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(Short Communication)

Presenting Model of Ethical Strategies Based on Social Media Marketing

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Abstract

Background: Companies in a competitive environment are forced to use strategies that bring them more survival. Consumer satisfaction depends on ethical marketing, which deals with ethical principles and marketing practices and regulations. Evaluating ethical tools in marketing strategies is a strategy that increases the profitability and sustainability of companies due to attracting more customers.
Method: This research is a qualitative research that has been done by using the data theory of the foundation with interview tools from the research community, which includes 23 academic experts, managers and experts in the field of marketing and social media who were selected by purposive sampling. Data analysis was performed with MAXQDA software in three stages: open, axial and selective.
Results: The findings represent 104 open codes that eventually led to the six main axes in the model.
Conclusion: Based on the research results, the model includes influential factors (structural, managerial, store-related and social media-related). Social media marketing is a central phenomenon that includes (advertising, communication, and word-of-mouth electronic advertising). It encompasses the prevailing context (interactive, competitive, and globalizing environment), including intervening factors (religious, technological, and economic) that influence the ethical strategies of social media marketing. Marketing, economic and human resources actions in the form of ethical strategies lead to the formation of economic and user-related consequences.

Keywords: Social media marketing, Ethics-based strategies, Trust, Purchase intention

Introduction

Due to the globalization of communication, the need to observe ethical points in business has increased more than ever. Observing ethical standards in business relationships while increasing customers' sense of trust can affect their purchasing

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behavior. By accepting and implementing ethical commitments in its business, an organization will align the minds of society and achieve long-term goals. Therefore, ethical marketing can be considered as a long-term investment that leads to a sustainable competitive advantage.

In recent years, the rapid growth of smartphone technology has facilitated social commerce. Mobile commerce is the basis for social business models, virtual communities, the virtual world, and the corporate / consumer network (1). Ethical marketing includes ethical values that influence marketing methods, which are incentives to create honesty in the marketing mix and avoid unsafe products, deceptive pricing, deceptive advertising. With the development of technology, various tools have been provided for designing and publishing services (2). Although external benefits (saving time and money) and internal benefits (pleasure, emergence and engagement with fashion) have significant positive effects on the customer's desire to continue online shopping and the excitement of shopping can increase the desire to return and positive word of mouth. But in the long run, with the increase of ethical activities in companies, consumers' sense of empowerment and trust in their products has increased, which in addition to creating a competitive advantage for the company, has also provided their satisfaction (4). From the perspective of the attitude approach, brand loyalty focuses on replicating customers' intentions to buy and their interaction with a particular brand through the integration of its desires and preferences (5). Leaders with knowledge and experience create systems that support integration in the workplace, model themselves, and make appropriate decisions to help create a culture of ethics based on shared values and behaviors. Employees are more satisfied in an ethical environment. When they see the organization as trustworthy, they care more about the success and quality of products and services, and are more likely to exceed their performance expectations. Which increases customer satisfaction and encourages repurchase. The ethical environment fosters mutual trust and leads to better relationships and more effective decisions (6).

The results of this study are consistent with some studies that have concluded that the results of marketing studies, social media can be effective as basic data in the development of marketing strategies (7). Some research has highlighted the impact of social media marketing on buying intent and brand loyalty (8). Because buyers can access information about retailers and specific brands and special offers by participating in social media and make a more successful purchase (9). Other research suggests that the use of social media by the seller increases customer loyalty only for high-end customers and customers with small shopping malls (10). Research results show; Ethical values affect consumer behavior and lead to organizational profitability (11). Researchers have also shown a significant positive relationship between ethical marketing and food consumer shopping behavior (12). The important thing is that with the development of social networks, new strategies for marketing businesses are created in which the observance of ethical standards is of special importance. Given the importance of this issue, the purpose of this study is to present a model of ethical strategies based on social media marketing, with emphasis on building trust and intention to buy users.

Material and Methods

The present study is a qualitative research in the field of chain stores that has been done by using the data theory of the foundation for research community, which includes 23 academic experts, managers and experts in the field of marketing and social media who were selected by purposive sampling with interview tools. Data analysis was performed with MAXQDA software in three stages: open, axial and selective. The end result consisted of six central codes.

Results

Open codes are categorized into six main axes, which are: causal conditions, axial phenomena, interfering factors, governing context, strategies, and consequences.

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Table1: Open codes of the research

	Main categories	Open codes
Factors Affecting Social Media Marketing	Structural factors	Knowledge of mobile network use by users Specifications of Instagram software Product Specifications
	Factors related to the chain store	Effective presence of a chain store on social media The charm of buying from a retailer Save money
	Management factors	Scientific performance and marketing knowledge of managers in social media Managers support the presence of customers on social media Expertise and knowledge of marketing managers
	Factors related to social media	Saving time Up-to-date content Information quality Being part of the community Ability to critique the performance of a chain store
Social media marketing	Advertising	Influential people on social media Social media content Notices Perceived communication Expect performance from the ad
	Communication	Information source Interaction Social dimension
	Electronic mouth-to-mouth advertising	Advise other people to buy Check online comments based on likes and subscriptions Online comments for the purchase decision Recommend a product or service to others through social media
Ethical social media marketing strategies	Ethical marketing practices	Transparent content and process in the information system and advertising of content marketing on social media Selecting influential people in accordance with the values of the ethics-based organization Social and moral impact of social network users
	Ethical economic practices	No deceptive pricing (ethical pricing)
	Ethical manpower actions	Accountability and ethical duties of managers and experts of the company in interaction with users
Interfering factors	Religious factors	Mourning Eid Religious topics
	Economic factors	People's living conditions Downturn Boycott
	Factors related to technology	Advertising methods Communication quality Availability of information
Governing context	Interactive space	Managers' relationship with the customer Communication services related to customer needs Employee-customer relationship Communication between customers
	Competition space	Increase the quality level of customer orientation Increase customer trust

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		Awareness of the situation of competitors
	Globalization	Communication in any part of the world Large number of social media users Powerful tool to get the company to the target audience Marketing without time and space restrictions
Implications of social media marketing	Economic consequences	Creating a competitive economic advantage Increase customer intent
	Consequences related to users	Instant feedback and engagement with users Increase the speed of access to the required information Measuring public opinion Online trust

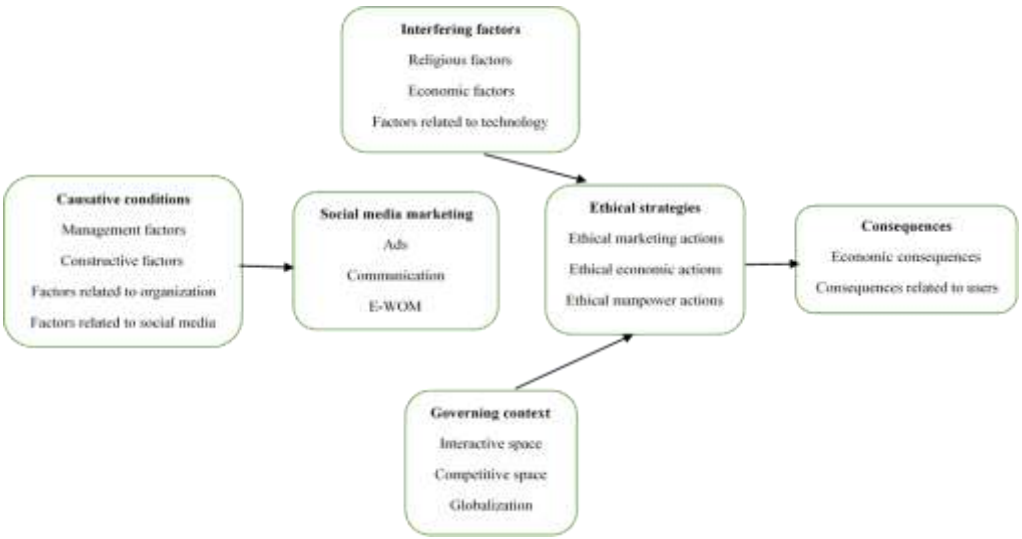

Figure 1: Model of ethical strategies for social media marketing, with an emphasis on building trust and the intention of users to buy

Discussion

In the model of ethical strategies of social media marketing strategies, six main constructs were seen, which are: causal factors, social media marketing, ethical marketing strategies, intervention factors, governing context, and social media marketing consequences that can be followed step by step by marketing managers. The results of this research are in line with some research that online trust and the intention to buy users as a consequence of ethical social media marketing strategies are considered. (13, 14, 15, 16, 17, 18)

This research is done in the period when Instagram social media has had the most influence among the people of Iran. Therefore, this can be considered as a limitation in the research process and if the general mood changes to a new media, similar research will probably be needed to model Evaluate and modify the introduced social media marketing.

According to the results of this study, the following suggestions can be made:

- Given the role of retailers in social welfare, this responsibility can include providing employment opportunities for the unemployed, purchasing socially responsible goods, paying attention to the welfare of the people at the bottom of the pyramid, and maintaining privacy in collecting customer data.

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- Ethics-based education is very important in retail. Retail staff are in direct contact with customers to meet needs and solve problems. Employees are more committed to the company they work for when they feel the company has invested in them.
- When presenting clear content and advertising, users usually start commenting on it. Managers and experts should monitor the feedback and respond ethically, especially if the feedback is negative, then share this data with general customer attitudes and preferences for products and campaigns. Analyze effective advertising.

Subsequent researchers are advised to conduct this research in other organizations to increase the generalizability of the findings.

Conclusion

Social media marketing is a phenomenon that has attracted the attention of many researchers in the field of marketing in recent years. Many studies have sought to identify the consequences of using ethical strategies in the marketing of products and services. Leaders are modeled on their own knowledge and experience and make appropriate decisions that help create a culture of ethics based on shared values and behaviors. Good businesses have a strong ethical agenda. They have a set of principles to guide behavior and processes to ensure the implementation of these principles.

Ethical Consideration

Ethical issues (including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, redundancy, etc.) have been completely observed by the authors.

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