Management Studies and Business Journal (PRODUCTIVITY)
Vol 1 (12) 2024 : 1782-1794

BUILDING GLOBAL LOYALTY THE ROLE OF ETHICAL MARKETING IN BRAND SUCCESS

MEMBANGUN LOYALITAS GLOBAL PERAN PEMASARAN ETIKA DALAM KESUKSESAN MEREK

Irma Sucidha
STIE Pancasetia
*irmasucidha@gmail.com

**Corresponding Author*

ABSTRACT
This research identifies the driving factors and barriers in implementing ethical marketing to build global brand loyalty. Using a systematic literature review (SLR) approach with PRISMA methodology, this research analyzes 21 related articles of ethical marketing, which includes regulatory pressure, customer awareness, high costs, and cultural differences as key factors. These findings provide practical insights for global companies in optimizing ethical marketing strategies to increase brand loyalty in diverse global markets.
KEYWORDS: Ethical marketing, brand loyalty, systematic literature review, driving factors, barrier factors, global strategy.

ABSTRAK
Penelitian ini mengidentifikasi faktor-faktor pendorong dan penghalang dalam penerapan pemasaran etis untuk membangun loyalitas merek global. Menggunakan pendekatan systematic literature review (SLR) dengan metodologi PRISMA, penelitian ini menganalisis 21 artikel terkait pemasaran etis, yang mencakup tekanan regulasi, kesadaran pelanggan, biaya tinggi, dan perbedaan budaya sebagai faktor kunci. Temuan ini memberikan wawasan praktis bagi perusahaan global dalam mengoptimalkan strategi pemasaran etis untuk meningkatkan loyalitas merek di pasar global yang beragam.
KATA KUNCI: Pemasaran etis, loyalitas merek, systematic literature review, faktor pendorong, faktor penghalang, strategi global.

1. INTRODUCTION

In recent decades, global companies have increasingly faced scrutiny regarding their marketing practices, particularly concerning ethical considerations. This scrutiny stems from a growing awareness among consumers, governments, NGOs, and the media about the implications of unethical marketing strategies, which often prioritize short-term financial gains over social responsibility. Companies engaging in misleading advertising, labor exploitation, and manipulation of consumer data have faced significant backlash, leading to diminished consumer trust and loyalty. For instance, a notable scandal involving a global clothing brand revealed the use of child labor under inhumane conditions, which severely damaged the brand's reputation and consumer loyalty (Ferrell et al., 2015). Conversely, some companies have successfully leveraged ethical marketing as a means to enhance their brand image and foster customer loyalty. Dove's Real Beauty campaign serves as a prime example, promoting inclusivity and self-acceptance while demonstrating a commitment to social values beyond mere profit generation. This campaign not only resonated with consumers but also illustrated how ethical marketing can serve as a competitive advantage in a crowded marketplace (Krishnamurthy et al., 2021). The success of such campaigns underscores the importance of understanding the factors that contribute to effective ethical marketing strategies, particularly in a diverse global market where cultural values and consumer awareness vary significantly (Ferrell & Keig, 2013).

The increasing criticism of unethical marketing practices has prompted many companies to adopt more transparent and responsible approaches. Transparency has emerged as a critical component of ethical marketing, as it fosters trust and accountability between companies and their stakeholders (Leitch, 2017). However, the implementation of ethical marketing remains a complex challenge, particularly in regions with varying cultural norms and regulatory environments. Companies must navigate these complexities while striving to align their marketing strategies with ethical principles, which can be seen as both a moral imperative and a strategic necessity for long-term brand loyalty (Heimstädt & Dobusch, 2020). Despite the potential benefits of ethical marketing, many organizations still encounter significant obstacles in integrating these principles into their global strategies. The disparity in success among companies highlights the need for a deeper understanding of the ethical decision-making processes that guide marketing managers (Ferrell et al., 2015). As the landscape of consumer expectations continues to evolve, companies that prioritize ethical marketing practices are likely to gain a competitive edge, while those that fail to adapt may face increasing scrutiny and loss of consumer trust (Krishnamurthy et al., 2021; Leitch, 2017).

Ethical marketing has developed into a very relevant concept, especially in the context of globalization which is expanding the reach of companies to various markets around the world. In this digital era, companies not only operate in a more transparent environment, but also under strict supervision from customers, non-governmental organizations (NGOs), and regulators. Information about unethical business practices can spread quickly via social media, increasing reputational risks for companies that ignore their social responsibilities. Therefore, ethical marketing is no longer considered as an added value but as a fundamental requirement to survive and compete in an increasingly competitive global market. Pressure from various stakeholders has pushed companies to be more transparent and responsible in every aspect of their business. Modern consumers, especially millennials and Gen Z, are increasingly paying attention to ethical aspects in choosing brands. They tend to provide support to companies that demonstrate a commitment to social issues, such as environmental sustainability, inclusivity and the welfare of local communities. Additionally, NGOs and international organizations continue to highlight ethically abusive practices, such as labor exploitation, environmental pollution, or consumer manipulation, thereby increasing moral and reputational pressure on global companies.

Regulators also play an important role in regulating global markets. Many countries are starting to enact stricter laws to prevent unethical marketing practices, such as misleading product labeling or exploitation of customer data. For example, personal data protection regulations such as the European Union's GDPR have forced companies to be more careful in managing their consumers' information. Failure to comply with these regulations not only leads to large fines, but can also damage customer trust in the company. In a competitive and multicultural marketplace, the challenges of global companies include not only implementing ethical marketing practices, but also adapting their strategies to the different needs and values of different regions. For example, issues that are relevant in developed countries, such as environmental sustainability, may be less of a major concern in developing countries, where economic issues and societal well-being are given more priority. For this reason, global companies need to develop marketing strategies that are not only universally ethical but also locally relevant, in order to maintain customer loyalty in various market segments. With consumer awareness of ethics increasing, companies face an urgent need to balance business goals with their social responsibilities. In this context, ethical marketing is not only a tool to avoid criticism or legal risks, but also an important strategy to create deeper and more sustainable relationships with customers around the world.

Although ethical marketing has become one of the main topics in business and management studies, research that systematically identifies the barrier and driving factors in the implementation of ethical marketing is still very limited. Most of the existing literature focuses only on specific case studies or conceptual approaches, without providing comprehensive analyzes that can be applied across industry sectors or geographic regions. As a result, a deeper understanding of the complexities of implementing ethical marketing in global markets is still lacking. In addition, the implementation of ethical marketing is greatly influenced by the cultural, social and economic context of a region. In developed countries, ethical marketing practices are often driven by high consumer awareness and strict regulations. However, in developing countries, the focus on ethics may be marginalized by more pressing economic needs or weaknesses in law enforcement. These differences create major challenges for global companies that must develop ethical marketing strategies that are relevant and effective across diverse cultural and market contexts. This issue becomes increasingly complex when different industry sectors have unique priorities and challenges, such as the technology sector dealing with data privacy issues or the fashion sector grappling with sustainability.

In an increasingly competitive and challenging global context, a fundamental question arises: what factors are barriers or drivers in implementing ethical marketing to build global brand loyalty? This question arises from the need to understand the complexities of implementing ethical marketing, especially in a global marketplace that is diverse in terms of culture, values, and consumer expectations. Brand loyalty, as an indicator of a company's long-term success, is often influenced by consumers' perceptions of the company's ethical integrity. However, the path to implementing ethical marketing is not always easy. Increasing consumer awareness of the importance of ethical aspects in marketing is one of the main motivations for conducting this research. Modern consumers increasingly demand transparency and social responsibility from companies, so ethical marketing has become not only an important element for meeting customer expectations, but also a tool for building trust and brand loyalty. Additionally, global companies face significant challenges in adapting their ethical marketing strategies to varying local cultures and values. An inability to understand or accommodate these differences can result in failure to create customer loyalty or even tarnish a brand's reputation. Against this background, this research aims to provide in-depth insight into the factors that influence the success or failure of implementing ethical marketing in a global context.

This research aims to provide a comprehensive understanding of the dynamics that influence the implementation of ethical marketing in a global context. One of the main objectives is to identify factors that become barriers to the implementation of ethical marketing, such as cultural barriers that often give rise to different interpretations of ethical values in various regions. Additionally, weak regulations in some countries create loopholes that allow unethical practices to persist. Within the organization itself, internal resistance from management or employees who are more focused on short-term results than on ethical principles is also a major challenge. Apart from uncovering barriers, this research also aims to identify driving factors that can support the successful implementation of ethical marketing. Support from consumers who are increasingly aware of the importance of ethics and transparency is one of the main drivers. In addition, strict regulations and pressure from regulatory agencies or non-governmental organizations also play a role in encouraging companies to integrate ethical values into their marketing strategies. Initiatives from the company itself, such as a commitment to corporate social responsibility (CSR) and innovation in ethical marketing campaigns, can also be a significant driving force.

By deeply understanding these barriers and enablers, this research aims to provide practical recommendations to global companies. These recommendations are expected to help companies integrate ethical values into their business strategies more effectively, thereby increasing brand loyalty in diverse global markets. With this approach, companies can not only achieve business success, but also play an important role in promoting ethical values in the world of international business. This research will make significant academic and practical contributions. Academically, this research will present a systematic and comprehensive analysis of the barrier and driving factors in ethical marketing, thereby enriching existing literature in the field of global management and marketing. Practically, this research will provide insights that can be used by global companies to develop more effective ethical marketing strategies. The resulting recommendations will be relevant to marketing managers, policy makers, and non-governmental organizations involved in promoting ethics in business. Thus, this research not only contributes to theory development but also has a direct impact on marketing practice in the real world.

2. METHODS

2.1 Research Design

This research uses the Systematic Literature Review (SLR) method with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach. The PRISMA approach was chosen because this framework provides systematic and structured guidance for identifying, filtering, evaluating, and synthesizing relevant research results. This method is designed to ensure transparency and reproducibility in the data collection and analysis process, which is critical in building a credible knowledge base about ethical marketing and global brand loyalty. The research process begins by defining clear inclusion and exclusion criteria for selecting literature. Inclusion criteria included articles discussing ethical marketing, brand loyalty, and global contexts published in peer-reviewed journals last 10–15 years. Meanwhile, irrelevant literature, such as editorial opinions or articles that do not focus on ethical aspects in marketing, will be excluded through a screening process.

The next stage is a literature search through credible scientific databases such as Scopus, Web of Science, and Google Scholar. The keywords used include a combination of terms such as "ethical marketing", "brand loyalty", "global marketing", and "barriers and drivers". This process will produce an initial list of articles that are then further analyzed using the PRISMA flowchart, which includes four main stages: identification, screening, eligibility assessment, and inclusion. Once relevant articles were selected, data analysis was conducted to identify relevant patterns, themes and relationships with the barriers and drivers in the implementation of ethical marketing. The results of this analysis will provide insight into the challenges and opportunities companies face in building brand loyalty through ethical marketing in various regions and industry sectors. The PRISMA approach in this research ensures that the literature review process is carried out objectively and thoroughly. Thus, the results of this research will not only make a significant contribution to the academic literature, but also produce practical recommendations that can be used by global companies to integrate ethical values in their marketing strategies.

2.2 Literature Search Procedure

The literature search procedure was carried out systematically with the aim of identifying relevant and credible articles related to the topic of ethical marketing and global brand loyalty. The keywords used include a combination of terms such as "ethical marketing", "global brand loyalty", "drivers and barriers", and "ethical practices". This keyword combination is designed to cover various aspects of ethical marketing and brand loyalty in a global context, from both academic and practical perspectives.

Literature searches were carried out through leading scientific databases such as Scopus, Web of Science, and other academic databases. This database was selected for its reputation for providing high-quality and relevant peer-reviewed journal articles. The search was also conducted with a time limit of 2010–2025, to ensure that the literature analyzed reflected the latest developments in global ethical marketing and brand loyalty research. Every search result found will be recorded and arranged in an initial list for further filtering.

2.3 Inclusion and Exclusion Criteria

Inclusion and exclusion criteria are designed to ensure that the literature analyzed is truly relevant to the research topic. Inclusion criteria include articles that:

1. Directly discussing ethical marketing in a global context.
2. Highlighting global brand loyalty as one of the goals or impacts of ethical marketing.
3. Based on empirical studies or comprehensive literature reviews.
4. Published in indexed peer-reviewed journals, primarily in Scopus and Web of Science.

Instead, exclusion criteria included articles that:

1. Focus on local or regional context without global relevance.
2. Discusses ethical marketing but does not link it to brand loyalty.
3. In the form of editorial opinions, comments, or articles that are not based on empirical data.

Articles that meet the inclusion criteria will proceed to the in-depth assessment stage, while articles that meet the exclusion criteria will be eliminated.

2.4 Data Analysis

The data analysis process uses short thematic analysis tools to identify main themes related to barriers and driving factors in implementing the program ethical marketing. Thematic analysis was chosen because this technique allows identifying meaningful patterns from diverse data, thus providing in-depth insight into the research topic.

The first step in this analysis is data coding, where the text of the relevant articles will be broken down into small, manageable units of information. After that, the information units will be grouped into larger themes based on the similarities or patterns found. These themes will then be analyzed further to answer the research question, namely the factors that become barriers and drivers of ethical marketing in building global brand loyalty.

The results of this thematic analysis will provide a clear framework regarding the dynamics of ethical marketing in various global contexts. With this analysis, the research is expected to make a significant contribution, both academically and practically, in understanding how companies can utilize ethical marketing to build strong brand loyalty in global markets.

3. RESULTS

3.1 Characteristics of the Reviewed Literature

As a first step in the analysis process, articles were identified and selected that met the inclusion criteria. The results of this selection produced a number of articles that are relevant to the research topic, namely ethical marketing and global brand loyalty. Overall, the number of articles that met the inclusion criteria was 45 articles, consisting of empirical studies, literature reviews, and theory-based research. These articles cover a wide range of geographic regions, industry sectors, and methodological approaches, thus providing a comprehensive picture of the application of ethical marketing in a global context.

3.1.1. Distribution of articles by region shows varying focus on ethical marketing practices in different parts of the world. Most articles come from developed countries, such as the United States, England and countries in Western Europe, which generally have strict regulations regarding business and marketing ethics. However, there are also a number of studies from developing countries in Asia, Africa and Latin America, which highlight the unique challenges of implementing ethical marketing in markets with weaker regulations and diverse cultural norms.

3.1.2. Distribution of articles by industry shows that certain sectors are more often the focus of research. The most researched industries include:

1. Food and beverage industry – related to transparent marketing practices and sustainability.
2. Fashion and cosmetics industry – which often faces criticism for non-inclusive or exploitative marketing.
3. Industrial technology – which faces challenges in data ethics and consumer privacy.

In contrast, some sectors such as heavy manufacturing and logistics have received relatively less attention in the context of ethical marketing, even though these sectors also have an important role in global value chains.

3.1.3. Distribution of articles based on research methods shows that the majority of studies use qualitative approaches (60%), such as in-depth interviews and case studies, to explore consumers' and businesses' perceptions of ethical marketing. Quantitative approaches (30%), such as surveys and statistical analysis, are also widely used to measure the impact of ethical marketing on brand loyalty. The remainder, approximately 10%, is a literature review that provides a theoretical framework and critique of previous research. The characteristics of the articles reviewed show diversity in regions, industries, and methodological approaches, thus providing broad and in-depth insights. Analysis of these characteristics not only helps understand the existing research map, but also identifies research gaps that can form the basis of recommendations for future research.

3.2 Driving Factors for the Implementation of Ethical Marketing

The application of ethical marketing in building global brand loyalty does not happen by chance, but is influenced by several factors that encourage companies to adopt this approach. Based on the analyzed literature, there are several key driving factors seen in various studies, which can accelerate the adoption of ethical marketing and contribute to brand success in the global market.

3.2.1. Customer Awareness of Ethical Issues

One of the main factors that drives companies to implement ethical marketing is customer awareness of ethical issues. In eIn today's digital era, consumers increasingly have access to information about companies' business practices, including issues related to sustainability, human rights, environmental management, and the treatment of workers. Many studies show that more ethically conscious consumers tend to prefer brands that have social and ethical values that align with their beliefs.

kConsumers are increasingly evaluating companies based on how transparent they are in their information disclose its business practices, especially those relating to environmental management and compliance with human rights. As this awareness increases, companies that adopt ethical marketing and clearly communicate their commitment to these issues are likely to gain greater trust and loyalty from consumers.

3.2.2. Regulatory Pressure and International Industry Standards

Another factor that plays an important role in encouraging the implementation of ethical marketing is regulatory pressure and international industry standards. In recent years, many countries have introduced stricter regulations regarding marketing and sustainability, with the aim of protecting consumers and reducing the negative impact of unethical business practices. Standards such as ISO 26000 (which regulates corporate social responsibility) and various sustainability initiatives suggested by international organizations such as the UN, provide a clear framework for companies to integrate ethical values in their business strategies.

Some sectors, such as the food and beverage, energy, and clothing industries, are often under intense scrutiny due to the environmental and social impacts of their products. Companies that fail to comply with these regulations not only face legal risks, but can also lose credibility and customer loyalty. Therefore, many companies are responding by strengthening their commitment to ethical marketing to maintain their reputation and comply with standards set by regulators and industry bodies.

3.2.3. Brand Success in Communicating Their Ethical Values

Success in communicating ethical values is another factor that is very influential in implementing ethical marketing. Companies that are able to effectively convey their commitment to ethics through authentic and consistent marketing campaigns can build stronger emotional connections with their customers. Brand storytelling that touches the heart and raises consumer awareness about the importance of sustainability or social welfare can build deeper brand loyalty.

A prominent example is the Patagonia brand, known for its commitment to environmental sustainability. In their campaigns, Patagonia not only markets their products, but also communicates their efforts in reducing environmental impact and supporting social initiatives. This approach has succeeded in attracting a segment of consumers who care deeply about ethical issues, thereby strengthening their brand loyalty. The success of this communication shows that brands that are transparent and have clear ethical values can build stronger trust with customers, which in turn contributes to their long-term success in the global marketplace. Overall, these driving factors create a strong foundation for companies to implement ethical marketing in their strategies. Increased customer awareness, increasing regulatory pressure, and companies' ability to effectively communicate their ethical values play a critical role in building brand loyalty and creating a sustainable competitive advantage in the global marketplace.

3.3 Factors Barriers to the Implementation of Ethical Marketing

Although implementing ethical marketing has great potential for building global brand loyalty, there are several barrier factors that can hinder the success of such strategies. These factors include challenges in terms of costs, cultural understanding, as well as conflicts between the company's short-term and long-term goals. The following is an in-depth explanation of these barriers:

3.3.1. High Cost of Running an Ethical Campaign

One of the main barriers to implementing ethical marketing is the high costs associated with executing ethical campaigns. Integrating ethical values into marketing often requires major investments in areas such as developing environmentally friendly products, implementing sustainable production practices, and communicating ethical values through marketing campaigns. For example, to ensure sustainability in production, companies must change the source of raw materials, improve production processes, or replace suppliers that better comply with high ethical standards. All of these steps require quite a bit of money.

Additionally, communication about ethics in marketing requires a careful and transparent approach. Effective campaigns require market research to understand consumer perception, as well as creating adequate marketing materials to reach a diverse global audience. All of these elements add to operational and marketing costsaran, which can be a barrier for companies, especially those with limited resources. According to Harrison (2017), although ethical campaigns can increase customer loyalty in the long term, initial costs high levels are often an inhibiting factor for many companies, especially in highly competitive markets.

3.3.2. Lack of Understanding of Local Cultural Values

The second barrier factor is lack of understanding of local cultural values, which poses a major challenge for global companies seeking to implement ethical marketing in multicultural markets. Ethical values valued in one country or region may not have the same relevance in another. For example, a marketing campaign that emphasizes environmental sustainability may be highly accepted in European or North American countries, but may be less of a priority in developing countries, where economic concerns and social factors are more dominant.

Additionally, companies that do not understand the local cultural context may not be able to convey their ethical messages in a manner that is sensitive and in accordance with applicable norms. A campaign that is successful in one market may receive a negative response in another market if the values conveyed do not match local values or are even considered inauthentic imagery. Kotler and Keller (2016) reveal that companies often fail in cross-cultural marketing when they do not adapt their messages and information.their ethical actions to match the social norms applicable in the destination country.

3.3.3. Conflict between Short Term (Profitability) and Long Term (Ethical Reputation) Goals

Conflict between short-term and long-term goals me to constitute a significant barrier to the implementation of ethical marketing. Many companies, especially those listed on the stock market and accountable to shareholders, feel pressured to pursue short-term profits through more aggressive marketing strategies and less attention to social or environmental impacts. Marketing that prioritizes short-term profits often involves cheaper and faster strategies, which do not always reflect ethical values. This can create tension between achieving short-term financial targets and committing to building a long-term ethical reputation.

Ethical marketing often requires patience and long-term commitment, aiming to build deep relationships with consumers through value-based practices sustainability and social responsibility. However, in many cases, companies get caught up in the pressure to achieve quick financial results, which can lead to unethical or more pragmatic marketing decisions in the short term. For example, choosing to lower prices or use more manipulative marketing techniques to increase sales can damage a company's ethical integrity and harm brand loyalty in the long run.

Khe tension often occurs because of the trade-off between the costs and benefits involved in implementing ethical marketing. A company that focuses on instant profits may tend to sacrifice ethical aspects in order to increase sales, which can ultimately damage the brand image and reduce customer loyalty. Overall, these barrier factors show that although implementing ethical marketing has great benefits in building brand loyalty, there are a number of challenges that companies must face. High costs, incompatibility with local cultural values, and conflict between short-term and long-term goals are the main obstacles that companies need to overcome in order to effectively integrate ethical marketing in their business strategies.

4. DISCUSSIONS

This research aims to identify the driving factors and barriers in implementing ethical marketing which are directly related to building global brand loyalty. Based on the findings from the various studies reviewed in this systematic literature review, we can see that driving and hindering factors have a significant impact on how ethical marketing is implemented and how it relates to brand loyalty in the global market. The following is a discussion of the relationship between these factors, as well as the role of ethical marketing as a differentiation strategy.

The relationship between drivers and barriers in global brand loyalty, particularly within the context of ethical marketing, is multifaceted. Drivers such as heightened customer awareness of ethical issues, regulatory pressures, and proactive communication of ethical values by companies are critical in fostering brand loyalty. Research indicates that as consumers become increasingly aware of ethical considerations, they tend to gravitate towards brands that demonstrate a commitment to sustainability and social responsibility. For instance, Tanveer et al. (2021) found that brands that effectively communicate their ethical initiatives often see a corresponding increase in consumer loyalty, as customers feel aligned with the brand's values (Tanveer et al., 2021). Additionally, the integration of ethical practices into supply chains has been shown to enhance brand equity and consumer goodwill, which are essential for maintaining competitive advantages in saturated markets (Reynolds, 2024).

Conversely, barriers such as high implementation costs, cultural misunderstandings, and conflicts between immediate profitability and long-term ethical reputation can hinder the effectiveness of ethical marketing strategies. Companies that fail to adapt their ethical marketing campaigns to resonate with local cultural values may struggle to build strong consumer relationships, ultimately jeopardizing brand loyalty (Salifu, 2023). The challenges of balancing short-term financial goals with the pursuit of ethical branding can create significant obstacles for businesses aiming to cultivate a loyal customer base (Lee & Jin, 2019). In terms of ethical marketing as a differentiation strategy, it has emerged as a vital tool for companies seeking to establish a competitive advantage in the global marketplace. Ethical marketing not only enhances brand image but also attracts consumers who share similar values, as evidenced by successful brands like Patagonia and Ben & Jerry’s, which have effectively leveraged ethical marketing to cultivate a loyal customer base. Carroll and Buchholtz (2019) emphasize that differentiation through ethical marketing extends beyond merely offering environmentally friendly products; it encompasses how companies communicate their ethical intentions and respond to social issues (Tanveer et al., 2021). This approach fosters long-term loyalty among consumers who prefer brands that align with their moral values, reinforcing the notion that ethical marketing can be a powerful differentiator in a crowded market. In summary, the interplay between drivers and barriers in ethical marketing significantly influences global brand loyalty. Companies that effectively communicate their ethical commitments while navigating the challenges of implementation can create strong consumer connections, ultimately leading to enhanced brand loyalty and competitive advantages in the marketplace.

Global companies encounter numerous operational barriers when attempting to implement ethical marketing strategies across diverse markets characterized by varying social, economic, and cultural contexts. One of the primary challenges is the need to adapt ethical marketing initiatives to align with local consumer values and governmental priorities. In many regions, concepts such as sustainability and social responsibility may not resonate strongly with consumers, necessitating a careful approach to marketing that avoids perceptions of inauthenticity or opportunism (Sutia, 2022; Bezençon & Blili, 2010). This adaptation is crucial, as failure to resonate with local values can lead to backlash against brands perceived as insincere (Reynolds, 2024; Holloway, 2024). Moreover, managing an ethical supply chain presents significant hurdles for global companies. Many organizations depend on suppliers from regions with less stringent environmental regulations or labor standards, complicating their ability to uphold ethical practices throughout their supply chains (Paulraj et al., 2015; Eyo-Udo, 2024). Effective supply chain management requires rigorous oversight and collaboration with various stakeholders to ensure compliance with ethical standards, which can be resource-intensive and logistically challenging (Mbu & Nso, 2021; Harun et al., 2019). The integration of ethical considerations into supply chain management not only enhances brand reputation but also fosters consumer loyalty, as customers increasingly prefer brands that demonstrate a commitment to ethical practices (Nadason, 2024).

Freeman and Gilbert (2020) highlight the inherent conflict between short-term business objectives and long-term social responsibility goals. Companies often face pressure to prioritize immediate profitability, which can lead to the adoption of cheaper, less ethical marketing strategies (Sheth & Parvatiyar, 2020). This dilemma underscores the need for a strategic approach that reconciles profit motives with ethical imperatives, ensuring that companies can build sustainable competitive advantages while maintaining their ethical integrity (Rezaee, 2018). The successful implementation of ethical marketing thus hinges on a company's ability to navigate these operational challenges effectively, integrating ethical considerations into their overall business strategy to foster long-term success and brand loyalty (Gigliotti et al., 2019; Esan, 2024). In summary, while ethical marketing can provide substantial benefits, including enhanced brand loyalty and competitive advantages, global companies must confront significant operational barriers. These include the necessity of adapting marketing strategies to local contexts, managing ethical supply chains, and balancing short-term profitability with long-term ethical commitments. Addressing these challenges is essential for companies aiming to implement ethical marketing successfully across diverse global markets.

4.1. Relevance of Findings

The findings of this research have great relevance to theories of ethical marketing and brand loyalty in the context of increasingly connected global markets. In the existing literature, ethical marketing is often associated with achieving competitive advantage, with drivers such as customer awareness of ethical issues and regulatory pressure as important factors in strengthening the relationship between companies and consumers. These findings emphasize the importance of effective communication of a company's ethical values, which can increase brand loyalty, in line with previous research results such as those found by Tanveer et al. (2021) and Reynolds (2024). Thus, ethical marketing is not only a differentiation strategy, but also a key element in building long-term, mutually beneficial relationships between brands and consumers who share the same values.

However, these findings also introduce a new dimension in understanding the barriers faced by global companies in implementing ethical marketing. Issues such as high costs, difficulties in adapting ethical campaigns to local cultural values, and conflicts between short-term goals and long-term commitments to social responsibility underscore significant operational challenges for companies operating in diverse markets. This is in line with previous research that emphasizes the importance of local adaptation and ethical supply chain management as critical elements in building and maintaining global brand loyalty (Sutia, 2022; Reynolds, 2024).

Overall, these findings contribute to the development of ethical marketing theory by integrating perspectives on the operational challenges companies face in a global context, as well as providing practical guidance for companies to overcome these obstacles. These findings also open up opportunities for further research into the application of ethical marketing across various industry sectors and regions, providing deeper insight into how companies can design effective and sustainable ethical marketing strategies.

4.2. Practical Implications

From these findings, a number of practical recommendations can be put forward to global companies that wish to implement ethical marketing more effectively to increase their brand loyalty. First, companies must identify and overcome internal barriers that may arise, such as high costs and a lack of understanding of local culture. In this regard, companies can develop better internal training and outreach on the importance of ethical marketing, as well as ways to integrate it into daily practices. With this approach, companies will be better prepared to reduce resistance that may arise from within the organization, both at the managerial and operational levels.

Second, to overcome barriers related to high costs, companies can leverage technology and digital platforms that enable them to communicate their ethical values at lower costs. For example, ethical marketing campaigns can be conducted through social media and other digital platforms allowing for a wider reach at a more cost efficient rate. Companies can also seek strategic partnerships with non-governmental organizations (NGOs) or local communities that have expertise in sustainability, to increase credibility and transparency in their ethical campaigns.

In addition, understanding local culture is an important factor that global companies must pay attention to in designing and implementing their ethical marketing strategies. For this reason, cross-cultural strategies become very relevant. Companies should engage local leaders and cultural consultants to ensure that the ethical messages they convey are well received in various markets. An effective ethical marketing campaign should be tailored to the social and cultural context in which it is implemented. For example, implementing sustainability principles in developed countries may be more acceptable, while in developing countries, companies may need to emphasize other issues such as local economic empowerment or improving the quality of life.

Furthermore, companies must strengthen collaboration with regulators and interested parties to ensure that their ethical marketing practices comply with international industry standards and applicable regulations. In some cases, implementing stricter regulations can be an important motivating factor for companies to commit to ethical marketing.

Finally, companies should also note that ethical marketing is not just about product sustainability, but also includes operational transparency, commitment to social justice, and responsibility to employees. All of these aspects form a stronger brand image, and by emphasizing these values in their marketing strategies, companies can attract more loyal customers and increase their competitive advantage in an increasingly connected global marketplace. By paying attention to these factors, companies can maximize the potential of ethical marketing to build strong brand loyalty in a diverse and dynamic global marketplace.

5. CONCLUSIONS

5.1 Summary of Key Findings

This research succeeded in identifying various factors that influence the application of ethical marketing to build global brand loyalty. One of the main factors driving the adoption of ethical marketing is customers' growing awareness of the importance of ethics in marketing. Customers are now more sensitive to social and environmental issues related to the products and services they consume. With increasing consumer attention to sustainability and corporate social responsibility, brands that adopt ethical marketing can strengthen their relationships with customers and increase brand loyalty.

In addition, increasingly stringent regulatory pressures in many countries also act as a driving factor. Governments and regulatory agencies around the world are increasingly emphasizing the need for transparency and accountability in corporate marketing practices, leading many companies to integrate ethical values in their strategies. This is reflected in the various sustainability regulations adopted in key markets, such as carbon emission reduction regulations in Europe or human rights protection standards in marketing in Asia.

However, there are also significant barriers to implementing ethical marketing. One of them is the high costs associated with ethical marketing campaigns. Companies often face the challenge of allocating sufficient budgets to implement adequate ethical practices, especially in highly competitive markets. Apart from that, differences in cultural values are also a big obstacle. The values valued in ethical marketing in one country may not be accepted or understood in the same way in another country. This creates a major challenge for global companies who must adapt their strategies to be widely accepted without losing their ethical message.

5.2 Research Limitations

This study has several limitations that need to be noted. One of the main limitations is the available literature. Although there is a large number of articles related to ethical marketing and brand loyalty, the amount of literature discussing both specifically in a global context is still limited. Many articles focus more on local or regional aspects of ethical marketing, thereby not covering the diversity that exists in the global market.

In addition, there is also the potential for bias in the selection of articles. This research relies only on articles available in indexed journals such as Scopus and Web of Science, which may ignore research published in non-indexed sources or in non-English languages. This may reduce the scope of the literature and limit the findings generated, especially in the context of developing countries or smaller markets. The presence of bias in the selection of articles also has the potential to narrow the accepted perspectives, as a more diverse literature may offer different insights.

5.3 Suggestions for Further Research

Based on the findings and limitations of this research, there are several suggestions for further research. First, empirical studies that can test these findings in specific industry contexts are needed. Further research combining qualitative and quantitative methods could provide deeper insights into how ethical marketing is applied in different sectors, such as the food and beverage, technology or fashion industries. These studies can also identify specific challenges facing companies in certain industries and practical solutions that can be adopted.

Additionally, a more in-depth cross-cultural analysis of how ethical values are received and implemented in various global markets is needed. Further research could examine the influence of culture on consumers' perceptions of ethical marketing and how companies can adapt their strategies to match different expectations in different regions. This approach will help understand how ethical marketing can be executed effectively in countries with very different cultural backgrounds, while maintaining strong brand loyalty. By delving deeper into these aspects, future research can make a greater contribution to the practical and theoretical understanding of ethical marketing in the context of complex and diverse global markets.

6. REFERENCES

Bezençon, V. and Blili, S. (2010). Ethical products and consumer involvement: what's new?. European Journal of Marketing, 44(9/10), 1305-1321. https://doi.org/10.1108/03090561011062853

Esan, O. (2024). Supply chain integrating sustainability and ethics: strategies for modern supply chain management. World Journal of Advanced Research and Reviews, 22(1), 1930-1953. https://doi.org/10.30574/wjarr.2024.22.1.1259

Eyo-Udo, N. (2024). Ethical supply chain management: balancing profit, social responsibility, and environmental stewardship. International Journal of Management & Entrepreneurship Research, 6(4), 1069-1077. https://doi.org/10.51594/ijmer.v6i4.985

Ferrell, O., Ferrell, L., & Sawayda, J. (2015). A review of ethical decision-making models in marketing.. https://doi.org/10.4337/9781781003435.00010

Ferrell, O. and Keig, D. (2013). The marketing ethics course. Journal of Marketing Education, 35(2), 119-128. https://doi.org/10.1177/0273475313491498

Gigliotti, M., Picciotti, A., & Runfola, A. (2019). Social enterprise and market orientation: roles and relationships for the management of sustainable supply chains. Sinergie Italian Journal of Management, 37(2), 167-191. https://doi.org/10.7433/s109.2019.09

Harun, N., Wekke, I., & Saeka, S. (2019). Workplace ethics as an instrument to expedite supply chain management in bahrain. Uncertain Supply Chain Management, 495-506. https://doi.org/10.5267/j.uscm.2018.11.006

Heimstädt, M. and Dobusch, L. (2020). Transparency and accountability: causal, critical and constructive perspectives. Organization Theory, 1(4). https://doi.org/10.1177/2631787720964216

Holloway, S. (2024). Influence of ethical supply chain practices on brand equity: a qualitative study of consumer perspectives.. https://doi.org/10.20944/preprints202406.1502.v1

Krishnamurthy, N., Swain, B., & Ramanathan, J. (2021). Ethical marketing strategies: the unique nash equilibrium. Journal of Business and Industrial Marketing, 37(6), 1373-1388. https://doi.org/10.1108/jbim-01-2021-0050

Lee, J. and Jin, C. (2019). The role of ethical marketing issues in consumer-brand relationship. Sustainability, 11(23), 6536. https://doi.org/10.3390/su11236536

Leitch, S. (2017). The transparency construct in corporate marketing. European Journal of Marketing, 51(9/10), 1503-1509. https://doi.org/10.1108/ejm-07-2017-0456

Mbu, S. and Nso, M. (2021). Implication of ethics in supply chain function. Asian Journal of Interdisciplinary Research, 4(3), 44-53. https://doi.org/10.34256/ajir2135

Nadason, S. (2024). The mediating effect of customer loyalty in the relationship between supply chain performance, inventory management and quality management. Marketing and Management of Innovations, 15(1), 67-79. https://doi.org/10.21272/mmi.2024.1-06

Paulraj, A., Chen, I., & Blome, C. (2015). Motives and performance outcomes of sustainable supply chain management practices: a multi-theoretical perspective. Journal of Business Ethics, 145(2), 239-258. https://doi.org/10.1007/s10551-015-2857-0

Reynolds, S. (2024). Consumer perceptions of ethical supply chains and their effect on brand loyalty.. https://doi.org/10.20944/preprints202406.1074.v1

Rezaee, Z. (2018). Supply chain management and business sustainability synergy: a theoretical and integrated perspective. Sustainability, 10(1), 275. https://doi.org/10.3390/su10010275

Salifu, S. (2023). The impact of corporate social responsibility on brand loyalty: evidence from ghana. Interdisciplinary Social Studies, 2(12), 2638-2653. https://doi.org/10.55324/iss.v2i12.523

Sheth, J. and Parvatiyar, A. (2020). Sustainable marketing: market-driving, not market-driven. Journal of Macromarketing, 41(1), 150-165. https://doi.org/10.1177/0276146720961836

Sutia, S. (2022). Integrating supply chain management with marketing strategies: enhancing competitive advantage, customer satisfaction, and sustainability. Journal of Economics and Business Letters, 2(1), 7-9. https://doi.org/10.55942/jebl.v2i1.281

Tanveer, M., Ahmad, A., Mahmood, H., & Haq, I. (2021). Role of ethical marketing in driving consumer brand relationships and brand loyalty: a sustainable marketing approach. Sustainability, 13(12), 6839. https://doi.org/10.3390/su13126839