# **Proposal**

# **CHARM conference June 2021**

# **Marketing behaviour and social change**

**Abstract**

**Purpose** The intention of this paper is to consider whether forms of ethical marketing occurred in more nuanced ways during the nineteenth century. Previously, ethical marketing has been perceived as being rather sporadic, or even as a more recent phenomenon.

**Methodology** The research identifies advertisements, related to ceramics, that appeared in a American newspaper styled as ‘religious’. The analysis then considers the backgrounds of the individuals who placed these advertisements, in order to determine whether advertising in certain newspapers had a particular significance.

**Findings** The evidence shows that individuals who placed advertisements in religious newspapers also had strong ties to religion, and in one case, the family were actively involved in issues relating to racial equality. Their views are not immediately obvious from the wording of advertisements, or the nature of the advertised merchandise. Only by exploring their wider activities might a commitment to social change be highlighted.

**Originality/value** It appears that ethical marketing has often been identified on the basis of the wording of the advertisements. This would explain why previous examinations of ethical marketing have concluded that it was less significant during the nineteenth-century. But, it is proposed in this paper that there were reasons for businesses advertising in a newspaper with a religious ethos, since this was a way of demonstrating shared sympathies. In this respect, it is argued that ethical marketing existed by association, and becomes recognizable when greater information is gathered about the views of the people who owned these businesses. Conceivably, other religious newspapers could be surveyed to see if they also reveal similar tendencies, and whether other businesses selected newspapers for particular reasons.

**Key words** Advertising, ceramics, religion, labour, equality.

**Paper type** Case-study.