

Ethics in Digital Marketing: Perception of Ethics in adopting Digital Marketing Strategies

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Introduction:

Marketing in the digital sphere is considered one of the efficient solutions regarding its cost versus the people it reaches, especially with the growing community of internet users. Moreover, that presents somehow both, an opportunity for every business, but also a risk due to the rise of the ethical concerns related. Therefore, companies aiming to develop digital marketing strategies need to take every ethical concern in consideration. This research explores how Moroccan companies perceive ethics in the adoption of digital marketing strategies. Through a qualitative analysis, including interviews with 11 professionals across sectors.

Results:

The word cloud highlights the high frequency of key terms like "ethical," "digital," "marketing," "privacy," and "company," indicating a strong emphasis on ethical considerations such as data protection and trust in digital marketing practices.

The empirical study showed through a profile-based analysis and a theme-based analysis that there is a sort of general awareness about the importance of ethics, the degree of implementation and understanding varies widely. Privacy, data security, and transparency emerged as the primary concerns, reflecting a growing recognition of the ethical challenges posed by digital technologies. The study also revealed gaps in the formalization of ethical guidelines and a lack of active consumer feedback mechanisms, suggesting areas for improvement. These results highlight the need for enhanced ethical education and better integration of ethical principles into digital marketing strategies. According to our results, Morocco makes no exception in aligning with the trend where businesses adopt ethics as core aspect in their marketing strategies.

Conclusion:

When we put under comparison the results of our study with the existing literature review, on the perception of ethics in digital marketing, particularly in the context of Moroccan companies, we encounter alignments and some divergences from literature. Both the empirical study and the literature have indicated the awareness about the importance of ethical practices in digital marketing among companies. In addition, the focus on social media and content marketing strategies. Finally, our study found that very few Moroccan companies have frameworks for ethical digital marketing, and that what the research of Sparks in 2019 have found. This gap shows that while companies recognize ethical issues, they often do not take the necessary steps to deal with them. On the other side, our study showed divergence from literature in two main aspects; the perception of ethical challenges, and about consumer feedback.

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