



S.P.K PUBLICATIONS

ADVANCED PERSPECTIVES IN MULTIDISCIPLINARY RESEARCH

VOLUME I

Exploring New Frontiers Across Disciplines



ISBN No: 978-81-688722-1-9

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VOLUME – 1

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Published by



S.P.K Publications

3/597, Lakshmanapuram, Kulathur, Dindigul, TamilNadu.

Website: www.publications.spkgrps.com

Contact: info@publications.spkgrps.com

First Edition – August 2026

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© S.P.K Publications, Dindigul – 624005

ISBN No: 978-81-688722-1-9

M.R.P: 499/-

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Published by:

S.P.K Publications
3/597, Lakshmanapuram,
Kulathur (po),
Dindigul – 624 005
Phone: 93440 51838

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Printed by:

Sai Prints and Binders
1A, Krishna Puram Colony,
Main Road,
Madurai – 625 014
Phone: 90038 56571

PREFACE

It is our pleasure to present *Advanced Perspectives in Multidisciplinary Research – Volume I: Exploring New Frontiers across Disciplines*, a scholarly collection that brings together contemporary research and emerging perspectives from diverse academic fields.

This volume reflects the growing importance of multidisciplinary and interdisciplinary research in addressing contemporary academic, technological, economic, social, and scientific challenges. The contributions cover a wide range of themes, including finance and investment, banking, artificial intelligence, digital transformation, sustainability, green finance, human resource management, marketing, entrepreneurship, education, social inclusion, chemistry, and emerging technologies.

Particular attention is given to emerging areas such as AI applications in banking and HRM, digital trade and financial technologies, robotics in retail, augmented and virtual reality in education, green consumerism, ethical marketing, and sustainable finance. The volume also includes scientific and social research addressing polymer materials, antibacterial applications, social inclusion, and academic integrity.

The diverse contributions demonstrate how knowledge from different disciplines can complement one another and generate meaningful insights for contemporary society. The book is intended to provide a useful academic reference for researchers, academicians, research scholars, students, practitioners, and professionals seeking to understand emerging developments across disciplines.

We sincerely appreciate all the contributing authors, reviewers, academic institutions, and collaborators whose valuable efforts have supported the development of this volume. We hope this book encourages further research, interdisciplinary collaboration, innovation, and knowledge sharing.

The Editors

Advanced Perspectives in Multidisciplinary Research – Volume I

S.P.K Publications | 2026

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Ethical Behaviour and Emerging Marketing Technologies: An Empirical Study among College Students in Pollachi

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Abstract:

The rapid emergence of artificial intelligence, social media marketing, personalized advertising, influencer marketing, chat bots, recommendation systems, and data-driven marketing has transformed the contemporary marketing environment. While these technologies provide significant benefits to consumers and marketers, they also create ethical concerns relating to privacy, transparency, informed consent, data security, manipulation, fairness, and responsible use of consumer information. College students represent an important consumer segment because of their extensive use of digital platforms and their increasing exposure to technology-enabled marketing practices. The present study examines the perceptions of college students regarding ethical behavior in emerging marketing technologies in Pollachi. The study adopts a descriptive and empirical research design and collects primary data from 575 college students through a structured questionnaire. The study examines students' awareness of emerging marketing technologies, perceptions of ethical marketing practices, privacy concerns, transparency, trust, and responsible use of consumer data. Factor analysis, are proposed for analyzing the data. The model findings indicate that transparency, privacy protection, responsible data usage, and fairness significantly influence students' trust in emerging marketing technologies. The study highlights the importance of ethical standards, consumer awareness, institutional education, and responsible technology adoption. The findings provide useful implications for marketers, educational institutions, technology providers, and policymakers seeking to develop trustworthy and consumer-oriented digital marketing practices

Keywords: Ethical Behavior, Emerging Marketing Technologies, Artificial Intelligence, Digital Marketing, Consumer Privacy, Transparency, College Students, Pollachi

Introduction

Marketing has undergone considerable transformation with the rapid development of digital technologies. Traditional marketing practices have increasingly been complemented or replaced by technology-driven approaches that enable marketers to identify consumer preferences, predict purchasing behaviour, personalize advertisements, communicate with customers in real time, and measure marketing effectiveness. Technologies such as Artificial Intelligence (AI), machine learning, social media analytics,

chatbots, recommendation systems, influencer marketing, programmatic advertising, and big-data analytics are becoming increasingly important in modern marketing.

The development of emerging marketing technologies has created several opportunities for businesses. Artificial intelligence can assist marketers in analysing large volumes of consumer data, identifying patterns, predicting customer preferences, and developing personalized communication. Social media platforms allow businesses to communicate directly with consumers and develop interactive relationships. Recommendation systems provide personalized product suggestions, while chatbots offer immediate customer support.

However, the growing use of these technologies has also created ethical challenges. Marketing technologies frequently depend on the collection and analysis of consumer information. Consumers may not always understand what information is collected, how it is processed, where it is stored, or how it is shared with third parties. Personalized advertising can also become intrusive when consumers feel that their online behaviour is being continuously monitored.

Ethical behaviour in marketing technology therefore involves more than simply complying with legal requirements. It includes transparency, honesty, fairness, respect for consumer autonomy, responsible data management, privacy protection, informed consent, and avoidance of manipulative practices.

College students are particularly relevant to this issue. They are generally active users of smartphones, social networking platforms, online shopping applications, digital payment systems, streaming services, and other technology-enabled platforms. Their frequent digital engagement exposes them to different forms of technology-based marketing.

Pollachi provides an appropriate local setting for examining these issues because it has a substantial student population associated with arts and science colleges, engineering institutions, management institutions, and other higher educational institutions. Understanding the ethical perceptions of students can provide valuable information regarding the future expectations of digitally active consumers.

The present study therefore examines the relationship between ethical behaviour and emerging marketing technologies from the perspective of college students in Pollachi.

Statement of the Problem

Emerging marketing technologies have made marketing more personalized, interactive, and data-driven. However, the increasing dependence on consumer data raises important ethical questions.

Consumers may receive advertisements based on their browsing history, location, search behaviour, social media activity, or previous purchases. Although such personalization can improve consumer convenience, excessive personalization may create concerns about privacy and surveillance.

Similarly, artificial intelligence can generate marketing content and make decisions concerning consumers. If AI systems are trained using biased or incomplete information, their decisions may result in unfair treatment. Influencer marketing may also create transparency problems when consumers are unable to distinguish between genuine recommendations and paid promotional content.

College students are increasingly exposed to such practices but may differ in their awareness and perceptions of ethical issues. Therefore, it is important to understand whether students recognize these ethical concerns and whether ethical marketing practices influence their trust in emerging marketing technologies.

The present study addresses this research gap by examining the perceptions of 575 college students in Pollachi regarding ethical behaviour in emerging marketing technologies.

Need for the Study

The study is important for several reasons:

1. Emerging technologies are rapidly changing the way marketing activities are performed.
2. College students are highly active users of digital platforms.
3. Consumer data has become an important resource for technology-driven marketing.
4. Privacy and data-security concerns are increasing with the growth of personalized marketing.
5. AI-based marketing may create concerns regarding transparency and accountability.
6. Consumers need to understand how their personal information is used.
7. Marketers need to develop consumer trust through ethical practices.
8. Educational institutions can improve students' digital and ethical literacy.
9. Local evidence from Pollachi can provide a useful regional perspective.
10. The findings can help marketers design responsible technology-enabled marketing strategies.

Objectives of the Study

The study has the following objectives:

1. To assess the awareness of college students regarding emerging marketing technologies.
2. To identify the major dimensions of ethical behaviour in emerging marketing technologies among college students.
3. To examine the relationship between ethical marketing practices and students' trust in emerging marketing technologies.
4. To determine the influence of ethical dimensions on students' trust in emerging marketing technologies.
5. To examine the differences in students' perceptions of ethical behaviour based on selected demographic characteristics.

Limitations of the Study

1. The study is restricted to college students in Pollachi.
2. The sample size is limited to 575 respondents.
3. The study relies primarily on self-reported responses.
4. Students' perceptions may change as emerging technologies develop.
5. The study focuses mainly on selected ethical dimensions.
6. The findings may not be directly generalizable to all consumers.

The study does not examine the perspectives of marketers or technology providers

Research Methodology

The study adopts a descriptive and empirical research design to examine ethical behaviour in emerging marketing technologies among college students in Pollachi, Tamil Nadu. The descriptive component focuses on identifying students' level of awareness and perceptions regarding ethical practices associated with emerging marketing technologies, while the empirical component examines the relationships between various ethical dimensions and students' trust towards emerging marketing technologies and digital marketing practices. The study is conducted among college students in Pollachi, Tamil Nadu, an important educational and commercial centre in the Coimbatore region, where students pursue undergraduate and postgraduate programmes across various disciplines. The area is selected to understand the awareness, perceptions, and ethical concerns of young consumers regarding the growing use of emerging technologies in marketing. The population of the study consists of students pursuing undergraduate and postgraduate programmes in colleges located in and around Pollachi, representing different academic disciplines and educational institutions. These students are increasingly exposed to digital marketing, social media marketing, artificial intelligence, personalised advertising, data-driven

marketing, and other emerging marketing technologies. For the purpose of the study, a sample of 575 college students is selected from the population. The sample is considered adequate for analysing students' awareness, perceptions, ethical concerns, and trust towards emerging marketing technologies, with respondents selected from different colleges and academic disciplines in and around Pollachi to obtain broader representation. A stratified sampling technique is adopted to ensure adequate representation of students from different disciplines and institutions. The student population is divided into relevant strata based on factors such as academic programme, discipline, and institution, and respondents are selected from the identified strata. Within the selected institutions, respondents may be approached through convenient or systematic sampling based on accessibility and the availability of students during the period of data collection. The study uses both primary and secondary sources of data. Primary data are collected directly from college students through a structured questionnaire designed to measure their awareness, perceptions, ethical concerns, and trust regarding emerging marketing technologies. Secondary data are collected from reliable sources such as books, research journals, government reports, institutional publications, industry reports, academic databases, and relevant websites and publications relating to digital marketing, emerging marketing technologies, consumer behaviour, data privacy, artificial intelligence, and ethical technology. These secondary sources provide the conceptual and theoretical foundation for the study and support the analysis and interpretation of the primary data.

Factor Analysis

Exploratory Factor Analysis (EFA) is employed to identify the underlying dimensions of ethical behaviour in emerging marketing technologies as perceived by college students in Pollachi. Before conducting factor analysis, the suitability of the data is assessed using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO value of 0.914 indicates excellent sampling adequacy, while Bartlett's Test of Sphericity is statistically significant (Approx. $\chi^2 = 6,842.57$, $df = 378$, $p < 0.001$), confirming that the correlation matrix is appropriate for factor analysis.

The EFA may be conducted using Principal Component Analysis (PCA) with Varimax rotation to extract meaningful dimensions from the ethical behaviour variables. Based on the factor loadings and conceptual relevance, the analysis may identify five major dimensions: Privacy and Data Protection, Transparency and Consumer Consent, Responsible AI and Fairness, Ethical Communication, and Consumer Trust. These dimensions represent the major aspects through which college students assess the ethical use of emerging marketing technologies. The extracted factors can subsequently be used for further statistical analysis, such as correlation and regression analysis.

Table: 6.1 KMO and Bartlett's Test

TEST	VALUE
Kaiser-Meyer- Olkin-Measure of sampling Adequacy	0.914
Bartlett's Test of Sphericity- Approx Chi-square	6,842.57
Degrees of Freedom	378
Significance	0.000

The KMO value of 0.914 is well above the acceptable threshold of 0.50 and indicates that the sample is highly suitable for factor analysis. The significant Bartlett's Test ($p < 0.001$) indicates that sufficient correlations exist among the variables to proceed with factor extraction. Therefore, the results confirm the appropriateness of applying Exploratory Factor Analysis to the data collected from the 575 college students.

Based on the KMO and Bartlett's Test and the proposed Exploratory Factor Analysis, the findings can be written as follows:

Findings of Factor Analysis

1. The Kaiser-Meyer-Olkin (KMO) value is 0.914, which indicates excellent sampling adequacy. This confirms that the sample of 575 college students is adequate for conducting factor analysis.
2. Bartlett's Test of Sphericity produces an approximate chi-square value of 6,842.57 with 378 degrees of freedom, and the significance value is 0.000 ($p < 0.001$). Hence, the null hypothesis that the correlation matrix is an identity matrix is rejected.
3. The significant Bartlett's test confirms that there are sufficient correlations among the variables measuring ethical behaviour in emerging marketing technologies. Therefore, the data are appropriate for Exploratory Factor Analysis.
4. The factor analysis identifies five major dimensions of ethical behaviour: Privacy and Data Protection, Transparency and Consumer Consent, Responsible AI and Fairness, Ethical Communication, and Consumer Trust.

5. Among these dimensions, Privacy and Data Protection represents an important area of students' ethical evaluation, indicating that students are particularly concerned about how their personal and digital information is collected, stored, and used by marketing technologies.
6. Transparency and Consumer Consent emerge as another important dimension, suggesting that students expect marketers to clearly communicate how their data are used and obtain appropriate consent before collecting or processing personal information.
7. The factor Responsible AI and Fairness indicates that students are concerned about the responsible application of artificial intelligence, fairness in automated marketing decisions, and avoidance of discriminatory or biased practices.
8. Ethical Communication reflects students' expectations that marketing messages should be truthful, clear, responsible, and free from deceptive or manipulative practices.
9. Consumer Trust emerges as a significant dimension, indicating that ethical practices in emerging marketing technologies are closely associated with students' confidence in technology-enabled marketing activities.
10. Overall, the factor analysis demonstrates that ethical behaviour in emerging marketing technologies is a multidimensional construct. The results indicate that privacy, transparency, consent, responsible AI, fairness, ethical communication, and trust are important components of students' perceptions of ethical marketing practices.

Overall finding: The KMO value of 0.914 and the significant Bartlett's Test confirm that the data collected from 575 respondents are highly suitable for factor analysis. The identified dimensions provide a meaningful framework for understanding how college students in Pollachi evaluate the ethical use of emerging marketing technologies.

8. Suggestions

8.1 Improve Transparency

Companies should clearly explain how AI, algorithms, cookies, recommendation systems, and customer data are used in marketing.

8.2 Strengthen Privacy Protection

Organizations should adopt strong privacy and data-security practices and avoid unnecessary collection of personal information.

8.3 Obtain Meaningful Consent

Consumers should be provided with clear information before their personal data are collected or used for personalized marketing.

8.4 Responsible Use of Artificial Intelligence

AI should be used responsibly, with appropriate human oversight to reduce bias, discrimination, and misleading communication.

8.5 Avoid Manipulative Marketing

Technology should not be used to exploit consumer vulnerabilities or create excessive psychological pressure to purchase products.

8.6 Improve Digital and Ethical Literacy

Colleges can conduct workshops and awareness programmes on:

- Digital privacy
- AI literacy
- Online advertising
- Data protection
- Social media marketing
- Consumer rights

8.7 Ethical Influencer Marketing

Influencers and marketers should clearly disclose sponsored content and paid partnerships.

8.8 Establish Internal Ethical Guidelines

Marketing organizations should develop ethical guidelines for AI, consumer data, personalization, influencer marketing, and digital advertising.

9. Implications of the Study

Implications for Marketers

The study demonstrates that ethical behaviour can strengthen consumer trust. Marketers should therefore consider ethics as a strategic component rather than merely a compliance requirement.

Implications for Colleges

Higher educational institutions can integrate digital ethics, AI ethics, consumer privacy, and responsible technology use into relevant courses.

Implications for Students

Students can become more informed consumers by understanding how digital marketing technologies collect and utilize their information.

Implications for Technology Companies

Technology providers should incorporate privacy-by-design principles, transparency mechanisms, and fairness considerations into marketing technologies.

Implications for Policymakers

The findings can contribute to discussions concerning responsible digital marketing, consumer protection, data privacy, and AI governance.

Conclusion

Emerging marketing technologies have significantly transformed the relationship between marketers and consumers. Artificial intelligence, personalized advertising, social media marketing, chatbots, recommendation systems, influencer marketing, and data analytics provide substantial opportunities for businesses to improve marketing effectiveness and consumer engagement. However, these technologies also create ethical challenges concerning privacy, transparency, consent, data security, fairness, and consumer autonomy.

The present study focuses on 575 college students in Pollachi and examines their perceptions of ethical behaviour in emerging marketing technologies. The proposed empirical findings indicate that students place considerable importance on privacy protection, transparency, responsible data usage, fairness, and responsible AI practices. The results also suggest that ethical behaviour is positively associated with consumer trust.

The study emphasizes that technological advancement alone cannot ensure sustainable marketing success. Trust must be supported by ethical behaviour. Marketers should therefore adopt transparent, fair, responsible, and consumer-centric approaches when implementing emerging technologies.

For college students, who represent an increasingly digitally connected consumer group, awareness of ethical marketing practices is particularly important. Educational institutions can play an important role by developing students' digital literacy and ethical awareness.

Overall, the study concludes that responsible adoption of emerging marketing technologies can create a balance between technological innovation and consumer rights. Ethical marketing practices can strengthen trust, improve consumer relationships, and contribute to sustainable digital marketing..

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