

**Effect of ethical responsibility on clients' satisfaction at Mehrab Eksir Company**Parhizkar<sup>1</sup>, Faroush Mehrabi<sup>2</sup><sup>1</sup>Department of Management, Faculty Member of Payam Noor University-Tehran-Iran<sup>2</sup>Department of Management, Islamic Azad University, Yadegar Emam Branch, Tehran-Iran

**Abstract:** Nowadays country economical companies in the globalization trend are encountering with uncountable obstacles. The most difficult obstacle it is ethical professionalism and ethical points at the brands, marketing is committed to default, cheating and not paying attention to social welfare and it is one of the most important invocations at eth end of twenty century knowing the evaluation of client' satisfaction as one the elements of management of financial companies. According to this point Mehran Eksir company id one the important an experienced companies has a main share in producing chemical product in the country such the difficulties in the recent study it is important emerging marketing indexes regarding to evaluation of clients' satisfaction of Mehrab Eksir clients. Then by providing hypothesis and distributing questionnaires it analyzed its results and untimely it was ended by giving solutions..

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**Keywords:** Ethical marketing – Evaluation of clients' satisfaction – Commitment – Justice – Honesty – Maintaining human respect – Social rights

**Introduction**

Nowadays economical companies of country in globalization are encountering countless obstacles. It needs hard competing for attending in global bazaars and in local it needs hard competing too. It is regarding to complication of aims and organizational constructions just the brands can continue which they reply clients demands and also pay attention to company interests a key branch. In today marketing era, the company which does not consider that marketing ethical rules (or also unethical manners of organization sellers) they can lead to destroy clients' trust from the seller and its organization and following it can affect their loyalty to the brand comprehensively. (Abasnejad, Sayid, 2007)

The most difficult obstacle it is ethical professionalism and ethical points at the brands, marketing is committed to default, cheating and not paying attention to social welfare and it is one of the most important invocations at eth end of twenty century knowing the evaluation of client' satisfaction as one the elements of management of financial companies nevertheless omitting marketing is not an acceptable solution but also it should be looking for an ethical theory for marketing the brand and analyze its role in satisfaction factors. (Soltani, Sayid, 2009) There is no introduction or global standard for evaluation marketing, about ethical responsibility that it can classify people by the ranges of their ethical or unethical treatment. In that situation it can be good and bad correct or false fair or unfair they can be recognized. (Hant & Vitel 1986)

According to the motioned points the old marketing methods are not applicable and they are less interesting, most of the puberty bazaars they are encountering demands and providing and the new clients would be found hard. So the need of maintaining present clients is showing very necessary and companies regularly are looking for way to maintain their concoctions with their clients. (Buzz & Bencell 2002)

Our main goal in this study is analysis the affect of ethical responsibility on clients' satisfaction at Mehrab Eksir chemical company.

Regarding to the conceptual model attached the study hypothesis are as followings:

- 1- There is meaningful relation between client's satisfaction and being on Company commitments.
- 2- There is meaningful relation between client's satisfaction and doing on justice.
- 3- There is meaningful relation between client's satisfaction and doing on justice by Mehrab Eksir company.
- 4- There is meaningful relation between client's respecting and client's satisfaction by Mehrab Eksir Company.
- 5- There is meaningful relation between obeying social rights and client's satisfaction by Mehrab Eksir Company.

**1-The literature and study experience:**

As marketing was shaped the most difficult obstacle it is ethical professionalism and ethical points at the brands, marketing is committed to default, cheating and not paying attention to social

welfare and it is one of the most important invocations at the end of the twentieth century knowing the evaluation of client satisfaction as one of the elements of management of financial companies.

The introductory ethics is a study about the mentioned points the old marketing methods are not applicable and they are less interesting, most of the publicity bazaars they are encountering demands and providing and the new clients would be found hard. So the need of maintaining present clients is showing very necessary and companies regularly are looking for ways to maintain their connections with their clients. (Murefi & Patric, 2006)

It is regarding to complication of aims and organizational constructions just the brands can continue which they reply clients demands and also pay attention to company interests a key branch in today's marketing era.

They should and should not without considering the tribe or religion or territory about (Morfi & Patrik 2006) the marketers and clients demanded some solutions under four principles for being relative or obstructive about ethics. (Yousel & Colleagues 2009)

Interstice courses just they are looking for the affairs which make more interest for them and more profitable for people. This thesis makes people to do during their judgment results and they select the action which has the most profit for the society. (Parson, 2007)

The autonomy thesis like interstice has the most interest for clients people by the ranges of their ethical or unethical treatment. In that situation it can be good and bad correct or false fair or unfair they can be recognized.

In the abstractive thesis, the principles correct and incorrect are taking care. During this thesis the affairs are analyzed apparent from their results, during this thesis what is important not only the job but also the affair and one who does it is important.

The relativists believe that evaluation of these tasks are just by culture and these regulations are not general for all positions though something which is ethical in a society may not be ethical in another society.

#### **The international marketing ethics**

The international marketing ethics as it is reassembling it is a part of ethics which is working by international affairs. The international marketing ethics comprised of international marketing activities and also the basically theories of these judgments. (Yousel & colleagues 2009) In marketing ethics all three kinds of ethics are observable, the introductory ethics which it is introducing ethics in all over the world.

The second object is putting prices strategies and propagandas with more intensity about ethical points

about delivery goods and the prices forced to someone and ethics methods that goods are made propaganda. Making the same methods of lives the principles correct and incorrect are taking care. During this thesis the affairs are analyzed apparent from their results, during this thesis what is important not only the job but also the affair and one who does it is important.

#### **2-2 The concept of clients' satisfaction**

Clients' satisfaction is the clients' sense or view to a good or service after its usage. Thesis like interstice has the most interest for clients people by the ranges of their ethical or unethical treatment. In that situation it can be good and bad correct or false fair or unfair they can be recognized finally the propaganda would be spread month to month.

#### **2-3 The importance of reaching clients' satisfaction**

Why are the companies in need of reaching to clients' satisfaction? The importance of clients' satisfaction is or what? For replying these questions regulations are not general for all positions though something which is ethical in a society may not be ethical in another society and how to take part in it.

#### **2-4 A review to the methods of evaluation clients' satisfaction**

As evaluating the clients' satisfaction it can apply different models. It is comforting to the classification by Senastooan Paffrath and his colleagues Tooper and Hamburg and Rodolf and the models of evaluation divided to two forms of obstructive and relative.

The obstructive models are putting prices strategies and propagandas with more intensity about ethical points about delivery goods and the prices forced to someone and ethics methods that goods are made propaganda. Making the same methods of lives the principles correct and incorrect are taking care. During this thesis the affairs are analyzed apparent from their results, during this thesis what is important not only the job but also ... the affairs.

The imaginative models are known via comparing the indexes which they are applied directly by the clients. The imaginative models indicate the clients how they are closer to clients' satisfaction.

Tooper and Hamburg Rodolf they are working on the comparative parts of models for evaluation clients' satisfaction. Haler divides ethics models of evaluation to three groups as followings:

1. The methods which are on quality maintaining clients.
2. The methods which are on quality maintaining clients.
3. The methods which are on quality maintaining clients.

In the chart 10-2 you can observe the clients' satisfaction division (Grasila, 2000)

## 2-Materials and methods

It is applied of different methods by the researcher to define all kinds of searching and it makes different classification and it is mandatory to express in this study it was applied of the goal application method and the cause and result method by comparing and the method of gathering data it was circular.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left( \frac{z^2 pq}{d^2} - 1 \right)}$$

N= the amount of statistic society n= the sample form Z= it s the factor on normal standard, that in confidence rate 95% it is equal 1096 P= it is eth existence adjective in eth society. If it is not on authority it is 0/5 in this form eteh amount of variance is on its maximum point q=0 and the percentage of people lack of that adjective d=(q= 1-p) the legitimate amount.

It is equal 217 factors by situating 500 at above formula that in this concern almost 17 of questionnaires were not applicable by different reasons though the sample statistic above was vaunted 200 numbers.

The devices of gathering data in this search they were questioner and interview.

In the present study the questionnaires and replies are coded and they are processed by SPSS software in 18 days. It is applied of public data for analyzing introductive statistic and for the conceptive model it applies Spierman cooperation ans also for analyzing the stability of the tests it is applied of Kronbakh Alpha.

It needs for counting Alpha Kronbakh count ethvariances of each sub complex (or sub test) and then count the whole variance and then by applying the following formula counting Alpha Krobakh. (Sarmad & colleagues, 1997)

$$r_{\alpha} = \frac{J}{J-1} \left[ 1 - \frac{\sum S_J^2}{S^2} \right]$$

J= the number of test questions

$\sum S_J^2$  = The complex of question variance

$S^2$  = The whole numbers variance

## 3-Conclusions and findings:

In the first hypothesis, it was expressed dependency on contracts via there is a meaningful

relation between clients' satisfaction and Mehran Eksir company. As it was observing this hypothesis was tested and there is a positive relation between committing on contracts and clients' satisfaction and a relational commitment in industrial bazaars which they are comforting to Abdol Mohamin from royal university on 2002.

In the second hypothesis is applied of different methods by the researcher to define all kinds of searching and it makes different classification and it is mandatory to express in this study it was applied of the goal application method and the cause and result method by comparing 2007 and the method of gathering data it was circular and it has got a high affection on clients' satisfaction.

In the third hypothesis it was expressed meaningful relation between clients' satisfaction and Mehran Eksir Company. As it was observing this hypothesis was tested and there is a positive relation between committing on contracts and clients' satisfaction.

In the fourth hypothesis, it was expressed eth relation between human respect via Mehrab Eksir Company and clients' satisfaction there is meaningful relation. As it was observed this hypothesis via analyzed and it was admitted that there is direct relation between respecting human and clients' satisfaction.

In the fifth hypothesis the imaginative models are known via comparing the indexes which they are applied directly by the clients. The imaginative models indicate the clients how they are closer to clients' satisfaction.

## Applicable suggestions

1-It is regarding to it the clients' demands are a quotation of time and in the searching situations it should evaluate the clients' satisfaction regularly in 6 moths and 12 months periods.

2-Providing software regarding to a mathematic model and this conceptual on company's site as analysis of client's satisfaction on order.

3-Coordination the staff in which by clients view all the employees are considered neat and ordered.

4-Making a part such (R&D) and it should work on the service that leads to products variety.

5-It seems due to the survey's results it is applied of different methods by the researcher to define all kinds of searching and it makes different classification and it is mandatory to express in this study it was applied of the goal application method and the cause and result method by comparing and the method of gathering data it was circular.

**6-Giving suggestions for advanced searches**

1. Searching other for finding indexes in clients' satisfaction of Iran insurance company but they were neglected by writer.

2. It is regarding to marketing literature we divide the clients in to two groups of internal clients and foreign clients and by considering the requisite of foreign client, the internal clients would be evaluated such by company staff and analysis of its affect on clients' satisfaction they seem necessary.

3. Searching a completing survey about the client that in addition to Meharb Eksir's company brand they apply other brands to coparing the clients' satisfaction each of eth existing brands in country with Mehrab Eksir company brand.

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