

Ethical dilemma in marketing

[Business](#), [Marketing](#)



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While this is a health issue, tobacco manufacturers express the ethical dilemma when they only advertise their products on television to warn people about the effects of tobacco. However, they do not take an initiative of providing a systematic formula that can help people eradicate this kind of danger (Al-Nuemat Ahmed: pp. 56).

Such ethical issues have a great impact on consumers directly and to society. Consumers always imagine they pay so much money because these companies spend a lot on advertising their products (Al-Nuemat Ahmed: pp. 58). However, since marketers are good at deceiving consumers, they always use the concept of deceptive marketing to lure them into buying. They do this by lowering the product prices but still putting into consideration the expenses. This kind of ethical dilemma has also made consumers materialistic because they tend to change their primary needs. In the process, society ends up facing many problems. This is because people are quick at judging what other possesses and not how they behave in a society.

Conclusion

Companies rely on marketing techniques to increase the number of sales. However, in the process of doing so, they always end up feeding consumers with wrong information through misleading advertisements. This is because they are after gaining a competitive advantage over their rivals. This, in turn, hurt the consumers after they realize the health issues related to the products.