

Use of Ethical and Halal Concept in Marketing of Consumer Products: What is Going, What Must do and What Must Not do in Bangladesh

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Abstract

The study helps to understand the use of ethical and halal concept in marketing consumer's products explore the some variables that affect the unethical practices of consumer's products in Bangladesh. The study, descriptive in nature, has been conducted based on primary and secondary data. The study has been conducted among 60 respondents at Rangpur City Corporation in Bangladesh who are regularly use consumers products. The survey questionnaire has been included 48 questions designed under 5-point Likert scale. The collected data have been analyzed by using frequency distribution analysis through the SPSS 20.0 version. The study also shows that 95percent of respondents have already faced unethical practices when they have bought any consumers products. 90 percent of respondents believed that unethical practices of Consumer's products is increased day by day.

Index terms— ethic, unethical, halal, consumer product, marketing, bangladesh.

1 Introduction

In recent years, Unethical practices have become a highly discussed topic in the Business world. halal concept is one of these commitments that play an important role in Muslims' consumption. Most of the multinational, Global & local companies use unethical practices to increase their sales of products by providing wrong and over colored information about their products quality and characteristics. For this reason, fair companies can't achieve satisfaction of customer's and their goal. The realm of halal may extend to all consumables such as toiletries, pharmaceuticals, cosmetics and services including finance. The marketer and advertiser of Bangladesh don't follow the ethical standard properly. For this reason customer are deceived. It is very necessary to make the people aware of those unethical practices. So it is a crying need to conduct studies in this regard and to disclose the fact.

The Halal concept emphasizes safety, hygiene and wholesomeness of food. It also provides an excellent platform for healthy eating. Consideration of the place and the process of the animals being slaughtered and most importantly, the condition of these animals would not endanger the health of diners, are a prime focus of what Halal is all about. Today, Halal is no longer a mere religious obligation or observance, but is considered as the standard of choice for Muslims as well as non-Muslims worldwide. The Halal concept is not unfamiliar to non-Muslims, especially those in Muslim countries in Bangladesh.

The concept of halal was taken for granted previously, as nations were generally self-sufficient in food production. Halal is no longer just purely a religious issue. It is in the realm of business and trade, and it is becoming a global symbol for quality assurance and lifestyle choice (cited in IslamOnline.net, 2005).

As a Muslim country, Bangladesh is a pioneer in introducing a comprehensive standard for halal products through Bangladesh standard: Halal Food-Production, Preparation.

The main objectives of the paper are to identify the some factors that affect the Unethical practices of consumer products in Bangladesh and explore some probable solutions and recommendations of unethical practices in consumer product in Bangladesh.

This paper has four parts. First focuses the review of relevant the literature. The literature review includes reviewing some important theories review of previous study is presented. It attempts to differentiate the present study from the past studies about the use of ethical and halal concepts in marketing of consumer products. Then research methodology is presented and data analysis techniques are discussed. The analyses consist of demographic analysis of respondents & descriptive analysis of data. Finally a summary of the main findings of the study has been presented and conclusion as well as recommendations has been made for future research directions. 2. To identify the some factors that affect the unethical practices of consumer products in Bangladesh. 3. To identify some probable solutions and recommendations that helps to eliminate the unethical practices of consumer products in Bangladesh.

II.

3 Objectives of the Study

4 III.

5 Review of Literature

Ethics: Ethics (also moral philosophy) is the branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct. Ethic means moral principles and values that govern the actions and decision of an individual or group (Belch & Belch, 2009).

Business Ethics: Business ethics (also corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations (Stanford Encyclopedia of Philosophy, 2013). Business ethics are moral principles that guide the way a business behaves. So that it can be said that, Business ethics are ethics that refers to the moral rules and regulations governing the business world.

Halal: Halal is an Arabic term meaning permissible. In English, it most frequently refers to food that is permissible according to Islamic law. In the Arabic language, it refers to anything that is permissible under Islam (Kamali, 2003). Its antonym is haram.

The terms halal and haram will be used strictly to describe food products, meat products, cosmetics, personal care products, food ingredients, beverages and food contact materials. Which foods are halal or which foods are haram is decided according to the Holy Quran and the Glorious Shariah (Lada et al., 2009).

Highly, the Islamic principles of customer to business framework are also applicable for the business man who wishes to produce goods or services. To summarize, no prayer of an individual marketer will be accepted without using halal money and halal goods or services. Thus, halal money should be the motivation of the businessman and halal goods and services should be the choices of the customers of sustaining their lives to create sustainable value (Islam, 2016).

Halal products are those that are Shariah compliant, i.e. does not involve the use of haram (prohibited) ingredients, exploitation of labor or the environment, and are not harmful or intended for harmful use. Muslims are obliged by religion to clearly scrutinize products to make sure they are halal. In addition, they are strongly encouraged by the Islamic teachings to shy away from consumables that are doubted. It is estimated that 70% of Muslims worldwide follow halal standards (Minkus-McKenna, 2007) and the Global Halal Market was \$12 billion in 1999 (Riaz, 1999).

Boulstridge and Carrigan (2000) investigated the response of consumer's to ethical and unethical marketing behavior and identify reasons for consumers to perceive an advertisement as Offensive. In contrast, Chinese and Malaysian consumers have given a midpoint offensiveness score to all three items (nudity, indecent language, sexiest image).

Usman et al. (2010) examine cultural influence on the general attitude of Pakistani people towards advertising. The researchers analyze the cultural impact on the attitude of people towards advertisements of brands according to product information, social integration and hedonism / pleasure, whereas power distance and masculinity as culture dimensions.

Long (2011) has conducted unethical practice in business: the development of a framework for thematic analysis. He also examines reports witnessed by business students, and seeks to make sense of the findings through the development of a framework for analysis.

Ramachandran and Venkatesh (2012) have found that marketing mix: An area of unethical practices? The researchers intend to develop the model of ethics in marketing. Their emphasis on empirical study in order to show that many unethical marketing practices may be occurring, especially which are related to pricing and advertising practices.

Giebelhausen and Novak (2011) stated that using sex appeal marketing can harm the faithfulness between customers and marketers because customers can understand the intention of marketers behind these manipulative

visuals. Nekmahmud et al. (2016) have conducted a research on the unethical practices of advertising in Bangladesh: a case study on some selected products. They attempts to make the customer awareness regarding unethical practices of advertising in Bangladesh. Ethic is a highly significant considerable issue in case of any advertising. The ethical and truthful advertising is the key to ensure relationship and Almighty Allah says in the Holy Quran in 2nd chapter verse 42, "And mix not truth with falsehood, nor hide the truth if you know." Therefore, in Islamic business there is no chance of blending halal and haram or good and bad products. Moreover, a businessman is also a customer for the other business and he may be dealt with unjust if he does unjust.

Creyer and Ross (1997) also found that a company's level of ethical behavior is an important consideration during the purchase decision; in the USA consumers expect ethical behavior from companies and they were willing to pay higher prices and reward ethical behavior. They did also discover that consumers would still buy products from unethical firms, but only at a lower price -the cost of poor ethics.

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Volume XVI Issue IV Version I Year () sustainable marketing. It also ensures social safety and security. That helps to build up a better marketing environment which is good both for sellers and buyers groups.
IV.

7 Methodology of the Study

8 Nature of research

The study has been designed to know the use of ethical and halal concept in marketing consumer products in Bangladesh. This study is descriptive in nature. It is conducted based on primary and secondary data. Sampling plan and study area Target population: The designated population for the study includes all consumers who are regularly using the consumer products. Sample sizes: total sample size of the study is 60 consumers who regularly buy the consumer products.

9 Survey area & duration

The data are collected from the Rangpur City corporation in Bangladesh. Primary data were collected over a 20 days during the 10 June to 9 July, 2016.

10 Types of data

This research has conducted with primary and secondary data. Primary sources: the purpose of the study, field survey method is used to collect primary data by taking direct interviews through the questionnaire & observation.

Secondary sources: The secondary data are collected from different sources such as various articles, news, reports, statements, websites etc.

11 Data collecting instruments

Questionnaire Development A questionnaire was designed which has been considered as the major tool of study. In the questionnaire in respondents were asked 48 variables those are usually considered for unethical practicing. Here 5-point Likert scale was used to measure the related questions. Where, 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree (neutral), 4 = agree and 5 = strongly agree. But three questions we have used dichotomous question. A dichotomous question has only two response alternatives; yes or no, and so on (Malhotra & Dash, 2011). The questionnaire was designed in two parts. In the first part, identify respondents specific demographic criteria; in the second part, includes 48 measurement questions of identifying the some factors that affect the unethical practices of consumer products in Bangladesh Survey method or style

The questionnaires were distributed directly to the respondents as a study sample. In this study, researcher distributes 60 questionnaires to respondent for measuring the use of ethical and halal concept in marketing of consumer products: what is going, what must do and what must not do in Bangladesh.

12 Data analysis

The collected data are analyzed by various statistical tools and techniques including frequency distribution through the data processing software SPSS (Statistical Package for Social Science) 20.0 version.

V. (13.33%) respondents of this study having secondary and 83.33% of higher education. The analysis also shows that 66.67% respondents were service holder and 8.5% belong to students, business person, housewife and other professionals.

13 Findings of the Study

14 5.1

Above the pie chart shows that 100% respondents are thanked that the unethical practices of Consumer products is existing or going to Bangladesh.

The graph exhibits 95% of respondents faced any unethical practices when you have bought any consumer products.

The Table 1, summary of respondents' demographic statistics, shows that 16.5% (n=10) male and 83.5% The descriptive statistics Table 2, shows that the mean and standard deviation value of all the questions which has been designed under 5 point Likert scale considering as values 5-strongly agrees and 1strongly disagrees feeling on the statement that was given to the respondent. The observed mean value is 4.0769 or more with little value of standard deviations of all statements. The Overall result justifies that respondents are showing strongly agree to unethical factors.

15 5.2

16 SL No

Eliminated unethical factors Rank Above the table shows that consumers assumed that above the variables helps to eliminate the unethical practices of consumer products in Bangladesh. Most of the customers strongly agreed that proper monitoring of the advertising media, using digital measurement/ weight machine, establishing by consumer's rights, proper monitoring of the market by the government, demonstrations price list or MRP, Mfg. / Expire date and creating social awareness can eliminate the unethical practices.

17 VI.

18 Recommendations

Marketer should try to gain the morality and credibility besides gaining the profit according to the Holy Qur'an. They should establish the consumer's right in Bangladesh. Other recommendations to improve ethical standards and norms in the business sector follow: 1. Marketer should follow the Islamic principles. 2. The Bangladesh government has undertaken a number of reforms with the intent of monitoring, controlling and diminishing the prevalence of corruption and unethical practice in consumer product in marketing and society at large. 3. According to the Holy Qur'an a marketer following Islamic principles, will not earn his bread and butter from the money earned by selling illegal and harmful products. Even, Allah has strictly prohibited mixing of good and bad or right and wrong (Islam, 2016). So marketer should increase about the religious ethic and avoid illegal selling by applying Islamic marketing.

4. Company must have to maintain the social responsibility. 5. Company should consider the customers right and to do work accordingly. 6. Moral education should be emphasized, particularly, innovative practices aimed at promoting a high standard of morals and ethics in business. Training institutes should be encouraged to arrange training courses, workshops and conferences on business ethics. 7. To increase publicity in relation to contradict the misleading statements in the media. 8. More awareness is to be created and the board has to function effectively and ban advertisements which do not follow the ethics. 9. Codes of ethics should be developed and utilized to motivate personnel, increase their capability, judgment power, and effective managerial skill. Personnel subject to professional and ethical codes of conduct of their respective organization should be encouraged to adhere to those codes. 10. Misleading advertising, selling products with an expired date, using chemicals in the products, including preservative in different products, uses sexual appeal, wrong information on the products labeling are the main variables that affect the unethical practices of consumer products. The marketers need to avoid this unethical practice immediately. VII.

19 Global

20 Conclusion

Plainly unethical practices may frequently happen in the most zones in Bangladesh. One lesson that we ought to comprehend is that most organizations appear to be occupied with unethical practices and can thusly deceive the customer. Numerous organizations, even they are allocated to carry on morally, however, their practices demonstrate anomalies and cheats. As per this, the unethical practices occurrence characteristics in modern society are: the criteria's of justice, integrity, and the eligibility, non-compliance, the creation of a false impression, the presentation of false and inaccurate facts, the conversion of social values to products, the manipulation of impulsive consumers, the control of sub consciousness, the impact on persons economic behavior or possibility of the impact. So every company should provide correct information to the customer by advertising or different promotional tools. Misleading advertising, selling products with an expired date, using chemicals in the products, including preservative in different products, uses sexual appeal, wrong information in the product labeling are the main factors that affect the unethical practices of consumer products in Bangladesh. In Bangladesh this practice is increasing day by day. Marketing practices should be ethical and credible. Informative, appetitive, correct,

creative and Islamic marketing makes a good effect on the economy of the country. Marketer, manufactures or company, seller, business person should try to gain the morality and credibility besides gaining the profit. Most of the customers strongly agreed that proper monitoring of the advertising media, using digital measurement/ weight machine, establishing by consumer's rights, proper monitoring of the market by the government, demonstrations price list or MRP, Mfg. / Expire date and social awareness can eliminate the unethical practices. Only one Islamic principles can remove the unethical practices from the whole world. According to the Islamic principles, a marketer will produce products or services with best quality not dealing with the customers unjustly for the ultimate solution of the customers (Islam, 2016). We trust that each organization will regard the every one of Government's standards direction and run of shopper right's. They pick up benefit by giving the educational, right, appetitive data to shopper and built up the general public with profound quality. This page is intentionally left blank

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Figure 1:

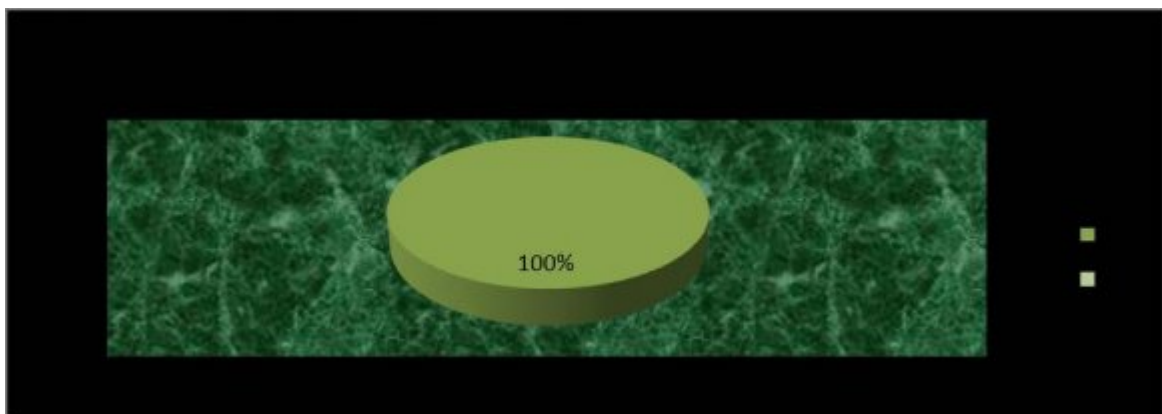


Figure 2:

1

| Demographic Variables | | Frequency | Percentage (%) of Respondents |
|-----------------------|--------------------|-----------|-------------------------------|
| Gender | Male | 10 | 16.5% |
| | Female | 50 | 83.5% |
| Area of Living | Urban | 5 | 8.5% |
| | Rural | 55 | 91.5% |
| Age of the Respondent | Less than 20 years | 5 | 8.5% |
| | 20-25 years | 30 | 50 % |
| | 25-30 years | 15 | 25% |
| | More than 30 | 10 | 16.5% |

Figure 3: Table 1 :

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1 2

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| SL NO | Statements | Mean | Std. De- viation | N |
|----------|---|--------|---------------------|----|
| 1. | Misleading Advertising | 4.4000 | .80287 | 60 |
| 2. | Wrong information in the product labeling | 4.2000 | .801102 | 60 |
| 3. | Using women in the advertising | 3.0000 | .63473 | 60 |
| 4. | Using kids in the advertising | 3.6429 | .65779 | 60 |
| 5. | Using chemical in the products | 4.9571 | .81843 | 60 |
| 6. | Use sexual appeal | 3.9571 | .53471 | 60 |
| 7. | Deception of weight measurement | 3.8071 | .56130 | 60 |
| 8. | Bribery middleman/ stockholder | 3.6000 | .71771 | 60 |
| 9. | Wrong/ colored information of advertising copy | 4.1857 | .81097 | 60 |
| 10. | Selling product with an expired date | 4.4000 | .49166 | 60 |
| 11. | With Less quality product | 3.8000 | .40144 | 60 |
| 12. | Use harmful ingredients | 4.6000 | .49166 | 60 |
| 13. | Including's preservative in different products | 4.7929 | .40671 | 60 |
| 14. | Unhealthy and unsafety products | 3.6000 | .49166 | 60 |
| 15. | Unhealthy and unsafety selling place | 4.8000 | .40144 | 60 |
| 16. | Wrong/ Miss measurement of weight | 4.0000 | .63473 | 60 |
| 17. | Failure of duty | 4.4000 | .49166 | 60 |
| 18. | Untrue advertising message | 4.0000 | .63473 | 60 |
| 19. | Over colored information on the packaging | 4.8000 | .40144 | 60 |
| 20. | Over colored information into advertising | 4.2000 | .40144 | 60 |
| 21. | Pressure selling | 4.4000 | .49166 | 60 |
| 22. | Bait and switch | 4.0000 | .63473 | 60 |
| 23. | High competitive practices | 4.4000 | .80287 | 60 |
| 24. | Providing by different attractive offer | 3.2000 | .75102 | 60 |
| 25. | Providing discount or couple or premium | 3.0000 | .63473 | 60 |
| 26. | Illegally reserving or storing the products | 3.6429 | .65779 | 60 |
| 27. | Attractive packaging, but low quality products | 3.9571 | .71843 | 60 |
| 28. | Using the duplicated logo on Branded products | 3.9571 | .53471 | 60 |
| 29. | Using the close name to branded product to cheat the customers | 3.8071 | .56130 | 60 |
| 30. | Using Alcohol or caffeine in drinks that ban for religious | 3.6000 | .71771 | 60 |
| 31. | Using 100% halal words in the packaging, but does not provide the Halal ingredients | 3.1857 | 1.10971 | 60 |
| 32. | Charge high price but provides low quality | 4.4000 | .49166 | |

Figure 4: Table 2 :

| SL NO | How to reduce or eliminate the unethical factors Statements | SD (%) |
|-------|---|--------------------------------------|
| 1. | Proper monitoring of the market by Government | 00 |
| 2. | Establishing by Consumer's Rights | 00 |
| 3. | Creating social Awareness | 00 |
| 4. | Increasing Public awareness | 00 |
| 5. | Increase morality into the business people | 00 |
| 6. | Using digital measurement/ weight machine | 00 |
| 7. | Proper Monitoring to the advertising media | 00 |
| 8. | Monitoring by BSTI or ISO | 00 |
| 9. | Government Rules & Regulations | 00 |
| 10. | Increasing Market monitoring by Mobile court Ensure the | 00 |
| 11. | punishment those are involved in unethical practices | 5 |
| 12. | Developed the society with morality | 5 |
| 13. 1 | Misleading Advertising Selling products with an expired date | Using chemical in the products Inclu |
| 14. 2 | | |
| 15. 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
| 11 | | |
| 12 | | |
| 13 | | |
| 14 | Wrong/ colored information of advertising copy | |
| 15 | Using 100% halal words in the packaging, but does not provide the Halal ingredients | |

Figure 5:

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