

The Study Of Ethical Issues In Restaurant Of Karachi, Pakistan

Rimsha Zafar, Samreen Lodhi

Abstract: Ethics includes social, cultural and moral values of an organization. Nowadays restaurant are involving in deceptive advertisement, unhygienic food and poor food quality these out key ethical issues in restaurants of Karachi, Pakistan. In this study researcher focuses on three main variables hygienic factor, deceptive advertisements and food quality. All these three variables have been taken and gathered the data through mail, survey questionnaire and email, sample size of 200 respondents from different areas of Karachi male and female age group between 20 to 40 years. Data compiled and analyzed through Statistical techniques like descriptive, correlate and regression. The results show that ethics influence hygienic factor whereas deceptive advertisement and food quality of a restaurant is better known when a family buy the food at restaurant. Therefore it is very important for restaurants to train their employees and give them a better knowledge of ethics.

Keywords: deceptive advertisements, ethics, food quality, hygienic factor and restaurant.

1. Introduction

Ethics is defined as “the branch of philosophy dealing with values relating to human conduct, with respect to the rightness and wrongness of certain actions” (Ethics. (n.d.). Dictionary.com, 2015). Generally ethics is associated with shame, guilt, empathy, care and tenderness. It shows the behaviors (personal & public) as well as a character of a person besides it ethic is affected by culture, norm, values, law, responsibility, environment, social desirability and personal conscience. This study focuses on the three main variables that are food quality, deceptive practices, and hygienic factor. What happen when it is not practice in restaurants of Pakistan? Will it affect the food quality? Will it be hygienic for customer to buy? These question are answerable for this purpose this topic has been selected.

1.1 Research question:

The aim of the study is to determine whether the consumer in Pakistan consider hygienic factor when the go out for dine in? Whether they prefer higher food quality? Does deceptive advertisement affects consumer to leave the product? To explore these factors this study may be considered as preliminary research.

1.2 Objectives of the Study:

The present study has three-fold objectives:

- i. To examine hygienic food is more preferable for dine in for the customers.
- ii. To determine that the deceptive advertisement of a restaurant effect consumers to buy a product.
- iii. To investigate about people consider better food quality for dine in.

1.3 Significance of Study:

In past researches, ethical concerns have been taken as an objective but these variables are not taken as a part of their study because the trend of going to restaurant was not specifically famous as now days. People are now buying many eatables from restaurants every day and night. For this purpose check and balance of restaurants is necessary for the health of consumers. However business may be profitable, for a short run without ethics, but not sustainable in long run.

1.4 Limitation:

This research study was limited to the Karachi city of Pakistan due to cost and time constraint. Further study should use a larger sample covering all the cities of Pakistan that could produce more reliable result. More focus approach may be adopted in future research to get better results.

1.5 Scope of the Study:

This study can serve as a basis for future researchers to work on the area of ethics. When ethical codes are implemented more effectively and efficiently than it can build a good relation with consumers, increases employee satisfaction and maintain high standards of food quality in the restaurant of Pakistan.

2. Literature Review

According to (Akhter, Abassi, & Umar, 2011) the research paper evaluate about the ethical issues of advertising campaign of controversial products of Pakistan according to Shari'ah prospective. In this paper a survey with questionnaire of 200 graduates at COMSAT Institute were conducted for checking the levels of offensiveness of consumer have significant association with unethical images used in advertisement appealing. Thus this research identifies the important ethical issues in advertisement according to Religious perspective of Islam. (Ahmed & Saeed, 2014) In the research he explores the variable and entities that are responsive for unethical pharmaceutical marketing practices in Pakistan. Researcher founded that the doctors community is more responsible than pharmaceutical companies for unethical practices this can be stop by enforcing prevailing laws and by making new laws, non qualified doctor's practices should be eradicate and PMDA should restrict the doctors to

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practice on the moral ground and ethics. The research of (Shakeel, Khan, & Khan, 2011) focuses on effect of culture on ethics for this purpose he focused on two Approaches, Conceptual and Empirical. Results proved that culture has significant effect on business ethics. Therefore it is very important to give ethical knowledge to the employees for doing things in a good ethical manner. (Sabir, Iqbal, Rehman, Shah, & Yameen, 2012) Describe the purpose of the research i.e. to examine the impact of corporate ethical values on ethical leadership and employee performance in Pakistan. In this research three main variables are considered that is corporate ethical values, ethical leadership and employee performance. The result of this study shows that it is necessary to make trend in organization which give importance to corporate ethical values and leaders having ethical norms and values should persuade their employees to make their organization ethically strong. In the paper (Soba & Aydin, 2011) identifies whether the fast food industry behave ethical or not. Most of well-known brands like Burger King, McDonalds, KFC, and Pizza Hut etc do not care about people's health they do promotion just to obey the law and apply effective marketing strategy to earn more. As most of the fast food consumers are children and teenagers. Child which does not know the difference of healthy food and this fast food marketing invasion giants so to play with emotions of children just to gain money is not an ethical practice. (Tabish, 2009) In the paper examine the standard of business ethics of different countries to compare with Pakistan and to adjudge the similarities and difference of well establish universal norms and ethics among them. It would help researchers and professional to build a good desirable business practice in Pakistan. Results show that Jamaica & Pakistan tolerate more violation of population. Individuals of each nation are not willing to compromise world safety standards. The purpose of the research (Singh & Sandhu, 2011) is to suggest measure that builds ethical considerations into contemporary advertising practices. It was recommended that industry standard should seriously reexamine and develop new standards of ethics which are suitable; ads which have objectionable content should be completely banned. Furthermore to ensure protection, it must make mandatory to show negative aspects of product advertised. Job satisfaction and organizational commitment has effect of Islamic work ethics, investigated in this study (Marri, Sadozai, Zaman, & Ramay, 2012). Results show that it has a positive impact on both and have a strong relationship. Furthermore it is suggested that management should give rewards to hard worker and training should be provided for better results. According to (N.S.Kumar & Kannaiah, 2009) he founded that the need of ethics, value and principle is the benchmark for a professional accountant for this purpose he focuses on how to teach new entrants and how to ensure that ethical standard and behavior of existing professionals are as relevant as technical knowledge. Ethics education is now integrated into new professionals mainly in auditing course so that they can take morally dependable decisions. Therefore it is suggested that ethical education must be made lifelong which might be started at early in pre-qualification programmes and continue throughout his career. (Mathenge, 2013) The research conducted to examine the ethical issues in advertising and marketing in Kenya. The

result of Focus group discussions explores that companies just have cushion on ethical advertising and marketing they just have a trigger for profit. It was recommended that ethics should be made a tool for working effectively and efficiently in Kenya. Pakistan is a developing and challenging ethical crossroad country according to (Mujtaba & Afza, 2010). The objective of the study is to determine the commitment level of honesty and personal integrity in business dealings of Pakistani professionals. Results show that Kohlberg's Model Development Theory partially supported that age and experience lead to higher grading in moral maturity and score higher in business ethics but statistically it is not significant. And those who are without any government work experience have higher ethical maturity score. The article of (Ram, Khoso, Jamali, & Faiz.M.Shaikh, 2011) addresses the ethical issues of private commercial banks in Pakistan. It was revealed that private commercial banks do not care much about their customers specifically UBL, HBL, MCB and ABL. Further it is concluded that most of the staff is non MBAs so their attitude towards customer is not cooperative and friendly. The study (Goyal & Joshi, 2011) highlighted the issues related to green, social, ethical, rural and agri-banking which may help in development of banking and finance therefore it is conducted to in order to understand the responsibility and role of banks in order to work more efficiently and effectively. As now customers are aware about hazardous effect and environmental issues of industries so it is important for them to create eco-friendly products to gain competitive advantage. Banks must show themselves as an ethically and socially oriented organization. (Ahmad, A.Ansari, & Aafaqi, 2005) Determine the main effects of belief in just world, egoism, and ethical dilemma. Findings of the paper suggested that Malaysians are economic oriented than ethical oriented and there is a lack of moral knowledge in making decisions. For future researchers this study might add dimensions of cross-cultural for ethical reasoning. The research was sought to find out the effects of Islamic work ethics on work outcomes. The effect of Islamic Work Ethic is positive on organization commitment and job satisfaction whereas there is no specific effect on turnover intention. Further this study provides the basis for more researches on area of Islamic work ethics (Rokhman, 2010).

3. Methodology:

The main approach used in this research is primary data collection using a questionnaire in Karachi with ethical perspective. The sample size consisted of 200 respondents' male and female belonging to various towns of Karachi. Independent variable in this research is Ethics. The significance of difference between variables was verified by SPSS with greater look being directed at the formulated hypothesis.

3.1 Research Sample:

Two hundred questionnaires were distributed through mail, e-mail and surveyed through different areas of Karachi. 33 people responded in survey, 120 of the questionnaire were received back from the email and 30 were received through mail. Therefore, out of 200, 183 questionnaires were found valid for the research study.

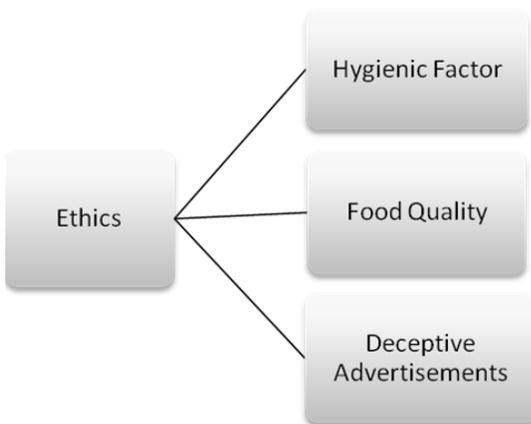
3.2 Statistical Techniques:

After coding the statistical techniques, regression and correlation were applied to analyse the data with the help of Software SPSS version 20.

3.3 Hypothesis:

- Ho1: The impact of hygienic factor has no effect on ethics.
- Ha1: The impact of hygienic factor has effect on ethics.
- Ho2: Ethics is not associated with deceptive advertisements of restaurant.
- Ha2: Ethics is associated with deceptive advertisements of restaurant.
- Ho3: Ethics do not help in maintaining food quality at restaurants.
- Ha3: Ethics helps in maintaining food quality at restaurants.

3.4 Conceptual Framework



4. Data Analysis

After coding the statistical techniques, regression and correlation were applied to analyze the data with the help of Software SPSS version 20. The analysis consisted of two parts descriptive statistics, correlation and regression. Descriptive analysis contains standard deviation and skewness.(Table 1.1)

Table 1.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
hygienic factor	183	0	5	3.49	1.709	-.934	.180
deceptive ads	183	0	5	2.30	1.302	.453	.180
food quality	183	0	5	4.09	1.446	-1.830	.180
ethical practices	183	0	5	2.57	1.447	-.182	.180
Valid N (listwise)	183						

- Ho1: The impact of hygienic factor has no effect on ethics.
- Ha1: The impact of hygienic factor has effect on ethics.

Table 2.1 Correlations

		hygienic factor	ethical practices
hygienic factor	Pearson Correlation	1	.185*
	Sig. (2-tailed)		.012
	N	183	183
ethical practices	Pearson Correlation	.185*	1
	Sig. (2-tailed)	.012	
	N	183	183

*. Correlation is significant at the 0.05 level (2-tailed).

Table 2.2 Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.924	.254		11.501	.000
1 ethical practices	.219	.086	.185	2.538	.012

Dependent Variable: hygienic factor

Analysis: The significant effect at P<0.05 of hygienic factor (independent variable) and ethical practices (independent variable) is 0.012 its mean that null hypothesis is rejected beta 0.185 so there is a relationship between ethical practices and hygienic factor after applying Pearson correlation (2 tailed tests). Hygienic factor play an important role in selecting a restaurant. People prefer hygienic food rather than unhygienic food. (Table 2.1 and 2.2)

Ho2: Ethics is not associated with deceptive advertisements of restaurant.

Ha2: Ethics is associated with deceptive advertisements of restaurant.

Table 3.1 Correlations

		deceptive ads	ethical practices
deceptive ads	Pearson Correlation	1	.203**
	Sig. (2-tailed)		.006
	N	183	183
ethical practices	Pearson Correlation	.203**	1
	Sig. (2-tailed)	.006	
	N	183	183

** Correlation is significant at the 0.01 level (2-tailed).

Table 3.2 Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.830	.193		9.487	.000
1 ethical practices	.183	.065	.203	2.796	.006

a. Dependent Variable: deceptive ads

Analysis: (Table 3.1 and 3.2) The correlation analysis as discussed above shows 0.006 significant effect at $P > 0.05$ of deceptive advertisement (dependent variable) and ethical practices (independent variable) that mean hypothesis is fail to reject it shows that deceptive advertisement is not related with ethical practices. Pearson correlation beta 0.203 shows the result that when restaurants advertised their product people are not fully impressed by them until or unless they visit the restaurants.

Ho3: Ethics do not help in maintaining food quality at restaurants.

Ha3: Ethics helps in maintaining food quality at restaurants.

Table 4.1 Correlations

		food quality	ethical practices
Spearman's rho	Correlation Coefficient	1.000	.209**
	food quality Sig. (2-tailed)	.	.005
	N	183	183
	Correlation Coefficient	.209**	1.000
	ethical practices Sig. (2-tailed)	.005	.
	N	183	183

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.2 Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.380	.210		16.065	.000
1 ethical practices	.275	.071	.276	3.856	.000

a. Dependent Variable: food quality

Analysis:

The significance level 0.005 of food quality (dependent variable) and ethical practices (independent variable) shows that this hypothesis is fail to reject. Spearman's rho correlation is applied to find result as the significance level

is 0.005. (Table 4.1 and 4.2) Findings of beta 0.276 and significant effect at $P > 0.05$ show that ethics do not help in increasing food quality of restaurant. Consumer buy product of their own choice. Spearman's rho correlation is applied to find result as the significance level is 0.005.

5. Conclusion:

Whether you are eating in a casual and laid back restaurant, you are expected to behave in a proper way that is pleasing to the employees and to other customers' aswell. Restaurant owners and employees are also required to observe a certain code of ethics for them to stay longer in the industry. Code of ethics is as important as making profit in any kinds of businesses including, food establishments. The code of ethics among restaurant owners could define the way they handle and manage their products, services and customers. For this purpose it is mandatory for them to provide hygienic food and better food quality to maintain their customer loyalty. The results in this study concluded that the descriptive statistics and correlation of three hypotheses is defining as ethics and Hygienic factor play an important role in selecting a restaurant. People prefer hygienic food rather than unhygienic food. Whereas Pearson correlation shows the result that when restaurants advertised their product people are not fully impressed by them until or unless they visit the restaurants this means deceptive advertisement is not directly related to ethics. Consumer buy product of their own choice. Spearman's rho correlation is applied to find result as the significance level is 0.005 of food quality and ethics. Organizations which do have ethical codes must emphasis on human aspects of their activities. To be effective, awareness of the code and its effective communication are essential for employee given by management. Justice and equality of all customers with regards to human rights issue must be dealt equally, fairly and quickly for the satisfaction of customers and employee. Serving other is a noble profession and can be practiced in a dignified manner to reap the benefits of prosperity and growth

6. Future Research:

Moreover, further research is necessary as this study was limited to the Karachi city of Pakistan due to cost and time constraint. Further study should use a larger sample covering all the cities of Pakistan that could produce more reliable result. The same model can be tested in different countries where the cultural practices are quite rigid. More focus approach may be adopted in future research to get better results.

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