

Conclusion

These are some of the main points that illustrates contrasting thoughts with regards to the position of ethics affected by automation. These are serious concerns that will have long lasting consequences when AI comes to the forefront eventually. Nations that would build weapons based on artificial intelligence; the algorithm will make decisions to eliminate to eliminate people without human intervention. It will also decide what ads should we see, what news should we obtain, which places should we visit. We are at an inflection point where a program makes a predetermined analysis of our psychology based on previous behaviours. Thus, it is an important juncture where we need to decide a set of rules or framework before we pass the control over to AI. (<https://medium.com/@matthewbiggins/modern-technology-has-an-ethics-problem-abcfa755fb97>, n.d.)

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Ethics in Digital Marketing

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Abstract

The term digital marketing is thriving and represents the growing growth in rural areas of India and popular technology is having a powerful influence on home marketing in relation to digital marketing. Companies face major challenges in meeting the needs of rural people and this brings rural marketing to grow faster than urban advertising. This paper provides insight into how digital marketing will impact rural marketing in the Chickballapura region. In recent years the domestic market has gained importance and attracted the attention of advertisers in the rural market, and it is becoming increasingly important due to the overcrowding of the urban market. Retailers therefore want to expand their product categories to an untested market namely the domestic market. The main purpose of this study was to identify the potential for digital marketing to rural people and to identify the various problems facing rural people. The use of mobiles and the internet will help both business organizations and customers in rural areas to meet demand by providing the required products. The study is based on the Chickballapur region, which means that locals use a variety of digital marketing tools to meet the needs of the people of the region. Companies, especially those with consumer purchases, should start identifying people with internet-connected phones who will spread the word orally. Everywhere. Businesses should start to take seriously every Facebook user as they will have a huge impact soon. This paper provides ideas for digital marketing and other proposals for the development of home marketing through digitalisation. Keywords: Customers, Digital Marketing, Organization, Rural Marketing, Technology, Villages.

Introduction

'GO RURAL' is that the mantra for nearly all marketers in Asian nation these days. As urban market is turning into saturated for many of the product, entry towards rural market is that the solely property strategy for them. therein context, rural market provides vast potentiality to most makers. HUL, P&G, ITC etc., area unit a number of the examples United Nations agency created history in rural market by with success creating Associate in Nursing entry and retentive their place until these days among organized ones. Thanks to the appearance of technology, entry into rural market has become a lot of easier through good phones and net property. No additional villages stay remote within the era of medical care. Virtual property between makers and rural customers has created entire world as a 'Global Village'. The impact of digital promoting on the expansion of rural market has shown positive hopes for the marketers in most sectors. Since, Asian nation has quite seventieth of its population in rural areas, the marketers might see a replacement ray of hope to grab untapped rural potential.

Edward J. Malecki (2003) worked on the potential and pitfalls of digital development in rural areas. Clearly there area unit potential edges of the digitalisation in geographical region that will increase the potency of the work however it additionally has downfalls am passionate about it would be the explanation for shortage of human capital. As there's increase in technology the products and services area unit on the market at a click far from folks which has reduced the human interaction. net and mobile became integral a part of our life, whether or not just in case of telecommunication, diversion or promoting. the rise within the digital economy additionally.

Laura Galloway et al (2005) have over that there's abundant proof that data and communication technologies (ICTs) area unit drivers of economic process. As a result, government is keen to push to push, notably wherever there's economic development would like. the agricultural economy in most countries is thought to be that which needs intervention so as to foster property and development, and also there are several empirical studies of each the worth and the use of ICTs in rural areas. These are, however, extremely disparate, typically being trade, country- and, indeed, type-of-technology-specific. the most aim is to tie the extremely eclectic literature on the utilization of ICTs in tiny to medium-sized enterprises (SMEs) in rural areas so as to produce an outline of generic problems, relevant to policy.

Erda CV (2008) studied the comparative shopping for behavior of rural and concrete customers on mobile phones. The study highlighted the distinction in terms of consciousness regarding worth, quality, style, operate and whole. it had been over those rural segments pay less attention towards the standard, function, and whole and area unit additional aware regarding worth and magnificence. it had been over that minor modification or extrapolation of urban promoting ways may fail in rural promoting.

Michael Trusov et al (2009) studied the result of spoken (WOM) promoting on member growth at a web social networking website and compare it with ancient promoting vehicles. as a result of social network sites record the electronic invites from existing members, departing WOM are often exactly tracked, along side ancient promoting, WOM will then be joined to the number of recent members afterwards connection the positioning (sign-ups). owing to the endogeneity among WOM, new sign-ups, and ancient promoting activity, the authors use a vector autoregressive (VAR) modeling approach. Estimates from the volt-ampere model show that WOM referrals have well longer carryover effects than ancient promoting actions and manufacture well higher response snap. supported revenue from advertising impressions served to a brand-new member, the cost of a WOM referral are often calculated; this yields associate degree upper-bound estimate for the monetary incentives the firm may provide to stimulate WOM.

Heikki Karjaluoto et al (2010) in their study to make a abstract model of consumers' temperament to just accept mobile advertising, first, investigated factors that influence the acceptance of mobile advertising from each industry's and consumers' purpose of read. Second, supported a review of previous studies within the field, the authors projected a abstract model of consumers' temperament to just accept mobile advertising.

The model, supported four analysis hypotheses, indicates that consumers' temperament to receive mobile advertisements to handsets is principally driven by four factors: role of mobile medium in promoting mix; development of matched promoting medium; regulative. The findings offer many abstract and social control insights into the role of mobile advertising these days and within the close to future.

Saroj Kumar Verma (2013) examined the challenges and opportunities of rural promoting in Republic of India. one in every of the most important challenges known within the study were the non-homogenous and scattered nature of the market. different challenges enclosed seasonal

promoting, low per capita financial gain, transportation, and repositing On the opposite hand, Brobdingnagian|an enormous a large} population seen as huge client base in rural section is loved as a chance for the marketers to channelize their efforts.

Increase in buying power, as rumored by Rural promoting Association of Republic of India (RMAI) is associate degree other conclusion of the study that highlights that there so exists an untapped market during this section.

Pooja and Neha (2014) in their study examined the scope of rural promoting in Republic of India. They over in Imperial Journal of knowledge domain analysis (IJIR) Vol-3, Issue-8, 2017 ISSN: 2454- 1362, <http://www.onlinejournal.in> Imperial Journal of knowledge domain analysis (IJIR) Page 706 their findings that there exists an oversized scope of selling, providing improvement in infrastructures is applied. It additionally declared that the agricultural market is however to be exploited. International Journal of Advanced in Management, Technology and Engineering Sciences Volume eight, Issue 1, JAN/2018 ISSN NO: two49-7455 2 <http://ijamtes.org/>

Mahalaxmi et al (2016) have opined that folks area unit victimisation digital channels for buying regardless of their qualification and financial gain level. publicity towards digital channels has created awareness among folks. Customers' area unit happy with the merchandise that they bought through the digital channels.

Research Gap: By reviewing the on the market literature, it's clearly noticed that, several authors have conducted analysis on digital promoting. However, the impact of digital promoting on the expansion of rural market has not been given abundant importance and scope in any of the studies. Hence, the researchers have an interest in knowing its impact on growth of rural market notably in Chickballapur region: to grasp rural mass behavior towards usage of sensible phones and net. □ to research rural folks' perception towards digital promoting.

Objectives: to seek out avenues for digital promoting in rural areas. To analyze rural people perception towards digital marketing: to understand rural mass behavior towards usage of smart phones and internet.

Scope of the study: this analysis aims at finding avenues for digital promoting in rural areas, rural client perception towards digital promoting and finding potential avenues for the marketers in