

Mc Donalds in Greece: Developing A Methodology of Quality in Marketing Ethics: Communication Crisis Strategy and Morality

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Abstract

Marketing Ethics is an area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. Marketing Ethics refer to making marketing decisions that are morally/ethically right. Marketing Ethics is strategic consideration in organizational decisions. Decisions taken in an organization (like Mc Donalds) can be taken by individuals or groups (corporations), but everyone has to be influenced by culture. Everyone must decide how to act. Ethical decision-making can helpfully be thought of as a matter of marketing tactic/strategy. As a methodology of quality (and not only quantity), communication in crisis gets a new form and takes a different meaning.

Keywords: Communication crisis • Methodology of quality • Morality • Cost leadership

Introduction

Ethics

By 'morality' you mean all behaviors encoded by a system of principles and which are a reference point for the individual and the community.

For business, ethics is not a point isolated and cut off from the concept of profit. For some economists and lawyers, the notion of ethics is only met to better serve the rationale of interest. Business ethics is a form of applied ethics that examines ethical principles and ethical problems that arise in a business environment [1].

Applied ethics is a field of ethics that deals with ethical issues in a number of areas such as legal and business ethics.

This part of business ethics coincides with the philosophy of the business.

It mainly includes:

- Corporate social responsibility
- Issues relating to moral rights and over-indebtedness between a company and its shareholders.
- Ethics issues of leadership
- Corporate Governance
- Ethical issues concerning the relationships between different companies: eg advertising concerns, unfair competition, industrial espionage, aggressive redemptions, unfair commercial practices.
- The use of business ethics as a tool for the realization of marketing goals.

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Marketing ethics

Marketing ethics is an area of applied ethics [2,3] which deals with the moral principles behind the operation and regulation of marketing [4]. Some areas of marketing ethics (for example ethics of advertising and promotion) overlap with media ethics [5]. Mobile Marketing Ethics is a set of rules or obligations following the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing activities in specific context of m-commerce (Mobile marketing, as a branch of m-commerce [6] refers to any marketing activities conducted via mobile technologies. Usually m-commerce is regarded as a subset of e-commerce [7]. That is true, but due to the characteristics of mobile technologies, mobile marketing is different from other e-commerce activities. The first difference is caused by mobile technologies' ability to reach people anywhere and anytime; therefore mobile marketing can take the advantage of contextual information. [8] defined context as "any information that characterizes a situation related to the interaction between users, applications, and the surrounding environment." Time, location, and network conditions are three of the key elements of context. The second difference is caused by the characteristics of mobile devices. Mobile devices have limited display abilities. The screens are usually small, and some of the devices cannot display color pictures or animations. On the other hand, mobile devices have various kinds of screen shapes, sizes, and resolutions. Thus, delivering appropriate content to specific devices is very important. Mobile devices also have limited input abilities, and this makes it difficult for customers to respond). Basic principles and values that govern the business practices of those engaged in promoting products or services to consumers [1]. Sound marketing ethics are typically those that result in or at least do not negatively impact consumer satisfaction with the goods and services being promoted or with the company producing them [9-11]. Marketing ethics are the moral principles and values that need to be followed [12,13] during any kind of marketing communication [14-16]. They are the general set of guidelines which can help companies to decide [17-19] on their new marketing strategies [20]. But then it depends on one's own judgement of "right" and "wrong". Any unethical behaviour is not necessarily illegal [21]. If an entity is making any kind of claims about their products [22], and are unable to live up to those claims, it may be called as an unethical behaviour [23]. Marketing ethics basically promotes fairness and honesty [24] in all their advertisements. Any kind of false claims to the consumers, invading consumer's privacy, stereotyping and targeting the vulnerable audience (like children [25] and elderly) are considered to be unethical behaviour by the companies. Even trying to harm the competitor's

image is considered immoral. Marketing ethics overlaps strongly with media ethics, because marketing makes heavy use of media. However, media ethics is a much larger topic and extends outside business ethics. Marketing Ethics is a subset of business ethics. Ethics in marketing deals with the principles, values and/or ideals by which marketers (and marketing institutions) ought to act. Marketing ethics too, like its parent discipline, is a contested terrain. Discussions of marketing ethics are focused around two major concerns: one is the concern from political philosophy and the other is from the transaction-focused business practice. On the one side, following ideologists like Milton Friedman and Ayn Rand, it is argued that the only ethics in marketing is maximizing profit for the shareholder. On the other side it is argued that market is responsible to the consumers and other proximate as well as remote stakeholders as much as, if not less, it is responsible to its shareholders (Jones/Parker/Bos, 2005:3); (Murphy, 2002:168-169). The ethical prudence of targeting vulnerable sections for consumption of redundant or dangerous products / services, being transparent about the source of labour (child labour, sweatshop labour, fair labour remuneration), declaration regarding fair treatment and fair pay to the employees, being fair and transparent about the environmental risks, the ethical issues of producer service transparency (being transparent about the ingredients used in the product/service (Murphey/Laczniak, et al., 2007), use of genetically modified organisms, content, "source code" in the case of software), appropriate labelling, the ethics of declaration of the risks in using the product/service (health risks, financial risks, security risks etc.), product/service safety and liability, respect for stakeholder privacy and autonomy, the issues of outsmarting rival business through unethical business tactics etc. advertising truthfulness and honesty, fairness in pricing & distribution, and forthrightness in selling etc., are few among the issues debated among people concerned about ethics of marketing practice. Marketing ethics is not restricted to the field of marketing alone, rather its influence spread across all fields of life and most importantly construction of "socially salient identities for people" and "affect some people's morally significant perceptions of and interactions with other people, and if they can contribute to those perceptions or interactions going seriously wrong, these activities have bearing on fundamental ethical questions". Marketing, especially its visual communication, is observed, serve as an instrument of epistemic closure (Borgerson / Schroeder, 2008:89).

Mc Donalds, historical data

Two brothers, Richard and Maurice McDonald, created McDonald's in 1937, east of Pasadena, California. In 1954, Ray Kroc, a milkshake salesman, perceived an opportunity in the fastfood market. That's why he negotiated with McDonald's brothers the possibility of a partnership. Eventually, they reached a deal where Ray Kroc would develop franchising to give McDonald's franchising rights to others for \$ 950, while other companies would get \$ 50,000 for similar rights . Also, Kroc agreed to take 1.9% of sales for himself and 0.5% for McDonald's brothers from each new store. However, the McDonald brothers sold the company in 1961 for \$ 2.7 million. But the name of the restaurants remained the same. McDonald's first international venture was in Canada in 1967. Shortly afterwards, George Cohon bought general franchise rights, and opened the first restaurant in eastern Canada in 1968. Cohon created a chain of 640 restaurants, later making McDonald's of Canada more profitable than any other McDonald's outside of the US. The key to success was franchising. In 2001, McDonald's numbered about 25,000 restaurants in over 100 countries, and about 80% were franchising. McDonald's has over 24,000 restaurants in 116 countries around the world. In 1998, the company added 1,668 restaurants compared to 2,110 in 1997 and 2,642 in 1996. McDonald's executives realized that US knowledge and experience should be used for growth in international markets. That's why they followed and followed a growth strategy. For example, they used to add 300-400 restaurants each year in the US. depending on the situations, of course. It's a strategy that made the difference between McDonald's and his competitors. Nevertheless, looking back they found they were able to create even more restaurants when the competition was not so great. This could mean that many of the "other" restaurants could have been McDonald's. This lesson has applied it

to their rapidly expanding international activity, especially in markets where competition is not as strong as in Japan where 415 restaurants were added [26].

Main communication strategy and policy of quality

Alfred Chander defines the strategy as "defining the main long-term goals and goals of an enterprise, and adopting a series of actions and identifying the means necessary to achieve these goals." (Hoboken, N.J., 2003). Hofer and Schendel (Hofer & Schendel, 1978) define the strategy (Fahey, 1981; Ginter & White, 1982; Greenwood & Thomas, 1981; Guth, 1976; Hofer, 1976b; E. Murray, 1978; J. Murray, 1978-79; Narayanan & Fahey, 1982; Tabatoni & Jarniou, 1976) as "the assignment that an organization makes between its internal resources and capabilities and the opportunities and risks created in its external environment".

Michael Porter (1998) considers the strategy to be "putting the business in its environment". Finally, Gary Hamel (2000) tends to see strategy as a revolution.

- What is labor law?
- Will McDonald's be able to apply half-time and flexibility to work schedules?
- Is there a maximum number of hours an employee can work with?

Definition of the communication strategy

The strategy of the company ensures the achievement of its vision and objectives, bridging the analysis of the situation and its communication plan. To this end, and using interpersonal, visual, written and oral communication focuses on four pillars:

Audience: It is constantly trying to know more about the public in order to have a relative, true and emotional commitment [6]. Demographics, mentality, politically changing environment, social influences and trends affecting the company's goal are essential knowledge for the promotion and promotion of our country (Hofer & Schendel, 1978).

Message: McDonald's message should be smart, relevant and focused, since it has an important story to present. And history must be presented in an essential and convincing way so that it makes a difference. Effective and effective communication must also be used to ensure the attention of listeners. What is needed is first to change the way of thinking and then the behavior. The company therefore focuses on changing the mindset of those who do not know who it is and strengthens the trust of those who know it.

Creativity: It is constantly searching for creative ways to achieve the message's completion. On a horizon of virtually unlimited ways of projection and taking into account the difficulty of objectively measuring on a subjective subject like creativity, it supports the creative direction that each campaign will follow, based on the end result it wants, always balancing the emotional to the reasonable level of influence to its target audience and creating lasting viability.

Media: The company's message should be wherever the public is, and the choice of media to reflect its needs. Based on its budget constraints, it tries to use all the available media to make the audience more receptive to its message. It also seeks to multiply her audience's message in her message in order to move from awareness, familiarity, preference to changing habits, behavior and energy.

McDonald's communication strategy

The success of a business is largely determined by the advantages it can have over its competitors. There are many different views on competitive advantages, but dominant strategies are two, cost leadership and differentiation. McDonald's chooses to follow cost leadership, which is the ability to offer a product that has the lowest cost in the market but also differentiation by choosing a particular visual signal.

Cost Leadership

An enterprise that chooses to pursue this competitive strategy is targeted at the entire market and pursues large volumes of production to make it possible to reduce costs (Thompson, 1993), which implies that it aims to have an enormous number of sales every day, which manages to have the lowest price cheesburger (with 1 euro in Greece). McDonald's mass sales are more than just as successful as they feed 1% of the world's population every day! Also, part of the success is due to the quality of the products (Hofer & Schendel, 1978). Do not be confused, however, when we mean quality we do not refer to how expensive or cheap the production materials are but how a burger has exactly the same flavor in any store and to visit the whole world. Take a minute and think how hard it can be for a chain of dozens or hundreds of stores in each country, for over 100 countries! In order for someone in Greece to have exactly the same materials (bread rolls, potatoes, burgers etc.) with another shopkeeper on the other side of the world, it needs more than a terrific organization and a global network of suppliers (Thompson, 1993). In terms of advertising and communication strategy, particular emphasis is placed on the low price of products or services over these competitors.

McDonald's communication strategy in Greece

In 2016, McDonald's completed its 25-year presence in the Greek market, from the first restaurant that was created in the heart of Athens, in Syntagma, in 1991, and as they all seem to be on the path of growth and health. Sales growth and overall improvement in size is projected in 2015 by Premier Capital Hellas, which is active in Greece as McDonald's Developmental Licensee. According to the company's management, the positive course is due to its actions to offset the negative economic climate through the creation of new restaurants. In particular, the company's turnover for the year 2015 increased to € 24.26 million from € 21.02 million in 2014 (+ 15.4%). Gross operating profits amounted to 8.83 million euros from 7.77 million euros in 2014.

McDonald's ethics

"The basis of our entire business is the fact that we are ethical, true and trustworthy. It takes time to build a good reputation [9-11]. We are not advertisers. We are entrepreneurs who have a stable, permanent, constructive ethical program that will be up to date ... in many years from now, perhaps even more than they are today." - Ray Kroc, 1958

The values of McDonald's

Customers are at the heart of all actions: Customers are the reason for McDonald's existence. It demonstrates its appreciation by providing customers with high quality food and services in a clean, hospitable environment of recognized value. The purpose is to provide Quality, Service, Cleanliness & Value (QSC & V) for each customer separately at any time.

Employee confidence: The company offers opportunities, cultivates skills, develops leaders and rewards efficiency. He believes that a well-trained group of people of different backgrounds and experiences, working together in an environment that respects and leads to a high level of cohesion is a key factor in the continuation of success.

Trust in the McDonald's System: The McDonald's business model, depicted by the three-step owner/entrepreneur, suppliers and employees of the company, is the foundation stone and the balancing of interests between these three groups is the key point.

Practice doing business with ethics: Ethics is good entrepreneurship. McDonald's moves on an individual level and carries on business in accordance with the High Standards of Joy, Sincerity and Integrity.

Relief of community assistance in the context of co-operation: It takes seriously the responsibilities it attaches to it as a leader. It helps customers build better communities, supports RMHC, and extends its size, scope and potential to make the world a better place.

Profitable Business Growth: McDonald's is a publicly traded company. Because of this, it works to provide continuous profitable growth for its shareholders. This requires continuous focus on its customers and the maintenance of a healthy environment for its system. It strives to continually improve. It is an organization that learns and aims to anticipate and respond to the needs of the customer who pays, the employee and the system through continuous growth and innovation.

Opportunities:	Threats:
<ul style="list-style-type: none"> •International expansion •Only serving 1% of the world's population •Growing dining out market 	<ul style="list-style-type: none"> •Mature/overstressed industry •Strength of competition •More health-conscious consumers •Changing demographics •Fluctuation of foreign exchange rates; Economies

Quality of food-hygiene nutrition

Two of the biggest challenges faced by McDonald's in recent years have been criticism of food quality and a change in our attitude to healthy eating.

In response to this McDonald's marketing strategy, the following major changes (and lightning speeds for a company of its size) began:

Outstanding Philanthropy and Community Activities

Corporate social responsibility practices

Respect for the Environment: The company places great emphasis on the environment and its protection, with McDonald's being one of the founding members of Green Dot and collaborating with companies to recycle paper, convert compost into gravel, restaurants and the donation of bins for recycling in schools and municipalities [9-11]. Under the corporate social responsibility program, McDonald's employees took part in the large tree planting activity in the Parnitha area, which took place on Sunday, November 12, 2017. Workers of Premier Capital Hellas, the company managing the operation of McDonald's restaurants in Greece, participated voluntarily and worked with vivacity and cheer for the reforestation of burnt areas in the Parnitha National Park area. The Tree Planting Action was organized by the Managing Authority of the Parnitha National Park in order to preserve the natural resources and biodiversity of Parnitha, one of the last and vital green lungs of Attica.

Respect for Man: McDonald's owes their hither to successful course to their people, to all those who work hard everyday with dedication and love. Therefore, the company recognizes and rewards the loyal commitment shown by its staff, which is why it promotes the professional advancement of its employees and its main concern is to offer a healthy and fair work environment. Additionally, the company's initiative to employ people from vulnerable population groups once again demonstrates its human-centered personality. **Respect for Society:** McDonald's are always on the side of society and our fellow citizens, offering either in the form of sponsorships, donations or financial aid to our fellow citizens or institutions that need support.

Investing in children: Children are the future for this, and McDonald's invest and care for their physical and mental health. Various social programs are organized and McDonald's initiatives related to sports, such as McDonald's Kid's Race at the Limassol & Larnaca Marathons, McDonald's Player Escort at the world's largest football events, and football academy funding all over the world.

Conclusion

Undoubtedly, McDonald's are an entity that acts and interacts within society. Being aware that they are influenced and influenced by their time and place of action, they promise to continue with the same responsibility

their contribution to tackling social and environmental issues affecting our society, always with respect to human beings and needs of modern reality. McDonald's is able to determine whether its potential target customer pool is growing or not. One of the issues identified and taken into account on the basis of McDonald's ongoing research is to shift consumers towards more healthy or organic food.

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