

A customer that makes a purchase based on the factor of liking a salesperson is affected by appeal.
emotional

Management inability to reach agreement on method of charging expenses to promotional budgets is sometimes influenced by Political infighting

The category of practices in which promotion managers have generally been found guilty of excludes practices that are customer-focused

A system of ethics is normally applicable to promotion managers.
relative

A lack of a permanent, objective, ethical standards for promotional efforts in an organisation can foster unethical practices among managers.

is not among the factors influencing the size of a promotion budget.
Company's image

High intensity of competition in a product category market can make marketers to lower their ethical standards.

Allocation of the promotion budget does not consider as being important.
Customer gender

is a situation in which a seller of a product or service deliberately makes his/her firm's products sound or look better than it actually is.
trade puffing

Ethics covers matters relating to right and wrong, with moral duties and obligations, and with a set of principles.