

# The Role of Ethics in Marketing Strategies

Mutoni Uwase N.

Faculty of Business and Management Kampala International University Uganda

---

## ABSTRACT

In an era where consumer trust and brand integrity are pivotal, the role of ethics in marketing has become increasingly complex and essential. While marketing is the primary revenue-generating function in business, its influence on consumer behavior places it under constant ethical scrutiny. This paper examines the ethical dimensions of marketing strategies by analyzing the four Ps: product, price, place, and promotion through various ethical theories and real-world case studies. It explores dilemmas involving deceptive advertising, targeting vulnerable populations, stereotyping, and digital privacy. Furthermore, it investigates how ethical frameworks, corporate social responsibility (CSR), and regulatory mechanisms guide businesses in balancing profit motives with moral obligations. The discussion reveals that ethical marketing not only mitigates reputational risk but also enhances long-term consumer loyalty and brand value. Ultimately, the paper argues that integrating ethics into marketing strategies is not merely a moral imperative but a competitive advantage in an increasingly transparent and values-driven marketplace.

**Keywords:** Marketing Ethics, Corporate Social Responsibility, Consumer Perception, Ethical Advertising, Regulatory Frameworks, Four Ps of Marketing, Digital Marketing Dilemmas, Moral Responsibility.

---

## INTRODUCTION

In informal discussions and decision making, the process of judging whether something is ethical does come to mind, either consciously or subconsciously, for almost everyone. Everyone has personally faced dilemmas and decisions involving ethical considerations. Many movie plots are completely comprised of ethical dilemmas. On the corporate side, events like tobacco companies hiding the information about the harmfulness of smoking or Enron cooking the books to mislead their financial reports are often brutal and disheartening. In these situations, there were well-defined lines of both legal and ethical right and wrong that were clearly and deliberately violated by decision makers for the company. In contrast, case of marketing, the line isn't always so clear. Much has been written and debated over how marketers can judge whether they are being ethical or not. Before proceeding further, it is necessary to explore some of the basics of business and marketing ethics, ethical models, and review some of what has been written about ethics in specific areas of marketing, including pricing, branding, marketing to children, puffery, stereotyping, etc. The present literature review consists of a background of marketing and a discussion of ethical theories and models to determine whether a marketing strategy or tactic is considered ethical or unethical. Marketing is indeed the only aspect of business that makes a company money; accounting, finance, operations management, these are all essential functions in a business, but marketing is the only area where the effects of the strategy determine the actual revenue of the business. While there are many separate components of marketing, this literature review will focus on a thorough discussion of the four Ps: product, promotion, price, and place. Next, many topics of marketing ethics will be reviewed, including several theories and practices, along with descriptions of key marketing dilemmas and actions that companies have taken that are ethical, and actions that are unethical [1, 2].

### **Understanding Marketing Ethics**

In contemporary society, marketing is an inescapable fixture, competing for not only the mind but the heart of the consumer. Decisions made and products purchased are increasingly affected by marketing and promotional campaigns. Consider a product purchased yesterday. The most pressing question is not whether or not it was legal. The relevant questions instead concern whether or not it was ethical. Contrary to other aspects of business, many issues surrounding ethics in marketing are not so cut and dry. It is a widely accepted assertion that business, and by extension marketing, is first and foremost about making money. In pursuit of this goal, companies are willing to create and sell products that are hurtful to consumers or exploit their confusion. Oftentimes, the extreme aggressiveness or ruthlessness in marketing can prompt regulation, litigation, or the loss of public support, all actions that ultimately affect profits. Because of the nature of marketing, influences and behaviors need to be examined from multiple perspectives, both internal to the organization and external to the broader society. The strategies used, like comparative advertising and exclusivity deals, must be reviewed for the potential harm they inflict upon consumers. When companies are guilty of morally reprehensible actions, especially egregiously unethical ones, ethics almost always appear to be black and white. There is an identification of the perpetrator and a litany of harmful ills borne by the act. The act itself is considered wrong by all, and the outrage becomes focused on punishment and correction. The view of marketing tends not to follow this pattern. Instead, there is a confused collection of opinions on whether it is right or wrong, because it is more widely understood and part of everyone's daily lives. While most agree that some marketing strategies are unacceptable, many others are not mutually agreed upon [3, 4].

#### **The Importance of Ethical Marketing**

Marketing is vital for businesses, as it directly generates revenue, unlike functions like production, sales, and accounting, which support that goal. To understand marketing, one must consider the marketing mix and consumers. The marketing mix revolves around the four "Ps": product, promotion, price, and place. Among these, product and promotion stand out as particularly interesting and valuable for the study. This literature review will examine marketing ethics, including theories, practices, key dilemmas, and actions that are ethical or unethical. The focus will be on product and promotion, as these areas highlight a company's ethical responsibilities. Developing a product ethically is crucial and sets the tone for responsible marketing practices. It's important to differentiate between the legality of a product and its ethical implications. While some argue that legality equates to ethical standing, others see a distinct difference. This review will explore various marketing ethics models to help businesses assess the ethical nature of their products [5, 6].

#### **Ethical Theories in Marketing**

Whether the endeavor is for-profit in the private sector or not-for-profit in the public or social sectors, the ethical dilemmas are universal yet unique. These dilemmas often bring forth a strategic question that needs to be decided: which road should be taken? Often, there are well-defined lines of both legal and ethical right and wrong. There are well-established and understood rules to follow in these matters. Violations of these rules tend to be quite universally condemned and punished. Yet again, many illegal acts, such as bribery, can also be considered somewhat "directionally vague" as the line of illegality may not be crystal clear. Nevertheless, the social and business environment provides strong innate warnings against such actions. Unlike the above situations, in the case of marketing, the line isn't always so clear. Companies have been ripped to shreds in the media for unethical actions, be they true or exaggerated. One of the most recent high-profile cases was that of Enron. Several thousand people were left jobless and without benefits overnight due to the fraud, lies, and deception perpetrated by a chosen few within the company. It wasn't too long before major players in this fiasco collapsed or became seriously damaged. Companies like Nike, Coca-Cola, and Amazon have faced similar situations as aggressively marketed promotions, products, or proposals backfired in the media spotlight, which left consumers confused, angry, and dismissive towards these companies. Much has been written and debated over how marketers can judge whether they are being ethical or not. A tremendous amount of literature exists specifically regarding marketing and ethics: how certain aspects of marketing, such as pricing, product development, or advertising can be ethical or not; how businesses can be ethical or not; as well as on what constitutes a "good" ethical code and the virtues that one needs to possess. Perhaps even more importantly, are the questions of whether marketing can even be ethical to begin with, as well as the subsequent responsibility, or culpability, that practitioners should assume. It has been set forth that this topic on ethics is important to marketing, not just because it is ethical, but rather that marketing is a unique situation in the business world. In this business function, a decision can lead to a massive surplus of

monetary gain while causing injury to a group of people, or it can lead to an expense while providing a major benefit to society or a segment thereof. There is a fine line to tread between the two extremes of exploitation and altruism [7, 8].

### **Consumer Perception and Ethical Marketing**

“Ethics” refers to moral principles that govern decision making and behavior. A person’s ethics can serve as a guideline to behavior, discerning what is good and bad. Because ethics is such a personal matter, standards of ethical behavior can vary greatly. This variation can create significant problems for individuals and organizations faced with ethical dilemmas. Ethics can create difficulty in defining unethical behavior. For example, if a car salesman discloses all potential mechanical problems with a vehicle to a customer, he might still be perceived by the customer as unethical for not disclosing the fact that the vehicle has had 15 previous owners. Likewise, while a minimum wage is legal in the United States, some would argue it is unethical for big corporations to pay that minimum wage while still reaping billions of profits annually. The combination of personal ethics and situational factors is an especially crucial determinant of ethical behavior in organizations. The ethical status of marketing itself can become an ethical dilemma and be perceived as unethical. This perception of marketing as a bad thing is echoed in several truths and lies of marketing. Specifically, it is widely accepted that marketing makes consumers dislike products they need and dislike the products they need. Common perceptions include that it provides answers to questions consumers do not ask, creates products that create needs, sells consumers things they do not want, deceives consumers, and that marketing acts in collusion with the media. However, marketing is one aspect of business analyzed without an ethical lens. Companies tend to do well financially when they engage in effective marketing. However, like all aspects of business, marketing can be done in both ethical and unethical ways. It is decided that all companies would act ethically in marketing, as it would be the right choice in a moral struggle and lead to accurately conveying good product information, realistically advertising products, and no need to deceive customers [9, 10].

### **Corporate Social Responsibility (CSR)**

Corporate social responsibility has gained importance in the business strategy arena due to the increasing need to satisfy diverse stakeholders. CSR has become a prime requirement among organizations for creating a sustainable environment. The main question is how CSR should be integrated into the brand marketing paradigm so as to enhance marketing efficiency, thereby gaining a competitive advantage. This paper describes corporate social responsibility in detail with respect to brand marketing and illustrates different models that can be used to integrate CSR into brand marketing tactics and therefore slow down the diminishing brand loyalty and equity. In recent years, consumers have increased their scrutiny of Corporate Social responsibility initiatives while calling brands to demonstrate their activism and progress. As the excitement of engagement flourished, it became apparent that the shocking number of CSR initiatives was not regarded positively, as they were either misleading or poorly managed. To both define CSR and explain its role in brand strategy, the CSR landscape will be described along with today’s most glaring CSR missteps that have defined a shift in the need for solid brand understanding of CSR. The term corporate social responsibility is defined as doing business in a responsible manner that delivers value not only to the organization but to all of its stakeholders and the community within which it operates. CSR covers five main areas that would be expected of major Corporations today: environment, community, employee welfare, financial performance, and corporate governance. Corporations are beginning to realize that CSR is inextricably linked to their reputations and brand identities. And the current CSR debate is clear evidence of missed opportunities to leverage CSR in brand-building activities. What is especially interesting is that, while more money than ever is being invested in CSR and Corporations are making wide-ranging organizational changes to support it, the results have been few and far between. In the last few years alone, the world’s leading Corporations have taken bold and costly steps to acknowledge and act on the tenets of social responsibility [11, 12].

### **Ethical Issues in Advertising**

Advertising is commonly employed by businesses to draw attention to a product or service to increase sales. In this way, it is thought to inform or persuade customers with an incentive to purchase more of a particular product or service. Nevertheless, a better-informed public has led to calls for regulatory frameworks, changes to the codes of conduct for these businesses, and educational measures for advertising agencies and media to understand the issues involved and persuade advertisers to adopt realistic standards and practices. Such issues are allied to all businesses and customers, and this paper will explain the ethical issues about the messages, the products or services, and the target customers. It will

also summarize the main ethical issues in the truth of advertising, advertising to children, harmful products, and tactics. These days, it can be said that ethical issues have increased in marketing. Many of their decisions are related to the marketing function of business, which is noted most for ethical abuse. Marketing is used by businesses to match the consumption of their products or services to the supply of them in the market. No sale, no business, so the firm must involve itself in marketing. As marketing is present in all business entities, it can be assumed that most will market, hence the observation that it is this function that businesses are noted for most ethical abuse. In this, selling and advertising are the two most notable functions, with decisions in terms of pricing and distribution being generally less controversial. Concerning advertising, it is often correctly assumed to be the most powerful marketing tool. It can generate huge product sales, which in turn generate huge financial rewards for the business and staff involved. However, an adversary of business, advertising, is often criticized for its adverse effects upon society, or particular groups within it. Nevertheless, everybody engages in advertising in part for its effects, hence the need to advertise ethically [13, 14].

### **The Role of Regulation in Marketing Ethics**

In the United States, both federal and state laws regulate a wide range of aspects addressed in marketing: product, promotion, and place to varying degrees. Although there are laws governing the product and place, most of the laws and regulations dealing with marketing are promotion. Interestingly, while it appears that both the government and private sector currently consider ethics to play an important role in the pacing of advertising regarding potentially harmful or controversial products and actions, their attitudes differ sharply. To the U.S. Federal Trade Commission (FTC) and Congress, regulation is necessary to properly pace the advertisement and reduce consumer exposure to potential harm. On the other hand, self-regulation introduces both formal regulatory bodies and media vigilance, with a focus on professional ethics and possibly even public accountability. This curious difference indicates that the regulatory approach to marketing perceives it as a powerful force that is able to do great good, while the self-regulatory approach to marketing perceives it as a fragile thing that requires vigilance to prevent it from doing great harm. Advertising or marketing for any major product, company, company executive, or person made a controversial subject often becomes the focus of attention by the media and consumer advocacy groups. This consumer vigilance reflects the macrosocial belief that advertising can be an important and effective means of communication, especially in marketing high-profile products or companies. Thus, consumers look with suspicion on advertising that is perceived to be out of character with the product or questionable in practice. Informal regulation then oscillates between allowing any instance of advertising/giving the benefit of the doubt to advertising claims, and vigilance that goes as far as media/public campaigns to eradicate controversial advertising/product discrepancies. Though it is to some extent receding, this trend has been observed in the cases of Coke's Freestyle vending machine [15, 16].

### **Case Studies of Ethical Marketing**

This section examines ethics in marketing strategy through case studies of companies that have met or violated ethical standards. Companies face unethical practices to gain advantages or benefit from effective marketing campaigns, and they have a responsibility to treat consumers ethically. Ethics determine public perception and stakeholder views on a company's actions. Companies with high ethical standards are viewed favorably and attract lifelong customers, while those with lower standards often receive negative attention. An example of unethical practices is Cold Stone Creamery, which faced public backlash after it was revealed that they collected customers' credit card information without consent through a rewards program. Business reportedly dropped 20 percent after this news spread, as consumers felt misled into sharing sensitive information. This breach of trust tarnished Cold Stone's image, prompting them to change their program to stop collecting credit card data, though they have not fully recovered from the initial misstep. In contrast, Coca-Cola is known for socially responsible practices and maintains a positive image among its stakeholders. The company emphasizes making a positive impact through initiatives like donating clean water, supporting education in African American communities, and promoting environmental safety. Coca-Cola's commitment to goodwill assures consumers that their money contributes to meaningful causes, reinforcing the company's reputation for trustworthiness. This ethical approach allows Coca-Cola to differentiate itself from competitors and boost product sales through improved public relations [17, 18].

### **Ethical Dilemmas in Digital Marketing**

Collectively, these ethical challenges create a confluence of issues that are somewhat unprecedented in nature and complexity. Significant numbers of consumers now have a platform to voice their concerns

publicly – and often virally – alongside a wealth of information on topics such as sustainability, ethical sourcing, pricing models, and environmental stewardship; collectively, the implications concern a company's broader purpose in society. Taking into account the fluidity, complexity, and inundation of risk that face marketers, organizations must proactively create frameworks for building sustainable brands within socially responsible marketing paradigms. While many organizations possess mission statements centered on providing superior products that benefit society, the issue often comes down to execution. Most organizations include core values that outline how they will achieve their mission, but few organizations develop marketing strategies, objectives, or metrics in concert with the core values that drive operational behavior. An absence of lived values fosters complexity and creates blind spots as marketers navigate the complexities of the modern marketplace. The absence of clear operational guidelines enables marketers to develop strategies that model marginal utility as a signal for value and leads to a syndrome of dysfunctional appropriateness, where sometimes even good organizations deploy inappropriate marketing tactics. As the pace of change accelerates and complexity mounts, ethical blind spots proliferate, necessitating a refreshingly strategic manner and perspective with which to meet and overcome them. As marketers prepare to enter an ever-complex marketing ecosphere, organizations must embrace the concept of mind, which, about the focus of marketing efforts, implies clarity of purpose and intent, moral responsibility to stakeholders, accountability of actions, and systemic awareness. The greatest marketers in history have possessed an appreciation of the full breadth and depth of their craft, but have also insulated themselves from a proliferation of digital marketing channels and marketing proliferation in the marketplace. Today, marketing is facing the consequences of the “next level,” where insatiable, irrational expectations abounding in a disruptive marketing ecosystem are countered by leadership voids and severe issues related to ethical conduct, reputation, and sustainability [19, 20].

#### **Building an Ethical Marketing Strategy**

Begin with Research. The first step towards building an ethical marketing strategy is conducting research. Research will help understand the consumer better, the consumers' problems, and whether the product can satisfy those demands. If the consumer is happy, then the product has satisfied the consumer in an ethical way. Moreover, research should not be based on manipulating facts or lying. It is direly unethical to take advantage of the research gathered and manipulate the ever-thirsty-for-facts consumers with false advertisements in a way that creates problems rather than building solutions. It is completely legitimate to market against the competitor, but facts should not be manipulated. It only takes one exposé to unravel a career. Understand the Competition. There is an aching need to keenly observe what other brands are doing in their marketing. It is important to see whether an individual is doing what would be considered unethical in any case, and whether doing the same thing as them would prove to be unethical as well. Also, ethics need to be held high. Companies know that they have competitors and appreciate their competition. However, should any competitor engage in extremely unethical attention-seeking behavior, it would be unethical to jump aboard those tactics. The decision to market in such a way should be considered and weighed heavily, and the immediate and long-term effects on the brand should always be weighed out [21, 22].

#### **Measuring the Impact of Ethical Marketing**

Measuring how ethics relate to marketing strategies and executions is important for companies as well as public agencies charged with protecting consumers. To that end, this study examined the most important evidence of marketing ethics and strategy. Evidence was presented in two categories: (1) semi-intensive personal interviews focusing on general perceptions of problems in marketing ethics in sport and exercise, and (2) an online survey based on the results of the interviews on the specific examination of the ethics and strategy issues highlighted in the interviews. A core notion is that important marketing ethics and strategy issues exist within the context of ethical marketing. A strong reliance on the marketing mix, in particular on price and promotion, was evident, aligning with previous research on sports marketing strategies. There was less emphasis on segmentation and relationship marketing, despite evidence that these factors are becoming increasingly important. Lack of availability and cost of products were highlighted as impediments to participation, aligned with previous research indicating that these factors were most relevant to agency decision making and the highest concerns of jurisdictions. Relatedly, there was an acknowledgement that the environment created by the visible and informed local advocacy agency was most effective. Criticism was likely to be public, loud, and persistent, and therefore it was critical. As a result, the ethics of divulging conflicts of interest, dishonesty, and unacceptable manipulation of sport rapidly gained prevalence. The recognition and acknowledgement primarily by agency chief executives of ethical dilemmas following negative public reaction and scrutiny also echoed in previous critiques of

marketing strategy, that considerations of ethics were often too little, too late. Agency administrators acknowledged that ethical practices normally result in minimalist strategies severely constricting returns. Conversely, these dilemmas risk creating maximal strategies reliant on a pretext of necessity, creating opportunities for revenue individualism and juvenile behaviour [23, 24].

### **The Future of Ethics in Marketing**

Throughout the past four hundred years, there have been many events where the moral high ground was clearly defined. The American War of Independence, the fights against the tortures inflicted by the Nazis during World War II, and the recent issue in Iraq brought to light a moral high ground of “freedom.” In these situations, there were well-defined lines of both legal and ethical right and wrong. Unlike these situations, in the case of marketing, the line isn’t always so clear. Much has been written and debated over how marketers can judge whether they are being ethical or not, with very little stating what is considered ethical and what is considered unethical. Before proceeding further, I need to explore some of the basics of business and marketing ethics. Marketing is indeed the only aspect of business that makes a company money. According to the American Marketing Association, “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” I will be reviewing many topics of marketing ethics, including several theories and practices, along with descriptions of key marketing dilemmas and actions that companies have taken that are ethical, and actions that are unethical. The main subject matter I will be focusing on for this review is matters about Product and Promotion. The development of a product itself is the precursor of all other aspects of the marketing mix and can set a precedent for responsible marketing. Therefore, a company needs to start with a product that is ethical and provides a positive benefit to a customer. It also needs to be kept in mind that there is a difference between a product being legal and that product being ethical. This paper synthesizes the mounting research areas of AI ethics and AI in marketing. It shows that ethical principles interdepend and collide, partly, depending on the stakeholders concerned. Ethical challenges and interdependencies between ethical principles might increase with levels of intelligence and humanization of AI. Therefore, I suggest complementing ethical considerations of AI in marketing with a utilitarian perspective, balancing benefits and costs. Following this path, I provide ideas of how to leverage AI applications in marketing to promote social and environmental good. I hope that some of these suggestions motivate marketing researchers and practitioners to further investigate how the AI-powered promotion of well-being can be refined, advanced, and effectively put into practice [25, 26].

### **Challenges in Implementing Ethical Marketing**

Advertising and promotion often spark controversy, particularly regarding certain products and promotional practices considered ethical marketing issues. This also pertains to corporate decisions affecting marketing ethics, such as sourcing from unethical suppliers or engaging unethical marketing agencies. Ethical challenges have been discussed in various marketing texts, with a focus on the necessity of ethical standards for effective marketing and desirable outcomes. While some marketing aspects are right or wrong legally and ethically, many remain ambiguous. Legal and ethical restrictions on marketing typically stem from external sources, like legal frameworks or social activism, rather than from within the marketing field itself. Marketing, as a mindset, represents a strategic approach for achieving goals, like managing customer relationships. Many organizations have non-marketing personnel in roles resembling marketing, often termed marketing or brand managers, but their duties may align more closely with promotion. The concept of partner marketing emphasizes collaboration for mutual benefit, highlighting how marketing encompasses gathering customer data, analyzing insights, and devising product offerings and pricing strategies. Marketing’s influence can vary from local and regional levels to global outreach, depending on the nature of the products. However, the scope of marketing can also be constrained by regulations [27, 28].

### **CONCLUSION**

Ethics in marketing transcends the mere observance of legal norms; it is about upholding principles that foster trust, fairness, and social responsibility. This paper underscores that ethical marketing is not a static checklist but a dynamic process requiring continual reflection and responsiveness to societal expectations. While certain actions like deceptive pricing or targeting children clearly breach ethical boundaries, many marketing strategies occupy a gray area that demands thoughtful judgment guided by ethical frameworks. Case studies highlight both failures and successes, illustrating how ethical lapses can damage brand equity, while integrity can differentiate a brand and foster enduring customer loyalty. The future of marketing will increasingly hinge on ethical clarity and alignment with stakeholder values.

Companies that embed ethics into their strategic core, supported by transparent communication and proactive CSR, will not only safeguard their reputation but also thrive in a socially conscious marketplace.

#### REFERENCES

1. Beckert J. How We Sold Our Future: The Failure to Fight Climate Change. John Wiley & Sons; 2024 Nov 25.
2. Lemley MA. The contradictions of platform regulation. *J. Free Speech L.* 2021;1:303.
3. Samarakoon S, Bartlett A, Munro P. Somewhat original: energy ethics in Malawi's off-grid solar market. *Environmental sociology.* 2021 Jul 3;7(3):164-75.
4. Nicholls E. "I don't want to introduce it into new places in my life": The marketing and consumption of no and low alcohol drinks. *International Journal of Drug Policy.* 2023 Sep 1;119:104149.
5. Chatzopoulou E, de Kiewiet A. Millennials' evaluation of corporate social responsibility: The wants and needs of the largest and most ethical generation. *Journal of Consumer Behaviour.* 2021 May;20(3):521-34. [wiley.com](http://wiley.com)
6. Kumar V, Ashraf AR, Nadeem W. AI-powered marketing: What, where, and how?. *International Journal of Information Management.* 2024 Aug 1;77:102783. [sciencedirect.com](http://sciencedirect.com)
7. Kaimara P, Oikonomou A, Deliyannis I. Could virtual reality applications pose real risks to children and adolescents? A systematic review of ethical issues and concerns. *Virtual reality.* 2022 Jun;26(2):697-735.
8. Pasham SD. A Review of the Literature on the Subject of Ethical and Risk Considerations in the Context of Fast AI Development. *International Journal of Modern Computing.* 2022 Dec 16;5(1):24-43.
9. Dutta D, Mishra SK, Budhwar P. Ethics in competency models: A framework towards developing ethical behaviour in organisations. *IIMB Management Review.* 2022. [sciencedirect.com](http://sciencedirect.com)
10. Miller SR, Moore F, Eden L. Ethics and international business research: Considerations and best practices. *International Business Review.* 2024. [sciencedirect.com](http://sciencedirect.com)
11. Hasan I, Singh S, Kashiramka S. Does corporate social responsibility disclosure impact firm performance? An industry-wise analysis of Indian firms. *Environment, Development and Sustainability.* 2022 Aug;24(8):10141-81. [\[HTML\]](#)
12. Selin M, Joni J, Ahmed K. Political affiliation types and corporate social responsibility (CSR) commitment: evidence from Indonesia. *Journal of Accounting & Organizational Change.* 2023 Jan 2;19(1):24-39. [\[HTML\]](#)
13. Hermann E. Leveraging artificial intelligence in marketing for social good—An ethical perspective. *Journal of Business Ethics.* 2022. [springer.com](http://springer.com)
14. Djafarova E, Foots S. Exploring ethical consumption of generation Z: Theory of planned behaviour. *Young Consumers.* 2022. [\[HTML\]](#)
15. Fortin ND. Food regulation: law, science, policy, and practice. 2022. [ssrn.com](http://ssrn.com)
16. Rojas P, Jung-Cook H, Ruiz-Sánchez E, Rojas-Tomé IS, Rojas C, López-Ramírez AM, Reséndiz-Albor AA. Historical aspects of herbal use and comparison of current regulations of herbal products between Mexico, Canada and the United States of America. *International Journal of Environmental Research and Public Health.* 2022 Nov 25;19(23):15690. [mdpi.com](http://mdpi.com)
17. Labelle F, Parent-Lamarche A, Koropogui ST, Chouchane R. The relationship between sustainable HRM practices and employees' attraction: The influence of SME managers' values and intentions. *Journal of Organizational Effectiveness: People and Performance.* 2025 Apr 1;12(1):127-44. [researchgate.net](http://researchgate.net)
18. Mberewere S, Kudzanai M, Tinashe R. Corporate Social Responsibility and Customer Loyalty: A Review of Literature. *Indonesian Journal of Community Services.* 2024 May 30;3(1):65-75. [literacyinstitute.org](http://literacyinstitute.org)
19. Kandpal V, Jaswal A, Santibanez Gonzalez ED, Agarwal N. Corporate social responsibility (CSR) and ESG reporting: redefining business in the twenty-first century. In *Sustainable energy transition: Circular economy and sustainable financing for environmental, social and governance (ESG) practices 2024 Feb 8 (pp. 239-272)*. Cham: Springer Nature Switzerland. [\[HTML\]](#)
20. Nascimento J, Loureiro SM. Mapping the sustainability branding field: emerging trends and future directions. *Journal of Product & Brand Management.* 2024 Feb 27;33(2):234-57. [researchgate.net](http://researchgate.net)

21. Feerick JD, Feher D, Fenech CE, Grantham C, Krane SC, Coward N. Panel II: Conflicts of Interest in Sports. *Fordham Intellectual Property, Media and Entertainment Law Journal*. 2003;13(2):405.
22. Cohen S. Are all deceptions manipulative or all manipulations deceptive?. *J. Ethics & Soc. Phil.*. 2023;25:282.
23. Singh B, Kaunert C. Future of Digital Marketing: Hyper-Personalized Customer Dynamic Experience with AI-Based Predictive Models. In *Revolutionizing the AI-Digital Landscape 2024 Jun 7* (pp. 189-203). Productivity Press.
24. Hassan SM, Rahman Z, Paul J. Consumer ethics: A review and research agenda. *Psychology & Marketing*. 2022 Jan;39(1):111-30.
25. Jha JK, Singh M. Who cares about ethical practices at workplace? A taxonomy of employees' unethical conduct from top management perspective. *International Journal of Organizational Analysis*. 2023 Jan 31;31(2):317-39.
26. Cameron JD, Kwicien O. Navigating the tensions between ethics and effectiveness in development communications and marketing. *Development in Practice*. 2022 Feb 17;32(2):224-33.
27. Yan L, Sha L, Zhao L, Li Y, Martinez-Maldonado R, Chen G, Li X, Jin Y, Gašević D. Practical and ethical challenges of large language models in education: A systematic scoping review. *British Journal of Educational Technology*. 2024 Jan;55(1):90-112. [wiley.com](https://www.wiley.com)
28. Dwivedi YK, Kshetri N, Hughes L, Slade EL, Jeyaraj A, Kar AK, Baabdullah AM, Koohang A, Raghavan V, Ahuja M, Albanna H. Opinion Paper: "So what if ChatGPT wrote it?" Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI for research, practice and policy. *International journal of information management*. 2023 Aug 1;71:102642. [sciencedirect.com](https://www.sciencedirect.com)

**CITE AS: Mutoni Uwase N. (2025). The Role of Ethics in Marketing Strategies. INOSR HUMANITIES AND SOCIAL SCIENCES 11(1): 8-15.**  
**<https://doi.org/10.59298/INOSRHSS/2025/111.815>**