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Topic of Research: Perception of Consumers towards Ethical Issues in Online Marketing with reference to Delhi NCR

Keywords: Online Marketing, Ethics, Perception, Delhi NCR, Consumers, Purchase Intentions

Finding

The purpose of the study is to identify consumers' perception towards ethical issues in online marketing as well as its impact on consumer behaviour. Among the six ethical issues covered in this study, consumers perceived the ethical issue of perceived deception to be the most negative, followed by the issues of privacy/security, online review manipulation, spamming, in-game advertising, and lastly, pop-up ads. Also, the effect of these ethical issues on consumers' satisfaction, trust, and purchase behaviour was examined. It was found that ethical issues of privacy/security, spamming, in-game advertising, online review manipulation, and perceived deception all had a substantial impact on consumer satisfaction. Trust in businesses was eroded because of ethical issues of privacy/security, spamming, in-game advertising, online review manipulation, and perceived deception. Lastly, customers' purchase intentions were significantly influenced by ethical issues of privacy/security, spamming, online review manipulation, and perceived deception. Thus, a negative perception of ethical issues in online marketing may be extrapolated from the results of this study. Customers' unfavourable perceptions of these issues must be eliminated by online merchants to provide a more pleasant online buying experience for customers. If these issues are resolved, then e-commerce in this nation will take off.