Tetiana Dubovyk
PhD (Economics), Associate Professor,
Kyiv National University of Trade and Economics, Ukraine
19 Kioto Str., Kyiv, 02156, Ukraine
TatianaVDubovik@gmail.com

ETHICS OF ONLINE MARKETING COMMUNICATIONS OF TRADE BUSINESS

Abstract. Customer is the main hero of online trade game, so there are online marketing communications to be involved to use the conception of social-ethic marketing. Customization and personification influences not only marketing orientation, but the methodology, instruments and online marketing communications approaches. The problem is that in the ethical norms of trade enterprises, it is not considered the customers' interest to the protection of their privacy and imposes online marketing applications. The author conducted analysis of legislative regulation of Digital Marketing Communications and Online Behavioural Advertising.
This paper discusses the application of scientific approaches to the online marketing communications in the companies' trade, based on the concept of social and ethical marketing. Detected examples of ambiguous consumer perception of online marketing and communication applications, led to proposition of solution: the developers of online marketing communications and applications software systems, developers must balance the need to ensure the privacy of consumers and the needs of enterprises of trade, taking into account both the needs of the consumers, the freedom of choice and social benefits. The author offers the model of trade business cooperation with customers.
Keywords: online ethics; social-ethic marketing; online marketing communications; ethic interactivity; trade business.
JEL Classification: F19, L81, M39

Т. В. Дубовик
кандидат економічних наук, доцент кафедри маркетингу та реклами,
Київський національний торговельно-економічний університет, Україна
ЕТИКА ІНТЕРНЕТ-МАРКЕТИНГОВИХ КОМУНІКАЦІЙ ПІДПРИЄМСТВ ТОРГІВЛІ
Анотація. У статті розглядаються наукові підходи застосування інтернет-маркетингових комунікацій підприємств торгівлі з урахуванням концепції соціально-етичного маркетингу. Етичні норми поведінки підприємств торгівлі та рекламно-комунікаційних агентств не зважають на інтереси споживачів і покупців щодо захисту персональних даних, нав'язують інтернет-маркетингові звернення. Авторами запропоновано модель взаємодії підприємств торгівлі зі споживачами й визначено основні критерії етичної інтерактивності та конфіденційності.
Ключові слова: інтернет-маркетингові комунікації, соціально-етичний маркетинг, етична інтерактивність, підприємство торгівлі.

Т. В. Дубовик
кандидат экономических наук, доцент кафедры маркетинга и рекламы,
Киевский национальный торгово-экономический университет, Украина
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Аннотация. В статье рассматриваются научные подходы к интернет-маркетинговым коммуникациям предприятий торговли с учетом концепции социально-этического маркетинга. Нормы поведения предприятий торговли и рекламно-коммуникационных агентств не принимают во внимание интересы потребителей и покупателей относительно защиты персональных данных, навязывают интернет-маркетинговые обращения. Авторами предложена модель взаимодействия предприятий торговли с потребителями и определены основные критерии этической интерактивности и конфиденциальности.
Ключевые слова: интернет-маркетинговые коммуникации, социально-этический маркетинг, этическая интерактивность, предприятие торговли.

Introduction. Continuous changes are taking place during the last years in the retail sector. The macroeconomic factors determine the dynamics of purchasing ability and consumer behavior. The trading has begun reacting on the changes in its environment by producing new business conceptions, experimenting with the new forms of cooperating with consumers, originating private trade marks and brands. There are no geographical boundaries for business; goods in online stores could be sold all over the world. The rapid increasing of online sales reached 10% and is going to achieve 20% in 2020 [1]. Competitive preferences will be obtained by those enterprises, which could bring in new scopes, such as offers optimization, new target audience orientation, effective communication with permanent clients, new activities implementation, and usage of social-ethic marketing principles.

Consumers show the need to be served but not to be chased. According to Adobe data, the 82% of consumers all over the world think that companies gain too much information. Pew Research Center published such information that the 86% of Americans tried to remove or hide the trace of their online activities [2]. Regular violation of the privacy right leads to nascence and increasing of «no-data-brands» popularity – companies, which will provide the exceptional service and at the same time could guarantee privacy and no chasing. Thus, Lightbeam and Collusion companies collect information, analyzing cookies data, sent by web-servers and saved on computer. Modern browsers allow forbidding cookies saving [3].

Interactive Advertising Bureau and Price Waterhouse Coopers published the report according to which the extent of advertising market has grown for 18% and reached $20.1 billion. Herewith about 90% of these advertising bases lean on the digital user's profile.

Brief Literature Review. One of the considerable components of domestic and foreign business theory and practice is the social-ethic marketing conception, which could be differently transformed and interpreted by scholars, a new conceptual apparatus is involved: holistic, societal marketing. It is this research line, which took one of the principal positions in modern world and native economics. The social marketing, its principles and realization machinery are characterized in the works of Alan R. Andreasen (2001) [4], Marvin Goldberg, Martin Fishbein, and Susan Middlestadt (1997) [5], Eileen P. Kelly

(2000) [6], Philip Kotler, Eduardo Roberto, and Nancy Lee (2002) [7], L. MacFadyen, M. Stead, and G. B. Hastings (2002) [8], A. A. Mazaraki and E. V. Romat et al. (2013) [9]. Nevertheless, there are several economic prerequisites of introduction and development of this direction in every country, and therefore there is the necessity of complexity of problem study in further research. The underestimation of conception of social-ethic marketing implementation in Ukraine can lead the Ukrainian enterprises to the deprivation of world competitive positions. The considerable research was held in the field of consumer and marketing ethics for the last 20 years (Hunt & Vitell, 2006 [10]; Nwachukwu et al., 1997 [11]; Vitell, 2001 [12]; Vitell, 2003 [13]). Nevertheless, some journals – Journal of Business Ethics, Journal of Advertising, Journal of Consumer Marketing, Journal of Business, paid the peculiar attention to the debatable (argumentative) advertising. Although the investigations were made to form an ethical issue, dealt with the conflicting advertising (Drumwright & Murphy, 2009 [14]; Fam & Waller, 2003 [15]), there is no enough information about the usage and role of controversial advertising online and consumers' opinions, thoughts, feeling and responses about such kinds of online advertising.

While the online advertising spending are still increasing (eMarketer, 2013), and social media, such as Facebook and YouTube, are widely used by companies to promote brands (Mangold & Faulds, 2009 [16]), the amount of advertising clicks decreases, the consumer complains of online advertising increment (Plunkett, 2010 [17]), and the recent research displays the fact that consumers are avoiding advertising on Facebook (Michaelidou & Moraes, 2011 [18]), which can be dealt with the consumers' negative attitude to shocking commercial appeals, used by digital marketers. Thus, there is the necessity of more profound insight of ethic problems dealt with the online controversial advertising in Ukraine.

Purpose. The paper uncovers issues of methodological, scientific and practical investigations approaches in controlling of online-marketing communications of trade enterprises on the social-ethic marketing principles.

Results. The demand and consumption personification is the regularity of information economics development, which provides the technological base for individualization of online-marketing communications as an interactive information technology. The analytical company SDL has interviewed customers in USA, Great Britain and Australia to learn their attitude to the «Big Data» technologies. The 62% of customers in the world are concerned about the way marketers collect and use their personal data. In all three countries, customers showed anxiety about the usage of their data. The 76% of respondents all over the world noted that the retail trading companies trace every their move by means of smart phones, and Wi-Fi connection. The USA customers suffer at most: the permanent virtual «chase» perceived by the 82% of respondents [19]. The retail enterprises policy does not satisfy many customers. Thus, the 72% of respondents complained of the companies they cooperate with, cause they don't offer any form of tracking refuse or nameless mode. The 65% of customers all over the world (and the 70% in Great Britain) insist upon the actual ways of information collection, which do not accord with the official companies principles. Less than a half of respondents (41%) agree to share their personal data with companies to receive free commodities in any form. Customers rely on the consumers protection societies. Thus, the 62% of respondents in the world expect such societies to supervise how the companies collect and use personal data [19].

Investigations the World Business Organization – International Commerce Chamber, The World Economic Forum ratings, renewed Consolidated Code of advertising practice and marketing communication, The Ethic code on marketing in Internet, European declaration of business self-controlled principles, statistical data of government statistical agencies, science and science-social sources, the author discovered peculiarities of online-marketing communication activity in the field of consumer market are that the social-ethic positions are in insufficient level of following the main social-ethic principles and

demands to the business environment organization (market infrastructure); in weak supply of trade enterprises with the social-ethic norms and standards, which predetermine satisfaction of subjects' social needs; in the underdevelopment of online-markets system of social-ethic positioning etc. The international Commerce Chamber (ICC) represented the renewed Consolidated Code of advertising practice and marketing communications on the 15th of September, 2011. ICC-2011 Code has become the basis for more national advertising codes and it is employed to work out and create new system of self-control in marketing communications all over the world. Changes and innovations of ICC-2011 Code refers to the field of Digital Marketing Communications and Online Behavioural Advertising, it increases the protection degree of children from online advertising, it sets measures for all kinds and types of advertising, which refer to children, it offers additional means to protect life and personal data of consumers.

Ethic online marketing code, devised by American marketing association, determines the consumers' privacy right: «Information, collected about the client, is to be confidential and to be used only for particular purposes» (www.ama.org). This regulation seems to eliminate unmask and second data usage, but it is not the demand.

The Inethics expert group (http://www.inethics.com), which examines the problem of online ethics, is developing the Ethics online Code. The purpose of this code is to represent the ethics standard to estimate states and corporations norms according to the Internet and related communicational networks. Developers pointed out that this document had not been worked out to be used as a «legislative», but to estimate legislative means. At the beginning of 2007 the founder of O'Reilly Media publish house, and Web 2.0 inventor Tim O'Reilly, with the Jimmy Wayls, Wikipedia developer, announced the establishment of bloggers' Code-Blogger's Code of document, which would conduct all the discussions and controversies. Trade enterprises were suggested to introduce special symbols (quality mark) as a guarantee of companies' serious expectancies to establish serious affairs with customers and different public groups. Herewith the implementations of different psychological confidence formation mechanisms are appropriate.

European Interactive Digital Advertising Alliance today takes the consequences for license of interactive marks implementation for enterprises, which covers European market and web-sites, which place the online-behavioral advertising. It includes 'one window'-sites link, www.youronlinechoices.eu, which is available in 24 different languages, where online users can find more detail information. Companies, represented on this site work with web-sites providers, which collect and use information for online-behavior advertising [20].

The companies below went through the independent certification process with an EDAA-approved Independent Certification Provider. These companies have been granted the corresponding Trust Seal, demonstrating full compliance with the OBA Self-Regulatory Program. There are a lot of examples of unethical behavior of companies in the field of online marketing communications. For example, Microsoft on keepyouremailprivate.com shows the examples of how Google uses private data for the profit [2]. Twitter will allow advertisers to penetrate into the customers' psychology.

The largest British retails network «Tesco» plans to place monitors with cameras on tanks, which could identify customers by sex and approximate age, and show advertising based on these observations. Ads will be formed by British digital company «Amscreen», which uses the face identifying technology of French Quividi to determine the main persons' characteristics and give it to the companies in real-time. System also determines, how long customers spend their time observing advertising, which will allow companies create more effective commercial [21].

Following Google, which is planning to give up the conflicting cookie-technology, Microsoft Corporation has intend to work out their own technology instead of cookies. It is needed to denoted that for most of users all these cookies seem insignificant, but for the online-advertising and online-technologies

areas this problem has prior importance. The cookie is the some sort of users' mirror in the eyes of service and advertising platform manager. There is no factual user for advertising platforms without cookie [2].

There is Law on Protection of personal data in Ukraine and ratified «Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data», Additional Protocol to the Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data and European Parliament Directive 95/46/EC of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data. These documents are harmonized with the most of world regulations. In October 2012, by the initiative of Ukrainian public organization «Ukrainian Association on Personal data Protection» the Declaration «For privacy in Internet», to which the prominent national telecommunication companies came over, was declared.

The advertising and communication agencies research allowed finding out the traffic manipulations cases by means of traffic analysis.

The author's research on consumer's disquietude concerning information privacy affirms that: 12% of respondents, who share their own personal data, expect benefits like an access to unique proposals in response; 26% – do not see the value in their personal data, and do not express considerable anxiety on this occasion; 41% – know that social networks can use their personal data to inform about special offers; 34% – have protected private setting and know how to change privacy settings on their web-browser. Customer survey method is used for collecting the required data. The size of the sample taken in this study is 120. The study was done during March and April 2014. At the same time, the considerable part of enterprises uses aggressive online marketing communicational instruments: pop-up banners, cheat banners and hyperlinks, and other forms of intrusive mechanisms which encroach the customers' privacy (Table).

It is expedient to distinguish ethical dilemma of customer's data confidentiality in social networks. The subject of ethics in social networks is the correct personal data usage by social managers of mass media. It is necessary to point to the non-ethics of event photo report and information massages mailing without consent in social network; the absence of messages about how social network acquaint users with the private data usage and how far it is «public». Because of the non-ethics advertising spreading, and accordingly, negative users' attitude to it, there are great amount of means to block or hide it (proxies, build-in, browsers' functions, hosts, etc.). The posted advertising does not arise the users' interest, but makes them wait for a long time while the downloading would be completed, they can switch on the block of all ads without any exception. This can deprive the owners of free sites, which exist only by adver-

tising, of fund to support such sites. As an example, the AdBlock Plus mean of advertising blocking. The last updates of AdBlock Plus provide the default option «Allow some haunting ads».

The mentioned examples of customers' ambiguous perception of online marketing communicative applications and author observations showed that there are tree problems for trade enterprises. The first is that the developers of online marketing communication applications and software developers bare to find the golden mean between the demands for customers' privacy providing and needs of trade enterprises. The second problem is that the developers of online marketing communication applications are to take into the consideration the needs of customers' choice freedom as well as social profits. For example, so attractive for most customers game sites can become the cause of gambling (the trade enterprises place ads on game platforms). And the third problem – ethical, which is usually, interpreted depending the geographical, cultural, ethnical, religious and even historical contexts.

For these problems salvation there is the importance of cooperation of trade enterprises, advertising agencies, and software developers with specialists on ethics, legislators and marketers on every stage: legislation and social-ethic marketing principles compliance. And such cooperation adjustment is one of the most complex problems.

New mobile devices technologies for Ukrainian customers will become the norm during the future two-five years. The trade enterprises, which are trying to differentiate themselves from their competitors, will be reluctant to refer to social-ethic rules in online marketing communicative activity to satisfy and to maintain customers. The short-term baseless online marketing communicative programs are pushing trade enterprises to non-ethic market positioning and income lost. This peril can be prevented by trade enterprise active ethic position initiation concerning customers according to its online marketing strategy. To gain competitive advantages, trade enterprises are suggested to inform customers about ethic position of enterprise in society by developing and spreading this information through Internet. This active position will allow trade enterprises to have a stable cooperation with customers and to increase loyalty.

Generalizing above mentioned, it is important to make an accent on improvement of online marketing communications control on trade enterprises on the basis of social-ethic marketing, which anticipates: standards compliance concerning legal and honest advertising, announced in legislative act of Ukraine «About Advertising» and in other documents; social online advertising placement on terms of partnership with other agents such as competitors, advertising agencies or on individual proviso (clauses); creative decision making in online marketing communicative applications based on the combining the public and advertisers' interests; the involvement of self-adjusting and normative act on ethic standards (codes), which describe the general value system, ethic norms online into the development process; the enforcement of ethic-social behavior in affair with customers of their private data during the advertising in social networks; the establishment of comities on ethics to everyday estimation of practice from the point of view of ethic demands. The big trade enterprises and retail enterprises networks can act as the similar committees, which include authorized employees, who can bring in ethic advocate's position; the support of public social initiatives, which arise by providing immaterial assistance; the conducting of charity events, directed at the social problems solving; the encouragement of ethic behavior of managers and employees by social revising, which are held to analyze and esti-

Online marketing communications	Tab. : **Intrusive mechanisms of online marketing communications**
	Online marketing communicational means, which are ambiguously percept by customers
Online Advertising	Pop-up windows
Online Personal Selling	Banners' windows, which user is to close to observe the site content
	Abstractive animated advertising (winking or sound)
Online Sales Promotion	Great amount of advertising, which don't accord the site value for users
	The computers' work delay, especially with flash-banners (some sites are faster without commercial)
Online Public Relations	Enforcement of customers to use the technology, needed only to viewing ads, which is not compulsory for the remaining information observing
Online Direct Marketing	The ads masking as «an OS system error massage»
	The sites-satellites usage, located on other domains, but which include some information from the main site. They are generated by keeper of the home site to increase the amount of outcome links or to obtain some positions in search outputting

Source: The author's development

mate the reports and the company's' social responsibility programs; the encouragement of ethic society evolution by means of participation in social projects, in «digital technologies for society» festivals; the adjustment of relationships with foreign business, the compliance of responsibility between countries on conditions of forced enterprise liquidation.

Conclusions. Thus, the online marketing communications are to be incorporated into the social processes in consideration of strict following of conventional orders. The outlook of further investigation can be the distinguishing of marketing, software and hardware components, and the online marketing communication analysis considering social-ethic marketing. «Ethic interactivity» is applying to develop online-stores or personalized sites using ethic norms, which depend on tolerance level of customers or developers. The ethic norms of online marketing communications are dealt with long-term online marketing strategies of trade enterprise. Such preferences as the depicting on site, trade mark confidence, the service quality, reliability and data base upgrade, as a rule are the long-terms trade enterprises goals criteria.

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