

ETHICAL ISSUES RELATED TO CONSUMERS

MD. NAZMUL HASAN*; CHOWDHURY ABDULLAH AL MAMUN**

*ASSISTANT PROFESSOR & HEAD OF MBA PROGRAM,
SCHOOL OF BUSINESS,
UNIVERSITY OF INFORMATION TECHNOLOGY AND SCIENCES.

**LECTURER,
SCHOOL OF BUSINESS,
UNIVERSITY OF INFORMATION TECHNOLOGY AND SCIENCES.

ABSTRACT

Ethical issues related to consumers are a widely discussed and criticized issue in the business and academic arenas of the world. Based on personal judgments and analysis of different secondary data, this paper has attempted to explore the unethical issues related to consumers and the consequences of the same on the consumers as well as the business organizations. The main arguments for ethics related to consumers were- unethical behavior through providing unsafe products, deception and unfairness in advertising, price fixing etc. with their customers. In some cases, business organizations were found to deviate from their basic philosophy of the protection of consumers' interest. The findings of the study have important implications for the business people and consumers. In addition, the paper suggests consumers some measures to get rid of unethical practices.

KEY WORDS: consumer, due care theory, ethics, product safety.
