

Ethics in Business Embellishment and Distortion with Special Reference to Bangladesh

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Abstract: Exactly two hundred years ago, French revolutionist Jacques Rene Herbert pronounces: "everywhere and all times men of commerce have had neither heart nor soul; their cash box is their god.....they traffic in all things, even human flesh". Considering the going rate of flesh trade "six well-fed cows for a girl from Bangladesh", and the comment put forward by the Nobel Laureate Professor Milton Friedman regarding the business ethics - "fundamentally subversive theory to a free and democratic society" - it appears that, in today's so called civilized world property is more precious than life. This short paper deals with the same.

The paper does not offer any theory nor does even provide an intense doctrinal dispute and intellectual debate about the business ethics. The paper simply provides a recount of how the corporate social responsibility has been transgressed across the globe. Based on the available statistics and evidences, the paper also presents some of the prevailing deplorable scenarios regarding unethical business practices that have been taking place in Bangladesh.

If business ethics is concerned with the right and wrong or good and evil dimensions of business decision-making, then on the basis of recorded information on unethical business practices of ours, we can conclude, Bangladesh is a society in which distortion of business ethics is legitimate and it has embezzled the ethical embellishment of business in the meantime.

Introduction

In earlier civilizations, economic activities have been subordinated to the broader interests of society. For instance, in about the 10th century BC, merchants and traders were looked upon as the least worthy members of Greek society.¹ By five

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hundred years later, however, the Greek had built trade and industry into the economic basis for the highest and finest type of culture that the world had known up to that time. By 500 BC, businessmen had achieved a high order of social recognition and respectability. However, business did not dominate society and was looked upon as a means to an end rather than as an end in itself. To the Greeks it was the function of business to improve human life, not just acquire wealth.

Following the Industrial Revolution business rapidly came to dominate society, and the objectives of business increasingly turned to the production of more and more goods. This redirected businessmen's thinking toward machines, goods and markets. People ceased to be thought of as personalized human beings and came to be looked upon as impersonalized workers, customers, and competitors. Present confusion over business assumption that 'there is one and only one social responsibility of business to use its resources and engage in activities designed to increase its profits so long as it engages in open and free competition without deception or fraud'² stems from this line of thought and historical trend and developments. Deviations from moral and ethical standards by the businessmen were perhaps most noticeable in the 1800's and it is against the evils of that period that communist propaganda has been directed.³ However, such propaganda is couched in terms which suggest that the conditions of the 1800's still prevail in society unless the stockholders encompass the concept of social responsibility to their business decision-making. Since then, pressures from both within and outside the society signal the importance of business ethics.

Prior to the 1950's, analysts wrote about business power and abuses, but the first definitive work on business social responsibility was published by Howard R. Bowen in 1953.⁴ The book titled 'Social Responsibilities of the Businessmen' represents the origin of the modern social responsibility debate, devoted completely to the idea of social responsibility and now it might apply to business, discussed the social and economic benefits that might result from recognition of broader social goals in business decisions. Following publication of the Bowen book, a number of other authors gave major attention to social responsibility, and the subject area gradually began to be defined. Meanwhile, business's need for social concern became a popular topic in board rooms, study groups, and business meetings. Major Universities in USA added the topic to their executive programs.⁵ At first businessmen looked on the subject mostly as a curiosity, but gradually they began to recognize its significance. The first semi-popular book on the subject, the kind of book read by businessman, was published by Joseph W. McGuire as 'Business and Society' in 1963.⁶ The book developed from a series of popular television programs on the subject offered in the pacific Northwest in 1962. Social responsibility issues were finally reaching the group, that would have to implement them, the businessmen. Recognizing the importance of ethics in business decision Luther H. Hodges, president of a giant international company, commented: 'one unethical deal can do more damage than a division of troops' and asserted 'under no circumstances businessmen engage in any act that etches away at the moral character and integrity, on which, in the long-run, our progress must be based'.⁷

The present paper evaluates the corporate social responsibility with special reference to Bangladesh. The paper is

divided into two broad sections. Section one examines the ethical debate of business and section two presents some unethical practices in the context of Bangladesh.

The debate over business ethics

Business ethics is concerned with the right and wrong or good and evil dimensions of business decision-making. There are many definitions of business ethics. One researcher asked 100 business leaders to select the best definition from a list of nine. Majority of the respondents viewed the business ethics as "the study of the object, intention, circumstances and outcome of businessmen's actions in business situations".⁸ Baumhart further noted that, in the business decision making process, there involves certain ethical components and these ethical components have had impact on the lives of human being and are properly considered in business ethics. Business ethics concern both the ends (results) and means (process). Walton noted that a basic premise for a business ethics is the existence of general proposition as: "Life is more precious than property, basic human needs are superior to the normal craving for luxuries..... if a customer expects to receive truthful information and a product of specified quality, and if he does not, and if his expectation is a general expectation sanctioned by society, failure of the other party to fulfill these expectations is an unethical act".⁹

However, the age-old question of 'Does the end justify the means' (?) leads to thinkers to attach great importance to the debate of ethical business behavior. And the debate has come today at least by writings since 1776 when the revolutionary book of Adam Smith 'An Inquiry into the Nature and Causes of the Wealth of Nations' published.¹⁰ It was the Adam Smith

whose writings expounded both capitalism (as everyone knows) and illuminated ethical theory (as many people do not know). Indeed, many scholars now-a-days recognized that the question of business ethics is the direct outcome of capitalism. Capitalism is marvelously efficient in organizing production and distribution but is indifferent to moral questions.

Critics of business ethics though believed that Adam Smith created just a new economic system (capitalism) but never recognized the so-called ethical conduct in business. They argued that 'morality is the province of theology, politics and the law; it is the task of the custodians of these provinces to devise and enforce legal norms to sustain ethical conduct in a society. It is not the duty of businessmen to uphold ethics in business. The main purpose of business is to earn profit through exchange. Where there is profit, there must be unethical practices'.¹¹ Milton Friedman the conservative economist denounces the concern for business ethics as "Fundamentally subversive" to a free society and argues for years that social responsibility is inappropriate corporate action. Following is one of his comments:

In a free society, private property system, a corporate executive is an employee of the owners of the business. He has direct responsibility to his employers. That responsibility is to conduct the business in accordance with their desires, which generally will be to make as much money as possible. ----- In so far as his actions in accord with his "social responsibility" reduce returns to stockholders, he is spending their money. In-so far as his actions raise the price to customers, he is spending the customers' money. In-so-far as his actions lower the wages of some employees, he is spending their money.¹²

According to this line of reasoning, if executives do use resources for social responsibility in order to maintain so-called business ethics, they are in effect imposing taxes and then

deciding how the taxes shall be spent. This approach "involves the acceptance of the socialist view that political mechanisms, not market mechanisms, are the appropriate way to determine the allocation of scarce resources to alternative uses" and it inevitably leads to decreased economic efficiency.

In recent years, a group of Harvard Business scholars raised some philosophical questions about the illegitimacy (particularly on Advertising) of the human values compared with values of other "distortive" disciplines. One marketing scholar in favor of his argument of "distortion" (in advertising) wrote:

---- consider poetry. Like advertising poetry's purpose is to influence an audience; to affect its perceptions and sensibilities; perhaps even to change its mind. Like rhetoric poetry's intent is to convince and seduce. In the service of that intent, it employs without guilty of fear of criticism all the arcane tools of distortion that the literary mind can devise. Keats does not offer a truthful engineering description of his Grecian Urn. He offers instead, with exquisite attention to the effects of meter, rhyme, allusion, illusion, metaphor and sound, a lyrical, exaggerated, distorted and palpably false description. And he is thoroughly applauded for it, as are all other artists, in whatever medium, who do precisely this same thin successfully. Business, it can be said without apology takes essentially the same liberties with reality. Embellishment and distortion are therefore, legitimate and socially desirable equally for business decision-making".¹³

Certainly the opinions expressed by the social scientists in against of business ethics (mentioned above) are cruel in the context of rational being. Because human beings linked to one another not solely by the process of commercial exchange. If man is motivated chiefly or solely by a desire to "truck, barter, and exchange" and if he deals with his fellow-man solely by appeals to his self-interest, is it possible we will have anything but a kind of commercial war of all against all in which sharp

dealing and a lust for immediate advantage take precedence over every other consideration ? Moreover, Adam Smith who invented capitalism was also the Adam Smith who, more deeply than any one since, explored the sources and power of human sympathy and the relationship between human sympathy and justice. Out of this social relation there arises conscience, which Smith calls the "impartial spectator" - a disinterested inner voice that judges our actions as we judge the actions of others.¹⁴ Capitalism, therefore, does not over-look the human values that constituted a society. Apart from this, the classical theory of capitalism is found on the assumption that human beings are "rational creatures" capable of understanding the natural order of the universe. Thus, rational persons seeking their own economic interests only, without giving benefit to others, will certainly enjoy 'unnatural' or 'unethical' property. And anyone who enjoys such benefit must not be treated as rational human being.¹⁵ Business people who are also the essential part of a society, must therefore, maintain a code of conduct while performing their duties. Despite constant criticisms against the concept of business ethics, it is still believed by a good majority of academicians that 'if organizations cannot be made moral, the future of the capitalism will be unattractive- to all of us and especially to those young people whose talents we need for future development. It is not the attack of the muckrakers who should fear but the apathy of our corporate citizenry.'¹⁶

Unethical Business Practices in Bangladesh: A Profile

Some years ago, Charles Malik, the Lebanese philosopher-statesman representative to the United Nations, threw out the challenge:

Technique, efficiency, encouragement, results ! ----- Nobody asks the fundamental question as to what is the whole blooming think for. Nobody cares to find out what spirit pervades the whole thing. Nobody has the time to ascertain whether Man, in his freedom and his fullness, exists at all.¹⁷

Malik was voicing a concern over the growing uncritical acceptance of Western industrial ideology and values. His pleading is appropriate today as the problems created by industrial society and presently are practicing the so-called poor "developing" countries, including Bangladesh. Business systems are a product of beliefs, norms, mores, and customs of the society in which they exist. Their very existence depends upon social philosophies which condone and support various kinds of business actions. Beliefs and value systems concerning what is right and not doing something in a particular way. But unfortunately, the ethics in business has gradually been tending towards death particularly, in poor countries, owing to the hedonism, individual greed, and the general decay of social standards.¹⁸ In Bangladesh, the abhorrent practices rampantly adopted by the businessmen imply that either they have totally forgotten the business ethics or they have made it buried completely, as reflected to the following news headlines published in the national dailies and different journals & magazines in different periods.

- ◇ More than 233 minor children died by taking poisonous Paracetamol Syrup.¹⁹
- ◇ 98 percent of the soya-bean oil in the market was adulterated and unhygienic.²⁰
- ◇ Out of 69 brands of medicines, 37 were withdrawn from the market after the expiry dates being over.²¹

- ◇ The fluid milk available in the city markets add 200% to 300% dirty water with cow's milk collected from the nearby ditches.²²
- ◇ The gold traders have been earning an additional amount of TK. 90,00,00,000 per annum by mixing 35 percent khad (dross of metals) with gold in lieu of the usual proportion of 12 percent for preparation of ornaments.²³
- ◇ Adulterated food is responsible for the malnutrition of the 60 percent of the people of Bangladesh.²⁴
- ◇ About 10 percent of the essential commodities, such as rice, wheat, oil, sugar, etc. are under-weighted.²⁶
- ◇ Banned medicines are sold at abnormally high prices ranged from 1.25 to 6.00 times of the maximum retail price.²⁷
- ◇ Hundred percent guarantee provided by the quack for some incurable diseases like cancer, diabetic, AIDS etc.²⁸

In light of the aforesaid unethical business practices if we delve in details the nature and extent of the behavior of both producers and sellers in Bangladesh, we notice that they have gone beyond the tolerable limits, and the situation is gradually deteriorating anything else. The existing data on various aspects of consumer protection indicate that the cases of charging exorbitant and undesirable prices, poor and sub-standard products and service performance, gross adulteration, deceptive advertising, defective weights and measures, imitation of famous branded goods, sale of contraband items, smuggling, and frequent violation of consumer rights in context of the internationally accepted norms etc., have become the regular state of affairs of both producers and sellers in Bangladesh. For the purpose of analysis of the actual situation prevailing in Bangladesh in the name of so-called 'customer satisfaction', that businessmen often utter, let us

present some of the most frequently unethical business practices which have jeopardized the life of innocent consumers.

Quality and Safety of Food Stuff

Food is a major item of consumption to all living beings, and it is maintained for hundreds of years that food should be safe, clean and wholesome. Nearly 3500 years ago the Hittities developed a consumer code of sorts: "Thou shall not poison they neighbor's fat".²⁹ But in our country where nearly 70 percent of the population live below the poverty line, dishonest businessmen have been playing a foul game with this basic commodity. A study of CAB (Consumer Association of Bangladesh) carried out in April, 1990 revealed an alarming picture of prevailing situation in relation to quality of food stuffs available in the market. Out of 82 brands of 19 commodities, only 33 percent were found to bear BSTI standard seal. Another survey result revealed that, out of 258 brands of 49 commodities produced by 177 companies of the country found only 125 brands carrying BSTI seal.³⁰ The Dhaka city corporation authorities raided different hotels and restaurants during the last one year and detected in adulteration in food-stuff and about 60 owners were put under penal action in this regard.³¹ The test reports on samples of mustard oil indicated that none of the samples did meet the scientific preconditions.³² Adulteration was found to be common in samples of milk, honey, jelly, jam, sauces squash (please see Table 1). In another study conducted in September, 1990, it was found that out of 10 brands of soyaben oil none of them did bear standard of quality marks.³³ Test report of 9 popular ice-cream sold in the market revealed that only one was of safe quality for consumption.³⁴ More alarming picture has been revealed in a recent study conducted by CAB regarding breast-feeding and controlling the marketing

of breast-milk substitutes despite law which prohibited advertisements, promotional activities of companies etc. Survey result indicated that the unscrupulous businessmen of ours have frequently been violating the rules both in relation to labeling and market promotional activities³⁵ (please see Table 2). The test survey results of Bangladesh Public Health Institute (PHI) on food items continuing from 1983 to 1990 proved that over 43 percent of the food items available in the market were adulterated and unhygienic (Please see Table 3). The Table 3 clearly demonstrates that the quality of daily used food stuffs is really unsafe, unhygienic, below standard and hazardous to life also. Due to using adulterants, consumers may be affected by multifarious diseases. For example, milk adulterated by dirty water of the ponds or river is a great cause of diarrhea, adulterated edible oil causes various diseases like itch, scab, other skin diseases etc., and it may cause serious abdominal pain, liver pain, heart burn etc.³⁶

Product Duplication of Brand Imitation

Customers generally buy goods on the basis of quality of each product. A manufacturer promotes the brand-name of his product through advertisement, its trade mark, patent-mark and its package that distinguishes his product from those of his competitors. Good products establish themselves and provide consumer satisfaction through this mechanism of "brand promotion". Brand imitation is one of the most common malpractice in the business environment of Bangladesh. In an enquiry done in the Dhaka city, it was found that there was wide-spread imitation of various brands of imported and locally manufactured goods that include clothing, toilet items, medicines, food products, stationery, blades etc.³⁷ This imitation is done in such a way that a consumer cannot differentiate the

imitated goods from original ones unless he/she pays careful attention to this (please see Table-4). In the rural area, where people are unconscious and illiterate, these goods are supplied massively. The tricky marketers imitate the products in different ways. Sometimes, they imitate the products without changing the name of original ones and its color, package, design, etc., which we called exact imitation. For example, the Government of Bangladesh banned the import of China made youth Ink in 1985.³⁸ If any one purchases ink with brand name of "Youth Ink", he/ she certainly purchases the imitated product. Our observation relating to "Youth Ink" revealed that almost all the stationery shops in Dhaka as well as other cities are flooded with this imitated ink item. However, businessmen sometimes are also cheating the customers through a slight changing of original products. For example, 'Bata shoe, is found with brand names as 'Batta, 'Bala', 'Betta' shoes. Violation of business ethics is also found while mentioning the name of the country where products are manufactured. For instance 'made as England' instead of 'made in England'; Made in Inland instead of made in England; made as Japan instead of made in Japan; create visual illusion among the consumers. There are hundreds of examples of this sort of imitated products and confusing words available in the market frequently practicing the unscrupulous traders only to escape themselves from legal actions.

Trade without Tariff

During the past two decades, trade without tariff, i.e. smuggling has become such a big business in Bangladesh and smugglers have evolved such extensive links with "corrupt politicians and officials"³⁹ that successive regimes of deposed President H. M. Ershad shall have no options but to choose cast a blind eye on it. A recent study describes the nature and scope of the problem,

the rationale for smuggling, the methods adopted by the operators and the difficulties the authorities would encounter in rooting it out. The smuggling business is so varied and clandestine that economists of the country find it hard to gauge its actual size. The survey conducted by three top economists of the Bangladesh Institute of Development Studies (BIDS) revealed that at least 5 million bales of raw Jute are smuggled to India every year, some 40 percent of all beef consumed in the country is slaughtered during the festival season of Eid-ul Azha come illegally from India, every month some 5-10 million packets of cigarettes, on which excise duty has not been paid, come into the country illegally, a large portion of officially imported electronic goods and components (worth US \$ 100 million) sent on to India (in 1991) through unofficial channels, hundreds of trawlers and small coastal vessels each and every day offload-cartons of contraband goods from larger ships coming from Singapore, Hongkong in nearby international waters include such items as electronic, gargets, polyester garments, gold and narcotics.⁴⁰ Along the porous land boarder with India and Burma, quite a different type of cargo is smuggled; cattle and young women. According to a recent report, the teenage girls from Bangladesh are bartered with 'cows' from India and the going rate for this trade is "six well-fed cows for a girl from Bangladesh."⁴¹ According to '*Sananda*', a Calcutta- based women's magazine, of the 6700 registered prostitutes in Calcutta, 736 are from Bangladesh, most of which, source says, came through barter system. Indian press estimates, there could be at least a few thousand Bangladeshi girls working the red-light areas in Indian cities might be settled through battering with cows.⁴²

The illicit import of commodities has made the country a smuggler's paradise. The BIDS survey also describes the vast network of smugglers from the kingpins down to lowly carriers spread all over the country. They maintain constant liaison with politicians and officials while performing this nefarious trade as reflected in the punishment by the courts whom were arrested. In this connection: in 1990, some 1200 smugglers were charged, of whom only 10 percent were punished by the courts.⁴³ The BIDS survey maintains that the more tightening of law enforcement- even if this were to come about because of political resolve between countries at the top- will not succeed as long as the economic rational for the illegal trade exist. The convince and cooperation between traders and officials is such that the more profitable smuggling is, the harder it is to resist. In a recent study⁴⁴ it was examined by two researchers regarding 'to what extent the ethical beliefs and standards in business of Bangladesh have changed compared to twenty- years ago, and what are the factors influencing ethical standards in our society'. Results indicate that-

- ◊ About 83 percent of the respondents feel that ethical standards of business today in our country have been changed from what they were even five years ago and standards have gradually been 'extremely' deteriorating compared to past;
- ◊ About 76 percent of the respondents feel that "society", not business, has the chief responsibility for inculcating its ethical standards into the educational and legal systems, and thus into business decision making;
- ◊ Hedonism, individual greed, and the general decay of social standards perceived by 67 percent of the respondents are the factors which most influence a decline in ethical standards in our business. A few respondents listed "political corruption" as

one of the most potent forces causing lower standards of ethics in our business environment (see Table 5); and,

◇ Approximately 88 percent of the respondents feel that practical enforcement of code of ethics existed in business, as well as, enforceability of laws existed relating to unethical business practices would not be an easy task to implement in the context of our country for which they again blame the general decay of social morality.

Conclusion

If Bangladesh had been in the list of developed countries, there would have been no need of reading this article. Millions of illiterate and half-educated poor people are being exploited as worst victims by a vicious circle of dishonest, unscrupulous and profit monger businessmen of this country.⁴⁵ We must not dare say that in the developed countries unethical business practices are taking place. Obviously, it has also been taking place in those countries and this is partly revealed by the growing number of government and private anti-trust actions. What is more important (compared to ours) in those countries that one cannot purchase laws neither by dollars nor by political power.⁴⁶

Federal Trade Commission (USA), for instances, recently a president of a giant multinational company sent to jail for misleading advertising and fined \$ 100,000 for violating the ordinance⁴⁷; collected about \$ 500 million for carrying on a criminal antitrust price fixing conspiracy from 20 companies.⁴⁸ On the contrary, punishment for the offender of 'Pure Food Stuff Ordinance' in Bangladesh is only Taka one hundred and the same is punishment provided under almost all other such laws.⁴⁹ In spite of rampant violation of laws and ordinances by the businessmen of ours (as reflected every day to the national

dailies) we have not as yet been heard any news of providing exemplary punishment to any culprit businessman for whom like, 233 minor children died in 1992 because of taking poisonous Paracetamol Syrup. We have rather had news that in 1990, out of 1200 convicted smugglers, only 120 were punished by the courts; a Foreign Ministry Official who brought in 60 kg of gold last November (1990) with forged documents in the name of the embassy "Suspected to have a link with high-ups" etc.⁵⁰ Only ethics that the business community maintains in the name of "Service" is that they know:

If you support the ruling party you get their sympathy and support in return. If you do not, you are in trouble. Morals have no role to play in this game. What is more important right now is that the government has realized that they need us for election funds. The principle is quite clear: if you pay money to them, you will get everything you want-licenses, growth...⁵¹

This is not an emotional statement -- this is the reality of our society. Exactly two hundred years ago, French revolutionist 'Jacques Rene Herbert' having annoyed with nefarious business activities uttered:

"Everywhere and at all times men of commerce have had neither heart nor soul; their cash box is their God.... They traffic in all things, even human flesh."⁵² Considering the going rate of flesh trade- six well- fed cows for a girl from Bangladesh can we refute the aforesaid statement?

Notwithstanding the melancholic environment with respect to ethics prevailing to the whole gamut of business in our country and, notwithstanding the defective laws and ordinances relating to unethical business practices of ours, we still believe that strict enactment of these laws can ensure a minimum safety

and security to our vast population from the dishonest, unscrupulous and profit monger business. Since morality cannot be injected and since 100 millions of uneducated people of ours cannot be educated overnight, the righteous approach would have been the sincere implementation of laws that exist. We should all bear in mind that we are above all human beings; to lead a beautiful life in good environment is our birthright. Leaving aside our moral duty to help each other - we do not have any right, as human being, to disturb others.

Table 1: Results of laboratory Test on Quality of Some Selected Food Items Sold in the Market

Name of Company	Date of Production & Expiry	Melted (%)	Saccharin	Admixed Color	Comment
Samson Linda Ahmed Food J.P.	<u>Name of Product:</u>		Orange Jelly		
	Not mentioned	39	No	Non-consumable Tar	Contrary to law
	Do	31	Yes	Do	Contrary to law
	Do	70	Yes	Do	Contrary to law
	Do	33	Yes	Consumable	Contrary to law
Samson Linda Ahmed Food	<u>Name of Product:</u>		Orange Squash		
	Not mentioned	33	Yes	Non-consumable	Contrary to law
	Do	36.5	Yes	consumable	Contrary to law
Ayurvedic Pharma. Hamdard Ahmed Food	Mentioned	37	Yes	Non-consumable	Contrary to law
	<u>Name of Product:</u>		Sarbat		
	Not-mentioned	73	Yes	Consumable	Contrary to law
	Do	77	Yes	Consumable	Contrary to law
	Do	64	Yes	Consumable	Contrary to law

Sources: Haripada Bhattacharjee, "Historical Development of Consumer Movement and its present Status Bangladesh", Dhaka *Bishabidhalaya Patrika*, vol. XXIV, February, 1986.

Table 2: Breast-milk Substitutes Ordinance, 1983: Nature and Extent of Violations of Instructions Relating to Baby Food

Total Brand No.	Nature of Violations	Percentage of Violations
44	Instructions not given in Bangla	20.45
	Use of picture of baby	09.09
	Use of picture of Feeder	09.09
	Not mentioned superiority of breastmilk	50.0
	Words 'breastmilk is best' not written prominently in Bangla	48.09
	Did not mention about doctors' advice	54.55
	No mention of use according to children's age ratio	52.27
	No indication of keeping the pot in proper heat and place	18.18
	No mention of manufacturing and expiry date	02.27
	Mentioned equivalent to breastmilk	11.36
	Language used for encouraging the baby food	47.73
	No mention of age of the baby when the weaning food/cereal food to be given	40.91

Source: Sarwar Zahan, "State of Food Quality and Consumers in Bangladesh", CAB, Dhaka, 1992.

Table 3: Adulterated Items Found in Markets in Different Years

Year	Sample Size	Adulterated Item No.	Percentage
1983	3927	1987	50.60
1984	3330	1750	52.55
1985	5157	1797	30.97
1986	2647	1387	52.40
1987	2632	1311	49.81
1988	2894	1139	39.36
1989	3817	1130	29.60
1990 (10 months)	2414	1196	49.54
Grand Average	26818	11697	43.62

Source: 1. Monthly Ganaswashta, issue No. 2, 1399.

2. Haripada Bhattacharjee and Md. Mizanur Rahman, "Capitalism and Business Ethics", paper submitted to *Management Development*, A Journal of Bangladesh Management Development Centre,

Table 4: Duplication of Products as Against Original Products Found in Markets

Type of Duplication	Name of the Original Products	Name of the Imitated Products
Exact Imitation	Tibbet Chandon Ator Tibbet Ataor Manola Vanishing Cream Cute Vanishing Cream Cosco Glycerine Soap Ponds Cream Olympic Battery Coconut Oil (Cock Market)	Tibbet Chandon Ator Tibbet Ataor Manola Vanishing Cream Cute Vanishing Cream Cosco Glycerine Soap Ponds Cream Olympic Battery Coconut Oil (Cock Marked)
	Boroline Cream Nivea Cream Gandharaj hair Oil Econo (Ball Point Pen) Camel Marked Tin Balaka Blade Feather Blade 7 - 0-Clock Blade Youth Ink	Boroline Cream Nivea Cream Gandharaj Hair Oil Econo(Ball Point Pen) Camel Marked Tin Balaka Blade Feather Blade 7-0-Clock Blade Youth Ink
Partial and close Imitation	Tibbet Snow Tibbet 570 Soap Nirala Ball Soap Hakimpuri Zardda Alauddin Sweetmeat Manola Vanishing Cream Si-Boon Vanishing Cream Swantex	Tibbel Snow Tibel Snow Tibbel 570 Soap Tibel 570 Soap Nirola Ball Soap Hokimpuri Zardda Alauddir Sweetmeat Aladins Sweetmeat Monola Vanishing Cream Si-Boo Vanishing Cream Swanlex

Table 4 continued

Type of Duplication	Name of the Original products	Name of the imitated products
Partial and close Imitation	Fair and lovely Cream	Fair and Love Face and Love Face and lovely Fair and liely French and Lovely Foreign and Lovely Fair and Lady Found and Lovely
	Lifebouy Soap	Lifejoy Soap Lightjoy Soap
	Bata Shoe	Batta Shoe Bato Shoe Beta Shoe Bala Shoe Rata Shoe Tata Shoe
	Rexona Toilet Soap	Rozina Toilet Soap
	Nevia Cream	New Nevia New Novia Nivea
	Nabisco (Biscuit)	Naisco Niasco
	Cosco Soap Star Cigarette Chanda Battery Cute (Cosmetics) Polar (Ice-Cream) Love (Powder)	Wesco Soap Tara Cigarette Chalna Battery Chandana Battery Curte Cutee Cuat Ceete Cule Cile Ceile Cale Polac Lov Leave

Table 4 continued

Type of Duplication	Name of the Original products	Name of the imitated products
Partial and close Imitation	Meril (Cosmetics)	Mare Mari Maril Merin Marit Merif Merhen
	Ponds (Cosmetics)	Pons Ponams
	Niddra couchom	Niddra Belash
	Shahinoor Shoe	Shahipur
	Stainless Feather Blade	Hi-Stainless Feather Blade New-Stainless Feather Blade Super-Stainless Feather Blade
	Alamer Eack No. pacha Saban	Eack No. Pacha Saban
	Orient Bread	New Orient Bread

Sources :

- i. *Weekly Shamikhan*, (Bangla), Issue No. 40. 7th April, 1992.
- ii. Marketing Observation- 1982, Department of Marketing, Dhaka University, P-21.
- iii. Ali Q. M. "Some Aspects of Consumer protection in Bangladesh",
The Dhaka University Studies, part-C, 1984, p-116.
- iv. Rahman. M. M., "Bangladesh Times" post editorial, April, 29, 1991.
- v. Authors' own observations.

Table-5: Factors Causing Lower Ethical Standards in Business of Bangladesh.

Factors Causing Lower Standards	(%) of Respondents *
Social decay, materialism, hedonism and individual's greed	67
Competition in business	06
Government regulation, legislation and intervention	13
Education of business people	04
Political corruption	38
People's unawareness about unethical acts	11
Inadequate supply of products into market	07
Lack of knowledge about "Consumerism"	23

*Percentage will not add to 100 because of multiple responses.

Sources:

"Consumers' Attitude Towards Marketing Concept and Consumerism: The Case of Bangladesh", Internship Reports, Department of Marketing, University of Dhaka, 1993.

Notes

1. Keith Davis, *Business and Society*, McGraw Hill Book Company, New York, 1975.
2. George Stainer, "Social Politics for Business", *California Management Review*, Winter, 1972.
3. Davis, op cit.
4. Earl F. Cheit (ed), *The Business Establishment*, John Wiley & Sons, New York, 1964.
5. *Ibid.*

6. Harold Underwood, *American Economic History*, Harper & Brothers, New York, 1974.
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