

Bhartiya Gyan Parampara and Ethical Digital Marketing Practices: Relevance in Contemporary India

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ABSTRACT

Digital marketing has become an important medium of business communication in contemporary India. The increasing use of social media platforms, influencer marketing, artificial intelligence, and data-driven advertising has significantly transformed consumer engagement practices. However, in today's digital environment, concerns regarding misleading advertisements, privacy violations, manipulative algorithms, and deceptive promotional strategies have also increased. In this context, the ethical foundations of Bhartiya Gyan Parampara offer a meaningful perspective for promoting responsible and value oriented digital communication.

Indian knowledge traditions have historically focused on principles such as Satya (Truthfulness), Dharma (Ethical duties), Ahimsa (Non-harm), and Lokasangraha (Social Welfare), which remain highly relevant in contemporary social and business practices (Radhakrishnan, 1927). Recent studies have also highlighted the growing significance of Indian Knowledge Systems in encouraging ethical and sustainable approaches in business and communication practices (Maheshwari, 2024). The present study examines the relevance of these ethical principles in the context of contemporary digital marketing practices in India.

This paper is conceptual and exploratory in nature, and it is based entirely on secondary data collected from research articles, books, policy documents, industry reports, and selected digital marketing case studies. The paper attempts to connect Indian ethical philosophy with emerging concerns in digital consumer engagement and online brand communication. It argues that integrating ethical principles derived from Bhartiya Gyan Parampara can contribute to improving transparency, consumer trust and responsible digital marketing behaviour. The study concludes that Indian knowledge traditions hold significant contemporary relevance and can provide an ethical framework for the evolving digital ecosystem in India.

Keywords: Bhartiya Gyan Parampara, Digital Marketing Ethics, Indian Knowledge System, Ethical Communication, Consumer Trust, Contemporary India

INTRODUCTION

Bhartiya Gyan Parampara: An Overview

Bhartiya Gyan Parampara represents the rich body of knowledge, wisdom, values, and philosophical traditions that have evolved in India over centuries. Rooted in texts such as the Vedas, Upanishads, Bhagavad Gita, Artha Shastra, and various classical works, it encompasses diverse fields including ethics, governance, education, health, environment, and social organization. In recent years, there has been growing scholarly interest in understanding the contemporary relevance of Indian Knowledge Systems and their potential contribution to addressing modern social, economic, and technological challenges (Maheshwari, 2024).

One of the distinctive features of Bhartiya Gyan Parampara is its emphasis on ethical conduct and social responsibility. Indian philosophical traditions have consistently advocated values such as Satya (truthfulness), Dharma (ethical duty), Ahimsa (non-harm), and Lokasangraha (welfare of society) as guiding principles for individual and collective actions. These values were not merely moral ideals, but practical principles intended to promote harmony, trust, and responsible behaviour in society (Radhakrishnan, 1927). Although these concepts emerged in a different historical context, their underlying ethical foundations remain relevant in contemporary social and business environments.

Digital Marketing in Contemporary India

India has witnessed a remarkable expansion in digital connectivity over the past decade. The widespread adoption of smartphones, affordable internet services, and social media platforms has transformed the way businesses communicate with consumers. Digital marketing has emerged as an important medium through which organizations promote products, engage customers, build brand awareness, and influence purchasing decisions. Technologies such as artificial intelligence, data analytics, personalized advertising, and influencer marketing have further enhanced the effectiveness of digital communication strategies. While digital marketing has created significant opportunities for businesses, it has also raised several ethical concerns. The increasing use of consumer data, behavioural targeting, automated recommendation systems, and sponsored influencer content has generated debates regarding privacy, transparency, and consumer protection. In many cases, consumers may not be fully aware of how their data is collected, processed, or used for marketing purposes. Similarly, misleading advertisements, fake reviews, hidden endorsements, and manipulative digital practices have emerged as significant ethical concerns in contemporary digital marketing.

Ethical Challenges in Digital Marketing

The rapid growth of digital marketing has intensified discussions about ethical responsibility in online business communication. One of the major concerns relates to misleading advertising practices, where promotional messages may exaggerate product benefits or omit important information. Privacy-related issues have also gained prominence as organizations increasingly rely on consumer data for personalized marketing activities. Furthermore, the rise of influencer marketing has created challenges regarding disclosure and authenticity, particularly when promotional content is not clearly identified as sponsored communication. The emergence of artificial intelligence and algorithm-driven marketing has added another layer of complexity to these concerns. Algorithms can influence consumer behaviour by shaping information exposure, recommending products, and personalizing content. While these technologies improve marketing efficiency, they also raise questions about fairness, transparency, and consumer autonomy. Consequently, there is a growing need to identify ethical frameworks that can guide responsible digital marketing practices in contemporary society.

Preliminary Research Gap

In the field of marketing, most studies on digital marketing ethics have been influenced by Western ethical theories and regulatory perspectives. At the same time, research on Bhartiya Gyan Parampara and Indian Knowledge Systems has largely focused on areas such as education, culture, sustainability, governance, and entrepreneurship. Comparatively limited attention has been given to examining digital marketing ethics through the lens of Indian ethical principles. This indicates a need to explore the relevance of concepts such as Satya, Dharma, Ahimsa, and Lokasangraha in contemporary digital marketing practices.

Research Objectives

1. To examine the ethical foundations of Bhartiya Gyan Parampara relevant to business communication.
2. To identify major ethical challenges in contemporary digital marketing.

3. To analyse the relevance of Indian ethical principles in selected digital marketing campaigns.
4. To examine the applicability of Bhartiya Gyan Parampara as an ethical framework for digital marketing.

Research Questions

1. What ethical principles of Bhartiya Gyan Parampara are relevant to digital marketing practices?
2. What are the major ethical challenges in contemporary digital marketing?
3. How do selected digital marketing campaigns reflect ethical principles?
4. How can Bhartiya Gyan Parampara contribute to the development of ethical digital marketing practices in contemporary India?

LITERATURE REVIEW

Bhartiya Gyan Parampara and Indian Knowledge Systems

Bhartiya Gyan Parampara represents India's rich intellectual and philosophical heritage encompassing ethics, governance, education, spirituality, and human conduct. Indian knowledge traditions have historically emphasized a holistic approach to life in which individual well-being is interconnected with social welfare and ethical responsibility (Radhakrishnan, 1927). In recent years, there has been renewed academic interest in Indian Knowledge Systems, particularly following the NEP 2020, which advocates the integration of indigenous knowledge into education and research. Scholars have argued that Indian Knowledge Systems offer valuable perspectives for addressing contemporary challenges in sustainability, leadership, entrepreneurship, and business ethics (Maheshwari, 2024). Recent studies further suggest that ethical principles embedded in Indian knowledge traditions can contribute to responsible decision-making and value-based management practices. Despite growing scholarly attention, the application of Bhartiya Gyan Parampara to digital marketing ethics remains relatively underexplored.

Business Ethics and Marketing Ethics

Business ethics promotes fairness, accountability, and social responsibility. Marketing ethics extends these concerns to communication, consumer relationships, and information disclosure (Murphy et al., 2007).

Digital Marketing Ethics

The rapid growth of digital technologies has significantly transformed marketing practices. It helps organizations to communicate directly with consumers through websites, social media platforms, mobile applications, and data-driven advertising systems. These developments have improved marketing efficiency and customer engagement, but they have also generated several ethical concerns.

Transparency and Truthfulness

Transparency has emerged as a central concern in digital marketing ethics. Studies suggest that truthful communication contributes significantly to consumer trust and long-term brand relationships (Murphy et al., 2007). Misleading claims, deceptive advertising, and hidden promotional content can negatively affect consumer perceptions and organizational credibility.

Consumer Privacy

Consumer privacy remains one of the most significant ethical issues in digital marketing. The increasing collection and use of consumer data for personalized marketing have raised concerns regarding informed

consent, data security, and responsible data management. Recent studies have emphasized the need for ethical approaches to data collection and utilization (Saura et al., 2024).

Influencer Marketing Ethics

Influencer marketing has become a prominent promotional strategy, but ethical concerns arise when sponsored content is not clearly disclosed. Researchers argue that transparency and authenticity are essential for maintaining consumer trust and ensuring ethical influencer-brand relationships.

AI and Algorithmic Responsibility

Artificial intelligence has introduced new opportunities in customer targeting, personalization, and predictive analytics. However, concerns relating to algorithmic bias, manipulation, fairness, and consumer autonomy have been raised. Recent studies have highlighted the need for ethical guidelines governing AI-driven marketing practices (Saura et al., 2024).

Bhartiya Gyan Parampara as an Ethical Framework

The ethical principles embedded within Bhartiya Gyan Parampara provide a valuable framework for addressing contemporary challenges in digital marketing. Satya emphasizes truthfulness and transparency in communication, Dharma promotes responsible conduct toward stakeholders, Ahimsa discourages manipulative or harmful marketing practices, and Lokasangraha encourages actions that contribute to societal welfare. Collectively, these principles offer a value-oriented approach that extends beyond regulatory compliance and supports responsible digital communication.

Research Gap

Research on digital marketing ethics has extensively examined issues such as transparency, consumer privacy, influencer marketing, and algorithmic responsibility. Similarly, growing scholarly attention has been devoted to Bhartiya Gyan Parampara and Indian Knowledge Systems, particularly in the areas of education, sustainability, entrepreneurship, and business ethics. However, the intersection of these two domains remains relatively underexplored. Studies examining digital marketing ethics through the lens of Indian ethical principles are limited, and concepts such as Satya, Dharma, Ahimsa, and Lokasangraha are rarely incorporated into discussions of contemporary digital marketing practices. Given the rapid expansion of digital marketing in India and the increasing importance of ethical concerns in online communication, examining the applicability of Bhartiya Gyan Parampara as an ethical framework for digital marketing appears both timely and necessary.

RESEARCH METHODOLOGY

Research Design

The present study adopts a qualitative, exploratory, and conceptual research design to examine the relevance of Bhartiya Gyan Parampara in contemporary digital marketing practices. A qualitative approach was considered appropriate as the objective of the research is to explore and interpret ethical concepts in depth rather than establish statistical relationships (Creswell & Creswell, 2017). Furthermore, an exploratory design is particularly suited for emerging contexts where limited empirical or theoretical attention has been previously given to the phenomenon under study (Saunders et al., 2019).

Sources of Data

The study is based entirely on secondary data. Relevant information was collected from a variety of sources, including:

- Research articles published in academic journals

- Books and scholarly publications on Indian philosophy and Indian Knowledge System
- Policy documents and government reports
- Industry reports on digital marketing
- Company reports and official websites
- Digital marketing campaign materials
- Online articles and publicly available documents related to selected campaigns

The use of secondary data was considered appropriate because the study focuses on the interpretation of ethical concepts and their relevance to contemporary marketing practices.

Selection of Cases

To examine the practical relevance of Bhartiya Gyan Parampara in digital marketing, four marketing campaigns were selected using purposive sampling, a non-probability sampling technique in which cases are chosen based on their relevance to the research objectives and their ability to provide meaningful insights into the phenomenon under investigation (Saunders et al., 2019). The cases were chosen based on their visibility, social relevance, ethical messaging, and significant presence in the digital environment.

The selected cases include:

1. Amul - COVID-19 Awareness Campaign
2. Ariel India – #ShareTheLoad Campaign
3. Dove India – #StopTheBeautyTest Campaign
4. Tata Tea – Jaago Re: Power of 49 Campaign

Method of Analysis

The study employs Qualitative Content Analysis (Hsieh & Shannon, 2005) as the primary method of analysis. This method was selected because it enables the systematic and objective examination of textual, visual, and communication content to make valid inferences and identify recurring themes (Krippendorff, 2018).

The selected campaigns were reviewed to identify ethical messages, communication patterns, and value-oriented themes reflected in their content. Attention was given to themes relating to truthfulness, responsibility, non-harm, and societal welfare.

The identified themes were subsequently interpreted through the analytical framework of Bhartiya Gyan Parampara comprising Satya, Dharma, Ahimsa, and Lokasangraha. In addition, thematic interpretation was employed to examine how these ethical principles are reflected within contemporary digital marketing communication. The findings were then compared across cases to assess the continuing relevance of Bhartiya Gyan Parampara in the digital marketing landscape.

Analytical Framework

The analytical framework of the study is based on four ethical principles commonly associated with Bhartiya Gyan Parampara. These principles were used as interpretive categories for examining the selected digital marketing campaigns.

Table 1 : Analytical Framework for Examining Bhartiya Gyan Parampara in Digital Marketing Campaigns

Ethical Principle	Interpretation in Digital Marketing	Selected Campaign
Satya	Truthfulness, transparency, and honest communication	Amul COVID-19 Awareness Campaign
Dharma	Responsible conduct and ethical obligations toward stakeholders	Ariel India – #ShareTheLoad Campaign
Ahimsa	Avoidance of harmful, manipulative, or exploitative communication practices	Dove India – #StopTheBeautyTest Campaign
Lokasangraha	Promotion of consumer welfare and broader societal good	Tata Tea – Power of 49 Campaign

The framework enabled a systematic examination of how ethical principles rooted in Indian knowledge traditions are reflected in contemporary digital marketing practices.

Limitations and Scope of the Study

The study is limited to a qualitative examination of selected digital marketing campaigns and does not involve primary data collection through surveys, interviews, or experiments. The findings are based on secondary sources and interpretive analysis; therefore, they should be understood as conceptual insights rather than statistically generalizable conclusions.

The study is further limited to four selected campaigns that were purposively chosen for their ethical and social relevance. While these cases provide valuable insights into the application of Bhartiya Gyan Parampara in digital marketing, they may not represent all forms of digital marketing communication.

Despite these limitations, the study contributes to the existing literature by exploring an under-researched connection between Bhartiya Gyan Parampara and digital marketing ethics and provides a foundation for future empirical research in this area.

Contemporary Ethical Challenges in Digital Marketing

The rapid growth of digital technologies has transformed marketing practices while generating significant ethical concerns. Scholars have identified misleading advertisements, consumer privacy concerns, influencer marketing transparency, algorithmic accountability, and declining consumer trust as some of the key challenges in the contemporary digital environment (Saura et al., 2024).

Misleading promotions, consumer data collection, and undisclosed influencer endorsements have intensified concerns regarding transparency, privacy, and consumer trust.

AI-driven marketing systems have also raised concerns regarding consumer manipulation, algorithmic bias, and accountability. These developments highlight the need for ethical frameworks capable of guiding responsible digital communication and consumer engagement.

In this context, the ethical principles of Bhartiya Gyan Parampara, particularly Satya, Dharma, Ahimsa, and Lokasangraha, provide a valuable perspective for understanding and addressing contemporary ethical challenges in digital marketing.

Content Analysis and Findings

This study employed qualitative content analysis to examine the relevance of Bhartiya Gyan Parampara in

contemporary digital marketing practices. Four digital marketing campaigns were selected based on their ethical orientation, social relevance, public visibility, and digital engagement. The analysis focused on identifying themes associated with the four ethical principles of Bhartiya Gyan Parampara, namely Satya (Truthfulness), Dharma (Ethical Duty), Ahimsa (Non-Harm), and Lokasangraha (Social Welfare). The selected campaigns were reviewed through campaign narratives, promotional content, and publicly available communication materials. The identified themes were subsequently interpreted through the ethical framework developed in the study.

Amul COVID-19 Awareness Digital Advertisements (2020–2021)

Campaign Overview

During the COVID-19 pandemic, Amul published a series of digital advertisements and topical creatives addressing public awareness, safety measures, vaccination, and collective resilience. Amul's topical advertising strategy remained highly responsive to current events and played an important role in maintaining public engagement during the lockdown period (Choursia, 2021). Unlike conventional promotional campaigns, these advertisements emphasized public awareness and responsible communication during a period of widespread uncertainty.

Key Themes Identified

The content analysis revealed themes of truthful communication, transparency, public awareness, and social responsibility. The advertisements relied on references to contemporary public concerns and encouraged responsible behaviour without resorting to fear-based or misleading communication. The campaign demonstrated a commitment to authentic engagement with consumers during a public health crisis.

Reflection of Satya (Truthfulness)

The identified themes were subsequently interpreted through the lens of Satya. Within Bhartiya Gyan Parampara, Satya emphasizes truthfulness, honesty, and integrity in communication (Radhakrishnan, 1927). Amul's COVID-19 awareness advertisements may be interpreted as reflecting this principle because they communicated socially relevant messages through clear and transparent communication. Rather than exploiting public anxiety for commercial gain, the campaign focused on responsible information sharing and constructive public engagement. In this sense, the campaign illustrates how Satya can operate as a meaningful ethical lens for digital marketing practice.

Ariel India – #ShareTheLoad Campaign

Campaign Overview

Share The Load campaign launched by Ariel addressed gender inequality in household responsibilities and encouraged the equitable sharing of domestic work between men and women. Through emotionally engaging storytelling and digital communication, the campaign challenged traditional social norms and promoted a more balanced distribution of household duties (Ariel India, 2016). The campaign gained significant public attention and became one of the most recognized social-purpose marketing initiatives in India.

Key Themes Identified

The content analysis identified themes including responsibility, fairness, equality, respect, and ethical conduct. Rather than focusing solely on product promotion, the campaign encouraged behavioural change and highlighted the importance of shared responsibility within families. The campaign therefore extended beyond commercial objectives and addressed broader social concerns.

Reflection of Dharma (Ethical Duty)

The identified themes were interpreted through the principle of Dharma. Within Bhartiya Gyan Parampara, Dharma refers to ethical duty, responsible conduct, and the fulfillment of one's obligations toward others (Radhakrishnan, 1927). The campaign may be interpreted as reflecting this principle because it encourages individuals to recognize and fulfil their responsibilities within family life in a fair and ethical manner. By promoting shared responsibility and mutual respect, the campaign embodies the ethical spirit of Dharma. It demonstrates how digital marketing can contribute to social awareness while encouraging responsible behaviour.

Dove India – #StopTheBeautyTest Campaign

Campaign Overview

Dove India's #StopTheBeautyTest campaign challenged conventional beauty stereotypes and encouraged society to move beyond narrow standards of physical appearance. The campaign addressed issues such as body shaming, appearance-based discrimination, and unrealistic beauty expectations that often affect self-esteem and emotional well-being (Dove India, 2022). Through digital storytelling, social media engagement, and awareness-oriented communication, the campaign promoted self-acceptance and positive self-image.

Key Themes Identified

The content analysis identified themes including dignity, self-respect, body positivity, emotional well-being, empathy, and compassion. These themes indicate that the campaign was not simply promoting a beauty product but was also attempting to challenge harmful social attitudes that affect individuals, particularly young women and girls. The campaign can therefore be viewed as a value-oriented initiative within the broader context of brand communication.

Reflection of Ahimsa (Non-Harm)

The campaign findings were analysed using the principle of Ahimsa. Although Ahimsa is commonly associated with non-violence, its broader philosophical interpretation extends to the avoidance of physical, emotional, psychological, and social harm (Radhakrishnan, 1927). The campaign may be interpreted as reflecting this principle because it challenges stereotypes and communication practices that can negatively affect self-esteem and emotional well-being. By promoting self-acceptance and discouraging harmful social judgments, the campaign embodies the ethical spirit of Ahimsa. It demonstrates how digital marketing can contribute positively to individual well-being while maintaining commercial relevance.

Tata Tea – Jaago Re: Power of 49 Campaign

Campaign Overview

The "Power of 49" campaign was introduced under Tata Tea's "Jaago Re" initiative to encourage greater political participation among women voters in India (Tata Tea Jaago Re, 2013). The campaign emphasized the importance of women's electoral influence and sought to increase awareness regarding civic engagement and democratic responsibility. Through digital videos, social media campaigns, and awareness-oriented communication, the initiative encouraged women to recognize the significance of their participation in shaping public policy and social development.

Key Themes Identified

The campaign focused on social empowerment rather than direct product promotion. The analysis revealed themes such as civic responsibility, democratic participation, women's empowerment, social awareness, and collective welfare. These themes indicate a clear orientation toward broader societal concerns rather than narrow commercial interests.

Reflection of Lokasangraha (Social Welfare)

The themes identified in the campaign were interpreted through the concept of Lokasangraha. Within Indian philosophical thought, Lokasangraha refers to actions undertaken for the welfare and benefit of society. The campaign may be interpreted as reflecting this principle because it encourages citizens to participate actively in democratic processes and contribute to social progress. Through its emphasis on collective welfare and civic responsibility, the campaign demonstrates how digital marketing can function as a tool for positive social change.

Comparative Analysis of Findings

The analysis indicates that the selected campaigns reflect ethical values that are closely aligned with the principles of Bhartiya Gyan Parampara. Although the campaigns were developed within contemporary marketing environments, their communication strategies demonstrate themes associated with truthfulness, ethical responsibility, non-harm, and societal welfare.

Table 2 : Mapping of Selected Campaigns with Principles of Bhartiya Gyan Parampara.

Principle of Bhartiya Gyan Parampara	Campaign Selected	Key Themes Identified
Satya	Amul COVID-19 Awareness Digital Advertisements	Truthfulness, transparency, responsible communication
Dharma	Ariel India – #ShareTheLoad Campaign	Responsibility, fairness, equality, ethical conduct
Ahimsa	Dove India – #StopTheBeautyTest Campaign	Dignity, empathy, emotional well-being, non-harm
Lokasangraha	Tata Tea – Power of 49 Campaign	Collective welfare, civic participation, social awareness

The comparative findings suggest that the ethical principles of Bhartiya Gyan Parampara continue to possess significant contemporary relevance. The selected campaigns illustrate that responsible digital marketing can extend beyond commercial objectives and contribute to transparency, social responsibility, individual well-being, and societal welfare. These findings support the argument that Bhartiya Gyan Parampara provides a meaningful ethical framework for evaluating and guiding digital marketing practices in contemporary India.

DISCUSSION

The findings of the content analysis indicate that the ethical principles embedded within Bhartiya Gyan Parampara continue to possess significant relevance in contemporary digital marketing practices. Although the selected campaigns were developed within modern commercial environments, their communication strategies reflected values that are consistent with traditional Indian ethical thought. The findings suggest that Bhartiya Gyan Parampara provides a meaningful framework for understanding ethical communication, responsible consumer engagement, and socially conscious marketing in the digital age.

Relevance of Satya in Digital Advertising

The analysis of Amul’s COVID-19 awareness advertisements highlights the continuing importance of truthfulness and transparency in digital communication. In an environment increasingly characterized by misinformation, exaggerated claims, and deceptive promotional practices, the principle of Satya offers valuable guidance for ethical advertising. The findings suggest that consumers are more likely to trust brands that communicate honestly and provide reliable information. Therefore, Satya can serve as an important ethical foundation for promoting transparency, credibility, and long-term consumer trust in digital marketing. This observation is consistent with previous studies that identify truthful communication and

transparency as important determinants of consumer trust and ethical marketing behaviour (Murphy et al., 2007).

Relevance of Dharma in Responsible Marketing Practices

The findings from the Ariel India #ShareTheLoad campaign demonstrate that marketing communication can extend beyond commercial objectives and contribute to broader social values. The principle of Dharma emphasizes ethical duty and responsible conduct, encouraging organizations to consider their obligations toward consumers and society. In the contemporary digital environment, where consumers increasingly expect socially responsible behaviour from brands, Dharma provides a useful perspective for aligning business goals with ethical responsibilities. The findings indicate that responsible communication can strengthen both brand reputation and stakeholder relationships. This interpretation supports existing literature emphasizing the growing importance of value-driven and socially responsible marketing practices in contemporary business environments (Murphy et al., 2007).

Relevance of Ahimsa in Consumer Engagement

The Dove India #StopTheBeautyTest campaign illustrates the relevance of Ahimsa in contemporary consumer engagement. Modern digital platforms expose consumers to continuous persuasive communication, social comparison, and idealized representations that may negatively affect psychological well-being. The broader interpretation of Ahimsa as the avoidance of emotional, psychological, and social harm provides an important ethical lens for evaluating such practices. The findings suggest that marketing communication should promote respect, empathy, and consumer well-being rather than exploit insecurities or vulnerabilities. Consequently, Ahimsa offers valuable guidance for developing more humane and responsible digital marketing strategies. This interpretation also aligns with recent concerns regarding manipulative communication practices and consumer welfare in digital marketing environments (Saura et al., 2024).

Relevance of Lokasangraha in Consumer Welfare

The Tata Tea Power of 49 campaign demonstrates how digital marketing can contribute to societal welfare beyond product promotion. The principle of Lokasangraha emphasizes actions undertaken for the collective good and encourages individuals and organizations to contribute positively to society. The findings indicate that brands possess the ability to influence public awareness, civic participation, and social engagement through digital communication. Integrating the principle of Lokasangraha into marketing practices can therefore help organizations balance commercial objectives with broader societal responsibilities and consumer welfare. The campaign illustrates that ethical communication can simultaneously support social development and strengthen public trust in brands.

Bhartiya Gyan Parampara as a Contemporary Ethical Framework for Digital Marketing

The collective findings suggest that Bhartiya Gyan Parampara offers a valuable ethical framework for addressing contemporary challenges in digital marketing. The principles of Satya, Dharma, Ahimsa, and Lokasangraha collectively promote transparency, responsibility, empathy, and social welfare, addressing concerns such as misleading advertising, consumer manipulation, privacy issues, and declining consumer trust.

Unlike regulatory approaches that primarily focus on compliance, Bhartiya Gyan Parampara emphasizes internal ethical responsibility and value-oriented conduct. This perspective is particularly relevant in rapidly evolving digital environments where technological developments often outpace formal regulation.

The findings indicate that these principles can be meaningfully applied to contemporary business practices and provide guidance for developing trustworthy and socially responsible digital communication strategies. These findings also support the argument that Indian Knowledge Systems can contribute meaningfully to contemporary management and business practices (Maheshwari, 2024). Therefore, Bhartiya Gyan

Parampara may be viewed as a contemporary ethical framework capable of supporting sustainable digital marketing practices in India.

Practical Implications

Implications for Marketers

The findings suggest that marketers can enhance consumer trust and long-term brand credibility by incorporating the principles of Satya, Dharma, Ahimsa, and Lokasangraha into their communication strategies. Ethical communication can strengthen consumer relationships and brand credibility.

Implications for Policymakers

The study highlights the potential of indigenous ethical frameworks in promoting responsible digital communication. Policymakers may consider integrating value-based ethical perspectives alongside regulatory mechanisms to encourage responsible marketing behaviour in the digital ecosystem.

Implications for Digital Platforms

Digital platforms play a significant role in shaping online communication and consumer engagement. The findings suggest that platform operators should encourage transparency, responsible content dissemination, and consumer protection measures that align with ethical principles emphasizing truthfulness, non-harm, and social welfare.

Implications for Management and Marketing Educators

The study demonstrates the relevance of Bhartiya Gyan Parampara in contemporary business contexts. Marketing and management education may benefit from incorporating Indian Knowledge Systems into ethics and marketing curricula to promote culturally rooted approaches to responsible business practices.

CONCLUSION

Summary of Findings

The study examined the relevance of Bhartiya Gyan Parampara in contemporary digital marketing practices through a qualitative content analysis of selected digital campaigns. The findings revealed that the principles of Satya, Dharma, Ahimsa, and Lokasangraha remain highly relevant in addressing contemporary ethical concerns and promoting responsible digital communication.

Theoretical Contribution

The study contributes to the growing literature on Indian Knowledge Systems by extending their application to digital marketing ethics. It demonstrates that traditional Indian ethical principles can serve as a useful conceptual framework for understanding and evaluating contemporary marketing practices.

Practical Contribution

The findings indicate that organizations can utilize the ethical principles of Bhartiya Gyan Parampara to develop transparent, socially responsible, and consumer-oriented marketing strategies. The study therefore provides practical insights for marketers, digital platforms, educators, and policymakers.

Future Research Directions

The study is exploratory and based on secondary data and qualitative content analysis. Future research may

employ empirical methods such as surveys, interviews, or experimental designs to examine consumer perceptions of ethically oriented digital marketing practices. Comparative studies across industries and cultural contexts may further strengthen understanding of the practical applicability of Bhartiya Gyan Parampara in contemporary business environments.

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