

ETHICS AND COMMERCIAL COMMUNICATION

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Abstract:

The modern economic science was built around the concept of efficiency. In economy the notion of equality is strongly correlated with the notion of balance, such as the market balance when the demand equals the offer. In a broader view, the economy cannot contribute to a reflection on equity unless it re-became a moral and political science or even a philosophical economy. At present, when there is an effervescence of international transactions, we all adulate the need for morality. Everyday, all around the world, regular people are affected by the costs of ethical issues. The profit and social responsibility do not exclude reciprocally. The social value of a company is given by the well-being and the work-places generated, by the products and services offered to the consumers at a fair price in correlation with the quality. The sentimental value represents the value that a person is giving to a good, based on feelings and emotions and not on monetary values. In many cases the passions and the interests are more powerful than the moral value that animates us. A lot of commercials, if they are to say the truth, would recognize that, for them, not the clients are important but the profits.

Keywords: economy, efficiency, ethics, social value of a company, commercial communication

1. Introduction

The term „*economy*” or „*economics*” has a double meaning: it defines an important part of human activity, in which man acquires what is necessary for his existence and development; on the other hand, economics is the science that analyzes and explains this activity, defining laws and guiding called people to make decisions, that is to practice the difficult art of rational decisions. Also, according to A. Marchall, economics is the science that deals with the study of mankind in their ordinary occupations of life.

Modern economics was built around the notion of *effectiveness*. In economics, the notion of *equality* is closely associated with that of the *balance*, for example, in the case of a market equilibrium, where supply and demand are equal. In a more general way, the economy cannot contribute to a reflection on *equity*, but again becoming a moral and political science or even an economic philosophy,

what in fact, the economic regulation and theory of conventions tries to do.

It seems that major “*economic collapses*” have become a way of life in the last three decades, recording over a hundred crises. However, the only surprise about the economic crisis of 2008 was the fact that it surprised so many. Ample street movements in October and November 2011 that started in New York as the „*Occupy Wall Street*”, which included all the capitals in North America and Europe have shown that the general public does not trust that the companies act morally and legally correct. The irresponsible behavior, by cupidity of bankers, was associated with the lack of morality in the economic sector. *Every day around the world, ordinary people bear the costs of the lack of ethics as burden.*

2. The field „Business Ethics”

At this juncture, particularly intense in terms of international economic transactions, we all adulate the need

morality. Moreover, ethics represents a suite of values that has accompanied human history. As a result, *long-term viability of a firm depends on how it shapes, assesses and responds to human emotions.*

On the one hand, *"ethics is the science that studies the moral principles (Crăciun 2004, p. 18), origin, nature, essence, development and their content"* (Marcu & Maneca, p. 283), and on the other hand, *"ethics is the set of rules, values and moral norms governing the behavior of persons in the society or / and determines their obligations generally or in a particular field of activity, in particular"* (Gonzalez 2000, p. 19). *Ethics means the science of good and evil. Economic Ethics* is that branch of economics that deals with the study of economic agents attitudes, leading to avoidance of social conflicts or situations of imbalance that could be detrimental to both the economy and society, in order to obtain knowledge related to a particular ethical code of human conduct (Băcescu-Cărbunaru and Băcescu 2008, p. 153).

Other authors call *business ethics* as *an economic ethics* and define it as a particular form of applied ethics, a set of rules and moral norms aimed at traders conduct in the economic activity, both individually and collectively (Iamandi & Filip 2008, p. 28). In general, *business ethics* refers to rules of conduct of the business man (Dobrescu & Franc 1997, p. 45). As with other areas of human activity, there are certain rules of moral conduct are met by market players in the business world.

Business Ethics is built of rules of conduct that guide actions in the market - the rules by which most people of the same culture, indicates what is right, wrong, good or harmful. These universal values bring together honesty, loyalty, fairness, respect, justice and integrity, considering responsibility in business. *"Honest vivere"* is the first part of a moral of Roman law, exposed by the legal consultant Ulpian, advisor of Emperor Alexander Severus, in *Pandects* and in the legal treatise *Liber singularis*

regularum. The lack of ethics and turpitude are paid!

According to a relentless logic, to these three worlds: *life - economy - society*, correspond three counter-power of the moment: the media, selling delight, entrepreneurs, who sell actions, unions that sell hope (Séguéla 2008, p. 22). *Profit and social responsibility are not mutually exclusive.* We can say that, emotionally, we dependent on the social environment in which we are born and live: we all need the adulation, love, appreciation, respect and consideration from our peers. Thus, in this context, the *moral* reflects the concern for others, while *ethics* is related to decision making that includes the interests of others. Morality is given by the personal decision of an individual to choose what is right as to act ethically requires both a cultural act and a sample of representation and management capacity.

3. The evolution of the science and of the art of marketing

The social value of a company is given by the wealth and created jobs, by the products and services offered to consumers at a fair price in relation to quality. These benefits can be created only by a economically profitable and healthy company. But although it is necessary, the survival in the market is not a sufficient goal for a company.

The most important element in *the big game of marketing* is buyers, customers, the ones who have interests, target groups, or rather, target people. No matter how we call them, it all depends of customers (Arms 2008, p. 24). The capital *„customer"* is one of the company's assets, just as there is the concept of human capital, industrial capital, political capital or real estate capital.

The buying habits of customers have become more sophisticated. Customers today consider appropriate costs of life cycle, not just the purchase price. Customers nowadays are more evolved than 30 years ago, because they have information to which previously did not no access. The satisfaction of the customer

is not just a matter of sales and marketing. To some extent, it affects all the structures of the organization. Many companies talk about customer orientation, but unfortunately consider the client as an inferior being or group.

The sentimental value is the value that a person gives to a good, based on feelings or emotions and not on monetary value. Such values cannot be expressed in monetary terms and therefore cannot be ensured. In order to generate demand, is has not been enough to aim the rational mind of the consumer with the classical model of positioning, but his emotional or affective component side. Akerlof, a professor at Berkeley, Nobel Laureate in Economics, opines: „In order to understand how economies work and how we can manage and develop them, we must be careful to the structure of thoughts that animate ideas and feelings of people, their *animal spirits*. We will never really understand the important economic events unless we realize that, in reality, their causes are largely mental" (Akerlof & Shiller 2010, pp. 23-27).

So, marketing concepts adopted in 1990 and 2000 reflected the *brand management* discipline. The question that arises now is, if in 2014, consumers will spend more cautiously than before the crisis. If the costs are low, then the aperture of economy will be slow, and therefore marketers will toil more than ever in order to separate consumers from their money.

The cornerstone of Keynesian economic theory is the notion of *multiplier* - a concept originally proposed by Richard Kahn, adopted by Keynes and repeated by John R. Hicks. Today, we can also think about the *multiplier of confidence* as resulting from various rounds of spending. This represents the change of income resulting from the change to a unit of trust, regardless of how it can be designed or measured (Akerlof & Shiller 2010, pp. 39-43). *Today, there is more confidence in horizontal relationships than in those vertical: consumers believe in each other more than they believe in companies.* According to the Nielsen

Global Survey, fewer consumers rely on advertising generated by firms. 90% of surveyed consumers trust the recommendations received from people they know and 70% of them give credence to the opinions posted by customers on the Internet. In a survey in 2009 on the subject of the image of various professions, only 16% of respondents said that they respect the integrity of the directors of companies. The professions related to marketing (auto sales representatives, advertising managers) enjoyed the little admiration from the audience. Note: (1) leaving of customers generates losses of thousands of dollars; (2) leaving of customers means the loss of some opportunities and the damage on image; (3) win back customers is easier than people think; (4) the strategy of regain is vital in customer relationship cycle.

Current criticism to marketing is due more to poor response capacity of firms, rather than a failure of the theory itself or a low capacity to assimilate in practice. The new more demanding client, widening product offering and global overproduction creates a more increasingly pressure on marketing tool.

Over the past 60 years, marketing has moved from being focused on products (**Marketing 1.0**) to orientation towards consumers (**Marketing 2.0**). Companies expand their area of focus from products to customers and then to problems of mankind. **Marketing 3.0** is the stage when companies move from a focus on the consumer to humanocentrism and the profitability is brought into balance with corporate responsibility. The value of the product is defined by the consumer, however, consumer preferences differ and vary within wide limits. The company harvested its profits from creating superior value for customers and partners. *The company sees its customers as a strategic point of view, approaching them in all their aspects as human beings and attention to their needs and concerns. Current marketers try to reach to the minds and hearts of consumers.*

Greatly, consumers are looking for solutions to their anxieties on the possibility to do a better place in the globalized world. In a world full of confusion, they seek to use those firms that address the deepest human aspirations in terms of social, economic and environmental justice, in what they propose as a mission, vision and values. In stage 3.0, marketing must be redefined as a harmonic triangle of mark, of positioning and differentiation, meaning the **3i** - *brand identity, brand integrity and brand image*. Thus, *collaborative marketing is the first constructive element of Marketing 3.0*.

The recent financial disintegration led to increased poverty and unemployment. Diseases become pandemic. Climate change and pollution worsening obliges world countries to limit carbon dioxide emissions into the atmosphere, but at the cost of increased burden for businesses agents and ultimately consumers. These changes, along with others, will require a major rethinking of marketing. The concept of marketing can be regarded as an element of counterbalance to the concept of macroeconomics: whenever the macroeconomic environment changes, so will consumer behavior, which will lead to marketing to change him.

4. Current stake and principles of commercial communication

In general, *commercial communication is related to product or brand*. Advertising and communication sector faces an economic mutation and unprecedented internationalization of markets. Also, globalization of trade and markets emphasizes economic tensions.

„*Two thirds of what we see is behind the eye*“, says a Chinese proverb. The way to raise one's heart has not changed since the time of the Trojan War, the terror imposed by Genghis Khan or Tristan and Isolde stories, or with Romeo and Juliet. If the brand does not make people feel better about their lives, relationships and their dreams, not much else matters. Message is not in the

circumstances or contents, not even in the sense that it bears; the message consists of „*feeling*“ (Newman 2006).¹ *Brand means emotionality* (Hill 2010, p. 200). It is estimated that over one third of the wealth of the world is located in the minds of people as brands. Properties of a brand provide its physical presence in the real world above and beyond the product itself, creating a tangible benefit that adds value. *Over 80% of purchasing decisions are influenced by the message conveyed orally*. Those who run businesses must rethink how their company culture leverages non-rational things.

Products and brands today are part of a whole new world economy, called „*attention-based economy*“. The aim of advertising is to shed light on an offer that was not visualized or was ignored. The formula is: consumers need to see, to want, to feel that they need. The best advertising is addressed to universal human desire to have something new and good quality. Clear and simple, the advertising is based on consumer hope (Hill 2010, pp. 243-245).

If we make a trip to a supermarket, we will identify a series of tens of thousands of brands who strive hard to be observed and „collected“ by consumers. No wonder that many brands fail to survive and, in time, they become memory. Customer loyalty is a source of profit for the company: 20% of customers generate 80% of the turnover of the company. The loss of the best customers is catastrophic for the firm, where the idea of diversifying the use of the proposed products (complementary or cross-selling), and the development of a personalized relationship, or „*one to one*“ with customers.

It is now necessary to find products for customers and not customers for products as before. Existing firms are not

¹Michael Newman - „*Creative leaps. 10 lessons in effective advertising inspired by Saatchi & Saatchi*“, Brandbuilders Grup Publishing House, 2006, pag. 22, 29, 48, 203, 267

only interested in market share, but on the *share of customer*. The companies need to know *value of the long-term customers*, based on three elements: (1) market share on the client; (2) the lifetime of the client and whether it is equipped; (3) the cost of commercial activities conducted.

Customers hustle against a strong influx of information coming from all directions - a person receives on average 300 messages every day (Fisk 2008, p. 19). On average, we spend about a year and a half of life, only on television commercials. Advertising has an effect on most people, and not just on the „more gullible“. The typical advertising world that we could have been imagined and those who advertiser, always know exactly about the effects of their advertisements proved far from reality. The truth is, *there are several ads that are not successful at all, only ads that have a remarkable success*; the overwhelming majority of advertising has mediocre effects, at best.

The design approach of advertising communication actions are due the following principles:

- *Argument selection principle*, whereby the effect of publicity actions is conditioned by the choice of that particularity of the product or service that is expected to be the most striking, the most compelling, the most memorable and at the same time, most liable to trigger the act of purchase. For example, a smile creates a sense of intimacy that cannot be achieved using other tools for sale. The humor increases the probability that an advertisement is repeated by word of mouth. The humor means interactivity, and interactivity increases storage capacity. The humor arisen to participation. It invites people to befriend. To be „cool“ may be better than the to be OK. Flipping stereotypes and breaking taboos connects with younger audiences and more media concerned (Newman 2006, pp. 247-248). A subliminal advertising, which determines consumers to unconsciously choose certain goods or services or change their normal behavior, could constitute a deceptive or unlawful practice. For example, hidden messages

are indeed especially in the song of Led Zeppelin - „*Stairway to Heaven*“, which contains the phrase „*there's still time to change*“. Sung in reverse, it becomes „*Ah, I worship you, my sweet Satan*“ („*so here's to my sweet Satan*“). Or Queen - „*Another One Bites the Dust*“, backwards would send „*It is fun to smoke marijuana*“. Some Disney movies are accused to contains erotic images hidden in the background. Does KFC use subliminal messages? The smell plays an important role in the process of persuasion. *Aromatherapy* is a new segment of the perfume industry. Different flavors are sprayed in casinos, airplane cabins, hotel rooms, clothing and automobiles leaving the assembly line. British Airways refreshes closed air of its waiting rooms perfume „*Grass Meadow*“ („*grass meadow*“). Fast-food restaurants exude a smell of spray dose for a name like *RTX938PJS*, an aroma stimulating the seductive scent of *cheeseburger - fresh - roasted - to - bacon*. The sensory branding is becoming increasingly known. Because of the ban on cigarettes, Philip Morris offers financial incentives to owners of bars in return for which they use color schemes, specially designed furniture, ashtrays, suggestive tile etc in decorating of locations, that play Marlboro spirit (Lindstrom 2011). *Subliminal perception* occurs when the stimulus is below the level of consciousness of the consumer. In marketing, it is often essential to know if the difference between two stimuli will be perceived by consumers. The most common subliminal stimuli are inclusion (hiding the words or images in the background); subliminal loading (words or images that appear so quickly that are not consciously recognized, researchers have demonstrated that subliminal stimuli can influence attitudes, emotions and behavior - for example, repetition of very short clips of a sixteenth second on a computer screen); subaudible posts that are so low or so high that cannot be heard consciously; recording messages backwards (Gass Seiter, 2009, pp. 335-345). The fact is that most marketing

professionals try to create messages that exceed the threshold of consciousness of consumers.

Media convergence principle, which requires the harmonious combination of all possible means in order to provide the best enhancement of the previously selected advertising argument, requiring that the ways of exposure of the ad argument chosen to be adapted so each mean in part and intended audience by CAMPAIGNS. *Brands should establish links between people through meaning, not product quality.* The more fragmented media becomes, the more human communication must become. Current forecasts of media segmentation shows that the imposition of a global brand or a national one may take less than 10-15 years. Entire companies are built around consumers experience with brands based on emotion. *Brands can be quickly analyzed in human terms:* they have a name, relatives (line extensions), they have clothes (how it looks), they speak (through their commercials) talking about them (in editorials and on the street) they act (responsibility / public behavior) and have a reputation (Newman 2006). People process the information in two fundamental ways: through verbal language, using thought and logics, and by intuition and image. Although research suggests that we often use both processes simultaneously, however, the stronger paramount process is the image. Picture defies logic and cannot be challenged. It cannot be denied or contradicted with arguments. The words have antonyms, images don't. Images of beauty, power, high social position or wealth causes automatic reactions. For example, images of attractive bodies are more used to sell diverse products, and now serve to promote a healthier lifestyle. For thousands of years, an exciting body language has spurred people to act. Images of faces or bodies always attracted people and have the ability to excite, which appeals to the instinct of reproduction. Public health research has shown that image triumphs over logic (Andersen 2009, 304-306).

Advertisements on billboards Nolita presents a Frenchwoman of 27 years, and looking like a corpse called Isabelle Caro, who weighs no more than 31 kilos. The slogan is: „*No Anorexia*“. A disadvantage in using images and sexual appeals is that it could lead to undesirable social consequences, as we have illustrated. Feminine ideal type proposed in the media is extremely weak, with a body shape unobtainable for most women. No wonder that, according to studies, increasingly more women are dissatisfied with their own body. Media representations of the ideal male body are as unrealistic as it makes men feel inferior. Some resort to banned substances, including steroids in order to change their attire. Advertising professionals have the right not to publish an advertisement if it deems offensive, as Elle magazine did when they left a blank page instead of publishing the Benetton advertiser with a man dying of AIDS.

1. *The principle of uniformity advertising* that starts on the one hand, from the idea that advertising in any of its forms, can be adapted to the specific personality of each potential consumer, on the other hand, the fact that the market of a product, a service or a company, is made both for typical consumers and from a number of atypical consumers. Therefore, *advertising should be designed so as to act on typical consumer categories.* Many brands are conducted globally; the disappearance of trade barriers, added to the development of planetary communication technologies, such as the Internet, has helped companies to expand faster than ever into new markets. However, many companies have mistaken the era of globalization with an era of homogenization. Cultural differences between countries, often even within the same country, can greatly affect the chances of success of a brand. For example, when Whirlpool launched its refrigerators in the Indian market, it was found that they did not want dimensions larger than the standard of 165 liters. In Taiwan, the advertising slogan (one) of Pepsi „*Return to life with Pepsi*“

Generation" was translated „*Pepsi will bring your ancestors from the grave*". In Italy, a promotional campaign for Schweppes Tonic Water failed in translation: „*Schweppes Toilet Water*". Buyers from Latin America laughed on Chevy Nova car from General Motors, because "NO VA" mean in „*doesn't go*" in Spanish "Mitsubishi Pajero Sport car created unease in Spain where „*pajero*" is the slang for „*masturbator*". Fiero car from Toyota has sparked controversy in Puerto Rico, where „*fiera*" translates as „*ugly old woman*". Ford failed in Brazil with the Pinto model, discovering too late that the Brazilian-Portuguese slang „*pinto*" means „*small penis*". Swedish company Electrolux has sparked annoyance in the United States when for its vacuum proposed the standard slogan in local translation „*Electrolux sucks best*". Coors beer had bad luck in Spain with the slogan „*Let it flow*" which was translated „*You will suffer of diarrhea*". When Clairol launched the curly hair device Mist Stick in Germany, they later found out that „*Mist*" was the slang for „*manure*". Parker Pens alarmed the Mexican market as ads that the English were „*will not flow in your pocket and will not embarrass you!*" was translated into Spanish by „*will not flow in your pocket and will not let you pregnant!*" (Eng „*embarrass*"-, „*to embarrass*" the Spanish term resembled „*embrazar*" ie "to fertilize"). The company American Airlines wanted to promote the business class to Mexico, focusing on leather seats, very comfortable using the slogan „*Fly in leather*", which in Spanish translates „*Vuelo en Cuero*". Unfortunately, the expression „*en cuero*" is used in slang for „*naked*". It turned out that Mexicans were not big fans of nudism at high altitude. KFC slogan „*You will lick your fingers!*" was translated into Chinese for the Hong Kong market „*you will eat your fingers!*", so that most customers were satisfied with the fries (Haig 2008, pp. 165-179).

2. *Principle of respect for human beings.* In this context, we note the following requirements: decency, which requires that advertisements should not

contain any written statements, oral or visual representations, express or implied, that are likely to violate the moral principles of society; loyalty, respectively the conceiving of advertising design actions so as not to take advantage of trust or lack of knowledge of the public (must never exploit the feelings of fear or superstition, but will seek to consolidate public trust); truth, by which any exaggerations about the qualities, characteristics and functional use are avoided, or the benefits that the buyer would have from using the goods or services for which advertising is performed). Advertisements addressed to children or adolescents should not contain statements or representations that would harm them in physical, mental or moral terms. Also they shouldn't exploit the natural credulity of children's naivety and inexperience of teenagers. For sufferers, advertising must not give birth to false hopes. In addition to these, the unwritten laws of advertising require the following: the certification or statement of officials or nominated persons cannot be used without their consent; certificates or statements of those concerned have played exactly how they were made, respecting their content and meaning; any picture, representing an identifiable person, cannot be used in advertising without that person's consent.

Frequently, neuromarketing and aggressive advertising have become instrumental in altering normal behavior of choice and consumption of food. In this way, *advertising and chemistry of the dish fool the brain*. Neuromarketing creates advertising spots with a powerful impact on the brain as stimulating emotions and dropping them to create food addiction. The reaction to the food commercials spots is one irrational, involving young beautiful or paradise places with food set forth in this context. As noted above, children are exposed to alluring, deceptive advertising influences of food, and changing and crystallizing their bad eating habits. Today, supermarkets are full of the so-called traditional products, which are basically crude forgeries,

fooling and violating consumer rights. For instance, we can find „*traditional cake*“, „*traditional meat products*“, „*traditional prepared dishes*“ etc., which reveals the lie by just reading labels, because they contain a number of food additives of synthesis, E's, artificial fats, edulcolorants, synthetic artificial flavors and production technologies and the recipes have nothing in common with the true specific traditional foods. Heineken Romania risk with the name of „*Ciuc Natur Radler*“(2013), proposing a beer containing 37% bear (water, malted barley, hops), 63% lemonade (fructose, water, juice concentrate lemon, orange juice concentrate, orange extract, lemon natural flavor, antioxidant - ascorbic acid, stabilizers - gum of acacia, ester gum, locust bean gum).² for the market of Romania. Sausages and health have nothing in common. Children should not consume any gram of sausage or margarine. The commercial for Fox (May 2014) presents children and states that salami is for „*the talented*“ . Even if the law requires manufacturers to pass all components manufacturers in Romania on the recipe label, they are reluctant to reveal the true quantities of meat in a product. Following the label, we see that from a list of about 20 ingredients in some products, only one represents the flesh. The rest are phosphates, nitrites, nitrates, synthetic fragrances and dyes, more salt and water. *We buy water at the price of meat*. There are additives that were not enough toxicological tested, but the manufacturers have started to use extensively. Of these phosphates, excess calcium prevents bone fixation. What does that mean for children? Flavor enhancers cause an increased or dependent appetite. Monosodium Glutamate (E621) gives a very good taste, it stimulates the appetite and makes

you eat continuously. Colors are „*bombs*“ to the body. For example, carmine red, „is extracted from an insect. The chemical extraction process uses aluminum. Chronic use can damage nerve cells and the highest risk is the Alzheimer. Daily consumption of meat in quantities greater than 50 grams increases the risk of colorectal cancer by 21% (Mencinicopschi 2010). The logo „*natural* “should not be attached to a yogurt that among other things contains powdered milk (yogurt Covalact Country -, „*Too good. Too as in country*“).

Rituals and superstitions are defined as not fully rational actions, being characterized by the belief that the future can be influenced with the adoption of certain behaviors, despite the fact that there is a causal relationship between the conduct and result thereof. For millennia, people have been fascinated by their dreams and in the last century, many psychologists have conducted a study on the subject, the pioneer of this field is Sigmund Freud (Berry 2011). As the world becomes more unpredictable (stress, natural disasters, wars, famine, torture and global warming), the more groping, trying to gain control over our lives. The more we experience anxiety and uncertainty, the more we adopt a superstitious behavior and rituals that guide us in life to a greater extent. It was scientifically proven that certain rituals are beneficial to our mental and physical wellbeing. In a troubled world that moves fast, we all seek for sensitivity and familiarity, and *rituals related to the products create the illusion of comfort and belonging to something*. It seems that often, buying a product is a ritualized behavior rather than a conscious decision. Most of us are products of customs, but superstitions and rituals can take forms that are not limited to how to consume a product. For example, rituals related to food are everywhere. The act for collection, like a ritual, has the gift of making us feel protected and safe. If people are willing to pay more money or less money for things like land and water, in whose religious or spiritual significance

² Why do you drink beer? At the Beer Institute we void with all the myths and false reasons for which is said to have a beer. Attend the classes of the Institute and if you graduate, we will reward you with Ciuc Premium beer, which to drink as you like: just for its taste.
<http://www.ciucpremium.ro/> (!)

they believe, then surely spirituality and branding are inextricably related. Products and brands trigger certain emotions and associations, depending on the look, texture or smell. Coca-Cola cultivates the mystery about his secret formula - a recipe mysterious, distinct, containing fruit, oils and spices, which the company keeps in a safe deposit box of a bank in Atlanta. In recent years, a trend has emerged in the global cosmetics industry, to cultivate the mystery around a brand that claims that the perfume will match the DNA of the wearer. Most of us perform a number of common and predictable rituals, since we wake up until we turn off the lights. As examples, the ritual of shaving, dining in the company of other people, evening prayer, etc., all these induce a state of relaxation. At Air France, Iberia and Continental, we do not find the row number thirteen. Far East buyers can enter a prayer on the site of Nestlé which, they believe, will be sent to „higher courts". During the show Super Bowl 2004, Janet Jackson suffered a fashion accident that allowed viewers to admire his bare chest for a few seconds. The crowd was „so offended " that the incident has become one of the most popular moments on Google and TIVO in television history. Television and print ads are full of calls to sex. „Sex sells!" ,says the advertising. The unspoken idea of the messages that use sexual appeals is (1) if you use product X, you will look, you will behave or you will feel sexy, or (2) if you use product X, others sexy persons will be attracted to you. *Provocative ads* are nothing new, although over the years have become steadily more flashy. According to the paper in 2005 „Sex in Advertising: Perspectives on the Erotic Appeal", about a fifth of advertising uses sexually explicit content in order to sell products. In 1990, Pepsi had to withdraw the design „Cool Can" from the market, specially designed, following a consumer complaint, claiming that when the boxes available in packs of six were displayed on shelves, they formed a pattern with the letters s-e-x. In a magazine of 1971, a flight attendant of National Airlines

Company winks to readers: „I'm Cheryl. Make me fly". A year later, there was an increase of 23% in the number of passengers of the company, which has occasioned a new series of ads in which flight attendants promise: „You'll fly like you've never ever did". Since 2007, the German company Vivaeros claims that it bottled the smell of sex in the form of a "vaginal bewildering perfume" for men named Vulva. Mariah Carey, in the 30-second ads for the fragrance M, appears naked, humming and stroking it under a tropical forest dew that cascades over her. According to estimates, over three quarters of male underwear is bought by women for men; 90% of all Gillette razors are bought by women for men in their lives. Women are happy to imagine that their man is as fit, virile and muscular as mannequins in advertisements (Lindstrom 2011). Those from Bergenbier argue „Friends know why". Calvin Klein sells jeans for decades, with the image of lascivious teenagers. Officially, the fashion house Calvin Klein argues that all used models are over 18 years old. Advertisements for those products sparked public anger and protests. Despite the controversy, Calvin Klein commercials for products had a resounding success, especially when they were backed by powerful images of celebrities such as Brooke Shields, Marky Mark, Kate Moss and Tyrese Gibson. Sex is successful and sex and celebrity are more successful. Revealing ads have become almost commonplace in the past decade. Advertisements of the company Christian Dior at *Svelte* cellulite creams have many nude hips and ass. Ads at *Glow* perfume of J. Lo leaves very little imagination and Sophie Dawh advertises naked to a *Opium* perfume. The advertisements for alcoholic beverages are not far from cosmetic advertisements regarding the use of sex to promote products. Such advertisements often suggest that drinking reduces inhibitions and increases sexual pleasure (Andersen 2009, 307-313). Sylvester Stallone is the pioneer in advertising „*Russian Ice vodka*" and Krescova brand is proposed

by the spot as „*My secret? - Vodka Krescova! My Russian comrade*“. Besides sex, images of power are probably the most frequently used in advertising. The audience of these ads are divided into two categories: men who had idolatized these sports heroes and see in them some physical models, and women who believe that these stars are the embodiment of force, physical charm and social position. Movie stars and rock images are the most salable of all. J. Lopez, Madonna, Britney Spears, Mick Jagger, Mel Gibson and Ben Affleck exceed the limits of their bodies and become images and idols of their own existence. The images of these celebrities transcend their human existence and seem to get their own authenticity. Exciting images for our soul. They arouse emotions that viewers cannot control: fear, joy, desire and power. It seems that these ads are very effective and loaded with action to draw attention to the younger population and to promote among its various products. Moreover, sales to younger consumers actually supported the American economy in the last decade. Rapid body language of extreme sports, sports superstars and the heroic deeds of radical actions attract another group especially at the amateur thrill. About 20% of the population is made up of adrenaline addicts, which sociologists label them as „*amateur extreme sensations*“, a group that brings together people of all ages and both sexes, but is represented mainly by young men. Hunters of sensations manifest all sorts of risky behaviors, from practicing unprotected sex to getting drugs, from drinking excessively to use less lotion for the beach. James Bond flaunts the commercial for Heineken.³ Generally, the commercials must respect human rights.

³ For more than half a century, James Bond ordered to bar on a bland tone, „Martini and Vodka - cocktail shaken, not stirred.“ The new Bond (Daniel Craig) has changed its traditional drink for Heineken.

<http://www.dailymail.co.uk/news/article-2206593/James-Bond-swaps-Vodka-Martini->

• *Fair advertising.* Result of spectacular development of advertising, with fair forms of development, also appeared the unfair ones. As unfair and quite controversial forms are envisaged: comparative advertising, misleading advertising, publicity that undermines human dignity and public morality, the one that includes discrimination based on race, sex, nationality or religious beliefs or political attempts and subliminal advertising. Comparative advertising involves presenting the comparison of two products, one of the enterprise which calls the advertising and the other of a competitor enterprise, highlighting the favorable characteristics of the first product. Comparative advertising is permitted in the USA, Ireland, Canada, Denmark, Norway, Sweden, Finland and banned in Germany, Austria, Belgium, Spain, Italy and Luxembourg. False deceptive advertising, aims to highlight some features of the product, but are not really found, a net disadvantage to the consumer. Although it is difficult to prove that the „false“ advertising for specific products can be categorized rather „misleading“ because certain characteristics or performance of the product are exaggerated (Cruceru 2006, pp. 80-82). *Anti advertisement* or *anti publicity*, as is often called, is aimed at consumers who do not trust the media. Anti advertisement sell goods and services mocking advertising. The slogan for Sprite is „*image does not matter, thirst is everything, follow your thirst*“.

Consumer appetite gave birth to global culture of „*adolescence*“ stimulating greed. Increasing production capacity of the world makes modern man to chase after the desire to possess, not by ideals. Adolescence is a modern phenomenon characterizing a special category of middle class. It focuses intermediate age between childhood and adulthood and is characterized by the temptation to spend too much, in order to meet the need for identity, buying clothes,

[pint-Heineken-controversial-product-placement-deal-new-film.html](http://www.pint-Heineken-controversial-product-placement-deal-new-film.html)

shoes, music, IT products, etc. Teenagers avoid responsibility, seeking to postpone as long as possible adult status. If, indeed, the desire for possession is what defines us first today, then we will not ever believe that we have adequate cash or credit lines. With globalization, „*adolescence*” American culture of indifference, of unbridled consumption, of wastage and lack of responsibility reaches worldwide. Everywhere parental authority weakens their influence. For despair of nationalists and traditionalists everywhere, teenagers of the world prefer jeans, shoes, fast food products etc. Across the world culture revolves around the malls shopping mania. Everywhere, market trends are determined by how young people and women choose to spend the money to build their new identity with the products they buy.

Half of the food in the world, more than two billion tons of food, is enough to be thrown in the trash, according to a study by the Institute of Mechanical Engineering in the UK. This is caused by improper storage conditions, by the expiration date and disinterest of consumers for certain products. Experts say that every year, the world produced four billion tons of food and 50% of this amount comes to be labeled as „food waste.” These foods may be used since there is famine in different countries of the world. MEPs called for 2014 to be designated as „*European Year against waste food*”.

5. Conclusions

Frequently, passions and interests are stronger than the moral values which animate us. Many dealers, though they would speak the truth, from the heart, would recognize that customers are not important to them, but the lure of profits. It is important to note that *not the desire to trade for profit, awakens hostility*; in fact, we all share to some extent such a desire. True perfidy and the thing we must not tolerate is any attempt to make profits in a way that threatens the validity of

„*shortcuts*” or „*thumpers*”⁴ which are used. „*Ethical paradox*” refers to interrogation of the commercial - to assume responsibility and economic risks inherent in its action, or to remain on moral judgment, abstract, free of charge job? We can agree with the fact that in business, a series of moral values - compassion, selflessness, love for others close can lead to bankruptcy, and on the other hand, the words of Niccolo Machiavelli „*end justifies the means*” is specific to the business to the extent not exceeding the limits of a normative model proposed by the company.

Consumers of the world choose one brand or more in terms of social responsibility demonstrated and by the company's attitude towards its staff, rather than depending on other criteria such as price, warranty period (validity), etc., and few transnational companies manage to build a flawless image ...

In fact, *what do customers really buying?* Customers buy benefits, not features; customers buy solutions to their problems; buy promises that you make and promises that they want themselves to become reality; they buy the credibility that you enjoy; they buy you, your employees, the department of services; they buy health, success, security, love and acceptance; they buy guarantees they you offer and the reputation that you enjoy and your good reputation; they buy other people's opinions about your company; they buy consistency that they have noticed on you; they buy the importance of mass media in which your offers appear; they buy the possibility to choose; they buy the fact that they do not risk guaranteed by you; they buy acceptance by others of your goods and services; they buy convenience in purchasing, payment etc .; they buy respect for their ideas and personality; they buy your identity as it was sent by

⁴ „*Thumpers*” means twaddle, lies. The word comes from Brasov and the expression „to say thumpers” from the former Brasov merchants who bring their goods to the country, and recommended it with all sorts of exaggerated praise (n.a.)

marketing; they buy good taste, clarity, comfort, style, skill and honesty; they buy success - your success, which can lead to their success.

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