

T.C.
BAHÇEŞEHİR UNIVERSITY

**ETHICAL APPROACH TO MARKET AND BRAND
MANAGEMENT**

Graduate Thesis

SEÇİL BALÇIK

İSTANBUL, 2019

**T.C.
BAHÇEŞEHİR UNIVERSITY**

**SOCIAL SCIENCES INSTITUTE
FACULTY OF BUSINESS ADMINISTRATION
MARKETING SCIENCE**

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ABSTRACT

ETHICAL APPROACH TO MARKET AND BRAND MANAGEMENT

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The marketing environment, which is becoming more competitive every passing day because of the globalization; leads to the formation of unethical marketing activities. Furthermore; the developments in the communication technology make the unethical behaviors of companies more visible. Whilst the unethical actions of companies taken place in the mass media are increasingly related to marketing practices; marketing ethics is also becoming more important.

Owing to the fact that the perfect competition environment is not achieved in practice today; the working conditions, styles of the business world and the social responsibility of the companies have been deeply badly affected; and has been faced with the unethical infringement of the rights of other circles in the face of unlimited interests expectations of the certain sectors. In this environment; ethical issues in terms of business life and marketing have been discussed and inquired more frequently. Thus; this study examines the ethical dimensions of marketing activities of the business world that receive a quick response by consumers and society. At the same time; it especially deals with whether ethical behaviors are within the scope of social responsibilities of enterprises and the execution of supervisory mechanism. It is also considered that in developed countries consumer awareness has been unable to earn its well-deserved place as it is the case with Turkey.

In parallel with these reasons; the purpose of the academic research was to investigate the brand and marketing managers from different companies to provide deserved information on the right findings on ethics in brand management. To this end; a semi-structured in-depth interview was conducted with 11 managers from business life. Lastly; the information in the literature with the information in the interview answers was compared each other on the ethics in business. In this way; the compatibility of the claims (hypothesis) obtained from the interviews and the theories defended in the literature, has been investigated and thus; it has been tried to prove the correctness of these theses.

As the conclusion; first according to the theories explained in the literature, ethics tries to achieve the basic facts about what is good or bad, which behavior is right or wrong, and thus establishes the principles of correct behavior that will guide individuals and groups. This effort is very important and meaningful in guiding mankind, seeking to ascertain the rules of morality that are necessary for the glorification of mankind, and for living in solidarity in a civilized society.

In parallel according to the interview results; it has been seen that the sustainability and preference of the business outside the quality of the product depend on the ethical values. And also the vision and the mission of the companies are based on ethics as the ethical rules and codes are the inseparable element of the business life and social life.



Keywords: Marketing Ethics, Brand Management, Ethical Brand Management, Ethics in Business, Ethical Theories

ÖZET

PİYASA VE MARKA YÖNETİMİNE ETİK YAKLAŞIM

Seçil Balçık

PAZARLAMA BİLİMLERİ İŞLETME FAKÜLTESİ

Tez Danışmanı

Dr. Kazım Selçuk Tuzcuoğlu

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Küreselleşme nedeniyle her geçen gün daha rekabetçi hale gelen pazarlama ortamı, etik olmayan pazarlama uygulamalarının meydana gelmesine sebep olmaktadır. Ayrıca, iletişim teknolojisindeki gelişmeler, şirketlerin etik olmayan davranışlarını daha görünür kılmaktadır. Medyada yayınlanan etik olmayan davranışların çoğunluğunun pazarlama faaliyetleri ile ilgili olması nedeniyle, pazarlama etiği daha da önem kazanmaktadır.

Günümüzde mükemmel rekabet ortamının pratikte sağlanamaması nedeniyle; çalışma koşulları, iş dünyasının stilleri ve şirketlerin sosyal sorumluluğu derinden etkilenmiş ve belirli sektörlerin sınırsız çıkar beklentileri karşısında diğer çevrelerin haklarının etik olmayan ihlalleriyle karşı karşıya kalınmıştır. Bu kapsamda, iş hayatı ve pazarlama alanındaki etik konular tartışılmış ve sorgulanmıştır. Böylece, bu çalışma, tüketiciler ve toplum tarafından en hızlı yanıt alan iş dünyasındaki pazarlama faaliyetlerinin etik boyutlarını incelemektedir. Aynı zamanda, özellikle etik değerlerin işletmelerin sosyal sorumlulukları ve denetim mekanizmasının yürütülmesi kapsamında var olup olmadığı ile ilgili sorulara yanıt aramaktadır. Ayrıca, tüketici bilincinin gelişmiş ülkelerde, Türkiye'de olduğu gibi hak ettiği yeri kazanamadığı düşünülmektedir.

Bu nedenlere paralel olarak, araştırmanın amacı, marka yönetiminde etik ile ilgili doğru bulguları elde etmek için farklı şirketlerden marka ve pazarlama yöneticilerini araştırmaktır. Bu maksatla, gerekli verileri toplamak için 11 yöneticiyle derinlemesine görüşme yapıldı ve son olarak literatürdeki yer alan bilgilerle, mülakat cevaplarındaki bilgilerin iş etiği açısından karşılaştırılmaları sağlanmıştır. Bu sayede mülakat sonucu elde edilen bilgilerle, literatür taramasıyla elde edilen bilgilerin birbirine uygunluğu araştırılmış ve böylece; savunulan tezlerin doğruluğu ispat edilmeye çalışılmıştır.

Sonuç olarak; öncelikle, literatürde açıklanan teorilere göre, etik, neyin iyi ya da kötü olduğu, hangi davranışın doğru ya da yanlış olduğu ile ilgili temel gerçekleri elde etmeye

alışır ve bylece bireylere ve gruplara rehberlik edecek doęru davranıř ilkelerini belirler. Bu aba, insanoęlunun ynlendirilmesinde, insanlıęın yceltilmesi ve medeni bir toplumda dayanıřma iinde yařamak iin gerekli olan ahlak kurallarının belirlenmesi iin ok nemlidir.

Literatrde yer alan bilgilerle paralel olarak, mlakat sonularına gre; iřletmenin srdrlebilirlięi ve tercihinin rn kalitesi dıřında etik deęerlere baęlı olduęu grlmřtr. Ayrıca řirketlerin vizyonu ve misyonu da iř hayatının ve sosyal hayatın ayrılmaz bir unsuru olan etik kurallara dayanmaktadır.



Anahtar Kelimeler: Pazarlama Etięi, Marka Ynetimi, Etik Marka Ynetimi, İř Ahlakı, Etik Kuramlar.

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1. INTRODUCTION

Globalization and the intensifying competition environment have deeply affected the working conditions and styles of the business world and besides; the social responsibility of the companies has come to face with the unethical violation of the rights of other circles in the face of the unlimited interest expectations of certain sectors. Therefore; ethical issues in this environment which are in the terms of business life and marketing have been discussed and inquired more frequently. This is the first aspect of the study; which is the vitality of businesses reflected in gathering and consumers; as well as the ethical dimension of marketing activities that are the fastest response area by consumers and society at the same time. Until recently; it has been necessary to examine under the heading of business ethics as a separate title for reasons such as ethics; the specific conditions of marketing, the complexity of the ethical problems that these conditions present and also other business functions. This necessity has also played a role in reaching a greater number of consumers with the wrong applications of the business thanks to rapid developments in communication. A consumer who has encountered an unethical practice of a company shares this dissatisfaction easily with complaints sites on the internet or with other consumers through the internet; or carries the rights that the law recognizes to the related institutions through the new awareness rights.

The concept of marketing ethics is a fairly new concept in Turkey. Until a few years ago; the ethical issues related to marketing were examined under the title of Business Ethics; a new concept which has been emphasized in recent years. However; the unique conditions of marketing have made it necessary to examine the complexity of the ethical problems that these conditions have caused and the marketing ethos; as an area that is both economically and socially beneficial.

Broadcasts focusing on marketing ethics have been found only in the United States (USA) and Europe since the 1980s; with ethical inquiries about marketing practices around the world; reaching up to the periods of economic depression that pre-1960s brought with capitalism.

In marketing ethics; the area on the back is one of the important issues. The first of this quandary is the contradiction between duty and conscience. The duty of the marketing manager is to fulfill the organizational marketing function that it belongs to.

Since profit-making organizations are the sole purpose of profit; this function will serve for profit. This leads to the necessity of making a choice between community health and organizational benefits in the decisions to be made. In order to be able to take an ethical action from this dilemma; managers need to target a reasonable profit instead of a maximum profit (Chonko 2002, s. 91).

Another quandary is the potential for conflict between the good and the bad. For example; a business in the cosmetics industry must be convinced that its products are safe for its users. Often these animals require experiments to be used. The safety of products is an "ethical" requirement for community health. On the other hand; society rejects the use of animals in experiments. What is good and ethical for society; is again bad and unethical by society (Fitzgerald 2000, s. 201).

In the following sections of the study; the steps to be followed in the management process in marketing and branding will be examined; and then it will be tried to show what ethical rules must be followed.

2. ETHICS

In this chapter; first of all; the definition and history of ethics will be explained. After that it will be referred to the concepts of ethical theories and ethics in business.

2.1 DEFINITION OF ETHICS

Ethics is derived from the ethos; the habit of the Greek; ethos, which means tradition. The word "moral", which is moral in the face of Turkish; comes from Latin "mores", which also expresses the same meaning (Pojman 2001, s. 2). Some authors use ethical and moral terms in place of each other because of this similarity. However; in this thesis, these two terms will be used with different meanings, as accepted by many philosophers. Here, it is useful to clarify this distinction with definitions.

Ethics can be expressed as all of the moral principles that are fundamental to one's behavior. In other words; ethics is the guiding values, principles, and standards that help people to determine how "things should be done". Ethics is also a philosophical process; so that this process requires that we adhere to certain principles and standards when making decisions and implementing them (Seçkin 2010, s. 7).

Morality includes judgments about what is good and right. Morality is defined as 'the behavior patterns and rules that people in a society must obey'. The fact that morality is a sum of the relations of people that develop in the axis of certain rules with all other beings; indicates that it is the whole set of rules and values that regulate and make sense of the way people behave towards these entities with their related relations. In this case; morality can be defined as a customized lifestyle of norms, orders, and prohibitions that reveal how people in a culture will achieve their living goals (Cevizci 2002, s. 33). Morality contains principles that guide people's behavior, norms, and rules that are not written (Torlak 2007, s. 83). In the light of this information, the starting point of morality is a very important mission; such as arranging people's relations with each other on the basis of truth and preventing people's behavior from harming the social life. Without any moral code; any social institution cannot sustain its life in a healthy way. These social moral codes differ according to culture.

Ethics is more concerned with the application of these judgments (Almond 1995, s. 6). Ethic can be expressed as a research on the structure and foundations of "morality" which express moral judgments, standards and behavioral patterns (Gustafson 2001, s. 202). In other words: Ethical Moral Philosophy. Moral philosophy is expressed as philosophical inquiry into ideas, rules, and values about right and wrong, good and evil; how to behave and how not to behave (Raphael 1994, s. 8). In this context; morality involves a principle guiding in the actions of persons and a set of non-written rules (Torlak 2007, s. 83). It is expected that the code of ethics will contain written rules about a clear and specific field such as political, medical, educational, marketing, etc. (Ural 2000, s. 161). It was not according to the ethical principles of the people; instead, it is ideal to develop ethics according to universally accepted concepts.

Ethics enlightens human actions in terms of their moral qualities and considers them by passing through the consciousness of the criticism that is being placed by morality. Another aim of ethics is to show that morality is born of the community; that man can not avoid being in moral action and even; that moral action is an inseparable element of human existence (İşseveroğlu 2001, s. 8).

In many cultures, the "moral justice"; which is a valid ethical rule; tries to reach the reasons for proving the validity of this theory of morality by asking the question "Why steal is wrong" to prove the right of ethics. In short; thinking about ethics and ethics itself is not philosophical about morality (Pieper 1999, s. 32 and Uzun 2007, s. 11).

It is stated that the code of ethics needs to be clearly written; because it is written for a specific field such as business, medicine, police, information, public, profession, education, politics and recently very up-to-date sports and marketing (Pelit and Güçer 2006, s. 123). In this context; because of ethical rules derived from general moral values and moral philosophy; we can say that it is the subset of ethical morality (Attia 1999, s. 622).

When evaluating ethics as a moral philosophy; it should be noted that the information about ethics is much older. When Aristotle treats the principles of morality in accordance with his understanding of human nature; he says that; "it is the greatest happiness" (Alkan 1993, s. 55). Socrates argues that the measure of morality is human rather than tradition; while Plato suggests that nature is a system of morality based on God and man (Alkan 1993, s. 53).

The interest of ethics is to investigate the basis of all human behavior and actions (Menekşe 2007, s. 3). Today; ethics, social and individual choices, decisions, actions, principles and also values that determine them, are evaluated as information.

2.2 HISTORY OF ETHICS

Ethical history is a multi-lingual, multi-colored process that varies from time to time, from a social gathering to economic, political and also social dynamics. The emergence of ethics so the emergence of ethical problems in philosophy occurred in Antiquity. Following the changed in content, and the philosophers have concentrated their attention on ethical and political philosophical issues.

Ancient antiquity is a teleological structure which is based on the assumption that man has a purpose (telos) and this purpose is a good and virtuous life; and also the source is the mind. The first example of those who think about human beings are the sophists. Sophists are at the first stage of the ethical journey with moral values which has not been found in the nature of man; but acquired through life in a society which morals born out of human actions and endorsed by the people (Tunalılar 2010, s. 6).

After the sophists, it is necessary to touch on Socrates who has created a new dimension of morality; and also a new dimension of the happiness of his theory. Socrates is considered to be the founder of ethics in Western philosophy. Socrates has given a new dimension to human thinking by placing the human being at the center of the philosophy; by exploring the existing relations of the human being and by declaring the necessity of the human being's moral dimension to the foreground. Socrates' ethical conception is a teleological ethic; because it determines the ultimate purpose of moral life as happiness (Tunalılar 2010, s. 7).

In this period; the emphasis of the ultimate aim in ethical theories comes to the forefront. Another theory that needs to be emphasized is the junior ethical theory; that determines the ultimate goal. Aristippus (435-355 BC) is the advocate of this theory. According to the idea; the only thing that is worth trying to reach is the pleasure and further; the pleasure is a natural feeling. The pleasure is the pleasure itself which is in the search of the only purpose of will. It is not a long-term pleasure that he understands at the moment; but it is an instant mood. It is considered that understanding where hazz is coming from and how long it lasts; are ranked good in terms of pleasure (Ergeneli 1996, s. 103).

In addition to the theories that question morals in life and try to determine the ultimate aims; they are noticed with disregard and axiological structure. In terms of having an emphasis on moral life; the individual ignores the indifference, ethics, and everything else as the basis. In this ethical understanding whose purpose is happiness; happiness is positioned differently from oneself before; according to the fact that, one's self-sufficiency and absolute independence will bring happiness to him (Pieper 1999, s. 29).

Another theory that comes to mind when examining ethical history is ethics of self-realization. Plato and Aristotle are the two great representatives of self-realization which is a sort of competent view; based on the claim that the highest good for the individual is the fulfillment of its nature, its realization of hidden powers and abilities (Tunalılar 2010, s. 7).

Plato's famous Idea Theory also includes ethical thinking. Plato follows a systematic approach to ethics with the ethics of self-realization which is achieved through self-realization of ideology by the way of human ideas. Accordingly; the best thing for a person is to pass on his various abilities to his life, and to be able to manifest himself as a competent being. In Plato's system which is based on the assumption that the soul is in three parts; each element is equipped to fulfill a function; and the entity that performs its function is a virtuous entity; and also virtue comes into play when the entity fulfills its proper function. The basic virtue that provides this balance is wisdom (Des Jardins 2006, s. 60).

Another representative of the self-realization ethic is Aristotle. According to him; morality can exist through self-actualization and also self-fulfillment can be achieved through intelligently organized actions.

In the Middle Ages; religion has shown itself in every area, radical changes have taken place in existing understandings, and fundamental non-theological views have been abandoned. The man who is defined as the natural and rational entity of the subject of morality is a creature; which is created by God and is accepted as the source of God's truth and values and also is reflected in ethical theories. The guide of actions is God's command and the ultimate goal is happiness; but the only address of happiness is God (Çobanoğlu 2007, s. 9).

During the medieval period; the philosophy which is in the service of belief has lost this feature and has been revolted in tradition and authority. It is the basic characteristic of the modern era in which the theological understanding that the centric orientation in medievalism caused was left to the rationalist conception of homocentric orientation. Modern term ethics are also influencing the period. According to the new understanding; morality is the tool of organizing the life and relations of the modern man in an appropriate way in the understanding of life based on consciousness. The modern term ethics are based on the understanding that the personal interests are legitimized and served as a bridge to general rebirth (Pieper 1999, s. 29).

According to Hobbes; who is an important representative of the selfishness of important theories of the period; people are born equal. The thinker; who states that the ethical values are not absolute so can vary from place to place; even to the person and also even to the same person indicates that the values have subjective quality; not objective and bad.

Many of the ethical theories of the Enlightenment period bear in mind that the general should give up the self's interest when it comes to the subject. Maupertuis, Voltaire, Diderot, Rousseau are among the Enlightenment thinkers who have made studies that reveal their thoughts in the field of ethics but have not been as successful as Kant. For this reason; it is inevitable to talk about Kant's understanding among the Enlightenment ethics. Kant's homework is a moral obligation theory. According to Kant; the results of the actions are outside the area of human intervention; hence it is necessary from the moral point of view to fulfill the task which is born of the homework assignment. Accordingly; the results of actions have not been taken into account (Tunalılar 2010, s. 9).

It is beneficial for the long-lasting and effective flesh of the modern age. The effect of utilitarianism on primitive emptiness is so effective in the modern world that capitalism gains power and the dominant economic system in the modern era is great. The position of the jury as the highest good and the interests of the individual as to be on the frontline; they mutually nourish each other in order to motivate the individual demanded by the market for his own benefit; which in turn allows the beneficiary to spread quickly and effectively in the modern world (Kodal 2003, s. 36-37).

Another important ethical theory of the modern era is the eternity of freedom. The theory mentioned by compiling Karl Marx's works is not formed by Marx's independent thoughts on ethics. Marx discusses the ways in which the alienated person in the capitalist society reaches the highest achievement. The attitude of Marx in the ethical field is becoming apparent in this discussion. Marx sees the structure of modern capitalist society as an obstacle for establishing ethical relationships. Marx says that alienation must be overcome in order for a man to be moral. The individual will serve freedom by working with the society in mind by giving up working for their own interests; so that they will be freed from alienation and will be realizing the self; thus the way of ethical behavior will be opened for them (Tunalılar 2010, s. 10).

2.3 ETHICS IN BUSINESS

Business ethics describes the actions specified for all stakeholders in business life or the rules of these actions. In doing so; it is fed from basic principles of abstract origin such as honesty, respect, equality and also includes principles of behavior; based on law, thought and philosophy. It has missions such as organizing business relations, building trust, integrating, controlling and also improving job peace. In other words; business ethics is explained as the whole of universal ethical standards which guides actions in business life and guides ethical behavior to individuals (Özkalp ve Kirel 2011, s. 236).

Business ethics can be described as a form of rules and behaviors that are seen by another researcher as useful in the conduct and execution of a specific fieldwork; as well as honesty, trust, respectfulness and fair treatment in all business relationships (Demir and Acar 2014, s. 97).

The concept of business ethics is a broad concept which includes work ethics and professional ethics. With all three concepts in mind; it is necessary to define "business ethics"; as business morality which is as old as human history because of being related to economic activities that are concerned with all the moral problems encountered in business life (Forest and Bright 2009, s. 307).

Business ethics are expressed as the sum of the ethical standards and principles that guide the behavior in the business world. Work ethics and social ethics are now intertwined so it is almost impossible for them to be distinguished from each other. In this respect; it is

impossible to talk about a social ethic that does not include work ethics (Özkalp ve Kirel 2011, s. 236).

Work ethics refers to values and attitudes towards work itself and work in a society. Since the work ethic is a process that is influenced by the culture and values of the society; the attitude towards work in a society may differ from another society; and there may be different approaches among different layers of the same society. Study of ethics contains discipline, productivity, quality, effectiveness and suggests that people should be hard-working, frugal, punctual, disciplined and honest. It is also stated that the level of development is generally high in societies where work ethics are high. Because having a work ethic is as much a personality as it is at the same time a cultural phenomenon; and it can be conveyed through interaction; and also it is an education processes like every cultural phenomenon (Arslan and Berkman 2009, s. 36).

Firstly; the work is the main activity, a social task, as well as being an action that helps the person to be punctual, frugal and disciplined. Secondly; it gives him an identity, psychological satisfaction, status and respect. In addition to these, as an action; it allows creativity and skills to support self-improvement.

If it is desired to be explained by profession ethics; the values that are based on knowledge and the knowledge acquired in the process of getting a profession which conforms to scientific rules; are put into practice in the field of life.

Occupational ethics are related to work ethics and overlap to some extent. However, for a job to be considered a profession; a period of academic training, specialization training is required. Besides a professional organization with supervised and standards; in which its members are involved; and an operational process that carries primary service characteristics are needed.

All professions; such as engineering, architecture, academics, journalism, military service have their own code of ethics. In other words; the principles of integrity and honesty are valid for the whole society, for the whole business world, and also for the professions; but there are also rules, standards, and methods that a doctor, judge, lawyer, teacher, the soldier must observe and obey while doing his job. These rules; which are peculiar to the profession are called professional ethics (Arslan and Berkman 2009, s. 37).

2.4 ETHICAL THEORIES

In this section; it will be described how to classify ethical theories. After that it will be explained each class separately.

2.4.1 Teleological (Result-Based) Approaches

Teleological approaches are defined as an approach that takes the principle of being result-oriented in the behaviors of the individual and evaluates whether the individual is justified in terms of morality from the result of behavior. It is based on the principle of "good is good" (Trevino and Nelson 2007, s. 255). In this approach; it is emphasized that the action taken by the individual does not make sense on its own so that the result of action must be looked at in order to be able to give the right or wrong judgment. From the result-oriented approaches; utilitarianism and egoism are emphasized in the literature (Ural 2003, s. 149).

The ethical selfish approach and the subjective relativity approach should not be confused with each other. The subjective relativity approach, as we have already mentioned; says that every individual should be found in behaviors that are appropriate to his morality. In this sense, it is not universal but subjective. If an individual comes to morality to sacrifice himself or herself for others; the subjective relativity approach approves of this. The ethical selfish approach, however; describes what is right for an individual and does not leave the personal choice to determine it. It is an object in this sense. According to this approach; what is ethical is that each individual moves in his own direction. Unlike subjective relativity; it is unacceptable for an individual to self-sacrifice himself/herself for others. The individual may only sacrifice to a certain extent if he or she requires only interests.

Benefit predicts that behavior that is to be made or to be done; can be done if and when it is thought to bring more benefits than either the individual or the collective loss (Trevino and Nelson 2007, s. 256). According to the result of this approach; it is said that the action can be done if the effect is too much (Torlak 2007, s. 83).

Defending the ethical selfishness approach; Ayn Rand stated in his book called *The Virtue of Selfishness* that; selfishness is virtue and self-sacrifice is a defect. The only objective of an individual should be to make a profit for himself at the end of his/her behavior. In certain situations, compromising with others may be our gain but it is our duty to do so;

if we have an inferred whether it is harming someone else or not (Rand 1964 and Attack Pojman, 2001, s. 91-92).

Hobbes is another thinker who advocates the approach. According to Hobbes (Attack Pojman 2001, s. 92), human behavior is predominantly selfish in nature. However; the short and cyclical interests of individuals may conflict with their long-term interests. For this reason, the individual should avoid creating an environment that will prevent them from attaining their goals (deterioration of social order, etc.). The individual may even adopt the rule of "Do not want others to do to you, do you" to the other, known as the "Golden Rule". In this way, the individual will contribute to the validity of a rule that will ensure that others behave well. However; the individual should nevertheless avoid damaging others, cheating, lying; even if he or she needs general interests.

However, in general, this approach has seen the reaction and is not accepted. First of all; it does not seem possible for the selfish individual to form bonds of love with other individuals. For the realization of human relations such as close friendship and love; the individual should value the other individuals as much as himself/herself. In order for an individual to be happy; he needs such human relationships. According to the ethical selfish approach; the individual's self-interest is to take care of his own interests. These interests are closely related to the happiness of the individual. If so; the individual must give up taking care of his own interests only to be happy. The theory thus refutes itself (MacIntyre 2001, s. 221).

Another fact overlooked by the ethical selfish approach is that; individuals are influenced by the happiness and suffering of other people (close environment, relatives, and especially children). In this case, a realistic individual will prefer not only his own happiness but also a system of ethical values that will maximize the happiness of the people he cares. Even when it is on the winning side; it is unreliable for people in the event that selfishness is valued but strength is not ensured in a system (Pieper 1999, s. 236).

To put a finer point on it; although it is not virtue to lie; it might be acceptable not to tell the truth for a teacher to a student who is unable to do well and has lacks of motivation; and also cannot be able to generate it; or to a cancer patient who is in need of treatment but seems helpless. Otherwise; the ultimate benefit may not be anything than harm.

But in some cases; it can also turn into a form of unethical behavior that is particularly open to abuse in the field of business ethics. For example; it would be a result-oriented and pragmatic approach to choosing a worker on a scale that needs to prevent more workers from emerging in the future; when faced with a bankruptcy in the event that a private hospital does not work. But the difficulty of equal distribution of the total benefit to other employees in this approach are; workers' rights, violations of human rights, etc. ,which has been a subject of much discussion by other academicians (Ural 2003 and Torlak 2007, s. 83). In egoism approach; it is argued that action is an ethical action if it brings the most benefit to the resultant's action (Torlak 2007, s. 84).

2.4.1.1 Utilitarianism approach

The utility approach is based on two basic principles; results-based approach and utility principle. According to the result-based approach; it is not the behavior itself, which leads to a right or a wrong; but it is the result of it. According to benefit principle; how good it is to attain a good outcome, how accurate it is; how disproportionate it is, how bad outcome conversely (disutility) (Pojman 2001, s. 109).

The famous English philosopher Jeremy Bentham (Chryssides and Kaler 1993, s. 91), who gave the classic formula of approximations defends that benefit is merely happiness and uselessness is unhappiness. So it is true that behavior increases happiness or reduces misery; or to the extent that they reduce happiness or increase dissatisfaction.

According to approach, the sum of happiness contains pleasures; unhappiness consists of some of harsh. So, in order for an individual to behave correctly; he or she should first consider the pleasures and feelings of all parties to be affected by the outcome of the behavior. If total pleasure is taken into account; it is necessary to carry out more painful behaviors. So if a behavior provides more happiness for the majority of the people affected by the outcome; it is considered as a need to behave correctly. This pragmatic approach to pragmatism is also referred to in the literature as ethics of welfare.

It is possible to talk about two different types of the utility approach; which are act-utilitarianism and rule-utilitarianism (Brandt 1992, s. 114):

According to behavioral utility; it is true that there is no behavior and also there is no other alternative behavior that will produce better results.

According to canonical utility; the correctness of a behavior has been fixed by measuring the effect of it on the earth.

Many criticisms of behavioral utilitarianism have led advocates of theory to make changes that further strengthen the theory. As a result of these efforts; a canonical pragmatic approach has emerged. In order to strengthen the theory; some behaviors have to be fixed, taken into account the truthfulness, and wrongfulness of the total benefits. So, unlike behavioral utilitarianism; there are some codes of conduct.

Pojman explains the difference between the two approaches by emphasizing the levels of rules. According to (Pojman 2001, s. 113); the rules guiding behavior in canonical pragmatism are three-fold. At the lowest level; there is a fixed maximum length rule. For example; "Do not lie!", "Do not steal!", "Do not cause an innocent person to die!", "Do not cause someone to suffer unnecessary pain", "Do not cheat!" are the rules that are fixed and must be followed first. However, when there is a conflict between these rules; the rules in the second stage are put into action to resolve the conflict. For example; assuming that we keep a person in our house; who says there is a murderer who wants to kill himself outside. The killer knocked on the door and asks if this person is inside. There are conflicting rules here, "do not lie" and "do not cause the death of an innocent person!" The second stage rules specify which fixed rule is dominant and should be selected in conflict situations. In the above example, the cause of the death of an innocent person is more dominant than the rule of not lying. The right behavior here is to lie. At the top level; there are reminiscent rules of behavioral utility. If there are no fixed rules about behavior; the individual should try to determine the most beneficial alternative in the best way; as in behavioral utilitarianism.

The pragmatic utilitarianism saves the individual from making a relatively simple calculation and tries to present some basic rules that must be followed. However, it is difficult to say that he still has an effective and definitive guidance. Again, if we take the example of "the laboratory that carries out cancer research" above; in case it is carried out; it may seem that "causing the death of an innocent person" is hindering the act of killing the homeless individual. However, in cases where cancer patients do not want these investigations to be carried out on a human guinea pig and no one wants to be a

volunteer guinea pig; the laboratory administrators will be able to ethically justify the death of a single innocent person so as not to cause many people to die (Peirce 1978, s. 271 and Dewey 1988, s. 213).

A powerful aspect of the utility theory is that it prepares the total happiness and prosperity of mankind. There is always a certain set of rules to be followed rather than the determination of strict moral codes: these are the progress of mankind, the increase in happiness and also the reduction of pain. This approach was best illustrated by Bentham (Pojman 2001, s. 108): 'Moral and legal rules are for people; people are not for moral and legal rules'. Another powerful aspect of the theory is that it offers an invariant principle that can be applied in any situation: "Find the most beneficial behavior".

One of the weakest aspects of this theory is that it is difficult to compute and compare the benefits that will emerge from the results of alternative behaviors. The maximum number of people should be selected to provide the most happiness. However; it is not clear how the balance between the greatest number and the greatest happiness will be established in these two variant forms. Are a hundred people very happy; or are a thousand people just happy? A second problem stems from our inability to be aware of all the consequences of our behavior. It is not possible to have all available information available at the time of the decision; as well as not possible to predict future developments in the future at this time (James 1979, s. 141).

Other criticisms of the theory have led to the development of theory many times. The advocates of the theory of canonical pragmatism have said that this problem can be overcome by adding rules about human rights and the fixed rule of justice at the bottom against the criticism; in case of the theory is not fair and also it considers human rights (the homeless person as a guinea pig). However, critics of the theory do not find the pragmatist theory acceptable; despite all the changes that have been made to strengthen their weaker side. According to these theorists; the results-based approach is considered as fundamentally flawed. However; before proceeding to non-result-based approaches and creating the arguments of this approach; another result-based approach will be discussed: The Ethical Egoism Approach (Wendy 2006, s. 48).

2.4.1.2 Egoism approach

The ethical selfish approach; like the utility approach, gives value to the results; while the first is concerned only with the happiness that the individual gives to it; the latter is concerned with the contribution of behavior to universal happiness. For this reason, the pragmatic approach in the literature is expressed as a universal teleological approach; and the ethical selfish approach is expressed as an individual teleological approach.

Only two of the types of selfishness are accepted as ethical theories. These are *the personal ethical selfishness and the universal ethical selfishness* (Pojman 2001, s. 89) which are as explained below:

a. *According to the Theory of Personal Ethical Selfishness:* "Everyone should take care of his/her personal interests. Behave according to the fact that acts that are right in morality are my interests. "

b. *According to the Universal Ethical Selfish Theory:* "For every individual, self-happiness is the maximum attitude-behavior; even if it hurts others, morals behave correctly."

Personal ethical selfishness theory is a non-universal and meaningless theory. A person who is constantly asking others to behave in the direction of their own interests expects only frustration and unhappiness. The ethical selfishness is a universal theory. The theory says that everything that is done in order to be on the winning side of each individual; and the effort showed in life to survive at the end of the struggles is true. However; the theory accepts that we have to give up some liberty to reach some of our aims and not have to negotiate with other individuals.

Defending the ethical selfishness approach; Ayn Rand stated in his book called "The Virtue of Selfishness" that selfishness is virtue and self-sacrifice is a defect. The only objective of an individual should be to make a profit for himself at the end of his behavior. In certain situations, compromising with others may be our gain; but it is our duty to do so if we have an inferred about if it is harming someone else or not (Rand 1964 and Pojman 2001, s. 91-92).

Hobbes is another thinker who advocates the approach. According to Hobbes (Pojman 2001, s. 92); human behavior is predominantly selfish in nature. However; the short and cyclical interests of individuals may conflict with their long-term interests. For this

reason; the individual should avoid creating an environment that prevents them from attaining their goals (eg, deterioration of social order). The individual may even adopt the rule of "Do not want others to do to you, do you" to the other, known as the "Golden Rule". In this way; the individual will contribute to the validity of a rule that will ensure that others behave well. However; the individual should nevertheless avoid damaging others; cheating, lying if he or she needs general interests.

The ethical selfish approach and the subjective relativity approach should not be confused with each other. The subjective relativity approach; as we have already mentioned; says that every individual should be found in behaviors that are appropriate to his morality. In this sense, it is not universal but subjective. If an individual comes to morality to sacrifice himself or herself for others; the subjective relativity approach approves of it. The ethical selfish approach; however, describes what is right for an individual and does not leave the personal choice to determine it. It is an object in this sense. According to this approach; what is ethical is that each individual moves in his own direction. Unlike subjective relativity; it is unacceptable for an individual to self-sacrifice for others. The individual may only sacrifice to a certain extent; if he or she requires only interests. (Chryssides and Kaler 1993, s. 91).

The ethical selfish approach may be appealing to individuals who always keep their own interests above others. Because when this approach is considered that it is in the usual fashion to regard the selfish individual as virtuous typically; even though it is the most important merit to make self-criticism. However, in general; this approach has seen the reaction and has not been accepted. First of all; it does not seem possible for the selfish individual to form bonds of love with other individuals. For the realization of human relations such as close friendship and love; the individual must value others as much as himself/herself. In order for an individual to be happy; he needs such human relationships. According to the ethical selfish approach; the individual's self-interest is to take care of his own interests. These interests are closely related to the happiness of the individual. If so; the individual must give up taking care of his own interests to be happy. The theory thus, refutes itself (Pojman 2001, s. 92).

Another fact overlooked by the ethical selfish approach is that individuals are influenced by the happiness and suffering of other people (close environment, relatives, and especially children). In this case, a realistic individual will prefer not only his own

happiness but also a system of ethical values that will maximize the happiness of the people he valued. A system in which selfishness is virtue and strength is weak; is not safe for the people that the individual values in the struggle for life; even if it is on the winning side (Frankena 2007, s. 137).

Another objection to convergence is that; it is not just looking at a niche but also demanding it. According to his approach; a person who does good to someone else and also does not require his or her own interests will be mistaken in his morality. The approach is to force the individual to ask "What is my deduction from this situation?" in every good behavior. In such a system; solidarity and trust will come to an end. For example; in an environment where the question "what is my deduction from living in a cleaner world of future generations?" The sensitivity of the individual to environmental problems will cease to exist (Arslan and ark. 2007, s. 43).

Another problem arises in the publicity of the approach is publicity. A rule must be declared by moral philosophy so that it can be accepted as the moral rule. Only in this way can morality rules be adopted by society. However; it is unlikely that a selfish individual will want to share his views on virtues of selfishness. Because a really selfish person would prefer to be altruistic; unlike everyone. In this case; it is possible to make an interpretation by the philosophers who have come to accept the ideas of others; by basing the theory (Chonko and ark 2002, s. 88).

2.4.2 Deontological (Non-Result-Based) Approaches

The deontological approach deriving from the word "responsibility" (Deon) differs from the teleological approach in that it focuses on the behavior itself. The most important representative was Kant who lived between 1724-1804. According to Kant; every perpetual moral behavior must be embraced and exhibited. The consequence is that there is no precaution; it is important to be able to act morally in all circumstances and conditions. If the result of the action is right; beneficial situation arises; but a wrong job may have been attempted in the related process if a situation does not coincide with basic moral principles.

As a general rule; it is suggested that the principle of "treat others like you want to be treated as an individual" (Josephson 2001). It is not wrong to make the following assumptions in the light of this information. For example; according to utilitarianism,

which is teleological approach; the total benefit that an entity will receive from a sexually motivated but noticeable advertisement can be advertised and broadcasted, in excess of the total damage to the company. But according to deontological approach; it is more meaningful for the company not to give this advertisement in principle when we look at the process of creating and publishing the advertisement; which considers the damages to the individuals, children, and morals in the society who watch the advertisement. (Türkeri 2013, s. 23 and Yüksel 2010, s. 15).

2.4.2.1 Kantianism

Results-based approaches say that doing the right thing is the role in achieving good results; whereas non-result-based approaches claim the exact opposite. According to non-result-based approaches; the behavior is the nature of behavior itself that makes it right or wrong. The results can never justify the means; used to achieve these results.

The convergence has given its classical and final status to Immanuel Kant (1724-1804); one of the most important philosophers of all time and the greatest thinker of the German enlightenment age. (Pojman 2001, s. 141).

Kant said good intentions were important; while result-based approaches lead to happiness. According to Kant; the only thing that makes a behavior correct is that it has a good intentional motivation.

According to Kant; it is goodwill to be completely good and inherent goodness regardless of any circumstance. Without goodwill; happiness, unjustified luck, unhealthy gain (Pojman 2001, s. 141). The shout that Kant wants to tell with good intentions (Chryssides and Kaler 1993, s. 97) that: 'Good intentional behavior; according to the principle, is the behavior did within the framework of a sense of duty...' Sincerity, loyalty, sympathy and so on concepts are not worthy of praise; none of them provide moral motivation for behavior. A sense of duty can provide this alone. ' For this reason; Kantianism is also referred to in the literature as an ethic of duty.

According to Kant, as long as unconditional instructions are taken; behaviors will be done with a sense of duty. Kant divided the orders into two; hypothetical imperative and categorical imperative (Raphael 1994, s. 55):

i. Conditional order: If you want A, do B!

Example: If you want to be an enemy, be nice to everyone!

ii. Unconditional order: Do B!

Example: Treat everyone well!

Kant tells us that it must be done only for its own sake; not for the future benefit that "everybody behaves well" will bring.

Kant presented multiple formulations to reach the right commander and said that each formula is equal to each other; and could be used in place of each other. However; attention has focused on two formulations thought to complement each other (Chryssides and Kaler 1993, s. 97). These are as stated below:

i. 'I always act according to the rule you would like to be regarded as a universal rule'.

ii. "Accept human beings (self or others) as a result; not only as a tool but also as a result" (Kant 1956 and Baker 1999, s. 8).

The first formulation of Kant is called the universalizability test. This formulation allows us to look at our rules from the outside in an impartial and personalized manner; and to test whether these rules are appropriate principles that everyone can adopt or not (Pojman 2001, s. 143). In other words; if we want everybody to have the rule in accordance with the rule; so if we want the rule to be universal; it is morally correct. If we do not want the universalization of the personal rule that forms the basis of behavior; or if it is not possible for this rule to be universal; then it means that this behavior is out of morality.

Let's think we made a promise that we do not intend to stay connected. In this case; it can be said that we have made this behavior based on a rule like "When I make a promise; I can decide whether to stop or not to stop it". When this rule is universalized; "an individual can decide later that whether to stop or not like it promises" arises. However; if such a rule is accepted by all; the expectation of the so-called standing of the individual will come to an end. In an environment where this expectation does not exist; the meaning of the promise will come to an end and will not mean anything in practice. This rule cannot be universalized thus; to promise without intending to stay connected, is considered as morality (Pojman 2001, s. 141).

The second formulation is based on the idea nowadays; that is called the respect for individuals (Chryssides and Kaler 1993, s. 99) and also it is called the principles of the

ends (Pojman 2001, s. 149). Kant said that we should not accept human beings as a result; and further we should act with the awareness that another person has the same aims as ours. Accordingly, in addition to trying to achieve our own goals; we must also help others achieve their goals, provide the environment in which others can make decisions, and also respect other people's preferences as we appreciate our own choices (Raphael 1994, s. 57). According to Kant; human beings are worthy of creation and individuals cannot be fed for the interests of the majority.

When Kant is used together with the two formulations mentioned above; it will be possible to reach unconditional orders that will enable us to behave properly. This process is listed by Pojman as follows (Chryssides and Kaler 1993, s. 97):

- i. Formulation of the personal rule; which we have taken as the basis of the universal rule when performing the behavior,
- ii. Testing whether the universal rule hurts the value of human beings,
- iii. Testing the universality of the rule,
- iv. The correct moral rules will pass both tests.

One of the strong sides of Kantianism is that; unlike result-based approaches; it provides a basis for reaching the rules of ethics that must be followed under all circumstances. According to this principle; any rule that does not harm human existence and that can be universalized is considered morally correct. Whatever the circumstances; these rules should be followed. Another powerful aspect of the theory is that each individual's life is valuable and that one person cannot be fed; even if the interests of all the remaining individuals are concerned (Chryssides and Kaler 1993, s. 97).

The weakness of the quantum is that it does not provide flexibility about extraordinary situations; and it does not provide a solution to situations where moral codes conflict. For example; according to this theory; we should not lie to the one who is asking whom we hide in our homes; and whatever the consequences- we must tell the truth. Although theorists argue that the universal rule of "always tell the truth" that must be observed can be formulated as "always tell the truth not to put another person's life in danger," which is basically an unconditional order; it becomes a command (Raphael 1994, s. 57).

According to another example; which is often criticized by theorists which is a hypothetical situation that the survival of the nineteenth person is being bound to choose

and killing one of them. If we refuse to kill; they will all be killed by the power of this proposal. The ten people involved in the murder are begging us to choose one of them; at least to save the life of the ninth. According to Kantianism; in the face of such a situation, even if it means that ten people lose their lives suddenly; we have to refuse to kill one of them (Pojman 2001, s. 142).

2.4.2.2 Universal moral law

Other important concepts of moral philosophy are virtue, responsibility, freedom, and conscience. Virtue is considered as morally oriented. In other words; virtue defines an individual not being well versed in the right actions in terms of character, education and moral maturity. Virtue corresponds to a whole of moral qualities that give real meaning to human existence such as good morals, honesty, truthfulness, modesty, valor, justice, courage, etc (Schlegelmilch 1998, s. 33).

Responsibility means that one should take the account of his actions. Another change is that it undertakes the consequences of the actions of the individual and requires the freedom of will. It can not be said that the results of the actions of a person who does not have the freedom of will; cannot decide with his own will. For example; children and people who are mentally ill do not have the responsibility (Pojman 2001, s. 160).

Freedom means that the individual is able to make a choice in the face of good and evil or valuable. An individual who can not freely choose between good and evil is not morally responsible for his actions. Here is also understood that without freedom; neither responsibility nor morality is possible (Schlegelmilch 1998, s. 34).

Conscience; is a concept which is closely related to responsibility. Conscience is defined as the emotion that forces the individual to make a moral judgment about their own actions. In another expression; it is called the conscience of the gentle; which enables the individual to judge directly on his own goodness and values. In a sense; conscience is the law that determines whether human actions are good or valuable in moral terms. We can speak of two basic opinions about the source of conscience. The first one is the motto which is the ability to judge an individual's actions comes from birth. In other words, when nature or God created man; he equipped himself with

conscience besides other powers. According to the second opinion; conscience is not a born ability but a later acquired feature. The most fundamental problem of moral philosophy is; whether there is a universal moral law against one's conscience or not. We can summarize the answers given to this question under two headings. Those who accept and deny, the existence of universal moral law in the face of one's conscience (Frankena 2007, s. 137).

When the utility is taken into consideration; the criterion that provides benefits for the sake of individuals is considered as good and right. But the benefit here is the one that gives the greatest benefit to the greatest number. There is no universal moral law that can not be the same thing for everyone. People are rationally watching their own interests and trying to bring their benefits to the highest point (Özlem 2015, s. 137).

Jean-Paul Sartre (1905-1980); who is the founder of existentialism is a philosopher rejects the universal morality. According to him; all human beings except man; are received for a certain purpose. Man is a simple and unconscious entity like stone, earth, and tree. He is conscious and possesses the potential for infinite change and development. For this reason; man has the freedom to be what he wants to be and thus has the right to create himself (Sartre 1983, s. 65).

According to philosophers who claim that universal morality is determined by subjective qualities; there is a law that guides man's moral actions but this law does not originate from supernatural power like God. This law is determined by the nature and conditions of man and by those who defend the idea of "utilitarianism" (Sartre 1983, s. 176).

According to philosophers who advocate that universal morality is determined by objective characteristics; the source of universal moral law is out of the man and it forces them to accept it. Philosophers advocating this view are Socrates, Plato, Farabi, Spinoza and Kant. Socrates argues that moral values and truths exist innately in the soul of man. The task of philosophy is to help these truths appear. Knowledge leads us to correct action conversely ignorance to wrong action (Dedeoğlu 2014, s. 4).

Spinoza is a pantheist philosopher. Pantheism is a God that sees the God, and the God with the universe. According to him; God is not the creator of the universe but the substance of it. Spinoza's moral system is God-based. The most important element

that determines the universal moral law in Spinoza is that it understands the natural order in which man is a part of as himself and acts in a moral way based on this knowledge. They accept the existence of a universal law which applies to all people in universal religions. According to these religions; God is the foundation of moral law. God also defines ethical rules that people must observe in social life (Arslan 1994, s. 134-135).

2.5 APPLICATION OF ETHICAL THEORIES

In this section; there will be the definition of applied ethics first. After that the explanation of the process of the application of ethical theories to various fields of business life will be discussed.

2.5.1 Applied Ethics

In order to understand marketing, advertising and business ethics; these all must be recognized as a superset of business ethics. In this approach; theoretical explanations of ethical philosophy and ethical principles are applied to social and business life (Pieper 1999, s. 32). There may be cases where these theories are weak on their own in business and social life; and they can be used together where appropriate. Observing the ethical behavior of the action that is thought to be carried out; especially when viewed from different perspectives such as teleological (utilitarianism, egoism) and deontological (responsibility); it means that the possibility of being ethical is high, or it can be assumed that action can be made if it is thought that it will not disturb the person who will act in the public opinion (newspaper, television, radio, etc.). Concepts such as work ethics, occupational ethics etc. are examined in the context of applied ethics in the literature (Gülesanlar 2010, s. 36).

Chryssides and Kaler (1993, s. 103) emphasized the need to adopt an approach taken together by the theories; when seeking answers to moral problems as follows:

To serve the public good is; to have an acceptance of the goal; and the acceptance of the rights and duties. Rights and duties neither can be handled separately from each other; nor can they be carried out without regard to common welfare... [So,] the effort to increase

common welfare must be carried out on the one hand; with the necessary recognition on the other”.

From this point; Chryssides and Kaler (1993, s. 103-106) explain how these approaches can be used together to understand whether an action is ethical:

i. As to Common Welfare: The question of how the action affects the common welfare should be asked. The degree of benefit and loss to be provided by the action must be calculated. However; when these calculations are made; the outcome- the oriented viewpoint of the pragmatic approach should not be fully adopted; and it should not be overlooked that some actions are good or bad for human beings; whatever the consequences are. In other words; it must be adhered to over time, in order to preserve and protect the well-being of mankind. These rules should not be left on the edge with the excuse that the situation is unusual. Because the general commitment to this rule; so joint refuse is the most important contribution. An exceptional situation; which we will not adhere to these rules; requires very strong reasons.

When calculating the joint refinement contribution of the behavior; it should be considered of how the benefit or harm that will arise is distributed among the parties; and whether the results are fair in terms of the parties. Moreover; the happiness and suffering that arise should not be weighted equally. Reducing pain and avoiding harm should be a priority for any of the benefit (Chryssides and Kaler 1993, s. 103).

ii. Regarding Tasks: Kant's universalizability test provides an important guide to testing whether we are in line with our own interests or not with a sense of duty. In situations where tasks overlap; by using Ross's primary priority task theory; one can determine which task is more important by distinguishing primary tasks from actual tasks (Chryssides and Kaler 1993, s. 103).

iii. With respect to rights: Individuals can use the respect test to determine what rights are in question and what rights are the consequences of violations: Freedom, justice, security, right to life, etc. When rights are violated; human rights will be violated. However; when the rights of the parties conflict; the most fundamental rights should be given priority. In addition; tasks and rights derived from a specific role (manager, employee, employer, customer, etc.) must also be considered. In the event of conflicts of these duties (such as

the conflict of duties of managers against company employees and their shareholders) and also basic rights and priority duties should be determined and decided.

Another approach to the application of the leading theories of moral philosophy to marketing is presented by Cohen. The three-step guide that Cohen (2001, s. 589-594) proposed to follow for ethical analysis of a marketing behavior is summarized below:

- I. STAGE: Define all the parties to be affected as a result of the company's behavior.
- II. STAGE: Apply to the four ethical principles which the behavior you defined in Stage I.

i. Utilitarian Analysis

1. Determine the outcome of the behavior for each of the parties described above.

To calculate the net effect of a side of the behavior; score by giving "+" for each situation where the party is positively affected; and "-" for being negatively affected. Rate the "+" and "-" to be large, medium and small to indicate the intensity of happiness and pain. Identify the ultimate effect for each party in the light of this information.

2. Classify positive and negative affected parties in two columns under the heading "+" and "-".
3. Determine whether the behavior results in the greatest happiness for the greatest number of individuals who are taking into account the number of individuals on each side.
4. Indicate whether the behavior is ethical according to the utilitarian principle; if that behavior is utilitarian; ethical or not ethical according to the principle.

ii. Unconditional Order Analysis

1. Define the core behavior that is evaluated by avoiding in general; as in stage I.
2. Test the universality of behavior by asking the question: "What happens when everyone is found [in X behavior defined in 1.stage]?"
3. Indicate whether the behavior according to the result of this test is ethical by the unconditional order; and also if this behavior is ethical or not ethical according to the principle of unconditional order.

iii. Theory of Rights

1. Does the behavior violate the rights of any of the parties? Describe the rights involved; and explain how the violation was violated. Here rights and consumer rights concerning freedom can be considered. If any of the rights are violated; the behavior is considered as not ethical.
2. According to the theory of rights; indicate whether the behavior is ethical; and indeed according to the theory of behavior rights; it is ethical or not. (Chryssides and Kaler 1993, s. 103).

iv. Principle of Justice

1. Is everyone treated equally with this behavior?
2. If everyone is not treated equally; the principle of justice is violated.
3. If everyone is treated equally; but this is done by violating the rights of everyone; means still violating the principle of justice.
4. If the situations mentioned in the second and third paragraphs are not mentioned; the principle is not violated.
5. According to the principle of justice; state whether the behavior is ethical; or not ethical by the principle of justice.

III. STAGE: Final Decision

1. Are there conflicts between the results of the four principles being implemented?
2. If there is any better principle of which principle's behavior is ethical or not? If the utilitarian principle is the result of the behavior being ethical; re-examine the behavioral consequences of the negatively affected parties and their severity. Determine which situational factors make a principle more important than others.
3. Explain why there is a final decision about whether the behavior is ethical or not.

The above-mentioned efforts to apply leading ethical theories to marketing are the common welfare of the community; the fundamental rights of individuals; the provision of justice; and lastly the responsibilities of the enterprise to collective ethical questions.

3. ETHICS IN MARKETING

In this chapter; it will be explained the definition and purpose of ethical theories. After that it will be referred to the types of marketing ethics.

3.1 DEFINITION AND PURPOSE OF ETHICAL MARKETING

The issue of marketing ethics is examined as to whether marketing practices are ethical or not; in other words; these applications are evaluated as "right" or "wrong" (Dibb et al. 2001, s. 757). By Smith's statement (1996, s. 10); marketing ethics encompasses an application of ethical thinking to make a decision in marketing. In other words; marketing ethics is guiding marketing managers to adopt the right behavior in businesses through the application of ethical theories to marketing decisions.

In the market; the ethical thought has been observed by philosophers since ancient times; but in recent years there has been a noticeable increase in the interest in this subject. Marketing ethics is no longer just a topic of interest to philosophers; but also is being explored by marketing professionals.

One of the leading reasons for the increased emphasis on marketing ethics today is globalization and the brutal competition environment which it brings. According to Whysall (2000, s. 178); the two most important factors that cause the globalization of the industry are the need to acquire shares in domestic and foreign markets; while the other factor is the search for cheap product resources in the international arena in order to gain a competitive advantage in domestic markets. The marketing environment; which is becoming more and more competitive each day; offers opportunities for non-ethical marketing behaviors.

However; improvements in communication technology have made it easier to reach information about companies that have evaluated these opportunities; and so the practices of businesses have become more visible. The important role of marketing ethics is an important controversy these days in non-ethical marketing practices; that trigger each other in the globalizing world; and so as a matter of the fact that their results are rapidly reaching many people through mass media (Torlak 2001, s. 142). Access to information

has also brought a public reaction. Today; the consumer movement and the environmentalist lobby have become a powerful entity waiting to be alert to movements that will harm society (Brennan 1991, s. 8). Increasingly; it has been determined by researchers that consumers are playing an important role in ethical considerations in purchasing behavior (Crane 2001, s. 361 and Schelegelmich 1998, s. 3).

As another factor in the importance of marketing ethics; the influence of studies; that have intensified over the last two decades has been undeniable. As a continuation of the growing interest in business ethics; research on marketing ethics has also begun. In particular; the non-ethical behavior of the firm; which is often associated with marketing activities; has led to the need to examine the marketing act separately. Smith noted that the fact of marketing is seen by the many as the most criminal part of the business; in addition to the fact of marketing activities are more visible to the public; especially by marketing professionals who are more intensely in non-ethical behaviors (Smith 1996, s. 4). In this context; it is emphasized that the nature of marketing activities causes many non-ethical behaviors to emerge.

Although research on consumer behavior aims at reaching more information about the determinants of these needs to better meet consumer needs; it is a fact that; in certain situations; understanding these determinants leads to doubtful acts of honesty (Nantel and Weeks 1996, s. 10). It seems that information about consumer perceptions and motives are used to provide misleading psychological tactics of consumers; which are used not to offer better products to consumers but to provide the different perception of the present product. Rieck (1998, s. 54) expressed the following in his marketing as: 'Perhaps marketing has undergone so much analysis today; and sales techniques are so well developed that; marketing has lost its objectivity on what it does. In other words; perhaps the techniques of marketing have developed rapidly.

An important point to note is that; the factors listed above are only intended to explain the reasons for the increased emphasis on marketing ethics. However; they do not explain why ethical inquiry in marketing is really important. While many authors refer to the importance of marketing ethics; they emphasize that this is an important competitive tool for businesses today; and they point out that non-ethical behaviors will cause the business to lose prestige and harm in the long run. A number of studies have investigated the relationship between ethical behavior and financial performance in marketing (Crane

2001, s. 362). However; if the ethical theories discussed in the previous section are recalled; behaviors carried out with such a sense of interest will be far from being ethical. So; while explaining why marketing ethics are important; it would be inconsistent to point out that individuals are self-focused to be expressed by the concept of marketing ethics.

Mahoney pointed out that four basic principles play a role in companies' ethical behavior (Mahoney 1994 and Whysall 2000, s. 176). These are as indicated below;

- i. the popularity of ethical sensitivity,
- ii. the pressure of interest groups outside the company,
- iii. the argument that ethical practices will provide long-term profitability,
- iv. the ethical reasoning that "what is right to act in this direction".

While Mahoney states that more than one belief may be at the same time; Mahoney has stated that it is not possible to reach the judgment that the individual behaves ethically; if the ethical reasoning does not take place among the guiding principles. In other words; if an enterprise avoids giving misleading information about the product on the grounds that honesty is a moral duty; its behavior will be ethical. However, if the basic motivation for acting in this way is not being punished by law; this behavior will not be correct.

In this case, the main theme of marketing ethics must also be explained with ethical reasoning. In light of the ethical theories discussed in the first part of the work; why marketing ethics is important can be explained as follows (Gelb 2013, s. 3):

i. Result-Based Approaches: Adoption of ethical behavior in the market will contribute to the welfare of society and will serve to increase total happiness. The presence of ethical values will benefit both the enterprise and the community in which it operates.

Unfortunately; however, results-based approaches are often used to refer to non-ethical behaviors in marketing. Those who advocate that trade and business profitability contribute to the welfare of society; and that any activity made in the interest of profit is acceptable; have, unfortunately, overlooked the long-term social consequences of these approaches.

ii. Non-Result-based Approaches: Marketing ethics is important because what's right is that ethical concerns take part in marketing decisions. When Kant's universalization test is applied; an environment in which ethical values such as integrity, honesty, and justice

are ignored; seems to pose a threat to the assets of the enterprises. As a matter of the fact, as Schlegelmilch (1998, s. 19) stated that; the markets are built on trust between the firm and the consumer; and also the impact on the firm of a jolt is becoming destructive. In addition, according to non-result-based approaches that express respect for the individual; the task of businesses is to act ethically.

iii. Virtue Theory: The virtuous behavior for marketing managers is; to be honest and fair, and to have ethical sensitivity.

iv. Natural Law Doctrine: Marketing ethics is important; because businesses are obliged to act ethically against collecting; which allows their existence among the competitors. The social contract between society and business requires that the employer has responsibility for collecting.

Marketing aims to contribute to the welfare of society through the determination and satisfaction of consumer needs; and aims to increase total happiness. So, by definition; marketing is an ethical activity according to the principle of benefit of a results-based approach. In this context; marketing executives often try not to demonstrate their actions on the grounds that they are utilitarian acts; and they are not sensitive about the ethical nature of their behavior (Whyshall 2000, s. 185).

Drucker argues that the purpose of marketing is to recognize and understand the consumer so well that; the goods or service sell itself by addressing the consumer. Drucker draws the conclusion that a marketing activity is not carried out literally; as consumerism becomes a powerful popular movement (Drucker 1973 Nantel and Weeks 1996, s. 9). Consumerism (Cronk 1996) is the shame of marketing according to Drucker (Drucker 1973 and Nantel and Weeks 1973); which expresses the pleasure of social values such as art, religion, and family in marketing activities and environment (1996, s. 9). While it is possible to consciously cause consumption and resource waste in the proper use of developing marketing techniques; and marketing techniques in practice with the effect of crooked capitalist consumer culture; and also it contributes to the improper development of people's consumption activities (Torlak 2001, s. 145).

At the heart of today's business; ethics is the idea of social responsibility. Social responsibility in marketing means the need to maximize the positive impact of an institution on society and to minimize its negative effect (Dibb et al. 2001, s. 766). Milton

Friedman, Nobel-prize-winning economist who moved from principles of "profit maximization" and "invisible hand market" that Adam Smith had put forth in 1776; developed these ideas and found out that the "New York Times" publishing the article entitled "Increasing the Profitability of Responsibility" (Torlak 2001, s. 36). Friedman has argued that the only social responsibility of the business is 'to maintain activities to increase profits in an open and free competition environment within the rules of the game' (Trevino and Nelson 1995, s. 360 and Schlegelmilch 1998, s. 18).

However, it has been understood from the experiences that; free competition, the assumption, and that the invisible hand causes to balance the maximization of profits; is not really a good fit. Full competition environment is not achieved in practice; while the consumers reduce the control over the companies; the increase in the economic power of the enterprises brings serious effects of the decisions which are made on the society.

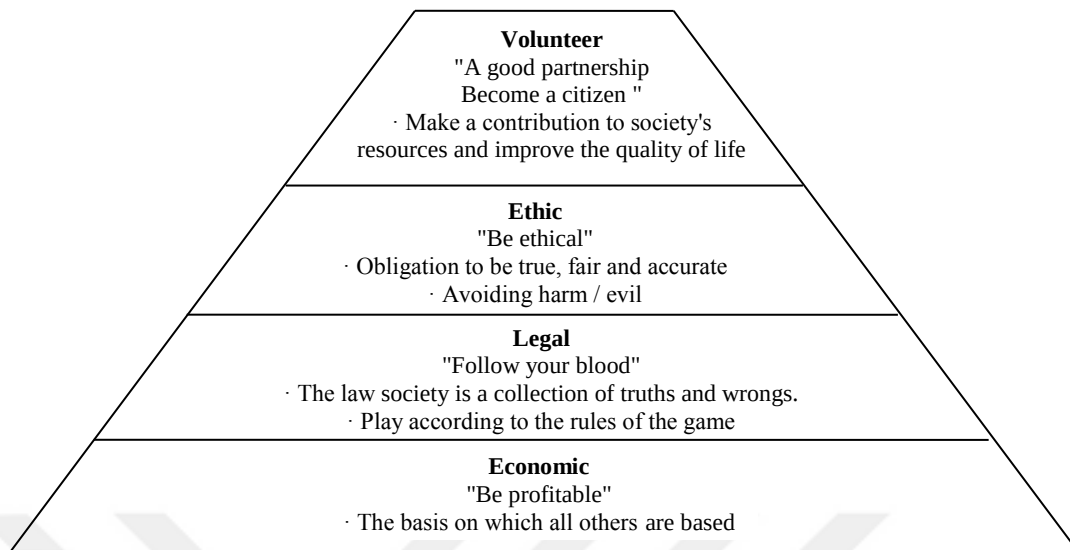
DeGeorge (Schlegelmilch 1998, s. 19), describing Friedman's approach as the Myth of Amoral Business; implies three myths (DeGeorge 1986 and Robin and Reidenbach 1987, s. 48):

- i. The emergence of scandals and the accompanying reaction of the people,
- ii. The emergence of popular groups such as environmentalists and advocates of consumer rights,
- iii. The sensitivity of businesses and germination of codes of ethical behavior as expressed in conferences, magazine and newspaper articles.

DeGeorge has emphasized that trust, truthfulness, honesty, and respect are key values for the enterprise; as much as it is for the society; and also it is an integral part of the enterprise and society's actions and values (Smith 1996, s. 5).

In this context, the "Operational Social Responsibility Pyramid" in Figure 1 represents four different levels of responsibility that businesses should consider at the same time.

Figure 3.1 Operational Social Responsibility Pyramid



Resource: Business Horizons July/August 1991 referred to Dibb et al., 2001: 769.

While economic and legal responsibilities; which are the first two responsibilities under the pyramid have long been known; the existence of ethical and voluntary responsibilities has begun to be recognized by businesses (Dibb et al. 2001, s. 769).

There are different opinions about the responsibilities of businesses to consumers. The different positions on the ethics continuum shown in Figure 2 reflect these views; as well as information on changes in marketing ideology, or business ideology over time (Smith 1996, s. 23).

Today, in developed countries; public opinion demands businesses to adopt the caveat vendor school in marketing ideologies. However; it is not possible to mention such a public opinion in underdeveloped countries. In this context; it is of utmost importance that the institutions have ethical sensitivity when they consider the power they have in their hands, and the responsibilities that the power brings.

3.2 TYPES OF MARKETING ETHICS

The ethical rules created in business life; enable the employer to take rational outcomes in the most effective way of the environment together with the resources. Ethics is a process that leads businesses to excellence and quality (Bayram 2005, s. 127).

Marketing ethics is a tool that enables marketing decisions to be made within the framework of certain rules; information and values without involving deceptions, abuses, thefts and frauds in marketing activities (Yüksel 1999, s. 58).

Marketing ethics includes examining the rules that this field worker must follow, and the ethics of the marketing profession. In recent years; research on ethics in marketing has increased markedly. In order to systemize a wide and comprehensive subject such as marketing ethics; it was deemed appropriate to examine the topics that should be investigated in terms of ethics in marketing from the marketing chiefs; especially by marketing mix members; under the following headings:

- i. Product Related Ethical Issues
- ii. Ethical Issues Related to Pricing
- iii. Distributional Ethical Issues
- iv. Ethics in Promotion
- v. Ethics in Advertising and Sales Service
- vi. Ethical Issues Related to Internet Marketing
- vii. Ethical Issues Related to Public Relations
- viii. Ethical Issues Related to International Marketing
- ix. Ethical Issues Related to Marketing Education
- x. Ethical Issues Related to Marketing Research

i. Product Related Ethical Issues

Technical and competitive developments have also increased the importance of product quality. The quality aspect that concerns every part of the society from the business to the consumer is a necessity of social responsibility towards the country's economy (İşseveroğlu 2001, s. 8). Being conscious and responsible for the applications of products, and observing consumer rights also play an important role in ensuring the competitive superiority of the companies (Karpat 2004, s. 96).

Ethical issues related to products include; product safety and design, packaging, labeling, patents and imitations, product and environment, product positioning, socially inappropriate products and planned aging.

When companies fail to fulfill their responsibilities to produce safe products; they face costs that result from legal costs and damage to the company's image. However, these costs are sometimes much greater than the costs; that must be born for safety in the design and production of products. Another dilemma about security costs is that increased costs are associated with a risk of non-purchasing and excessive safety measures; which cause consumers to doubt from product safety (Ural 2003, s. 148).

It is known that although consumers are actively seeking pure security; they expect the product to be safe; and that the state is protected in this regard. In Turkey on 6 of March in 2003; in its final form; according to the law about “Consumer Protection”; defective goods in the hands of the customer within thirty days of such embarrassment can be returned from the contract; including the refundable fee if reported to the vendor; which can change the property of the non-defective fold or shame rate of cost reductions or also may require free repair. Also, if a series of goods offered for sale are defective; the production and sale of these goods can be stopped and collected. The most important information sources of the consumer about the product are: packaging and labeling; frequent unethical practices; such as full packaging, use of environmentally hazardous packaging, misplaced and misleading information on labels, the use of English as an international language due to standardization in international marketing or the presence of a limited number of languages. In unethical practices related to products; it is important for consumers to know and seek rights, as well as ethical behavior of companies (Ural 2003, s. 148).

ii. Ethical Issues Related to Pricing

The most important thing for consumers in all product features is definitely the price of the product (Nantel and Weeks 1996, s. 11). The main reason for this is that; many of the pricing techniques that companies apply are based on psychological factors; that play a role in consumer buying behaviors. With the reference pricing; which is a common method in pricing decision; the initial price of the product is lowered after a while (Ong, et al. 1997, s. 7). The aim here is to attract the attention of consumers with the advertisement of discount made. Also; it is a common practice to show that the previous label prices of products are higher than normal during the discount period. Another

method is the fraudulent pricing. It is demanded to perceive it as cheaper than the consumer's product with fragile figures.

Another important issue related to marketing ethics in pricing issues are decisions and behaviors that are developed between firms; to remove free competition (Torlak 2007, s. 241). These behaviors lead to applications that are subject to an ethical inquiry; such as price agreements, spoof pricing and discriminatory pricing. Price agreements are negotiated between companies operating in oligopolistic markets; fixing prices may be higher than the equilibrium prices that will arise in full competition market conditions (Kesim 2004, s. 71). Companies with a monopoly position in the market also apply spoiler pricing by lowering the price at a level that will destroy market competition (Ural 2003, s. 160). It is aimed at sustaining market leadership through dumping; which is a special form of leaser pricing. In some cases; it is observed that producer companies discriminate between wholesalers and retailers by applying different prices for different reasons (Torlak 2007, s. 243).

The willingness to profit from the sale of the products of the companies is extremely normal; but the profit target exceeds the reasonable level which results in many ethical problems (Dibb. et al. 1991, s. 629). These problems are solved by the competition law. Though in developed countries; the date of entry into force of this kind of regulations is quite old; in Turkey "4050 Law on the protection of competition" has been put into practice since 1994. However; regulatory rules are not enough to ensure fair competition. As long as the companies do not act honestly; the system refutes itself.

iii. Distributional Ethical Issues

The divergence of the interests of the intermediaries in the distribution channel is accompanied by many ethical debates. Making sales with unauthorized intermediaries, forming unfair competition, creating power in channel management; and also direct distribution in order to crush channel members is at the top of the issues that create controversy (Torlak 2007, s. 251-253).

Retailers, increasingly becoming members of the distribution channel; demand various tolerances from the producers (Ural 2007, s. 161). At the beginning of these; the producers demanded the product against the market: the right fee for the raft, the eclipse fee for the

raft, the exhibition fee and the failure fee (Sector 2004, s. 77). One of the most common among these payments is the application of the right-to-pay on the raft; which has become a major cost factor that must be endured when the new product market is on the way after the 1980s (Lariviere and Padmanabhan 1997, s. 112). In addition to this; consumers are increasingly conscious of the work, and regulation of the state; and that of the organizations operating for consumer protection. In such an environment; it is increasingly necessary for retailer organizations to act ethically in relation to their customers (Varinli and Kurtoglu 2005, s. 20).

Direct marketing, network marketing, gray marketing, and internet marketing are also ethically problematic issues in distribution decisions. In particular, it has a very negative image due to negative practices initially experienced direct marketing in Turkey. Network marketing; which refers to applications sold by free agents at different levels of goods or services; is critically ethically criticized for reasons such as being a fraudulent feature; and not a product-based, and also recruitment-based approach (Kesim 2004,s. 85). Gray marketing, on the other hand; is the sale of the product by unauthorized intermediaries in a particular market (Ural 2003, s. 165). The cause of unfair competition is being criticized for causing damage to the brand image; because it can not provide after sales services.

Because of the fact that ethical considerations more related to distribution including internet marketing; which has recently gained importance; the need to require these considerations to be examined thoroughly; seems obvious than ever.

iv. Ethics in Promotion

Business marketing often gets a bad rap and not without some legitimate cause. Some businesses still use deceptive but legal promotional tactics to bring customers into the stores. Unethical promotions hurt not only the businesses that employ them, but the image of business and marketing in general. Promoting in an ethical way, on the other hand, helps a business to build trust as a brand and with individual customers.

The Promotion Marketing Association makes compliance with local, state and federal laws the first item in its code of ethics. Staying within legal boundaries, however, does not guarantee the ethics in promotion. Promotions that highlight the phrase “half off,”

when the business actually means “buy one-get one half off,” stay within legal boundaries, but customers often regard these promotions as misleading. Businesses should probably regard legal compliance as the minimum baseline, rather than the goal line, for ethics in promotion (Duncan 2011, s. 15).

v. *Ethics in Advertising and Sales Service*

Advertising is one of the key components of marketing mix of an organization and largely trusted to be the most important factor in establishing the brand as well as the corporate image of the company. Both these factors, as believed generally, increase the sales and profit of a brand (Ahmet and Khan 2017, s. 2)

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer. Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

The main area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated, puffed and colorful ad. They claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought (Juneja MSG 2018).

Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising. Sometimes exaggerating the ad becomes necessary to prove the benefit of the product. For e.g. a sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of

advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. This doesn't show that the ad was unethical. If the advertisers make the ads on the belief that the customers will understand, persuade them to think, and then act on their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and will be called as unethical (John 1997, s. 37).

vi. Ethical Issues Related to Internet Marketing

Due to the changes in communication technology; marketing activities on the internet are getting more and more important than classical marketing; especially since shopping on the internet is cheaper and more easily adaptable.

In the internet marketing; which is evaluated within the company-customer dimension of e-commerce; companies that benefit from the advantages provided by technology are able to access many data such as names and addresses of customers, the frequency of internet usage, visited sites, online exchanges, and participation in forums. The types of information belonging to Internet users have a strategic importance in terms of people and institutions engaged in commercial activities. The great competitive advantage is gained by the help of factors such as the development of many products and/or services; identification of target consumers; preparation of marketing plans and programs for them; cost reductions, time savings etc. (Erdal 2007). While such information is useful for analyzing consumer behavior and creating databases; it also has a drawback, such as sending a large number of commercial e-mails to customers.

In addition to this situation; companies are faced with unethical techniques such as spam mail; which is generated by selling the addresses of customers who shop for themselves (Palmer 2005, s. 271). Consumers' biggest worries in the internet environment are the malicious use of confidential information and the identification of their identity, and also financial resources (Aksoy 2006, s. 157). It is seen that consumers are confronted with unwanted situations in many ways; such as the time-consuming screening forms, the

content of the advertisements on the site, reliability and also product safety (Torlak 2007,s. 301).

It is anticipated that solutions to these types of ethical issues about marketing techniques on the Internet will go beyond the boundaries of traditional marketing; and the advertising ethics methods that are included in the discussions of previous work (Palmer 2005, s. 271).

E-commerce techniques are really transforming communication with consumers; and questioning the validity of earlier ethical solutions. In order to overcome security problems in terms of marketing of internet; it is expected that these problems will be overcome by making arrangements in areas such as payment systems, the validity of documents, archives, legal and technical standards etc. (Aksoy 2006, s. 154).

vii. Ethical Issues Related to Public Relations

As it is known; the development and maintenance of positive relationships with the target groups of the enterprises are carried out by the public (Bayar 2006, s. 41). Public relations are one of the most effective means of showing that you are a good, productive and socially responsible organization (Torlak 2007, s. 286). The ethical dimension of public relations; which is an increasingly disciplinary discipline; is frequently discussed. One of the most important ethical problems encountered in the profession that began to live in the period of maturity with the rapid development of the sector; is the implementation by the people who do not have the educations and features required by the profession (Sayimer 2006, s. 1). Relations with the public; a profession of advocacy are instrumental in influencing the public for certain purposes. What the public wants to be affected with is the fact that; the profession is a controversial issue (Uzun 2007, s. 186).

Public Relations; the ethical conduct of practitioners and the decisions they make to resolve complex problems; require a delicate balance between serving the client's best interests and serving the interests of the whole community (Long 2007, s. 185). However; the choices that are appropriate for corporate interests are often not in the public interest. It is ethical to question the most common of the practitioners of today; and their response to the question of how institutional interests should be defended without finding the

middle ground between opposing and conflicting groups; and separating them from the righteousness of individual ethical values (Sayimer 2006, s. 1).

viii. Ethical Issues Related to International Marketing

The environment faced by companies is increasingly international. Whysall (2000) argues that; marketing ethics are increasingly becoming a reaction to the globalization of the market. Along with the rapid increase in technological developments; in particular; many large and small businesses from different sectors and countries have entered into a global competition. Increasingly; ethnicity has become increasingly important in the transnational environment; both for businesses, governments and public opinion (Swenson and Geurts 1992, s. 330). Moreover; due to globalization in marketing and the business world; a growing number of marketers have to come from above ethical issues in different cultures (Nill 2003, s. 90).

Major ethical problems faced by American managers in international marketing are; bribery, government barriers, the transition from customs and transfer of funds (Mayo et al. 1991). Bribery, misrepresentation and mutual relations are at the head of issues that require an ethical decision in terms of sales force; resulting from working in the global environment (Swenson and Geurts 1992, s. 331).

According to a study conducted in Turkey; the majority of exporting firms managers, business interests and taking forward the interests of the company in cases where conflict of individual values; mixing between the defective products, quality products; both for their business, as well as business cases to occur around the world; are harming the image of Turkey. At the same time; these managers are told that they have to make moral contradictions like bribery (Barutçu et al. 2005, s. 161).

Comparative studies on ethics in international marketing are also included in the literature and it is seen that the ethical values are different according to the culture. For example; it has been found that there is no significant difference in ethical values of American and Middle Eastern marketers; and ethical perceptions of American marketers are higher than those of Middle Eastern marketers; but Middle Eastern marketers have higher common ethical values than Americans (Attia et al. 1999, s. 625).

ix. Ethical Issues Related to Marketing Education

The subject of business ethics education; and to prepare guidelines for organizational applications (setting the ethical rules of the business) (Ural 2003, s. 209).

Although education has an important place in the concept of ethics in nature; the inclusion of curricula in higher education, especially in Western countries; has increased in recent years. The ethical education in the marketing area in Turkey is often under the name of "business ethics and social responsibility" and usually such courses are given in the form of elective courses; so it has been determined that there are a few marketing ethics courses in the universities (Bayraktaroğlu et al. 2007, s. 378). Despite the views that business education plays a role in increasing the level of marketing ethics; there are also opinions that believe ethics are almost invariably placed by young people until the age of university education (Bodkin and Stevenson 2007, s. 207). It has been revealed that the education techniques of university students who receive business education; are influenced by their perception of ethical problems in various marketing activities (Bodkin and Stevenson 2007, s. 217). Even if their ethical values are settled; individuals will see the benefits of ethical education in solving the problems in business life. With this training they acquire moral behavior; their moral behavior develops and so moral experience can be improved.

Determining the ethical codes of the operator; the second dimension of ethical education requires the formation of ethical codes in marketing. Increasingly ethical problems have led to the organizations to develop institutional solutions to control these problems; such as creating new ethical positions and developing ethical codes (Singhapakdi and Vitell 2007, s. 284). The existence of ethical codes in an organization and the application of these codes is an indication of their willingness to avoid unethical behaviors. Ethical codes are written or non-written patterns of behaviors developed by all market actors to facilitate decision-making in uncertain and complex situations (Bektaş and Köseoğlu 2007, s. 97). Ethical codes enable managers to analyze and resolve ethical issues correctly.

x. Ethical Issues in Marketing Research

Although there are clearer principles than many marketing functions; most of the serious problems are about the ethics of marketing research (Nantel and Weeks 1996, s. 11). In

marketing research; it is possible to talk about four main relevant groups; namely participants (subjects), the researcher (client) and other interested parties such as research company and competitors (Çobanoğlu 2007, s. 202).

One of the participatory ethical problems in marketing research is the telephone sales effort, especially under the questionnaire (Nantel and Weeks 1996, s. 11). Apart from this; it appears that the participant's identity is confronted with ethical problems such as not keeping the identity of the participant, the misuse of the research company or the research process, the use of special tools and techniques which involve research unaware, inadequate data collection and also pressure on the answer (Laczniak 19 and Murphy 2007, s. 205). In this respect; it is stated that marketing researches made by surveys, in particular; are regarded as an attack made by the consumer (Nantel and Weeks 1996, s. 11).

The main ethical issues with marketing researchers' clients are to give customer information to the competing customer but not to present the technical and financial dimension of the research to the customer realistically and not to use the research results correctly (Ural 2002, s. 218). On the other hand; it is the ethical responsibility of the client; to provide the necessary time and resources for the research firm to be able to conduct the research in a healthy way (Çobanoğlu 2007, s. 203). In order to provide a competitive advantage for the companies conducting market research; information about unethical ways about their competitors or their research results can be used (Torlak 2007,s. 214).

4. BRAND MANAGEMENT

In this section; firstly the definition and importance of brand management process will be explained. After that; it will be referred to the brand management process and additionally; the advantages and disadvantages of brand management process applications.

4.1 DEFINITION OF BRAND MANAGEMENT

Brand Management is; to plan processes for positioning, image, and identity creation; using existing physical and intellectual resources to provide brand spirit to goods and services; based on businesses' vision and mission. (Uztuğ 2003, s. 51-52). The decisions taken to ensure the highest value of the brand, its expansion, also the ability to be remembered for many years, and the high efficiency of the products connected to the brand; the strategies applied and the efforts that are made; consider the subject of brand management (Pira 2005, s. 62).

It is possible for companies to have a strong brand in essentially three ways. The province and the most difficult are the creation of a mark. The other way is that the company carries the name of the brand it owns; and last one is finally the purchase of a suitable and powerful brand. Brand management is concerned with the processes of planning and conducting the work in this direction (Kotler 2012, s. 353).

It can be said that brand management includes two main fields of activity. By realizing brand awareness among them; the creation of the brand image and making the brand resistant to time and other influences. The second is the strengthening of the brand which is the most important activity of brand management; because strong brands let the company management with the possibility of expansion towards other brands (Aktuğlu 2008, s. 14).

4.2 THE IMPORTANCE OF BRAND MANAGEMENT

The phenomenon of liberalization and globalization has led to an increasing interest in the brand management of science circles in recent years. The underlying reasons for this

interest are the competition and price pressures created by the rapid changes in market conditions; the shortening of product life cycles and the increasing degree of substitutability of products due to the extreme similarities of products to each other. In terms of businesses that are struggling to survive in a competitive environment; the brand policy has become one of the key strategic decision-making areas such as product, price, promotion, customer service, sales, and distribution. The reason for this is that a successful brand provides significant benefits to both its consumers and buyers significantly. Also; it contributes to the financial strength of the operator by increasing the value of the market via a "price premium" (Aktuğlu 2008, s. 35).

The main function of brand management is; to help to define the marketing mix of the company and to help consumers recognize the products of the company. In this direction; brand management tries to create the brand image by transferring the brand personality determined by the company primarily with the appropriate marketing communication channels to consumers within the scope of the specified function. It is to ensure brand awareness by creating brand awareness; which is the main aim of brand management; and to ensure that the brand continuity to be a leader in the market environment by obtaining brand preference and brand loyalty (Teker 2005, s. 99).

Marking helps to ensure a clear market share of the products of the companies. A brand that has succeeded in creating dependence on consumers is helping the producer to get the market under control. The company that controls the market is able to determine the pricing strategy for the product it produces without depending on its competitors. In addition; thanks to the brand loyalty of the companies that have successfully implemented the brand management process; they are able to keep the expenditures for promotional activities at a minimum level. Brand management provides a guarantee for the products of the companies as one of the most important application areas; in particular for ensuring market leadership and competitive advantage (Ural 2002, s. 219).

For consumers; the benefits of the brand management process are shown below (Aktuğlu 2004, s. 37):

- a. The brand gives the quality and price assurance that the consumer desires.
- b. Provides protection of the consumer.

- c. Brand management improves the quality of goods and thus supports consumer satisfaction.
- d. Return of goods, maintenance guarantees, installation, spare parts, etc. are the issues that protects the consumer.
- e. Continuously informing consumers about practices ensures the development of consumer awareness.

4.3 BRAND MANAGEMENT PROCESS

Today; well-managed brands are recognized by customers as a high-quality indicator; and businesses gain market share through effective brand management (O'Neill and Mattila 2004, s. 165-165). The starting point of the brand management process is market analysis. Once a detailed map of the market has been drawn up; for the execution of this; business should conduct a situation analysis of its own and competitor businesses. The trends of the target group should be investigated and business activities should be developed in this direction. Then; the pattern of perception of the personality traits of the mark must be taken into consideration and it should be questioned whether there are any changes to be made about the brand.

Strategies to be followed in the future should be determined after these analyzes of business and brand are made; the options in front of the business should be checked and a preliminary test should be carried out. The most common way of pretesting is advertisements. As a final step; all these studies should be evaluated. These stages are shown as follows (Demir 2006, s. 45):

i. Market analysis: Market analysis is conducted in order to determine whether the target or current market can be entered into the whole market or be made a part of it. Thus; conducting market analysis requires main research topics. First; the market should be considered whether it needs the product and whether it has power and desire to purchase the product or not. Second; where the product will be marketed should be considered. Third; what, when, how and why to sell and buy the product should be taken into consideration since these elements influence the reception and marketing procedure (Cemalcılar 2000, s. 35). In addition to these core issues; there are environmental conditions that affect the marketing and the group in which the market is targeted. These

environmental conditions have attributes that determine the dynamics of the market and create some difficulties or opportunities during the marketing process. Therefore; while analyzing the market; it is necessary to examine all the dynamics that will affect the market.

The marketing environment is basically divided into "macro environment" and "microenvironment". The macro environment is in itself is classified as; "Economic dynamics", "political and legal dynamics", "demographic dynamics", "cultural dynamics", "sociological and psychological dynamics", "technological dynamics", "geographic and ecological dynamics". Micro circumference; is defined as "in-house" and "out-of-business" (Cemalcılar 2000, s. 27-28)

ii. Market Segmentation: Market segmentation is the starting point of brand positioning. According to Borca; "Segmentation, in other word market segmentation can significantly manage fragmentation and develop brand strategies that overlap the parallelism."

The market segmentation process consists of five steps (Belch and Belch 2001, s. 45):

- a. To find ways of separating them into groups according to the needs of the consumers,
- b. To find ways of separating marketing movements into groups according to the organization,
- c. To develop market-product intersection to connect products or activities of companies with market segments,
- d. Determining the target segments that the board will direct marketing activities,
- e. To ensure that marketing activities reach target segments.

iii. Brand status analysis: The second thing to do after analyzing the market is; the management to produce a detailed report on their own brand; as it is done for the same competitors. How the mark is perceived by the consumer, the characteristics of the mark, the position of the mark in the market, the strengths and weaknesses, the opportunities and the threats against it must be revealed. At this stage; it should be assessments of what brand management decisions will have to be made. There is a need for information and perspectives from other parts of the company. The main purpose here is; between causes and effects; company practices, brand features and also the brand's position in the market (Arnold 1993, s. 35).

Brand positioning is the process of identifying where to place goods or services in the target market where the business operates. So positioning is the differentiation of the brand from the competitor brands. Brand positioning with the client's view is the way in which the customer group; known as the target market; perceives the brand's location in a particular market (Aaker 1995, s. 391).

Brand personality is one of the main elements of brand identity and perhaps the closest one to the consumer (Aaker 1995, s. 391). The process of creating a brand personality requires effective communication activities in terms of the firm. Brand personality is a unique element that creates competitive advantage. Companies make great efforts to make their brand personable and allocate a big budget. Brand personality provides differentiation. The customer provides the reasons for the purchase. Customer excellence and trust are exceeded. It affects the customer's feelings towards the product. The brand offers a solid foundation for spreading. It provides strong positioning in the operation to the shop.

iv. Targeting Future Locations: The third phase of the brand management process; targeting "future locations," continues with the application of the right mix of segments of the marketing mix that provide communication in brand management. According to White; the brand can only be created by working together with all of the marketing mix elements (Aktuğlu 2004, s. 154).

v. Testing New Recommendations: Brand management has highly sophisticated methods for testing marketing mix through applied strategies. There are two ways to test marketing programs:

- a. Each component of the marketing mix is evaluated in its own right. Thus; not only does not the consumer love each element; but also the contribution they make to the whole strategy will be tested.
- b. Testing all proposals in a restricted area is prior to coverage as a whole. This method is very important when developing a new brand (Arnold 1993, s. 37).

vi. Planning and Performance Evaluation: It is also necessary to establish evaluation mechanisms in order to determine the objectives and establish an important part of the

process of operating the brand management process and to enable the company to benefit from this process (Çelikel 2008, s. 75).

Among the methods that have gained importance in marketing researches in recent years and supervised the success of brands are; market analysis, behavior, consumer attitudes and also monitoring their motivation. However; when all the valuation methods are examined; the common points that are taken into consideration in terms of the brand management process are (Arnold 1993, s. 38-39):

- a. Understanding the elements contributing to the individual brand characteristics; including the entire brand position,
- b. Predicting how the change that can be made at any point in the brand will affect the brand position,
- c. Testing of brand promise at an entry to new markets or after change orders,
- d. The timing of marketing programs and the success of the plans for the effectiveness of their objectives,
- e. The effect of the investment rates required at achieving the objectives at the efficiency level; determining whether the investments are adequate or not,
- f. Measuring the adequacy of the evaluation program for continuous market analysis.

4.4 ADVANTAGES AND DISADVANTAGES OF BRAND MANAGEMENT PROCESS APPLICATIONS

A strong brand is undoubtedly one of the most important values that give businesses advantages at many points and enables businesses to survive in today's competitive conditions. Today; brand values of some firms constitute a large part of companies' values. For example; Nike makes 84% of the company's brand value. This rate is 73% in "Prada" clothing brand, and 71% in "Acer". It adds value to a strong brand business in many aspects, not just in a financial sense (Özgül 2001, s. 130). These can be listed as follows:

- i. Increase sales steadily because of brand loyalty.
- ii. Directs consumer perception.

- iii. Facilitates entry into new markets.
- iv. Helps to develop positive attitudes towards the firm by contributing to the corporate image.
- v. Provides a significant and lasting competitive advantage.
- vi. Consumer enhances the effectiveness of marketing activities by facilitating brand communication.
- vii. Provides protection to the mark both in the legal and in the consumer minds.

The strong brand and strong brand creation process have some disadvantages as well as the advantages which it has brought to the business. To create a strong brand; the business may have to bear a lot of financials and the brand management process may not always be successful. In practice; the fact in which every twenty marketers are unsuccessful shows that the company has taken some risks with the brand management process (Murphy 1998, s. 317).

4.5 BRAND MANAGEMENT AND ETHICS

In this chapter; it will be explained the concepts related to brand management and ethics. These are indicated as ethical brand management, ethics perspective on corporate brand management and ethical issues in brand management.

4.5.1 Ethical Brand Management

It has become an important part of philosophy and science as a subject that deals with ethics, moral behavior, actions and judgments, and also a systematic field of study. Morality is about wrong-right, good-bad, virtue and flaw; and it is evaluating the consequences of behaviors and the behavior itself (Aydın 2001). Within this definition; it is stated that "determining what is true or what is right is at the same time considered as a general way, a way of life, a set of action rules or moral principles; as we see individuals being defined as principles of right and wrong that affect their choice and how they behave" (Dedeoğlu 2004, s. 113). So, in the ethical discussions; the main topics are related to the understanding of elements that are valuable or unworthy in moral terms; are the determination of good and evil; right and wrong. In this context; ethics in terms of the advertising sector should be evaluated with an overview of all aspects of the advertisement that are involved in the advertising process. As part of the informing function of the consumer; advertising practices have become one of the important topics

within the context of social responsibility and ethical principles. In the development of advertising; the issue of whether the advertising has its own ethical values has been discussed for many years. When we look at the early development periods of the ad; it seems that the priority has almost unlimited freedom. However; as a result of the changes and developments that have taken place over time; the questions about where the freedom will start and where it will be over still remain. In these interrogations; the sanctions created by governments and consumers also played an important role.

Initially; it appears that these rules have become specific to their existence as an independent sector in which the ethical rules are shaped by the general standards of commercial ethics. The advertising sector felt its responsibility to ensure its own control; while the restrictions and sanctions within the overall scope of commercial ethics and consumer rights turned itself into lawful decisions. Accordingly; in many countries around the World; besides the legislative bodies; there have been structures that we can define in a general framework as a self-governing body. Thus; the most important characteristics of these structures constitute to prevent unfair competition and to respect the rights of consumers. Besides these; it is possible to see unfair competitions and approaches among advertisers (Martinez 2004, s. 41).

The business world we are in is driving businesses to make profitable institutions as well as organizations that are aware of their social responsibilities and support the development of society. Firms' efforts to provide these products in appropriate quantity and location; at reasonable prices and on time by producing products that meet the expectations and wishes of consumers; and to make consistent communication with organizational environments; can be evaluated within the context of social benefit purpose. The problem in this development including the modern enterprise concept is whether the interested parties of an operator; who are successful in service and consumer demands; will meet the long-term interests of the parties-community, closed environment, shareholders, etc. in the same way. It is possible to say that this form of thinking that brings the consumer and society to the foreground; reflects the social responsibility concept of the business. These new developments in the business world make a significant contribution to the creation of differences in the competitive strategies of businesses and the orientation of consumer preferences. Therefore; enterprises that adopt the principle of being successful in an intensely competitive environment and also their managers are

paying more attention to act in line with social responsibility and ethical values in the fields of their institutions. The changes seen in the business world are similarly observed in the structure of consumers. Namely; the consumers who are the buyers of the products are produced by the enterprises. The more conscious consumers who realize their expectations and wishes; expect to fulfill their social responsibilities as well as quality and qualified products from the enterprises. Compared to previous periods; it is seen as an important reason for an actor to act within the scope of the social responsibility principle in terms of today's consumer; especially in the procurement decision process. Therefore; in order to be able to fulfill their social responsibilities; businesses need to first recognize the environment they are in and then introduce themselves to the environment with information obtained later.

The following points which are correlated with our research area as follow:

- a. Business Intelligence
- b. Discrimination (Brand Equity)
- c. Social Responsibility

The brand is a very confusing word with multiple meanings. An American Marketing Association has defined the brand as a term, a name, symbol or a combination of all of them; in which it is intended to identify the services of one seller or a large group of sellers making difference from other competitors (Kotler 2012, s. 355). The brand has also other meanings depending upon its role as value adder with more importance. A brand is known due to its present value and its future prospects. Brand users and brand owners establish an emotional bond; that relationship turns into an icon. Not only companies but firms are known due to their brands and these brands become a synonym of the company's policy (de Chernatony and McDonald 2003, s. 25).

With the progress of technology; most products have become a commodity and there exist very few differences between competing for offers. A good brand brings very beneficial results for its owners in terms of either higher sales or premium prices. The ultimate objectives of branding are as follows:

- a. Increased customer loyalty (Increasing the switch cost)

- b. Raising the entry barriers (To fend off potential threat),
- c. Dominating the market (Reducing or eliminating the competition).

Business Intelligence: Non-branding decisions at the business or marketing level can affect the image of a brand; for example; a sweatshop accusation, labor disputes, and animal testing etc. Little consideration is given to shape the business decisions which are made by people rather than brand managers using financial criteria. When the thing goes wrong at small or large scale; the brand is blamed; hence brand image and corporation are always the victims. It is the corrupt top management that decreases the brand image and reputation. Brands are swift targets in case of corporation's misbehavior. The brands are the real as well as vulnerable assets of the corporations. A brand reputation established with million pounds in many years can be damaged or even destroyed overnight.

The brand manager wants to create a single unique image of its brands which is considered as positive and consistent. Originally a brand contains multiple images intended versus perceived, positive to neutral, neutral to negative and external versus internal. Brand images are projected by product; and corporate advertising are projected by creating a gap between them. Brand communication aimed at one group may not be appreciated by another group of people. A brand with a single image cannot appeal to everyone.

Discrimination (Brand Equity): Increasingly competitive conditions and changing consumer characteristics have made it necessary to establish strong brands. In particular; according to the fact that every product presented in the bazaar does not show similarity to each other; it brings the necessity of differentiating the products of these companies from the products of the competitors; and so it is understood at this point how important the brands are. With the understanding of the brand's importance; the number of studies has increased day by day and new concepts related to the brand have emerged. One of these concepts is the brand name. The concept of brand equity is one of the most popular and most controversial marketing concepts since the 1980s. In the business world where competition is intense; the brand equity concept constitutes one of the most valuable assets of enterprises (Castro et al. 2008, s. 444).

According to Aaker; brand equity is defined as assets attached to or removed from the value provided by a product or service; which depend on the brand name and the symbol. (Keller,1993) indicates that; the brand equity; which is the information that the customers have about the brand; has been defined as the development of different reactions against the marketed brand.

According to Aaker; brand equity constitutes of brand awareness, brand associations, perceived quality, and brand loyalty (Aaker 1991, s. 16). The brand plays an important role in increasing the chances of brand choice and thus becoming a preferred position in consumers' minds. It is considered as an important marketing strategy that must be emphasized on businesses in ensuring the trust of the brand; at the same time as the brand; the perception of the products and services as high quality by the consumers; and the perceived risk reduction for all these effects (Aaker 1991, s. 391).

Social Responsibility: Nowadays; the noblesse oblige; which is used as a social responsibility in the French case for the obligation of the noble aristocracy; means that nobles must take some social obligations to recognize their privileged positions in society (Carroll 1999, s. 269). This concept first emerged in history with the common good name. The concept of public benefit; which came to life with Plato in ancient Greece; was later developed by Plato's Greek thinker Aristotle and the Roman philosopher Cicero; and later defined by the American philosopher John Rawls as " certain general conditions favoring everyone " (Robin and Reidenbach 1987, s. 44). With the increasing interest of the media in the concept of corporate social responsibility; institutions prefer corporate social responsibility initiatives that take direct and visible steps in communication with various stakeholders; including especially consumers (Luo and Bhattacharya 2006, s. 1).

Social responsibility; which is a concept that academicians and practitioners often refer to; is almost indispensable in today's institutions; and also defined and conceptualized in many different ways. Corporate social responsibility by different authors is defined as; to achieve profit merely; beyond profit; beyond economic and legal requirements; is defined also voluntary activities; economic and legal activities which is dealt with different perspectives; such as the responsibilities of different problem areas; in other words: the institutions that benefit from a citizenship or ethical functioning of citizens that must fulfill the purpose of contributing to the collective (Carroll 1999, s. 269).

Institutional social responsibility practices become strategic in the event of a return by contributing to the effectiveness of the organization; especially by supporting the main areas of operation of the enterprise and achieving its mission (Burke and Logsdon, 1996: 496). Corporate social responsibility has an impact on corporate image and brand image in the long run in their work on corporate return on corporate social responsibility communication (Du and others 2010). Corporate social responsibility and corporate reputation have a positive effect on industrial brand value in their work (Lai et al. 2010). Considering these and similar studies; it can be said that institutional social responsibility helps the institution to acquire a certain place in society; to have a strong image and to strengthen its reputation. This positive effect appears to have an effect on the recognition and remembering of the brand that the institution has. It also brings up the issue of whether or not it contributes to the formation of brand awareness in this direction (Wheeler, Colbert and Freeman 2003, s. 17).

Brand awareness means that an individual who performs a purchase activity can recognize or remember a brand of a particular product category (Aaker 1991, s. 61). Recognition of a trademark implies that the trademark's name is known if the mark's visual characteristics are shown or if the clues associated with those properties are given. Brand remembering is defined as the arrival of a brand name in the event that the consumer needs as the function of the product (Keller 2008, s. 54 and Babür Tosun 2014,s. 131).

How the brand has settled in the minds of consumers means brand awareness. In this respect, “recognizing the brand” stands for whether the branded individual has already heard the Aaker brand awareness. Also, “brand recall” means the remembered brand; when a brand is asked for a group of product. Additionally; the first brand that occurs one’s mind means “the first brand that comes to mind”. Besides; the only brand remembered; stands for “the dominance of the mark in the mind”. And, while brand knowledge means that “knowing what the brand represents”; different level of “brand idea” means that individuals have knowledge about the brand (Windsor 2001, s. 227).

4.5.2 Ethics Perspective on Corporate Brand Management

While business ethics is very debatable; complex organizations are trying to pass on to interpret and apply them in the business world. This work is carried out in the field of

ethics research and studies. Unfortunately; however, the integration of brand management and code of ethics into the branding basis is still not under surveillance. For that reason; there can be many of the important misconceptions about the strong logo and name that allow marketers to sell products to companies and to make profits (Aliu et al. 2015, s. 457).

But that's just part of the mark. The product as a brand is highly relevant to the ignorance of the brand. The aim of this work is to integrate ethical rules into the organizational brand and to recognize the importance of its strategic implementation. Today; brands have a strong position in the consumer's mind. The consumers associate themselves with the brand and the work claims that the bugle is a "Personality" in the mind of the consumer. This phenomenon leads to brand loyalty or brand fanaticism in serious cases. Demand for ethical brands is on the rise when the brand has so much precaution among consumers and a direct impact with its activities on society and the environment. The ethical brand is perceived by business circles as a largely axonic term. They are regarded as two contradictory terms brought together. But the real meaning in perceiving them is just two complementary words that work synchronously with each other and that both cannot be used when the other is insignificant (Aliu et al. 2015, s. 457).

While targeting a typical Brand Strategy

- a. Creating brand values among customers,
- b. Creating a brand identity and market position by differentiating from peers,
- c. Creating and driving brand loyal customers,
- d. Maximizing profits through increased sales and brand expansion; should be taken into consideration.

These are the goals which are essential and indispensable for any organization because of being able to establish and sustain a brand and make the organization profitable. But as the brand grows in size, power, and materiality; these goals are proven for their ethical commitments and of course; they get even better. The aim of the ethical approach to the same brand strategy is; identifying brand values among customers- By not specifying values; but by integrating these values at every stage of the institution. Brand values are given by the organization (Özdemir 2008, s. 182).

Create a market position that differs from your brand identity and competitors- Do not try to override competition in any way by ethical rules by competing with justice. Create and maintain brand loyal customers- with transparent words, transparency, and sustainable brand practices. Maximize profit with increased sales and brand expansion- without harming the environment, collecting and shareholders; and also with this feature, it can be considered as collective and environmentally friendly. The table does not comply with any standard ethical rules but it is a viewpoint that; the same aims can be redesigned for an ethical brand (Pekkan et.all. 2014, s. 543).

4.5.3 Ethical Issues in Brand Management

Marking can help you create a theme and reputation for your business or for your product; and well-branded products are easily recognized by consumers. However; when a brand strategy is perceived as a concept that is unethical by consumers; it can return worse and so this can result in a significant negative publicity for your business. In some cases; unethical branding can even subject you to a case.

Consumers expect a branding being initiative to present a company's products or services in a flattering light. However; a company must learn to toe the line between self-promotion and outright fabrication or it risks losing consumer trust. Gray areas which present significant problems to companies means that; they are trying to create an identifiable brand.

i. Lying: At one end of the continuum; some strategies are clearly unethical.

ii. Honesty: On the other hand; at the end of the range; there is complete honesty; which also can jeopardize your company's success.

iii. Balance: The key is to strike the right balance. An effective middle-ground approach is to center the conversation on the positive aspects of your product or service by using its negative aspects to support that message.

iv. Controversial Products: Companies must ensure that the branding strategies they use don't endanger others; both for ethical and public-image reasons.

v. Borderline Cases: Sometimes a branding strategy appears unethical to consumers only when the strategy is obvious.

vi. Trademarks and Copyrights: When a trademark identifies legal protections and marks for logos; it protects against creative work that is hand-held; such as copyrights, records, books or films. When creating your own branding material; make sure that none of the images you use are copyrighted; and never use someone else's pictures, movies or text. Copyright holders should not have to register their own items or publish a copyright symbol to have copyright protection. For this reason; even if you do not think that you are not protected by copyright; do not buy someone else's stuff. Similarly; verify that no one has registered a trademark for the logo or design a brand you want to use in the branding. The US Patent and Trademark Office has a free trademark search tool which you can use to make sure that you do not use the logo you desire.

vii. Fraud: While a superior claim can only be considered against hyperbole; consumers are more likely to regard it as a lie. Similarly; logos or pictures that imply a product will do nothing to execute it and so they create a fake brand reputation. Fake advertising attributed to criminal and consumers can sue when they are wrong, misleading or dangerous. The Federal Trade Commission examines false advertising claims and may award fines against companies which will be participating in the practice.

viii. Children's Marketing: Many parents see all the marketing advertisement made for children as important because they can change a child's ideas, opinions, and own image. Advertisers must be careful because of annoying parents; while they are creating branding strategies.

5. A RESEARCH ABOUT THE ETHICAL ISSUES BY BRAND MANAGEMENT

In the scope of the thesis; an academic research is decided to be made which is considered as one of the important research methods, called “ In-Dept Interview Research”.

5.1 AIM OF THE RESEARCH

The purpose of our research was to learn marketing and brand managers' thoughts about ethical approach in marketing. For this purpose after scanning the literature; consulted the manager of Turkey's most important brands which is leading us to the right findings on ethics in brand management.

5.2 METHODOLOGY OF THE RESEARCH

The methodology of our research is making in-dept interview research. For this purpose, a 15-question questionnaire was prepared. Brand managers were contacted. Some of the brand managers were face to face; some of them were contacted by mail.

In face-to-face interviews; the participants themselves were expressed comfortably and was recorded in the time of their own appointment. Interview questions are sent to each participant; with the words and tonalities that will call the same meaning it is directed. Voice recorders and note-taking techniques were used in the meetings with marketing managers. Later records were resolved.

5.3 SAMPLING OF THE RESEARCH

Reply from Turkey's leading 11 brand managers were taken regarding ethical marketing and brand management. The interview questions consisted of 15 questions about the ethical approach in brand management. You can see the list of interviewed managers in the appendix part in the table.

5.4 LIMITATIONS OF THE RESEARCH

First there was time constraint. The managers were too busy to accept the end of the year.

Also because our budget is limited; we had the opportunity to meet only managers in Trabzon and Istanbul.

5.5 FINDINGS OF THE RESEARCH

The answers given by the administrators were analyzed on a single question basis and thus the important and remarkable points were tried to be underlined. Also; it was tried to identify the same or different points and so have been tried to reach a general judgment on the answers of each questions.

A semi-structured interview technique was used as the interview type. The most important convenience presented by the semi-structured interview technique to the researcher is to provide more systematic and comparable information on the grounds that it is maintained according to the pre-prepared interview protocol (Yıldırım and Şimşek 1999). The semi-structured interviewing technique has a certain level of standardization and, at the same time; a more favorable technical appearance in educational science researches with flexibility (Ekiz 2003).

The verbal expression of the data, the correctness of the casts, the processing of the data according to the determined theme, and the interpretations of the findings with direct quotations were conducted. The questions in the interview form are grouped according to the sub-problems and the findings are presented.

The sub-problems caused by the problems have been also addressed and related issues with these sub-problems have been explored occasionally.

The questions and the answers given to the questions in this way can be seen below. You can also see the questions and the answers to the questions in the appendix part in the table.

5.5.1 Brand Management's Prolonged Prevalence Of The Past:

According to the first interviewer; between the years of 1960 and 1980, branding was amateur but with import activities professionalization in branding has been started and the importance of branding has been increased. With the increased imports and exports abroad and the promotion of incentives and grants from Europe; branding became even

more important. Another interviewer said that brand management is very important in terms of the quality of the product or service offered and so that the importance of the service is increasing. According to another interviewer; the company has recently been trying to go to branding and also the company is working to ensure that the name of the customer actually works. Another interviewer from a different company said that they have been working especially for the last 1 year for the positioning and promotion of their brands and they have been provided consultancy services in this direction as their brand is new in the sector.

On the other hand, an interviewer from a different company said that in 2000, their companies became patented for their brands and became known to reach more customers and for customer satisfaction. Similarly; an interviewer from a company said that their company has started to get services from patent offices in order to protect the brand's investments, follow-ups and brand name.

According to an interviewer from a company; brand management has become even more important in the global economy and has come to the forefront. Conversely, according to another interviewer from a Machine Industry; new companies are trying to save the day and do not attach much importance to branding. But their companies are rapidly moving towards being a brand.

According to the view of an interviewer from a different company; it is needed to conserve the brand without sacrificing quality and to continuously improve quality. By the opinion of another interviewer from a company; brand management is very important in terms of the company's market value and market share increase. To the knowledge of an interviewer; brand management has become more important in the last 20 years, especially as competition increases in categories (product, service) and in parallel with increasing technological developments. Indeed she pointed out that in the beginning, production technologies were being explored and not every company was able to produce products at the same function. But thanks to the cheaper and widespread use of technologies, similar products have begun to be offered in the categories. The way of fertilization became the brand management process. Abstract and image-based values that the brand offers to consumers became extremely important. And she added that however, over time, this positioning was not enough to differentiate. So all companies have worked

on creating an image and symbolic value to brand management as they believe the importance of such applications.

5.5.2 The Importance Of Ethical Values In The Business World:

According to the first interviewer from a packaging company; in particular, ethical values are very important in trade and so that productivity improves when ethical values are adhered to. He also added that especially in international trade, must be acted according to international contracts.

Another interviewer from a company indicated that ethical rules must be followed from the bottom-up to the top-level employee because of the relationship between the employees is very important for the efficiency in business life. According to an interviewer from a moulding company; the sustainability and preference of the business outside the quality of the product and the service depends on the ethical values. Another interviewer from a different company said that it is necessary to protect the ethical values within the mission of the company and the demands of the customers must be met without ignoring other companies in the sector. Similarly; an interviewer from a furniture company that ethical values are very important in the business world to better serve the customer. Another interviewer also added that compliance with the logo and label directives that are in the company, do not to send counterfeit goods to customers, trademark issues and trademark infringements (trademark law) written by the company; must be needed to obey.

On the other hand, an interviewer from a company said that; ethical values are very important; but for their benefit, everyone may ignore these values so ethical values became lost nowadays. Similarly, an interviewer from a machine industry company added that; ethical values are very important but they do not take into account the ethical values other than corporate companies and so labor theft is too much.

According to the view of an interviewer from a company; human beings may not understand the work, but human beings must understand each other and act within the framework of ethical rules, so we believe in the importance of ethical values as our company. By the opinion of different interviewer from a company; in order to serve and do not harm society, the business world has to develop and apply ethical rules in its own

right. Besides, she has been stated the vision and mission of the companies are based on ethics. To the knowledge of another interviewer; as the laws are more concerned with macro situations, it is not always enough to regulate business world practices. However, in the business world, there are many cases on the micro basis. In order to serve and do not harm society, the business world has to develop and apply ethical rules in its own right. Because the consumer will not prefer companies that are not ethical as they are focused on community values rather than only personal interests. For this reason, they unite in the social media and disclose companies that are not in ethical behavior. This will damage the image of the company.

Additionally; it is emphasized that not copying patented products and being fair in prices and not providing personal benefits from the partners and establishments are among the most important ethical values which must be applied in the business world.

5.5.3 The Company Should Have Ethical Values Or The Manager:

According to an interviewer from a packaging company; another interviewer from a different company, a different interviewer from a flour company; both should have ethical values. According to the interviewer from moulding company and a different interviewer from wood concept company; first, the company must have ethical values and already the values of the company and the values of the manager should overlap with each other. Similarly; an interviewer from a company and a different interviewer from a furniture company that first, the company should have ethical values because the manager may change but the ethical values remain the same.

Similarly, an interviewer from machine industry company added that; both should have because the company is an entity that can not be linked to the individual.

According to the view of an interviewer from a company; the first manager should have ethical values because first, you have to benefit yourself so that you can benefit others. By the opinion of a different interviewer from ropes company and another interviewer from food company; first, the company must have certain ethical values within the company's principles and mission and further the ethical values should be implemented by the managers and all employees at the same time.

5.5.4 The Areas In The Market Where The Ethics Are On The Forefront:

According to an interviewer from the packaging company; at the last part of the trade, the promises made in collections must be kept. As to a different interviewer from a company; ethical issues in the quality and cost of the product offered to the customer are must be on the forefront. Another interviewer from a wood concept company emphasized that the relationship with the customer needs to be built on the right and sound foundation.

On the other hand, an interviewer from a furniture company indicates that more ethical values should be considered in the field of sales activities. This includes imitation products, unauthorized use of brand logos etc. Similarly; a different interviewer a company indicated that the full implementation of ethics in marketing is very weak because it is corresponding to the money and the opening of new patent offices is increasing day by day.

According to an interviewer from a flour company; ethical values are important in the quality, deterioration time or shelf life in the package or in the market values of the product. Similarly, a different interviewer from a machine industry company added that; it must be correctly expressed in terms of the product and sold to the customer because marketing has become an institution where people are deceived.

According to the view of an interviewer from a company; ethical values should be based on trust and respect on people. By the opinion of a different interviewer from a ropes company; as the modern marketing approach is consumer-focused, all marketing activities must create long-term effects. Therefore businesses should choose to make long-term investments and invest in the future rather than immediate profit. Customer satisfaction and loyalty must be outstanding areas in the market. To the knowledge of another interviewer from a food company; according to the changing sectors; exporting to foreign countries, establishing long-term relationships with distribution channels, creating products and services that will not harm health, not harming the environment, saving resources, sustainable behaviors, communication with the child target group are the areas that are on the forefront.

5.5.5 Ethical Values' Ignorance In Companies With Profit And Sales Focus:

According to an interviewer from a packaging company; sometimes it can be ignored, for example, if the specified conditions are not fulfilled, the sale of the product may not be conducted even if the customer asks for the product. This is not ethical for a company but the risk is seen in terms of sale. Another interviewer from a different company said that this can change from company to company. Some companies are merely profit-oriented, these companies may not comply with ethical values; but if a brand management is mentioned, it must be strictly observed.

According to an interviewer from a moulding company; sometimes the ethical values can be ignored in order to keep the desired target in situations such as shipment, sales tonnage, sales point target. A different interviewer from wood concept company emphasized that they try not to mislead customers and always try to convey real information to them. A different interviewer from a company said that it would be corruption if ethical values were ignored, as to cause information irrelevancy and be a false activity. Similarly, another interviewer from a furniture company indicates that ethical values cannot be ignored in the pursuit of the companies long-term goals.

According to an interviewer from a flour company; sometimes ethical values may be ignored but it is not the right behavior to do. Similarly, a different interviewer from a machine industry company added that; it should not be ignored because the goal should be to gain a brand not to earn money.

According to the view of an interviewer from a company; ethical principles are the foundation of everything and therefore should not be ignored.

By the opinion of a different interviewer from a company; integrity and honesty are the primary values in all business processes and in bilateral relations. Employees and all stakeholders are acted in the same manner with ethical values. To the knowledge of an interviewer from a food company; it is becoming clear that the consumer is very conscious and for this reason; companies will not get profit if not acted ethically.

5.5.6 Showing Different Results In Promotions (Price Increase-Decrease) And Marketing Research:

According to an interviewer from a packaging company; this kind of things are not appropriate because the customer is misleading. Another interviewer from a company stated that promotions are usually advertising and not very relevant to profit margins. So even if it is not ethical, companies might be showing the wrong result in these activities. According to another interviewer from a moulding company; as these kinds of activities especially market research is a very important branch of business life; showing wrong results are not particularly suitable. Another interviewer from a wood concept company emphasized that it is absolutely not appropriate to sell the same products to customers at different prices.

An interviewer from a furniture company indicates that it is convenient to increase or decrease the profit margin because the company is selling in its own pocket. Similarly; another interviewer from a company stated that for a period of time it may be suitable; but it causes to lose customers in the long run. According to another interviewer from a flour company; it is not ethical to show different results. Similarly, another interviewer from machine industry company added that; it is not ethical because it is misleading.

According to the view of an interviewer from a company; it can be considered ethical if it is for the client's benefit.

By the opinion of an interviewer from a ropes company and another interviewer from a food company; it is certainly not ethical as it can lead to misleading results.

5.5.7 The Precaution In Advertisements, In Sponsorship And In Public Relations:

According to an interviewer from a packaging company; it is very important to have ethical values in these branches. Another interviewer from a company stated that ethics is very important in advertisements, because it appeals to every segment especially to children and the sponsor company must be well chosen and should be acted according to the contract in between and lastly as it has to be addressed to the public; it is very important to be ethical in relation to the public.

According to an interviewer from a moulding company; it is very important in terms of customer acquisition and loyalty. Another interviewer from a wood concept company and another interviewer from a furniture company emphasized that it is important to not mislead the customers.

Similarly; an interviewer from a company, another interviewer from a flour company and a different interviewer from a machine industry has also stated that ethical issues are very important in these fields.

According to the view of interviewer from a company; you must first believe in the quality of the product in the advertisements, otherwise, you should not advertise because of the damage of it to the company.

By the opinion of an interviewer from a ropes company and another interviewer from a food company; ethical issues are very important in these three areas of marketing. Especially in advertisements; while the target audience is made aware of the advertisements, messages should be given by taking into consideration the determined ethical rules and it also should be given within the scope of social responsibility. It is unethical for a company to admit the other person, especially in advertising. It is also necessary for the sponsorship to be ethical and to keep the promises. Because otherwise the cost and the damage are too big. In public relations also ethical rules should be followed; such as correct orientation of the community in relation to the people, clear and understandable communication, non-occurrence of imperfect behavior and building trust.

5.5.8 The Importance Of Ethical And Moral Issues In Brand Management:

According to an interviewer from a packaging company, another interviewer from a company, a different interviewer from a moulding company, another interviewer from a wood concept company; ethical issues in brand management is absolutely very important to serve the customer better service and product.

An interviewer from a furniture company added that it is very important because it will cause to loss of market and loss of customers. Similarly; another interviewer from a company stated that even if the ethical values are ignored in advertisements, it can not be absolutely done on the marking and brand management.

According to an interviewer from a flour company, another interviewer from a machine industry company and a different interviewer from a company; ethical values in brand management are so important that it can not be overlooked.

By the opinion of an interviewer from a ropes company; it is very important to act with accuracy and ethical principles in the effectiveness of the marketing strategies, in short, in guiding the actions related to the products and services, especially in ensuring the broad mass adoption of the products etc.

To the knowledge of an interviewer from a food company; while the brand personality and values are being created, the ethical and moral behavior principles that exist in the company's mission must be applied here as well.

5.5.9 The Importance Of Corporate Social Responsibility Activities To Be Able To Create Ethical Brand Values:

According to an interviewer from a packaging company, another interviewer from a company and a different interviewer from a moulding company; social responsibility activities are important to add value to the work done depending on the growth of the companies.

An interviewer from a wood concept company emphasized that it is very important first of all for the brand image after that for customer trust and loyalty to the company. He stated that they planted saplings on behalf of the employees as a company for this purpose.

An interviewer from a furniture company added that these kind of activities are very important to their company is donating blood for this purpose and organizing charity campaigns. Similarly; another interviewer from a company said that their company has established nurseries and sports clubs for this purpose. According to a different interviewer from a flour company and an interviewer from a machine industry; these kinds of activities are very important for a company.

According to the view of an interviewer from a company; their company collects money for the workers who get married to keep the company's employees happy and buys presents for their newborn child.

By the opinion of an interviewer from a ropes company; CSR activities are also very important to be able to create ethical values.

To the knowledge of an interviewer from a food company; these activities are not just for a company but in every area that the brand touched the society or touched to the consumer, there are always ethical principles. Because when the institution is insensitive to social values, this raises the brand value for the company and add the activities that will please the employees and the environment increase the brand awareness. Thus ensuring long-lasting brand awareness.

5.5.10 There Is A Corporate Reputation For Ethical Branding:

According to an interviewer from a packaging company; there is certainly a corporate contribution, but in some cases, it may also be harmful. So should target the whole society without discrimination.

Similarly, an interviewer from a company, another interviewer from a moulding company and a different interviewer from a wood concept company stated that; there is certainly a corporate contribution for ethical branding. An interviewer from a furniture company and another interviewer from a company stated that it protects the corporate reputation of the company in the long run.

According to an interviewer from a flour company and another interviewer from a machine industry company; there is certainly a corporate contribution, for increasing the preference of the company by the customers.

According to the view of an interviewer from a company; ethical branding activities contributes to the reputation of the company. By the opinion of an interviewer from a ropes company and another interviewer from a food company; as ethical branding activities can have a significant impact on society's perspective on the brand; companies can have a corporate reputation in this way.

5.5.11 Organization's Determination Whether The Way It Is Behaving Is In Accordance With The Marketing Ethics Or Not:

According to an interviewer from a packaging company, it can be determined by looking at the company's data results and documents.

An interviewer from a company and another interviewer from a moulding company stated that it can be determined by comparison with equivalent products and by looking at the results of the activities. Another interviewer from a wood concept company stated that; it is difficult to detect because you can sell to more than one company from the same product and it can not be prevented.

An interviewer from a furniture company added that employees are asked whether they show consistent behavior towards the customer or not. Another interviewer from a company stated that to determine the defects, should be looked at whether trademark infringement has occurred, whether there is a smear on the advertisements, and also must be looked on sales policies.

According to an interviewer from a flour company and another interviewer from a machine industry company; must be looked at customer's return by customer surveys, looked at after-sales services, and looked at the statement about the material whether being sold by correct information to the customer to determine the defects.

According to the view of an interviewer from a company; with the drilling technique, it is checked whether the marketers have a good relationship with the customers and whether they are acting properly towards the customers.

By the opinion of an interviewer from a ropes company and another interviewer from a food company; detects of an organization is determined by considering whether it has a marketing process in accordance with current legal and administrative regulations as well as by monitoring and evaluating its marketing activities such as; advertising, forms of entrance to the market, relations with the public, activities to do when entering the bazaar, movements to stain the product and the company, disparagement etc.

5.5.12 The Marketing Process In Accordance With The Legal And Administrative Regulations In Force; Sufficient To Establish Ethical Principles:

According to an interviewer from a packaging company, another interviewer from a moulding company, a different interviewer from a flour company and another interviewer from a furniture company; it is enough.

An interviewer from a company, another interviewer from a wood concept company and a different interviewer from a machine industry company stated that; it is not enough and it needs to be further developed.

An interviewer from a company added that there are some gaps in the law.

According to the view of an interviewer from a company; laws need updating. By the opinion of another interviewer from a ropes company and a different interviewer from a food company; it is not fully sufficient. Outside the law, the company should set its own norms for specific areas where it operates.

5.5.13 Right/Authorities's Existence To Rule And Report That Employess Are In Violation Of Ethical Rules Or That Someone Is Violating The Rules:

According to the majority; an ethical rule violation does not bring legal obligations to report but there must be an ethical board. If there is no such committee, it is necessary to notify the human resources unit or to publish the unit to which the worker belongs.

5.5.14 To Participate In Any Non-Governmental Organization To Represent The Company; Or To Allow Demonstrations, Propaganda And Similar Intentional Activities Of Political Parties, Politicians Or Political Within The Boundaries Of The Workplaces:

According to the majority; it is ethically unsuitable as it is necessary to act in line with the principle of impartiality due to business ethics.

On the other hand; according to the some interviewed managers; it depends on the category in which the company operates. For example; according to an interviewer from a food company; it can be ethically appropriate for a Yeşilay organization, but it is not preferred for a sugar company. Because in case you participate in a political formation, you lose some of your consumer mass.

An interviewer from a company added that; candidates in the election process introduce themselves but cannot perform any demonstrations. Because it is not an ethical behavior to do so. Another interviewer from a flour company also said that; this situation is only accepted by the companies that enter into the tender and gain from it.

5.5.15 Intentional Statements In The Nature Of Lie And/Or Libel Within The Company Interpreted As A Violation Of Ethical Values:

According to the majority; statements in the nature of lie and slander within the company are considered as a violation of ethical rules.

6. CONCLUSION

Ethics tries to achieve the basic facts about what is good or bad, which behavior is right or wrong, and thus establishes the principles of correct behavior that will guide individuals and groups. This effort is important and meaningful in guiding mankind, seeking to ascertain the rules of morality that are necessary for the glorification of mankind, and for living in solidarity in a civilized society.

Until recently, in an attempt to specify correct moral codes; a number of ethical theories have been developed. Under the light of ethical theories; in various professional organizations, ethical rules are transformed into ethical codes by linking them to a specific system; and it is tried to ensure that people belonging to that profession behave according to these rules. However, no theory alone seems enough to guide humanity to solve all the ethical problems he faces. In such cases, ethical problems will be solved by making use of multiple ethical theories to develop the right ethical codes.

In marketing ethics; through the application of ethical theories to marketing decisions; the marketing managers try to guide them to adopt the right behavior. The marketing biographers who come up with the question of which theory, which rules or principles to take in order to apply right ethical behavior in related marketing activities should combine the main theories to find out the weak points of the other theories; as the theories have the strengths of the other theories which are tried to provide guides.

These efforts have brought together ethical inquiries about how marketing behavior affects the well-being of the community; whether basic rights of the individual are violated as a result of this behavior, whether the behavior is fair and also whether the behavior obscures the entity's existing responsibilities towards the community.

The interest in ethical applications in marketing has increased remarkably in recent years because of the nature of marketing is about people; and so the rate of change is very high. Also, non-ethical behaviors of firms that are advertised via media are often associated with marketing activities in parallel with the developments in the field of communication. Thus the necessity of implementing ethical principles in business for the companies became compulsory to protect and do not harm the prestige of the companies. The fact that non-ethical business behaviors in the media are largely marketing-driven also, paved

the way for ethics to be discussed more frequently in terms of marketing. When also looked at the interview research results; it has been seen that ethical issues that are on the forefront in marketing are the quality and cost of the product offered to the customer and also the right and sound foundation relationship with the customers. Additionally, as indicated by some of the managers; imitation products, unauthorized use of brand logos, establishing long-term relationships with distribution channels, creating products and services that will not harm health and not harming the environment, saving resources, sustainable behaviors, communication with the child target group are the areas which must be on the forefront.

Activities of marketing includes; determining the needs and wants of consumers, producing the products that best suit these needs, developing and diversifying the products in accordance with the demands of the consumers, offering more options to the consumers, meeting the demands in the right place and time, providing effective use of resources and providing consumers the right choices so that providing social benefit. However, in practice; it can be seen that marketing techniques are not used to better satisfy consumer needs; but are used to encourage consumers to deplete unnecessary consumption.

Due to the developments which are driven by both community and accountable businesses; "buyer's caution" approach which states that businesses should only target profit maximization is rejected and so this has led to the adoption of the "vendor's caution" approach, which puts the seller in charge of ethical behavior, giving priority to customer satisfaction and protection of interests. And also indicated by most of the interviewed managers that; ethical values are so important that productivity and better customer service is provided when ethical values adhere to the company's values. They also added that especially in international trade; must be acted according to international contracts to serve right service; and also the sustainability and preference of the business outside the quality of the product depend on the ethical values.

Additionally; it is emphasized that not copying patented products and being fair in prices and not providing personal benefits from the partners and establishments; are among the most important ethical values which must be applied in the business world.

Brand management is also an activity that requires expertise at every stage of creating and managing a brand as we have already mentioned. Additionally according to most of the interviewed managers; a good brand perception is crucial because, it attracts the attention of potential customers. Because apart from satisfying the customers' personal needs; customers expect from the brands to benefit from collecting and serving higher values. Especially in today's highly competitive economy; businesses which want to compete and survive fall into the need to conduct the products or services they produce; in a way that protects them legally, and provides loyalty to the brand. In parallel with these sights; interviewees also say that ethical issues in brand management cannot be ignored whatever the situation is; because of causing to loss of market and loss of customers. Although the process is long and costly; it is clear that the expense of such a business will benefit the operator when it comes to returning to the business, due to the profit margin

In addition; the most important factor affecting the success of the brand management process is the regular evaluation process at every stage. The brand management process needs to be completed with various aspects such as efficiency, product/brand research, price strategy, and consumer research; and also various researches, surveys and tests need to be conducted under the titles of research on distribution channels and communication activities. And also according to the interview results obtained from managers from business world; showing wrong results in the market research are not ethical and fair, as it misleads the customers.

Businesses which are no longer profitable are evaluated by their reputation and also their sensitivity to the environment, and their philanthropy. Whether businesses fulfill their social responsibilities or not has been questioned in public. Similarly, brands should draw attention to community expectations outside of their qualifications. In parallel with this information; interviewed managers have also added that social responsibility activities are very important to add value to the work done depending on the growth of the companies. The way to achieve this goal is to give importance to the sense, and understanding of corporate social responsibility within the company activities.

Naturally, it has been seen that ethical boundaries in any area of action are drawn after the birth of the area. It is clear that; the unpredictable rise of the social media, the technological convergence of individual-machine singularity and the speed of

communication of the network society are preoccupied with new ethical problems. Scam social media accounts and scribbling campaigns are the first examples that come to mind as we are constantly disturbed by mobile phones circulating around the globe; and they are sold as a commercial commodity for telemarketing. Legal entities that have virtually the same rights as individuals but who do not have a conscience are naturally profitable in terms of rights; but only the conscience-proprietary behavior by the individuals in organizations can be seen as "ethical".

In case managers have different intentions with ethical judgment and situational restrictions are not in line with the judgments of ethics; it causes the selection of unethical behavior. In parallel with this view; most of the interviewed managers emphasized that first; the company must have ethical values, because the manager may change but the ethical values remain the same. However; some of them have said that both the company and the manager should have ethical values.

In other words; consumer awareness is not developed in Turkey because of having lack of supervision and sanctions, and so on conditions.

The creation of a fair, and just market dynamics operating primarily in Turkey is compulsory. Therefore; conditions that allow the market to be unethical should be removed to create fair market dynamics. For this reason; consumers should be made aware of the ethical reputation of businesses in their purchasing behaviors. In order for the public opinion to arise against these activities of unethical businesses; these activities should be actively introduced and announced by the social media. Just in a market where consumers are punishing non-ethical businesses; a fair competition for companies with the right responsibility and ethical sensitivity can be achieved. In addition, to educate conscious consumers; lessons about conscious consumption should be put into schools and consumers should be aware of their legal rights from a young age. The number of consumer courts should be increased; and consumer courts should be established as much as possible everywhere.

Another task falls into higher education institutions. In business and marketing departments' courses; business ethics and marketing ethics courses must be included, and the marketing tactics that are not ethical should be put out to the curriculum. In addition; samples with event analysis, academic studies examining the ethical behavior of

companies, operating should be carried out. As this will contribute to public awareness in this regard, as well as contribute to the solution of the problems by gathering information on the sources.

Finally, the most important task falls to the managers of businesses offering goods and services to consumers in Turkey. Ethical supervision of marketing activities and determination of whether the activities carried out by marketing personnel are ethically appropriate, should be controlled and checked periodically. In this case; most of the related tasks required are under the responsibility of business managers, or it can be done by the outside experts. These tasks emerging in Turkey as the most important and to be intervened first are; unconscious and insufficiently organized consumer mass, inadequate inspections that are far from deterrence of sanctions; length of legal process, and a number of hidden rules that are not explicitly stated in the market; additionally to be honest, fair, and to avoid behaviors that would harm the interests of consumers and society etc.

Led by these information above; Turkey's companies's first and foremost responsibility is to go in the footsteps modeled by other companies and must be to take into account the needs of the company and employees in all cases; to manage the virtuous within the company's objectives.

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APPENDICES

APPENDIX 1: People Interviewed.

	Name	Surname	Company Name
1	Kamer	Maraba	Hamzaoğlu Packaging
2	Emine	Karakoç	Ferrero Fındık
3	Armağan	Başar	Hekimoğlu Moulding
4	Taner	Göçer	Szn Wood Concept
5	Serdar	Fanioğlu	Gündoğdu Furniture
6	Feriha	Birben	Çaykur
7	Nuri	Dervişoğlu	Elif Flour
8	Ufuk	Koyun	Emamaksan Machine Industry
9	Halis	Güneş	Özgüneş Limited Company
10	Gülşen	Kaya	Kaya Ropes
11	Evren	Dağ	Nestle Food

APPENDIX 2: Questions and answers

Brand management's prolonged prevalence of the past.

Brand management's prolonged prevalence of the past?	Name	Surname	Answer
	Kamer	Maraba	Between the years of 1960 and 1980, branding was amateur but with import activities professionalization in branding has been started and the importance of branding has been increased. With the increased imports and exports abroad and the promotion of incentives and grants from Europe, branding became even more important.
	Emine	Karakaoç	Brand management is very important in terms of the quality of the product or service offered and so that the importance of the service is increasing.
	Armağan	Başar	The company has recently been trying to go to branding and also the company is working to ensure that the name of the customer actually works.
	Taner	Göçer	They have been working especially for the last 1 year for the positioning and promotion of their brands and they have been provided consultancy services in this direction as their brand is new in the sector.
	Serdar	Fanioğlu	In 2000, their companies became patented for their brands and became known to reach more customers and for customer satisfaction.
	Feriha	Birben	Their company has started to get services from patent offices in order to protect the brand's investments, follow-ups and brand name.
	Nuri	Dervişoğlu	Brand management has become even more important in the global economy and has come to the forefront.
	Ufuk	Koyun	New companies are trying to save the day and do not attach much importance to branding. But their companies are rapidly moving towards being a brand.
	Halis	Güneş	It is needed to conserve the brand without sacrificing quality and to continuously improve quality.
	Gülşen	Kaya	Brand management is very important in terms of the company's market value and market share increase.
	Evren	Dağ	Brand management has become more important in the last 20 years, especially as competition increases in categories (product, service and in parallel with increasing technological developments. In the beginning, production technologies were being explored and not every company was able to produce products at the same function. But thanks to the cheaper and widespread use of technologies, similar products have begun to be offered in the categories. The way of fertilization became the brand management process. Abstract and image-based values that the brand offers to consumers became extremely important. However, over time, this positioning was not enough to differentiate. So all companies have worked on creating an image and symbolic value to brand management as they believe the importance of such applications. Symbolic value to brand management as they believe the importance of such applications.

The importance of ethical values in the business world.

The importance of ethical values in the business world?	Name	Surname	Answer
	Kamer	Maraba	In particular, ethical values are very important in trade and so that productivity improves when ethical values are adhered to. Especially in international trade, must be acted according to international contracts.
	Emine	Karakaoç	Ethical rules must be followed from the bottom-up to the top-level employee because of the relationship between the employees is very important for the efficiency in business life.
	Armağan	Başar	The sustainability and preference of the business outside the quality of the product and the service depends on the ethical values.
	Taner	Göçer	It is necessary to protect the ethical values within the mission of the company and the demands of the customers must be met without ignoring other companies in the sector.
	Serdar	Fanioğlu	Ethical values are very important in the business world to better serve the customer.
	Feriha	Birben	Ethical values are very important in the business world to better serve the customer. Compliance with the logo and label directives that are in the company, (Turkish Food Codex Food Labeling and Consumer Information Regulation), do not to send counterfeit goods to customers, trademark issues and trademark infringements (trademark law) written by the company must be needed to obey.
	Nuri	Dervişoğlu	Ethical values are very important, but for their benefit, everyone can ignore these values so ethical values became lost nowadays.
	Ufuk	Koyun	Ethical values are very important but they do not take into account the ethical values other than corporate companies and so labor theft is too much.
	Halis	Güneş	Human beings may not understand the work, but human beings must understand each other and act within the framework of ethical rules, so we believe in the importance of ethical values as our company.
	Gülşen	Kaya	In order to serve and do not harm society, the business world has to develop and apply ethical rules in its own right. The vision and mission of the companies are based on ethics.
	Evren	Dağ	As the laws are more concerned with macro situations, it is not always enough to regulate business world practices. However, in the business world, there are many cases on the micro basis. In order to serve and do not harm society, the business world has to develop and apply ethical rules in its own right. Because the consumer will not prefer companies that are not ethical as they are focused on community values rather than only personal interests. For this reason, they unite in the social media and disclose companies that are not in ethical behavior. This will damage the image of the company.

The company should have ethical values or the manager.

Should the company have ethical values or the manager?	Name	Surname	Answer
	Kamer	Maraba	Both should have ethical values.
	Emine	Karakaoç	
	Nuri	Derviřoğlu	
	Taner	Göçer	First, the company must have ethical values and already the values of the company and the values of the manager should overlap with each other.
	Armağan	Başar	
	Serdar	Fanioğlu	First, the company should have ethical values because the manager may change but the ethical values remain the same.
	Feriha	Birben	
	Ufuk	Koyun	Both should have because the company is an entity that cannot be linked to the individual.
	Halis	Güneş	The first manager should have ethical values because first, you have to benefit yourself so that you can benefit others.
	Gülşen	Kaya	First, the company must have certain ethical values within the company's principles and mission and further the ethical values should be implemented by the managers and all employees at the same time.
	Evren	Dağ	

The areas in the market where the ethics are on the forefront.

The areas in the market where the ethics are on the forefront?	Name	Surname	Answer
	Kamer	Maraba	At the last part of the trade, the promises made in collections must be kept.
	Emine	Karakaoç	Ethical issues in the quality and cost of the product offered to the customer are must be on the forefront.
	Armağan	Başar	
	Taner	Göçer	The relationship with the customer needs to be built on the right and sound foundation.
	Serdar	Fanioğlu	More ethical values should be considered in the field of sales activities. This includes imitation products, unauthorized use of brand logos etc.
	Feriha	Birben	The full implementation of ethics in marketing is very weak because it is corresponding to the money and the opening of new patent offices is increasing day by day.
	Nuri	Dervişoğlu	Ethical values are important in the quality, deterioration time or shelf life in the package or in the market values of the product.
	Ufuk	Koyun	It must be correctly expressed in terms of the product and sold to the customer because marketing has become an institution where people are deceived.
	Halis	Güneş	Ethical values should be based on trust and respect on people.
	Gülşen	Kaya	As the modern marketing approach is consumer-focused, all marketing activities must create long-term effects. Therefore businesses should choose to make long-term investments and invest in the future rather than immediate profit. Customer satisfaction and loyalty must be outstanding areas in the market.
	Evren	Dağ	According to the changing sectors; exporting to foreign countries, establishing long-term relationships with distribution channels, creating products and services that will not harm health, not harming the environment, saving resources, sustainable behaviors, communication with the child target group are the areas that are on the forefront.

Ethical values' ignorance in companies with profit and sales focus

Ethical values' ignorance in companies with so much profit and sales focus?	Name	Surname	Answer
	Kamer	Maraba	Sometimes it can be ignored, for example, if the specified conditions are not fulfilled, the sale of the product may not be conducted even if the customer asks for the product. This is not ethical for a company but risk is seen in terms of sale.
	Emine	Karakaoç	This can change from company to company. Some companies are merely profit-oriented, these companies may not comply with ethical values, but if a brand management is mentioned, it must be strictly observed.
	Armağan	Başar	Sometimes the ethical values can be ignored in order to keep the desired target in situations such as shipment, sales tonnage, and sales point target.
	Taner	Göçer	They try not to mislead customers and always try to convey real information to them.
	Serdar	Fanioğlu	Ethical values cannot be ignored in the pursuit of the companies long-term goals.
	Feriha	Birben	It would be corruption if ethical values were ignored, as to cause information irrelevancy and be a false activity.
	Nuri	Dervişoğlu	Sometimes ethical values may be ignored but it is not the right behavior to do.
	Ufuk	Koyun	It should not be ignored because the goal should be to gain a brand not to earn money.
	Halis	Güneş	Ethical principles are the foundation of everything and therefore should not be ignored.
	Gülşen	Kaya	Integrity and honesty are the primary values in all business processes and in bilateral relations. Employees and all stakeholders are acted in the same manner with ethical values.
	Evren	Dağ	It is becoming clear that the consumer is very conscious and for this reason, companies will not get profit if not acted ethically.

Showing different results in promotions and marketing research.

Showing different results in promotions (price increase-decrease) and marketing research?	Name	Surname	Answer
	Kamer	Maraba	This kind of things is not appropriate because the customer is misleading.
	Emine	Karakaoç	Promotions are usually advertising and not very relevant to profit margins. So even if it is not ethical, companies might be showing the wrong result in these activities.
	Armağan	Başar	As these kinds of activities especially market research is a very important branch of business life, showing wrong results are not particularly suitable.
	Taner	Göçer	It is absolutely not appropriate to sell the same products to customers at different prices.
	Serdar	Fanioğlu	It is convenient to increase or decrease the profit margin because the company is selling in its own pocket.
	Feriha	Birben	For a period of time it may be suitable, but it causes to lose customers in the long run.
	Nuri	Dervişoğlu	It is not ethical to show different results.
	Ufuk	Koyun	It is not ethical because it is misleading.
	Halis	Güneş	It can be considered ethical if it is for the client's benefit.
	Gülşen	Kaya	It is certainly not ethical as it can lead to misleading results.
	Evren	Dağ	

The precaution in advertisements, in sponsorship and in public relations.

The precaution in advertisements, in sponsorship and in public relations?	Name	Surname	Answer
	Kamer	Maraba	It is very important to have ethical values in these branches.
	Emine	Karakaoç	Ethics is very important in advertisements, because it appeals to every segment especially to children and the sponsor company must be well chosen and should be acted according to the contract in between and lastly as it has to be addressed to the public, it is very important to be ethical in relation to the public.
	Armağan	Başar	It is very important in terms of customer acquisition and loyalty.
	Taner	Göçer	It is important to not mislead the customers.
	Serdar	Fanioğlu	
	Feriha	Birben	Ethical issues are very important in these fields.
	Nuri	Dervişoğlu	
	Ufuk	Koyun	
	Halis	Güneş	You must first believe in the quality of the product in the advertisements, otherwise, you should not advertise because of the damage of it to the company.
	Gülşen	Kaya	Ethical issues are very important in these three areas of marketing. Especially in advertisements; while the target audience is made aware of the advertisements, messages should be given by taking into consideration the determined ethical rules and it also should be given within the scope of social responsibility. It is unethical for a company to admit the other person, especially in advertising. It is also necessary for the sponsorship to be ethical and to keep the promises. Because otherwise the cost and the damage are too big. In public relations also ethical rules should be followed; such as correct orientation of the community in relation to the people, clear and understandable communication, non-occurrence of imperfect behavior and building trust.
	Evren	Dağ	

The importance of ethical and moral issues in brand management.

The importance of ethical and moral issues in brand management?	Name	Surname	Answer
	Kamer	Maraba	An ethical issue in brand management is absolutely very important to serve the customer better service and product.
	Emine	Karakaoç	
	Armağan	Başar	
	Taner	Göçer	
	Serdar	Fanioğlu	It is very important because it will cause to loss of market and loss of customers.
	Feriha	Birben	Even if the ethical values are ignored in advertisements, it can not be absolutely done on the marking and brand management.
	Nuri	Dervişoğlu	Ethical values in brand management are so important that it can not be overlooked.
	Ufuk	Koyun	
	Halis	Güneş	
	Gülşen	Kaya	It is very important to act with accuracy and ethical principles in the effectiveness of the marketing strategies, in short, in guiding the actions related to the products and services, especially in ensuring the broad mass adoption of the products etc.
	Evren	Dağ	While the brand personality and values are being created, the ethical and moral behavior principles that exist in the company's mission must be applied here as well.

The importance of corporate social responsibility activities to be able to create ethical brand values.

The importance of corporate social responsibility activities to be able to create ethical brand values?	Name	Surname	Answer
	Kamer	Maraba	Social responsibility activities are important to add value to the work done depending on the growth of the companies.
	Emine	Karakaoç	
	Armağan	Başar	
	Taner	Göçer	It is very important first of all for the brand image after that for customer trust and loyalty to the company. They planted saplings on behalf of the employees as a company for this purpose.
	Serdar	Fanioğlu	These kind of activities are very important to their company is donating blood for this purpose and organizing charity campaigns.
	Feriha	Birben	Their company has established nurseries and sports clubs for this purpose.
	Nuri	Dervişoğlu	These kinds of activities are very important for a company.
	Ufuk	Koyun	
	Halis	Güneş	Their company collects money for the workers who get married to keep the company's employees happy and buys presents for their newborn child.
	Gülşen	Kaya	CSR activities are also very important to be able to create ethical values.
	Evren	Dağ	These activities are not just for a company but in every area that the brand touched the society or touched to the consumer, there are always ethical principles. Because when the institution is insensitive to social values, this raises the brand value for the company and add the activities that will please the employees and the environment increase the brand awareness. Thus ensuring long-lasting brand awareness.

There is a corporate reputation for ethical branding.

Is there a corporate reputation for ethical branding?	Name	Surname	Answer
	Kamer	Maraba	There is certainly a corporate contribution, but in some cases, it may also be harmful. So should target the whole society without discrimination.
	Emine	Karakaoç	There is certainly a corporate contribution for ethical branding.
	Armağan	Başar	
	Taner	Göçer	
	Serdar	Fanioğlu	It protects the corporate reputation of the company in the long run.
	Feriha	Birben	
	Nuri	Dervişoğlu	There is certainly a corporate contribution, for increasing the preference of the company by the customers.
	Ufuk	Koyun	
	Halis	Güneş	An ethical branding activity contributes to the reputation of the company.
	Gülsen	Kaya	As ethical branding activities can have a significant impact on society's perspective on the brand; companies can have a corporate reputation in this way.
	Evren	Dağ	

Organization's determination if the way it is behaving is in accordance with the marketing ethics or not.

Organization's determination if the way it is behaving is in accordance with the marketing ethics or not?	Name	Surname	Answer
	Kamer	Maraba	It can be determined by looking at the company's data results and documents.
	Emine	Karakaoç	It can be determined by comparison with equivalent products and by looking at the results of the activities.
	Armağan	Başar	
	Taner	Göçer	It is difficult to detect because you can sell to more than one company from the same product and it can not be prevented.
	Serdar	Fanioğlu	Employees are asked whether they show consistent behavior towards the customer or not.
	Feriha	Birben	To determine the defects, should be looked at whether trademark infringement has occurred, whether there is a smear on the advertisements, and also must be looked on sales policies.
	Nuri	Dervişoğlu	Must be looked at customer's return by customer surveys, looked at after-sales services, and looked at the statement about the material whether being sold by correct information to the customer to determine the defects.
	Ufuk	Koyun	
	Halis	Güneş	With the drilling technique, it is checked whether the marketers have a good relationship with the customers and whether they are acting properly towards the customers.
	Gülşen	Kaya	Detects of an organization is determined by considering whether it has a marketing process in accordance with current legal and administrative regulations as well as by monitoring and evaluating its marketing activities such as; advertising, forms of entrance to the market, relations with the public, activities to do when entering the bazaar, movements to stain the product and the company, disparagement etc.
	Evren	Dağ	

Marketing process in accordance with the legal and administrative regulations in force; sufficient to establish ethical principles.

Is marketing process in accordance with the legal and administrative regulations in force; sufficient to establish ethical principles?	Name	Surname	Answer
	Kamer	Maraba	It is enough.
	Emine	Karakaoç	It is not enough and it needs to be further developed.
	Armağan	Başar	It is enough.
	Taner	Göçer	
	Serdar	Fanioğlu	It is enough.
	Feriha	Birben	There are some gaps in the law.
	Nuri	Dervişoğlu	It is enough.
	Ufuk	Koyun	It is not enough and it needs to be further developed.
	Halis	Güneş	Laws need updating.
	Gülşen	Kaya	It is not fully sufficient. Outside the law, the company should set its own norms for specific areas where it operates.
	Evren	Dağ	

Rights/authorities' existence to rule and report that employees are in violation of ethical rules or that someone is violating the rules.

Rights / authorities' existence to rule and report that employees are in violation of ethical rules or that someone is violating the rules?	Name	Surname	Answer
	Kamer	Maraba	According to the majority; an ethical rule violation does not bring legal obligations to report but there must be an ethical board. If there is no such committee, it is necessary to notify the human resources unit or to publish the unit to which the worker belongs.
	Emine	Karakaoç	
	Armağan	Başar	
	Taner	Göçer	
	Serdar	Fanioğlu	
	Ufuk	Koyun	
	Halis	Güneş	
	Gülşen	Kaya	
	Feriha	Birben	
	Nuri	Dervişoğlu	
	Evren	Dağ	

To participate in any non-governmental organization to represent the company.

To participate in any non-governmental organization to represent the company; or to allow demonstrations, propaganda and similar intentional activities of political parties, politicians or political within the boundaries of the workplaces?	Name	Surname	Answer
	Kamer	Maraba	According to the majority; it is ethically unsuitable as it is necessary to act in line with the principle of impartiality due to business ethics.
	Emine	Karakaoç	
	Armağan	Başar	
	Taner	Göçer	
	Serdar	Fanioğlu	
	Ufuk	Koyun	
	Halis	Güneş	
	Gülşen	Kaya	
	Feriha	Birben	Candidates in the election process introduce themselves but cannot perform any demonstrations. Because it is not an ethical behavior to do so.
	Nuri	Dervişoğlu	This situation is only accepted by the companies that enter into the tender and gain from it.
	Evren	Dağ	It can be ethically appropriate for a Yeşilay organization, but it is not preferred for a sugar company. Because in case you participate in a political formation, you lose some of your consumer mass.

Intentional statements in the nature of lie and/or libel within the company interpreted as a violation of ethical rules.

Are intentional statements in the nature of lie and/or libel within the company interpreted as a violation of ethical rules?	Name	Surname	Answer
	Kamer	Maraba	The last answer: According to the majority; statements in the nature of lie and slander within the company are considered as a violation of ethical rules.
	Emine	Karakaoç	
	Armağan	Başar	
	Taner	Göçer	
	Serdar	Fanioğlu	
	Feriha	Birben	
	Nuri	Dervişoğlu	
	Ufuk	Koyun	
	Halis	Güneş	
	Gülsen	Kaya	
	Evren	Dağ	