

## Identifying Components of the Ethical Marketing System Based on Islamic-Iranian Approach

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**Abstract.** The present study is conducted to identify the components of the establishment of an ethical marketing system based on the Islamic-Iranian approach with emphasis on the food industry. In terms of its purpose it is a descriptive analytic type, and collects statistical data using a library methodology for research literature and Delphi method based on an expert opinion survey. In order to achieve the purpose, through an applied approach and through a survey method, a researcher-made questionnaire. Then, through the Delphi technique, which is a

reliance on thought and use of expert knowledge and views and after three stages, the agreement and consensus of the Delphi group have reported on the components for the establishment of the ethical marketing system based on Islamic-Iranian approach. In order to consider the scientific and technical aspects, 30 experts in marketing system (marketing professors and experts in food industry marketing) were determined. Data analysis has been done with a mixed approach based on deep and structured studies and through content analysis. The results showed that social norms, organizational norms, green norms, individual norms, 4 ps norms and religious norms are among the requirements of establishing an ethical marketing system based on the Islamic-Iranian approach with emphasis on food industry. Standards and ethics in marketing approach is one of the most pressing issues for the review of the development and prosperity of Islamic countries. Adherence to such ethical practices can help to elevate the standards of behavior and thus of living, of traders and consumers alike. Selected key marketing issues are examined from an Islamic perspective which, it is argued, if adhered to, can help to create a value-loaded global ethical marketing framework for MNCs in general, and establish harmony and meaningful cooperation between international marketers and Muslim target markets in particular.

**Keywords:** Ethical Marketing System, Social Norms, Organizational Norms, Green Norms, Individual Norms, 4PS Norms, Religious Norms.

## 1. Introduction

Today, the expansion of markets, the diversification of products and the increasing number of manufacturing companies have created a competitive environment in the market and companies have to use strategies that bring profitability and stability in the market. Meanwhile, excessive attention to the survival of the company and its profitability, has led to distraction of managers from a basic principle of ethics in the management of marketing activities (Mosleh, 1394). If we compare the current business culture with the business culture of our ancestors and fathers, we will find that in the past business was considered as worship and carried out to obtain a lawful day, but nowadays

disregarding the principles of respect for the customer, morality and Failure to adhere to Islamic principles and foundations in the market has been dominant (Valentine & Godkin, 2016). Marketing ethics determines the company daily behaviors. This principles show both the law and the ethics. As a whole, employees learns about norms and cultural values since childhood. These describe as a good or bad conducts (Bhardwaj, 2017, 8). Many people believe that Islam and observing religion are in conflict with business and compliance with Islamic morals and principles reduces profits, , while in many hadiths and Islamic books this idea has been rejected in general and the study of financial and commercial laws and economics in Islam clearly clarifies that the main purpose in Islam is to raise the level of financial life of people , comfort and well-being along with spiritual evolution and the growth of moral virtues. Observing the ethics of marketing from the perspective of Islam can well meet such goals (Kikavosy, 1391). Therefore, any type of practice that is not based on justice and fairness, such as over-defining the product, magnifying the quality, deceiving the customer, and ... Eliminates the ethical marketing that is one of the most important principles of Islamic business (Abbas Nezhad, 2011). With a little study, it can be understood that in the realm of marketing no sufficient attention has been paid to values of ethics, while it is well-known among marketers that designing ethical marketing activities can reduce many issues. One of the industries which has been questioned for failing to comply with ethical principles in Iran (rumor or fact) is food industry, which has been accused of not observing ethical standards and ethics. This issue, even as a rumor, is a big challenge for the industry as it causes the distrust of people to the industry. The main question of this study is what are the Islamic-Iranian ethical marketing values and how can a comprehensive categorization of ethical marketing indicators be introduced? Employing value and ethical patterns in companies has helped to better understand the demands of consumers and has led to more research and supply of their needs so that they stimulate and motivate consumers to buy their products by influencing consumer purchasing behavior. After that purchase and shopping reoccurrence will happen and ultimately, profitability increases as the company's activities are universally accepted and they are in line with the values of society and will gain the competitive advantage

(Rasuli and Marid Sadat, 1395). As food industry marketing is directly related to the health and well-being of the consumer the necessity and importance of observing morality is much more than other industries. Therefore, identifying the components of the ethical marketing system can drive this challenge to a positive direction and change the negative attitude of the people by formulating ethical norms and observing it. Moreover, by examining the ethics of marketing from Iranian Islamic culture point of view, introducing ethical marketing indicators and presenting a model for it, the most suitable marketing methods were introduced to promote a proper marketing culture in the country, especially the food industry.

## **2. Literature review**

Marketing ethics mean the principles of market interaction and behavior, which determine how to behave correctly and wrongly to all stakeholders (Cricine, 2005). Ethical marketing refers to principles and standards that explains acceptable behaviors in market environment (Popsco, 2018, 118). Individual factors and organizational factors from the viewpoint of Freel and Gersham, are various factors that affect marketing ethics in which individual factors refer to knowledge, values, attitudes and intentions of an individual, and organizational factors refer to the organizational culture and considering others as important person (Dorothey, 2014). Another viewpoint about the factors affecting ethics and marketing is stated by Hunt and Whittel as the HV model, that involves cultural factors (collectivism, individualism, main culture and subcultures), professional factors, industrial factors, organizational factors and personal factors (e.g., self-control, attitude Relative to work, age, sex, income, religion, education) (Hunt & Whittle, 2006). In another perspective, the factors affecting the ethical behavior of individuals are classified into two general categories of individual and situational factors, which are associated with decision-makers themselves: gender, nationality, literacy level, religion, age, occupational status, Personality, attitude and values. Situational factors include: the impact of informal groups, the culture and the organizational climate, the high management of the organization, the code of ethics of the organization, the rewards and encouragements, the size and level of the organization, the factors

and the degree of competitiveness of the industry and the role of the organization, for example, in examining the relationship between rank and organizational role with ethics, there is no significant difference between the organization's upper and lower levels, but market players with executive roles have better ethical judgments than marketers with a research role (Newton et al., 2013) and in the present study the view related to the effective factors of the Piers and Robinson view has been used, which includes the task environment, the organizational environment, and the remote environment. An environment that can affect a variety of marketing norms is competitors, customers, distribution channels, suppliers, and stakeholders that determine how each component of the task environment will be affected. The next is the organizational environment that includes strategy, structure, staff, technology, culture, and size. Eventually Pearce and Robinson introduced the remote environment for the organization, which are included in the study are the social environment, the cultural environment, the value environment, the religious environment, the economic environment, the political environment, the technological environment and the government. The effects of each different marketing norm will be examined. The requirements for deploying a marketing system include dumps and nonsense that are referred to as norms and applying and observing each of them leads us to have a comprehensive system of ethical marketing (Angie and Deger, 2015). The ethical marketing indicators provided by Epstein are: honesty, trustworthiness, commitment, quality of relationship and justice. The theory of justice includes Oswal and Oliver's research, which states that organizational integrity increases the commitment to the organization. Vetyl et al. (1993) provided a set of comprehensive and meaningful marketing indicators, including price and distribution, information and contract, product and promotion, which appear to be strong predictors of the quality of the relationship and Commitment (Ndubisi et al., 2013). Gristenmann (1997) introduces four guidelines for marketing ethics, Respect for confidentiality, Avoiding the conflict between the interests of the client and the organization; The practice of good intentions and truth-telling; The introduction of precision; all of which are unwritten rules that ultimately end up to considering what is best for the

customer. Our critique states that ethical principles must be sold with the product to create maximum customer satisfaction. The result is that by increasing moral sales behavior, loyalty will increase, and customers will also act as marketers, which will create a competitive advantage and ultimately profitability and survival, which is the main goal of the companies. (Higgins, 2005). Hausmer's ethical features include: honesty, participation, and endeavor, which are coupled with three steps in the attitude of marketing relationships (establishing, maintaining and enhancing), and marketing ethics in an executive organization. Hosmer expresses that there is no marketing relationship without the presence of "ethics"(Murphy, 2007). Integrity (Suun, 1985), Justice (Butler, 1996), Benevolence (Butler, 1994), Coordination and integration, trust and partnership (Hunt and Morgan, 1994), validity and honesty (Gan San, 1995) are ethical marketing indicators raised by researchers (Lawrence and Hohent, 2018). The American Marketing Association (AMA) describes the ethical values as stated below, which, of course, we can see in the Quran verses, hadiths, and Islamic traditions. Honesty: Marketers must deal honestly with customers and provide them a product that does what they claim when communicating with the customer. In Islam, in various ways, emphasis has been placed on honesty in the deal and advertising, for example, "Give the right amount and do not less, " " Weigh with the correct scale." (Poets: 181 and 182). Responsibility: Marketers should accept the consequences of their decisions and strategies, which is also emphasized in Islam as the responsibility of vendors for other members of the community (al-Hurr-al-amei: 1420: 436). Fairness: Creating a justly and fair equilibrium between the needs of the buyer and the seller's interests in Islam and delivering goods with suitable quality to customers is very important in the sense that the sale of pest is forbidden and has been construed as a very high oppression. (Al-Hiralamali: 1420: 451). Respect: Acknowledging human dignity by all shareholders and employees of the company. In one hadith, the importance of respecting is stated in this way that: It is recommended that the seller does not discriminate between its customers in product pricing. For example, if a person bargains on the price, he must not sell it cheaper to him and more expensive to someone who does not bargain (al-Huralamali: 1420: 398). Transparency: In Webster's culture,

transparency is defined as: openness or clarity of institutions and operations inside the company and easy understanding. In marketing, the clarity of marketing information is highlighted. Islam is also exposed to displaying good goods and hiding bad goods (Makarem Shirazi, 2010). Citizenship: Realization of economic, legal, humanitarian and social responsibilities to serve the stakeholders of the company. One of the most prominent indicators of citizenship is environmental attention and keeping it safe, which has also been addressed in Islam. Additionally, many hadiths say that you, Muslims, rush with the help of the poor and the poor (the same). Observing ethical norms creates a moral atmosphere in the organization. According to James Deconique (2010), the ethical climate is based on the impact of employee job satisfaction, organizational commitment, job stress, and financial inclination. The ethical climate measurements have been extracted from Babin and colleagues (2000), including integrity, accountability, interactive /participatory behavior, ethical norms in marketing and sales. In addition, Gregory (1993) considers the true commitment, information transparency, ethical standards and good practice to be ethical indicators of action, and Murphy (1993) argued for trust, equality, accountability, and commitment, which Trust is the most important factor, and it is defined as a kind of reliable customer belief that the seller is reliant on his long-term interests (Conpour, 2017). Justice, honesty and full disclosure by Robertson and Anderson, the norms of marketing mix (product, price, promotion and distribution) by Saeed et al. (2001), social responsibility by Metaaw and Al-Musawi (1998) are stated as marketing norms. But Islam has also raised other issues that, if managers are aware of it, will help the long enjoy of the benefits through observing ethical values in their business. Islamic ethical guidelines in marketing activities are summarized in the four activities of production, pricing, promotion and distribution of products. Of course, Islam has also raised other issues such as: customer freedom in decision-making, respect for sacredness, accountability, justice, compromise with rivals, consumer protection, etc. The marketing mix norms for marketing activities are summarized below:

**product:** There are some cases regarding the qualitative characteristics of products in Islam that are mentioned in two terms, "halal and tayeb" in

the Quran. As in verses 172 and 173 of Surah al-Baqarah, it says: "O you who believe in God, eat of the clean foods that we have determined as your aliment" and " O people eat of what is halal and clean on the ground." Price: Since Islam is a religion of equilibrium and balance, the pricing of products also emphasizes justice and fairness and forbids its believers to be profiteer and gouge in transactions (Al-Hiralamali, 450, 1420).

**propagation:** In the case of marketing or advertising communications, notification should be made transparently and advertising should be sufficient and not magnified in the quality statement. In this regard, Islam uses the word "deception" which means that it does not have the right to pretend, since the falsification of a lie is practicable, a Muslim should avoid doing so. Imam Sadiq also narrated that he said: "We are not the one who deceives Momeni" (the same). Distribution: In Islam, any unnecessary mediation that would increase value without adding value and raising prices is forbidden. The term used in Islam in relation to distribution is "hoarding", and the Prophet Muhammad also stated in this regard: "A Hoarding person will be called on the Day of Judgment, written on his forehead, infidels Choose place in the fire" (Makarem Shirazi, 2010). After reviewing the literature Presents the model of ethical marketing in food industry.

The innovation of this research in the food industry, is identifying the dimensions and components of ethical marketing with the help of the Delphi technique and the view of scientific and executive experts is a very new field that has been dealing with the creative thinking of science production. One of the main reasons for the lack of adequate research in this area is the reliance of ethical marketing research on a limited number of components (American Marketing Association Indexes) and excludes other components. Therefore, this research is a very novel study for comprehensive review of ethical marketing indicators and model presentation. So, with the research literature of the past decade, it clears that little research has been done to identify the requirements for ethical marketing deployment and modeling. Therefore, this research is one of the first studies of its kind. With the dedication in ethical marketing literature, inspired by Hunt and Vitell and the American Marketing



Association, it has been revealed that the indicators introduced in ethical marketing have not been fully integrated. From this day on, this research was aimed at using expert opinions and According to the literature of the existing research literature, the variables of the requirements of the moral marketing system (social, organizational, individual, green, 4Ps, religious) are considered in order to develop a comprehensive marketing ethics model.



**Figure 1.** Conceptual model of ethical marketing

### 3. Method

Since this research deals with identifying the components of settling an ethical marketing system based on the Islamic-Iranian approach it is in the domain of descriptive research, in one hand and it is a survey study as its researcher seeking the ideas, thoughts and perceptions of the people in question. In this research, combined research methods based on deep and structured studies and content analysis have been used based on expert opinion of experts. In this research, a deep library research methodology for research literature, a Delphi method based on field research and a questionnaire tool were used to collect statistical data. In order to achieve this goal, a researcher-made initial questionnaire has been developed from the components of the establishment of an ethical

marketing system based on the Islamic-Iranian approach. Then, through the Delphi technique, after the three stages of consensus and Delphi group, components of the establishment of an ethical marketing system based on the Islamic-Iranian approach were extracted. Participants of the study are 30 experts in the field of marketing system and university professors and experts in relation to the subject of research and ethical marketing based on the Islamic-Iranian approach. Based on the Delphi method, content analysis, expert consensus and descriptive statistical analysis has been used. Descriptive statistics includes frequency of data for data purification. Mean and standard deviation for items and components were used. Inferential statistics such as exploratory factor analysis were also used to explore the components and general structure of the research. In addition Kolmogorov- Smirnov (KS) for checking the normality of the data and the t-test for comparing the components of the research with the middle of the measurement scale were used.

#### **4. Findings**

In the first Delphi round, 30 questionnaires were distributed among the panel members and the filled out questionnaires were completed and returned. After introducing the research topic in the first part of the questionnaire issues such as the purpose, the statement of the problem, the necessity of research and concepts for the participants were described. In the second part, the person who filled out the questionnaire stated his/her opinion on the correspondence between the indicator and the terms corresponding to each of the ethical marketing standards in the food industry. The results of the first Delphi were considered based on the maximum agreement of the members. In this regard, the mean of responses, median, fashion, standard deviation, and average rank were determined. The number of indices corresponding to each of the ethical marketing standards in the food industry decreased as a result of the Delphi Phase I survey (112). Delphi's second round questionnaire included (112) an operational index for measuring the ethical marketing system criteria based on the Islamic-Iranian approach. The indexes in the second phase of Delphi were judged by the elite and the experts. The results of the second Delphi were considered based on the maximum agreement of the members. In this regard, the mean of responses,

median, fashion, standard deviation, rank average was determined. As a result of the Delphi Phase II study, the number of (98) indicators corresponding to each of the ethical marketing standards in the food industry achieved a maximum agreement (80%). (Cronbach's alpha coefficient for the second stage questionnaire was 0/844). The Delphi third Phase questionnaire was delivered to (30) members of the panel. Meanwhile, one of the members of the panel did not complete the questionnaire. In this way (29) the questionnaire was received. Respondents from this phase also participated in the previous round. The results of the third step of Delphi were also considered based on the maximum agreement of the members. In this regard, the mean of responses, median, fashion, standard deviation, rank average was determined. As a result of the Delphi Phase III study, the number of (72) indicators corresponding to each of the ethical marketing standards in the food industry achieved maximum agreement (80%). (Cronbach's alpha coefficient for the second phase questionnaire was 0.901). Using the confirmatory factor analysis method, the ability to measure the dimensions of the research was measured by the indicators of the questionnaire. The results of the factorization of the factor analysis model in the table showed that the RMSEA was 0.062 and (less than 0.08), as well, the RMR residual root index was equal to 0.028 and (less than 0.05). Fitness is acceptable. The ratio of the chi-square value to the degree of freedom is 2.64 and the value is between 2 and 3, and the GFI index is 0.91, (AGFI) is 0.90 and (PGFI) is calculated to be 0.65, and Have good values and, in general, indicate the utility of the model. It can be said that there is a good correlation between the indicators of the questionnaire and the ethical marketing standards in the food industry. The mentioned results in Table 1 show that all t values corresponding to the factor loads associated with each of the indicators of the questionnaire are large and their absolute magnitude exceeds the critical value of 1.96. Therefore, all factor loads (coefficients) are significant at the error level of 0.05. The magnitude of factor loadings associated with each of the index indicators (standard coefficients) in the confirmatory factor analysis model confirms the measurement of the dimensions of the research.

**Table 1.** The results of confirmatory factor analysis in the correspondence of the indicators and ethical marketing standards

Dimensions	Questions	Load capacity	T-value	P
social norms	1. Maintaining bilateral and long-term relationships between organizations and customers	0.525	4.25	***
	2. Identification and satisfaction of customer needs in order to achieve mutual satisfaction	0.548	3.48	***
	3. Creating mutual trust between managers and customers	0.669	5.69	***
	4. Observance do's and don'ts towards the community and consumers (for example, the provision of products with standard denomination or Ministry of Health licenses)	0.727	6.27	***
	5. Observing the instructions and logs in the organization	0.534	4.34	***
	6. the company's feeling of responsibility towards society and the environment	0.667	5.67	***
	7. Equitable treatment with company employees	0.658	3.58	***
	8. Observing consumer rights	0.551	4.51	***
	9. Paying attention to the meaningfulness of working life, health and interest of stakeholders	0.633	4.33	***
	10. Provide in-service training courses to improve the quality of work life of employees	0.780	5.80	***
Organizational norms	1. Developing the basic vision, mission, and values of the organization (vmv)	0.637	4.37	***
	2. Formulating long-term and short-term goals and determining the appropriate strategy for achieving organizational goals	0.543	3.43	***
	3. Paying attention to the principles of planning, decision making, organization, leadership, supervision (for example, standardization at the organization and assessment based on standards)	0.660	5.60	***
	4. Writing a description of the job and a detailed description of the employed and its operation	0.551	3.51	***
	5. Predicting the personnel's career path and upgrading based on the competence, training and personnel assessment.	0.643	4.43	***
	6. Coordination of the duties and units of the organization in terms of customer service	0.662	5.61	***
	7. Matching the individual values of employees with the mission of the organization	0.734	5.34	***
	8. Commitment and coherence of employees and	0.837	6.37	***

Dimensions	Questions	Load capacity	T-value	P
	management in order to coordinate as much as possible			
	9. Worker's efforts to avoid tensions and problems with others	0.618	7.18	***
	10. The desire for partnership and accountability in organizational life as well as the presentation of an appropriate image of the organization by the staff	0.556	4.56	***
	11. to Have specialized knowledge and use it in business	0.566	4.66	***
	12. having Knowledge of assessment and implementation and its implementation by senior managers of the organization	0.658	5.58	***
	13. Providing advice on the product before purchasing customer	0.543	4.43	***
	14. Implementing the voice system of the organization	0.541	4.41	***
	15. Accepting criticism and try to correct it	0.565	5.65	***
Green norms	1. do not contaminating the environment using environmentally friendly energies	0.748	6.48	***
	2. Provide environmentally compatible products	0.681	4.81	***
	3. Reducing waste through the use of renewable materials in packaging	0.525	4.25	***
	4. Disassembling waste and returning it to the production cycle	0.508	3.48	***
	5. Use of materials without harm to the consumer in the production and process	0.685	7.85	***
	6. Availability of quality products at reasonable prices for the customer	0.703	7.73	***
	7. providing Organic and environmentally compatible products	0.652	6.52	***
	8. Reducing the use of food additives and colors	0.530	4.30	***
	9. Design, production and distribution of products with respect to the environment	0.523	6.23	***
Managers of organizations Individual norms	1- Providing a product in accordance with what we claim	0.689	5.89	***
	2. Providing the correct information to consumers	0.577	4.77	***
	3. being sure that products are suitable for consumption and promotion of use.	0.625	6.25	***
	4. Identification of social obligations towards vulnerable people such as children and the elderly	0.618	6.85	***
	5. Eliminating individual and demographic differences and equally dealing with employees	0.683	6.73	***

Dimensions	Questions	Load capacity	T-value	P
	6. Avoiding the tactics that harm the customer, such as price fixing, dumping, unreasonable pricing ...	0.592	4.52	***
	7. Listening to the needs of the customer and provide appropriate suggestions	0.601	4.33	***
	8. Pursuit of the covenant	0.507	5.23	***
	9. Observance of consumer rights	0.505	4.25	***
	10. Meeting customer expectations	0.518	3.48	***
	11. being active and serious on the way to achieving organizational goals	0.569	5.69	***
	12. Use all the ability to perform tasks based on job description	0.627	6.27	***
Marketing mix norms	1.being a Valuable and qualified product	0.504	4.34	***
	2. Do not Loss and waste of resources in the production process	0.767	5.67	***
	3. Not having Loss of raw materials for the individual and the community	0.558	3.58	***
	4. A clear explanation of the hazards of the product and its components on packaging and advertising	0.651	4.51	***
	5. Pricing in a manner that does not harm the producer and the consumer (based on cost, profit and profit).	0.533	4.33	***
	6. Avoiding tactics that harm the customer, such as price fixing, dumping, reasonable pricing and ...	0.580	5.80	***
	7. Avoiding Advertising and Deceptive Claims	0.537	4.37	***
	8. not defying other products from other companies	0.503	3.43	***
	9. Avoiding the promotion of harmful products for consumers	0.561	5.60	***
	10. Avoiding hoarding and collusion	0.501	3.51	***
	11. Using dealership for the sale of goods	0.543	4.43	***
	12. Removing unneeded intermediaries	0.662	5.61	***
Religious norms	1. Preserving the reputation of the customer	0.634	5.34	***
	2. Protecting your secrets against competitors	0.637	6.37	***
	3. Getting help from faith and belief in doing things	0.618	7.18	***
	4. Having a conscience	0.560	4.56	***
	4. Having ability to do things (do the right thing right)	0.561	4.66	***
	5. Commitment to the principles and conditions of the deal	0.633	4.33	***
	6. Do not swear when selling	0.543	3.43	***
	8. having Concerns about community problems and helping to resolve them (post-disaster relief)	0.643	4.43	***

Dimensions	Questions	Load capacity	T-value	P
	9. to Spend part of the income to help the needy Voluntarily	0.618	7.18	***
	10. having a deep and profound understanding of the value of work	0.556	4.56	***
	11. Finding the purpose and meaning in working life	0.681	4.81	***
	12. Avoidance of taboos(fainting trade, collusion, decoy)	0.652	6.52	***
	13. Fulfilling the needs of society in order to obtain divine pleasure	0.683	6.73	***
	14. hospitality and leniency and compatibility to customers	0.569	5.69	***

\*\*\* Meaning means at the error level of 0.05.

The results in Table 2 show that the average of all indicators corresponding to ethical marketing standards is much higher than the average Likert rate (value 3), and all of them have achieved an average of above 4. The highest average of 4.81 is related to the Consumer Rights Watch index from the subset (Individual Norms of Organizational Leaders). The lowest average of 4.06 is related to the indicators of "Avoiding harmful products for consumers" from the subset (marketing mix norms) and "assisting the faith and belief in doing work" from the subset (religious norms).

**Table 2.** The results of confirmatory factor analysis in the correspondence of the indicators and ethical marketing standards

Dimensions	Questions	Mean	Standard deviation
social norms	1. Maintaining bilateral and long-term relationships between organizations and customers	4.19	0.98
	2. Identification and satisfaction of customer needs in order to achieve mutual satisfaction	4.44	0.51
	3. Creating mutual trust between managers and customers	4.56	0.51
	4. Observance do's and don'ts towards the community and consumers (for example, the provision of products with standard denomination or Ministry of Health licenses)	4.31	0.70
	5. Observing the instructions and logs in the organization	4.56	0.63
	6. the company's feeling of responsibility towards society and the environment	4.44	0.63
	7. Equitable treatment with company employees	4.44	0.63
	8. Observing consumer rights	4.75	0.45

Dimen sions	Questions	Mean	Standard deviation
	9. Paying attention to the meaningfulness of working life, health and interest of stakeholders	4.38	0.62
	10. Provide in-service training courses to improve the quality of work life of employees	4.31	0.60
Organizational norms	1. Developing the basic vision, mission, and values of the organization (vmv)	4.69	0.48
	2. Formulating long-term and short-term goals and determining the appropriate strategy for achieving organizational goals	4.56	0.51
	3. Paying attention to the principles of planning, decision making, organization, leadership, supervision (for example, standardization at the organization and assessment based on standards)	4.38	1.02
	4. Writing a description of the job and a detailed description of the employed and its operation	4.75	0.45
	5. Predicting the personnel's career path and upgrading based on the competence, training and personnel assessment.	4.31	0.70
	6. Coordination of the duties and units of the organization in terms of customer service	4.13	1.09
	7. Matching the individual values of employees with the mission of the organization	4.31	0.60
	8. Commitment and coherence of employees and management in order to coordinate as much as possible	4.19	1.05
	9. Worker's efforts to avoid tensions and problems with others	4.63	0.50
	10. The desire for partnership and accountability in organizational life as well as the presentation of an appropriate image of the organization by the staff	4.25	0.58
	11. to Have specialized knowledge and use it in business	4.69	0.48
	12. having Knowledge of assessment and implementation and its implementation by senior managers of the organization	4.56	0.51
	13. Providing advice on the product before purchasing customer	4.38	1.02
	14. Implementing the voice system of the organization	4.75	0.45
	15. Accepting criticism and try to correct it	4.31	0.70
Green norms	1. do not contaminating the environment using environmentally friendly energies	4.50	0.52
	2. Provide environmentally compatible products	4.56	0.51
	3. Reducing waste through the use of renewable materials in packaging	4.69	0.48
	4- Disassembling waste and returning it to the production cycle	4.75	0.45



Dimensions	Questions	Mean	Standard deviation
	5- Use of materials without harm to the consumer in the production and process	4.69	0.48
	6- Availability of quality products at reasonable prices for the customer	4.44	0.73
	7- providing Organic and environmentally compatible products	4.63	0.62
	8. Reducing the use of food additives and colors	4.44	0.81
	9.Design, production and distribution of products with respect to the environment	4.25	0.93
Managers of organizations Individual norms	1- Providing a product in accordance with what we claim	4.81	0.40
	2. Providing the correct information to consumers	4.75	0.58
	3. being sure that products are suitable for consumption and promotion of use.	4.31	0.70
	4. Identification of social obligations towards vulnerable people such as children and the elderly	4.63	0.50
	5. Eliminating individual and demographic differences and equally dealing with employees	4.56	0.51
	6. Avoiding the tactics that harm the customer, such as price fixing, dumping, unreasonable pricing ...	4.38	0.72
	7. Listening to the needs of the customer and provide appropriate suggestions	4.13	0.50
	8- Pursuit of the covenant	4.31	0.87
	9. Observance of consumer rights	4.81	0.40
	10. Meeting customer expectations	4.63	0.62
	11. being active and serious on the way to achieving organizational goals	4.56	0.51
	12. Use all the ability to perform tasks based on job description	4.63	0.62
Marketing mix norms	1.being a Valuable and qualified product	4.50	0.52
	2. Do not Loss and waste of resources in the production process	4.69	0.48
	3. Not having Loss of raw materials for the individual and the community	4.75	0.45
	4. A clear explanation of the hazards of the product and its components on packaging and advertising	4.38	0.62
	5. Pricing in a manner that does not harm the producer and the consumer (based on cost, profit and profit).	4.19	0.66
	6. Avoiding tactics that harm the customer, such as price fixing, dumping, reasonable pricing and ...	4.38	0.62
	7. Avoiding Advertising and Deceptive Claims	4.69	0.48
	8. not defying other products from other companies	4.38	0.81

Dimen sions	Questions	Mean	Standard deviation
	9. Avoiding the promotion of harmful products for consumers	4.06	1.18
	10. Avoiding hoarding and collusion	4.19	0.83
	11. Using dealership for the sale of goods	4.75	0.45
	12. Removing unneeded intermediaries	4.63	0.50
Religious norms	1. Preserving the reputation of the customer	4.63	0.50
	2- Protecting your secrets against competitors	4.56	0.51
	3. Getting help from faith and belief in doing things	4.06	1.06
	4. Having a conscience	4.25	1.06
	4) Having ability to do things (do the right thing right)	4.25	1.24
	5- Commitment to the principles and conditions of the deal	4.75	0.45
	6. Do not swear when selling	4.44	1.03
	8. having Concerns about community problems and helping to resolve them (post-disaster relief)	4.44	0.73
	9. to Spend part of the income to help the needy Voluntarily	4.31	0.60
	10. having a deep and profound understanding of the value of work	4.44	0.63
	11. Finding the purpose and meaning in working life	4.44	0.51
	12-Avoidance of taboos(fainting trade, collusion, decoy)	4.25	0.93
	13. Fulfilling the needs of society in order to obtain divine pleasure	4.38	0.62
	14. hospitality and leniency and compatibility to customers	4.19	0.98

## 5. Conclusion

People think of marketing is buying, selling, earning more money and profit in any way, this is while marketing science has its own rules and principles and ethical compliance is one of these principles. Observing ethical principles in marketing by organizations will play a significant role in gaining legitimacy and competitive advantage in the community. In this study, the norms, or the do's and don'ts that led to the establishment of the ethical marketing system, were examined in the theoretical framework. One of the most important categorization of marketing ethics is the American Marketing Association, which sets indicators of honesty, accountability, fairness, respect, transparency and citizenship. Integrity, trust and partnership (Hunt and Morgan, 1994), credibility and integrity (Gan San, 1995), marketing indicators the ethics

are raised by other scholars. But in this research, according to experts, categories were created with the following titles: social norms, organizational norms, green norms, individual norms, marketing mix norms, and religious norms, in the form of "requirements for the establishment of a moral marketing system", which nevertheless Norms in the organization and implementation of them can be achieved through a comprehensive marketing system. Each of these classes or norms has sub-components in the form of components, and each of the components includes indicators. The results of this study indicated that social norms after implementing the three rounds of Delphi are: Customer relationship management, compliance, social responsibility, quality of work life The stakeholders of organizational norms after the implementation of three rounds of Delphi include: Strategic Management Attitude, Management Tasks, Human Resources Management Attitudes, Integrity, Organizational Citizenship Behavior, Professionalism, Protecting Customer's Rights Green norms after the implementation of three rounds of Delphi include: Conservation of the environment and natural resources, carrying out recycling activities, health and consumer welfare, providing the green products of individual norms after the implementation of the three rounds of Delphi are: honesty, duty, justice and justice, respect, commitment and promise, the attempt and attempt of mixed norms Marketing after the implementation of three rounds of Delphi include: The norms of product, price, marketing communications and the distribution of religious norms after the implementation of three rounds of Delphi are: Affection, honesty, respect for the sacred, the existence of the spirit of the work of the Spirituality, the earning of the money, the servant of the creation of God, each of which has indicators that were analyzed in the statistical section and the highest average of 4.81 was related to index "Observance of Consumer Rights" It is a subcategory (individual norms of corporate managers). The lowest average of 4.06 is related to indicators of "Avoidance of harmful products to consumers" from the subset (marketing mix norms) and "assisting with faith and belief in doing work" from a subset (religious norms). Indicators are fair or ethical standards that can be used to maximize value, equity, and equity in the welfare of the community if they are used in decision making, behavioral and marketing practices.

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