



DISTORTED FACETS OF MARKETING ETHICS FOR ALCOHOLIC BEER MARKETING

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Abstract:

Marketing is the art of delivering value whilst ethical marketing is to provide this value through what is morally right. This new era customers are well informed, more knowledgeable, less vulnerable to unethical practices and cannot be easily manipulated by marketers. Many companies are thus, moving towards ethical marketing so as to develop trust among existing and new customers. Strict regulations by the Mauritian government have further forced marketers to act ethically; whereby the advertising of alcoholic beers has been banned. Yet, indirect strategies have been adopted by marketers so as to pave their way in this competitive industry. What are they? Are customers aware about them and are they influenced? Road accidents, social violence and health problems are associated to such malpractice. This study has shed light on the above and measures have been proposed for the benefit of customers, marketers and the government. This study was connected to the ethical theories.

Key words: *Mauritius, marketing, ethics, customers, alcoholic beer, strategies*

1. Introduction

Lately, there have been increases in road accidents, social violence and health problem related consumption of alcoholic drinks. Excess consumption of alcoholic drinks might lead to fatal consequences due to this temporary so-called fun and socialization drink. The harms alcoholic drinks causes are never equal to the pleasures as it can cost the life of a person (Smith and Cooper-Martin, 1997). Companies tend to take advantage of ignorant consumers so as to increase their sales and make more profit. Sometimes they are influenced indirectly from pressure groups and organizations which automatically influence our mind and purchase decision (Chonko, 1995). One company involved in indirect unethical advertising was identified in Mauritius and the purpose of the study was to demonstrate the notion of ethics by both customers and top management of this company and to discover the latter's unethical

marketing practices. Anonymity of this company was maintained throughout the study as the authors did not want to cause any harm to the company but, rather wished to highlight advertising ethical issues to all stakeholders in this study so as to improve the lives of everyone. Moreover, in the Mauritian context, till now no such study concerning indirect unethical practices has been conducted. The study might help to establish new ways and methods in enhancing the ethical standards and practices during marketing of products by such companies. Moreover, the study would create awareness on the impact of indirect advertising and methods of protecting consumers towards aggressive advertising on potentially harmful products. Some suggested strategies would help companies to contribute towards the welfare of the society which would enhance their image if implemented. The research objectives were set as follows:

- To evaluate consumers perception about alcoholic beer in Mauritius
- To analyse the ethical issues related to alcoholic beer marketing in Mauritius
- To examine the marketing communication strategies by an alcoholic beer company in Mauritius

2. Ethics in marketing

Marketing ethics is the research of the base and structure of rules of conduct, standards, and moral decisions relating to marketing decisions and practices (Long-Chuan, Gregory M and Jeffrey G, 1999). Marketing executives who take strategic decisions are often faced with ethical conditions and their decisions are related to all sides of marketing mix as product, price, place and promotion (Szeinbach, Rallapalli and Vitell, 1995).

Product safety should be taken into great consideration as product harm includes economic harm and psychological harm (Smith and Cooper-Martin, 1997). Society may view such products as differing in degrees of harm on a continuum that ranges from “less harmful” (“non-sin” or “guilty pleasures”), to “most harmful” (filthy habits), to “most harmful” (“sinful” or “socially unacceptable”) (Jones and Middleton, 2007). The product perceived to be more or less harmful depends on the level of a harmful attribute in the product, such as the amount of nicotine in cigarettes (Smith and Cooper – Martin, 1997). The marketing of harmful products might be considered as unethical under the principles of justice.

Pricing is the only element of the marketing mix that generates profit for the survival of a business. To be fair a company should be against unethical pricing, thus providing equal and same treatment to everyone. Ethically, price ought to be equivalent or corresponding to buyers' interest (Atkeson, Andrew, and Patrick J. Kehoe. 2004).

Product placement in advertising ads or when disposed to the public are done to catch the attention of consumers especially to increase sales, example placing at eye's level. Some research studies have demonstrated that disposing broadcast of liquor ads to people can raise their fleeting enthusiasm for liquor consumption as tested practically in the wake of advertising presentation, when liquor is made at the

disposal of consumers, those who were not exposed to consume may change their decision due to alcoholic publicizing (Kohn and Smart, 1984) cited in (Gunter, Hansen and Touri, 2009). Ethical issues which are consisted of direct and indirect marketing are subjected to privacy, confidentiality and interruption (Chonko, 1995).

Advertising and promotion are the two headings that could be associated with ethical issues to promotion. One-sided promoting message, biased publicizing messages, commercials' breaking programmers are condemned (Chonko, 1995). Moral issues in promotion can be examined under two primary headings which is firstly the content of publicizing message and secondly client bonding (Dunn, Barban, Krugman, Reid, 1990). The relationship concerning promotion and ethics can be examined from the perspective of persuasive trait characteristic of publicizing, deceptive, puffery and making guarantees that cannot be kept. Other moral issues identified with publicizing incorporate promoting to kids, shows, fake ups, supports and testimonials (Drumwright, 1993). Nwachukwu et al. (1997) found that three variables are important for judging the ethical nature of an ad: individual autonomy, consumer sovereignty and harmfulness of product. As per Gauzente and Ranchhod (2001), individual autonomy refers to the ability of the individual to recognize the manipulative power of advertising, consumer sovereignty refers to the level of knowledge and sophistication of the target audience and harmfulness of product refers to the nature of the product.

2.1 Stakeholder satisfaction

The factors critical to satisfaction across stakeholder groups are the timeliness of communication, the honesty and completeness of the information, the empathy and equity of treatment by management (Strong et al., 2001). Stakeholder satisfaction theory is a contingency theory, which underlines the activities of the company in maintaining the balance of interests of all the firm's stakeholders and additionally in giving advantages to different stakeholder groups. It is important to note that there is a potential for clash between the marketing capacity of the firm and other stakeholder groups: the financial capacity of the firm, government and clients (Warnock, 1971; Alexander, 1964).

2.2 Alcohol marketing regulation in mauritius

Consumption of excessive alcoholic beverages is strongly associated with physical and social harm both to consumers and to the people around them (Rehm et al., 2003) cited in (Sharma et al., 2013). Companies producing alcoholic drinks nowadays engage highly in corporate social responsibility and this might be green washing so as to attract customers to the so-called caring organisation. Under the Public Health Act 2008 in Mauritius, alcoholic drinks which more precisely mean liquor, rum, local rum, compounded spirits, spirits cooler or beer has been obliged to adapt to new regulations (Ministry of Health and Quality of Life, 2008). The regulation states

clearly that no advertising both directly or indirectly should be produced. Moreover, labelling on every alcoholic drink should clearly include warning signs both in English and French.

3. Methodology

This study revolved around examining the moral principles and values that underpin consumers in their buying decisions of a selected company's alcoholic beer and the extent the latter is socially responsible. The organisation studied is one of the leading companies in Mauritius with most of its brands dominating the local market. The aim of the study was not to denounce, blame or criticize anyone of the chosen company but it was only to spot and find whether today's organizations indeed practice ethical marketing activities and the impact they have on consumers. As such the company was kept anonymous.

3.1 Research hypotheses and conceptual framework

A research hypothesis was developed to know whether consumers are aware of the negative consequences of alcoholic drinks. Although awareness of the existence of warning labels increased, no changes in alcoholic risk ratings or the reduction to consume visibly occurs. In fact, the empirical work strongly suggests that the effect of warning labels may be precisely the opposite of that desired (Davie, 1995). Those who consume the greatest amounts of alcoholic drinks are the very individuals whose behaviours society is most concerned with modifying, these persons would appear to be the least likely to believe or heed alcohol warnings or warning labels (Lastovicka et al., 1987) cited in (DeCarlo, 1997). Younger individuals may simply assume that risks associated with drinking alcohol do not exist or that risks do not apply in their particular case, concluding that the benefits of drinking outweigh the costs (Patterson et al., 1992) cited in (DeCarlo, 1997).

H represents Hypothesis

H1: There is a relationship between negative consequences of alcoholic consumption and awareness about its consequences.

A second hypothesis was formulated to know whether there is a relationship between warning signs and terms labeled on alcoholic drinks and level of education. Graphic warning labels on cigarette and alcoholic drinks have been used in many other countries with largely favorable outcomes (Hammond, 2011) cited in (Zhao et al., 2014).

H2: There is a relationship between warning signs or terms labeled on alcoholic drinks and level of education.

A third hypothesis was developed to know if the chosen company practiced marketing ethics and if there is a relationship between its practice of marketing ethics and negative influence of advertising. Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources (Kotler and Lee, 2005). As in order organisations to be ethical, “corporate sustainability” or “corporate sustainable development” (CSD) with regard to their organisational practices should also be part of the goal, through a focus on the triple bottom line concept (TBL) which takes account for social, environmental and economic concerns via the headings of people, planet and profit (Powell, 2011).

H3: There is a relationship between organization that practices marketing ethics and negative influence of advertising.

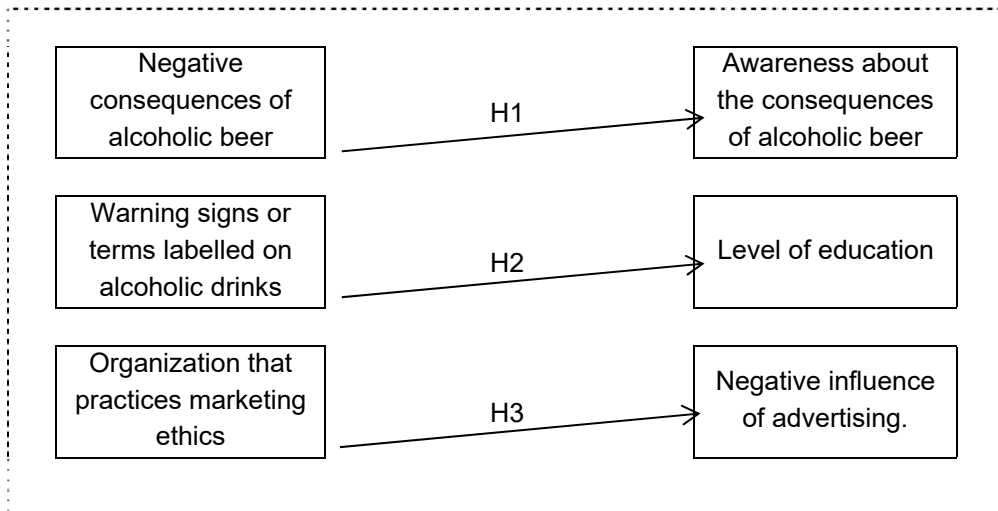


Figure 1: Conceptual framework of the study (Source: Authors' creation)

3.2 Research design

Research design is about seeking information in an organized way to address issues that are raised and apply the knowledge to the particular problems (Martin and Guerin, 2006). Qualitative research has been used in the study to interview top managers of the chosen company to know whether their marketing strategies were ethical or unethical. On the quantitative side, a survey was conducted by designing and administering a questionnaire to a sample of Mauritian consumers so as to shed light on this study. Consequently, both aided to generate primary data for this study while secondary data was collected from relevant websites, academic journals and books.

Online questionnaires which are more accessible nowadays were sent to consumers and self-administered personal interviews were carried out with top managers of the chosen organisation to gather information about the latter's marketing strategies. The consumer questionnaire contained Likert scale questions to know the degree of agreement about the subject matter and it makes question answering easier for the respondent. The questionnaire was designed with each topic following comfortably from the previous part so that the respondent can see a flow of ideas which will better help him or her to fill the questionnaire. All questionnaires need to undergo a pilot test before being used for data collection (Saunders et al. 2009) cited in (Ladkoo et al., 2015). Thus, a sample of five respondents was chosen to fill in the questionnaire to identify errors and correct them before undertaking the survey.

3.3 Sampling and data collection

To carry out a survey of the whole population relies both on the time factor and cost. Therefore, the solution sought by many is to find an appropriate sample of the population who can respond to the study. A sample of 200 participants was chosen out of convenience from the large population of Mauritius. Opportunity sampling also known as convenience sampling was used. It involves selecting people that are available at the time; for example people who appear online on social media networks. Online surveys are faster, simpler and cheaper. Facebook was the social media platform that was used in this study because Stelzner (2014) amongst the most commonly used social media platforms is Facebook at the top. Also the interview was conducted in the morning because as per Kara (2014) not everyone engages with all social networks at the same time and dominates all the others on Thursdays as from 9AM till 12PM. Thus, the online survey was done on 5 consecutive Thursdays from 9AM till 12PM. By seeking appointment, personal interviews were conducted with 5 staffs including the marketing manager, marketing executive, sales manager and general manager of the chosen company. The answers of each respondent were kept confidential and were used strictly for the purpose of the study. It is important to point out that the participation of consumers was voluntary which means that consumers were not pressurized to respond to the questionnaire.

3.4 Reliability test and data analysis

Nunnally and Bernstein (1994, p. 212) cited in (Moilanen, 2001) shows the importance of Cronbach's coefficient alpha, because it provides actual estimates of reliability. The reliability tests' results for 9 items tested were greater than 0.7; namely 0.802 for 4 items, 0.701 for 3 items and 0.781 for 2 items. The software SPSS 16.0 was used to input data for analysis.

4. Results and discussion

The response rate for this study was 90% and respondents of the survey had the below profile:

Table 1: Demographic profile of responses (Source: Authors' creation)

Demographic profile	Percentage
Gender	Male: 50.56% Female: 49.44%
Age Range	Below 20 years: 7.22% 21 – 30 years: 67.22% 31 – 40 years: 16.67% 41 – 50 years: 6.67% Above 51 years: 2.22%
Highest Level of education	Primary: 1.11% Secondary: 15.56% Diploma: 18.33% Undergraduate degree: 45.56% Postgraduate degree: 19.44%

4.1 Consumers' Perception about Alcoholic Beer in Mauritius

Preference of alcoholic products was as follows: 42.46% alcoholic beer, 16.20% whisky, 15.08% wine, 9.50% alcoholic cocktail, 8.38% champagne and 8.38% none. Beer had the greatest preference and champagne the lowest. Beer consumption by Mauritians is considered by many as a tradition and many consider alcoholic beer to provide relaxation and also aids in building relationship among relatives and friends while having a sip. Alcoholic beer is the preferred option as people tend to consume it regularly for these purposes and that no occasion is needed for people to consume beer compared to champagne and other drinks.

Regarding frequency of consumption of alcoholic beer, for 42.22% it was occasionally, 22.78% once a week, 10.56% once a month, 3.89% daily, 18.89% none and 1.67% other. 'None' is assumed to be people who do not consume alcoholic beer and 'Other' are those respondents having alternative periods for consuming alcoholic beer. The consumption of alcoholic beer on an occasionally basis was found to have the highest percentage. It could be deduced that the trend in Mauritius is more likely to consume beer at the end of week days and weekends. Based on research conducted by the chosen company's marketing department, Mauritian people believe that a chilled beer is always good after a hard week.

The respondents acknowledged the fact that alcoholic consumption can never bring 100% of goodness. Views on whether alcoholic drink consumption causes more harm than good were as such: 35.56% strongly disagreed, 33.89% agreed, 17.78%

neither agreed nor disagreed, 8.33% disagreed and 4.44% strongly disagreed. Every product in life is good until the day we face a problem connected to it. Who is responsible then, the consumer or the product?

43.26% strongly agreed, 28.65% agreed, 17.98% neither agreed nor disagreed, 5.06% disagreed and 5.06% strongly disagreed that sales of alcoholic beer have a dominating power in Mauritius compared to other alcoholic drinks. 3 plausible reasons might be linked to the taste, the price and the distribution of the product. The taste might be matching the consumers' preferences and the price can be seen to be lower than other alcoholic drinks; making it more affordable. The accessibility also plays an important role for having the highest sales as in Mauritius alcoholic beer can be found almost everywhere- in shops, supermarkets, hypermarkets, clubs and many other retail outlets around the island; therefore people feel very close to the product.

Regarding views about alcoholic drink causing health damage and domestic problem, 38.89% consumers strongly agreed, 30% agreed, 18.33% neither agreed nor disagreed, 6.67% disagreed and 6.11% strongly disagreed. Irresponsible and excessive consumption can produce damaging health consequences at great cost to the individual, their family and society (Ford et al., 2008) cited in (Gunter, Hansen and Touri, 2009).

4.2 The ethical issues related to alcoholic beer marketing

The respondents were questioned about whether they have knowledge about marketing ethics. 76.11% said yes, 18.33% chose no and 5.56% were uncertain. When consumers understand about marketing ethics, they can make the right choices by even forsaking what they most desired and thus, only seek to buy from ethical companies. The study revealed that the targeted audience is more acquainted to terms like Disciplines, Principles and Standard of Living. Hence, they can identify whether a company comprises of these elements which is disciplines, morality, honesty, standard of living and principles (Wright, Kroll and Parnell, 1998). The purpose of the data was to know whether respondents recognize the term ethics within an organization to distinguish their activities.

Without a proper marketing strategy a business cannot survive for long in today's competitive market. Therefore, consequently the highest percentage of respondents agreed with the fact that marketing ethics is one of the routes to business success. Furthermore, 32.22% strongly agreed and 36.11% agreed that organizations practice marketing ethics to enhance their image. The purpose of this finding was to know whether marketing ethics was a method to enhance the image of the organization (Forsberg, 2000). Consequently, 15.64% strongly agreed, 38.55% agreed, 30.73% neither agreed nor disagreed that ethical practice is to maximize profit by an organization.

Organisation that causes harm to the environment indirectly causes harm to the consumers also and interestingly, 58.43% strongly agreed, 15.17% agreed, 9.55% neither agreed nor disagreed, 6.74% disagreed while 10.11% strongly disagreed with

organizations that cause harm to the environment. Therefore, it could be conclude that most respondents will not support organizations that cause harm to the environment. The respondents were also questioned on their agreement about advertising strategies that make consumers purchase unwanted products and 35.56% strongly agreed, 31.67% agreed, 15.56% neither agreed nor disagreed, 13.33% disagreed and 3.89% strongly disagreed. It can be concluded that the highest percentage strongly agreed with the statement and according to Chonko (1995) advertising is done mainly for the organizational purpose of maximizing profit. To add further, 35.56% strongly agreed, 31.67% agreed, 15.56% neither agreed nor disagreed, 13.33% disagreed while 3.89% strongly disagreed that advertising can mislead consumers. Advertising is done to attract consumer attention towards a particular product or service in order to increase sales for more profit and therefore, misleading advertising is mainly done for the organization's self-interest (Drumwright and Murphy, 2009). The results obtained showed that 58.10% were aware, 29.05% were not aware and 12.85% were not sure that advertising of alcoholic drink is not legal in Mauritius.

Consequently, respondents were asked if they have seen alcoholic beer advertising in Mauritius during the last 3 years and the results obtained were 66.85% as yes, 23.03% as no and 10.11% as uncertain. It could be observed that the highest percentage of responses were yes which meant that even if advertising of alcoholic drinks was not legal in Mauritius still, it was seen by people.

4.3 Indirect methods of advertising about alcoholic beer

Method 1: Most of the respondents had seen adverts of alcoholic beer during the last 3 years through social media networks, online, in shops, in restaurants, in night clubs, in concert and events. As per Sawmy et al. (2015), the explosion of the internet has triggered a significant rise in electronic commerce (e-commerce) as many businesses found that the advent of online business provides unparalleled opportunities for organisations to extend their operations overseas. The company studied is highly visible on social media with its Facebook page where meal recipes using their marketed alcoholic beer were advertised. Amongst the recipes proposed were to use the alcoholic beer to make crispy vegetables flakes, pancakes and meat marinades amongst others. Almost every month ever since advertising of alcoholic products have been banned in Mauritius, this company brings out a new recipe using its alcoholic beer. In the advert, by placing the alcoholic beer bottle in front and the prepared menu in the background, it was obvious that the purpose was to attract people attention to the alcoholic drink. Therefore, this company was indirectly advertising alcoholic beer which was not ethical according to the regulations in Mauritius.

Method 2: Moreover, the company had other indirect ways of promoting the alcoholic beer under corporate social responsibility tasks; whereby the latter proposed shops to be painted the same colour as the alcoholic beer brand. In numerous regions of Mauritius, the above is clearly visible. The shops painting consisted of the beer's

logo to remind people about alcoholic beer consumption. Since those retail shops were marketing the company's alcoholic beer, by painting the shop as described above, would increase sales of those shops and as well as that of the company studied.

Method 3: Alcoholic beer advertising has also been seen by many of the respondents in hotels and restaurants whereby the logo of the co-called alcoholic beer and/ or company were either on the table mats, glasses or on other accessories used by people in restaurants and hotels.

Method 4: Some of the respondents saw alcoholic beer advertising in night clubs and they ascertained that this did influence people to consume more drinks. For instance, guerrilla marketing techniques were used whereby huge mascots representing beer cans or bottles were created. Moreover, beer fountains were designed in interesting ways so as to surprise customers and eventually engage them in the consumption of alcoholic beer.

Method 5: Concerts and events were sponsored by the company studied and the decorations used had a touch of the alcoholic beer brand colour and designs. Moreover, laser lights with incorporated logos of the so-called alcoholic beer were projected. Also, hostess involved in managing the shows were also dressed up in clothes having logos or designs of the alcoholic beer.

Method 6: Some of the respondents stated that even if it is not related to the alcoholic beer being studied, in some countries they have witnessed the rise of controlled word of mouth whereby salespeople dress up casually like normal people visiting a restaurant or hotel or bar and then, in the name of doing networking, they try to influence customers to consume a particular alcoholic beer.

Method 7: Respondents also stated that they have seen the so-called alcoholic beer's brand name being used for other normal drinks. They perceived that indirectly the company is reminding its customers about the alcoholic beer. In marketing term, this might be considered as brand extension whereby a famous brand is connected to another product for specific purposes like to either increase the sales of the new product or as strategy to further remind people about the existent famous brand.

All the above practices may to some extent entertain people for some time but, paradoxically it can cause much harm to the society. There is much pain than pleasure if we are influenced by alcoholic drinks and become addicted. Consequently, respondents provided their views about whether they have a problem if advertising influence them to buy an unwanted product. The results obtained were 54.44% as yes, 32.22% as no and 13.33% as uncertain. The majority of responses were yes that they have a problem because this makes them do unnecessary expenses.

4.4 The marketing strategies of top managers

The data presented below have been obtained from the in-depth interview conducted with the top managers of the company studied.

The top managers provided figures about the number of people who consumed their alcoholic beer in Mauritius and the results showed that approximately 300,000

Mauritians out of the total population which is 1,296,303 consumed this product and 996,303 were not alcoholic beer consumers. When questioned about whether alcoholic beer causes health damage, 3 among the top management people disagreed. Hence, this showed that they were somehow protecting and defending their products against consumer's perception about alcoholic drink. One of the main reasons of selling alcoholic soft drinks was to make more money in the new generation (Davie, 1995).

4.5 Marketing issues for promoting alcoholic beer

One of the major issues faced by the company was the banning of the advertising of alcoholic beer by the Mauritian Government. This could be related to the fact that they had therefore, searched for alternative indirect ways to advertise the alcoholic beer as presented earlier above.

The second issue was about taxes on excise duty and sugar taxes. The respondents stated that this is an ever-growing fear because the Government has the power to increase it in its annual budget and this has been already done previously as well. Therefore, the profit generated by the company would be decreased if high taxes are imposed. Knowledge suggests that the most effective alcohol policies are those that rely on strong universal government interventions such as taxation and legislative restrictions on availability (Babor et al., 2010) cited in (Laslett, Callinan and Pennay, 2013).

4.6 Communication and advertising strategies of the company

Considering the fact that advertising of alcoholic beer was banned in Mauritius, the top management people were thus asked about the company's communication and advertising strategies. Narrow responses in terms of experiential, events and digital media were provided by the latter. No detailed explanations were provided and this did not match the consumer's responses. Though consumers had seen diverse adverts of the so-called alcoholic beer, it was however, denied by the top management that advertisement of alcoholic beer was being done.

The company was therefore, practicing indirect advertising to persuade consumers which are considered as unethical marketing strategies. Consumers may not be aware that they are influenced to consume more alcoholic drinks and spending more money for the benefit of the organization (Davie, 1995).

Recently many fatal accidents occurred in Mauritius due to alcohol consumption and there is an increased in social violence due to alcoholic influence. Liquor consumption are connected with various undesirable phenomena including dangerous driving, social violence, liquor addiction, suicide and an assortment of liquor related well-being issues (Nelson, 1999). Thus, influencing people by indirect advertising can never be a good idea. Strangely, 3 of the top management people denied that alcoholic beer cannot be responsible for social violence and they justified this answer by saying that alcoholic beer has a very minimum percentage of alcohol

which may be categorized as non-alcoholic drink. For them, alcoholism is provided by rum consumption; therefore beer consumption would not create social violence. Moreover, they mentioned that excess of any product can be dangerous to people so; it is up to the consumers to have control over their consumption and be socially responsible. Consequently, the top management people elaborated that the company is aware of the above and has worked on warning signs for excess consumption of alcoholic beer. Different methodologies that have been assessed include the labeling of warning signs in the place of sale on alcoholic beverages containers (Plant, 2008). The purpose of the warning labels by proponents of the government was to catch the attention of consumers to read the label and be less inclined to drink liquor if pregnant, or drive under alcohol influence (Gunby, 1988) cited in (DeCarlo, 1997). In fact, the company studied does have labeled warning signs on its alcoholic beverage containers but, it can hardly be seen. Therefore, it would be expected that the company reworks on them so as to have an improved and more visible font size and style.

Also, the top management people stated that their company participates in corporate social responsibilities; whereby their focus was mostly on the welfare of the society so as to build a better Mauritius. Hence even if the company sells alcoholic beer which is injurious to health, it could be observed that it also participates in corporate social responsibilities to position its image in the mind of people and enhance its reputation. This showed why people still consume the alcoholic beer that they are indirectly marketing, though a ban of alcoholic products has been enforced in Mauritius.

4.7 Future ethical activities envisaged by the company

The top management people responded to future ethical activities envisaged by the company by stating that firstly they would aim to educate the market that beer does not foster alcoholism, secondly they would reinforce awareness to consume alcoholic beer moderately, thirdly they would promote values to stop social violence and fourthly the company would involve in more CSR activities. Certainly, all the above plans would create a better Mauritius but, when questioned on whether in the pipeline the company can stop selling alcoholic beer, the response was a no. The justification provided was that manufacturing and selling alcoholic beer is to satisfy the needs and wants of consumers who are in search for it but at the same time, the company is contributing towards the economy Mauritius where many retailers and traders depend on them for the survival of their individual businesses and eventually households.

4.8 Hypothesis testing

Table 2: Correlations for hypothesis 1 (Source: Authors' creation)

		Do you agree that alcohol consumption causes more harm than good?	Consumption of alcoholic drink causes health damage and creates domestic problem?
Spearman's rho	Do you agree that alcohol consumption causes more harm than good? N	1.000 180	.746** 180
	Consumption of alcoholic drink causes health damage and creates domestic problem? N	.746** 180	1.000 180

** Correlation is significant at the 0.01 level (2-tailed).

H1 (there is a relationship between negative consequences of alcoholic consumption and awareness about its consequences) was accepted, showing that consumers are aware that alcohol consumption causes health damage and domestic problems.

Table 3: Chi-Square Tests for hypothesis 2 (Source: Authors' creation)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.961 ^a	8	.762
Likelihood Ratio	6.744	8	.564
Linear-by-Linear Association	.944	1	.331
N of Valid Cases	180		

Table 4: Symmetric Measures (Source: Authors' creation)

	Value	Approx. Sig.
Nominal by Nominal Phi	.166	.762
Cramer's V	.117	.762
N of Valid Cases	180	

In the above case, H_0 (there is no relationship between warning labeled on alcoholic drinks and level of education) was accepted. This shows that warning labeling has nothing to do with the level of education. Even people with the highest level of education did consume alcoholic drinks that had labeled warning signs. In spite of the fact that the society supports the regulation to implement warning signs on alcoholic drink packaging, neither the spread of these regulations nor even their consequent wisdom by consumers can be assured to fundamentally convert into the wanted behavioral changes (Decarlo, 1997). In other words, it could mean that even if there were warning signs labeled on alcoholic drinks this would not prevent someone to buy it or change his behavior against the product. Indeed, while the individuals who consume excessive liquor are the very people whose conduct society is most concerned with changing, these persons would give off an impression of being the to the least extent liable to accept or notice alcohol warning or warning labels (Lastovicka et al., 1987).

Table 5: Correlations for hypothesis 3 (Source: Authors' creation)

			Do you agree with organisation that practices marketing ethics?	Do you agree if advertising influence you to buy an unwanted product?
Spearman's rho	Do you agree with organisation that practices marketing ethics?	Correlation Coefficient	1.000	.217**
		Sig. (2-tailed)	.	.003
		N	180	180
	Do you agree if advertising influence you to buy an unwanted product?	Correlation Coefficient	.217**	1.000
		Sig. (2-tailed)	.003	.
		N	180	180

** . Correlation is significant at the 0.01 level (2- tailed).

H3 (there is a relationship between organization that practices marketing ethics and negative influence of advertising) was accepted and it could be concluded that there is a relationship between organization that practices marketing ethics and negative influence of advertising. Influencing aggressively consumers to buy an unwanted product may be unethical marketing by organization. Sproles et al. (1978) argued that making efficient purchase decision of consumers requires to be completely informed by the vendor.

5. Conclusions and recommendations

This study has revealed that the marketing ethics philosophy prevalent in the marketing culture of the organisation which was studied and which was also noted in the actions of consumers was the objectivism. Lincoln and Doult (1989 cited Kirkpatrick 2005) that the objectivism theory means life is the standard of value; everything that sustains and enhances man's life as a rational being is the good and everything that retards and destroys it is the evil. Abiding by the government's decision of not advertising about alcoholic beverages is good but, opting for indirect ways to do so is bad and is impacting on the society negatively.

Based on the study's findings, several recommendations and suggestions can be made. However, considering the gravity of the problem and marketing environmental conditions, some of them should be prioritised.

The following are the proposed and prioritised recommendations:

- 1) Increase awareness about alcoholic beer: While educating consumers about the dangers of alcoholic beer, it is also important to foster consciousness of ethical and lawful obligation among those included in the advertising, marketing or serving of liquor drinks and consequently guaranteeing strict control of product security and executing proper measures against unlawful acts;
- 2) Surging adequate regulations: According to the Mauritius budget 2015/2016, no tax was implemented on alcoholic drinks (Ministry of Finance and Economic Development, 2015). Tariff and legislative restrictions are the most effective liquor policies that can be suggested and those policies can depend on solid government intervention (Babor et al., 2010) cited in (Laslett, Callinan and Pennay, 2013). Therefore, local laws should be revised and implemented on products that cause harm to the society like increasing the price of alcohol by imposing taxation in order to promote health, introducing and imposing laws that effectively discourage drink-driving, emphasizing more about the ban of advertising of alcoholic drinks both directly and indirectly. For example there should be an observing laws like a watch dog to ensure make sure that no indirect advertising are made to persuade people in consuming alcoholic drinks (Dunn, Barban, Krugman, Reid, 1990);
- 3) Commitment of organisations to bring an alcohol-less society: One's life is more precious than a company's turnover which must be understood by alcohol manufacturers (e.g. Cox, 1988; Lehman et al., 1995; Seaman, 1981; Williams et al., 1996) cited in (Davey, Obst and Sheehan, 2000). When consumers are educated

about the harm of alcoholic drinks, manufacturers can also lay more emphasis made on selling non-alcoholic drinks which can still generate profit.

4) Underage alcohol consumers: Children themselves have been found to believe that alcohol advertising can cause alcohol consumption (Lieberman and Orlandi, 1987; Wyllie et al., 1989, 1998) cited in (Gunter, Hansen and Touri, 2009). More measures should be applied so as to ensure that alcoholic drinks are not sold to people under 18 years old.

5) Specific point of sales: Sales of alcoholic drink should be made on specific point of sales and not everywhere. Sales of alcohol should be prohibited near schools, colleges, universities and other academic institution (Sharma et al., 2013).

6) Labeling: Liquor notices and cautioning warning labels are proposed to adjust an individual's eye sight about the potential damages of the product (Erackers et al., 1984; Oliver and Berger, 1979) cited in (DeCarlo, 1997). Thus, labeling about the warning signs should be clearly mentioned on the products in larger text format where it can be visible to potential buyers and existent consumers.

The problem caused by consumption of alcoholic drinks has increased alarmingly during the past years in Mauritius. The study revealed that people are aware that alcoholic drinks causes more harm but, they still consume it because of diverse reasons; one being the unethical indirect advertising methods. Companies manufacturing and selling alcoholic beer or drinks cannot be closed down because they are contributing towards the economy but, they certainly have the possibility to diversify and move in other categories of non-alcoholic beverages or at the most, they should take into consideration and implement the above listed recommendations.

6. References

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