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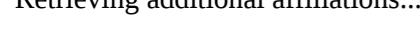
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## Ethics as an innovative approach to better internal marketing(Article)

- Malmarugan, D.
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### Abstract

Consumers are certainly more driven now than ever before by ethics and social responsibility. The workplace is a collection of different experiences and, therefore, differing ethics. Many people join a company without close investigating the ethics of their employing organization and often find themselves at variance and out of balance when those ethics are tested. Satisfied and committed employees will lead to satisfied and committed customers. The degree of internal customer satisfaction largely determines the profits of the company through external customer satisfaction and customer retention. This research aims to study the relationship between ethical practices and enhancing employee satisfaction by means of internal marketing. The methodology adopted is collecting responses by Questionnaire administration from a sample of executives from textile and clothing organizations in India. A random sample of 600 respondents was chosen among textile and clothing organizations, listed in the Apparel Export Promotion Council (AEP) database. The member organizations are located throughout India. The implications and recommendations based on the findings of this research study are those that ethical practices with respect to "Equal opportunity providing", "A subordinate representing to higher-ups above immediate superior", "Female employees feeling secure and comfortable", "Transparency in appraisal methods being practiced", are increasing job satisfaction and leading to better internal marketing. These parameters of ethical behavior with respect to "Employees who are internal customers in organizations", lead to better internal marketing practices. © Devanathan Malmarugan, 2008.

### Author keywords

Equality Ethics Internal marketing Satisfaction Whistle blowing

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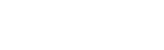
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