

## THE EFFECT OF ETHICAL ASPECTS OF BRAND ON INCREASE OF CORPORATES REPUTATION AMONG CONSUMERS IN SHIRAZ

Ali Khayer<sup>1</sup>, Dr.Ebrahim Albo Naeemi<sup>2</sup>, Dr.Kambiz Ahmadi<sup>2</sup>

<sup>1</sup>Department of Business Management, Faculty of Management, Islamic Azad University, Persian Gulf International Education Center, Arvand Branch, Abadan, Iran

<sup>2</sup>Assistance Professor, Department of Business Management, Faculty of Management, Islamic Azad University, Persian Gulf International Education Center, Arvand Branch, Abadan, Iran

### Abstract

In common models, brand and its equity are defined and measured by the economic performance in fiscal periods. Today, interest in studying marketing moralities, social issues, and the power of society is growing, and commercial brands have become popular in many aspects of the human life. In fact, these brands have influenced life styles and cultures, and even serve as their representative. Brands have penetrated the private lives of people and may influence their values, beliefs, policies, and even their spirits. Brand creation has gone beyond marketing and advertising, and its social structure is as important as its economic structure. While advertisement is a manifest factor in marketing, brand is its center of communication, and most of the challenges in advertisement come from brand policies. In this research, after reviewing the research literature, consulting with professors, and making use of the opinions of brand and marketing experts, the composing factors of moral brand were identified and then the data that was collected from a statistical sample of 384 people using questionnaires was analyzed. Considering its aim, this research is developmental in nature, but in respect to its data collection methods (research proposal), it is a descriptive-survey research. As mentioned above, data was collected using questionnaires where Likert Scale was used to determine the number of response options. Research data was analyzed using descriptive and inferential methods. At the descriptive level, the sample characteristics were descriptively analyzed using statistical measures such as abundance, percentage, average, and standard deviation, while correlation coefficients test was used at the inferential level to provide answers for research hypotheses and to discover some specific relations between the sample variables. The relation between the two variables of moral brand creation and companies' reputation was identified to be a positive and strong one in this research. This means that companies must pay much more attention to moralities, moral marketing, and especially moral brand creation and its variables in order to earn a better reputation.

**Keywords:** Ethical Aspects, Brand, Corporates Reputation, Consumers

### Introduction

In modern era of technology, corporate attempt to utilize novel tools and technologies, optimize their routine procedure, minimize their costs and increase their efficiency. Also, increase of rivalry made businesses to optimize various levels (Hunt et al., 2007). Amongst this and by internet revolution at the beginning of 1990s, trading processes were affected significantly by digital technologies and rapid transformations and in addition marketing strategies should also change in innovation and competition area (Ainin, 2005). About competition and globalization, role of ethics in trade and business is of special issues which leads to increase of validity of theoretical and business researches (Pearson, 2006; Halme, 1995; Dienhart, 1995; Crent, 1998; Hoq et al.; Sen, 1995; Hoq et al., 2010; Soleyman, 2006)

It must be noticed that brand name is based on values, cultures and reputation of corporate (Paluszek, 2005) and is a distinction tool which keep future products alive and remains in public memory (Kapferer, 1993). Actually, trade name is more than a name of a product and it is important to notice all aspects and especially ethical issues in this field. Most of the corporate have positive answer to this question that: brand name should be ethical? And this happens while public agreement on ethical brand name is difficult, because ethical values are different among individuals, organizations and various cultures and changed over time and

this indicates that ethic is a complicated issue. Ethical brand name is subset of ethical marketing which provides a definition for correct and incorrect behavior in decision-makings for branding (Fan, 2005).

Nowadays, organizations, corporates and institutes that need competitive advantage by modern marketing methods in their business, notice ethical aspects of marketing especially ethical brand name and made enterprises to study accurately implementation, evaluation and management of this field and its role in increase of corporate' reputation.

### **Problem Statement**

Due to criteria, cultural and enviomental factors, relative goodness and badness of different fields, while there is little global agreement about ethical brand name because of special complexity of ethics, but most of the enterprises have studied ethical aspects of brand even from their special point of view and have noticed this issue. According to definition offered by Hoq et al. (2010), ethical brand name is whatever considered as social responsibility and responding at the time of facing with environmental or ethical responsibilities (Hoq et al., 2010). Also, Fan (2005) states that ethical brand name is a subset of ethical marketing which defines definite ethical rules and correct and incorrect behaviors in decisions of brand name.

(Hoq et al., 2010), because trade names affect liftyle and culture of individuals and they are influencing their personal life and it is possible to affect their values, beliefs, policies and event their soul (Fan, 2005). As branding is aimed to create a desirable mentality in customer to achieve distinction in competition (Hoq et al., 2010). Ethically, attention to brand name also plays important role.

On the other hand, most of the enterprises know that they should be more reputed in front of their customers in order for increase of selling, survival in competitive setting and long-term profitability. Customer is a fundamental factor and reason of organization life and attention to his requirements is the main priority and if an enterprise ignores needs of customers, undoubtedly it will be ruined. Increase of corporates' reputation is equal with more profitability and this happens while reputation of a corporate is defined by different characteristics such as perception of customers, reputation, goodness and badness, reliability, honesty, validity (Fan, 2005). In other words, reputation of an enterprise is feeling and understanding of people from correct information and news, corporates' activities, workplace, previous performance and future view of corporate (Fombrum, 2000).

Amongst this, brand name is core of corporate's reputation and instead of business owners, tradename is widely in relation with customers. On the other hand, there is positive relation between performance and corporate's reputation so that increase of corporate's reputation, raises market's share and increase of market's share raises corporate's equity. Actually, corporate's reputation is caused by its previous performance in financial and social aspects. This issue is also obvious in branding. One ethical brand name increases corporate's reputation and this reputation reinforces the name such as a cycle (Fan, 2005).

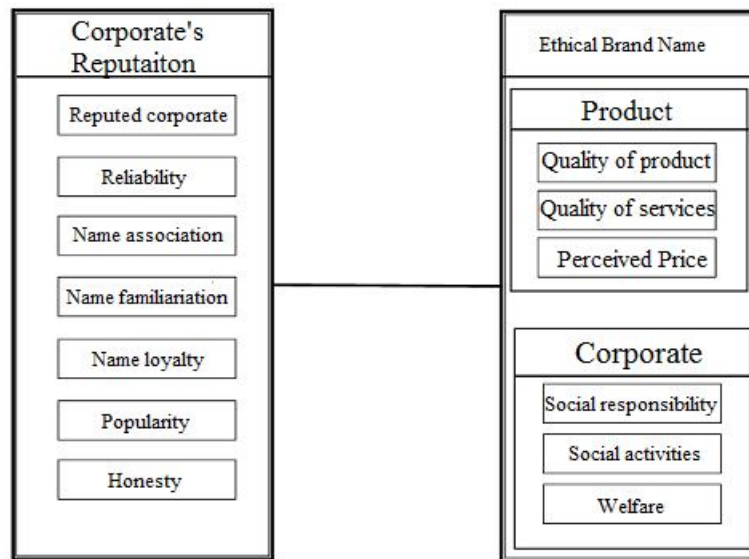
Ethical brand name could be studied from both corporate and product view. From corporate's view, it is the vital part of corporate's reputation and each ethical action is effective on corporate's name. From product's view, branding includes labeling, packing and communications which can affect indirectly the corporate's reputation. Finally it is possible to achieve competitive advantage by systematic and level actions about increasing reputation of corporate (Fan, 2005).

### **Conceptual Model of Research**

Due to research topic and existed findings in the literature about studying role of ethical aspects of trade name (brand) in increasing corporate' reputation, the conceptual model of research is prepared. In this research thical name has 6 components of product quality, services quality, perceived price, social responsibility, social activities, and welfare which are independent cariables at product and corporate level. In this research, corporate's reputation is dependent variable which is consisted of reputed corporate, reliability, name association, name familiariazation, name loyalty, popularity and honesty. In this research, relation between ethical branding and corportaes' reputation is measured.

It is concluded that ethical brand name affects corporate's reputation and plays an important role in increasing the sorporates' reputation. However, little studies are doen in this field. So, after many studies related to literature of research, model below and its related variables is suggested and this research is aimed to study conditions related to each variable of ethical brand name and their role in increasing corporates' reputation.

Figure 1-1: research model



### Importance and Necessity of Research

Necessity of doing this research is creating a desirable mentality in customer to achieve distinction in competition. Goals of trade name is summarized in 3 categories: domination in market, increase of customers' loyalty and increase of influence. These goals could be questionable ethically and this happens while technology progress is growing increasingly and as a result customers of products suppose their recognition power to be weakened. Today, purchasing is not that much important and is replacing with ethics. Due to this, it is important to pay attention to factors such as way of thinking, thematic norms, mechanisms of behavior controlling, ethical obligations, individual self analysis and totally ethics in business, in addition to factors that were noticed in traditional marketing about decision of purchase.

Now, ethic is studied in many trading topics such as marketing, behavior of consumer and so on and some models are also offered for them. As an example, works of researchers such as (Vitell et al., 2001; Alkhatib et al., 2005; Alkhatib et al., 2008; Carrigan, 2007; Otalla, 2001; Iwanow et al.; Shaw, 2007; Tan, 2002; Thomas, 2002). But about ethical brand name, as Fan (2005) states, little studies are done and this is while name is core of sorporate's reputation and is widely in relation with customers. So, this research is carried out because of lack of studies in this field especially in Iran and also importance of ethics and ethical brand name in increasing reputation of corporates and for determination of fundamental components of ethical brand name.

### Research Goals

This research is mainly aimed to study constructive factors of ethical brand name and reputation of corporate and the relation between them. Also, subsidiary goals in this research are:

1. Study of relation between ethical brand name and reputation of corporates at product level
2. Study of relation between ethical brand name and reputation of corporates at corporate level
3. Study of relation between product's quality and reputation of corporates
4. Study of relation between services' quality and reputation of corporates
5. Study of relation between perceived price and reputation of corporates
6. Study of relation between social responsibilities of corporates and their reputation
7. Study of relation between social activity of corporates and their reputation
8. Study of relation between attention to people's welfare by corporates and their reputation

### Research Hypotheses

Hypotheses of this research are considered in 1 important and 8 special hypotheses.

#### Important hypothesis:

There is significant relationship between ethical brand name and corporates' reputation.

**Subsidiary hypotheses:**

There is significant relationship between ethical brand name and corporates' reputation at product level.  
There is significant relationship between ethical brand name and corporates' reputation at corporate level.  
There is significant relationship between quality of product and corporates' reputation.  
There is significant relationship between quality of services and corporates' reputation.  
There is significant relationship between perceived price and corporates' reputation.  
There is significant relationship between social responsibility of corporates and their reputation.  
There is significant relationship between social activity of corporates and their reputation.  
There is significant relationship between attention to people's welfare by corporates and their reputation.

**Research Literature and Background**

**Identification framework of brand equity:** David Aaker confirms the process of brand creation by focus on identification concept of brand. In other words, he believes that identification of brand is basis of creating a top brand. Aaker has stated that identification of a brand is an exclusive set of brand associations that brand strategist tends to create, keep and maintain them. He has introduced 4 attitudes for brand identification:

1. Brand as a product: this attitude contains aspects such as product features, quality and sphere and products related to a certain brand. Other aspects are also utilization of appropriate occasion which happens at appropriate time. The enterprise attempts for domination on applicable and special occasion. Users which are related to localization of brand with special type of users and relation of brand with its country of origin which causes reputation for that brand.
2. Brand as an organization: this attitude focuses more on features of the organization and includes innovation and attention of organization to customers. Also, this attitude has local aspect against global one and this issue that an organization has global identity or attempts to join local markets is dependent to choice of organization. Local strategy can understand their needs better by having relationship with customers while global strategy mentions life-time and stability of brand and guarantees future of that brand.
3. Brand as a person: this attitude includes characteristic aspect of brand. Characteristic of a brand is set of human features related to that brand. These human features are gender, age, interest and attention of one person and so on.
4. Brand as a symbol: Aaker believes that one top symbol can be basis of brand identification and recognition and increases recognition power or reminds the brand for customers. He states that audio and visual methods such as illustration with showing a significant brand can be the most effective methods of creating symbol for a brand (Kazemi rad, Master Thesis, 2009). Kazemi rad, Sh., 2009, the study of effect of customers' loyalty on brand special equity (Case study: e-card customers of private banks in Gilan, Master Thesis, Summer, 2009).

**Relations between consumer personality and brand characteristics:** Consumers often give characteristic features to brands and assume human aspects for them and marketers often reinforce or create these perceptions by localization of brand. Characteristic features of brand provides symbolic meaning or emotional value which can help brand superiorities of consumers and is more stable than operational features. Successful localization of brand characteristic in one category requires measurement models that can separate exclusive characteristic features of one brand from those features that are common in all brandnames of that category. Consumers perceive one brand with aspects that are given by personality of people and generalize that to brands' sphere. Aspects of brand characteristic is defined with generalization of aspects of human personality to brands' sphere (Ganji nia and Akhavan, 2010)

Ganji nia, H., Akhavan Fomani, S., 2010, role of brand characteristic on behavior of consumer and challenges of branding.

**Business Ethic:** Business ethic is a branch of applicable (operational) ethic which studies ethical and inspiritual principles or ethical issues of them in business setting. In 21<sup>st</sup> century, according to globalization of economy and expansion of markets, necessity of fulfilling moral principles in trading is increased more than before. In business, it is not necessary to fulfil all moral principles according to rules or instructions. Actually, businessmen and business owners have gradually understood that if they don't fulfil some of the principles, there would be no chance for influencing the market or even continue trading.

Attention to business moral principles in 1980s and 1990s increased strongly in important business unions and university societies and in most of the important universities around the world one new major is introduced as business or professional ethic and most of the important economic institutes of the world have compiled instructions for fulfillment of moral principles in their daily activities or staff behavior which would be mentioned later (Elmi, 2008).

**Ethic in marketing:** Saliciss and Fritz (1989) analyzed literature of business ethics and did normative and demonstrable classification of marketing ethics in macro and micro fields by special focus on marketing ethics. Scheme of this classification is given table below:

	(normative) the study of whatever that should exist.	(demonstrable) the study of whatever exists.
Macromarketing Ethics	<ul style="list-style-type: none"> <li>• What should be the role of marketing ethics in economy or free trade and system of private property?</li> <li>• What should be the role of marketing ethics in non-democratic societies and changing societies?</li> <li>• How should be the relation between law and ethics?</li> <li>• What is the role of marketers in solving social issues?</li> <li>• What should be the ethical responsibility of marketers?</li> <li>• What should be the ethical orientation of marketers in foreign cultures with various value systems?</li> <li>• What should be the role of consumer dignity?</li> <li>• What should be the responsibility of vulnerable consumers?</li> </ul>	<ul style="list-style-type: none"> <li>• What is the role of marketing ethics in economy or ? and interconnected groups?</li> <li>• What is the role of marketing ethics in non-democratic societies and changing societies?</li> <li>• What is the effect of rules on marketing ethics?</li> <li>• What do the marketers do in solving social issues?</li> <li>• What is the process of ethical decision-making in ? groups?</li> <li>• What distinction do marketers make in value systems of various cultures?</li> <li>• What is the relation between profit and ethics?</li> <li>• What is the role of consumer dignity In marketing decisions?</li> <li>• Which ethical norms are accepted globally, if existed?</li> </ul>
Micromarketing Ethics	<ul style="list-style-type: none"> <li>• How should enterprises define their ethical responsibilities?</li> <li>• How should corporate make ethical decisions in marketing?</li> <li>• How should corporate act when they face with special ethical challenges?</li> <li>• How should corporate fulfil marketing ethics?</li> <li>• How should an ethical instruction be prepared?</li> <li>• How should corporate teach marketing ethics?</li> <li>• How should marketers act when they face with intrapersonal value contradictions?</li> </ul>	<ul style="list-style-type: none"> <li>• How enterprises define their ethical responsibilities?</li> <li>• How is the process of ethical decision-making in a corporate?</li> <li>• What are the tough common ethical problems and issues?</li> <li>• How do corporate fulfil marketing ethics?</li> <li>• What is the role of an ethical instruction?</li> <li>• How corporate teach marketing ethics?</li> <li>• How marketers act when they face with intrapersonal value ?</li> <li>• What are the differences between individual values and professional role of a marketer?</li> </ul>

Figure 2-3: Classification of marketing ethics

**Attitudes to Quality:** The first attitude to quality is defined as the ability to responding customer's need. This definition was at first stated by (Edwards, 1968) and (Juran, 1988). In this attitude, customer's need and responding to it, is organization's orientation and so it is called customer-oriented quality. The second attitude to quality, is of production view. From this attitude, quality is examined for product compliance with a plan or a characteristic. Definition of Gilmore states this attitude (1974).

The third attitude about quality is product oriented. In this attitude, quality is valuable features in one product. Leifler offered this definition in 1982 and he stated features of product as quality orientation. Another attitude for quality is an abstract concept from quality perception. Pirsig (1982) introduces the quality independent from product's features or special mental interpretation but he believes that people recognize quality wherever they understand it.

The fifth attitude defines quality as utility of a product with appropriate price (for customer) and acceptable cost (for producer). Broh (1982) and A.V. Feigenbaum also state the same definition.

### **Research Methodology**

In this research, at first components of ethical brand name were recognized after studying books, papers, researches in this topic and also consultation with professors and utilization of experts' opinions about marketing and brand. Then information was obtained by questionnaire and was studied and analyzed. This research is a developmental research by its goals and is a descriptive-survey one by the method of collecting data. Questionnaire was used for data collection and Likert scale for quantification of responses.

In this research, data were analyzed with 2 descriptive and inferential methods. Descriptively, statistical features such as frequency, percentage, mean and standard deviation analyzed characteristics of population and for inferential analysis correlation coefficient test and Friedman test were used in order to respond research hypotheses and also find special relations between variables of population.

Statistical population of this research includes all customers of Samsung company in Shiraz.

Sample was selected from customers whom were somehow using the products of this company. According to unlimited population sampling formula, sample size was estimated and after determination of sample size, sample members were chosen by simple random method.

In this research, questionnaires were distributed and collected as it was faster and cheaper and because it was necessary to give some explanations to respondents while filling in the questionnaire.

### **Sample Size Determination**

Research sample size is calculated by unlimited population sampling formula as below (Azar & Momeni, 2002, p:71). Appropriate formula for sample number (n) is given better:

$$n = \frac{z^2 \times \sigma^2}{e^2}$$

Statistical sample size was determined by means of sampling formula. Statistical size was 384.

### **Data Collection Tools**

In this research, methods below were used for data collection. Textbooks and thesis written about this topic were studied. Papers about related topics were used. Questionnaire was utilized as the most important tool for data collection.

### **Data Analysis**

In order to analyze collected data in this research, descriptive statistics is used at first for studying demographic variables of research such as gender, age, education and so on with software SPSS. Then inferential statistics was used. In inferential statistics of this research, Kolmogorov-Smirnov test was utilized for studying normalization of research variables. Then, if data were normal, Pearson test would be used for study of research hypotheses and if not, Spearman test would be applied.

Results of descriptive statistics of research variables are given in table 4-4.

Table 4-4: Frequency distribution of research variables

	Quantity	Minimum	Maximum	Mean	Standard Deviation
Quality of product	383	1.29	5.00	3.67	0.635
Quality of services	383	1.75	4.75	3.35	0.546
Perceived price	375	1.33	5.00	3.40	0.757
Ethical brand name at product level	383	1.67	4.78	3.44	0.490
Social responsibility	378	1.00	5.00	3.28	0.650
Social activities	382	1.80	5.00	3.32	0.528
Welfare	379	1.00	5.00	3.47	0.677
Ethical brand name at corporate level	382	1.33	4.83	3.31	0.482
Ethical brand name	384	1.53	5.00	3.40	0.475
Corporate's reputation	382	1.36	4.86	3.38	0.628

#### **Results of Inferential Analysis of Data**

Kolmogorov-Smirnov test: results of normalization test of variables are given in table 5-4.

Table 4-5: results of normalization test of research variables

Variables	Quantity	Mean	Standard Deviation	Sig	Result
Quality of product	375	3.67	0.635	0.021	Abnormal
Quality of services	383	3.35	0.546	0.036	Abnormal
Perceived price	378	3.40	0.757	0.005	Abnormal
Ethical brand name at product level	382	3.44	0.490	0.353	Normal
Social responsibility	379	3.28	1.650	0.000	Abnormal
Social activities	382	3.32	0.528	0.001	Abnormal
Welfare	384	3.47	0.677	0.067	Normal
Ethical brand name at corporate level	382	3.31	0.482	0.0273	Normal
Ethical brand name	375	3.40	0.475	0.715	Normal
Reputation of corporate	383	3.38	0.628	0.540	Normal

According to table 5-4, variables of ((ethical brand name at product level)), ((welfare)), ((ethical brand name at corporate level)), ((ethical brand name)) and ((corporate's reputation)) have normal distribution and others have abnormal distribution.

### **Research Findings**

Results from Kolmogorov-Smirnov: according to results, variables of ethical brand name at product level, welfare, ethical brand name at corporate level, ethical brand name and corporate's reputation have normal distribution but variables of product quality, services quality, perceived price, social responsibility and social activities have abnormal distribution.

Statistical analysis indicated that there is a significant relation between ethical brand name at product level and corporates' reputation. 74% correlation coefficient shows strong relation between them. In other words, as ethics increase in utilization of brand name at product level, reputation of corporate will raise more and more. So, corporates should pay attention to quality of products and services and perceived price in order to increase their reputation.

Statistical analysis indicated that there is a significant relation between ethical brand name at corporate level and corporates' reputation. 74% correlation coefficient shows strong relation between them. In other words, as ethics increase in utilization of brand name at product level, reputation of corporate will raise more and more. So, corporates should notice their social responsibility, fulfil desirable social activities and think about welfare of people and customers.

Product quality and corporates' reputation: Statistical analysis indicated that there is a significant relation between product quality and corporates' reputation. 67% correlation coefficient shows strong relation between them. In other words, as quality of product increases, reputation of corporate will raise more and more. So, corporates should pay attention to appearance and life-time of product in order to raise the reputation of their corporate and consider qualitative and quantitative satisfaction from products in comparison with other corporate, compatability of products with customers' needs, innovation and creativity in products and also easy utilization of products.

Quality of services and corporate reputation: Statistical analysis indicated that there is a significant relation between services quality and corporates' reputation. 47% correlation coefficient shows relatively strong relation between them. In other words, as quality of services increases, reputation of corporate will raise more and more. So, corporates should notice speed of responding customer's needs, creating high quality relation with customers, facilities, quality of services and appearance of product suppliers, readiness of staff and product suppliers for providing appropriate services and facing with problems, skill and knowledge of staff, politeness, respect and attention to customers among corporate staff, identification of customers' needs and their service demands in order to increase the reputation of their corporate.

Perceived price and reputation of corporate: Statistical analysis indicated that there is a significant relation between perceived price and corporates' reputation. 38% correlation coefficient shows relatively strong relation between them. In other words, as perceived price increases, reputation of corporate will raise more and more. So, corporates should pay attention to relevance of product quality and prices, price of products in comparison with rivals and value added for customers and products pricing in comparison with rivals in order to increase corporate's reputation.

Social responsibility of corporates and their reputation: Statistical analysis indicated that there is a significant relation between social responsibility and reputation of corporates. 48% correlation coefficient shows strong relation between them. In other words, as social responsibility increases, reputation of corporate will raise more and more. So, corporates should notice environmental aspect and carry out their set of duties and commitments towards maintenance, attention and helping the society and their citizenship duties in order for raising corporate's reputation.

Social activities and reputation of corporates: Statistical analysis indicated that there is a significant relation between social activities and reputation of corporates. 38% correlation coefficient shows relatively strong relation between them. In other words, as social activities increase, reputation of corporate will raise more and more. So, corporates should have successful social activities, do appropriate activities for maintenance of environment and not making it populated, bring justice in staff employment, carry out their social collaborative duties in lives of individuals and totally prevent from immoral activities in order to raise corporates' reputation.

Attention to people's welfare by corporate and their reputation: Statistical analysis indicated that there is a significant relation between people's welfare and corporates' reputation. 69% correlation coefficient shows



strong relation between them. In other words, as welfare of people increases, reputation of corporate will raise more and more. So, corporates should consider people's welfare in designing their products, provide good after-sales services and get worried about welfare of its customers.

Ethical name and corporate' reputation: Statistical analysis indicated that there is a significant relation between ethical brand name and corporates' reputation. 76% correlation coefficient shows the strong relation between them. In other words, as ethics are more noticed in branding, reputation of corporate will raise more and more.

### **Conclusion**

In this research, strong and positive relation between ethical branding and reputation corporate was concluded by studying their relation. It means that corporate should notice ethics and ethical marketing and especially ethical brand name and its variables in order to raise their reputation. In other words, one company should pay sufficient attention to ethical brand name if it wants to have good reputation among its rivals, customer trusts its products and services, products always be compatible with customer, the corporate fulfils its promises, customers become treated equally and respectfully in offering the products, customers could trust easily services and products, remember brand name of that corporate when they do shopping, get informed of products and various brands of company, have appropriate information from corporate's brand, stay loyal to corporate's brand name when they do shopping, corporate becomes globally popular, and totally if it wants to raise its reputation.

Amongst this, ethical brand name has equal effect on increase of corporate's reputation at product and corporate level as both of these variables have high and approximately equal correlation coefficient for corporate's reputation. It means that due to ethical brand name, enterprises must consider these two variables and their components equally for increasing their reputation and do not prefer one of them. In this way, they won't face with problems of unfairness about these components in the future.

Also, among all variables of ethical branding, welfare variable has the greatest correlation coefficient and so, has highest effect on increase of corporates' reputation. Therefore, corporate must notice this variable more than others in ethical branding. In addition, among variables, perceived price has lowest correlation coefficient. It means that price and material issues have less proportion in increase of corporates' reputation although it should be sufficiently noticed.

### **Suggestions**

According to results, these suggestions can be carried out:

1. It is suggested to corporate which seek for increasing their reputation, to consider activities of ethical branding seriously.
2. In this research it became obvious that there is strong relation between reputation of corporate and quality of their product. Due to this, improving the quality can raise their reputation and as a result manager are suggested to focus on their short, medium and long term plans according to popularity of goods and services in markets to increase popularity of their products by utilization of customers' needs resulted from feedbacks in their productions and elimination of previous problems.
3. In order to increase corporate's reputation, they are suggested to produce various products that could be easily trusted.
4. In this research social responsibility of corporate was the only variable which was not in good situation. So, due to this, enterprises are suggested to do accurate planning for carrying out their social responsibilities and manage them correctly.
5. In order to increase corporate's reputation, marketing managers are suggested to improve the skills of their staff ethically and hold proper educational courses in this field.
6. Due to results, as quality of services are directly related to reputation of corporates, managers are suggested to notice on-time and various after-sales services for maintenance of their corporates' reputation; in this way, they reinforce the quality of their services and also their reputation.
7. As price is related to good and is considered as services of the enterprise, they are suggested to reduce the gap between perceived price and total price. This causes more reputation for corporate.
8. In this research social responsibility of corporate was the only variable which was not in good situation. So, due to this, enterprises are suggested to do accurate planning for carrying out their social responsibilities and manage them correctly.

9. Managers and officials are suggested to apply some plannings in order to inform staff from benefits and advantages of ethical branding and raise their trust to this issue. In this way, they can utilize advantages of ethical branding and increase corporate's reputation.

## References

- Aaker, D, A. .1999., Managing Brand Equity, San Francisco: Free Press.
- Ahmadi, A. R., 2009, the study of effect of brand equity on brand generalization in cosmetic products (case study: Afshan Shampoo), Master Thesis, Payam-e-Nour University of Garmsar, Faculty of Humanities.
- Ainin,S. 2005. Business practices in the digital era. Kuala Lumpur, Malaysia: Asian Business Conference 2005.
- Ali Abadi, B., 2010, the study of effect of brand equity on continuity and prevalence of relation between customers and banking industry (case study: Pasargad Bank), Master Thesis, Ahwaz: Chamran University, Faculty of humanities and social sciences.
- Al-Khatib J. A. , Avinash Malshe , and Mazen AbdulKader .2008. «Perception of unethical negotiation tactics: A comparative study of US and Saudi managers» , International Business Review , Volume 17, Issue 1 , Emerald group , (February) , Pages -102-78
- Al-Khatib J. A. , Scott J. Vitell , Richard Rexeisen and Mohammed Rawwas .2005.« Intercountry differences of consumer ethics in Arab countries» , International Business Review , Volume 14, Issue 4 , Emerald group , (August ) , Pages -516-495
- Broh, R.A. Managing Quality for Higher Profits, 1982, p.3.
- Brubaker S .2007. Ethics and regulation in direct marketing. Direct Marketing: An International Journal, 1: 55 – 58.
- Buckly, M. R. ,D s.Be,D. D. Frink .2001..»Ethical Issues in Human Resources Systems»,Human Resource Management Review,No.11,11-29.
- Carrigan M. and Attalla, A. 2001. « The myth of the ethical consumer do ethics matter in purchase behavior?» , Journal of Consumer Marketing, Vol.18,No.7, Science Direct group , Pages 560-577.
- Creen, E. H. et. al. 1997. The influence of firm behavior on purchase intent. Journal of consumer marketing 14-6
- Crosby. B.L., DeVito. R. and Pearson. M. J. 2003. Manage Your Customers' Perception of Quality, Review of Business, Winter.
- Darke ,P, R., & Dahl, Darren W. 2003. Fairness and the subjective value
- Denison, D. ,2000. "Organizational Culture and Corporate Social Responsibility: Can it be a key lever for Driving Organizational Chang?" International Institute for Management Development,Denison@imd. Chapter2.
- Dienhart, J.W., and Curnutt, J. 1998. Business ethics: A reference handbook, ABC-CLIO. Santa Barbara: CA.
- Dohl 2003, Inmam, Peter, Amil &Raghubir 1997, Bearden & Weilbaker 1988.
- Donaldson,T.&K.Davis .1990., «Business Ethics».Management Decision, V.28,N6.
- Ebahimi, A., Rodani, A., 2009, role of ethical marketing in behavior of food consumers, Quarterly of ethic in sciences and technology, 4<sup>th</sup> year, No. 1: 2, pp: 29-39.
- Ebrahimi Abed, M., 2010, the study of effect of equity aspects of brand in Aaker model on brand quity from consumer's point of view (case study: Samsung Brand), Master Thesis, Payam-e-Nour University, Faculty of social and economic sciences.
- Edwards C.D., "The Meaning of Quality", in Quality Progress Oct,1968, ISSN: 0033-524X
- Elena Delgado, E, and Munuera, L, 2005, Does brand trust matter to brand equity?, Journal of Product & Brand Management, 14/3, pp 187–196.
- Fan, Y, 2005, ETHICAL BRANDING AND CORPORATE REPUTATION, Corporate Communications: An International Journal, Volume 10, Number 4, 2005 , pp. 341-350(10).
- Ferrell, O.C. and Ferrell, L. 2008. "A Macromarketing Ethics Framework:Stakeholder Orientation and DistributiveJustice", Journal of Macromarketing, 28(1): pp.24-32,.
- Fleming, M. 2002 "What is safety culture Rail way safety ever green House, Available at: [www.google.com \rwf\](http://www.google.com\rwf/)
- Fombrun, C. 2000. "The value to be found in corporate reputation", Financial Times, 4 December

- Ghobadian, A, et al., "Service Quality: Concepts and Models", International Journal of Quality and Reliability Management-66-43-1994-9-11.
- Gilmore, H.L. "Product Conformance Cost," Quality Progress, June 1974, p.16
- Grönroos, C. 2000. Service Management and Marketing: A Customer Relationship Management Approach (2 nd Ed.), John Wiley & Sons, Ltd., Chichester
- Gronroos, Christian, Service Management & Marketing, Second Edition, Wiley, 2001.
- Halme, M. 1997. Environmental management paradigm shifts in business enterprises: Organizational
- Hashemi, A., 2009, comparative study of brand equity in state and private banks, Master Thesis, Tehran: University of Tarbiat-Modarres, Faculty of management and economy.
- Holme Ch .2008. Business ethics – Part One: Does it matter? Industrial and Commercial Training, 40: 248-252
- Hunt ShD, Vitell SJ .2006.. The General Theory of Marketing Ethics: A Revision and Three Questions. Journal of Macromarketing, 26: 1-11
- Iwanow H. , Mceachern M.G and Jeffrey A. 2005. « The influence of ethical trading policies on consumer apparel : A focus on The Gap Inc » , International Journal of Retail and Distribution Management, Vol. 33, No. 5, Emerald group , Pages -387-371
- Jalalzadeh, A., 2010, prioritization of effective factors on brand equity of virtual corporate in Iran, Master Thesis, University of Allameh-Tabatabayi, Faculty of accounting and management.
- Jane Roberts and Bill Merrilees Journal of Business & Industrial Marketing Volume 22 · Number 6 · 2007 · 410–417
- Jayawardhena, C., Wright, L.T., Dennis, C. 2007 Consumers online: intentions, orientations and segmentation. International Journal of Retail & Distribution Management, 35(6), 515-26.
- Johnson, M. D., and Nilsson, L. 2003, "The Importance of Reliability and Customization from Goods to Services", Quality Management Journal, 10,(1-15
- Labbai MM. 2007. Social Responsibility and Ethics in Marketing. International Marketing Conference on Marketing & Society -10-8. IIMK
- Lagon, A, 1999,»Globalization & New Social & Ethical Accountabilities», KPMG www, Ncoss. org. u.bookshelf conference
- Lagon, 1999:5
- Lau h.c. & m. a. Idris, 2005,»Soft foundations of the critical success factors ontqm implementation in Malaysia»,TQM Magazine ,vol.13,no.4.pp515-52
- Learning relating to recycling and forest management issues in Two Finnish Paper Companies., Vammalan Kirjapaino: University of Tampere.
- Leifler, K. B. "Ambiguous Changes in Product Quality," American Economic Review, December 1982, p.956
- Mc, Namara, c. 1999, «Complete Guide To Ethics Management, <http://www.managementhelp.org/library/ethics/ethxgde.htm>
- McQuiston, D. 2004, "Successful branding of a commodity product: the case of RAEX LASER steel", Industrial Marketing Management, Vol. 33, pp. 345-54.
- Mitchell, Ron K., Agle, B. R., and Wood, Donna J. "Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts", Academy of Management Review, 22 (4):pp.853–860, 1997.
- Mohseni, Z., 2009, the study of relation between customer-oriented brand equity of organization and its ethical atmosphere, Master Thesis, Kerman: Ba Honar University, Faculty of economy and management.
- Montgomery, D. C. 1996, Introduction to Statistical Quality Control, Third Edition, John Wiley & Sons, New York, NY.
- OECD Productinty Database, 2005, [www.axiss.com.au/assets/document/](http://www.axiss.com.au/assets/document/)
- of a bargain. Journal of Consumer Psychology, 13, 328–38.
- Ortmeyer, G, Quelch S John, A., & Salmon, Walter. 1991, Fall Restoring credibility to retail pricing. Sloan Management Review 55–66
- Parasuraman, A., Zeithaml V. A., Berry L. L., Reassessment of Expectations as a comparison
- Parsons PJ 2007. Integrating ethics with strategy: analyzing disease-branding. Corporate Communications: An International Journal, 12: 267-279.
- Pearson, G. 1995 Integrity in Organizations: An Alternative Business Ethic, McGraw-Hill, London.
- Pirsig, R.M. Zen and the Art of Motorcycle Maintenance, 1982, pp.185-213

- Poesche, 2002»Agile Manufacturing Straegy& Business Ethics»,Journal Of Business Ethics 38,No.4
- Reichheld F., Sasser, W.E. Jr. 1996-Zero defection: quality comes to services; Harvard Business Review, Vol.68, September–October,
- Roberts, J and Merrilees, B, 2007, Multiple roles of brands in business-to-business
- Salamati, M., 2009, the study of effect of brand identification and its relations with definite purchases of customers in futute, Master Thesis, Al-Zahra University, Faculty of social and economic sciences.
- Sen, A. 1995. Moral codes and economic success, in Brittan, S., Hamlin, A.P. (Eds), Market Capitalism and Moral Values, Edward Elgar,Aldershot.
- Services, Journal of Business & Industrial Marketing, 22/6, pp. 410–417.
- Shaw Deirdre . 2007. « Consumer voters in imagined communities» , International journal of sociology and social policy , Vol. 27 , No. 4/3, Science Direct group , Pages 135/150
- Shaw Deirdre and Edward Shiu . 2003 . « Ethics in consumer choice: a multivariate modeling approach» , European journal of marketing , Vol. 37 , No. 10 , Science Direct group , Pages 1485-1498-
- standards in measuring service quality: implications for further research, Journal of Marketing, Vol. 58, No. 2, pp. 111-124, 1994.
- Tan Benjamin . 2002. « Understanding consumer ethical decision making with respect to purchase of pirated software» , Journal of Consumer Marketing , Vol. 19 , No. 2, Science Direct group , Pages 111-136
- Thomas James L. , Scott J. Vitell , Faye W. Gilbert and Gregory M. Rose . 2002. « The impact of ethical cues on customer satisfaction with service» , Journal of Retailing , Volume 78, Issue 3 Emerald group , (Autumn ) , Pages 173-167
- Tsalikis, J., and Fritzsche, David J. “Business ethics: A literature review with focus on marketing ethics”, Journal of Business Ethics , 8 (2): pp.695–743 , 1989.
- Van Riel, C.R.A., Mortanges, C.P.de and Streukens, S. 2005 Marketing Antecedents of Industrial Brand Equity: An Empirical Investigation in Special Chemicals. The Journal of Industrial Marketing Management, 34(8), 841-847.
- Vanriel, A., de Mortanges, C. and Streukens, S. 2005, “Marketing antecedents of industrial brand equity: an Multiple roles of brands in business-to-business services
- Venous, D., Khani, J., 2005, ethics and marketing, comparative study of opinions related to clergymen, managers in state and private companies, management of organizational culture (3<sup>rd</sup> year, No. 1., pp: 45-61).
- Vitell S. J. , Singhapakdi A. and Thomas J. 2001 « Consumer ethics: an application and empirical testing of the Hunt-Vitell theory of ethics » , Journal of Consumer Marketing , Vol. 18 ,No. 2 , Science Direct group , Pages 153-178
- Yadav, M. S. and Varadarajan, P. R. 2002. Marketing Strategy and the Internet: An Organizing Framework, Journal of the Academy of Marketing Science, 30(4),
- Yoo, B., Donthu, N., and Lee, S. 2000, ``An examination of selected marketing mix elements and brand equity’’ , Journal of the Academy of Marketing Science, Vol. 28, Spring, pp. 195-211.