

## THE ROLE OF ETHICAL MARKETING ISSUES IN CONSUMER BRAND RELATIONSHIP

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**DOI: 10.5958/2278-4853.2025.00018.0**

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### ABSTRACT

*In an increasingly socially conscious marketplace, ethical marketing has emerged as a critical determinant of consumer-brand relationships. It has become a cornerstone in fostering sustainable consumer-brand relationships, particularly in an era where transparency and accountability are valued by increasingly conscious consumers. This paper explores the role of ethical marketing issues associated with the 6P's of marketing—Product, Price, Place, Promotion, People, and Process—in influencing consumer perceptions and brand loyalty. Drawing from interdisciplinary literature and empirical data, the paper examines how ethical or unethical marketing behaviors influence consumer decision-making and emotional attachment to brands. Ethical concerns such as honest product labeling, fair pricing, responsible distribution, truthful advertising, employee treatment, and transparent operational practices are examined to understand their impact on consumer brand loyalty in regard of attitudinal and behavioral loyalty. The study employs questionnaire method from 650 consumers, targeting millennials and Gen Z consumers (18–35) who are known to be more ethically and socially conscious. The data is analyzed using regression modelling and EFA and CFA to evaluate the relationship between ethical marketing practices across the 6P's and brand loyalty indicators (attitudinal and behavioural). This research contributes to the growing body of literature on ethical marketing by uniquely framing the 6P's within an ethical lens and empirically testing their influence on brand loyalty in depth of attitudinal and behavioural. It bridges the gap between theoretical marketing ethics and consumer behavior studies. The study finds that when brands uphold ethical standards across all marketing elements, they not only enhance their credibility but also strengthen consumer loyalty by building deeper, value-based connections. Conversely, ethical lapses in any of the 6P's can disrupt trust, leading to weakened brand relationships and diminished loyalty. The research underscores the importance of integrating ethics into every facet of the marketing mix to foster authentic, long-lasting consumer-brand bonds. The findings have practical implications for brand managers and marketers, suggesting that embedding ethical considerations across all dimensions of the marketing mix is not only a moral imperative but also a strategic tool for enhancing consumer loyalty and long-term brand equity.*

**KEYWORDS:** *Ethical Marketing, Consumer-Brand Relationship, 6p's, Brand Loyalty, Attitudinal Loyalty, Behavioural Loyalty.*

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