

Assessment of the rise in unethical sympathy-based marketing as a product of Covid-19

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ABSTRACT

Aims: The aim of the research was to examine the rise in unethical sympathy-based marketing due to covid 19.

Method/design: The study was conducted through primary quantitative research in which 200 professionals in marketing from the United Kingdom responded to the Likert scale-based questionnaire.

Findings: The research showed that marketing pressure to expand the customer base does not have a significant direct impact on unethical sympathy-based marketing. However, pressure to conceal and target vulnerable customers has a positive impact on the unethical practise of sympathy-based marketing. Meanwhile, the mediating effect of hyper consumerism was observed to be significant in the relationship between targeting vulnerable customers and unethical sympathy-based marketing in the COVID-19 pandemic. Hyper consumerism does not have a significant effect on marketing pressure to expand the consumer base and pressure to conceal the rise in unethical sympathy-based marketing during COVID 19.

Future implications: Future research could be done on other factors influencing unethical sympathy-based marketing and more detailed interviews can be conducted by the marketing professionals of other countries.

Keywords: *sympathy-based marketing, unethical, business, Covid-19, lockdown*