

ETHICS AND MARKETING IN THE KNOWLEDGE BASED SOCIETY

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Abstract

This paper aims to highlight the relationship between marketing and ethics. Today we face great challenges given the so-called knowledge society, as through the internet and social networks we can learn anything about anyone, including large corporations and about. The work that we realized is composed of two parts, namely: the ethics part and marketing, and later to stress that ethical marketing concept means and how it can be achieved in our country.

Marketing appeared a long time ago, at first in the USA during the first part of the twentieth century. The modern concept of the term marketing refers to the main purpose of the economic activity, which is consumer satisfaction. During the last five decades, along with the development of tourism, marketing interferes with this area and gradually expands to other areas as well. Many authors try to define tourism marketing in certain ways, but eventually tourism marketing is presented as a process of identifying and ensuring the formula by which both consumer satisfaction and the achievement of the entrepreneurial goals become possible. During their daily activity, marketers face various moral issues, but most often the activities they undertake are not clear in terms of ethics.

Key words: *ethics, marketing, capital trust, updated economy, knowledge based society.*

I. HISTORY AND APPROACHES TO ETHICS

The oldest documents with ethical content were written in Mesopotamia about five thousand years ago. These documents provide clues to the initial development of ethics, while others describe the nature of ethics in ancient Egypt and the ancient Hebrew civilization. But still, there is a unique ethics review of our activities, a universal system of beliefs in all cultures and in all times. Moral standards differ over time and between groups within the same culture. The only principle common to all cultures, groups, times is the belief that each member of a group bears a responsibility for the good of others. If each individuals moral standards benefit society, then they are equally good and therefore the question of ethical relativism. Today, however, we find ourselves in front of new ethical challenges and dilemmas before they propose ethics as individual behavior and specific situations involving a pertinent analysis.

II. THE RELATIONSHIP BETWEEN LEGALITY AND MORALITY IN MARKETING DECISIONS

Ethical decisions are not simple choices between fair or unfair, wrong or right, evil or good (Terec-Vlad, L., Trifu, a., Terec-Vlad, D., 2015). The choice regarding a specific ethical behaviour is influenced not only by the known ethical systems but also by the factors of the managerial behaviour (Terec-Vlad, L., Trifu, A., Terec-Vlad D., 2015). In order to comply with the legal and professional framework, the marketer avoids misbehaviour; however, we cannot say that all legal behaviours are ethical. For example, doorstep selling is legal, but commercial agents often force sales and do not provide any warranties for their products; this often leads to consumer dissatisfaction, as selling for the benefit of the company, but to the detriment of the client is considered unethical. Alexandru Nedelea says that "marketers are required to make more and more efforts, to work more and more intelligently in order to convince consumers to buy their products, instead of the products sold by their competitors (Nedelea M., 2009). In a knowledge-based society, the entrepreneur's behaviour is the keystone of the firm's financial capital; the consumer requires greater confidence so that his loyalty is not deceived; thus, mutual loyalty is required.

Worldwide, the perception regarding business men is unfavourable. Marketing is a discipline that deals with perceptions; it is a battle between the consumers' perceptions regarding the products. Thus, the companies that win the battle are those that positively influence customer perception; a product which is perceived as unsatisfactory is a product that lacks quality. Alexandru Nedelea states the following: Everything can be

interpreted through perception (Nedelea Al., 2009) Marketing is not just about selling, but also about promoting the company's image. The company must produce goods that consumers are drawn to and must stimulate them to feel satisfied. Successful companies differentiate themselves from the others through good customer orientation; the only ones who create needs are the customers, the consumers or the marketers, who need to induce those needs in order to attract potential (future) customers.

III. MARKETING STRATEGIES AND THE TOURISM PRODUCT CONSUMER ATTITUDE

Developing the marketing strategies of the company has become a major topic of the contemporary economic thinking. The fact that a company accepts the concept of marketing determines the use of a proper system of management based on objectives, which will ensure the successful exploitation of the enterprise's resources. In tourism, the particularity of the marketing strategies refers to the use of the tourism product's features and the tourism market's features, by targeting any activity through certain objectives. The concept of tourism marketing strategy is that component of the marketing policy which gathers all the opinions that regard the fragmentation of the tourism enterprise market, which influences its marketing effort. The marketing strategy integrates opinions, views regarding the position of the firm in relation to the structure of the changes and market requirements, thus shaping the market strategy and the marketing mix components (product, price, distribution, promotion).

A marketing strategy is successful if a tourism enterprise is characterized by sales increase, profit increase, diversification of the market segments and market share growth.

According to the concept of marketing mix, "the term mix" is an abbreviation of the English word "mixture" and has the meaning of mixture, merge, or combination (Bucur Sabo M., 2006). Neil Borden, the father of the marketing mix, believes that the person who is responsible with marketing needs to establish the combination of the elements and procedures of the marketing policy in order to exploit the products of the tourism enterprise.

The process of launching a new tourism product involves several activities that raise the issue of complying with ethics and, during the process of selecting the ideas regarding a new product, it is necessary to take into consideration, besides the economic criterion, several aspects regarding the quality of the products provided. Thus, this refers to creating the image of the new product launched in the tourism market and experiencing the way the consumers use the product provided. The way the tourism product is positioned in the market can lead to an ethical issue; however, there are situations when customers misinterpret the characteristics of the tourism product, attaching certain unreal characteristics to the product. The way of choosing the product should offer the possibility to find the real characteristics of the tourism product. Product ethics refers mainly to its safety and therefore it is recommendable to provide a more accurate definition of the proposed market, supported by promotional campaigns. An important issue regarding ethics is the fact that tourism products become outdated, and thus they need to be changed as often as possible.

IV. THE ROLE OF MARKETING IN THE TOURISM ACTIVITY

During the last five decades, tourism has developed intensively, which has been proved by an increase and diversification of the supply and demand in tourism in almost all the geographical areas of the world. Simultaneously, its economic and social importance has increased, both at national and international level. According to Virgil Balaure, promoting the idea of marketing in tourism and adapting its methods and techniques to the particularities of the activities carried out is only a proof that the areas where marketing can be applied have multiplied and thus marketing has spread towards other sectors (Balaure V., Catoiu, I., Verghes, C., 2005). Due to the delay in the emergence and promotion of tourism marketing, the process of developing and including it in new areas of activity was accomplished during the second part of the last century, when the magnitude of the tourism phenomenon intensified; the slow penetration of marketing in tourism shows numerous attempts to define the concept. Thus, the Swiss J. Krippendorf considered tourism marketing to be the systematic and coordinated orientation of the policy of the tourism enterprise and of the entire public and private tourism policy at local, regional, national and international level, in order to optimally meet the needs of certain groups of consumers and gain a certain profit (Krippendorf, J., 1971). This definition involves the need to coordinate certain marketing policies at micro and macroeconomic level, in order to meet the needs of the tourists and to gain profit. J.J. Schwartz considered tourism marketing to be a process of searching and achieving the optimal market according to the confessed or effective needs, for the maximum interest of the company and the consumer (Marlo IL., 1978). Another author defines tourism marketing as "the complex of evaluations and decisions which, based on an agreement, aims to achieve the optimal conditions for preparing the supply and placing it on the market through a permanent coordination of the initiatives of the private enterprises with the actions of the public power (Marlo IL., 1978). Tourism marketing is thus presented as a process of identifying

and ensuring the minimum formula that makes it possible to both satisfy the consumer and achieve the entrepreneur's goal.

Comonentele produselor de turism au fost evidențiate de Silvia Muhcină:

- Basic constitutive elements (Muhcină, S., 2008)
- Proximity environment elements (Muhcină, S., 2008)
- Local population (Muhcină, S., 2008)
- Entertainment and ambiance (Muhcină, S., 2008)
- Leisure equipments (Muhcină, S., 2008)
- Accommodation (Muhcină, S., 2008)
- Transport infrastructure (Muhcină, S., 2008)
- Products image (Muhcină, S., 2008)

In our country of tourism marketing concept is not sufficiently developed, as only a few years ago interest in our country took shape. It is obvious therefore that tourism development required a series of operations and patterns that should be pursued. For example for a travel company to be ethical it must first put emphasis on the values of our society and create trust capital (Maxim, ST2010). Although in Romania did not put very much emphasis on business ethics (at least not applied enough) those skilled in the art recommended ethical audit (Terec Vlad, L., Terec Vlad D., 2014), in all areas because by this way we can identify which organizations are vulnerabilities.

We believe that we must emphasize the role of ethics in tourism companies because such marketing strategies we can achieve sustainable and help us develop as much tourism in our country. As considered P.Stanciu, the recent years have transformed the status of consumer travel from passive actors to active participants in the development and certification of tourism products (Stanciu, p., Hapenciuc, C.V., Morosan, A.A., Arionesei, G., 2014)

V. CONCLUSIONS

In this paper we analyzed the concept of marketing in tourism and stressed the role of ethics in carrying out tourism campaigns. It is important to see that every day the individual put increasingly more emphasis on professional ethics and morality. From this point of view any consumer of tourism products will focus on professionalism because if for example we see a picture of a hotel or guesthouse on the websites of travel agencies and arrived at the scene the reality is different, then surely we will demand explanations on the product I bought. Another issue that we want to draw attention relates to the fact that very often consumers find in the products they have purchased and hidden costs, and this has led to loss of confidence in managers or even travel agencies Managers of hotels and guesthouses. In this regard, managers of travel agencies should support improvement of human resources and thus improve the quality of services provided by them in order to obtain a higher level of customer satisfaction and loyalty creation maintenance consumers.

Speed decision making, response time to the customers demands, is one of the key factors influencing perceived quality of services and thus the performance of the organization.

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