CHAPTER 9
SUMMERY AND CONCLUSIONS

The overall objective of this research is to examine the perceptions of respondents towards different ethical issues in E-marketing and its implications thereof.

Based on the results obtained in the study, a discussion of theoretical and practical implications has been presented in this chapter. Furthermore we also have some recommendation for marketers and managers. Contribution of this study, its limitations and future research direction has also been presented in this chapter.

9.1 Introduction
In the present digital age, information technology has made a radical effect in the business arena. It is said that Electronic-Marketing first began in the beginning of 1990 with just text-based sites which provided product information. As we entered the twentieth century, the Internet became the hottest marketing channel ever known. The rapid adoption of the Internet as a commercial medium has caused firms/marketers to experiment with the innovative ways of marketing to consumers in computer mediated environments, apparently known as online marketing. Though the online marketing also referred to as e-marketing involves the digital technologies to sell goods or services, the basics of marketing remain the same i.e. creating a strategy to deliver the right messages to the right people at right time. These technologies act in a way so as to complement to the traditional marketing methods. According to Kotler (2003) traditional marketing is human activity directed at satisfying needs and wants through exchange process. Though businesses will continue to make use of traditional marketing methods, such as advertising, sales promotion, personal selling, direct mail and public relationship, but E-marketing adds a new ingredient to the existing marketing mix. Strauss and Frost, (2010) are of the view that E-marketing signifies the use of information technology in the process of creating, communicating and delivering values to customers and for managing customer relationships in ways that benefit the organization. E-Marketing includes all the activities a business conducts via the worldwide web or internet with the aim of attracting new customers, retaining current customers and developing its brand identity. To
suffice, E-Marketing can be perceived as an attractive market place where online activities enhance the relationship between buyers and sellers (Kotler, 2003).

However, the development of Internet based technology opens endless possibilities for marketers. The technological opportunities are obviously highly appealing for marketers to expose and use extensively and intensively. The observation of marketing practice on the internet can give an idea of the types of unethical practices that are either already in place or are recommended by certain marketing consultancy sites (Murphy and Laczhiak, 1981). E-marketing has huge potential but, like any new technology, there are also pitfalls. The online marketing or E-marketing activities offer lot of opportunities for companies to market themselves and their products inexpensively and effectively, but they need to exercise considerable care to ensure that their method or their E-marketing technique doesn't get them into legal or other difficulties. Consumers’ concerns about unethical practices on the internet are directly having a direct effect on the take up of E-marketing. While many people want to access the internet and go for online purchase but unethical practices of E-marketing prevent them from purchasing via internet. The rapid growth and evolution of the E-marketing has created a number of unethical practices along with ethical issues, especially in the area of privacy, spamming, Internet frauds, cookies etc. Ethics are the moral standards as well as the principles against which behaviour is judged. Unethical practices include all actions that result in unfairness to others, whether those behaviours are legal or not. Unethical actions can be aimed towards competitors. Businesses attempt to win customers away from competing businesses, as fair competition is a cornerstone to a free enterprise economy. However, when competition becomes unfair, it also becomes unethical (Wells and Spinks, 1996). Hence to boost the E-market marketers must follow ethics in E-marketing.

9.2 Background of the Study

Just as the E-Marketing created many exciting new opportunities, it also introduced many new questions that warrant careful study. Many researches/studies have been conducted regarding different issues relating to E-marketing and their implications thereof.

Bakos (1997), Benjamin (1995) and Brynjolfsson and Smith (2000) revealed new technology, where consumers expect to find lower prices more easily. This is possible in the online
environment rather than in the offline environment. This would have a positive influence on consumers’ tendency to switch from offline to online channels. Various researches have been conducted concerning the various factors and variables important for e-marketing. Jarvenpaa (1997), EC (2012), Arnold et al. (1980), Louviere and Gaeth (1987), have opined variety as a factor, Mohsen (1999), Mohamed and Vanessa (2007), P.L. Alreck and R.B. Settle (2002), Rajasree et al (2009), Hoyer (1984), John (2008) have opined regarding user friendliness and online purchases and Jarvenpaa and Todd (1997), Vijayasarathy and Jones (2000), Maes (1999), EC (2012), Unsigned (1999), Davis et al. (1995) stressed upon the online facilities. Different researches have also been conducted regarding the positive impact of E-Marketing, these were by {Kuo and Nan (1997), Dommeyer et al. (2003), Anahita Bagherzad et al. (2010), McDonald and Wilson (1999), Bezjian et al. (1998), Bakos (1997),} and researches regarding negative impact {Robert and Anne (2001), Culnan (2000), Janice et al. (2011), P&AB (2005), Sheehan (1999), Dommeyer et al. (2003)}. Security and privacy issues had drawn much attention in the electronic marketing research area (Jonna Jarvelainen, 2007). Culnan (2000) argued that privacy concerns are a critical reason why public do not go online and provide inaccurate information online. Janice et al. (2011) revealed when privacy information is made more salient and easily accessible, consumers are willing to pay a premium to purchase from privacy protective websites. Mackline Ben (1999) highlighted that over 90% of the websites did not adequately inform the consumers of what personal information they are collecting, how it is to be used and what safeguards are in place to secure it.

Internet marketers in maintaining ethical marketing practices. In case of spam or email marketing Krishnamurthy Sandeep (2000) proposed the permission marketing concept. Caudill et al (2000) examined both historical and conceptual analyses of privacy and discussed domestic and international regulatory and self regulatory approaches to confronting privacy issues on the Internet. As trust is a major concern for internet consumers, Pricing has to become a major motivation behind online shopping (Douglas, et al 2001). Increased usage of marketing communications on the internet had presented a number of significant business ethical issues, Beltramini, Richard (2003). Lavin Marilyn (2006) investigated consumer knowledge about tracking cookies and found that the majority of the sample believed that cookies were used to collect personally identifiable information and that as a consequence many regularly reject or delete all cookies on their computers. It has been possible to reduce the volume of unwanted software loaded on end users’ computers by applying contract law doctrine more strictly (Winn K Jane, 2005).

9.3 Significance of the Study

The utilization of the Internet as a means to purchase goods and services has been growing over the past two decades globally. Compared to traditional shopping, the Internet not only facilitates transactions between buyers and sellers from anywhere at any time, but also offers a full range of product choices and a platform for exchanging ideas for clients with low costs. In the past twenty years, we have witnessed the rapid growth of the Internet and the exponential rise of the Internet users. Yet, people still avoid making online transactions or purchases on the Internet due to the fear of losing their private information as a result of prevailing unethical practices in the new electronic environment. Past researches have indicated that unethical practices in Electronic marketing constituted a key barrier to the use of Internet shopping as well as long-term commitment to the relationship building.

According to IAMAI report 2012 as on June 2012, 99 million urban Indians claimed to use the internet and 80 million actively use the internet. During the same period, rural India claimed to have 38 million internet users and 31 million active users. As the number of people using the internet for their shopping steadily rises, number of Laws, Regulations agencies have been constructed semantically to control the unethical practices of E-Marketing. Then also there are a number of practices in Electronic- marketing which cross
the ethical boundaries even if these practices of E-marketing may not be crossing the legal boundaries.

The review of the existing literature reveals that a number of studies have been carried out on various aspects of E-Marketing but a very few comprehensive studies in this area could be found which provides detailed information regarding Ethical issues in E-Marketing and also no comprehensive study could be cited out which could explain the perceptions of respondents/individuals towards the ethical issues in e-marketing. As the consumer can only decide what is right or wrong or even permissible in the field of E-marketing hence study regarding their behavior becomes significant. In the light of the above discussion comprehensive and detailed study regarding perceptions of respondents toward various ethical issues in E-Marketing is of dire need. Since these consumers are the only scapegoat of this unethical business, hence their perceptions and attitudes toward the ethical issues in E-marketing becomes an important matter of study.

9.4 Objectives of the Study

Considering the problem statement presented above the following objectives have been formulated for this subject area:

1. To study the perceptions of respondents towards E-Marketing and Unethical practices and its implications for the marketers thereof.
2. To study the perceptions & attitudes of respondents towards major ethical issues in E-Marketing (i.e. Privacy, Spamming, Spyware etc.) and its implications for the marketers as well as for the society thereof.
3. To map the profile of respondents on the basis of psychographic and demographic variables vis-a-vis their perceptions towards different ethical issues in E-Marketing.
4. To assess the awareness level of respondent regarding different types of frauds committed due to breach of privacy on the Internet and preventive measures taken by them regarding these.
5. To study the level of awareness of respondents regarding the legal / regulatory framework for ethical issues in E-Marketing.
9.5 Data Base and Methodology

The research required the study of individuals who were exposed to E-marketing. The study involved the analysis of primary data collected through sample from one of the prosperous states of India i.e. Punjab and Union Territory of Chandigarh. The sample of 568 respondents was drawn from the major districts of Punjab i.e. Amritsar, Jalandhar, Patiala, Ludhiana and Union Territory of Chandigarh. Sampling Technique used for data collection was non-probabilistic Judgmental sampling. A total of 640 survey questionnaires were sent out, to which 598 questionnaires received. Each of the responses received had been screened for errors, incomplete or missing responses. After the screening process was carried out, only 568 responses were considered complete and valid for data analysis. This represents a success rate of 94.66%, which was reckoned to be good in view of time and cost constraints. A non-disguised structured questionnaire was used for data collection. Questionnaire was pre-tested and as a result of pre-testing it was modified and revised suitably.

The questionnaire comprised of seven parts, first two parts pertained to the respondent’s perceptions towards E-Marketing in general and Unethical practices in it. Rest of the five parts dealt with the respondents perception/awareness towards different Ethical issues in E-marketing and regulatory framework of these issues. The last section of the questionnaire dealt with the demographic profile of the respondents viz. age, income, gender etc. The analysis of the responses had been done on the basis of respondent’s demographic and psychographic attributes which were derived from different statements pertaining to ethical and related issues in E-marketing.

9.5.1 Sample Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Descriptive analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>293 Males (51.6%); 275 Females (48.4%)</td>
</tr>
<tr>
<td>Place of Residence</td>
<td>373 Punjab (65.7%); 183 Chandigarh (32.2%); 12 Other (2.1%)</td>
</tr>
<tr>
<td>Occupation</td>
<td>154 Business (27.1%); 210 Service (37%); 59 Housewife (10.4%); 138 Student (24.3%); 7 other (1.2%)</td>
</tr>
<tr>
<td>Age</td>
<td>169 Below 15 years (5.1%); 221 15-30 years (63.6%); 93 30-45 years (16.4%); 85 Above 45 years (15%)</td>
</tr>
<tr>
<td>Education</td>
<td>11 Secondary (1.9%); 102 Senior Secondary (18%); 260 Graduation</td>
</tr>
<tr>
<td>Geographical Area</td>
<td>208 Rural (36.6%); 360 Urban (63.4%)</td>
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<tr>
<td>Income</td>
<td>94 Below 10,000 (16.5%); 197 10,000-25,000 (34.7%); 108 25,000-50,000 (19%); 64 50,000-75,000 (11.3%); 105 Above 75,000 (18.5%)</td>
</tr>
<tr>
<td>Marital Status</td>
<td>221 Married (38.9%); 347 Single (61.1%)</td>
</tr>
</tbody>
</table>

### 9.5.2 Demarcation of the study

Since the present study pertained to various aspects, we have tried to narrow down the focus. The aim of the research was to find perceptions & attitudes of respondents towards major different ethical issues in E-Marketing namely Privacy, Spamming, Internet Fraud, Spyware, Cookies etc. These issues have been selected on the basis of past and related literature. By reviewing the relevant literature it was noted that definitions of electronic marketing vary according to each author's point of view, background and specialization. In the study the terms E-Marketing, Internet marketing and online marketing was used interchangeably and synonymously as borne by different authors i.e. Smith and Chaffey (2001), Strauss and Frost (2010). Hence in the present study the term E-marketing specifically refers to marketing through internet.

### 9.5.3 Data Analysis

In order to analyse the data collected, the different statistical techniques like Weighted Average Score (WAS), ANOVA, F-test, Chi-square, Factor Analysis, Cluster Analysis, Discriminant Analysis, Spearman’s correlation coefficient and Structural Equation Modeling techniques were applied using the softwares like SPSS (16.0), AMOS (4.0) and MS Excel (2007). Various null hypotheses relating to the study were framed and tested. The validity and reliability of the data was verified by using the different methods. Since no single method is considered to be perfect, so a series of diagnostic criteria have been relied upon in order to assess internal consistency (Hair et al., 2009). The different conditions of validity and reliability that have been used in the present study are as enlisted below:

VIII. The reliability coefficient (Cronbach’s alpha) $\geq 0.6$ for general constructs and $\geq 0.4$ for broadly defined constructs.

IX. The Eigen value should be $\geq 1.0$
X. The constructs should have at least loading of two items

XI. Item-to-total correlation (Correlation of the item to summated scale) ≥ 0.5

XII. Inter-item correlation (Correlation among items within a factor) ≥ 0.3

XIII. The reliability measures derived from a confirmatory factor analysis focus on construct reliability. Various fit indices like TLI, NFI, RFI, IFI, CFI and RMR etc. were also considered for SEM.

XIV. Bartlett’s test of Sphericity is a test for the presence of correlation among variables. It shows the statistical significance that the correlation matrix has a significant correlation among at least some of the variables. The value is acceptable for p (level of significance) ≤ 0.05.

The value of Cronbach’s alpha ≥ 0.7 is considered reliable (Nunnally, 1978). Vande Venn and Ferry (1980) opined that the alpha value may be low (0.4) for broadly defined constructs. In the present study, analysis has been performed to retain and delete scale items for developing a refined reliable scale. Inter-item correlation and Cronbach’s alpha is used in the study.

9.6 FINDINGS OF THE STUDY

The major findings of the study are as discussed below:

OBJECTIVE-I

9.6.1 Perceptions Towards E-Marketing and Ethical Concern

Perception is the act of perceiving, i.e. how consumers interpret what they see or hear. Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment. Here the purpose is to find out the perceptions of respondents towards E-marketing and ethical concern of E-marketing.

9.6.1.1 Perceptions towards E-Marketing

The factor analysis technique applied on perceptions of the respondents regarding the various attributes in E-marketing revealed specific factors, which clearly define the perceptions of the respondents. Four factors extracted from the eighteen variables explained 66.072% of variance and each factor was defined by at least three scale items. These specific factors
extracted were Product Variety, Desired facilities, Perceived Risk and User friendliness. These factors explain the perceptual attributes of e-marketing which were considered to be significant by the respondents.

The results indicated that the Respondents prefer Varieties in the products to be purchased online as they are free to take decisions regarding choice of product and services they want based on their previous experience and product information they got through the process of E-marketing. The respondents also understand the risk aspect in E-marketing and their decision to buy online is based on the website reputation and personal information’s protection provided by the merchants. As far as the web site of the merchants were concerned respondents prefer these web sites to be user friendly; convenient and easy to use. Respondents also demand facilities from the merchants in the form of Guarantee of Safe delivery, Lower Shipping/Handling Fees etc.

The path analysis conducted using Structural Equation Modeling technique revealed that the most of the variance in the perceptions toward E-marketing is explained by the two different variables (factors) “Product Variety” and “Desired facilities”. In a nutshell it can be said in order to develop positive attitude of consumers toward E-marketing the marketers, must focus on these qualitative attributes of E-marketing. Respondents also felt that the Consumers must be given the adequate facilities along with the variety of products and with the least risk involved in online transactions. In addition to this the websites of E-marketers must be easy to use and convenient for the consumers to operate. As far as the “Perceived Risk” factor having least variance, respondents consider E-marketing as more risky as they do not feel security in online transactions.

9.6.1.2 Perceptions towards Ethical Concern in E-Marketing

In order to examine the respondent’s perception towards E-marketing and the related ethical concern, the factor analysis was employed. The respondents were asked to rate eighteen variables, on five point Likert scale, ranging from strongly disagree to strongly agree.

The results revealed that the respondents were negatively inclined towards the various aspects of E-marketing as according to them it involves various unethical practices that breach the trust of the consumer. They considered issues like Spamming to be an unethical and similarly some other unethical practices perceived by them are interruption based advertising, little
personal contact, annoyance to receive unsolicited mails and receiving inaccurate information etc. The respondents did not prefer to go for online transaction because of all these unethical practices. Hence for the promotion of E-marketing the merchants must ensure incorporation of Ethics in E-marketing as respondents were more concerned with the ethics thereof. They also feel confident because of the trust mark of web merchant’s web site. Respondents considered the phenomena of E-marketing as a new generation marketing channel because of its gaining popularity among youth in India. It is the young generation who prefers E-marketing more since they are more tech-savvy and hence enjoy the quality of services provided by the web marketers in a better way. In case of the Respondents perception towards the popularity of E-marketing, a positive feedback is perceived. They are the ones who are shifting towards online markets as they felt it is better than the traditional markets and is also beneficial for the overall technological development of nation. The results also indicate that the marketers are making their websites attractive by adding irrelevant and objectionable features like vulgar elements leading towards the wastage of time and inclination toward vulgarity. Respondents preferred instead of adding unnecessary features marketers must make these websites, easy and convenient to use in order to attract the traffic online. Respondents also criticized the E-marketing involved in collection of personal information of the consumer unethically.

The results revealed that the respondents considering the unethical practices like unsolicited emails have more negative impact on the phenomena of E-marketing in totality. The respondents also don’t want their personal information to be collected by marketers unethically and they feel worried towards its misusage. The respondents also considered the usages of vulgarity in the promotion of online marketing as objectionable and unethical.

The path analysis conducted using Structural Equation Modeling technique revealed that the most of the variance in the variable of Ethical concern towards E-Marketing is explained by the two dominating variables (factors) i.e. “Negative Impact of unethical practices” and “E-marketing as New Generation Media”. The variable of “Switching” has least variance for the same. Hence web marketers must take appropriate actions and decisions to improve the online market scenario by considering the concerned issues in E-marketing. To promote the online markets the concerned marketers must follow the ethical practices, as E-marketing is more popular among young consumers and they are the ones who don’t want anything unethical in their online transactions.
OBJECTIVE-II

9.6.2 Perceptions Towards Ethical Issues In E-Marketing

Here the purpose is to find out the perceptions of respondents towards E-marketing and different ethical issues (Privacy, Spamming, Internet fraud, Cookies and Spyware) that have emerged as a result of electronic marketing.

9.6.2.1 Perceptions towards Ethical Issue of Privacy in E-Marketing

In order to identify the underlying dimensions of Privacy concern in E-marketing, exploratory factor analysis was employed and five factors were extracted namely; Security and Privacy, Information protection, Concern for consumer's information, Information from Children and Privacy Policy. The respondents were asked to rate seventeen variables related to the issue of privacy, using a five point Likert Scale ranging from strongly disagree to strongly agree.

The results indicated that respondents were concerned with the display of easy, clear and understandable privacy policy as it leads to their confidence in E-marketing. Respondents did not prefer to go for online shopping if they were not aware of the privacy policy of the online marketers. Respondents were also of the opinion that online marketers are unethically collecting their personal information and misusing the same for their vested interest; some time they even go to the extent of selling the same information without the consent of online consumers. Hence the Security and privacy concerns become significant for the respondents as they were more concerned with their personal information being collected by the merchants.

Most of the respondents did not trust E-marketing because of the issue of security and they considered it as a major barrier in the promotion of E-marketing. The results also revealed that it is important to create consumer trust in E-marketing and it is only possible if the issue of security in privacy of respondents is insured while they are purchasing online. More over the Respondent’s also felt that the online merchants must use the collected personal information in an ethical manner and in consultation with the concerned person. The majority of respondents felt that role of password protection in various online applications is insufficient to insure safety and security of the user’s information on the internet. The findings significantly revealed that in comparison to Cookies, Spamming, and Spyware the
issue of Privacy is considered as the major problem. Further it is revealed that Respondents do not prefer that the merchants should collect the information from the children without the consent of their parents.

The path analysis conducted using SEM technique revealed that the maximum variance in the issue of privacy is explained by the factors “Information Protection” and “Display of Privacy Policy”. The output of SEM analysis revealed that “Information Protection” has more variance for the issue of privacy in E-marketing where as “Concern for consumer's information” has least variance for the same issue in E-marketing. This section leaves an implication for the marketers to comprehend the issue of Privacy in E-marketing and also to understand the other related practices which are playing significant role in E-marketing. This in a way will help the online marketers to take appropriate actions and enhance their decision making to take protective measures in this area.

9.6.2.2 Perceptions towards Ethical Issue of Spamming in E-Marketing

Factor analysis technique was applied on responses of respondents with regard to fourteen variables related to issue of spamming in E-marketing and four factors were extracted. The extracted factors were: Commercial spam, Email marketing threat, Regulating Spam and Violation of Privacy. Each factor was defined by at least three scale items, having loading more than 0.6.

The results indicated that the respondents were negatively inclined towards Email-marketing. Respondents felt that the marketers are unethical by using email as the promotion of marketing tool. It was also revealed that the respondents recognized spam mails as problem as these lead to arousal of unnecessary curiosity to gain more information regarding the product leading to wastage of time, energy and cost and thus forcing them to switch or change their e-mail addresses. Respondents also considered the promotional emails, as threat for the Email-marketing, as the contents in promotional emails are more or less irrelevant, unsafe and even promote vulgarity. Respondents also indicated that it is important for web merchants to create consumer’s trust in Email marketing, as the issue of spamming violates the consumer’s privacy which ultimately results into negative impact towards E-marketing practices. It was also revealed that the respondents felt a need to regulate the spam mails as they were of the view that there is no law which protects consumer’s interest against spamming.
On the application of Structural Equation Modeling technique upon these variables (factors) it was revealed that two factors namely “Violation of Privacy and Regulating Spam” play more significant role in defining the construct of spamming. The factor having maximum variance was “Violation of Privacy” and least variance was explained by “Commercial spam” in the light of spamming issue in E-marketing. These results left an implication for the marketers to redefine their email marketing strategies in a way that develops the positive attitude of consumers toward this phenomena and this is only possible if they manage to control the problem of Spamming. They should also try to take the permission of the consumers before sending them any commercial mail in order to restore their faith in this marketing process.

9.6.2.3 Perceptions towards Ethical issue of Internet Fraud in E-Marketing

In order to identify the underlying dimensions of Internet Fraud in E-marketing, exploratory factor analysis was employed. The respondents were asked to rate twenty two variables on a five point Likert scale, ranging from strongly disagree to strongly agree. Four factors were extracted namely: Responsible behaviour, Fraud affecting E-market, Trust and Misleading advertisement.

The results of factor analysis revealed that on the whole the respondents perceive E-marketing as an unethical practice as they believe that the E-marketers mostly adopt unethical procedure to market their product online. Specifically the results revealed that the respondents do not prefer online shopping because they are asked to provide credit card information and there were very less effective rules/regulations to protect the interest of consumers against online frauds. They also believed that the marketers must act in a responsible manner while marketing online and should not breach the trust and hamper the interest of consumers and this is only possible if they act in an ethically responsive manner. At the same time they also understand that it is their own duty to insure that they do not submit their sensitive information on unsecured sites. Furthermore the respondents felt that the online marketers mislead the consumers in variety of ways like promotion of product that don't exist, making untrue statements about products, delivering wrong product instead of the product being ordered, claiming hidden charges and delay in delivery of product etc. Due to these misleading forms of advertisements the respondents avoid online shopping.
On the application of Structural Equation Modeling technique upon these factors model it was revealed that two factors namely “Trust” and “Responsible behaviour” play more dominating role for this construct. “Fraud affects E-market” factor had least dominance for the Ethical issue of Internet fraud in E-marketing. This section throws light on the different aspects of Internet frauds with regard to E-marketing and also highlights the different variables which are playing significant role in E-marketing. Hence this section helps the online marketers in a way by which they can improve their decision making and can take appropriate actions to promote their products in a way which safeguard the best interest of the consumers.

**9.6.2.4 Perceptions towards Ethical issue of Spyware in E-Marketing**

In order to identify the underlying dimensions of Spyware issue in E-marketing, exploratory factor analysis was employed. The respondents were asked to rate twenty two variables/statements, on five point Likert scales, which ranged from strongly disagree to strongly agree. The three factors (control, unawareness and unsecure) were classified by using the factor analysis and they had the loading ranging from .564 to .800. The three extracted factors were also checked for validation and positive results were obtained.

The results revealed that in case of E-marketing respondents do not have “control” over their personal information as spyware leads to monitoring the consumer’s visits, collecting personal data, Misusing personal information and also violating the privacy without the consent of consumer and even without his knowledge. This because the marketers do not follow the ethical practices while marketing online rather they resort to unethical procedure to collect personal information for their vested interest. The results revealed that the respondents were unaware regarding Spyware problems and they do not know how to deal with it. As the result the respondents felt more “insecure” while transacting on web because of their ignorance in this regard. Some time even the respondents get involved with some unknown websites unintentionally this also becomes the reason of insecurity with regard to their personal information. As far the regulations are concerned there is no contract law which can prevent consumer’s interest against the problem of Spyware, though some preventive software like firewalls is available in the market.

The path analysis conducted using SEM technique revealed that the most of the variance in the issue of Spyware is explained by two factors Unsecure and Control. The results indicated
that respondents felt they are not safe or secure online because they do not know when any unknown software will get installed even without consent and their personal information is collected. Respondents also felt they have no control over their own personal information which is collected by this unintentionally installed software. Hence in order to develop positive attitude of consumers toward E-marketing marketers should not go for unethical practices such as installing unknown software for collecting consumer’s personal information and misusing the same. Moreover consumers should avoid visiting unknown websites and installing unknown software.

9.6.2.5 Perceptions towards Ethical issue of Cookies in E-Marketing
Factor analysis technique was applied on responses of respondents with regard to eleven variables related to issue of cookies in E-marketing and three factors were extracted. Each factor was defined by at least three scale items. The loading ranging from .738 to .886 and factors so generated have Eigen values ranging from 1.401 to 5.446. The results of factor analysis were also validated by using different measures of validation.

The results revealed that the respondents consider the cookies as “unethical practice” as it is invisible hand which is tracking and collecting the data of consumers, without their knowledge when they are transacting online. They also felt that the promotional tactics used by the marketers by using cookies also makes identity theft possible. The results also revealed that in comparison to the problem of spyware, the respondents to some extend were aware regarding the issue of cookies and know how to deal with it. Since cookies also avails the privacy of consumers hence respondents consider this practice also as a barrier for e-marketing. The results discussed leaves an implication for the marketers to built the consumer trust through online marketing in such a way that the consumers information collected through cookies shall not be misused in any of the way and the information collected through cookies shall only be used for marketing purpose only and that to in ethical manner.

The path analysis conducted using Structural Equation Modeling technique revealed that the most of the variance in the issue of Cookies is explained by the factor of E-marketing Barrier and least variance due to Unethical Practices factor. Respondents do not prefer online marketing as they felt that cookies breach the privacy by collecting their personal information unethically. Cookies issue was taken as unethical by the respondents because marketers use the same unethically to promote their products online. On the application of SEM upon these
factors it was revealed that this analysis helped us to understand the role of cookies in e-marketing and the items which were playing more dominating and least important role in e-marketing, so that web marketers can take appropriate actions and decision to improve the online market by keeping in mind the cookies issue.

As it has already been discussed above the factor analysis technique was applied on perceptions of the respondents regarding the E-marketing and Ethical issues in E-marketing revealed specific factors, which clearly define the perceptions of the respondents. As per the finding discussed above a summarized table has been formulated. This table shows the different perceptions towards E-marketing and the related ethical issues. The table also highlights the significant factors extracted from the study.
<table>
<thead>
<tr>
<th>Perceptions</th>
<th>Significant Factors</th>
<th>Factor explaining maximum variance in the model</th>
<th>Factor explaining minimum variance in the model</th>
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</thead>
<tbody>
<tr>
<td>Perceptions toward E-Marketing</td>
<td>Product Variety</td>
<td>Perceived Risk</td>
<td>Perceived Risk</td>
</tr>
<tr>
<td></td>
<td>Desired Facilities</td>
<td>Perceived Risk</td>
<td>Perceived Risk</td>
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<td>User Friendliness</td>
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<td>Perceptions toward Ethical concern of E-Marketing</td>
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<td>Negative Impact</td>
<td>Switching</td>
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<td>Personal Information</td>
<td>Negative Impact</td>
<td>Switching</td>
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<td>Concern for consumer's information</td>
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<td>Concern for consumer's information</td>
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<td>Violation of Privacy</td>
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<td>Email marketing threat</td>
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<td>Regulating Spam</td>
<td>Violation of Privacy</td>
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<td>Perceptions toward issue of Internet Fraud in E-Marketing</td>
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<td>Trust</td>
<td>Fraud affect E-market</td>
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<td>Trust</td>
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<td>Fraud affect E-market</td>
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<td>Misleading</td>
<td>Trust</td>
<td>Fraud affect E-market</td>
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<td>Perceptions toward issue of Spyware in E-Marketing</td>
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<td>Insecure</td>
<td>Unawareness</td>
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<td>Perceptions toward issue of cookies in E-Marketing</td>
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<td>E-Marketing Barrier</td>
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</table>
OBJECTIVE-III

9.6.3 Respondent’s Profiling Based on Psychographic and Demographic Variables

A consumer profile is concerned with defining a consumer categorically so that they can be grouped for marketing purposes. It has been revealed to be more profitable to target promotion to a specific market segment. As a short-hand way of talking about consumers, market segments are often represented by consumer profiles. The present part of analysis deals with the Profiling of respondents based on psychographics and demographic variables. It has been divided into two sections I and II. Section I deals with the different clusters framed out of the respondents by analyzing their responses towards different perceptual statements. For this purpose, the cluster analysis technique has been used to classify the respondents into different groups on the basis of their psychographic tendencies, based upon their perceptions, regarding various ethical and related issues in E-marketing. Section II is devoted to profile mapping of the respondents belonging to different clusters. For mapping the profile MDA (Multiple Discriminant Analysis) technique has been used.

9.6.3.1 Psychographic Segmentation of Respondents Based on Ethical and Related Issues in E-marketing

Two groups/clusters were developed by using the responses of the selected sample of respondents. Based on their responses, the characteristics of the respondents were assumed to be homogeneous within each group or cluster and at the same time the two clusters were assumed to be separate from each other with regard to the responses of the respondents in each cluster i.e. cluster one is separate from the second cluster. The characteristic of the respondents in each clusters were explained on the basis of the responses obtained within each cluster respectively for the given set of variables. In order to identify clusters, corresponding means for two different clusters centres were considered. The profile of the respondents in each category of two clusters has been described as follow:

Cluster 1: Respondents found in this cluster were moderate in their attitude towards E-marketing and ethical issues related thereto. In this cluster respondents had shown positive attitude towards E-marketing but at the same time they were not sure as some of them also agreed with the negative aspects of the E-marketing. Respondents in this cluster showed slightly favorable and positive inclination toward E-marketing. Towards the adverse effects
of E-marketing, the responses received were generally near to neutrality (not sure) or at same time with slight level of agreement even towards the negative effects of E-marketing. Hence it was found that respondents were indifferent for the negative effects of E-marketing. In the light of these finding it can be said that in this cluster we had a group of respondents who were generally behaving indifferent towards the different issues of E-marketing. This was probably due to lack of awareness towards the phenomenon and its implications.

Cluster 2: Respondents found in this cluster were negative in their attitude towards E-marketing in general and were also against the unethical practices of E-marketing. With regard to the favorable aspects of the E-marketing, the respondents had given indifferent feeling as well as the respondents also expressed extend of agreement for variables which explains the negative aspects of E-marketing. It implies that respondents had negative feeling towards unethical practices of E-marketing in this cluster. It implies that respondents in this cluster had negative attitude towards the unethical practices of E-marketing. It was also found that the respondents had indifferent and non confirming attitudes even towards the favorable aspects of E-marketing.

ANOVA statistics applied on the responses of respondents of two clusters revealed that the two clusters obtained vary significantly amongst each other with respect to the different variables pertaining to ethical and related issues in E-marketing.

Finally the multiple discriminant analysis was used in order to map the profile of the each individual category of respondents who are targeted by the merchants. This analysis helps in enhancing the understanding of these individuals by the marketers by giving them a segmented view of individual categories of visitors being targeted.

9.6.3.2 Mapping the Profile of two Cluster Segments with Respect to Issue of Privacy in E-marketing
Two a priori defined clusters of the respondents was mapped in order to define the profile of respondents with respect to the perceptual factors derived from different variables signifying Privacy issue in E-marketing. It was found that two clusters were behaving differently towards the various perceptual factors regarding issue of privacy. On this basis the profile of the respondents in the two clusters was mapped.
Cluster 1: The respondents belonging to this cluster were moderate in their behaviour towards Ethical issue of Privacy in E-marketing. The respondents in this cluster were those who understood privacy concern in E-marketing and factors extracted from the variables of Privacy such as Privacy Policy, Information protection, Information from Children, Concern for consumer information. The finding revealed that these respondents show indifferent tendencies towards the unethical practices of privacy concern, as they feel the presence of these elements is justified if the purpose is to market the products only.

Cluster 2: This cluster represents the set of respondents who were against the practices of privacy concern in E-marketing. The respondents belonging to this set were those who understood that E-marketing is resorting to some unethical practices of privacy concern such as lack of Information protection, Information collection from Children, etc and were also against them. The finding revealed that the respondents in this cluster were against to the E-marketing resorting to the said unethical practices.

The multiple discriminant analysis revealed that there were different groups of the respondents who had different perceptions towards the issue of privacy in E-marketing. This helps the merchants to develop the understandable privacy policy for information protection.

9.6.3.3 Mapping the Profile of two Cluster Segments with Respect to Issue of Spamming in E-marketing
Two a priori defined clusters of the respondents were mapped and it was found that two clusters were behaving differently towards the various perceptual factors regarding Spam issue. On this basis the profile of the respondents in the two clusters was mapped.

Cluster 1: The respondents in this cluster were those who understand spamming concern in E-marketing and factors extracted from the related variables of spamming such as Email marketing threat, Violation of Privacy and regulating spam. It can be said that the respondents in this cluster were aware of spamming concern in E-marketing and in favour of E-marketing as they understand whatever web merchants do is not unethical, it is for marketing purpose only.

Cluster 2: This cluster represents the set of respondents who were against the practices of unsolicited mails in E-marketing. The respondents belonging to this set were those who
understand that E-marketing is resorting to some unethical practices of spamming concern such as Violation of Privacy, Exposure towards vulgarity, Irritation and interruptions based advertising, Curiosity of getting more information etc and were also against them.

The MDA helped to differentiate groups of the respondents on the basis of their values and ethics. These respondents had different perceptions towards the phenomenon of Spamming in E-marketing and extracted factors of Spamming. This helps the merchants to promote the products ethically and obey the rules and regulations concerned with spamming.

9.6.3.4 Mapping the Profile of two Cluster Segments with Respect to Issue of Internet Fraud in E-marketing

Two pre defined clusters of the respondents were mapped in defining their profile with respect to the perceptual factors derived from different statements regarding Internet Fraud in E-marketing. It was found that two clusters were behaving differently towards the various perceptual factors regarding Internet Fraud issue. On this basis the profile of the respondents in the two clusters was mapped.

Cluster 1: The respondents belonging to this cluster were moderate in their behaviour towards issue of Internet Frauds in E-marketing. The respondents in this cluster were those who understand Internet Frauds in E-marketing and extracted factors such as Responsible behaviour, Fraud affect E-market and Misleading advertisement etc. On the basis of function it can be said that these respondents felt the presence of Misleading aspect in E-marketing is unjustified if the purpose is not only marketing the products. Respondents of this set revealed web merchants do not understand their responsibility for consumers as well as they cheat them with misleading statements.

Cluster 2: This cluster represents the set of respondents who were against the unethical practices of Internet Frauds in E-marketing. The respondents belonging to this set were those who understand that E-marketing is resorting to some unethical practices of Internet Frauds concern such as misleading statements in their advertisements and were also against them.

The Multiple discriminant analysis revealed that there were different groups of the respondents who, on the basis of their awareness have different perceptions towards the issue
of Internet Fraud in E-marketing. This helps the merchants to relies their social responsibilities and let them to know that Internet fraud has negative impact on E-marketing.

9.6.3.5 Mapping the Profile of two Cluster Segments with Respect to Issue of Spyware in E-marketing

Two defined clusters of the respondents were mapped in defining their profile with respect to the perceptual factors derived from different statements regarding Spyware in E-marketing. It was found that two clusters were behaving differently towards the various perceptual factors regarding issue of spyware in E-marketing. On this basis the profile of the respondents in the two clusters was mapped.

Cluster 1: The respondents in this cluster were those who understand Spyware concern in E-marketing and factors extracted from the statements of spyware such as *Control over personal information, unawareness of collection of information and Unsecure*. On the basis of function it can be said that the respondents in this cluster were aware of spyware concern in E-marketing and in favour of E-marketing as they understand whatever web merchants do for marketing purpose only. It can be said that these respondents shown indifferent tendencies towards the unethical practices of spyware concern, as they felt the presence of these elements is justified.

Cluster 2: This cluster represents the set of respondents who were against the practices of Spyware concern in E-marketing. The respondents belonging to this set were those who understand that E-marketing is resorting to some unethical practices of spyware concern such as lack of *Control over personal information, insecurity and unawareness of collection of information* and were also against them. On the basis of function it can be said that the respondents in this cluster were against the E-marketing resorting to the said unethical practices.

The MDA helped to distinguish the groups of the respondents on the basis of their ethics had different perceptions towards the phenomenon of Internet Fraud in E-marketing. According to respondents web merchants should not go for unethically installation of unaware software and collection of personal information without the consents of users.
9.6.3.6 Mapping the Profile of two Cluster Segments with Respect to Issue of Cookies in E-marketing

Two a priori defined clusters of the respondents were mapped in defining their profile with respect to the perceptual factors derived from different statements regarding Cookies issue in E-marketing. It was found that two clusters were behaving differently towards the various perceptual factors regarding cookies issue in E-marketing. On this basis the profile of the respondents in the two clusters was mapped.

Cluster 1: The respondents belonging to this cluster were moderate in their behaviour and understand issue of cookies in E-marketing and extracted factors such as Consumer Awareness and E-Marketing Barrier etc. On the basis of function, it can be said that the respondents in this cluster were aware of cookies concern in E-marketing and in favour of E-marketing as they understand whatever web merchants do for marketing purpose only. Respondents in this cluster showed indifferent tendencies towards the unethical practices of cookies concern, as they feel the presence of these elements is justified if the purpose is marketing the products only.

Cluster 2: This cluster represents the set of respondents who were against the practices of cookies concern in E-marketing. The respondents belonging to this set were those who understand that E-marketing is resorting to some unethical practices of cookies concern such as Consumer Awareness and E-Marketing Barrier etc and are also against them.

The discriminant analysis indicated that there were different groups of the respondents who, on the basis of their values and ethics, have different perceptions towards the phenomenon of Cookies in E-marketing. Merchant must understand their social values and let them to know that Cookies has negative impact on E-marketing.

9.6.3.7 Mapping the Profile of two Cluster Segments with Respect to Demographical Concern in E-marketing

Two a priori defined clusters of the respondents were mapped in defining their profile with respect to the perceptual factors derived from different statements regarding Demographic aspect in E-marketing. It was found that two clusters were behaving differently towards the various perceptual factors regarding demographic aspect in E-marketing. The three variables (Frequency of online shopping, Major purpose of internet usage and Gender) were loaded on
this function that helped to discriminate between these groups. These variables deal with the
demographic concern in E-marketing. The variable with maximum loading is “Frequency of
online shopping”. This implied that that Frequency of online shopping played a major role in
discriminating the respondents of cluster 2 on one hand and that of cluster one on the other
hand as well as the profile of the respondents in cluster 2 is mapped on the basis of function
as being against the E-marketing. The second highest loading in this function was for the
variable “Major purpose of internet usage” and third highest loading in this function is for the
variable “Age”; both variable also plays a major role in discriminating the respondents On
this basis the profile of the respondents in the two clusters was mapped.

Cluster 1: The respondents in this cluster were those who understand “privacy, spamming,
cookies, internet frauds as well as spyware” concern in E-marketing. Hence, on the basis of
function, it can be said that the respondents in this cluster were aware of ethical concerns in
E-marketing and in favour of E-marketing as they understand whatever web merchants do for
marketing purpose only. On the basis of function it can be said that these respondents has
indifferent tendencies towards the unethical practices, as they feel the presence of these
elements is justified if the purpose is marketing the products only.

Cluster 2: This cluster represents the set of respondents who were against the practices of
“privacy, spamming, cookies, internet frauds as well as spyware” concern in E-marketing. The
respondents belonging to this set were those who understand that E-marketing is
resorting to some unethical practices and are also against them. On the basis of function it can
be said that the respondents in this cluster were against the E-marketing resorting to the said
unethical practices.

The multiple discriminant analysis indicated that there were different groups of the
respondents who, on the basis of their values and ethics, have different perceptions towards
the phenomenon of demographic aspect in E-marketing. This helps the merchants to
understand their social responsibilities and let them to know that different ethical issues like
Privacy, Spamming, Internet fraud, Spyware and cookies have significant role for the growth
of E-marketing.

**OBJECTIVE-IV**
9.6.4 Internet Fraud’s Awareness and Precautions

In this Section the awareness level of the respondents regarding the different kinds of Frauds existing due to violation of consumer’s privacy were examined. It was found that majority of the respondents were aware regarding Identity fraud, Card/financial information Fraud, Cash withdraw fraud, Spam emails and phishing fraud, Money Transfer Frauds, Bill payments fraud and Application fraud but for the Mass Marketing Fraud awareness was less. Chi-square test along with the Symmetric Measures test was also applied in order to study whether the awareness level of the respondents depends upon their gender and age attributes.

9.6.4.1 Gender wise Awareness:
The results revealed that the male respondents were more aware as far as the Identity fraud, Card/financial information Fraud and Cash withdraw fraud were concerned due to breach of privacy as compare to the female respondents. But on the other side for the Mass Marketing, Spam emails and phishing, Money Transfer Frauds it was Females respondents who had shown more awareness. The results also revealed that the awareness was almost similar among male and females respondents for the Bill payments fraud and Application fraud.

Chi-square test along with the Symmetric Measures test revealed that there was no association between the awareness levels of the respondents and their gender attributes as far as the Identity fraud, Card/financial information Fraud, Spam emails and phishing Fraud, Cash withdraw fraud, Money Transfer Fraud, Bill payments fraud and Application fraud were concerned but in case of Mass Marketing fraud there was significant association.

9.6.4.2 Age wise Awareness:
The age wise analysis of the respondents for the awareness level indicated that the respondents in the age category of 15-30 years and 30-45 years were more aware regarding Credit Card/financial information Fraud, Mass Marketing, Spam emails and phishing Fraud, Cash withdraw fraud and Application fraud. As far as the respondents in the age categories of below 15 years were concerned, they were least aware regarding the various Internet Frauds. The respondents who were above 45 years were more aware for the Identity fraud and Bill payments fraud. It was also found that the awareness was almost similar in all the age categories regarding the Money Transfer Fraud.
With the help of Chi-square test and Symmetric Measures it was found that there was an insignificant association between age attribute and Internet Frauds namely: Identity fraud, Card/financial information Fraud, Mass Marketing fraud, Spam emails and phishing Fraud, Cash withdraw fraud, Money Transfer Fraud and Application fraud. It was also found that there was significant association among Bill payments fraud and Age attribute.

9.6.4.3 Precautions against Internet Frauds

In this section, the precautions taken by respondents against different kinds of Frauds prevailing due to violation of consumer’s privacy were examined. In this part, the respondents were asked to rank the different preventions they think should be taken in order to protect from internet fraud. The ranks given by the respondents were ranging from 1 to 11, rank 1 correspond to the most preferred prevention against internet fraud and so on. The corresponding weights were assigned in the reverse order (ranging from 11 to 1) to each of these respective ranking and WAS were calculated.

The results indicated the highest weighted average score was found for “Only Purchase from Well Known Shopping Sites” which shows that the respondents perceived that by avoiding online shopping from unknown websites or making purchase from well known web sites, they can protect themselves from the trap of Internet Frauds. The second dominating prevention was found to be “No trust on strange websites” which clearly signified that respondents did not prefer to buy from strange or unknown web merchants. The third dominating prevention was found to be “Use less Credit Card”. This signifies that the respondents trust on filing their credit card numbers and security key pertaining to the same was less. They are of belief that their credit card numbers and along with password could be traced and misused. So they seem to be more preventive in case of online transaction. The tenth prevention perceived by respondents was “Decreased Online Purchases” which implied that by reducing shopping online to some extent they might prevent them from Internet Frauds. The least preferred prevention perceived was they might not take any prevention against Internet fraud in case of online shopping.

From the above discussion, it can be concluded that issue of Internet Frauds was considered major problem in case of E-marketing and in order to protect themselves consumers take
various preventions. As the most preferred preventions were to purchases online from well known web merchants or not shop from unknown web merchants.

**OBJECTIVE-V**

**9.6.5 Regulatory Aspect of E-Marketing**

In this part, the awareness level of the respondents regarding the different kinds Act/Regulation relating to E-marketing and Ethical issues were examined. The results indicated that the awareness levels of respondents were low regarding the various kinds of Law relating to Ethical Marketing. Respondents were very less aware as well as majority of the respondents did not have the knowledge regarding the concerned law. Null hypotheses were formulated to check the association between awareness level and gender as well as age attributes of the respondents. Chi-square test and Symmetric Measures was applied in order to study whether the awareness level of the respondents depends upon their gender and age attributes.

**9.6.5.1 Gender wise Awareness:**

It had been found that the female respondents were more aware as compare to the male respondents regarding the *Data protection Act, Consumer Protection Act and Spyware prevention Act*. As far as the *Information Privacy Act, Children’s Online Privacy Protection Act, Information technology Act and CAN-SPAM Act* were concerned awareness level was similar among the male and female respondents. It is interesting to note that male respondents had less knowledge regarding the concerned laws whereas female respondents had more awareness and knowledge.

Chi-square and Symmetric Measures results revealed that there was significant association between the awareness level of the respondents regarding the *Data protection Law* and their gender attributes. As far as the other Laws were concerned i.e. *Information Privacy Act, Children’s Online Privacy Protection Act, Information technology Act, CAN-SPAM Act, Consumer Protection Act and Spyware prevention Act* there was an insignificant association.
9.6.5.2 Age wise Awareness:

The results indicate that the respondents in the age group of 15-30 years and 30-45 years were more aware regarding Data protection Law, CAN-SPAM Act, Consumer Protection Act and Spyware prevention Act as far as the complete awareness level was concerned some of them were not completely aware regarding these laws. In the age category of below 15 years respondents were not more aware regarding the different laws of Ethical issue in E-marketing. The respondents belonging to 45 and above age category were more aware regarding Children’s Online Privacy Protection Act and Information technology Act. In case of Information Privacy Act the awareness was similar among all the age categories.

Chi-square and Symmetric Measures results revealed the association between the awareness of respondents and age attribute of respondents. The association between the awareness level regarding Data protection Law, CAN-SPAM Act and Children’s Online Privacy Protection Act with age attribute of respondents was found significant. But in case of Information Privacy Act, Information technology Act, Consumer Protection Act and Spyware prevention Act the association was found insignificant.

9.7 Practical Implications Generated from the Study

✓ The findings highlighted the importance of trust in future purchase as trust is a criterion consumers use to evaluate merchants on the Internet. Therefore it is crucial for online merchants to attract potential customers to make purchases by increasing their trust. The results suggest that Web marketers should build customers’ trust in online buying. It is important for them to recognize the trust factor so that they can take the necessary steps to boost their sales. The results of this study should also enlighten marketers in planning their marketing strategies. They may take the necessary corrective actions to provide better services. This will serve as a platform that will lead to sustained confidence of the consumers in buying online.

✓ From a managerial standpoint, identifying consumer risks is important and how to reduce these is of greater importance. The results indicate marketers do not follow the ethical practices on the internet; they use the unethical procedures for their own marketing purposes. However there is a dominance of money related risks where lack
of protection for credit card information is treated as greater concern. Consumers do not prefer online shopping because they have to provide credit card information; moreover there are very less effective rules regulations to protect the consumers from online frauds. To reduce this risk online vendors have to provide a secure channel for not only monetary transactions but also for other sensitive and proprietary information consumer furnishes at the time of transaction. It is the responsibilities of marketers give proper security to information submitted by consumers and not to misuse the same.

☒ The results revealed marketers do not disclose complete information to consumers more over consumers do not go for online purchase due to misleading statements online. To address source related concerns online retailers have to convince customers that proper compensations are made if the product is defective and lost during shipment. Money back guarantee, warranty and customer support may be useful. Satisfied customer endorsements were also found to increase consumer’s trust about online store. Online retailers also need to ensure that they provide an efficient delivery service to their customers.

☒ Based on present study’s findings it is also concluded that managers and marketers in order to acquire and retain consumers in the online environment must understand and frame strategies based consumer’s perceptions towards E-marketing and ethical issues in E-marketing. Marketers must offer variety of products to consumers as they are free to take decisions regarding choice of product and services they want to buy online based on their previous experience and product information they got through E-marketing. The concerned information must be user friendly for the consumers. The websites should also be designed in such a way not to confuse potential online buyers, who may not be familiar with this new form of shopping. Web marketers must ensure that, E-marketing transaction should not indulge the consumer in to any kind of online risk.

☒ The results indicate marketers must take care of all the unethical practices over the internet; it is all because of these unethical practices consumers do not provide accurate information online and they do prefer to go for online buying. It is important
for Web marketers to add more ethics in their business and trust marks to attract more customers, but the consumer’s perception is E-markets are not secured and error free as they are not following ethics in their business. Marketers making their websites attractive by adding unrequited features so instead of adding unnecessary features marketers must made the websites, ease of use, convent, etc. to attract the traffic online.

✓ Web marketers must take care of young consumers as they are the potential consumers of online market. The results indicate that E-marketing becoming popular in India as it is more adopted by young generation, because they are satisfied with the quality services provided by marketers online and consumers enjoy doing shopping online. E-marketing has become necessity of Present India as services provided in E-marketing are fast as compare to traditional marketing and consumers are shifting to online or space market. Marketers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers to buy online. With easy to use and user friendly websites, this will encourage new buyers to make a purchase decision who may more likely return for repeat purchases.

✓ In addition to that, there is also a need for marketers to frame a comprehensive privacy policy for their customers on the disclosure of personal information in order to lessen their concerns for privacy. The policy should clearly state that the information collected would be kept confidential and not shared or passed on to another party without their consent. There should also be an avenue for customers to request for the removal of their personal information from the online retailer’s database. The clear privacy policies of marketers build consumer’s confidence in E-marketing. Consumers are more concerned with their personal information; they don’t want to get it misused by the marketers or any third party. And marketers should not collect the personal information from the children. Surprisingly, security of personal information is absent in E-marketing technique. But without security, no customers would shop around. However, security is only a necessary condition; alone it cannot attract customers and promote E-marketing activities.
The results suggest marketers should follow the ethical practices to promote products through email marketing but they use the unethical procedures to promote their products through email marketing more specifically the commercial spams. The findings revealed spam is becoming threat to Email marketing as contents in commercial emails are more or less irrelevant, unsafe and lead to exposure of vulgarity. It is important for Web marketers to create consumer’s trust in Email marketing, as spamming violate the consumer’s privacy and it negatively influences the E-marketing. More over there is no any specific law in India to protect the consumers from unethical practice of spamming.

Consumers are not aware regarding spyware problem and some time they get involved into unknown websites by mistake which become the cause of insecurity of their personal information, more over there is lack of contract law in Spyware problem. Marketers should follow the ethical practices on the internet to collect the consumer’s personal information for their own marketing purposes. It is important for Web marketers to create consumer’s trust in E-marketing, as cookies and spyware violate the consumer’s privacy and it negatively influences the E-marketing.

Although the Indian government has taken various key steps to promote the growth of e-marketing in the country, nevertheless they can still continue to play their role especially in accelerating the development of e-marketing, which is currently lacking compared to other developed nations. In this respect, the Government needs to setup commercial codes that administer commercial transactions between businesses and consumers through the Internet. These commercial codes and practices will serve as a benchmark for online merchants in covering various aspects of online shopping practices including consumer privacy, security, Spamming, cookies, spyware, internet disputes and resolution of disputes. By having these commercial codes and practices, the Government would be able to verify Web marketers that meet the requirements of the commercial codes, thus helping to develop trust and confidence in consumers to shop online.
9.8 Limitations of the Study and Future Research Directions

- Since the data collection was confined to only Principal districts of Punjab i.e. Amritsar, Jalandhar, Ludhiana or Patiala and Union Territory of Chandigarh. The replication of the study at different regions of India would enable better generalisability of the findings of the study.

- The sample for the present study comprised of 568 respondents. The sample is small proportion of the entire population of online consumers in the Punjab and Chandigarh. Therefore, research studies with much larger sample size would be required to ensure more generalized findings of the study.

- The study was limited to individual shopping behavior. Punjab and Chandigarh being a collectivistic State and UT, most of the shopping happens in a family set up. Consideration of family shopping behavior might have interesting findings.

- The present study was exploratory in nature and primarily having quantitative methodology orientation. Therefore, for future research qualitative methodological work is suggested. For instance, the research design can employ case study methodology or content analysis to provide a holistic picture to the given subject.

- The present study was cross-sectional in nature and given the corresponding drawbacks of the same, longitudinal studies should be conducted in future to test the proposed model so as to re-evaluate directions of causality among the study variables. As perceptions change over time, longitudinal research may be helpful.

- E-marketing has been researched more often in developed parts of countries and this research was focused on a developing State. Thus, there is a need for cross-country or cross culture comparison studies to identify common and disparate factors related to online marketing perceptions.
9.9 Conclusions

Ethics is an important issue in online business. It not only breach the consumers trust and leads to insecurity it also affects the company’s brand image and company’s’ profit for the long haul. The foregoing findings and discussions reveal that the present study of Ethical issues in E-marketing has theoretical as well as practical implications. The study focus on the various aspects of the consumers as they consider E-marketing and the related ethical issues, which gives a clear cut idea to the online marketers about the practices related to E-marketing and their target market.

In the light of the above analysis and discussion the conclusion drawn there from implies that the E-marketing is powerful marketing technique, which has strong impact upon the perceptions of the consumers. The characteristics of the consumers based upon their psychographics and demographics form the major criteria in shaping their attitude towards E-marketing. Hence, how far the E-marketing’s practices is ethically justified and unjustified is solely based upon the perceptions of the consumers. These ethical perceptions affect the acceptability of the E-marketing and hence the attitude of the consumers towards it which in turn influences their buying behaviour towards the products being promoted online.

Consumers prefer Varieties in the products to be purchased online as they are free to take decisions regarding choice of products. As far as the web sites of the marketers are concerned consumers prefer web sites to be user friendly; convenient and easy to use. Consumers must be given the adequate facilities along with the variety of products and with the least risk involved in online transactions. The consumers do not prefer to go for online transaction because of unethical practices. Hence for the promotion of E-marketing the merchants must ensure incorporation of Ethics in E-marketing as consumers are more concerned and feel confident with the ethics thereof. Consumers considered the phenomena of E-marketing as a new generation marketing channel because of its gaining popularity among youth in India.

Consumers are also of the opinion that online marketers are unethically collecting their personal information and misusing the same for their vested interest; some time they even go to the extent of selling the same information without the consent of online consumers. It is important to create consumer trust in E-marketing and it is only possible if the issue of
security in privacy of consumers is insured while they are purchasing online. More over the Consumer’s also feel that the online merchants must use the collected personal information in an ethical manner and in consultation with the concerned person. The consumers recognized spam mails as problem as these lead to arousal of unnecessary curiosity to gain more information regarding the product leading to wastage of time, energy and cost and thus forcing them to switch or change their e-mail addresses. Consumers also consider the promotional emails, as threat for the Email-marketing, as the contents in promotional emails are more or less irrelevant, unsafe and even promote vulgarity. Marketer must take the permission of the consumers before sending them any commercial mail in order to restore consumer faith in E-marketing process.

In case of E-marketing consumers do not have control over their personal information as spyware leads to monitoring the consumer’s visits, collecting personal data, Misusing personal information and also violating the privacy without the consent of consumer and even without his knowledge. The consumers are unaware regarding Spyware problems and they do not know how to deal with it. As the result the consumers felt more “insecure” while transacting on web because of their ignorance in this regard. Some time even the consumers get involved with some unknown websites unintentionally this also becomes the reason of insecurity with regard to their personal information. As far the regulations are concerned there is no contract law which can prevent consumer’s interest against the problem of Spyware, though some preventive software like firewalls is available in the market. The consumers consider the cookies as unethical practice as it is invisible hand which is tracking and collecting the data of consumers, without their knowledge when they are transacting online. They also feel that the promotional tactics used by the marketers by using cookies also makes identity theft possible.