

Ethical marketing in a consumer-oriented world: appraisal and challenges

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In general, ethical marketing refers to a process that assists companies in attracting customer interests in products or services, building strong customer relationships and creating value for all interest groups. This should be done in a way that considers environmental and social aspects while producing and promoting the products (Shapiro and Jerome 385). In a consumer-oriented world, ethical marketing is becoming more important because of its consideration for society and environment although it involves some challenges. For business activities, there is a need for sustainable development. This calls for adoption of business practices and activities, which satisfy the needs of the business as well as that of the consumers. All the business practices should be done in a way that protects, enhances and sustains the natural and human resources that would be of great importance in the future. Manufacturers of men suits have changed their trend from the classic baggy suits to modern and thin suits. The Photographs in one of the trend advertisements show their new slim-suit trends. On the far left is the Brook Brother's Fitzgerald. It is slimmer than the Madison suit, on the left. These suits seem to cater for the needs of the society and at the same time consider the developments in the modern fashion trends. This is because, they are valid to the wider group of people ranging from those with athletic bodies to those who are bigger built bodies.

In conclusion, the slim suit trend caters for environment by saving more materials for future use. It caters for the society by creating awareness and catering for their fashion needs in relation to change in trend. In addition, it builds the economy by offering jobs an increasing profitability.

Work Cited

Shapiro, Stanley J., and E. Jerome McCarthy. Learning Aid for Use with Basic Marketing, a Global-managerial Approach, Ninth Canadian Edition. Toronto: McGraw-Hill Ryerson, 1999. Print.