

Moral Perception and Consumer Perspective of Enterprise Marketing Behavior

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Abstract: Although the theoretical literature of marketing ethics is quite rich, the research on enterprise marketing ethics from the perspective of consumers is relatively scarce. This paper attempts to solve these two problems through empirical analysis from the perspective of consumers. First of all, when consumers judge the marketing ethics of enterprises, they pay more attention to which indicators and how much they pay attention to each indicator. Second, whether different consumers have different understanding, that is, the influence of demographic factors on consumers' moral cognition.

1. Introduction

In a modern sense, we focus on marketing ethics that began in the 1960s in the United States. However, from the perspective of literature review, most researchers focus on the ethical issues of sellers. That is, in order to bring the greatest benefits to consumers and society, what kind of ethics should manufacturing enterprises follow and how to make ethical decisions. However, there are few researches on marketing ethics from the perspective of consumers (buyers)[1]. Consumers are the main participants in business activities. In the study of marketing ethics, the understanding of marketing ethics is not complete without considering the views of consumers. The judgment of enterprise marketing ethics is very complex. False advertising, collusive pricing, selling fake cigarettes and alcohol to consumers are all immoral marketing behaviors. However, some marketing methods, such as high-pressure marketing, too fast price rise, priority price for big buyers, and clustering ads for children, are very unethical. Different actors have different judgment and evaluation standards for the marketing ethics of enterprises. Consumer is an important market power to evaluate whether the marketing behavior of an enterprise conforms to the ethics and resists the marketing ethics. In addition to the role of "vote with money" in choosing superiors and feeling inferior, they can also form "pressure groups" to protect their rights and promote the formulation and application of relevant laws. From this point of view, the ethics of enterprise marketing activities for consumers should be considered as one of the main business activities. Therefore, when making marketing decisions, enterprises need to fully consider the emotions and opinions of consumers, so marketing decisions meet the moral requirements of consumers[2]. Therefore, we should not only understand the overall evaluation of enterprise marketing ethics, but also make clear the evaluation of enterprise marketing ethics by consumers. Through empirical analysis, this paper investigates the marketing ethics of Chinese consumers from the perspective of consumers.

2. The Proposal and Explanation of Research Questions

In a modern sense, we focus on marketing ethics that began in the United States in 1960. Through nearly half a century of research by academic groups and research groups, the theoretical research of market ethics is very rich. However, according to the literature review, most of the researchers focus on the seller ethics. In other words, how to follow the ethics of manufacturing enterprises, how to bring maximum benefits to consumers and society, and how to make ethical decisions[3]. However, there are few researches on marketing ethics from the perspective of consumers (buyers). Consumers are the main participants in business activities. In the research of marketing ethics, the understanding of marketing ethics is incomplete without considering the views of consumers. The judgment of enterprise marketing ethics is very complex. Fake advertising,

conspiracy to price, sales of fake cigarettes and alcohol and other irrational marketing practices, but the promotion of high pressure, excessive price rise performance, huge price concessions of buyers, inflammation, and then several marketing practices are advertising for children's purposes. That's more ethical. There are contradictions between different actors' judgment and evaluation standards of enterprise marketing ethics[4]. Consumers are an important market power to evaluate whether the marketing behavior of enterprises is in line with the ethics, and they resist the improper marketing ethics. In addition to the role of "money vote", choose the best and exclude the worst, they can also establish a "pressure group" to protect their rights and promote the formulation and application of relevant laws. From this point of view, the ethics of enterprise marketing activities should be considered as one of the main business activities of consumers. Therefore, enterprises make marketing decisions according to the moral conditions of consumers. When making marketing decisions, we should give full consideration to the feelings and opinions of consumers. Therefore, enterprises should not only understand the comprehensive evaluation of consumers on enterprise marketing ethics, but also make clear the evaluation of consumers on enterprise marketing ethics. This paper analyzes the marketing ethics of Chinese consumers from the perspective of consumers.

Table 1 Descriptive statistical analysis

Factor	Minimum	maximum	mean	Std. Deviation
Product authenticity	2.06	5.00	4.1466	0.49062
Price fairness	132	4.93	3.2342	0.60204
High pressure promotion	1.00	5.00	3.1356	0.68146
Technological superiority	1.80	5.00	3.1317	0.886679

3. Research Design

The survey conducted a consumer survey. The content of the questionnaire survey investigates consumers' evaluation and understanding of enterprise marketing ethics[5]. In the questionnaire survey, 48 kinds of marketing activities of enterprises are explained from four aspects of products, prices and promotions . It is necessary for consumers to judge these behaviors and understand whether they will affect the judgment of enterprise marketing ethics. Take question 9 (QX 9) in the first part of the question "product" as an example, and take the moral cognition of "the consistency between the actual quality and the agreed quality" of consumers as an example. Does the consistent quality level affect the evaluation of enterprise marketing ethics? "The interviewed consumers, 1" very important ", 5 means" very important ", meet the 5-level scale, and their response is completed. It is very important to evaluate the impact of consumer preference score on the evaluation of enterprise marketing ethics. The second part is the personal data of the consumers, including five factors: gender, age, occupation, monthly family income and education level. Data collection began in Wu Han in September 2003. In order to improve the rate of questionnaire recovery and ensure the quality of questionnaire response, face-to-face survey and on-site collection were used[6]. A total of 847 consumers were surveyed. After the consistency test, 72 questionnaires were deleted and 775 valid ones were retained. Distribution of consumers according to the questionnaire

4. Statistical Analysis

This research is exploratory. The typical analysis idea is the first part of the questionnaire, that is, the moral evaluation of consumers and the cognition of marketing behavior of enterprises. After factor analysis, in order to further understand the consistency and stability of common factors, reliability and appropriateness of the questionnaire were analyzed[7]. Then, descriptive statistical analysis is carried out based on factor analysis to solve the first problem. Finally, in order to explore

the differences of consumers' moral perception, and to solve the second problem, the first and second part of the data were analyzed separately.

4.1. Factor Analysis

"Reliability and reliability of product signal" mainly refers to the consistency of products provided by enterprises with respect to quality, information, function, safety and the independence of products they promise to provide. This factor covers most of the 16 business marketing behaviors in the questionnaire. It shows that the ability of questionnaire is very strong. in other words[8]. "Fair and reliable price" mainly refers to the use of other interest groups by the company's "price" tool in the marketing process, and the profit and surplus of other competitors and consumers (including consumer surplus and producer surplus) are used for manipulation or segmentation. In factor analysis, the scatter contribution rate of this factor is 17.25%, and its importance is only the factor of "real and reliable product signal". The cumulative variance contribution rate (38.31%) of the two factors of "fair price" and "real reliable product signal" is reliable, and the cumulative variance contribution rate of all factors is more than 50%, and the investigation project is mainly composed of these two factors. Explains the elements. " "High pressure promotion" refers to the use of high-intensity means such as coercion, temptation, coaxing and tracking mania in the marketing process to obtain benefits from consumers. The decentralized contribution rate of the "high pressure promotion strategy" factor is 10.54%, and the "social responsibility" with strong explanatory power reflects the attitude and contribution of enterprises to society. It includes the environmental awareness of the enterprise, the enthusiasm to participate in public welfare activities and the fulfillment degree of regional responsibility. It can be seen from that the index variables qx18, QX - qx6qm2 and QX3 under the factor of "social responsibility" are all over 0.68. Then, there is a strong correlation between these factors and index variables of "social responsibility". "The advantage of enterprise science and technology" is usually for itself, in order to obtain the improper benefits of the use of technical means[9]. The decentralized contribution rate of "taking advantage of the technological advantages of enterprises" is very small.

4.2. Reliability and Validity Analysis

In this study, Cronbach coefficient is used to evaluate the reliability of sample data. The statistical results show that the Cronbach coefficient of the whole questionnaire is 0.8667, and the reliability and stability of the whole questionnaire are very good. Let's look at the common factors of Cronbach coefficient. The Cronbach coefficient of "using enterprise technology advantage" is less than 0.5, others are close to or more than 0.7. It indicates that the reliability of each element project is within the acceptable range, and the internal consistency is better.

4.3. Validity Analysis

From the perspective of appropriateness analysis, this study uses content factors and composition appropriateness to determine the problem items and constituent elements of each factor. The study shows that the two types of feasibility analysis can play a better role in interpretation. Let's first look at the appropriateness of the content. The choice proposed in this study is based on the literary theory of scholars at home and abroad. After the interview of three consumer focus groups, they also visited consumer groups, Price Management Bureau, industry and business management and other relevant departments. They thought that the important evaluation factors of the enterprise's marketing ethics were formulated to ask important conclusions[10]. The questionnaire survey was also studied and modified several times by members of the research team. At the end of the questionnaire survey, we sorted out two pre answers for consumers and summarized the questionnaire survey. Therefore, we believe that the scale of this study has a high content appropriateness, and then the components of the extracted factors also have a high content Appropriateness. The structural appropriateness can be verified by factor analysis. The initial factor analysis first gives the test results of kmo (Kaiser Meyer Olkin) and Bartlett. The kmo value is 0.847, indicating that the sample is high enough for factor analysis according to the standard given by Kasier et al. The probability given in Bartlett's spherical test is 0.000, less than 0.05. Therefore,

we reject the null hypothesis of Bartlett's sphericity test, and study the appropriateness and main reasons of the questionnaire.

5. Conclusion

Through the above empirical analysis, from the perspective of consumers, the evaluation system of enterprise marketing ethics indicators is the five main indicators of "high pressure" promotion of "credibility and reliability of product signals", "fair price", which can be summarized as "social responsibility of enterprises" and "use of technological advantages of enterprises". The conclusion of this study is obtained through factor analysis, reliability and appropriateness analysis. Among these five indicators, "reliability of product signal" and "corporate social responsibility" are the two most valuable indicators for consumers. Because these two indicators meet the general social ethical standards. Consumers naturally remember that "fair and reliable price", "high-pressure propaganda" and "taking advantage of the technological advantages of enterprises" are the marketing strategies and methods of enterprises according to the consideration of consumers, so they are the important perceptual factors of enterprise marketing ethics rather than adopting these indicators. Of course, the explanation of this conclusion is only conjecture. Whether this is the case or not needs further investigation. Specific demographic factors affect consumption. The evaluation and understanding of enterprise marketing ethics will have an impact. Whether demographic factors participate in it has an impact on the ethical understanding of consumer marketing. Literature shows that there are two different views abroad. This study is based on the internal samples, through the analysis of variance conclusion. If there is a level above 0.05, there is not much difference in professional marketing ethics among consumers of different genders and consumption levels, and there are two types of indicators for evaluating the marketing actions of enterprises. There is a great difference in the morality of evaluating whether "product signal reliability" and "corporate social responsibility". In other words, if an enterprise provides the same product signal and assumes the same social responsibility, consumers of different ages, occupations and education levels will make different judgments when evaluating whether the marketing behavior of an enterprise is ethical. We know that the level of marketing ethics of enterprises is not only determined by the marketing behavior of these enterprises, but also influenced by the demographic factors of consumers. It is beneficial to evaluate the marketing ethics of enterprises. We must pay attention to the scientific and proportionality of the sample structure for the selection of samples, otherwise the conclusions described will become difficult objectively. On the evaluation and understanding of enterprise marketing ethics, Chinese and foreign studies have been completed, which shows that there are perspectives of consumers and producers. Different survey results show that the most important indicators for consumers are "reliability of product signals" and "social responsibility of enterprises". This is a survey of Baumhart's (1961) and Chonko & Hunt's (1985) moral understanding of specific differences in marketing from the perspective of business managers and marketing experts (producers). Baumhart, Chonko & Hunt's research results show that all "bribery" is the first ranking, and "product" is the third and fifth most important consumer consideration. On the very important "social responsibility". Baumhart, Chonko & Hunt. This shows that there are differences between consumers and producers in the evaluation and understanding of enterprise marketing ethics. Of course, in China, because there is no study on the moral understanding of marketing from the perspective of producers, it is still unknown whether this conclusion is tenable in China. This was decided after the enterprise investigation. This is the next problem to be solved.

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