The Analysis of Marketing Ethics in Food Companies with the Approach of Reputation in the Performance of Corporate Sustainable Development

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ABSTRACT: In this research, the significance and insignificance of reputation on the performance of corporate sustainable development is analyzed. The general objective is investigating the conditions of the performance of corporate sustainable development in the food companies of the province of West Azerbaijan. The study principle is based on Hartman and DesJardins’ theories including one main hypothesis and nine sub-hypotheses. The research methodology is applied-descriptive and survey in terms of nature and method, respectively. The studying population includes marketing and sale managers and CEOs of food industries of West Azerbaijan that were 204 persons. 144 persons were chosen as the sample size based on Morgan’s Table and the researcher-made questionnaire, which its validity and reliability were confirmed, was distributed among them. SPSS Software was employed to analyze the data extracted from the questionnaire and the impact of reputation on the performance of corporate sustainable development was confirmed while proving all hypotheses. At last, a number of suggestions are provided that would be useful for industry owners particularly food industries and students interested in marketing while stating conclusion.

Keywords: Reputation, Corporate Sustainable Development, Food Industries.

INTRODUCTION

Corporate Sustainable Development (CSD) or corporate sustainability is among the important, but unfamiliar categories for companies, managers and their shareholders in Iran, while, nowadays, three thousand companies in the world including two-third of the five hundred companies in the U.S. present special reports of CS to the shareholders. Companies’ sustainability is part of sustainability development that was suggested in 1987 for the first time in the World Committee if Development and Environment concerning greenhouse gas emission (Ganji, 2012). Certainly, words such as corporate sustainability, sustainable development are used as the equivalent of each other and in a number of texts the above-mentioned concepts are used instead of CSD. Various concepts are presented for sustainable definitions, but the concept of development in the third millennium is a kind of development regarding human rights and dignity. In addition, sustainable development is an atmosphere in the sense of people’s accessibility to facilities and services (Husseingholizadeh, 2014).

According to the theories of conventional economy and neoclassical economists, the objective of enterprise is maximizing income and in financial experts’ view, it is maximizing capital owners’ wealth. Therefore, financial resources are merely regarded, but the question is whether capital owners’ or enterprise’s financial interests are separated from the interest of society, economy and the environment. In other words, company should be responsive and responsible to the consequences of its activity. Such a company is called a company that enjoys the culture of sustainability (Farhanian & Doayi, 2013). Now this question is suggested that how the performance of CSD is in Iran.
As it was mentioned, this issue is wholly new and few companies have dealt with it. To answer the question, it should be mentioned that, in fact, CSD is considered as an ethical issue, because in which only company’s interests are not regarded. Marketing ethics with the approach of reputation is also an issue that encourages companies to take account of environmental factors and interested ones’ and shareholders’ conditions. The comparison of the old and new definitions of marketing by different individuals and institutes indicates the increasing attention to marketing ethics. For instance, we compare the old and new definitions of marketing of American Marketing Association. In the old definition of marketing, it is the process of planning and managing the market including production, pricing, promotion and distribution of goods, ideas and services to exchange individual and organizational satisfaction. In the new definition of marketing, it is the process of creating, informing and presenting value to customers and managing the relationship with the customers so that it produces benefit for customers and other interested ones of organization. Although the concept of good reputation from the distant past has been an unknown concept, academic researches on it and especially in the field of business and trade has no recode more than one half of century. The first phase of the researches dates back to the 1950s to 1970s and since the half of 1980s, managers realized the strategic importance of creating and maintaining good reputation as a competitive advantage. They made greater investment on the researches, because they believed that the best way to trust in companies is having good reputation. One of the reasons of the trust is that good reputation as an intangible asset cannot be copied by others and the owner of the asset does not need legal and ownership laws to maintain it (Najmrushan, 2011).

Unfortunately, according to the conducted studies, two categories of reputation and CSD have been considered less in Iran or are not investigated. Therefore, in the research, it is attempted to determine the impact of marketing ethics on the performance of CSD in the field of food-producing companies (West Azerbaijan) with the approach of reputation.

Literature Review

**Domestic Review:** In other words, observing social values by companies affects food consumers’ purchase behavior so that encourages them to select their brand influenced by the conformity of these values with consumers’ ones. Venus and Jazni (2005) in one research titled “ethics and marketing, the comparative analysis of the views of clerics and the managers of governmental and private companies” concluded that ethics in marketing affect marketing operations and produce long-term benefit. In this research, observing ethics is identified necessary for the financial success of a trade company. In one research conducted by Kharibi et al (2012) titled “the relation between organizational reputation and job attitudes in the employees of Iran Khodro Company” concluded that a significant and positive relation exist between organizational reputation, organizational commitment and job association.

Hamidizadeh (2012) in their research titled “relations between personality dimensions, brand equity and the mediating role of ethics” concluded that responsibility and dynamism have a significant impact on brand equity. In addition, the variable of ethics plays the mediating role in the relation between responsibility, dynamism and brand equity, but its relation and impact on the relation between dynamism and brand equity are significant. In addition, the behavior of ethical sale has not a direct impact on customer loyalty, but its positive impact on customer loyalty through the mediating variables of customer satisfaction and customer trust is significant.

**Foreign Review:** Maden et al (2012) in one research titled “linking companies’ social reasonability to their reputation: a study of the understanding of behavior consequences”, concluded that customers’ perception of reputation affects employees’ performance and reputation creates a kind of satisfaction in the employees. Certainly, various factors are involved in satisfaction feeling, but in this research, company’s reputation is more emphasized. Araugo and Beal in their research (2013) titled “professional credit as capital for reputation, the ethical necessity for the global financial crisis in London” concluded that reputation can save companies from crises.

Furthermore, Isabel and Martínez-León (2014) conducted a research in Spain titled “the effect of management style on employees’ views of company’s reputation: application in audit firms” concluded that participatory management style in employees’ view creates reputation. Additionally, interacting with customers and providing them with information fairly and appropriately improve company’s performance. In fact, in defining marketing ethics, presenting activities fairly and appropriately is emphasized, which is in consistent with the present research. In various researches, marketing ethics is mentioned as a challenge before managers and marketers that are mentioned din the following, but generally, studying domestic and foreign researches, probably it is the first time that the research subject is investigated.

Research Hypotheses

**Main Hypotheses:** Marketing ethics with the approach of reputation affects the performance of CSD.

**Sub-hypotheses:** CSD has acceptable conditions in the research population.
CSD

Considering the future is placed in the centrality of the contractual relation between company and interested parties. The future becomes visible through sustainability. Sustainability is suggested in both globalization and company performance issues. Sustainability is a challenging issue that various definitions are presented for it. In the most general definitions of sustainability, the impact of a current measure on the available choices in the future is mentioned. If resources are used in the current time and the resources would not be available more than this for the future use, the concern exists whether these resources are limited or not. Thus, the raw materials of an extracting resource such as coal, iron or oil are limited in amount and are not available for the future consumption after their use. Therefore, in some cases of the future choices, they are used to do current duties and functions. This issue may occur in the relatively distant future, but the concern is over the fact that with the lack of resources, the cost of gaining the remaining resources increases, therefore, organizations’ operational costs increase. Thus, sustainability refers to the fact that society should not use the resources more than recycled and reproduced (Hasasyeganeh & Ebrahimi, 2009). Corporate sustainability is the process of reaching sustainable performance in all five dimensions of sustainability including economy, government, society, ethics and the environment that EGSEE is the acronym of these five dimensions. The dimensions are complementary for each other. The company, which is led effectively, is the supporter of ethics is committed to the governance of social responsibility, and bioenvironmental requirements and can be sustainable in creating long-term performance (Ganji, 2012). CSD is a kind of company’s capacity to reduce or eliminate its negative effects on the environment that occurs through paying attention to company’s addressees and employees (Farhanieh & Daoiyi, 2013).

Dimensions of CSD: As it was mentioned, CSD has the following dimensions:
1- Establishment of corporate governance
2- Special view to the environment
3- Considering social economy
4- Considering shareholders’ participation

Marketing Ethics: To be familiar with the concept, marketing ethics is defined after mentioning ethics and marketing.

Ethics: The word “ethics” originally means “nature”, “temperament” and “habit”. In ethics scientists’ terms, it means the sensual quality of sustainability that human behaviors are exhibited easily and spontaneously. However, the word is conceived as any kind of human quality either sustainable or unsustainable. In any case, “ethics” are classified as good and bad as well as virtue and vice according to behaviors. Ethics can be called a series of principles distinguishing between right and wrong. Ethics are a set of norms that prescripts what to do and what to avoid for individuals.

Bond between Ethics and Economy: Before the seventeenth century, economy was one of the branches of ethics after the Renaissance and with the separation of social science from philosophy; economy gradually separated from “ethical science” and was founded discussed separately. Economists believe that human activities in production, distribution and consumption follow natural laws; ethics and religion even government should not interfere in them. The task of economy knowledge, similar to physics and chemistry, is only discovering and explaining these laws and scientific relations among economic phenomena. The reality is that in human knowledge, proclaiming impartiality and neutrality of science against man’s beliefs and behaviors is nothing but hyperbole and their analogy with empirical knowledge such as physics and chemistry is an analogy, because human knowledge including economy investigates human behaviors. In addition, it is clear that no behavior is found to be away from values, no thought is without worldviews and ideologies and always particular values are highly effective in forming human will. In other words, physical and natural events with economy’s objective behavior are in common in the point that a cause and effect system is dominant over them with the difference that an algebraic causality relation is dominant over the physical phenomenon and a will-based causality relation on economic relation. Maybe will would be influence by belief and ethical values. Thus, in recent years, the approach to ethics and considering its role in man’s economic behaviors have been increased among economists.
**Marketing:** What does marketing exactly mean? Most people interpret marketing as advancing sale and advertising, but it is defined as a managerial-social process that using it individuals and groups meet their needs through producing and exchanging goods with each other. Certainly, various definitions are presented for marketing that some of them are mentioned as follows: Identifying needs, ability to meet them and maintaining desirability for consumer and profit for producer.

Adopting consistent strategy aiming at satisfying customers’ needs

Human activity to satisfy needs through pervasive exchange

Systematized attempts to identify the market system and proper measure to respond to types of demands according to society’s value system.

**Marketing ethics:** Marketing activities are inseparable part of economic system. Economic systems are originally ethical systems. By law or by custom, a number of economic activities are sanctioned, while some are not so and sanction is different from one culture to another. These cultural differences convert the understanding of ethical priorities into a necessity for those who participate in marketing activities. Marketing ethics refers to activities emphasizing transparency, valuing and responsibility concerning organization’s marketing policies as well as activities presenting honesty and fairness to customers and other shareholders, because ethics usually deal with spiritual issues, the question is which spiritual and ethical standards should be considered in marketing (Husseini & Eydi, 2012).

Men are regularly encountered with various ethical issues and few people know what to do. A review of the published papers in Wall Street Journal in 1991 indicated that a set of ethical problems such as theft, lie and fraud in employees. Various studies in the U.S. and in international arena are conducted that show common non-ethical behaviors in the arena of commerce. For example, a new study on 2000 American corporations manifested ethical problems that managers are confronted with in the order of importance as follows:

1. Drug and alcohol
2. Employees’ theft from company
3. Conflict in interests
4. Issues of quality control
5. Discrimination in employment and promotion
6. Wrong use of ownership-related information
7. Misuse of company’s accounts
8. Closing factory or firing employees
9. Misuse of company’s assets
10. Workplace pollution

It can be mentioned that most of the world’s trade companies have deficiency of ethical values. In studying 300 multinational and global corporations, more than 85% of senior managers have expressed that their main ethical issues are conflict in employees’ interests, inappropriate gifts, sexual harassment and unapproved payments. Marketing ethics were introduced and implemented by Islam fourteen centuries ago long before post-modern marketing experts recognize the term. In many cases in the Koran, it can be found that compiling theory in marketing ethics is required in the form of dos and don’ts. The application of ethics for marketing activities, but also contribute to the consolidation of ethical roots and growth and promotion of society. Islamic ethics are based on Islamic teachings. It means that although reason is independent in distinguishing bad and good, religious guidance is a clear remark regarding what rules in within man and his reason. In fact, the goal of the Prophet (pbuh) has been the same thing (Husseini & Eydi, 2012).

**Reputation:** Reputation is a kind of invisible assets with innate and inner value that forms and direct the interested parties’ behavior in the direction of affecting company’s future value. A company’s reputation, in fact, is a set of leadership and its skills, individuals and employees, expert, culture, innovation, company’s brand, knowledge management, communications and working relations. Reputation provides company and its interested parties with opportunities of growth and development and affect investors significantly to invest, shareholders to maintain and increase share and suppliers to provide goods. Furthermore, reputation creates job opportunities and increases employees’ motivation. From another perspective, reputation can be considered as shareholders’ and managers’ experience including managerial skills, employees’ creativity and innovation and company’s good work. The advantages of having good reputation include reduction of operational costs, high rate of customer return and consequently increase of sale and increase in products’ price. Company’s value is based on the value of brand, adaptability power and characteristics of social responsibility (Karen et al., 2006).

Unfortunately, in Iran, less attention has been paid to reputation. In oil industry that particular facilities are offered to companies with god reputation, some factors of reputation in this industry are as follows:

1. Company’s CEO and board members must not have any contraband case in judicial authorities.
2. CEO and board members must not have any financial corruption record in judicial authorities and branches of Governmental Punishment.
3. CEO and board members must be regarded as honest in the Organization of Tax Affairs.
Dimensions of Reputation: As it was mentioned before, the dimensions of reputation are as follows:
1. Considering social responsibility
2. Considering the quality of products
3. Considering the conditions of workplace
4. Considering perspective

Statistical Population (Description and Size): According to the published report by Industry, Mine and Trade Organization of West Azerbaijan, now 102 food companies are active in the province that in the present research, the mangers of the companies and their marketing and sale units are selected as the statistical population that their number is 204 persons.

Statistical Sample (Sample Size): In descriptive and survey researches, usually according to their large size, analyzing all members of the population is impossible, therefore, sampling is used and a number of the population members are selected and analyzed as the sample. Sampling is one of the phases of scientific research that allows the researcher to obtain better results by spending less facilities, time, cost and manpower.

In this research, using Morgan’s Table, 144 persons are selected among 204 persons as the statistical sample.

Data Collection and Measurement Tool: In this research, two researcher-made questionnaires consisting of three parts of attached letter, instruction and questions is used that its validity and reliability are confirmed previously. To collect 144 filled out questionnaires, more than 180questionnaires were distributed among the subjects and finally 144 questionnaires were collected completely, which were analyzed using SPSS Software.

METHODOLOGY

In the present research, descriptive-survey method was used according to its objective and subject. The objective of descriptive is describing realities and the features of a phenomenon or a certain population orderly and accurately. According to objective, scientific researchers can be divided into three groups of basis, applied and practical. Applied researches are employed to meet man’s needs and improve and optimize tools, methods, objects and models for development of welfare and facility and promotion of life level using cognitive background and knowledge provided by basic researches. Descriptive research in its word sense is used to describe situations or events. This method mostly deals with great volume of data and necessarily does not attempt to explain correlations, testing hypotheses, offering predictions and achieving trade sense and points.

However, descriptive methods are often used in researches seeking the objectives. Researchers do not agree on the content of “descriptive researches” and often suppose that descriptive research includes all types of researches except historic and experimental research. Thus, use background-seeking studies in practice. In survey researches, the objective is analyzing the distribution of the characteristics of a population and most management researches are of this type. In survey research, population’s parameters are analyzed. Here, the researcher analyzes research variables by selecting a sample indicating the population. Questionnaire has extensive application in this research. Applying this research in descriptive-survey method, greater knowledge of the conditions of the food industries of West Azerbaijan is obtained and it helps managers in their decision-process.

Data Analysis Method

In the present research, the obtained data are analyzed using descriptive statistics and inferential statistics. Thus, in the descriptive analysis of frequency distribution table, central indices of dispersion, diagrams and inferential analysis, since, the data of the population are obtained after distributing questionnaires and analyzing data, it is suggested that Fisher's exact test, Wilcoxon signed-rank test and Chi-square be used and SPSS Software to analyze the data in accordance with the normality of data distribution in the n sample population. Criticism and analysis are extremely important in data analysis. Data quality should be evaluated. Data analysis often requires applying scientific norms. In the present research, researcher-made and Likert scale are employed.

RESULTS

Reliability of Questionnaire (Calculation of Cronbach’s Alpha)

In this research, Cronbach’s Alpha and SPSS Software are used to measure the reliability of the questionnaire. The coefficient of correlation of Cronbach’s Alpha is a value between zero and one. It is evident that as the index of Cronbach’s alpha is closer to 1, internal correlation in the questions is higher and as a result, questions are more homogenous. Cronbach has recommended the reliability coefficients of 45%, 75% and 95% as low, medium (acceptable) and high, respectively. In Table 1, the results of Cronbach’s Alpha for the questionnaire of marketing ethics with the approach of reputation and performance of CSD are shown.
Table 1. Cronbach’s Alpha test of questionnaires.

<table>
<thead>
<tr>
<th>Concept</th>
<th>Number of items</th>
<th>Value of Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing ethics with reputation approach</td>
<td>26</td>
<td>0.921</td>
</tr>
<tr>
<td>Performance of CSD</td>
<td>18</td>
<td>0.86</td>
</tr>
</tbody>
</table>

According to the table, the value of Cronbach’s alpha for the questionnaires is calculated higher than 0.7 that is suitable and indicates the high reliability of the questionnaires.

**Testing Hypotheses**

**First Sub-Hypothesis:** CSD has acceptable conditions in the research population. It can be mentioned that all respondents have considered the status of the performance of CSD higher than medium, therefore, the status of the performance of CSD is at an acceptable level.

Table 2. Statistics related to the first sub-hypothesis.

<table>
<thead>
<tr>
<th>Performance of CSD</th>
<th>Size of statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean of negative ranks</td>
<td>5.54</td>
</tr>
<tr>
<td>Mean of positive ranks</td>
<td>0.00</td>
</tr>
<tr>
<td>Value of Z-statistic</td>
<td>-9.441</td>
</tr>
<tr>
<td>Significance level</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Second Sub-Hypothesis:** Marketing ethics with the approach of reputation affect the establishment of corporate governance. According to the table, the statistics value of Fisher’s exact test was calculated 36.65 with 8 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that marketing ethics with the approach of reputation affect the establishment of corporate governance.

Table 3. Statistics related to the second sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>39.57</td>
<td>8</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact test</td>
<td>36.65</td>
<td>8</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Third Sub-Hypothesis:** Marketing ethics with the approach of reputation affect special view to the environment. According to the table, the statistics value of Fisher’s exact test was calculated 58.511 with 6 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that marketing ethics with the approach of reputation affect special view to the environment.

Table 4. Statistics related to the third sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>59.146</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact test</td>
<td>58.511</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Fourth Sub-Hypothesis:** Marketing ethics with the approach of reputation affect socioeconomic development. The statistics value of Fisher’s exact test was calculated 65.492 with 6 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that marketing ethics with the approach of reputation affect socioeconomic development.

Table 5. Statistics related to the fourth sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>75.972</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact test</td>
<td>65.492</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**Fifth Sub-Hypothesis:** Marketing ethics with the approach of reputation affect the consideration of shareholders’ participation. The statistics value of Fisher’s exact test was calculated 34.22 with 6 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that marketing ethics with the approach of reputation affect the consideration of shareholders’ participation.
Table 6. Statistics related to the fifth sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>35.371</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>34.22</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Sixth Sub-Hypothesis: Considering social responsibility affects the performance of CSD. The statistics value of Fisher’s exact test was calculated 57.465 with 4 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that considering social responsibility affects the performance of CSD.

Table 7. Statistics related to the sixth sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>60.504</td>
<td>4</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>57.465</td>
<td>4</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Seventh Sub-Hypothesis: Considering the quality of products affects the performance of CSD. The statistics value of Fisher’s exact test was calculated 36.371 with 6 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that considering the quality of products affects the performance of CSD.

Table 8. Statistics related to the seventh sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>41.081</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>36.371</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Eighth Sub-Hypothesis: Considering the conditions of workplace affects the performance of CSD. The statistics value of Fisher’s exact test was calculated 110.846 with 8 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that considering the conditions of workplace affects the performance of CSD.

Table 9. Statistics related to the eighth sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>123.47</td>
<td>8</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>110.846</td>
<td>8</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Ninth Sub-Hypothesis: Considering perspective affects the performance of CSD. The statistics value of Fisher’s exact test was calculated 110.846 with 8 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that considering perspective affects the performance of CSD.

Table 10. Statistics related to the ninth sub-hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>76.40</td>
<td>6</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>66.769</td>
<td>6</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Main Hypothesis: Marketing ethics with the approach of reputation affects the performance of CSD. The statistics value of Fisher’s exact test was calculated 65.491 with 4 degree of freedom and the significance level indicates that null hypothesis is rejected. Thus, it can be mentioned that marketing ethics with the approach of reputation affects the performance of CSD.

Table 11. Statistics related to the main hypothesis.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
<th>df</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>68.254</td>
<td>4</td>
<td>0.000</td>
</tr>
<tr>
<td>Fisher’s exact</td>
<td>65.491</td>
<td>4</td>
<td>0.000</td>
</tr>
</tbody>
</table>
CONCLUSION

The results of the analysis of general data indicate the confirmation of the main hypothesis and other research hypotheses. CSD has acceptable conditions in the research population. The statistical test of the above hypothesis at 99% level also confirms that all respondents have considered the status of the performance of CSD higher than medium according to the rank mean, therefore, the status of the performance of CSD is at an acceptable level. The results of the analysis of general data indicate the confirmation of the main hypothesis and other research hypotheses. CSD has acceptable conditions in the research population. The results of the research are in consistent with the results of previous researches. The results of the research are in consistent with the results of previous researches.

Suggestions

To reach CSD, various factors should be taken into consideration that their most important ones are as follows:
1. Having participatory management style
2. Considering employees’ performance and creating satisfaction in them
3. Considering customers’ satisfaction and their trust
4. Observing social values
5. Customers’ loyalty

Planning in the direction of developing the performance CSD through considering company’s reputation as follows:
- Producing high-quality products
- Providing suitable environment for doing work in company
- Considering social responsibility
- Considering appropriate perspective for company

Applied Suggestions

Explaining the educational program of the components of marketing ethics with the approach of reputation
Explaining the educational program of the components of the performance of CSD

Research Suggestions

- Analyzing and prioritizing the components of marketing ethics with the approach of reputation
- Using appropriate qualitative methods to implement this research
- Domesticating the research variables using explorative factorial analysis methods

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