

# Marketing assignment



Unethical/Misleading Marketing In today's world misleading consumers has become a legal & professional art. Evidently every single organization desires to take a lead in this immoral race of making consumers fool. The ultimate objective behind this nefarious act is simply " filling pockets with \$". How surprising it is that if you have cheated or betrayed someone, not only you will be morally criticized but also accountable under a legal framework and would be penalized by the administration. But, what about the Companies who have been continuously misleading the consumers by making false claims/statements about their products? I can give you hundreds of such examples but before that just a small out-of-the-topic example, which I think would help the readers bring closer to the point I am actually talking about. For instance, what if you are sold the gold having a lower karate than that of indicated on gold? It would shatter not only your trust but also ignite you to tell others about the fraud committed by a person or company. Now let's take an example of " Safeguard soap" – a product of Proctor & Gamble. The TV ad claims that it, being a medicated soap, keeps you away from 10 diseases. A psychological tool has been tactfully & smartly used by showing a child admitted in a hospital and showing the parents desperately seeking an advice from a doctor. I do not deny the quality of the soap but the way it is being marketed, is totally unethical – in fact a new way of taking money out of peoples' pockets. Let me prove my aforesaid critique. What about the people/children living in small towns or villages and using an ordinary soap since birth? Do they really fall sick more often? The answer is 180o opposite – i. e. villagers are healthier and live longer than city people. From consumers' perception, we have many examples of mobile phones where consumers have rejected certain products in spite of aggressive

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marketing. It clearly shows that unethical practices cannot run longer.

Morris, C. & Avorn, J. ((2003) stated, “ Consumers may be misled by vendors’ claims that herbal products can treat, prevent, diagnose, or cure specific diseases, despite regulations prohibiting such statements. Physicians should be aware of this widespread and easily accessible information. More effective regulation is required to put this class of therapeutics on the same evidence-based footing as other medicinal products.” In conclusion, I could only advise the Companies like Unilever or P&G to please stop playing such games of misleading illiterate & innocent people. These or other companies may be very successful in this unethical strategy whilst earning billions of dollars but they must keep in mind that earning money is not an achievement. If it were, then robbers can perhaps make more than what they are making. Last but not least, firms who want to ensure sustainable growth will have to be crystal clear when marketing their products. Reference Morris, C. & Avorn, J. ((2003). “ Internet Marketing of Herbal Products.” American Medical Association 17 Sep 2003, 290(11), 1505-1509, 22 Apr 2011 <http://www.ualberta.ca/~dcl3/hype/internet+marketing+of+herbal+products.pdf>