

ETHICS IN ADVERTISING

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ABSTRACT

Ethics are basically the sets of moral and principles, it leads to what is right and what is wrong and are also concerned with good and bad. Ethics in advertising leads to transparency in the mind of the customer to pursue towards the product. ethics are the proposed to set some values and principles for marketer to follow while advertising their product. The focus of this paper is to study the ethics in advertising and issues in ethics that arises in advertising the product of the particular company and also the unethical advertisement which are now a days spreading in the society and impacting on customer's minds negatively. Role of advertisement is a factor which customers also thinks plays a vital role in their lives because it make customers aware about the features and usage of the product. Also analyzed some examples of issues in advertising and also mentioned some ethical principles.

KEYWORDS: *Advertisement, Ethical issues, Ethical principle, Unethical Advertising.*

INTRODUCTION

Advertising is a means of communication with the users of products and services. A notice or announcement in a public medium promoting a product, services, or event or publicising a job a vacancy .

“Advertising is any paid form of nonpersonal presentation and promotion of goods, service, or Ideas by an identified sponsor.”

-PHILIP KOTLER

Advertising is s tool for market promotion which is widely applicable in different target market in paid form. There are various forms of advertising and can be expressed as in written, oral, visual or audible also by using contrasting mediums like print media, outdoor media, audio- visual media or any other.

Print media- newspaper, magazines, pamphlets, booklets, letters etc.

Outdoor media- hoardings, sign boards, wall printing, vehicle, banners etc.

Audio-visual- radio, television, film, internet, etc.

Basically, Ethics in Advertising means the set of values and principles which a marketer need to follow while advertising their products. And ethics are concerned with right and wrong or good and bad. A company has a social responsibility towards its customers and society, companies are obliged to protect customer and make them feel safe and secure while using the product and to fulfill their needs. company must provide their customer true and legitimate knowledge to their customer to make them aware about the availability, features and usage

of the product. advertisement persuade people to buy the product and ethics help them to trust the product positively and use it without any second thought.

ETHICS IN ADVERTISING

Morals and ethics exist in several shades of gray. However when it comes down to advertising ethics all it is concern about the truth, evidence, penalties. It covers ethical concern about the advertising message, the consumers targeted by the advert, advertising of controversial products and services and the effect of advertising on social values.

Ethics is an essential part of the advertising industry.

IMPACT OF ADVERTISING ON SOCIETY

Advertising has proven to be very helpful to the society for the sake of information, awareness, and being updated about the trend of the market and also what new customer can adopt which can be a benefit in their lives and make it more easy and smooth.

Advertising creates a impactful mindset of customer about the product either positive or negative and the promotion of products in the market.

POSITIVE

- Awareness about the product.
- Provide detailed information
- Social benefit
- Mass communication
- Brand image
- Free entertainment
- Increased sales
- Motivates the customer

NEGATIVE

- False representation
- Promotion of harmful product
- Political influence
- Environment threats.

ETHICAL PRINCIPLES

- Advertisement should be authentic and should provide valid information.
- Never use untrue advertising.

- Never intend to hoax, respect truthfulness
- Technique of advertising product should not be manipulative and exploitative.
- Respect nobleness of each person.
- Issues with violence, profanity and sex should be considered.
- Issues over trust and honesty.
- No controversial advertisement should be revealed.
- No commentable advertisement either on the character on society or on religion.
- Never use negative advertising against any of the competition.

ROLE OF THE ETHICS IN ADVERTISEMENT

In today's era advertising is a very common medium of reaching to the customer for the awareness of the product but doing the same in a ethical manner is a challenge for the organization.the presence of advanced technology and widespread of recognition with the use of online media. Ethics helps in ensuring that products being marketed are authentic, regulation and standard are set to guide the advertising firms.

In advertising ,ethics represent values that are held to be morally right or wrong.

Ethics basically generate trust in customer's mindset towards a product's quality, safety, trust that subscribe to ethical standard. Ethics aims at guaranteeing that advertisement meet the overall acceptable standard of decency in society. It also helps in preventing social damage through restricting advertising of detrimental product.

Examples of ethical issues in advertising

- Vulgarity
- Gender issues
- Use of women
- Sexually suggestive ads
- Originality of product
- Social challenges
- Negative ads
- Harmful products ads
- Controversial products ads

OBJECTIVE OF THE STUDY

- To clarify the ethical principles
- To analyse the difference between ethical and unethical advertisement
- To understand the role of ethics in advertising.
- To define the major ethical issues in advertising
- To study the impact advertising on society

SIGNIFICANCE OF THE STUDY

This study is all about ethics in advertisement and also focuses on the issues in advertising . Analysing the unethical advertisement impacts the society to the greater extent. People perceive towards the product according to the mindset which a product has already created. Evaluating the ethical principles in advertising is one of the focuses of this research.

REVIEW OF LITERATURE

DR S vidya(2016) defined advertisement as a mode of communication between sellers and buyers and also the principle of advertising. Ethics are the main feature of advertising industry which also include some major issues of ethics in advertising.this study has also differentiated ethical and unethical advertisement and promotion of product which influence people or society. Sometimes ethics are used as the tactics by the organization to attract customer which leads to the benefits of the company and not of the customer.

NEHA MUNJAL(2016) study of this paper mainly focused on ethical issues in advertising and various types of unethical advertising in india. This study has also evaluated various ASCI principles and CCC decisions for unethical practices also analysed the main root cause of arising issues in ethics in advertising.in today's competitive world advertisers are using unethical ways to fight to the competitors.

GULFAM ASHRAF(2015) explained the impact of advertisement of different products on the customer mindset and also their behaviour accordingly towards the product in the market and also stated some of the unethical advertisement that advertisers go against the ethics. this study has also approached some of the measures to be taken to make the society safe from the harmful effects of different advertisement.

MANENDRA SINGH(2014) this study has looked and explored the ethical issues related to advertising from the different aspects such as related to consumers, product and children and how ethics are generating positive attitude and confidence in the consumer towards the product usage as people in this era do not trust anyone easily. Likewise this all is building the brand image of the companies.

RESEARCH METHODOLOGY

This research is all based on ethics in advertisement. There are many unethical advertisement used by the marketers to make their products more popularised. Ethics in advertisement leads to a set of principle which governs the way of communication taking place between seller and buyer.

Advertisement affects the mindset of the customer which can either confuse the customer or can also aware customers of its detailed features.

RESEARCH APPROACH AND RESEARCH DESIGN

In this study quantitative techniques have been used more than qualitative because reaching to the many customers have make this study more appropriate.

This has helped a lot in making the paper more detailed and of making research more valuable. The data generated through the customers have given a conclusion of how the advertisement is helping society in getting aware about the availability of different products and their correct usage and on the other hand how advertisers are using advertisement for the other harmful products to showcase.

SCOPE OF THE STUDY

- Advertisement is continuously helping customers in getting aware about the products and their features and also about the messages to the society
- Ethics in advertisement ensures customer the quality of the product.
- Ethics in advertisements plays a vital role as this increase the customer trust on the product
- Ethics are established to safeguard the customer rights and trust
- Ethics in advertisements is mainly to protect customers from the harmful and to showcase fake features of products.
- Also ensures that unethical ways should not be used for the advertisements.

DATA COLLECTION

In this research primary data has been used through many sources. However secondary data has also been used in the research.

Primary research- through free discussions, questionnaire, interview etc.

Secondary research- through a research paper “DR. S Vidya MBA ADVERTISING ETHICS” and “Neha manjul a study of ethical issues in advertising and analysing different unethical advertisements with result of ASCI decisions: an Indian perspective” books, journals, free discussions, Internet etc.

LEARNING FROM THE DATA COLLECTION

- Advertisement is a basically a medium of passing information from marketers or sellers to the consumers
- Advertising products means spreading awareness about the availability of the product in the market and their features.
- Researchers are basically have tried to know the ethics in advertising and the unethical ways which marketers are using to market their harmful products.
- Different issues in ethics in advertising
- Various factors which are used to study the ethics in advertising

DATA ANALYSIS AND INTERPRETATION

How many people feel that advertisement are helpful on television, radio or on other mediums ?

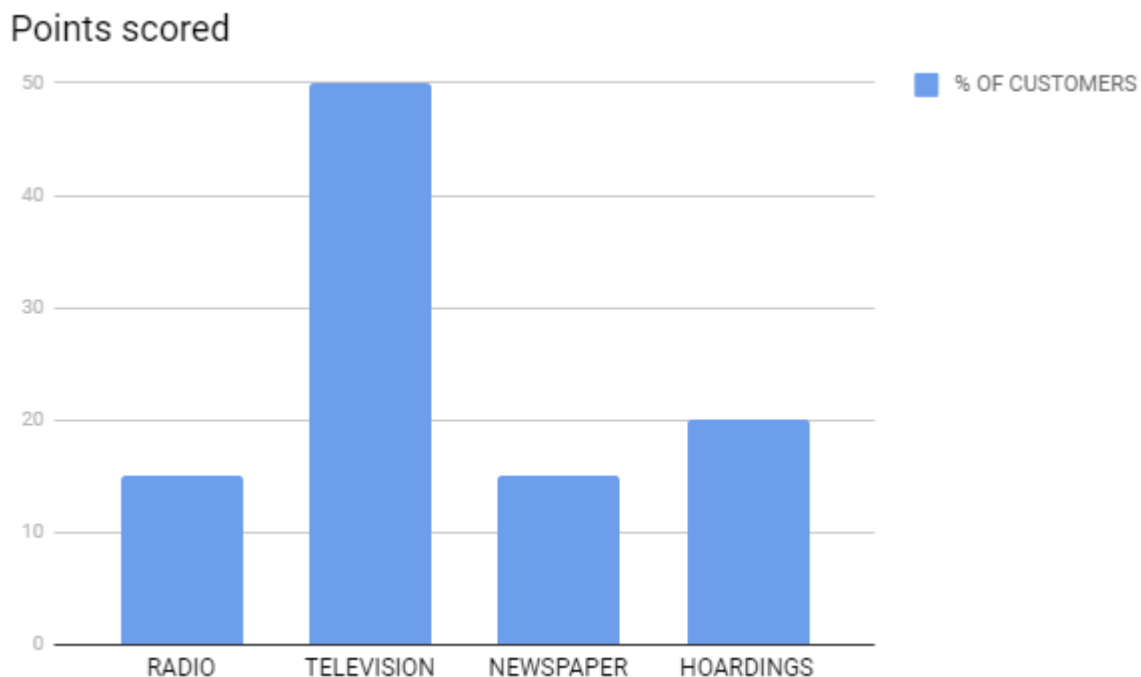


fig. 1

Interpretation- it is seen that television is the most preferred medium of advertising the product effectively and vastly among people.

Does people get induce to try the product by seeing advertisement?

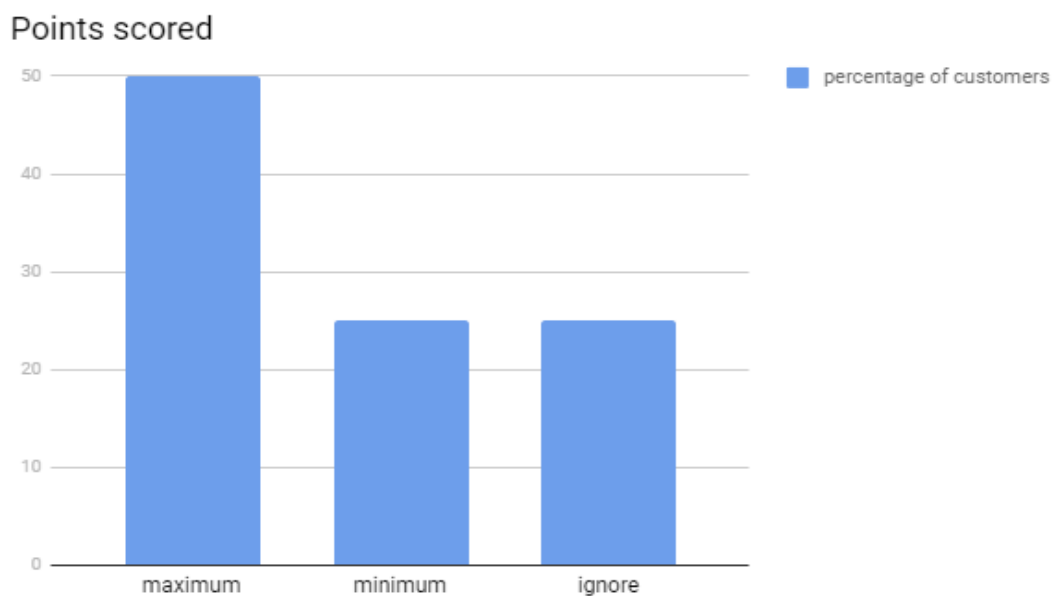


fig. 2

Interpretation- people do get induced by the advertisement to the greater extent by visualising the product through different mediums. But, people also ignore the advertisement sometimes.

Are people aware of ethics in advertising and the benefits of it?

Points scored

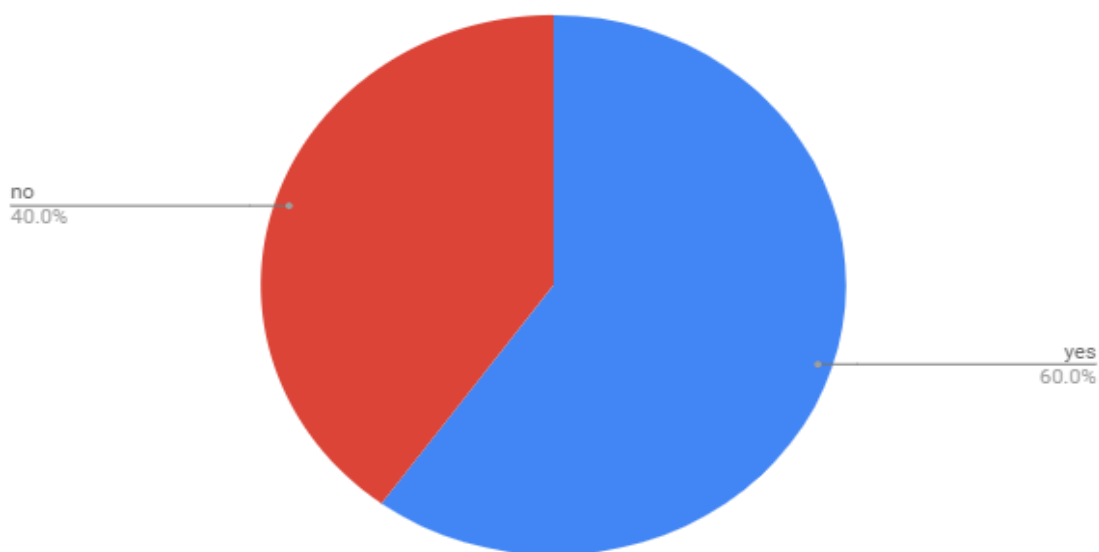


fig. 3

Interpretation- people are aware of benefits of advertisement but at the same time some unethical advertisement are shown but in context of not consume the harmful product but somewhere it induces the customer to buy the product and also make people aware about the availability.

Do you feel advertisement of cigarettes and alcohol are unethical or

Points scored



not?

fig. 4

Interpretation- people are aware of unethical advertisement which are shown but still government is not banning these advertisement.

Do ethics in advertising prevent trust of customers on product?

Points scored

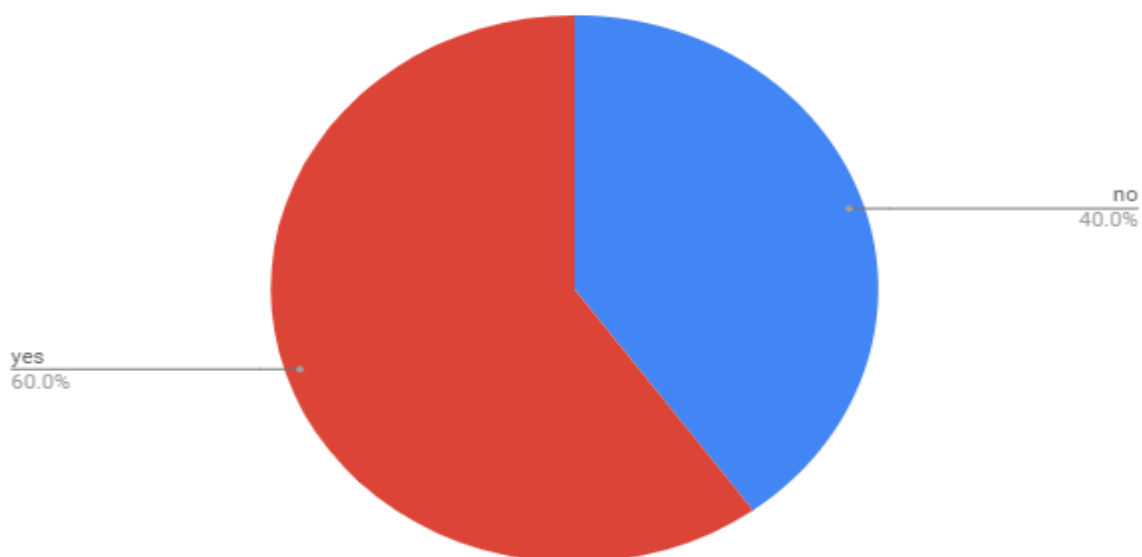


fig. 5

Interpretation- ethics in advertisement helps people to trust on product only, those people who are aware of ethics in advertising.

Questionnaire

1. Is advertisements of products are helpful?

Yes. No

Interpretation- customers do feel the need of advertisement to be aware of the availability, feature and usage of the product.

2. Do you feel advertisement creates confusion about the product in the mindset of consumer?

Yes. No

Interpretation- because of the different competitors customers become confused as the products have almost the same features in the same category of product. This mislead the customers for the particular product.

3. Do advertisement impact the customer's perspective?

Positive. Negative

Interpretation- ethical advertisement affect customer mindset in the positive manner and negative in the unethical advertisement.

4. From which media you used to watch the most in advertisement?(tick one)

Television. Radio. Mobile. Internet.

Interpretation- in today's era Internet is the basic medium of mass communication in the youth and also the television among the elders.

5. Do you know about surrogate advertising?

Yes. No

Interpretation- many of people does not know about the term surrogate.

6. Have you seen any advertisement of cigarettes and alcohol?

Yes. No

Interpretation- alcohol and cigarettes advertisement are very common to visualise through different medium. People are aware of the unethical advertisement which may harm the health of the customers.

7. Does the ad induce you to try the product?

Yes. No

Interpretation- yes, people do get influence through the product advertisement bit it should be attractive and detailed about the features and should be beneficial to the customers.

8. Do you feel ethics in advertisement prevent the trust of the customers?

Yes. No

Interpretation – ethics in advertisement are most important fact of matter to ensure customer about the quality of the product.

FINDINGS AND CONCLUSION

In today's era customers are very much aware of the ethics in advertising. They do know what is right and what is wrong but simultaneously companies are using unethical advertising for their product as a technique. Companies are misinterpreting customers with the false representation of their products features which people are not aware of.

This research paper concludes the principles and ethics in advertising ethic marketers should follow and also awareness about the unethical advertisement like advertising the harmful products for society.

It focuses on evaluation of some issues of advertising of product and about the impact of advertisement on society.

- Found that customers are well conscious about the features and usages of product through the advertisement.
- People do know how much advertising is helping them in their daily lives as they become aware of the different offers which company is revealing.
- There are many mediums now a days which is helping customers in viewing advertisement with more innovation and with quick process
- A different product advertisement generate confusion in the mindset of the customers and mislead them as there are wide variety of the product is available in the market.

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