Is the Stealth Marketing an Element of Promotion Mix? A Review of the Techniques

Yasir Adil Mahmood Alkhafagi
Department of Business Management, Al-Esraa University College, Iraq.
E-mail: Yasir.adil@esraa.edu.iq

Dr. Yarub A. Hussein ALSiede
Assistant Professor, Department of Business Management, College of Administration and Economics, University of Baghdad, Iraq. E-mail: Yarubadnan@coadec.uobaghdad.edu.iq

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Abstract
Stealth marketing is considered as one of the contemporary issues that researchers have begun to explore as a current understanding. It is the marketing approach used by organizations to promote their products and services to the public in implicit and indirect manner. In this article, the concept of stealth marketing will be discussed throw its advantages and disadvantages. In addition, the different techniques of stealth marketing have been discussed including: viral marketing, celebrity marketing, brand pushers, bait-and-tease marketing, video games marketing, and marketing in music. Furthermore, a new technique of marketing entitled “Marketing through social responsibility” has been added and discussed according to the themes in the past literature that support this view. Additionally, it is suggested to expand the use of marketing in music technique into to the marketing in art. It is concluded that the stealth marketing is a tool that could be added to the promotion mix elements. Lastly, a position for stealth marketing is proposed within mix marketing structure.

Keywords

Introduction
Stealth marketing is still a controversial issue; is it ethical or unethical? Researchers have been divided into three groups. The first group considers it as unethical and deceives customers, while the second group believes that stealth marketing is considered ethical and could be used to promote the organization’s products, but the third group accepts that it is...
still in the “gray zone”, i.e. it sometimes could be used ethically and sometimes unethically. The author has stated that this issue is still pending a final decision regarding its morality. Therefore, currently stealth marketing is not considered in the list of marketing activities in the general structural framework of marketing methods classification.

In the work of (Kaikati and Kaikati, 2004), which is considered as one of the earliest discuss published articles about stealth marketing, they discuss the theory of stealth marketing and it is a fast way to reach the customers. This work has been considered as the basic work about stealth marketing and most of the published works regarding stealth marketing cited it. They suggested six techniques of stealth marketing (viral marketing, celebrity marketing, brand pushers, bait-and-tease marketing, marketing in video games, and marketing in pop and rap music). This work concludes that in spite of the criticisms against the stealth marketing, but it remains and continues to be a powerful marketing tool that affects the public in a way or another. It could be used in an artistic way with great effect on the public as the traditional TV advertisements are losing their effect. The brand managers believe that the advantages of stealth marketing are exceeding the disadvantages and criticisms against it. They believe that the future of stealth marketing is bright as it is becoming more accepted by many of the major advertising companies.

In this article, the six techniques used by Kaikati & Kaikati, 2004 will be discussed also this paper will add a new technique that could be added to the other six techniques that is called “Marketing through social responsibility”. By discussion these techniques and knowing how they are doing, we can answer the main question of this paper: can we consider the stealth marketing as on one of the elements of promotion mix? then the role of it is suggested within marketing management activities which is called marketing mix.

**Literature Review**

**Stealth Marketing**

Many marketers encounter difficult challenges when trying to make marketing messages perceived. It has been suggested that ordinary customers could be facing by thousands of marketing messages each day. This type of message communication causes a high level of customer’s confusion and derision of corporations. They are trying to avoid marketing communications delivered from any producer. This led to the use of different ways to seize the customer’s attention particularly the stealth marketing (Martin and Smith, 2008). Last decade showed the rising of unconventional marketing methods like stealth marketing. This is because that the majority of customers are sitting most of their day in front of their computers or smart phones instead of watching TVs or reading the newspapers. This causes
the marketers to change their strategies to reach their targets. People now rarely follow 30-60 seconds commercial and “normally” click “skip the ad” button on the You Tube. This stimulates the marketers to be more creative to attract the customers to a product or brand. The personal character of the social media makes the marketer messages non effective. This leads to change the marketer way of communication campaigns to become more personal to reach the audience. The large number of TV channels and advertisements is a real threat to alternative marketing techniques. The obstacle is to let the customer could see your promotion for a product inside this large number of messages that is shown on the large number of channels (Akyol and Tokatli, 2019).

Stealth marketing affects its customers secretly. They could not realize that they are being under attack by any hidden marketing campaign (Kaikati and Kaikati, 2004). The words stealth marketing, buzz marketing, covert marketing and undercover marketing are used synonymously. These terms are defined as procedures used by marketers to reach the people when the marketing messages are not observed as an advertisement. Basically, stealth marketing is a masked promotional method. The idea and practice of this promotional method is not new. In the era of the internet and social media, there is a rediscovery of this marketing tool. Pehlivan et al., 2015 considered stealth marketing as a key marketing tactic to reach customers via the media (Pehlivan et al., 2015). The stealth marketing idea could be well related to the intense post-fidelity period characterized by the prevalence of confusion, uncertainties and mind manipulation. In this period, many customers wonder as the interest of people is motivated when the customer is unaware of the marketing tool used in promotion of a product. His/ her mind is carefully manipulated under a cover, so this tactic is also called buzz marketing. The basic appeal of stealth marketing is general masses that reached by using internet channels, websites and blogs. This way of marketing becomes widely public due to its low budget (Arora, 2019).

Many marketers may choose to use stealth strategies to bypass the customer attempts to protect against hidden marketing messages. This amplifies the uncertainty regarding the methods of marketing that hide the source of the promotion. Actually, supporters of stealth marketing concentrate on its ability to target the audiences by using weak points in their defense mechanisms (Martin and Smith, 2008). Katyal believes that stealth marketing is a sophisticated method of customer communication (Katyal, 2010).

Customers think that stealth marketing is unethical when it uses misleading or dishonest motivations by the marketer. On the other hand, they might accept it and consider it ethical if its cause is fair (Roux, 2020). It also causes to activate classic competition law and customer protection law (Pasquale, 2020). The use of more stealthy methods in marketing,
the more ethical quarrelsome events created particularly with those intentionally conceal their messages. This is in particular with the subconscious advice and the masked promotion (Thorpe and Roper, 2019).

It is expected that stealth marketing will dominant over traditional marketing as the later becomes of lesser effects on the customers. It is important to mention that these two types of marketing tools are not interchangeable, and the brand managers should take into consideration the strength and weakness points of the stealth marketing before starting any marketing campaign (Table 1).

**Table 1 The strengths and weaknesses of stealth marketing**

<table>
<thead>
<tr>
<th>Strengths</th>
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<tbody>
<tr>
<td>1. Stealth marketing has powerful effects on the intentions and decisions of the customer.</td>
<td></td>
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<tr>
<td>2. Stealth marketing is a rapid method to promote marketing messages.</td>
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<tr>
<td>3. Stealth marketing is of lower cost compared to traditional promotion methods.</td>
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<td>4. The buzz effect of stealth marketing is more than that of traditional marketing methods.</td>
<td></td>
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<tr>
<td>5. It is better promotional method than traditional marketing tools particularly in products of high technical properties, products of emotional effects and valuable products.</td>
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<tr>
<td>6. Stealth marketing methods may be more effective or of variable effects depending on the technique used.</td>
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<tr>
<td>7. Stealth marketing supporters believe it is more credible than traditional marketing methods.</td>
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<table>
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<tr>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>1. In stealth marketing, the control of the marketing message is less than that in traditional marketing methods.</td>
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<tr>
<td>2. The messages of stealth marketing could be subjected to distortion as it is conveyed from one customer to another.</td>
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<td>3. The fear of the misuse of the brand that may cause ridicule or ironic reactions resulting in contradictory effects.</td>
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<td>4. The risk of targeting “untargeted segments” by the stealth marketing.</td>
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<td>5. Stealth marketing is useless in some products marketing like oil, gas, chemicals and railway transportation.</td>
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<td>6. The possible discovery of the marketer by the customers could affect the reputation of the brand as the customers believe that they have been deceived.</td>
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<td>7. The opponents of stealth marketing consider it as deception, swindle and a way of manipulating customer minds the methods of marketing.</td>
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Reviewing the literatures of stealth marketing, table 2 summarizes the different definitions of stealth marketing in chronological order by different authors.
Table 2 Some definitions of stealth marketing

<table>
<thead>
<tr>
<th>No.</th>
<th>Researcher and Year</th>
<th>The Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Kaikati and Kaikati, 2004)</td>
<td>A marketing method that promote a new product or service through the ‘Buzz’ effect of spreading the marketing message in a sneaky way.</td>
</tr>
<tr>
<td>2</td>
<td>(Goodman, 2006)</td>
<td>It is a method of marketing that blurs the line between publicity and advertising through hiding the sponsorship for a price.</td>
</tr>
<tr>
<td>3</td>
<td>(Martin and Smith, 2008)</td>
<td>It is a marketing method that uses secretive marketing tools that is able not to disclose the relation between the brand producer company and the sponsor of the message.</td>
</tr>
<tr>
<td>4</td>
<td>(Sprott, 2008)</td>
<td>Marketing tactics of a firm whereby the customers could not believe that the message is related to the firm.</td>
</tr>
<tr>
<td>5</td>
<td>(Black and Nevill, 2009)</td>
<td>A marketing method that cautiously conceal the intention and the sponsor of the marketing message.</td>
</tr>
<tr>
<td>6</td>
<td>(Roy and Chattopadhyay, 2010)</td>
<td>A cautious action to enter, operate in, or leaving a market in a sneaky, secretive or unnoticeable way or any attempt to do so.</td>
</tr>
<tr>
<td>7</td>
<td>(Cambridge Dictionary, 2016)</td>
<td>A method of advertising a product when the customers are not aware of the convincing way used to encourage them to buy it.</td>
</tr>
<tr>
<td>8</td>
<td>(Akyol and Tokatli, 2019)</td>
<td>A marketing method that includes efforts to tell the customers about a product/brand without caught by the law.</td>
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</tbody>
</table>

It is worth to mention that this marketing method could be costless and unintentionally used by the organization, and it could be involved accidently by the people’s behaviors. This article is discussing only the intentional stealth marketing used by the marketing departments of any organization. It has been noticed that stealth marketing could be mentioned by different terminology by different papers such as: buzz marketing, hidden marketing, invisible marketing, covert marketing, masked marketing, under Cover marketing, and guerrilla marketing (Abdul Rahman et al., 2021). It is important to mention that the different terminologies used for the same marketing tool have the same meaning. This rather new and growing marketing tool causes different authors to use different terminologies. The evolution of the viewpoint of marketing organizations could be seen when studying stealth marketing. This evolution has two objectives in addition to the typical marketing purpose: first, to reduce the awareness of the customers being the target of marketing campaign and second, using the customer to become an agent for the marketer to distribute their promotion message (Ali & Flayyih, 2021). In this way the stealth marketing makes the marketer to bypass the confusion of overt message and make the customer distribute the message, letting the original marketer appears as not marketing the message.
Techniques of Stealth Marketing

There are different Techniques used in stealth marketing as described by Kaikati & Kaikati in 2004. Several papers, also, confirm that (Rodrigue, 2006; Vilpponen, Winter and Sundqvist, 2006; Black and Nevill, 2009; Roy and Chattopadhyay, 2010; Shakeel and Khan, 2011; Klepek, 2014; Akyol and Tokatli, 2019; Choong et al., 2021).

Each marketing technique will be described below. A critical appraisal of the uses of each method will be presented.

1. Viral Marketing

If we assume a person has a contagious viral illness, so what is the possibility that his contacts get the same infection? It is clear that, this infection could be transmitted from person to person easily causing a wide transmission of the disease. The concept of viral transmission between patients was borrowed in the field of marketing to describe viral marketing as a method used in the electronic marketing of services and commodities (Abbas and Ali, 2020). The marketing strategy which is based on conveying the marketing message from one person to another is called viral marketing. This term is based on the high exposure of people to the marketing message similar to the spread of a viral infection. The concept of viral marketing refers to a rapid spread of the product or service marketing message to the customers using different internet-based tools like Emails, Facebook, Instagram, tweets, blogs or even the company’s website. The cost of viral marketing campaigns is either zero or very minimum with a wide spread to the targeted audience rendering it an effective marketing method (Esther Silvia and S. Rabiyyathul Basariya, 2020). The definition of viral marketing as a marketing method that uses the internet-based strategies as the social networking and other technologies to make the customers engage in WOM marketing to promote the growth of the marketing message and its influence exponentially between people (Sawaftah, Çalıcıoğlu and Awadallah, 2020).

How Viral Marketing Works?

It is possible to consider viral marketing as a rapier with two – edged blade. It is a rapid and effective way of marketing but it could be used immorally by the competitors to fights against a brand, product or service of other companies. This could happen when the competitor’s campaign is well prepared with a professional way of convincing the customers using faked message. This faked marketing message could be transmitted rapidly with its brand –destabilizing effect causing rumors against that particular brand between
customers. This cheap method of marketing could produce its effect and spread exponentially without knowing the source of the message. Viral marketing could work through the following:

- **WOM**: Sometimes, a company itself promotes its brand through a marketing campaign. Some people may be impressed by this brand so they may deliver this message to their family or friends using word of mouth (WOM), so called WOM marketing as people may tell each other’s when they see great new videos on YouTube or other apps on Facebook or other social networks. Then an internet-based spread will trigger a viral marketing campaign. In a study published by Magazine Inc. showed that 82% of fast-growing companies uses such strategies in the marketing of their brands (Hendrayati and Pamungkas, 2020).

- **E-WOM**: With the advancement of new technologies another term has been appeared which is called electronic word of mouth (E-WOM). E-WOM is defined as any statement, either negative or positive, made by any potential, present of former customer about a brand, product or service via the internet that could reach many people and institutions. The criteria that make E-WOM effective more than WOM is that it is rapidly transmitted, reaching more customers, able to be exchanged through multiple ways, credible to customers and measurable by marketing analysts (Shankar, Jebarajakirthy and Ashaduzzaman, 2020).

2. **Celebrity Marketing**

There is now a popular way of marketing called celebrity marketing aiming to promote their products, services or brands. This depends upon the transfer of the positive image of the celebrity himself (herself) onto the product or the brand. In this way the marketers could elicit the customers to imitate the celebrity to buy or use the marketed brand or service (Schouten, Janssen and Verspaget, 2020). For example, of the use of celebrity in stealth marketing, Sony Ericsson and during the launch of its T681 mobile camera phone employed actors who were dressed like tourists. In a tourist location, they asked ordinary people to have their photo taken. In this way the people could start a discussion with the “celebrity” about the mobile so promoting this product to the potential customers (Kotler & Keller, 2016). It has been suggested that celebrity marketing could give a positive payback to the mentioned company. By advertising with a celebrity, the company could promote its product or service via the use of the positive effect of the celebrity toward the customers which is more effective than the non-celebrity advertiser. Celebrities were able to promote “vague products” to become recognized products and helped companies to re-brand or re-position their products. It has been estimated that the customers recall rate and purchase...
intentions were higher when customers were exposed to celebrity advertisements (Shakeel and Khan, 2011).

**How Celebrity Marketing Works?**

Regarding celebrity marketing, it is highly possible to use a celebrity in a hidden marketing method by employing him / her for sending marketing messages without disclosing the relationship between the celebrity and the promoting organization. The more the celebrity is rated higher, the more is the effect of his / her hidden marketing or advertising campaign. Celebrity marketing could work through the following:

- **Traditional celebrities:** The use of actors, famous athletes or super-models is an accepted method of stealth marketing. Using celebrities will add the “celebrity value” to the brand, product or service advertised to the people (Schouten, Janssen and Verspaget, 2020).

- **Bloggers:** The use of bloggers is an emerging method of stealth marketing. A blogger is anyone who publish continuously on his / her blog (Gardner, 2005). Blog is a website that is produced by a person as a diary and presented to the reader in reverse sequential order. It could include texts, photos, videos or links to other websites or blogs (Archer, Pettigrew and Harrigan, 2014). Nowadays, many companies employ social media influencers to promote their products. Social media “influencers” are also called micro-celebrities who gained their fame by promoting themselves as expert in social media (Schouten, Janssen and Verspaget, 2020).

- **Flogs:** This is a new stealth marketing method appeared recently. They are faked blogs created to induce the effect of a blogger on customers when a company that produces a product or service is actually promoting the website. The aim of flog is produce positive effect between customers regarding a brand, product or service that is not possible when promoted by the traditional marketing methods. The moral issue is related to the fact the customers are unaware that this faked blog is sponsored by any particular firm so they are actually misleading (Roy and Chattopadhyay, 2010). Usually flog as a faked blog contain “manufactured” comments and opinions that are made by the marketers to create a favorable image of a product or service of a company. As flogs are sponsored by marketers the aim behind such websites is to trigger a viral marketing that produce traffic and interest of that particular brand, product or service (Maurya, 2011).
3. Brand Pushers

When 80% of people preferred to purchase brand x, the customers are making what is called the social norms. This indicate how the customers obtaining insight about the norms or standard of the people behavior in that particular situation. The “social norm theory” is established based on the idea that people usually become aware of a standard behavior by noting others’ behaviors. This could be extended to the marketing setting when customers assess the market and brand data, they may purchase, by looking to the behavior of the other people. There are several social norms reasons that could affect individuals. Some people may imitate the behavior of the others due to the believe that in this way they could get social acceptance and approval. Also, individuals could look to the other behavior and choices when they face new, unclear, or unreliable conditions. These reasons caused brand pushers to use and/or discuss the offering of a service based on a realistic setting of the idea of social norms. This established the base or strategy where a brand pusher could rely on while working in this marketing field. The brand pusher strategy may exist for many years. In England, for example, theater companies’ decades ago paid some audience a “shilling” to stand up during and after the play to say loudly “Bravo” (Magnini, 2011). This process could be seen as a marketing effort to influence the customers by hiring brand pushers pretending as customers (Paquette, 2013).

How Brand Pushers Work?

Regarding the brand pusher strategy, it is possible to say that this method works through the following:

- **Collective Behavior:** This a social term defined as the impulsive actions or behavior of groups of people that happen suddenly taking no accounts of other social rules, traditions or ideas. In modern society, mass behavior is of growing importance as mass of people could act suddenly like a crowd but they are consisted of different individuals so they could not act with the unity that characterized the crowd behavior. So, mass behavior is not considered in the category of collective behavior. Classically, collective behavior includes the behaviors and actions of people’s groups encountering the same uncommon situation acting in the same impulsive way similar to a single individual. The people interact in a strong and direct way with each other particularly with neighbors to produce characteristic crowd behavior that is seen for example in riots, uprisings, revolutions, unrest in campuses, panic behaviors in fires or disasters. It could also consider as an action planned in respect to a general belief and a response to stress- induced conditions (Erna, et al., 2011).
• **Social proof:** It is a psychological phenomenon where an individual considers the actions of the other people as a correct behavior that should be followed. The activities of other people are considered as imperative guides in any condition when decision makers are uncertain regarding the assessment of the decision to be made. The collective data of a society or a social community affect and adds to our choices in an unintentional way. Irrespective to how independent we are thinking, our decisions are believed to be a reflection to other individuals surrounding us. The power that affects our daily decisions is called social proof. Social proof could be seen obviously in social networks e.g. Facebook, Instagram and Twitter. When making a decision to purchase something, several people ask for a proof that the vendor and its product are authentic. In shopping via online networks, the proof could be acquired from the recommendations of the others reviews (Abdul Talib and Mat Saat, 2017).

4. **Bait-and-Tease Marketing**

Marks and Kamins (1988) showed that commercial marketing assessments of overestimation are frequently made due to dissatisfaction in the product compared to the high expectations of the customers. It could also be used to accomplish social benefits such as overstressing the "Alcoholic drink" harms that is aimed to lessen alcohol drinking by people (Pang and Kubacki, 2015). They indicated the positive effect of exaggeration on the perception and psychological constituents of any customer. On the other hand, it may have a negative effect when the customer uses the product and discover that it does not match what he/she already build in his/her mind (Marks and Kamins, 1988). Customers are against exaggeration and other marketing tricks. Suitable and valued content is required to prompt buying behavior and stimulate purchasing behaviors (Kee and Yazdanifard, 2015).

**How Bait-and-Tease Marketing works?**

Regarding Bait-and-Tease Marketing, the concept of bait is a term used in marketing when the customer “tries” the product prior to purchasing it. In stealth marketing, bait could be observed in activities where the marketing target is hidden to the customers. An example of bait in stealth marketing is the availability of private university halls to students to undertake final high school examinations as a promotion way to attract students to enroll in that particular university. This marketing method works through:

- **Asking the customer to try the product prior to purchasing it.** This is done to make the customer think of the product and give him an impression even if it is simple one.
• **Exaggerating in product display** by presenting the product in its most suitable image prior to purchasing.

5. **Marketing in Video Games**

Advertisers became interesting in video games as they became popular between children, young adults and those between 18 – 34 years of age. Most of the advertisers are targeting adults’ males as they are the commoner users of video games than females (Bigné *et al.*, 2011). The manufactures of video games use logos of real brands in sports games to imitate the real world of sports such as car racing. By doing this, the video games makers get paid by the brand’s companies as they use their logos as a method of promotion to their products or brands. Recently, some makers pay for a licensing fee for the purpose of using the logos as the relationship between the brand owners and the video makers has changed as the video makers have more control. This cause the companies’ sponsors pay to embed their logos of the brands and products in the video games (Kaikati and Kaikati, 2004). In the way of video games, marketers promote brand awareness and loyalties via video games when a successful game reflects a successful brand or product. This success is estimated to be high between customers as they download these games by mobile phones and other digital devices increasingly (Calvert, 2008).

**How Marketing in Video Games Works?**

Regarding video games marketing, it is possible to say that this marketing technique could work through:

• **An agreement with video game maker:** An agreement between the product or brand manufacturing organization and the video game maker to embed their brand’s logo/s in the game.

• **manufacture a game:** The organization could hire computer programmers to manufacture a game specially designed to promote the organization products and brands.

• **Other promoting methods,** for example, the organization could encourage its employers or costumers to participate in competitions in the company’s venues. These competitions could be recorded and uploaded into social media. These videos, although differ from video games, but has the same idea of competition via a game that promote for the organization products and brands to the customers.
6. Marketing in Music

Recently, music as a marketing tool has gained a great deal of attention. There is a great moral and ethical controversy about this method. Some believe that in this way marketing is damaging the artistic integrity of music and musician, while others support this idea claiming that marketing enhance the music wellbeing so it becomes better understood. Both groups use moral justifications to support their opinion (Kubacki and Croft, 2004). Commercial marketing messages were embedded in pop and rap songs as a sort of stealth marketing. It is obvious that rock and pop singers have a warm relationship with the corporate communities. For example, recording companies like Four Seasons and the Supremes made advertising jingles in mid-1960s for the benefit of Coca-Cola. In 1986, Adidas paid $1.5 to Run D.M.C. to use the song named “My Adidas” as a promotion to the products of Adidas. In the recent years, rap music sings and praises famous brands as typical pattern of behavior. Usually, the rap music songs became the host of brands and products because of the preference of the singer to that particular brand. As hip-hop singers usually speak about life including products, so it is easily to incorporate certain brands in the songs (Kaikati and Kaikati, 2004).

Music or the Art, How They Work?

Regarding marketing through music or songs, it is easy to say that this technique could be considered more widely to include not only the songs but also:

- TV series.
- Movies.
- Music.

In this way it is possible to use Marketing in Art as the name of this technique. This marketing tool could use stealth marketing techniques by affecting the audiences without their awareness. This acts via affecting the customers’ emotions through the use of acting and songs that attract the customers to the brand emotionally.

7. Marketing through Corporate Social Responsibility

The core essential of social responsibility is that the organization does not exist for profit only, but to contribute to society. the question is, can this idea turn into stealth marketing? how can an organization that provides a voluntary effort to the society turn into marketing activities? when the organization provides philanthropic, does that include marketing activities? such activity can include promoting and enhancing to organization reputation in
the society. But the question remains, does that mean stealth marketing? part of stealth marketing contributes to enhancing the reputation and another part contributes to promotion to specific services, therefore, if social responsibility can be a marketing tools, how can play this role within stealth marketing?

Corporate social responsibility (CSR) is the ethical and moral responsibility of an organization towards the community. It is believed to be at the crossing of profit-making and social-service (Berns et al., 2020). In this way, the company could make its social impact and gain its business benefits. In 2001, Baron stated that CSR is the good action of a company toward the public when it provides its products through marketing strategy (Armstrong, 2008). A smart marketing firm should use their marketing tools in the interest of the company’s stakeholders. It is believed that CSR could be incorporated with good marketing strategy using the benefit of modified and distinctive programs (Rayman-Bacchus, Ebo Hinson and Kodua, 2012). It is demonstrated that engaging CSR in marketing strategy creates positive effects such as accessing valuable resources, reducing sensitivity of pricing, augmentation of marketing efforts and enhancing product’s demand (Rahman, Rodríguez-Serrano and Lambkin, 2017). It is also believed that this will enhance sales revenue, promoting the reputation of the organization, business risks reduction, enhancing the efficiency, attracting workforce and increasing opponent’s costs, this leads to better financial managing (Blomgren, 2011). Considering the CSR dimensions that include the company could make profit and comply with the law, in 1979 Carroll construct a model that consist of four dimensions of legal, economic, philanthropic and ethical, which has been widely accepted and used. In 2004, Graafland, Eijffinger, and Smid prepared a model that consist of three dimensions includes, economic dimension (sales and marketing), social dimension related to internal and external company’s ethics and the ecological dimension that stress on environmentally responsible behavior (Cuesta-Valiño, Rodríguez and Núñez-Barriopedro, 2019).

It is considered that Marketing in Social Responsibility as a holistic marketing tool enhances the idea of social responsibility as a marketing method (Kotler & Keller, 2006). Four dimensions of holistic marketing have been determined that include, integrated marketing, internal marketing, relationships marketing and socially responsible marketing. The marketing in social responsibility is a term that has been changed to Marketing through Performance which includes many items including social responsibility. Marketing through performance means that the results of an organization are used as marketing tools. This means that social responsibility became a tool utilized by marketing organizations to promote its name and brands particularly when the social responsibility harbors a positive effect to the community.
How Marketing in Social Responsibility Works?

Organizations get the benefits of the social responsibility strategy to enhance revenue and profits. This is done through building good reputation and sending messages to the society that the organizations take care of the people and their life and taking into account the people believes and values. Actually, this could be a mask that hides the target of achieving greater sales and bigger market share. This results in bigger revenues and profits through the use of social responsibility. This strategy works via:

- **Financial support**: this is done through donations for poor, refugees, displaced people and disabled.
- **Moral support**: By encouraging orphans, and talented people through social gathering and festivals.

Discussion

Many researches have negative attitude regarding the stealth marketing, as reviewed in the introduction. Their idea is based on the opinion that stealth marketing is a way of deception of the customers. Many published articles debated the ethical status of stealth marketing without a final conclusion of its morality in marketing. Therefore, currently stealth marketing is not considered in the list of marketing activities in the general structural framework of marketing methods classification.

To debate this opinion, we should ask the “golden” question: Are other marketing methods lacking deception? The answer could reveal that the activities of marketing mix are actually not “innocent”. Most of marketing mix uses tricks to manipulate the customer’s decision for purchasing a product or brand. Using the psychological marketing technique in pricing, by putting $99.99 instead of $100 or overpricing a product to indicate falsely it is of a high quality, is carrying a sort of deception of the customer. The reality could not be as marketed. It is prudent to consider these marketing strategies having many deceptive elements to affect the decision of the customers in purchasing product or brand. Packaging is an obvious example that could harbor deception. High quality packaging with supreme design and coloring could hide a bad or “below standard” product. The customers are actually facing a lot of exaggeration in describing the properties of many products. This happens through the professional way of executing the marketing strategy using advanced technologies.

The distribution channels could also have deception. The costumer’s services officer could promise a post-purchase services that is not actually available in reality. This is also considered unethical or immoral marketing practice. All the deception, scam and
manipulation used in marketing practice are collectively listed under the heading of Marketing Deception.

Stealth marketing is a technique used in marketing without knowing the source of the marketing message. It is an indirect method of marketing. To be considered ethical or unethical depends upon how stealth marking is used. It is possible to say that stealth marketing is an ethical tool. But, in the worst scenario, it could be in the gray zone where used without affecting the moral standard of marketing. When stealth marketing uses unethical techniques, this could be considered under the heading of Marketing Deception.

Many of the researchers and marketing writers agree that the activities of marketing that is called the marketing mix (4Ps) include: (1) product, including the planning of the product (2) price, which means giving money value for a product to help in the exchange process between the producer and the customer (3) place, this refer to the distribution process to let the customer receives the product in a particular place and time (4) promotion, this is the marketing communications methods that tell the customers about the product.

Kotler, 2000 mentioned that the promotion activity, which is called, marketing communication, has its mix that includes: advertising, sales promotion, public relations, personal selling and direct marketing (Kotler, 2000).

After reviewing the concepts and definitions of stealth marketing and its techniques, it is possible to summarize stealth marketing in the following points: (1) It is a promotional activity, (2) It could be added to the promotion mix, (3) It is practiced in a not public way, (4) the people could distribute the marketing massage, (5) the customer is no aware of the organization behind the marketing massage, (6) it has a considerable effect as the customer receive and interact with the marketing massage as it is not intentionally targeting him/her. Therefore, it is possible to define stealth marketing as: “a promotional activity practiced in a non-public way targeted customer who are not aware of the origin of the marketing massage”.

As mentioned above, the authors could suggest that stealth marketing could be classified within the activities of marketing management as shown in Fig 2.
Conclusion

Stealth marketing is a new style and way of marketing that affect largely on the intentions, impressions, and decisions of the consumers. The business organizations could use stealth marketing in promotion campaigns instead of the declining traditional marketing methods. It is highly possible to practice stealth marketing in an ethical way. When somebody uses it in an unethical way, the way of its practice could be considered under the category of marketing deception and not this marketing technique per se. As stealth marketing is used for many years by many business organizations and its use is escalating, it is logical to consider stealth marketing as a valid marketing technique within the marketing management framework.

It has been found that the viral marketing technique tend to work within the words of mouth (WOM) and electronic words of mouth (E-WOM). On the other hand, celebrity marketing
technique uses traditional celebrities, bloggers, and faked bloggers (Flog). Brand pushers works through the collective behavior and the social proof and the bait-and-tease marketing works by letting the customer try to use the product prior to purchasing it with exaggerating in product display. Video game marketing depends upon an agreement between the product manufacturing organization and the video game maker to embed their brand’s logo in the game, manufacture a game, and other promoting methods for example competition, while marketing through art uses TV series, movies and music in the marketing campaigns. Marketing through corporate social responsibility works through moral and financial support. It is possible to conclude that stealth marketing is a valid marketing method that could be added to the elements of promotion mix.

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