

Paper –Marketing Management

Paper Code-MB-105,

MBA, Sem-I

Dr. James Hussain

Assistant Professor (Guest Faculty)

[Email.-mbajames123@gmail.com](mailto:mbajames123@gmail.com)

## **Topic- Unethical Marketing Practices**

Some of the unethical practices of marketers are given below:

- 1. Invasion of privacy and lack of confidentiality.** Tele-marketing, door-to-door direct marketing, and personal interview/observation-based marketing research definitely invade the consumer's privacy and create inconvenience and disturbance. Further, marketers and researchers often share confidential personal data of respondents with other companies without the consent of the individuals.
- 2. Targeting the vulnerable segment.** Many marketers target children to promote unhealthy junk food, and fashion and entertainment goods. Other vulnerable customers are those in developing countries where people lack awareness. Many companies from advanced countries dump obsolete or locally banned products like pharmaceutical products in such markets. Aggressive marketing and promotion of infant milk food and some drugs banned in USA, in India and Africa are examples.
- 3. Unethical pricing.** These are practices that are rampant in India nowadays, and include tender bid rigging. Dumping, predatory pricing, price fixing, price war and variable pricing.
- 4. Advertising and promotion.** Since advertising tobacco products and liquor is banned in India, companies freely resort to surrogate advertising, where some other harmless products like soda or CDs are advertised using the brand name of former products. Eg:-Bagpiper Soda or Bagpiper CDs. This is also known as puffery. Hazardous stunt actions by celebrities used for promoting

motor cycles, and the use of violence, sex and profanity in advertising, are totally unethical. Aggressive promotion of birth-control pills in India was recently objected to by the government as it might promote promiscuity among the younger generation. Negative advertising, like disparaging competitors and their products is another unethical tactic of marketers.

5. "Greenwash" is yet another example of an unethical marketing strategy where the company appears to be ethical when its unethical practices continue.