Customer perception on Unethical marketing practices in Nagercoil Town

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Abstract: Ethical decisions ensure society’s sense of order and justice. One department that is frequently maligned for unethical acts in business is marketing. A major reason for this negativity is that marketing tends to be the most visible or conspicuous department to the public at large. The aim of this study is to investigate into customer perception of unethical marketing practices in Nagercoil town. The study revealed that most of the unethical practices are happening in the promotional activities. Pushing the unwanted products to the customer is the major unethical practice. Some of the demographic factors are influencing the customer perception on unethical marketing practices. Implementation of ethical codes in marketing can definitely lead to a better society and sustainable business.

Keywords: Marketing, Ethics, Customer perception, Unethical promotion, Advertisement

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