

Dark Marketing: the new definition, category, and its implications

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Abstract:

This paper aims to fill a gap in the conceptual development of dark marketing. The paper defines dark marketing as a set of behaviors and practices to advance the welfares of a certain party, but disregard and diminish the well-being of another party. Dark marketing can be described as the adaptation of marketing practices, actions, and strategies to promote self-benefits in a manner that could cause a financial loss, physical damage or mental destruction to themselves, other individuals, corporations or nature. In addition, five broad categories of dark marketing practices are identified. They are (1) Information, (2) Operation, (3) Finance, (4) Encounter and exchange/value co-destruction, and (5) Targeting/exploiting vulnerable groups of subjects. In terms of originality, the paper proposes a complete definition of dark marketing that reflects behaviors and attitudes of the involved parties together with the benefits and costs associated with the action. It also proposes five broad categories of dark marketing practices.

Keywords: Dark Marketing, Misbehaviours, Unethical