



Personalization and consumer disclosure : considerations of ethics in digital marketing communications

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ABSTRACT

Personalization as a digital marketing communication strategy provides great benefits not only for marketers but also customers. Personalization strategies require efforts to collect and process various types of data from the consumers by marketers. Marketers as user and those who take advantage of technological developments in digital marketing have little concern about ethical and moral considerations in utilizing technology for the strategies used. On the other hand, it must be recognized that consumers themselves, as users and those who take advantage of technological developments in the digital marketing, don't show behavior that prioritizes ethical considerations. This paper aims to make a theoretical review about ethical issues in personalization and consumer disclosure. This theoretical review was carried out through a literature study. Ethical consideration of personalization and consumer disclosure in marketing ethics will involve both positive ethics and normative ethics. The achievement of goals and benefits by both marketers and customers through various personalization strategies and consumer disclosure must be ethically justified. Normative ethics provide an acceptable rational basis for ethical justification, and positive ethics provide support for understanding empirically any ethically problematic decisions, actions and marketing strategies.

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1. INTRODUCTION

The main principle in marketing is to always be customer-oriented, so that without considering the rules of the game, there is no room for sales relations themselves (Marino, 2022). Putting customers first, satisfying what they need and maintaining a strong relationship with them is key to the success of any marketing strategy. Technology is growing faster, allowing marketers to target the customer experience through increasingly automated ways such as (Srivastava et al., 2021): sequential email delivery based on user behavior, reminder mode that routinely notifies customers of selected but unpaid items in online shopping platforms, retargeting strategies through automatic search engines (Kaufman et al., 2023), adaptation and adjustment of local tastes based on data from search engines on the goods offered, data capture downloaded from websites or blogs and harvesting data in very large quantities through social networking media (Hanlon, 2020). But at the same time, we must not forget that increasingly developed technology does not (also always) bring moral development

(Marino, 2022). Assumptions about technological development also bring moral development are often used to hide immorality or illegal will (Sullins, 2012). Of course, this also applies in the application of technological developments in marketing strategies (Kumar et al., 2021).

The world of digital marketing presents such "astonishment" for, especially, those who are not familiar with the various strategies, algorithms, and personalization technologies played by marketers (Ruckenstein & Granroth, 2020). We will be surprised that what we had thought about the needs of item A or B yesterday, now appears in various advertisements when we just enter the search engine, appears on various websites that we visit and also appears on social media that we have. They (marketers) understand our needs so well, our tastes and even know who we are (Harris, 1990). This is a personalization strategy, a very common thing in digital marketing because technology allows us to be (very) recognized by them (Shen & Dwayne Ball, 2009). Since long ago, personalization strategies were actually run by sellers but now digital marketing allows personalization strategies to be carried out to all customers not just to loyal customers, to customers' first visit and not just to frequent buying, more information can be extracted from customers even if they do not make a purchase, and can draw important conclusions from all behaviors consumers when "looking around" products are not just from purchasing behavior (van Gogh et al., 2020).

Personalization strategies certainly provide great benefits not only for marketers but also customers (Anshari et al., 2019). However, it should be underlined that all forms of personalization strategies require efforts to collect and process various types of data sourced from consumers by marketers (Abakouy et al., 2019). Recent developments in data driven marketing activities such as personalization strategies that take place in real time have made consumers more vulnerable (from all forms of losses for breaches), more and more sensitive data is collected, which further increases vulnerability conditions, and increasingly shows the lack of knowledge and control from consumers over their own data (Cloarec, 2022). At this point, what Colang, 2022 (Marino, 2022) criticizes that technological development does not always give us moral development can be understood. Marketers as user actors and who benefit from technological developments in the marketing world will not always develop ethical and moral considerations in utilizing technology for the strategies used.

On the other hand, it must be recognized that consumers themselves who in this case are also users and who benefit from technological developments in the marketing world do not show behavior that prioritizes ethical considerations. Currently, privacy issues including improper use of consumer data are a big concern from many circles and consumers themselves. However, most consumers are still in the condition of informational privacy paradox, which is in addition to firmly recognizing the importance of attention to privacy issues but they still share personal information through various digital platforms (Kokolakis, 2017). This shows the inconsistency between consumers' attitudes about privacy and their own real behavior about privacy. The ethical implication is that they act contrary to what they believe. This is where ethical considerations need to be reviewed for digital marketing practices. This paper aims to present theoretical reflections related to ethical considerations between personalization and consumer openness both in the area of positive ethics and normative ethics. This theoretical review is carried out through literature studies. This review is expected to add theoretical reflection material on the application of ethics in the world of digital marketing.

2. RESEARCH METHOD

The research method used is a literature study (Snyder, 2019) (Walliman, 2021). The literature and references used include books and journal articles in the field of marketing ethics and digital marketing ethics as a basis for reviewing ethical considerations between personalization and consumer openness in both the areas of positive ethics and normative ethics presented descriptively (Chatterjee et al., 2021). This paper adopts a conceptual framework rooted in both positive ethics and normative ethics to examine the ethical issues surrounding personalization and consumer disclosure in digital marketing. Positive ethics will be utilized to understand empirically any ethically problematic decisions, actions, and marketing strategies employed by marketers and consumers. Normative ethics will provide an acceptable rational basis for ethical justification, guiding the evaluation of the achievement of goals

and benefits by both parties through various personalization strategies and consumer disclosure. By integrating these two ethical perspectives, this paper seeks to offer a comprehensive analysis of the ethical considerations inherent in digital marketing practices, particularly concerning personalization and consumer data. This theoretical review was conducted through a comprehensive literature study. A systematic approach was employed to identify relevant scholarly articles, books, and reports addressing ethical issues in personalization and consumer disclosure within the context of digital marketing. The search process involved accessing academic databases such as Google Scholar, PubMed, and JSTOR, utilizing relevant keywords such as "personalization," "consumer data," "digital marketing ethics," and "ethical considerations." The selected literature provided insights into various ethical dilemmas, perspectives, and theoretical frameworks pertaining to personalization strategies and consumer disclosure in digital marketing. The review process involved synthesizing the findings from the literature study to construct a conceptual framework that integrates positive and normative ethics. Through a critical analysis of the literature, this paper aims to identify key ethical issues, evaluate the ethical implications of personalization strategies, and propose recommendations for ethical decision-making in digital marketing practices. The research methods employed in this theoretical review emphasize the importance of scholarly discourse and ethical inquiry in addressing contemporary challenges in digital marketing ethics.

3. RESULTS AND DISCUSSIONS

Personalization strategy is a necessity in communication and promotion practices in digital marketing. The practice of marketing communication in various digital platforms offers individuals a greater level of addressability so that personalization linearly exposes a logical phenomenon to the fundamental nature of the development of various digital marketing platforms. This strategy, of course, begins with data gathering of all consumer behavior on various platforms by corporations or marketers. These data gathering efforts raise many concerns regarding some ethical considerations. One of the ethical suggestions and considerations that arise is the demand for corporate actors themselves to be more ethical in carrying out their personalization strategies. This section will discuss some matters related to personalization in digital marketing and its ethical considerations both positively and normatively.

Personalization in Digital Marketing Communications

The initial concept of marketing centered on mastery (type) of media and control of messages. Media now does not only refer to the characteristics of media in mass communication. Currently media is fragmented, more towards social networks and is multi-screen device so that the way of media control and control on messages in the old marketing communication model becomes incompatible. Metaphorically, marketers used to reach consumers as if by "shouting" at them to get attention to "turn" to the "call" of a brand. But now, marketing communication is more directed at building consumer engagement with brands on various digital platforms. Marketing communication that occurs is more directed towards a two-way pattern of camouflage, a more personalized message for brand personalization and even producers invite consumer involvement in building a brand (eg in their network). Marketing activities, and of course marketing communications, enter the age of customers where all consumers now have the power through their respective digital platforms to determine their own purchasing decisions and they can do it on a massive scale (Dempster & Lee, 2015). Marketing communications in this era, by Dempster & Lee, can especially be seen in magnitude the change in addressability characteristics that marketers strive to achieve and provide by existing platforms. The large capabilities of digital platforms that exist today in facilitating individual levels of addressability are what distinguish marketing communication practices then and now.

Previous promotional mix and conventional media models could only target individual level consumers limited to the name, address and phone number data layers. This database is what in the traditional promotion mix is used to do direct marketing or personal selling. Even then, it is done without an analysis of consumer behavior that is really at the individual and personal level. Today, the practice of marketing communications on various digital platforms offers individuals an increasing level of addressability. Not only names, addresses and phone numbers but each individual is now

completely recognizable and can be targeted with the concept of cookies, mobile device IDs, social IDs, IP and so on. Digital platforms allow marketers to recognize consumers truly as individual individuals, observe them in consumer behavior analysis based on personal data and then be able to "touch" each consumer personally. Digital platforms allow marketers to be able to do it all massively and without difficulty.

For the MSME sector during the pandemic, digital marketing through social media platforms helps increase sales and acquire new customers (Bagaskara & Lupiyoadi, 2021). One of the benefits provided by social media for increasing purchases is the occurrence of electronic word of mouth (e-wom) in the form of product or service reviews by social media users that provide positive reinforcement of products (Purwianti et al., 2023). User reviews and various other content created by social media users themselves show the characteristics of social media as an application that allows the exchange and creation of user generated content using the internet and web 2.0 (Nafiuddin & Hamdan, 2020). Social media marketing is another term used for digital marketing carried out through social media (Lorence & Fuady, 2023). But apparently, not all MSMEs or small-scale entrepreneurs can continuously maintain social media marketing as a strategy of choice. A case study conducted by Widiyanti, 2023 (Widiyanti, 2023) on small entrepreneurs in the field of freight forwarding services shows that promotion through paid advertising on Facebook cannot be maintained due to cost factors.

Digital marketing is the marketing of goods or services that are target-oriented, measurable, and interactive with the aim of reaching and converting prospects (potential customers) into customers and retaining them (Todor, 2016). Marketing efforts carried out digitally can provide an opportunity to carry out strategies to personalize offers based on consumer profiles, behaviors and preferences. Personalization is the ability to proactively tailor the product buying experience to individual consumer tastes based on information and personal choices (van Gogh et al., 2020). Personalization in digital marketing, is a combination of the use of technology and information about consumers to manage or adjust electronic exchange interactions between businesses and individual consumers. It is necessary to distinguish between personalization and customization strategies in marketing. The personalization strategy emphasizes the corporation or marketer as the party in control in determining the ways of adjusting specific touchpoints for each consumer, while the customization strategy places the consumer as the determinant or control holder (Mehmood et al., 2023). Efforts to adjust offers to each individual consumer are carried out by processing and studying databases of information about consumers by marketers. The database is obtained by collecting all data about consumers from various consumer activities on many digital platforms.

Various types of consumer data that can be collected from cyberspace or various digital platforms (Hanlon, 2020) are: (1) demographic identity, including name, date of birth, place of birth, domicile, relationship status, relationship network, family members, friend groups, important celebration dates, and education and work history; (2) psychographic, including interests, hobbies, religious affiliations, political orientation, as well as music, films and preferred brands ; and (3) webography, which includes sites visited, social media content liked, comments posted, content downloaded, videos viewed, videos uploaded, purchases of goods or services made, various forms of artifacts or content of a multisensory and polyphonic nature followed, uploaded or generated, including various activities carried out when visiting a website. Gogh et al 2021 (van Gogh et al., 2020) detail two ways corporations or marketers collect consumer data, namely: (1) directly, where corporations as marketers and advertisers also have direct access to consumer data which includes ways such as database marketing, first party cookies and data mining; while (2) indirectly means marketers or advertisers Do not have direct access to consumer data but through other platforms or third parties such as through search engines or social networking sites (social media).

Consumer Personalization and Openness

We certainly still remember cases or scandals that were previously widely discussed about Facebook's involvement in personal data collection activities by Cambridge Analytica institutions. The institution is reportedly working with Facebook to reach micro-targets, namely Facebook users by promoting an application that looks like a personality test but is actually a data collection tool (Hanlon,

2020). According to Hanlon, this scandal could occur because there has not been a condition for determining a cohesive and globally consistent ethical framework for personal data collection activities in online activities. The scandal is certainly a major blow to the standards of morality and ethics in the digital (marketing) world. How we have been carrying out ethical considerations in our digital activities either as users only or as institutions that have great access power.

Social media as one of the leading digital platforms seems to be a big net that can capture many humans from various parts of the world as users to collect. Social media can be the best platform for consumer data to be analyzed optimally because topics that are of great interest to consumers can be designated or tagged using both structured data (user demographic profile) and unstructured data (activity on the platform, things posted, location, followers and likes) (Gironda & Korgaonkar, 2018)(Petrescu et al., 2018). This is an advantage for marketers to conduct data gathering as a basis for personalization strategies to achieve marketing goals. However, this can also cause a sense of intrusiveness for consumers when "himself" is too much known by other parties. Lee et al's (2022)(Lee et al., 2022) research shows that personalization carried out by marketers negatively affects consumer intrusiveness. In addition, personalization strategies do have a positive influence on purchasing behavior but feeling annoyed by consumers negatively affects buying behavior. Therefore, personalization strategies that do not consider ethical values will cause disruption for consumers and reduce purchasing behavior.

Ethical practices in every marketing mix are important because consumers are now considered increasingly smart in making choices. Consumers began to consider aspects of sustainability in the application of business and marketing by a corporation. Sustainability is becoming an ethical norm and principle that receives great attention today. A brand that can show adversity to this ethical principle will be evaluated positively by consumers and is expected to establish a positive relationship between consumers and the brand. Research by Tanveer et al (2021) (Tanveer et al., 2021) on the application of ethical sustainability values in seven marketing mixes shows that product, price, place, person and physical ethics have a significant positive influence on customer value-brand relationships. The aspect of people who behave ethically can also increase consumer satisfaction with the products or services provided (Nugroho, 2018). But in Tanveer's research, promotions ethics did not have a significant influence on customer value-brand relationships. This finding is quite interesting to observe, because ethical promotional aspects do not contribute to efforts to build positive relationships between consumers and brands that carry sustainability values. This may be because corporations, producers or marketers have not applied ethical considerations in aspects of promotion that can actually be evaluated concretely by consumers. Or, on the other hand, it is consumers who give less ethical consideration in promotional aspects than other aspects. This condition can also be explained through the personalization-privacy paradox because promotion is the locus by which marketers implement personalization strategies.

The personalization-privacy paradox can be understood as the dilemmatic condition that individuals experience in the trade-off between personalization and privacy. Personalization provides benefits for consumers in fulfilling their personal needs and preferences related to products or services, but on the other hand consumers must be prepared to be disturbed by their privacy because the personalization strategy requires the disclosure of their personal data and its collection by marketers. Research by Cloarec et al (2021)(Cloarec, 2022) shows that the happiness with the internet factor is the biggest driver for consumers to be willing to be open about their personal information to be exchanged for the personalization they receive. This driving factor exceeds other factors that are often used as indicators such as trust and risk belief. In fact, trust, for example, is generally very necessary for users of technology systems to help improve user performance in an activity (Kurnia & Tandijaya, 2023), because it has been based on trust.

Happiness with the internet referred to by Cloarec et al (2021)(Cloarec, 2022) can be understood as a condition when someone enjoys the current condition, feeling confident in the results to be obtained with the smallest possible effort. This concept is understood in the context of the exchange between personalization and openness by consumers. Consumers tend to feel happy,

unpressured and happy when interacting with or on the internet and are willing to be open about their personal data on the assumption that they do not need to make a significant effort but benefit greatly from their personalization strategies. This condition is driven by the condition of reciprocity felt in the momentum of sharing experiences. Social media is a clear example of this concept. Sharing experiences about a product or certain things with which consumers feel they benefit. At this point they have a positive experience with information sharing and openness over the internet. Consumer happiness in activities with the internet is also driven by the benefits and conveniences offered. The benefits and ease of use of technology will be felt by individuals, especially when getting feedback after using the technology. This condition will unconsciously lead to a sense of comfort in using technology and the desire to continue to reuse even the effects of technology addiction (Fataron, 2019).

The results of the above study are in line with the findings of research by Zeng et al (2021)(Zeng et al., 2021). Although personalization strategies have great benefits for marketers to achieve their digital marketing goals, ethical concerns about consumer privacy violations are quite raised. Personalization can create a sense of annoyance, discomfort and insecurity for consumers over their personal data. However, just as research by Cloarec et al (2021) shows happiness with the internet as the biggest driving factor for consumers to choose to be open, Zeng et al (2021)(Zeng et al., 2021) research also shows that there is a positive influence between consumer openness, personalization and purchase behavior. Consumer self-disclosure has a significant incremental impact on purchasing behavior in response to personalized promotions. In addition, the intensity of such openness has a positive influence on purchasing behavior in response to personalized promotions. This means that the more information consumers disclose to corporations or marketers, the more likely they are to make a purchase when they get a personalized promotion.

The research findings of Cloarec et al (2021) and Zeng et al (2021) basically show that the more open consumers are to disclose their data (demographic, behavior and preferences) in interactions on various platforms in digital marketing, the more they will benefit from the personalization strategies they receive. Of course, this is quite rational to understand, considering that the more consumers are open, the more data intake for marketers to calculate in determining their personalization strategies. The more data obtained, the more accurate the calculation results carried out to adjust promotional methods to the unique conditions of each consumer. And, the more consumers feel happy with the more personalized promotional methods, the more open they will be to their data in interactions on various digital marketing platforms. These two studies can explain the results of Tanveer et al's (2021) previous research which showed that an ethically run promotional marketing mix has no significant effect on customer value-brand relationships. The explanation that can be given is, there are still many consumers who evaluate promotional strategies not based on certain ethical values (for example, sustainability) but based on personal orientation to benefit from the personalization obtained so that ethical considerations are less considered.

Personalization: Considerations of Positive Ethics and Normative Ethics

Personalization strategies require marketers to know their customers as well as possible through the collection and analysis of consumer data. So, has the way marketers collect, stored, exchanged, processed and used consumer data been done in ways that meet ethical standards? Of course, the main value of great concern is individual privacy. If a large organization or corporation, as a marketer empirically has all kinds of capabilities and power to directly do all kinds of data gathering, data mining, and data harvesting methods for consumers, is it really feasible or should it be done by the corporation? Furthermore, if data gathering activities by marketers are so massive and intensive that they are carried out with the help of third parties (indirectly) that are empirically difficult to regulate, then is there still the possibility to limit their power in order to protect user privacy and data? To what extent can consent requirements for user data collection and analysis eliminate concerns regarding the vulnerability of user data and further ethical obligations?

Furthermore, we can reconsider consumer openness which has been discussed in the previous section in relation to ethical considerations in digital marketing. If individuals have a willingness to open up to interactions with digital marketing and show consent to marketers' efforts to collect

consumer data, does that mean that everything is legitimate for marketers? These questions are just a few of the many questions related to practices in digital marketing that intersect with expected ethical standards, making them necessary for further consideration. These questions show differences with practical managerial questions in general regarding the effectiveness and efficiency of a strategy in achieving corporate goals. These questions attempt to pursue rational reasons underlying an action or marketing strategy so that it can be generally accepted and not expressed as a form of violation of the principles, values, norms and standards of morality upheld by society and even humans in general. At this point we enter the realm of marketing ethics.

Marketing ethics is a systematic study of how to apply morality standards in various marketing decisions, behaviors and institutions (Laczniak & Murphy, 2019). As a study, ethical marketing is divided into two fields, namely the field that is more inclined to philosophy, which is more focused on values and normative aspects, and the field that is more inclined to social sciences so that it is more positive / descriptive and empirical. Positive ethics seeks to describe what happens in a phenomenon or situation that is subject to ethical consideration based on observation and data. While normative ethics seeks to provide justification for the application of an ethical standard in a particular practice and put forward rational reasons (reasons) to uphold what is considered ideal. According to Laczniak and Murphy (2019), research on ethics in marketing is dominated by positive ethical perspectives so that it tends to separate empirical facts from value justifications. In fact, both positive ethics and normative ethics both complement each other to increase the understanding and application of ethics in marketing. Normative ethics requires positive ethics to provide empirical information in order to identify exactly where ethical deficiencies lie in the context of professional behavior in the marketing world. While positive ethics requires normative ethics because the essence of ethical inquiry is presumptive so that normative ethics can provide rational justification for ethical values.

Research conducted by Cloarec et al (2021), Zeng et al (2021) and Tanveer et al (2021) is an example of research related to ethics in marketing that uses a positive ethical approach. They describe what happens in a personalization strategy as an act that is subject to ethical considerations about consumer trust in marketers in maintaining their privacy. The study, of course, does not provide a discourse on whether marketers' actions can be justified as a form of ethical marketing. The research only shows that in fact personalization strategies positively affect consumers' willingness to be open in digital marketing activities. Consumer openness may arise because of the benefits consumers receive from these actions. Conversely, this openness also has a positive influence on personalization strategies. In other words, personalization strategies will be more qualified in targeting and adjusting to the unique conditions of each individual with the increasing willingness of consumers to be open. Thus, this kind of research can be said to still leave further ethical questions about whether consumer openness influenced by personalization, or personalization that can encourage consumer openness can be justified as an ethical practice.

Normatively ethical marketing can be understood as marketing practices that prioritize transparency, trustworthy, responsible marketing policy making both personally and organizationally and actions that demonstrate integrity and fairness to consumers and various stakeholders others (Laczniak & Murphy, 2019). Furthermore, Laczniak and Murphy explain that normative ethical considerations in marketing are generally categorized in four analysis models, namely teleological, deontological, social contract and virtue ethical considerations. Consequences-based normative ethics (teleological) considers decisions, actions and various marketing practices can be judged ethical or unethical based on the results of those decisions, actions and practices. If an action produces better consequences than bad consequences, then it is considered ethical. The largest variant of teleological normative ethics is utilitarianism, which holds that the consequences of actions should have good results for most individuals, not just specific individuals.

Normative ethics based on assignment (deontological) emphasizes that intentions and motivations should be the basis for determining the ethical value of an action, not the consequences caused. Deontological thought has its roots in the categorical imperative of Immanuel Kant. The principles in determining normative ethics from Kant are: (i) the principle of universality, prioritizing

that an ethical principle or value is universal so that it must be applied to all people in various situations; (3) always treat everyone as ends and never treat people as mere means (everyone must be upheld in dignity); and (3) the moral formulation of the community, which is to adopt a rule as if the individual does not know his role in the moral debate.

Social contract-based normative ethics is primarily centered on the social contract in business and community activities. Laczniak & Murphy (2019) apply normative ethics based on social contracts in marketing in two values, namely: liberty principle, namely that consumers have the right to be treated equally by other stakeholders and difference principle, namely disadvantaged parties can be given ways to improve their position in society when certain policies related to the market (and marketing) are formulated. Finally, virtue ethics-based ethics are different from teleological and deontological ethics, which focus on action. Virtue ethics focuses more on the actor who produces the action. It is the quality of individual character that should be important in ethical considerations, not just in the actions or decisions produced. It should be underlined that the application of normative ethics in marketing is not only based on one type of ethics but can be a combination of several normative ethics.

One example of an alternative framework for normative ethics that enriches ethical considerations and justifications in the marketing world is Islamic marketing values. The core values in sharia marketing are strategy (wisdom), needs, halal (tayyibat), mutual consent, and welfare (falah) (Junusi, 2020). Sharia-based marketing can be understood as a process and strategy (wisdom), meeting needs with halal products/services (tayyibat), with mutual agreement based on welfare (falah) from both parties, namely sellers and buyers for the improvement of material and spiritual goodness both in today's world and in the hereafter.

Returning to the question left by previous research using a professional ethical perspective is that whether consumer openness is influenced by personalization, or personalization that can encourage consumer openness can be justified as an ethical practice? As the limitations given by Laczniak & Murphy (2019) regarding ethical marketing practices in normative ethics, namely prioritizing transparency, trustworthy, responsible marketing policy making both personally and organizationally and actions that show integrity and fairness to consumers and various stakeholders Others, then we can justify consumer openness and personalization within the framework of these ethical standards. Personalization strategies based on consumer data collection practices that value privacy, are carried out transparently so that marketers who do can prove themselves as parties that can be trusted by consumers, policies related to personalization strategies can be reviewed by consumers and have readiness if there are negative impacts arising from these strategy policies, and do not discriminate against consumers in carrying out these strategies Then the act or strategy of personalization by marketers is still within the limits of recognized ethical standards.

Similarly, consumer actions or decisions to be open as long as they have responsibility and understanding of what data is entitled and appropriate to be disclosed through various existing digital marketing platforms, and consumers understand that marketers or parties who interact with them can be trusted in maintaining their privacy, then consumer actions can also still be understood within the limits of recognized ethical standards. If marketers encourage consumers to be more open, but with the element of persuasion that is deceptive, then such data gathering methods are deontological unethical and show that marketers cannot prove themselves as corporations that can be trusted by consumers. Conversely, if consumers deliberately disclose their data with a specific purpose, whether seeking personal gain or making other parties experience losses, then their actions and decisions are teleologically considered unethical.

4. CONCLUSION

Digital marketing communications entrust an increasing personalization strategy. The ability of marketers to target each individual consumer uniquely and personally is now a determinant in the digital marketing competition. Personalization strategies are based on marketers' ability to collect as much important data and information as possible related to anything sourced from consumers. On the

one hand, personalization strategies provide benefits for marketers as well as consumers. But on the other hand, concerns over marketers' actions that can violate the boundaries of consumer privacy are pretty much a concern. Potential ethical issues arise when these data and information collection efforts intersect with types of data that are considered sensitive or overly personal. Or the ways in which data and information are collected are considered too violating the boundaries of consumer privacy. However, consumers are often seen as having inconsistencies between what they believe to maintain privacy and their more permissive actions to be open about themselves in their activities on various digital platforms. Research by Cloarec et al (2021), Zeng et al (2021) and Tanveer et al (2021) describes strategies and actions in marketing by both marketers and consumers which are often loaded with ethical problems. These studies show the mechanism of influence between various actions to show the causality relationship between actions. This positive ethical research is useful for showing where the cause or effect of actions that are judged ethically lies. However, ethical and marketing considerations should also not leave the realm of normative ethics to provide a strong justification for the actions assessed. This is because basically ethics does have a rational basis that is presumptive about an idealized condition.

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