

ETHICAL ISSUES OF E-COMMERCES IN SOCIAL MEDIA

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ABSTRACT

Nowadays social media is quite popular. In overall world across all over generation. They increased use of these media is accompanied by privacy issues and ethical concerns. These privacy issues can have far-reaching professional, personal and security implications. Social media has become an integral part of our daily lives. E-commerce, Face book, Instagram, Snap chat, Tinder and TikTok are just some of the many apps and websites that have dominated the social media landscape over the last two decades. Although these sites provide a service to their users, they also gather substantial amounts of personal information in the pursuit of financial gain. In ethical issues both websites and the personal information gathered by the companies must need privacy.

INTRODUCTION

In social media where all the product and services exchange and involve in platform as E-Commerce. In the trading process Online shopping web sites is a market where consumers and directly exchange their products. In this platform where businessmen are partners where consumers know each other and their products and services and there contact for the future business deals. Marketing is the places where customers establish by social media.

In history, both social media and the data collected are increased rapidly. Social media can be practical in both personal and professional aspects in day to day lives. Some examples that are practical from a personal point of view that include communicating with friends and family, learning, developing new hobbies, connecting with groups of same political or religious backgrounds, providing or receiving entertainment and engaging with future employers. From a professional point of view, the data collected from social media can be utilized for marketing, customer feedback, politics, law enforcement activities, user preferences and much more. The full extent of how this technology can be implemented and consumed seems to be endless. Through the collection and use of this data, many ethical and moral problems arise. However the data is used shared and even guarded. It also raise personal ethics of privacy, specifically what should, and should not, be shared in public. In this research document, we are going to see the ethical, social, and moral issues that arise in both E-commerce and usage of this data.

OBJECTIVE

- It is a bond of trust with their audience and leading to cultivate customer loyalty.
- Customer or Audience has dignity, respect and privacy.

ETHICAL IMPLICATIONS IN E-COMMERCES ON SOCIAL MEDIA

Customers were attractive in pre-retail for launching new products and services. In Online, there are financial exchanges were currency exchanges for the trading purposes. For effective complete of E-commerce system process and services, it requires some third parties communities such online banking platform, electronic data interchange, Mobile platform and Internet connections. The idea of conducting trade over internet has brought some advantage to both producers and consumers these are

time saving and reduce time to travel for shopping malls, Make shopping flexible as one can make orders at their comfort enjoy it. The good things that came with commercialization of e-commerce's there are some adverse effects of ethical issues that precipitate and need to be paying attention for its fullness. These issues are online privacy, web spoofing, cyber-squatting, phishing and web tracking.

At this point some consumer feels that personal information gathered secretly by cookies will result in loss of privacy. It forces online retailers to think and to determine about what sort of privacy protection policies. Today most of online retailer posted new privacy policies to their customers. Company's activities like adopting strict privacy policies and protection of online buyers will be rewarded by their consumers in working place. E-retailers have to realize that in order to succeed e-commerce efforts must match the consumer needs related to security.

Now days there are lot of comfort around online shopping in e-commerce by getting the product and there service in same place has they like. In this kind of situation ethical issues must be raise in online market. Thought the market has no protecting for the information and technology buying and selling businessmen need to realize their own safety reason. Since online has their own secured to aware of their detail. The technology in now a day's find all over there unethical thinks. In social media has all the ethical types of problems to deal with there are the sources with available in customers to attractive motive. Many customer has the negative option but enlarge social media market my of businessmen gaining a lot of stuff to deal with so it is unethical even though it is un safe public prefer online shopping the most.

FINDING

- To virtually attract the student we need to create a real entertainment in effective way and to re-creation the entertainment as well.
- For the safety of the companies we need to reduce additional information in social media network and in computer site there are more policies.
- During the night time internet website has lower free downloaded and for the feature there were providing lower cost at the night time.
- Family has the more controlling power and monitoring factor for there Childers.
- In online website there are more unethical site in this site lot of educate people were exposing their knowledge in dangers ways.
- In this unethical site people must be aware of facing all the consequences and they have to bear all the risks factors to reduce the exposal in internet.
- In many countries there have lots of condition for this kind of unethical website.
- In this online website there are lot of games and cultural development in this resource we can spend a limited hours.
- In this unethical network there has lot of cultural and gaming process and rather than country habitation.

SUGGESTION

- In social media there are lots of unethical issues that implication in most of people privacy and security.
- In online website lot of social media has loss their privacy in their private life and in companies.
- In this unethical platform people imposed their opinions on public in real life and fight for their own right to avoid more issues.
- All the people cannot agree with their thought in social media. In online they have plenty of theft and copyright violations are establishing state specific rules.
- Unethical issues are surrounded by all over internet and in social media website the regard the government must ensure there rule and regulation heavily.
- All the social media crimes have the illegal issues and other online thefts. Where cultural default in all the crimes and needs in negative behavioral.

CONCLUSION

The expanding world of social media used data collection has far-reaching implications on both personal and professional levels. Social media has become one of the defining technologies of our time. In social media all the information were shares long lasting effects. In general all the critical process is unforgettable posting in social media. And unethical issues lots of employee got their job information technology resources in business area. Just because of we have access to certain data does not mean we should use it. Many of the issues arise when the sector of information technology are only now being discussed and researched which means there is much to learn for both the users and the providers of social media services.