

Ethics in Consumer Marketing

Marketing

Where persuasion crosses into exploitation.

Considerations in ethical practice.

Warning signs

Targeting known vulnerability

Obscuring the total price until late

Making cancellation harder than signup

Urgency claims that are not true

Exploiting children's inability to judge intent

Better practice

Disclose the full cost upfront

Make exit as easy as entry

Substantiate every claim made

Test whether the tactic survives disclosure

Educational reference. Advertising standards and consumer law vary by jurisdiction; several of these are now legal duties.