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Abstract

This research project aims at probing and reflecting upon the notion of “ethical marketing” in the era of global consumerism from a religious and philosophical dimension. By taking Christianity and Confucianism as the value benchmarks and wisdoms of the West and the East, the paper argues that possible solutions and actions for dealing with the macro-level ethical tensions or conflicting obligations could be prioritized more properly. The scope to which Christianity and Confucianism have an insight or impact on the extent to which corporate people conduct conventional business practices and marketing activities are examined through some key concepts such as the role of business in society, maximizing profits, corporate social responsibility, cultural consumption, freedom of expression and children’s rights. The author has further narrowed the focus by primarily addressing the ethical issues related to children and youth marketing. To conclude the paper, the author prompts an important message to all of us that a “religious-based (or philosophical-based) ethical marketing” has its possible social rewards as it can be a justifiable balance of an utterly profit-oriented business practices.

Keywords: global consumerism, ethical marketing, Christianity, Confucianism

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(globalized consumerism)

(age of marketing)²

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(globalization)

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³ "Consumerism" (Swagler, 1994; Hilton, 2003)

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(de Graaf et al., 2001) Affluenza

⁴ (Milton Friedman) 1970 (The Social Responsibility of Business is to Increase its Profits)
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⁸ Anderson (1984) Moriarty and Duncan (1991) Reeves (1993) Barnet and Cavanagh (1994) (2002)

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¹⁷ Elissa Moses 2000 , Market (global teen market) (25-65)

The \$100 Billion Allowance: Accessing the Global Teen

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McNeal (1992)

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(brand loyalty)

(future market)

¹⁸ Zhao & Murdock (1996) (2002:33) Moses, 2000: p.37-39

¹⁹ 1995 : 6 4 80 (United Nations Environmental Program Press Release, 1 Mar. 95)

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²⁷ (Mammon)

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²⁸ (2004:194-5)

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(consumer capitalism)

(Henry Ford)

(assembly line)

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Robbins, 1999 ch.2.

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(eco-efficiency)³³

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(over-production & over-consumption)

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ecosystem)

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³⁰ Myron Rush (1986, Ch. 1 &2)

³¹ (2004:209)

³² Amitai Etzioni (1988)

³³ DeSimone (1997), (2000)

³⁴ Jürgen Moltmann (1989) () () 1945

³⁵ (Eco-theology) Hallman (1994), Stackhouse (1995a) --Section 4, Hessel & Ruether (2000)

³⁶ (Stackhouse, 1995b) ()

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(bio-diversity)

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37 (1991) ” ” ()
 38 (2002: 34)
 39 (Convention on Biological Diversity) 1992 93

40 Gaston & Spicer (1998); [] (2000)
 41 (1991) ” ”
 42 (1997:147-8)
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⁴³ Kate Moody(1980, Ch.6), (1988:96-101)
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⁴⁶ (Striegel-Moore 2001) (internalized) ()
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⁴⁷ Naomi Wolf, 1991 Tiggermann & Pickering (1996) (2003)

⁴⁸ Paine (2002, The Marketing of Barbie) Barbie

⁴⁹ Pollay (1986); Michael Schudson (1993) (promotional culture)

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(marketing myopia),

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5:41-48 ⁶²
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⁶⁵ (1999:15-16)

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