

References

- Abuznaid, S., 2012. Islamic marketing: addressing the Muslim market.
- Ali, B.J., 2020. Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. *Ali, BJ (2020). Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. Economic Studies Journal, 18(42), pp.267-280.*
- Ameer, I. and Halinen, A., 2019. Moving beyond ethical decision-making: A practice-based view to study unethical sales behavior. *Journal of Personal Selling & Sales Management, 39(2), pp.103-122.*
- Bai, X. and Chang, J., 2015. Corporate social responsibility and firm performance: The mediating role of marketing competence and the moderating role of market environment. *Asia Pacific Journal of Management, 32(2), pp.505-530.*
- Boerman, S.C. and Van Reijmersdal, E.A., 2016. Informing consumers about “hidden” advertising: A literature review of the effects of disclosing sponsored content. *Advertising in new formats and media.*
- Butler, C., 2020. How to Survive the Pandemic’, Chatman House: The World Today.
- Butler, S., 2020. New UK taskforce to crack down on coronavirus profiteers. *The Guardian, accessible at: <https://www.theguardian.com/business/2020/mar/20/new-uk-taskforce-to-crack-down-on-coronavirus-profiteers>, accessed, 18.*
- Carrington, M. and Neville, B., 2015. CSR and the consumer. *Corporate social responsibility, pp.166-204.*
- Choi, B. and La, S., 2013. The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery. *Journal of Services Marketing.*
- Coffin, J. and Egan–Wyer, C., 2022. The ethical consumption cap and mean market morality. *Marketing Theory, 22(1), pp.105-123.*
- David, O.U., Boniface, U.U. and Christian, U.N., 2018. Effect of audit quality on market price of firms listed on the Nigerian stock market. *Journal of Accounting and Taxation, 10(6), pp.61-70.*

- Drumwright, M.E. and Kamal, S., 2016. Habitus, doxa, and ethics: Insights from advertising in emerging markets in the Middle East and North Africa. *Consumption Markets & Culture*, 19(2), pp.172-205.
- Eger, L., Komárková, L., Egerová, D. and Mičík, M., 2021. The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective. *Journal of Retailing and Consumer Services*, 61, p.102542.
- Flyverbom, M. and Reinecke, J., 2017. The spectacle and organization studies. *Organization Studies*, 38(11), pp.1625-1643.
- García-Sánchez, I.M. and García-Sánchez, A., 2020. Corporate social responsibility during COVID-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), p.126.
- Granot, E., Alejandro, T.B. and Russell, L.T.M., 2014. A socio-marketing analysis of the concept of cute and its consumer culture implications. *Journal of Consumer Culture*, 14(1), pp.66-87.
- Gupta, S. and Srivastav, P., 2016. Despite unethical retail store practices, consumers at the bottom of the pyramid continue to be loyal. *The International Review of Retail, Distribution and Consumer Research*, 26(1), pp.75-94.
- He, H. and Harris, L., 2020. The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of business research*, 116, pp.176-182.
- Heath, T.P. and Chatzidakis, A., 2012. The transformative potential of marketing from the consumers' point of view. *Journal of Consumer Behaviour*, 11(4), pp.283-291.
- Jack, T., 2013. Nobody was dirty: Intervening in inconspicuous consumption of laundry routines. *Journal of Consumer Culture*, 13(3), pp.406-421.
- Jacobson, D., 2019. Vulnerable customers. *Agent, The*, 52(1), pp.16-17.
- Kontoghiorghes, G.J., 2021. Ethics in Medicines: Exposing Unethical Practices and Corruption in All Sectors of Medicines Is Essential for Improving Global Public Health and Saving Patients' Lives. *Medicines*, 8(9), p.54.
- Mathur, L.K., 2019. The impact of international gray marketing on consumers and firms. In *Ethical Issues in International Marketing* (pp. 39-60). Routledge.

- Mehta, S., Saxena, T. and Purohit, N., 2020. The new consumer behaviour paradigm amid COVID-19: permanent or transient?. *Journal of health management*, 22(2), pp.291-301.
- Murdock, G., 2018. Media Materialities: for a moral economy of machines. *Journal of Communication*, 68(2), pp.359-368.
- Ozili, P.K. and Arun, T., 2020. Spillover of COVID-19: impact on the Global Economy. Available at SSRN 3562570.
- Palmer, D. and Hedberg, T., 2013. The ethics of marketing to vulnerable populations. *Journal of Business Ethics*, 116(2), pp.403-413.
- Shafiq, A., Haque, A., Abdullah, K. and Jan, M.T., 2017. Beliefs about Islamic advertising: an exploratory study in Malaysia. *Journal of Islamic Marketing*, 8(3), pp.409-429.
- Sheth, J. and Kellstadt, C.H., 2021. Next frontiers of research in data driven marketing: Will techniques keep up with data tsunami?. *Journal of Business Research*, 125, pp.780-784.
- Sheth, J., 2020. Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of business research*, 117, pp.280-283.
- Zarrad, H. and Debabi, M., 2015. Islamic marketing ethics: A literature review. *International Journal of Management Research and Reviews*, 5(2), p.60.