

Indian Business Ethics in E-Commerce

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Abstract

Internet technology has greatly accelerated the processes of buying and selling online. However, besides several benefits e-commerce has thrown up many problems of ethical nature. These problems are related to the exploitation of personal data, misleading publicity, unfair pricing, exploitation of consumers, etc. In India business ethics has been part of our age-old traditions and culture, and are based on values of honesty, trust, fairness, and Dharma or righteous conduct. The present paper attempts to discuss the relevance of such Indian values and principles in contemporary digital business scenario. The paper tries to show how these values are beneficial for establishing trust, making decisions, and sustainable growth in business. It also emphasizes the need to couple age-old traditional values with new technology for sustainable development.

Introduction

Life for all of us has changed dramatically and e-commerce is a big part of it. Online shopping is simpler and saves time for customers. Online shopping growth-graft in India has been phenomenal due to the upsurge in internet users, smart phone adoption and emergence of digital payment gateways.

These phenomenal developments have, however, raised issues of ethics. Such issues include fake reviews, challenges to data privacy, and unfair pricing.

Indian business ethics are guided by the ancient texts of the Vedas, Bhagavad Gita and Arthashastra. Truth, fairness and responsibility are some of the core values emphasized in them. I believe these values are very relevant today and can go a long way in solving some of the ethical problems faced by e-commerce today.

Concept of Indian Business Ethics

The approach to business ethics in India is to be morally correct in achieving business objectives rather than just earning profits.

Some important principles include:

1. Dharma (Righteousness): Doing the right thing in business
2. Satya (Truth): Being honest with customers
3. Ahimsa (Non-violence): Avoiding harm to others
4. Trust and Fairness: Building long-term relationships
5. Social Responsibility: Contributing to society

The same values were essential in traditional retail and now apply in the digital market place.

E-Commerce in India: A Brief Overview

E-commerce stands for electronically managed database of inventory, where purchase and sale of products and services are done through internet, online shopping websites and mobile applications. In India e-commerce includes online shopping, online payment gateways and different e-commerce services.

Some reasons for its growth are:

1. Better internet connectivity
2. Increase in smartphone users
3. Government initiatives like Digital India
4. Growth of startups and online platforms

Ethical Issues in E-Commerce

Despite its advantages, e-commerce has several ethical challenges:

1. Data Privacy and Security

Many companies collect personal data from users. If this data is not handled properly, it can lead to serious trust issues.

2. Misleading Advertising

Sometimes products are shown in a way that is not true. Fake reviews and exaggerated claims can confuse customers.

3. Unfair Pricing

Practices like hidden charges and price changes can make customers feel cheated.

4. Consumer Exploitation

Late refunds, poor customer service, and unclear policies affect customer satisfaction.

Relevance of Indian Ethics in E-Commerce

I think Indian ethical values could have easy and effective solutions for all these problems.

Following Dharma helps businesses take responsible decisions

1. Truthfulness (Satya) ensures honest communication
2. Trust-building improves customer loyalty
3. Social responsibility supports fair trade and small businesses

Role of Indian Knowledge Systems

Currently, ancient Indian writings provide insightful advice. For instance, the Arthashastra discusses appropriate governance and fair trade. Gandhian philosophy also emphasises the importance of ethical business practices, not just the final product.

Businesses can maintain a balance between profit and responsibility by implementing these concepts in e-commerce.

Applying these ideas in e-commerce can help companies maintain a balance between profit and responsibility.

Benefits of Ethical Practices

When companies adhere to moral standards:

1. Consumers have greater faith in them
2. They succeed in the long run.
3. The perception of their brand gets better
4. There are fewer legal issues
5. Overall benefits to society

Challenges in Implementation

Even though ethics are important, putting them into practice isn't always easy because:

1. Businesses care more about making money
2. There is a lot of competition
3. People don't know much about ethics
4. Not everyone follows the rules all the time
5. Companies need strong leadership and good advice to get through this.

To overcome this, companies need strong leadership and proper guidance.

Findings

This study makes it clear that:

1. Teaching ethics helps people make better choices
2. Protecting customer data is important for building trust.
3. Being open about things cuts down on complaints
4. Moral values help keep things fair
5. Programs that raise awareness help consumers
6. Companies that are ethical have fewer problems
7. Indian values help growth that lasts

Suggestions

1. Business schools should teach ethics as part of their curriculum
2. Businesses need to keep customer information safe.
3. Prices and ads should be clear and honest
4. People should take ethical rules very seriously
5. People should know what their rights are

Conclusion

In conclusion, Indian business ethics are still very important in the digital age. Honesty, trust, and responsibility are some of the values that can help with many problems in e-commerce. If businesses follow these rules, they can grow in a way that is good for the environment and for people. So, the key to making the digital economy better is to mix old-fashioned morals with new technology.

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