



PERCEPTUAL STUDY OF SPAMMING AN UNETHICAL PRACTICES IN E-MARKETING

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ABSTRACT

E-marketing has become the information highway for the buying public. Most persons prefer the hassle free transactions that can be offered by E-Marketing shopping. Ethics in marketing term, relates to moral actions, conduct, motives and character that also means professionally right or benefiting, conforming to professional standard of conduct. E-mail is major new communications tools that substitute the fax and telephone to remove the barrier of distance. Spamming is one of the huge problems for the online customers. As the consumer can only decide what is right or wrong or even permissible in the field of E-mail marketing hence study regarding their behaviour become significant. In the study sample size has been restricted to 100 respondents from different districts of Punjab. As per the majority of the total respondents time saving ,awareness & easy accessibility are the greatest benefit for both the marketer and consumer by Email marketing. Majority of the total respondents received 0-5 emails in a day. Most of the respondents delete spamming emails without reading. Security and threats is considered most important concerns about the use of Email and Internet. Email- marketing proves to be more beneficial for computer savvy & literate persons. The privacy of the internet user is greatly violated and email safety is becoming an important issue. Security and privacy concerns are the barrier for online shopping.