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Model Of Consumer Rights Protection Via Ethics Marketing Communication Channels Affecting Purchasing Decision Behavior of Online Consumers

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Abstract: Social media has proven to be useful in getting information to as many customers as possible; however, the issue of how this information is managed still lingers. As part of the information security consideration as well as the customer's consent of their data being used in digital marketing, this paper focuses on the need for enforcing tough security measures against cyber criminals. In fact, conclusions presented, regarding capabilities like the encryption and the two factor authentication, have a positive impact on the data security and, as such, customer satisfaction. This research brings to light the issue of how firms can protect information while achieving marketing goals and objectives. The current paper stresses the role of ethical standards and preventive measures in the protection of customers' information and affirms that data security is one of the essential factors to build long-term success in the digital marketing context. This research paper explores the ethics of data privacy and customer consent in digital marketing, focusing on the implications of data breaches and the necessity for transparent data use. The findings highlight the importance of ethical practices in safeguarding customer data and ensuring trust in digital marketing.

Keywords: Data safety, data breach, digital marketing, ethical data collection, customer consent, encryption, satisfaction, marketing performance.

INTRODUCTION

In the era of digitalization, companies have become increasingly dependent on technology to improve their marketing efforts. When it comes to reaching the general population or a wide market, digital marketing has become a valuable utility for such exploitation. One of the part of this process includes the collection and exploitation of customer data for the analysis of behaviors, preferences and buying habits of consumers. However, this idea of using only customer data is problematic due to concerns and data protection concerns. One of the key problems

faced by companies is not only the proper use of customer information, but also their protection against data and cyber risks infractions. This requires compliance with strict security characteristics such as encryption and authentication of two factors that help ensure customer data. In the digital marketing panorama, the collection and use of consumer data are fundamental for specific advertising and custom customer experiences. However, with the growing frequency of data violations, the ethical considerations surrounding the privacy of the data and the consent of the clients have become

primordial. This document aims to investigate how digital marketing specialists can ethically navigate data privacy problems while adhere to legal standards. As indicated, this research seeks to determine how consumers' perceptions on the privacy of a company's data affect their trust in it. The client should be notified of how the data will be used and that the company does not sell or use them undesirable. This study addresses the following ethical problems in the collection of consumer data online: What are the ethics of online consumer data collection? What are the best procedures to protect customer data and obtain consent for marketing [14]? This article covers data management difficulties in digital marketing and offers strategies for companies to improve data security and resist cybernetic attacks

With the declaration of the Global Emergency State followed by the introduction of social distancing measures to contain the COVID-19 pandemic, people resorted more to electronic commerce (Lee and Charles, 2021). However, not all consumers trust this, and others highlight the little ethical practices of electronic reset, such as products with defects, variable prices, lack of protection of customer personal and financial data, not delivery of deceptive goods and advertising (Agag, 2019; Yang et al., 2020). As Elbeltagi and Agag mentioned, the Internet still seems to be an environment that favors ethical transgressions.

Ethics refers to moral principles, values and standards that guide human behavior as they provide information, goods and services (Arli, 2017; Agag et al., 2016). In this study, electronic tail ethics is understood as socio -environmental practices such as the sale of reliable products at a fair price, which originates from ecological production, without exploitation of workers and without deceptive offers (Etzioni, 2019; Limbu and Jensen, 2018; Chen and Moosmayer, 2020). These practices have increasingly awakened consumers' attention and can create positive perceptions to the ethics of retailers (Zollo, 2021). The ethical practices of electronic reset can also influence consumer behavior, resulting in positive responses to transactions and increases their tendency to purchase (Chang and Guo, 2021).

In sales relationships, retail ethics has generally been relevant to customer experience and satisfaction (Hamidi and Moradi, 2017). Some investigations have addressed the influence of the ethics of the retailer in the general experience, mouth to mouth, satisfaction, trust, commitment, loyalty and intention of consumers to repurry (Román, 2007; Román and Cuestas, 2008; Elbeltagi and Agag, 2016; Agag, 2019; Yang et al., 2020; Lee and Charles, 2021; Roy et al. 2022). More recently, a scale was developed to

measure the perception of consumers on the ethics of retailers in physical stores, consumer perceptions about the ethics of retailers (CPE) by Cheung and TO (2021), which adapted here to the online environment.

The evaluation of consumers of online retailer ethics can be explained by the pragmatic perspective of compensation and the value in ethical consumption, by Hiller and Woodall (2019). This theory provides a cognitive and utilitarian discourse with respect to compensation to define and maintain ethical consumption habits. Compensations are conflicts between profits and losses that occur in decision -making, producing value judgments. This is because consumption habits are not durable, but modify the search for a response for new purposes, new identity objectives or as different personal advantage perspectives arise (Hiller and Woodall, 2019). Online consumers can judge the ethics of retailers when they have an ethical awareness of socio -environmental problems, avoid little ethical retailers and choose consumption experiences that address their ethical concerns (Zollo, 2021).

This research adopts the CPE scale combined with the theory of Hiller and Woodall (2019) to answer the following questions: Do consumers' perceptions about the ethics of electronic retailers influence their experience and online satisfaction? The ethical beliefs of consumers mediate these relationships? This study aims to determine whether consumers' perceptions on the ethics of electronic retailers influence their experience and online satisfaction, as well as observe whether the ethical beliefs of customers mediate these relationships.

This study contributes to (1) to advance in the study of consumers' perceptions on the ethics of electronic retailers through the CPE scale by Cheung and A (2021), which presents ethical practices that were originally developed for physical retail sale but now apply to electronic tail; (2) Determine the effects of the CPE scale with respect to the construction of consumer online experience, adding value to its consumption (Tang and Yu, 2021); (3) Examine the implications of the CPE scale in relation to customer satisfaction, which is gradually becoming a central concept in any online commercial activity

Importance of Consumer

However, privacy, the growing dependence on consumer data in digital marketing has brought privacy concerns at the forefront. The collection, analysis and use of personal information poses critical questions about consumer autonomy, consent and the potential for improper use of data. As digital marketing practices become more sophisticated, the line between useful customization and invasive

surveillance becomes increasingly blurred. Therefore, consumer privacy has become a critical problem, not only from a legal and regulatory perspective, but also in terms of maintaining consumer confidence and guaranteeing ethical commercial practices. Consumer privacy violations can generate significant reputational damage for companies, legal sanctions and loss of consumer confidence. Purpose and scope The purpose of this review is to examine the multifaceted issue of consumer privacy within the context of digital marketing. Specifically, this document will focus on three key areas: data collection practices, consumer awareness and ethical implications of data use. By synthesizing recent research and exploring current trends, this review aims to provide an integral understanding of how these aspects interact and affect consumer privacy. The review will also highlight the existing gaps in the literature and will suggest areas for future investigations, contributing to the ongoing discourse on the balance of innovation in digital marketing with the need to protect consumer privacy.

Legitimate insurance for trading electronically

Legitimate issues concerning buyers are progressively squeezing with the presence of E-Commerce exchanges with traders in different nations. Insignificant distance trading like this, extortion frequently happens, and customers should be safeguarded. Extortion can happen regarding the whereabouts of the merchant; the products bought, the cost of the merchandise, porches orders, and installments by the purchaser (Vorotyntseva et al., 2020) If the buy request is sent electronically as well as the cost per unit of the merchandise requested by the purchaser is supposed to be higher than the cost expressed in the buy request, it might likewise happen that the dealer concedes that he has not gotten installment from the purchaser, while truth be told the purchaser has sent his installment at the total cost of the products. The weakness of exchanges through the web (E-Commerce) makes purchasers wonder whether or not to do these exchanges. Hence, endeavors are expected to give security to E-Commerce exchanges, both preventive and abusive (Goodell & Huynh, 2020). Preventive endeavors can be as customer mentalities that are generally cautious in shopping; purchasers should know whether the electronic shop visited can be relied upon. Likewise, dealers should give a security framework in exchanges; at present, two modes are, for the most part, utilized by merchants to be specific: The solid attachment layer (SSL) technique specifically safeguards individual data in the crate among purchasers and merchants, the security of information sent over the organization is likewise ensured (Bhor & Kalla, 2020). Customers in making exchanges should guarantee that the information is

as great encryption. This can be discovered and checked through the presentation in a bit of symbol as a critical picture, and the key should not be broken or harmed during an exchange. As well as seeing the picture of the key, it can likewise be made sure that the dealer site, which generally begins with HTTP, should change to HTTPS during the exchange cycle. Secure electronic exchange (SET) technique SET utilizes advanced testaments to demonstrate that shoppers and dealers reserve the option to utilize and acknowledge charge cards. SET is an electronic gadget that allows dealers to check buyer marks on the rear of Mastercards. SET gives way to purchasers and brokers to distinguish each other before making an exchange so installments can be destined to be correct (Disemadi et al., 2020)

A delegate business is the foundation of guidelines that explicitly control ECommerce. Among them that can be utilized as rules for making E-Commerce guidelines are Uncitral Model law of E-Commerce (Li & Karahanna, 2015). The fundamental standards illustrated are a. All electronic data as electronic information that can be said to have legitimate results. b. If the law expects that data should be in a composed structure, then electronic information can satisfy the prerequisites. On account of a signature, an electronic mark is a substantial mark. As far as the strength of confirmation of the information being referred to, the information message has the force of verification. Electronic Transaction Act in Singapore A few things are illustrated (Taddei & Contena, 2013).

There is no contrast between electronic information and paper records. Electronic information can supplant a composed record. The gatherings can go into an agreement electronically. Electronic information can be proven in court. If the gatherings have got electronic information hosts, they should concur on the information. Eu Model Law of Electronic Commerce There is essential things that should be considered (Megaw & Flowerday, 2010). Every state will guarantee that its broad set of laws permits agreements to be made using electronic means. Notwithstanding, part nations can likewise make exemptions for the above arrangements for this situation: Contracts in making/directing courts overland. Contracts are managed in family regulation. Guarantee contract. Contracts including court authority. Legitimate cures that can be taken are default in exchanges through the web (ECommerce).

The E-Commerce deal and buy exchange is workable for default by one of the gatherings. Presently the issue is what lawful cures can be taken by the party who feels oppressed. The UK buyer debate goal is managed in Chapter X, which comprises four articles, beginning from Article 45 to Article 48. Through the arrangements of Article 45 passage (1) of the UK, it

tends to be seen that to determine shopper questions, there are two choices, specifically: accountable for settling debates among buyers and business entertainers. Through the legal executive inside the overall legal executive. Article 45 passage of the UK states: "Customer question goal can be sought after through the courts or outside the court given a willful selection of disputants." agreeable settlement by the gatherings to the debate (Saarijärvi et al., 2017) The clarification of article 45 passage, specifically the settlement of buyer questions as alluded to in this section, does not preclude the chance of a quiet settlement by the gatherings to the debate. At each stage, endeavors are made to utilize a genial settlement by the two players in the debate. What is implied by the amicable settlement is a settlement done by the two players to the question (business entertainers and buyers) without going through a court or shopper debate settlement office and not going against this law (Niranjanamurthy & Chahar, 2013). From this article, it very well may be reasoned that there are two methods for settling buyer debates: courts and out-of-court settlements. Settlement of questions through the courts is directed in Article 48 of the UK, which specifies that the settlement of debates through the courts alludes to the arrangements concerning general courts that apply by considering the arrangements in Article 45 above. The arrangement of Article 45 for this situation is because of how shopper settlement through the courts is just conceivable if: The gatherings have not yet picked a work to resolve buyer questions outside the court. Endeavors to determine purchaser questions outside the court were pronounced fruitless by one of the gatherings or by the questioning gatherings. Settlement of debates emerging from the business world is a different issue since business entertainers face specific questions; they will be confronted with a long and expensive legal cycle (Strievi, 2010). In contrast, the ideal question goal is quick and reasonable in the business world. In the meantime, the out-of-court settlement is directed in Article 47 of the UK, which specifies that the settlement of purchaser questions outside the court is held to arrive at an understanding concerning the structure and measure of pay or potentially in regards to specific activities to guarantee that the misfortunes endured by buyers will not happen once more or will not be rehashed. Debate goals outside the court can be through the customer question settlement organization (BPSK). Albeit not an absolute requirement to be taken by customers. The BPSK choice itself has the lawful ability to give shock treatment to mischievous business entertainers because the choice is utilized as absolute proof for specialists. The UK gives BPSK the position to force authoritative authorizations on business entertainers who disregard specific disallowances. In the interim, regarding the execution of BPSK's choice, an

execution assurance should be mentioned in court (Wijaya et al., 2019). Out-of-court question goal foundations carried out through BPSK are explicitly for individual buyers who have debates with business entertainers. Buyers genuinely require the idea of a question goal that is quick and modest. BPSK has done this because it is expected to determine customer questions in 21 days since the claim is gotten (Salles, 2017).

Summary

This review has explored the complex landscape of consumer privacy concerns in digital marketing, focusing on the technological solutions and legal and ethical considerations that shape current practices. We examined how encryption, anonymization, and blockchain technologies contribute to safeguarding consumer privacy while acknowledging the new challenges introduced by advancements in AI and big data analytics. Legal frameworks such as the GDPR and CCPA play a crucial role in enhancing consumer protection, but ethical considerations extend beyond compliance to address issues of discrimination, manipulation, and consumer autonomy. Emerging trends like AI, big data, and personalized marketing offer both opportunities and challenges in balancing personalization with privacy concerns.

Concerns about Ethics in Digital Marketing:

With so many advantages for consumers, the Internet has completely changed the way companies run. But there are also ethical problems with modern technology, especially when it comes to Ia. Important problems include how well each Internet channel arrives at customers, how the products are explained well, how technology can be used to deceive customers, how unjust price schemes that use electronic devices can be and how customer information can be used to go to advertisements (Junusi, 2020). By grouping the classic components of the advertising mixture (product, price, location and promotion), this research examines the ethical implications of digital marketing. Each of these elements has important information to make ethical decisions, and their unity and interaction determine the welfare and proper functioning of each one (Hermann, 2022). The injustice of prices is raised by harmful prices, dishonest prices and illegal prices, which emphasizes the importance of prices ethical problems. Problems related to product availability and ethics are also raised by the expansion of online sale. Another crucial factor that must be taken into account ethically is shipping because consumers who buy online appreciate quick delivery and gravitate towards companies that put it first (DU and XIE, 2021). It is necessary to examine ethically related issues, including data data, online advertising, email and network sites to advance, the integrated marketing approach. Digital marketing specialists

must make ethical decisions at all levels. Developing successful plans of the company while acting morally towards customers is the main ethical duty. Digital customers, according to an investigation, such as companies that support them and take into account ethical problems while promoting their products. To increase perceived reliability, companies must use security tools and applications properly and take measures not to break the laws regarding privacy (Weiss, 2021). Improved profits, market share, credibility, consumer confidence and commitment can result from the implementation of an ethical attitude at each level of the digital marketing approach.

Significance of Ethical practice on customer Trust

Ethical practice is an important aspect to obtain customer loyalty and confidence. For long-term sustainability, it is very crucial. As companies prioritize ethics and transparency, create a positive brand reputation (Saura et al., 2021). Customer Trust: Customer confidence can be very influenced by an ethical approach to customers and digital marketing as well. Currently, guests are worrying more about data security, privacy and data violations. Digital marketing can reduce this concern to its customers through an ethical approach and honest advertising. It has been seen that customers care less when companies give access to their data and can customize according to their will, feel a sense of fidelity towards that company (Aioli et al., 2021). Building long-term loyalty: the creation of ethical practices not only creates loyalty to the brand with the client, creates a link with the client. This creates a promotion champion reaction in favor of the company, since loyal customers and the promotion of mouth in the mouth are very important for any brand or company and for this confidence that customers are willing to spend more. Case studies: Few case studies have demonstrated the impact of ethical practices on client's trust and loyalty. The digital platform focuses on the privacy of data as Apple takes a strong position on data protection. This client believes in his strong data privacy system, so he builds the client's trust and loyalty (Peter and Dalla, 2021). The Regulatory Framework as General Data Protection Regulation (GDPR) and the client's privacy of the California client (CCPA) has established legal standards until how much customer data can be used. CCPA allows California populations to control their personal data, since they cannot choose not to have a personal data option. These small changes not only create a better client impression but also a safer environment for the client to use (Jacobson et al., 2020). According to the Interactive Advertising Office (IAB) and the Direct Marketing Association (DMA), they have developed several guidelines to create an ethical environment for customers. Such as IAB guidelines not only help companies adapt best

practices, since it creates a better customer platform and creates a less risky environment. To remain with these laws simply do not show their ethical practices, but also their commitment to their clients (Hofacke et al., 2020). Following these guidelines, companies reduce the complexity of digital marketing. As the business can help create a positive reputation and customer confidence. Not following these guidelines can fall into that business to legal consequences and loss of customer confidence. Industry guidelines offer an important basis for promoting ethical behavior in digital marketing. As they establish clear and clear guidelines for data transparency, data protection, equity and privacy of customer personal data. When implementing all these guidelines, the business creates an ethical environment for customers and, ultimately, the growth of that business (Chen et al 2021)

The improvement of AI has revolutionized the basis of digital marketing by providing new opportunities and specific ethical regulations. As an introduction, the AI company can customize its digital marketing according to the specific needs of the client, offer personalized suggestions, therefore, to improve the general experience of the client. As the AI capacity to operate with large amounts of data without problems. But with these positive implications, there are several scope to worry, such as the privacy of data, transparency and equity. As AI operates in the personal data of the clients and, according to their behavior and data, the Formula Custom content for them. Therefore, create content based on the target client. So, the fear of data violation is also there. Therefore, it is very important to integrate technological advances with ethical reasoning. If the client can know how their data is used, it can have a better transparency with your client, since you can choose or know how your data is used. For the privacy of the company's client data is its first priority. As AI and data analysis offer outstanding opportunities for digital vendors and add ethical guidelines with AI can maximize the result. Blockchain Technology has created a revolution in digital marketing, offering safe data storage and requesting verification. Promotes transparency by providing safe transactions when cutting intermediaries. Since it reduces the cost and reduces the risk of fraud. However, there is an important concern is data ownership such as the place where the data is stored and who has control over them. Ensuring user consent and data property is an important ethical aspect. Although it creates a safe space for user data, it also makes it difficult to update or eliminate personal data. In addition, companies must maintain transparency with their data collection, data storage and data protection. As companies are adapting to new ethical guidelines in digital marketing. Since they provide a structured

approach to meet ethical guidelines. Compiling ethical guidelines with your process creates a more ethical environment for users, since it reduces the risk of a little ethical approach. Like the safeguard customer's confidence and improve the reputation of the brand and customers will not worry about how their data is stored and used. Creating a safe place and implementing confidence for companies. It also serves all the same as the client, interested parties, employees and competitors. According to this, the company not only reduces legal complexity but also data security and sustainable growth for business (Tursunbayeva, et al, 2022).

Ethical Standards in Different regions:

Ethical standards in digital marketing are very different according to the region and the country. When analyzing these regions, we can obtain an overview of the client's global expectations. As in North America, mainly the United States and Canada follow the guidelines made by the General Data Protection Regulation (GDPR). According to its guidelines, the framework must have transparency, consent and secure client data. The veracity in advertising, equity in marketing communication. For these guidelines, companies must implement solid data protection methods and personalized marketing to meet customer needs. In Europe, the frame is also under GDPR, which establishes especially high evaluation standards for the EU. They have a very strict policy to request the client's consent and the special protection for the category of confidential data, such as biometric data and related health. Through the implementation of such a strict policy that they have adopted to privacy improvement technologies (PET). In the Pacific Region of Asia due to several markets with several regulations. The dynamics in data protection laws and improvement on the region. By adapting with digital advance, it is much more efficient now to influence ethical regulation. Due to the multicultural situation, companies must implement according to cultural diversities. Companies that operate worldwide must comply with these rules and ethical frameworks to increase customer confidence and data privacy

Definition and Characteristics of E-Commerce

Electronic commerce consists in the purchase and sale of products or services through electronic systems such as the Internet and other computer networks. As a new form of business, it is the commercial activity that uses electronic and digital means. The parties carry out a transaction through electronic commerce instead of the transaction of the face face to face. Modern electronic commerce generally uses the world network at least at some point in the transaction process, although it can also cover a broader range of technologies such as email. The use of trade is done in this way, stimulating and

taking advantage of innovations in the transfer of electronic funds, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems and automated data collection systems.

The characteristics of electronic commerce leave the advantages it provides. With computer and network technology, electronic commerce produces a virtual global commercial environment without limits of time and space, which has significantly expand markets, cost reduction, promoted the transformations of traditional industries and improved the efficiency and quality of service in commercial activities. Electronic commerce is conducive to the formation of the modern trade circulation system and has become an important part of the modern service industry.

There are several characteristics of the significantly different electronic commerce transaction from the traditional trade of basic products. First, consumers can only obtain information from advertisements, instead of observation, selection or real inspection. If online vendors do not disclose all relevant information and provide false information, consumers' interests would be violated. Second, the transfer of money paid for goods cannot be carried out immediately. In general terms, in electronic commerce transactions, consumers refer to online vendors at the beginning and tell them the desired goods. Online sellers will consume the consumer after receiving remittances. Third, one of the important elements of electronic commerce transactions is how to ensure that a valid contract between the parties has been concluded. Evaluating the validity of contracts is difficult in the Internet environment because contracts do not have paper. Therefore, the digital signatures system is essential to help promote electronic commerce because it ensures that all parties have signed in a binding contractual agreement.

The Right to Privacy and Its Characteristics

The concept of privacy is highly interesting. Perhaps its most striking feature is the fact that there is no agreement upon what it actually is. The "right to privacy" has inspired considerable debate in many fields including the areas of law, philosophy, sociology, politics, and more recently, computer science. This debate is fascinating, complex, and at times rather surprising [6]. Furthermore, how the right to privacy fares when applied to the world of e-commerce is an even more contentious issue.

Today transaction in e-commerce typically requires the divulgence of large amounts of personal information. Necessary information includes credit card information and delivery details. Also the

possession of such information gives e-business the opportunity to analyze it, discovering trends and increasing the efficiency of their business dealings. Consumers typically had no idea as to the range of possible uses that possession of this information allows for, and thus had no idea as to the possible violation of their privacy that could occur. However, in the last decade, consumer awareness of privacy is increasing, particularly among the Internet users. They begin to demand that their privacy be respected by e-commerce, which requires the legislation of e-commerce consumer rights protection.

The Self-Regulation Model in the United States

The United States is one of the countries where Internet technology is more developed. In the United States, concern for the protection of privacy and the measures adopted have remained in the ranks of the world. The Chamber and Senate promulgated the Privacy Law in 1974, which is the Fundamental Law on Privacy Protection in the country. The law establishes that federal government agencies have the power to collect and use personal data, and stipulates that government agencies cannot use any private information without the consent of the parties. In 1986, Congress approved the Electronic Communications Privacy Law, which is the most important law that deals with the privacy problems of the electronic commerce consumer.

In the United States, the protection of the right of electronic commerce consumers to privacy has been sought through the media by the electronic commerce industry. Self-regulatory measures are divided into four groups. The first is the guide of the constructive industry. For example, the online privacy alliance (OPA) in June 1986 announced its online privacy guide, which said that members agreed to adopt and implement their privacy policy, but does not monitor the performance of the members. The second group is the Electronic Commerce Privacy Authentication Program, which means that private companies commit them to protection of electronic commerce privacy. The third group is the method of technological protection, which concentrates the protection of the right to privacy by the consumers themselves. By using software technology to protect the right to privacy, consumers can automatically be alerted before entering the website what information will be collected. The choice to proceed or does not depend on consumers. In addition, consumers can decide in advance what data will be collected, and can choose allowed data in advance, other data will be collected outside the selection. The last group is the safe port method, as a new method that combines self-regulation with the legislative rules. The so-called safe port refers to the Electronic Commerce Privacy Protection Guide promulgated by specific online

service providers.

The United States mainly defends the self-regulation of the industry to protect the right to consumer of electronic commerce to privacy. But his first priority is the legal protection of the right of minors to online privacy. The United States approved the Law on Privacy in Children's Privacy on October 21, 1998 and entered into force on April 21, 2000. This is the first Effective Privacy Law of the Network in the United States, and the first legislation of the Royal Network in which the rights and interests of consumers are considered for the first time. The ACT focuses on protecting the privacy rights of children, which clearly provides obligations and sanctions of suppliers when the consumer has 13 years or less.

In recent years, the United States is under the pressure of the strict EU rules, at the same time, the effect of the self-regulation of the national industry is imperfect, so the voice has emerged to request legislation on the protection of the privacy of the consumer of electronic commerce. The United States government still states that the problem must be managed by Internet companies. The United States has not promulgated comprehensive and systemic federal legislation to protect the right to electronic commerce consumer to privacy, due to the consideration of the preferential development of electronic commerce. You are afraid to hinder the development of the Internet due to hasty legislation. In addition, the United States is a country of jurisprudence and jurisprudence also plays an important role in the protection of the right to privacy of electronic commerce consumers

CONCLUSION

It has been suggested that ethics in advertising, promotion, and business in general are unrelated to short-term financial gain. Ethical advertising is criticized for being costly, lengthy, ineffective, and even dangerous when the maker misses the point. But as this essay explains, ethical behaviour—especially in advertising—is no longer only a very beneficial investment, even if it is still essential to a business's longevity. On the other hand, acting illegally has been shown to cause undoubtedly harm to one's character along with an abundance of minor criminal problems. It has been shown that good behaviour is very well-obtained and commonly preferred while making selections about what to buy, especially among youngsters. Even in previously secure huge companies, unethical behaviour is no longer tolerated in 2018 due to the growing influence of the conscious and connected customer. Companies will find that today's customers are cautious to purchase from them if they're unable to adjust to this newer ethical standard.

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