecommunication sector subscribers revealed that the elements of marketing ethics affected an organization's ability to maintain long-term relationships with customers and had a strong influence on feedback, transparency and privacy. The results also showed the crucial role of generating feedback from customers for creating and maintaining long-term relationships. The results will enable marketers to not only analyse the importance of adopting ethical practices in organizations these days that are losing their valid customers at a notable rate. As a result, organizations adopt a variety of marketing approaches to create and maintain relationships with their customers. Thus, to prolong the customer-supplier relationship, there is a need to apply the basic business ethics standards that seem to be efficient in reducing customer risk, reducing both transaction conflict and cost,

reducing switching costs and efforts, increasing transactional benefits, increasing customer satisfaction, trust, commitment and loyalty.

Sun, (2019), in his research, stated that what drives consumers to purchase or not purchase ethical products remains something of a puzzle for consumer behaviour researchers. Existing theory particularly the widely applied theory of planned behaviour (TPB) cannot fully explain ethical purchase decisions. This article contends that not only is the original TPB limited in its applicability to ethical purchasing contexts but also subsequent modifications to it have been generally unfitting. This study advances the literature by taking a different approach to re-characterize and re-extend the original components of the TPB to make it more relevant and effective for explaining and predicting ethical consumer decisions. This new theoretical framework of intention formation features four determinants (attitude, subjective norm, moral identity, and perceived behaviour control) and a key moderator (level of confidence), and thereby possesses better explanatory and predictive abilities to understand ethical consumer decisions. Research on consumer intention for ethical purchasing has drawn heavily on the TPB, but the model is limited in its applicability to ethical purchase decisions. Prior studies have attempted to modify the TPB by adding more ethics-related variables, such as ethical obligation, to complement the original three components. However, the additional variables either overlapped with the original components or were proven to be less adequate for explaining the formation of intention in ethical product purchases. The present study contributes to the literature by recharacterizing the theory's original components and re-extending the TPB to make it more relevant, specific, and useful for explaining and predicting ethical product purchase decisions. The remodelled theory of intention formation in ethical purchase decisions consists of four components: revised conceptualizations of attitude and subjective norm, the newly added component of moral identity, and the adapted component of perceived behavioural control. The new model also highlights the level of confidence as a key moderator of the relationship between the independent variables (attitude, subjective norm, and moral identity) and the dependent variable (intention). The new theory suggests that a consumer's intention regarding an ethical product purchase is likely to be a function of four kinds of evaluations and judgments: teleological evaluation, deontological evaluation, virtue evaluation, and purchase control evaluation.

III. RESEARCH METHODOLOGY

A. Research Design

The study is quantitative. The research design adopted is a casual comparative/quasi-experimental method. The use of the research design will seek to identify the influence of a variable on another variable. Salkind (2010) described that the casual comparative design focuses on finding the relationship that exists between the independent and dependent variables. The objective of any academic work making use of the research design is to determine if the independent variable affects the dependent variable. Thus, the method focuses on the comparison of two or more groups.

The design was recommended for the study since it involves a comparison between two countries (Nigeria and Turkey), and it also makes use of demographic characteristics such as age, gender, and others. The study focuses on the collection of data using an online survey (Google Form) and making use of well-established scales.

B. Population of the Study

The population of the study includes participants from the Istanbul Aydin University (Turkey) and Modibbo Adama University of Technology (Nigeria). The study focuses on the analysis of marketing ethics in both countries. Istanbul Aydin Univerity is a large private higher institution that is located in Istanbul, Turkey with an estimated population of about 39,000 students, while the Modibbo Adama University of Technology is a large government-owned higher institution located in Yola, Nigeria with an estimated population of about 20,000 students.

C. Sample Size and Sampling Technique

A convenient sampling technique was used for data collection. A convenient sampling technique is a method in which samples are collected based on convenience or easy access. It involved the collection of data from respondents until the exact sample size which is needed for the study is reached (Benfield et al., 2006). The reason for using this technique is due to its convenience, fewer rules and cost-effectiveness. Two countries will be sampled in this study and they include Nigeria and Turkey. The sample will be collected via Google Form, which is an online survey application.

The sample size for this study is 367 respondents, 227 for Nigeria, while 140 for Turkey respectively.

D. Research Hypothesis

(H1) Demographic variables differ from Consumer Perception of Marketing Ethics.

(H1a) Demographic variable (Gender) differs from Consumer Perception of Marketing Ethics.

(H1b) Demographic variable (Age) differs from Consumer Perception of Marketing Ethics.

(H1c) Demographic variable (Education Level) differs from Consumer Perception of Marketing Ethics.

(H1d) Demographic variable (Household Income) differs from Consumer Perception of Marketing Ethics.

(H2) Consumer Sentiments on Marketing Mix has a significant relationship with Consumer Perception of Marketing Ethics.

E. Instrumentation

The instrument for collecting data was a structured questionnaire, which was derived from different studies. The survey instrument was divided into three segments, namely;

- A demographic profile developed by the researcher to collect and measure the selected demographic variables.

- Gaski and Etzel's (1986) Index of consumer Sentiments toward Marketing (ICSM) to gather the consumer's favourable and unfavourable sentiments toward marketing.

- Vitell, S., & Muncy, J. (2005). The Muncy-Vitell Consumer Ethics Scale. This is adapted to measure the consumer's perception of marketing ethics and ensure effective measurement of the construct ethics.

The questionnaire used five points Likert scale; 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree (Boone and Boone, 2012).

Table 1: The Adopted Questions and Reference

CONSTRUCT	NUMBER OF ITEMS	SOURCE
The Index of Consumer Sentiments Toward Marketing Scale (ICSM)		
Product Quality (PQ)	5	Gaski, J. F. (2008). The Index of consumer sentiment toward marketing: Validation, updated results, and demographic analysis. Journal of Consumer Policy, 31(2), 195-216.
Price (PR)	5	
Advertising (AD)	5	
Retailing or Selling (RS)	5	
The Muncy-Vitell Consumer Ethics Scale.		
Active/Illegal Dimension (AIL)	5	Vitell, S. J., & Muncy, J. (2005). The Muncy–Vitell consumer ethics scale: A modification and application. Journal of Business Ethics, 62(3), 267-275.
Passive/ Legal (PL)	4	
Questionable/Active/Legal (AL)	4	
No Harm/No Foul (NHNF)	6	
Doing Good (DG)	4	

F. Reliability and Validity

It is essential in any study to ensure that the data collected is authentic. Thus, the validity and reliability of the data must be carried out (Maxwell, 1992).

1. Cronbach's Alpha

A Cronbach's Alpha test was carried out in the study to check the internal reliability of the survey (Bonett and Wright, 2015). Reliability is dependent on four ranges and they include;

- Greater than 0.90; excellent reliability
- Between 0.70 - 0.90; high reliability
- Between 0.50 - 0.70; moderate reliability
- Less than 0.50; low reliability

Table 2: Cronbach's Alpha Reliability Test

Variable Name	Cronbach's Alpha Nigeria	Cronbach's Alpha Turkey
Consumer Sentiments Toward Marketing	0.708	0.701
Consumer Ethics	0.776	0.885

Source: Writer's Computation (2021).

Based on the test, table 3.2, the Cronbach's Alpha for Nigeria is 0.708 and 0.776, while that of Turkey is 0.701 and 0.885, thus, showing that the data collected to be highly reliable.

G. Data Analysis Procedure

The data collected from respondents and was analysed in a useful way and it provides better insight and understanding of the research problem. The IBM Statistical Package for Social Sciences SPSS Version 26 software was used to analyse the data.

Descriptive statistics were carried out to explore demographic characteristics of the participants such as age, gender, educational level, nationality and household income. The one-way ANOVA, Independent Samples T-Test, Mann-Whitney U, Kruskal-Wallis H and the Spearman Correlation Coefficient were used to test the hypothesis.

IV. DATA ANALYSIS AND DISCUSSION

A. Descriptive Statistics

To better understand the demographics and other information regarding the respondents, descriptive statistics were was carried out to explore demographic characteristics of the participants such as gender, age, educational level and monthly household income.

1. Frequency Distribution by Gender

Table 3: Frequency Distribution by Gender for Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	78	34.4	34.4	34.4
	Female	149	65.6	65.6	100.0
	Total	227	100.0	100.0	

Source: Writer's Computation (2021).

Table 4: Frequency Distribution by Gender for Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	74	52.9	52.9	52.9
	Female	66	47.1	47.1	100.0
	Total	140	100.0	100.0	

Source: Writer's Computation (2021).

Table 4.1 and 4.2, shows the gender distribution of people who participated in the study for Nigeria and Turkey respectively. In the case of Nigeria, 78 male respondents took part in the survey which accounted for 34.4 % of the total respondents, while 149 female respondents took part in the survey which accounted for 65.6 % of the total respondents.

In the case of Turkey, 74 male respondents took part in the survey which accounted for 52.9% of the total respondents, while 66 female respondents took part in the survey which accounted for 47.1% of the total respondents.

2. Frequency Distribution by Age

Table 5: Frequency Distribution by Age Range for Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	31	13.7	13.7	13.7
	26-35 years	136	59.9	59.9	73.6
	36-44 years	47	20.7	20.7	94.3
	46 and Above	13	5.7	5.7	100.0
	Total	227	100.0	100.0	

Source: Writer's Computation (2021).

Table 6: Frequency Distribution by Age Range for Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	58	41.4	41.4	41.4
	26-35 years	64	45.7	45.7	87.1
	36-44 years	14	10.0	10.0	97.1
	46 and Above	4	2.9	2.9	100.0
	Total	140	100.0	100.0	

Source: Writer's Computation (2021).

Table 4.3 and 4.4, shows the age range distribution respondents who participated in the study for Nigeria and Turkey respectively. In the case of Nigeria, ages 18-25 years had 31 respondents and accounted for 13.7%, and is followed by ages 26-35 years with 136 respondents and accounted for 59.9%, and is followed by ages 36-44 years with 47 respondents and accounted for 20.7%, and is followed by ages 46 above with 13 respondents and accounted for 5.7% of the total respondents.

In the case of Turkey ages 18-25 years with 58 respondents and accounted for 41.4%, and is followed by ages 26-35 years with 64 respondents and accounted for 45.7%, and is followed by ages 36-44 years with 14 respondents and accounted for 10.0%, and is followed by ages 46 above with 4 respondents and accounted for 2.9% of the total respondents.

3. Frequency Distribution by Educational Level

Table 7: Frequency Distribution by Educational Level for Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	22	9.7	9.7	9.7
	Bachelor Degree	151	66.5	66.5	76.2
	Master Degree and Above	54	23.8	23.8	100.0
	Total	227	100.0	100.0	

Source: Writer's Computation (2021).

Table 8: Frequency Distribution by Educational Level for Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School Diploma	24	17.1	17.1	17.1
	Bachelor Degree	41	29.3	29.3	46.4
	Master Degree and Above	75	53.6	53.6	100.0
	Total	140	100.0	100.0	

Source: Writer's Computation (2021).

Table 4.5 and 4.6, shows the educational level distribution for people who participated in the study for Nigeria and Turkey respectively. In the case of Nigeria, respondents with Bachelor's degree was 151 was the highest and accounted for 66.5% of the total population of the study and was followed by a Master degree and above with 54 respondents and accounts for 23.8% of the total population.

In the case of Turkey, respondents with a Bachelor's degree were 41 which accounts for 39.3% of the total respondents and was followed by a Master's Degree with the highest number of 75 respondents and accounts for 53.6% of the total population.

4. Frequency Distribution by Household Income

Table 9: Frequency Distribution by Household Income for Nigeria

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below $100	33	14.5	14.5	14.5
	Between $100 - $499	98	43.2	43.2	57.7
	Between $500 - $999	51	22.5	22.5	80.2
	Between $1,000 - $1,999	19	8.4	8.4	88.5
	$2,000 and Above	26	11.5	11.5	100.0
	Total	227	100.0	100.0	

Source: Writer's Computation (2021).

Table 10: Frequency Distribution by Household Income for Turkey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below $100	11	7.9	7.9	7.9
	Between $100 - $499	38	27.1	27.1	35.0
	Between $500 - $999	34	24.3	24.3	59.3
	Between $1,000 - $1,999	29	20.7	20.7	80.0
	$2,000 and Above	28	20.0	20.0	100.0
	Total	**140**	**100.0**	**100.0**	

Source: Writer's Computation (2021).

Table 4.7 and 4.8, shows the frequency distribution by the monthly Household Income for people who participated in the study for Nigeria and Turkey respectively. Based on the results from the two countries, it is obvious that the majority of the respondents earned between $100-$499 monthly household income, and this were followed by the $500-$999 income level.

B. The Comparison of Demographic Variables of Consumer Perception of Marketing Ethics for Nigeria

(H1)   Demographic variables differ from Consumer Perception of Marketing Ethics.

 (H1a) Demographic variable (Gender) differs from Consumer Perception of Marketing Ethics.

 (H1b) Demographic variable (Age) differs from Consumer Perception of Marketing Ethics.

 (H1c) Demographic variable (Education Level) differs from Consumer Perception of Marketing Ethics.

 (H1d) Demographic variable (Household Income) differs from Consumer Perception of Marketing Ethics.

The t-test and ANOVA assumption are: normality distribution.

Table 11: Tests of Normality (Consumer Perception of Marketing Ethics for Nigeria)

Consumer perception of marketing ethics	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
	.066	227	0.018	.985	227	0.020

Source: Writer's Computation (2021).

The normality of Consumer Perception of Marketing Ethics was assessed. The Shapiro-Wilk test indicated that the results were not normally distributed. W(227) = 0.985, p = 0.020. Consumer Perception of Marketing Ethics is not normally distributed. So, nonparametric tests were used for the analysis.

The comparison of gender on consumer perception of marketing ethics for two countries was carried out.

1. Gender and Consumer Perception of Marketing Ethics for Nigeria

Table 12: Comparison of Gender and Consumer Perception of Marketing Ethics for Nigeria

Consumer perception of marketing ethics	Gender	N	Mean Rank	Sum of Ranks	Z	p value
	Male	78	123.28	9615.50	-1.541	0.123
	Female	149	109.14	16262.50		
	Total	227				

Source: Writer's Computation (2021).

To evaluate the difference between male and female on consumer perception of marketing ethics, the Mann-Whitney Test was carried out and results revealed that there are insignificant differences between males (Median = 2.26, n = 78) and females (Median = 2.09, n = 149), U = 5087.500, p = 0.123.

2. Age and Consumer Perception of Marketing Ethics for Nigeria

Table 13: Comparison of Age and Consumer Perception of Marketing Ethics for Nigeria

	Age	N	Mean Rank	Chi-Square	p value
Consumer perception of marketing ethics	18-25 years	31	121.34		
	26-35 years	136	112.48	5.837	0.120
	36-44 years	47	103.32		
	46 and Above	13	151.00		
	Total	227			

Source: Writer's Computation (2021).

To evaluate the difference between Age and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(3) = 5.837, p = 0.120), with a mean rank of 121.34 for 18-25 years, 112.48 for 26-35 years, 103.32 for 36-44 years and 151.00 for 46 and Above.

3. Education Level and Consumer Perception of Marketing Ethics for Nigeria

Table 14: Comparison of Education Level and Consumer Perception of Marketing Ethics Nigeria

	Educational Level	N	Mean Rank	Chi-Square	p value
Consumer perception of marketing ethics	High School Diploma	22	126.14	0.908	0.635
	Bachelor Degree	151	111.95		
	Master Degree and Above	54	114.80		
	Total	227			

Source: Writer's Computation (2021).

To evaluate the difference between Education Level and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(2) = 0.908, p = 0.635), with a mean rank of

126.14 for High School Diploma, 111.95 for Bachelor Degree, and 114.80 for Master Degree and Above.

4. Income Level and Consumer Perception of Marketing Ethics for Nigeria

Table 15: Comparison of Income Level and Consumer Perception of Marketing Ethics for Nigeria

	Monthly Household Income	N	Mean Rank	Chi-Square	p value
Consumer perception of marketing ethics	Below $100	33	130.35	6.788	0.147
	Between $100 - $499	98	108.59		
	Between $500 - $999	51	103.61		
	Between $1,000 - $1,999	19	139.11		
	$2,000 and Above	26	115.67		
	Total	227			

Source: Writer's Computation (2021).

To evaluate the difference between Income Level and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(4) = 6.788, p = 0.147), with a mean rank of 130.35 for Below $100, 108.59 for Between $100 - $499, 103.61 for Between $500 - $999, 139.11 for Between $1,000 - $1,999, and 115.67 for $2,000 and Above.

C. The Comparison of Demographic Variables of Consumer Perception of Marketing Ethics for Turkey

The T-test and ANOVA test assumptions are: normality distribution, no outliers, and homogeneity of groups.

Table 16: Tests of Normality (Consumer Perception of Marketing Ethics for Turkey)

Consumer perception of marketing ethics	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
	.060	140	0.200[*]	.982	140	0.067

Source: Writer's Computation (2021).

The normality of Consumer Perception of Marketing Ethics was assessed. The Shapiro-Wilk test indicated that the results were almost normally distributed. $W(140) = 0.982$, $p = 0.067$.

Figure 3: Histogram of test for Normality
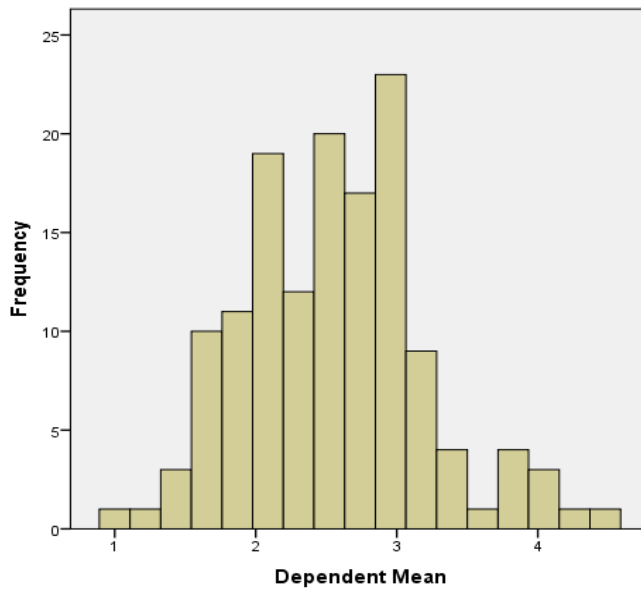
Source: Writer's Computation (2021).

The results from the P-value of the Normality Shapiro-Wilk test data distribution shows that the data are almost normally distributed.

Figure 4: Test for Outliers
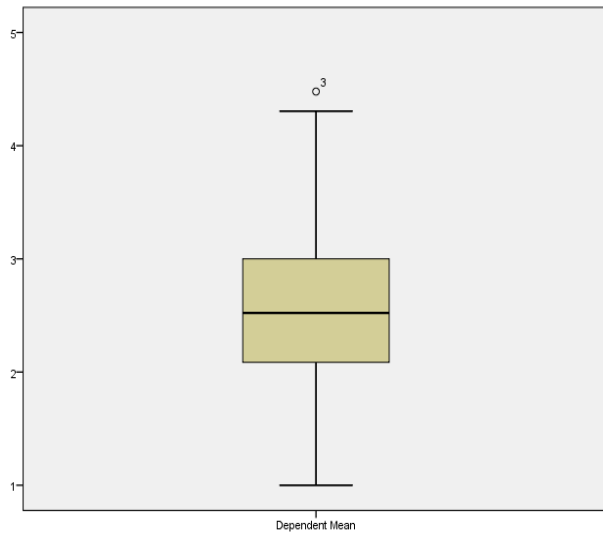
Source: Writer's Computation (2021).

According to the distribution shown in Fig 4.2 above, there are no outliers.

1. Gender and Consumer Perception of Marketing Ethics for Turkey

Table 17: Comparison of Gender and Consumer Perception of Marketing Ethics for Turkey

Consumer perception of marketing ethics	Gender	N	Mean	Std. dev.	t	p value
	Male	74	2.63	0.637	1,640	0.103
	Female	66	2.46	0.637		
	Total					

Source: Writer's Computation (2021).

To evaluate the difference between male and female on consumer perception of marketing ethics, the Independent Samples T-Test was carried out and results revealed that there are insignificant differences between gender and consumer perception of marketing ethics. t(138) = 1.640, p = 0.103. The male group has 74 participants with a mean of (M=2.63) and a standard deviation of (Std.=0.627), on the other hand, the females group has 66 participants with a mean of (M=2.46) and a standard deviation of (Std.=0.637).

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2. Age and Consumer Perception of Marketing Ethics for Turkey

Table 18: Test of Homogeneity of Variances for Age (Consumer Perception of Marketing Ethics for Turkey)

Dependent Mean

Levene Statistic	df1	df2	Sig.
2.849	3	136	0.040

Source: Writer's Computation (2021).

Table 4.16 shows that the data is not homogenous, as the p-value is less than 0.05; therefore a nonparametric test will be carried out.

Table 19: Comparison of Age and Consumer Perception of Marketing Ethics for Turkey

	Your Age	N	Mean Rank	Chi-Square	p value
Consumer perception of marketing ethics	18-25 years	58	73.14	5.507	0.138
	26-35 years	64	73.71		
	36-44 years	14	54.25		
	46 and Above	4	37.75		
	Total	140			

Source: Writer's Computation (2021).

To evaluate the difference between Age and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(3) = 5.507, p = 0.138), with a mean rank of 73.14 for 18-25 years, 73.71 for 26-35 years, 54.25 for 36-44 years and 37.75 for 46 and Above.

3. Education level and Consumer Perception of Marketing Ethics for Turkey

Table 20: Test of Homogeneity of Variances for Education (Consumer Perception of Marketing Ethics for Turkey)

Dependent Mean

Levene Statistic	df1	df2	Sig.
1.758	2	137	0.176

Source: Writer's Computation (2021).

The results show that groups are homogenous as the results of the *p*-value are more than 0.05.

Table 21: Comparison of Education Level and Consumer Perception of Marketing Ethics Turkey

Dependent Mean

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.557	2	1.779	4.634	0.011
Within Groups	52.586	137	.384		
Total	**56.143**	**139**			

Source: Writer's Computation (2021).

Table 4.19 shows that there is a difference between groups, a Post Hoc test will be done to see the differences that exist between variable groups.

Table 22: The Post Hoc Test

Your Educational Level		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High School Diploma	Bachelor Degree	.466[*]	.159	0.011	.09	.84
	Master Degree and Above	.382[*]	.145	0.025	.04	.73
Bachelor Degree	High School Diploma	-.466[*]	.159	0.011	-.84	-.09
	Master Degree and Above	-.083	.120	0.768	-.37	.20
Master Degree and Above	High School Diploma	-.382[*]	.145	0.025	-.73	-.04
	Bachelor Degree	.083	.120	0.768	-.20	.37

Source: Writer's Computation (2021).

To evaluate the difference between Education level and Consumer Perception of Marketing Ethics, the one-way ANOVA was carried out and results revealed that there are statistically significant differences between groups ($F(2,137) = 4.634$, p = 0.011), which is below 0.05. A Post Hoc Test showed that there was a difference between High School Diploma / Bachelor Degree (p = .011), there was a difference between High School Diploma / Master Degree and above (p = .025), there was no difference between Bachelor Degree / Master Degree and above (p = .768).

4. Income Level and Consumer Perception of Marketing Ethics for Turkey

Table 23: Test of Homogeneity of Variances for Income (Consumer Perception of Marketing Ethics for Turkey)

Dependent Mean

Levene Statistic	df1	df2	Sig.
1.691	4	135	0.156

Source: Writer's Computation (2021).

The result from Table 4.21 shows that Groups are homogenous.

Table 24: Comparison of Income Level and Consumer Perception of Marketing Ethics for Turkey

Dependent Mean

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.216	4	.804	2.051	0.091
Within Groups	52.927	135	.392		
Total	**56.143**	**139**			

Source: Writer's Computation (2021).

To evaluate the difference between Income Level and Consumer Perception of Marketing Ethics, the one-way ANOVA was carried out and results revealed that there are no significant differences between groups ($F_{(4,135)} = 2.051$, $p = 0.091$), which greater than 0.05.

D. The Spearman Correlation Coefficient

As the data is not normally distributed, the nonparametric Spearman Correlation test is used.

1. The Correlation Coefficient Analysis for Nigeria

Table 25: Consumer Sentiment and Consumer Perception of Marketing Ethics for Nigeria

		Independent Mean	Dependent Mean
Consumer sentiment on marketing mix	Spearman's rho Correlation	1.000	0.149*
	Sig. (2-tailed)		0.025
	N	227	227
Consumer perception of marketing ethics	Spearman's rho Correlation	1.000	0.149*
	Sig. (2-tailed)		0.025
	N	227	227
	*. Correlation is significant at the 0.05 level (2-tailed).		

Source: Writer's Computation (2021).

A Spearman Correlation Coefficient analysis was computed to assess if there is a significant relationship between Consumer Sentiments on Marketing Mix and Consumer Perception of Marketing Ethics in Nigeria. There was a positive correlation between the two variables, $r = 0.149$, $N = 227$; however, the relationship was significant ($p = 0.025$). The Consumer Sentiments on Marketing Mix appear to have a significant relationship with Consumer Perception of Marketing Ethics.

2. The Correlation Coefficient Analysis for Turkey

Table 26: Consumer Sentiment and Consumer Perception of Marketing Ethics for Turkey

		Independent Mean	Dependent Mean
Consumer sentiment on marketing mix	Spearman's rho Correlation	1.000	0.293**
	Sig. (2-tailed)		0.000
	N	140	140
Consumer perception of marketing ethics	Spearman's rho Correlation	0.293**	1.000
	Sig. (2-tailed)	0.000	
	N	140	140

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Writer's Computation (2021).

A Spearman Correlation Coefficient analysis was computed to assess if there is a significant relationship between Consumer Sentiments on Marketing Mix and Consumer Perception of Marketing Ethics in Turkey. There was a positive correlation between the two variables, r = 0.293, N = 140; however, the relationship was significant (p = 0.000). The Consumer Sentiments on Marketing Mix appear to have a significant relationship with Consumer Perception of Marketing Ethics.

V.DISCUSSION AND CONCLUSION

In this section of the thesis, the study illustrates the summary of the findings, conclusion, recommendation and the limitation of the study.

A. Summary of Findings

The study aims to investigate the impact of consumer perception about marketing ethics by comparing Turkish and Nigerian consumers. An online questionnaire was derived and distributed to 227 Nigerian respondents and 140 Turkey respondents.

Descriptive statistics were carried out to measure the demographic characteristics of the respondents. The Analysis of Variance (one-way ANOVA), Independent Samples T-Test and the Correlation Coefficient analysis were used for data analysis. The Independent Samples T-Test and ANOVA analysis will be carried out to determine if there were significant differences between the variables, while the Correlation Coefficient was conducted to check the significant relationship between the variables (St, and Wold, 1989); (Gerald, 2018); (Seber and Lee, 2012).

The result from the gender frequency distribution for Nigeria shows 78 males and 149 female respondents took part in the survey, which accounted for 34.4% and 65.6% respectively. Results from Turkey survey shows 74 males, and 766 female took part and accounted for 52.9% and 47.1% of respondents that took part in the survey. Results from the age frequency distribution for Nigeria shows that ages 18-25 years had 31 respondents and accounted for 13.7%, and is followed by ages 26-35 years with 136 respondents and accounted for 59.9%, and is followed by ages 36-44 years with 47 respondents and accounted for 20.7%, and is followed by ages 46 above with 13 respondents and accounted for 5.7% of the total respondents. In the case of Turkey, ages 18-25 years with 58 respondents and accounted for 41.4%, and is followed by ages 26-35 years with 64 respondents and accounted for 45.7%, and is followed by ages 36-44 years with 14 respondents and accounted for 10.0%, and is followed by ages 46 above with 4 respondents and accounted for 2.9 of the total

respondents. Results from the education level frequency distribution for Nigeria shows that respondents with Bachelor's degree were 151 was the highest and accounted for 66.5% of the total population of the study and was followed by a Master degree and above with 54 respondents and accounts for 23.8% of the total population. In the case of Turkey, respondents with a Bachelor's degree were 41 which accounts for 29.3% of the total respondents and was followed by a Master's Degree with the highest number of 75 respondents and accounts for 53.6% of the total population. As seen from the results of the monthly Household frequency distribution for Nigeria and Turkey shows, it is obvious that the majority of the respondents earned between $100-$499 monthly household income, and this was followed by the $500-$999 income level.

In a test to determine if demographic variables differ from Consumer Perception of Marketing Ethics in Nigeria, a T-test and ANOVA test were carried out. To evaluate the difference between male and female on consumer perception of marketing ethics, the Mann-Whitney test was carried out and results revealed that there are insignificant differences between males (Median = 2.26, n = 78) and females (Median = 2.09, n = 149), U = 5087.500, p = 0.123. To evaluate the difference between Age and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(3) = 5.837, p = 0.120), with a mean rank of 121.34 for 18-25 years, 112.48 for 26-35 years, 103.32 for 36-44 years and 151.00 for 46 and Above. To evaluate the difference between Education Level and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(2) = 0.908, p = 0.635), with a mean rank of 126.14 for High School Diploma, 111.95 for Bachelor Degree, and 114.80 for Master Degree and Above. To evaluate the difference between Income Level and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(4) = 6.788, p = 0.147), with a mean rank of 130.35 for Below $100, 108.59 for Between $100 - $499, 103.61 for Between $500 - $999, 139.11 for Between $1,000 - $1,999, and 115.67 for $2,000 and Above.

In a test to determine if demographic variables differ from Consumer Perception of Marketing Ethics in Turkey, a T-test and ANOVA test were carried out.

To evaluate the difference between male and female on consumer perception of marketing ethics, the Independent Samples T-Test was carried out and results revealed that there are insignificant differences between gender and consumer perception of marketing ethics. t(138) = 1.640, p = 0.103. The male group has 74 participants with a mean of (M=2.63) and a standard deviation of (Std.=0.627), on the other hand, the females group has 66 participants with a mean of (M=2.46) and a standard deviation of (Std.=0.637. To evaluate the difference between Age and consumer perception of marketing ethics, the Kruskal-Wallis test was carried out and results revealed that there are insignificant differences (H(3) = 5.507, p = 0.138), with a mean rank of 73.14 for 18-25 years, 73.71 for 26-35 years, 54.25 for 36-44 years and 37.75 for 46 and Above. To evaluate the difference between Education level and Consumer Perception of Marketing Ethics, the one-way ANOVA was carried out and results revealed that there are statistically significant differences between groups (F(2,137) = 4.634, p = 0.011), which is below 0.05. A Post Hoc Test showed that there was a difference between High School Diploma / Bachelor Degree (p = .011), there was a difference between High School Diploma / Master Degree and above (p = .025), there was no difference between Bachelor Degree / Master Degree and above (p = .768). To evaluate the difference between Income Level and Consumer Perception of Marketing Ethics, the one-way ANOVA was carried out and results revealed that there are no significant differences between groups (F(4,135) = 2.051, p = 0.091), which greater than 0.05.

A Spearman Correlation Coefficient analysis was computed to assess if there is a significant relationship between Consumer Sentiments on Marketing Mix and Consumer Perception of Marketing Ethics in Nigeria. There was a positive correlation between the two variables, r = 0.149, N = 227; however, the relationship was significant (p = 0.025). The Consumer Sentiments on Marketing Mix appear to have a significant relationship with Consumer Perception of Marketing Ethics.

A Spearman Correlation Coefficient analysis was computed to assess if there is a significant relationship between Consumer Sentiments on Marketing Mix and Consumer Perception of Marketing Ethics in Turkey. There was a positive

correlation between the two variables, r = 0.293, N = 140; however, the relationship was significant (p = 0.000). The Consumer Sentiments on Marketing Mix appear to have a significant relationship with Consumer Perception of Marketing Ethics.

B. Discussion and Implication

This study examined the impact of consumer perception about marketing ethics by comparing Turkish and Nigerian consumers. The implication of the results is important in the understanding of marketing ethics between the two countries (Vitell and Hidalgo, 2006).

1. Education Level Differs From Consumer Perception of Marketing Ethics

The result to determine if the demographic variable (Education Level) differed from the consumer perception of marketing ethics was significant in the Turkey survey. Educated consumers differ in their purchasing behaviour and cognitive behaviour towards marketing practices. This is explicable by the fact that "relative to other consumers, those with better product knowledge are generally more rational and possess professional knowledge as well as marketing knowledge and information" (Liang and Dunn, 2008). The highly educated consumer or thoughtful consumer's perceptions are likely to go beyond marketing that only takes comfort in adhering to existing regulations or marketing that remains adamant to innovation, but one that would address emerging marketing challenges. From an ethical standpoint, it blinds an eye on opportunities for furthering ethics in the field, as lacking genuine engagement, honesty, and integrity. The educated consumer also tends to be green consumers or to try at best within their means to be responsible consumers. A positive relationship was found with the level of education concerning environmental attitudes, and such results between the two variables were almost unanimous across studies (Roberts, 1995; Roberts and Bacon, 1997). While economic status is also an important determinant of consumers' orientation to be green or not, education influences the characteristics of their differentiation. The lack of education can sometimes affect the potentials for changes, delay the opportunity for substantive dialogue, and lead to detrimental polarization of ethical views. Consumer education builds consumer knowledge, which in turn is valuable to value-based judgments of consumer decisions (Sujan, 1991; Atherton and Wells, 1998). A profound gap in

educational status among consumers may cause perceptions to be extremely driven by individual feelings or distorted norm ethics rather than by authentic parameters of ethics. On another stance, even consumers with similar educational backgrounds do no perceive business ethical norms the same way. The scope of marketing ethics remains unquestionably intricate and requires thoughtful analyses for any practical settlement of marketing practices that would in the end benefit both the marketer and the consumer as transactional agents. What is hopeful in any such debate is that universal and basic ethical norms can transcend any major barriers set by dominant variables such as culture, education, and other demographics.

2. Consumer Sentiments on Consumer Perception of Marketing Ethics

The results for Nigeria and Turkey to determine if consumer sentiment has a relationship with the consumer perception of marketing ethics were both seen to significant. The result of the study is in line with Amantha (2020) on the influence of marketing mix variables on ethical decision making. The author found out that consumer perception of the fake brand or counterfeit could be positive especially if the fake brand is of low price and almost the same quality in comparison with the original brand. Consumers can go for a fake brand or counterfeit brand when they know they can get the same quality but at a lower price. This happens when the product is expensive. The result of another study shows that even if the customers considered business ethics as important, their behaviour towards buying does not echo this attitude (Parihar, 2014). The result of the study is also in line with a work carried out by Kumar and Mohktar (2016). The study aimed at investigating consumers' perception of marketers' commitment to ethical practices. The result shows that product fairness and price fairness are positively correlated to the attitudes of shoppers towards organizations who resort to ethical practices.

C. Limitation and Recommendation

This study has limitations just like any other research work. It presented a limitation concerning the samples used, which being convenience samples, restricted the ability to generalise from the results. Nevertheless, the results obtained were deemed valuable and additionally made possible quantitative country comparisons. Furthermore, student samples have been used in previous research on similar topics.

Nevertheless, it would be of interest to replicate the study with more representative samples in the future, as well as to include more countries for comparisons. Measuring consumer ethical perspectives in different contexts and the underlying reasons for differences and similarities between them will constitute an important contribution to a more complete understanding of the consumer side of marketing ethics, for both academic and practitioners (Oliver, 2014).

D. Conclusion

This study was hypothesized and tested to demonstrate significant differences between consumers' demographic characteristics on Consumer perception of marketing ethics, and also the relationship between consumers' sentiments about marketing mix on consumers' perceptions of marketing ethics. As seen from the study, there were no significantly meaningful effects between consumers' demographic characteristics and consumers' perceptions of marketing ethics. This result is supported by Tjiptono et al., (2017) who conducted a study in Indonesia and Thailand, on the effect of consumer demographic characteristics on marketing ethics and results from Thailand were found to be insignificant. The mixed findings of the demographic differences may suggest that there are no intrinsic demographic differences in consumer ethics using the proposed hypothesis. Although Nigeria and Turkey may appear to have different cultures, research has found that there are similarities in how ethical marketing decisions are taken. Demographics variables Education level have shown a level of influence on the consumers' perceptions of marketing ethics within the Turkish consumers

It has been shown that there is a significant relationship that exists between consumer sentiments on the marketing mix and consumers' perceptions of marketing ethics in both countries. The assessment of demographic variables of consumers was extremely vital for a clear understanding of core descriptive characteristics specific to Nigeria and Turkey. The testing of related hypotheses provided a framework for implications on how some demographic variables interact in context to play a role in consumers' perceptions of marketing ethics. Although the level of ethical sensitivity may vary according to the ethical issue under study and situational and cultural factors, there is proven evidence from the study that demographic variable Education

Level produced significant differences among consumers in Turkey while affecting their ethical perceptions (Blodgett, et al., 2001). The respective significant relationship, observed among consumers' sentiment on the marketing mix illustrate a strong relationship between marketing and consumers. This research has successfully met its objective. First, it has provided sufficient empirical evidence to show that level of Education could significantly influence the perception of marketing ethics. Secondly, consumer sentiments about marketing mix in both Nigeria and Turkey showed significant relationship on consumer perception about marketing ethics. This research adds value to the existing literature, not only in presenting a unique cross-cultural quantitative analysis but by also bringing a distinct study between Nigeria and Turkey, which is something significant to the marketing concept and its ethical performance (Smith et al., 2008).

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APPENDIX I

ISTANBUL AYDIN UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

THESIS TOPIC:
AN EMPIRICAL INVESTIGATION ON CONSUMER PERCEPTION
ABOUT MARKETING ETHICS: THE COMPARISON OF TURKISH AND
NIGERIAN CONSUMERS.

NNEKA CHIOMA EMENNAA

Dear Respondents,

This questioner is designed for a Master's thesis. All information given will be used solely for academic purpose and treated confidentially. Kindly give accurate information in all sections.

SECTION A: Demographic Profile
For the following statements in this section, please tick (√) the answer that best represents your opinion.

1) What is your gender?
   - ☐ Male
   - ☐ Female

2) What is your age range**?**
   - ☐ 18-25 years
   - ☐ 26-35years
   - ☐ 36-44years
   - ☐ 46 Above

3) What is your educational level?
   - ☐ High School Diploma
   - ☐ Bachelor Degree
   - ☐ Masters Degree and Above

4) What is your Nationality?
   - ☐ Nigeria
   - ☐ Turkey

5) Your monthly household income?
   - ☐ Below $100

- ☐ Between $100 - $499
- ☐ Between $500 - $999
- ☐ Between $1,000 - $1,999
- ☐ Between $2,000 Above

SECTION B:

The index of consumer sentiments toward marketing scale. From "The Index of Consumer Sentiment toward Marketing: Validation, Updated Results, and Demographic Analysis, "by J. F. Gaski, 2008, Journal of Consumer Policy, 31, pp. 213-214.

Product Quality (PQ)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1.	I am satisfied with most of the products I buy.					
2.	Most products I buy to wear out too quickly.					
3.	Too many of the products I buy are defective in some way.					
4.	The companies that make products I buy do not care enough about how well they perform.					
5.	The quality of the products I buy has consistently improved over the years.					
Price (PR)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
6.	Most products I buy are overpriced.					
7.	Businesses could charge a lower price and still be profitable.					
8.	Most prices are reasonable considering the high cost of doing business.					
9.	Most prices are fair.					
10.	In general, I am satisfied with the prices I pay.					
Advertising (AD)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
11.	Most advertising is very annoying.					
12.	Most advertising makes false claims.					
13.	If most advertising were eliminated, consumers would be better off.					
14.	I enjoy most ads.					
15.	Most advertising is intended to deceive rather than to inform consumers.					

Retailing or Selling (RS)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
16.	Most retail stores serve their customers well.					
17.	Because of the way retailers treat me, most of my shopping is unpleasant.					
18.	1 find most retail salespeople to be very helpful.					
19.	When I need assistance in a store, I am usually not able to get it.					
20.	Most retailers provide adequate service.					

SECTION C:

Vitell, S., & Muncy, J. (2005). The Muncy-Vitell Consumer Ethics Scale: A Modification and Application. Journal of Business Ethics, 62(3), 267-275. Retrieved from http://www.jstor.org/stable/25123665

Please tick (√) the appropriate box to rate the following items using a scale of 1-5:
1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

Active/Illegal Dimension (AIL)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
21.	Changing price tags on merchandise in a retail store.					
22.	Drinking a can of soda in a store without paying for it.					
23.	Giving incorrect price information to a clerk for an unpriced item.					
24.	Using an access code that does not belong to you.					
25.	Returning damaged goods when the damage was your fault					
Passive/ Legal (PL)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
26.	Getting too much change and not saying anything.					
27.	Lying about your age to get a cheaper price.					
28.	Saying nothing when a waitress miscalculates a bill in your favour.					
29.	Observing someone shoplifting and					

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	ignoring it.					
Questionable/Active/Legal (AL)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
30.	Using an expired coupon or promotional code for merchandise.					
31.	Not telling the truth when negotiating the price of a new item.					
32.	Using a coupon for merchandise you did not buy.					
33.	Returning merchandise to a store by claiming that it was a gift when it was not.					
No Harm/No Foul (NHNF)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
34.	Installing software on your computer that you did not pay for.					
35.	Returning merchandise after buying it and not liking it.					
36.	Spending over an hour trying on clothing and not buying anything.					
37.	Copying or downloading computer software or games that you did not buy.					
38.	Recording a movie on television.					
39.	Burning a CD instead of buying it					
Doing Good (DG)		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
40.	Recycling materials such as cans, bottles, newspapers					
41.	Buying products labelled as "environmentally friendly" even if they do not work as well as competing products					
42.	Returning to the store and paying for something that the cashier mistakenly did not charge you for.					
43.	Correcting a bill that has been miscalculated in your favour.					

CURRICULUM VITAE

BIO-DATA

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INSTITUTIONS ATTENDED WITH QUALIFICATIONS

- ☐ **Masters:**   2021, Aydin Istanbul University
  Master's in Business Administration (MBA)
- ☐ **Bachelor:**   2011, Federal University of Technology Yola
  B.Tech Mathematics and Economics
- ☐ **Bachelor:**   2004, University of Jos
  Diploma in Mass Communication

PROFESSIONAL EXPERIENCE

- ☐ **2019 - Date   Bahcesehir koleji, Bahcesehir Campus** (English Teacher)
- ☐ **2018 - 2019   Mektebim Okullari, Beylikduzu,** (English Teacher)
- ☐ **2018   Mektebim Okullari, Corlu Campus,** (English Teacher)
- ☐ **2017   Mektebim Okullari, Beykent Campus,** (English Teacher)
- ☐ **2016 - 2017:   Ihlas Egitim kurumlari. Bahcelievler,** (English Teacher)

PUBLICATIONS

- ☐ **EMENNAA, N. C., & KAPLAN, B. A., 2021.** Review on the Consumer Perception about Marketing Ethics. *Malatya Turgut Özal Üniversitesi İşletme ve Yönetim Bilimleri Dergisi*, *2*(1), 25-46.
- ☐ **EMENNAA, N. C., 2021.** A Review on Social Media Brand Influencing and Consumer Purchase Decisions. *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)* , *8*(1), 45-52.