

ETHICS IN ADVERTISEMENTS AND ITS IMPACT

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ABSTRACT

Modern age is the age of advertisement and advertising has become a necessity for commercial success. The business can demonstrate their commercial ability through advertisement. Advertisement is an impersonal presentation where a standard or common message regarding the merits, price and availability of product or service is given by the producer or marketer. It is a paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor. The advertisement builds pull effect as advertising tries to pull the product by directly appealing to customer to buy it. Every part of advertising is mode of satisfaction of human needs and wants.

Key Words: Advertising, Ethics, Ambiguity, Consumer, Promotion

INTRODUCTION

Every day and everywhere in our life we see hear and feel a number of products at home, in a shop while travelling in the bus or train and many talk about their qualities. It is therefore anything that turns attention to an article or service might be called advertising .The term advertising originates from the Latin word advert means towards and veto means I turn. The advertising means to turn attention towards a specific thing. Advertising may be defined as a process of buying sponsor identified media space o time of a product o an idea to promote their sales in present and future. Advertising consists of those activities by which visual or oral messages are addressed to select publics for the purpose of informing and influencing them to buy products and services. The requirement is that the advertisement should capture the attention of its audience. In other words the advertisement has to go through the attention filter of the target audience. It may be given the new information or it may support the information they already have or it may attempt to alter their existing views or beliefs. It is essential that advertisement should appeal to them and influence their attitude through process and purchase behavior in favor of the advertised brand. Advertising can be defined a paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor.

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OBJECTIVES

The present study is carried out with the following objectives:

1. To analyze the socio-economic characteristics of sample respondents
2. To ascertain the impact of ethical advertisement
3. To study the ethics in advertisements
4. To analyze the effective advertisements for its good impact in the consumer awareness
5. To offer suggestions and recommendations

COLLECTION OF DATA

Since the primary objective of this study is to know about the ethics in advertisement and its impact on the consumer, the required data was collected based on the structured interview schedule .the necessary data for this study was collected through an interview schedule by directly approaching the respondents .in this regard the target group of respondents were given separate interview schedule

personally and necessary terms were explained clearly to fill up interview schedule. generally the respondents took 15 to 30 minutes to fill up the schedule as a primary data and other relevant data was collected from secondary sources also.

SAMPLING TECHNIQUE

Taking 150 sample respondents with the following sampling process collected the primary data.

1)Target Group of Respondents

The viewers of the television ,the listeners of the radio ,the readers of the newspapers. Journals and Magazines are the target group of respondents for this study. The size of sample is only 150 respondents of the above type.

2) Area of study

The study was conducted at Coimbatore city. It is considered as one of the metropolitan city in tamilnadu state. In the Coimbatore city there are four zones viz, east, west, north, south zones. For the convince of this study east west and north zones were selected and the date was collected.

3)Sampling Type

This study was conducted based on random as well as convince method of sampling.

Among the four zones in Coimbatore city, the three zones viz, east, west and north zones were selected randomly

For each zones as sample of 50 was drawn on convenient basis.

ETHICS IN ADVERTISEMENT-AN OVERVIEW

Ethics is a choice between good and bad, between right and wrong. It is governed by a set of principles of morality at a given time and a given place. Ethics is related to group behaviour in ultimate analysis, setting the norms for an individual to follow in consistence with the group norms. Advertising too has ethical values. Advertising communication is a mix of art and facts subservient to ethical principles. In order to be consumer oriented, an advertisement will have to be truthful and ethical. It should not mislead the consumers. If it so happens, the credibility is lost. Advertisement truth is to be viewed from the consumers point of view and not in the narrow legalistic frame. However it is very ticklish to judge on this, since many times a clear line of demarcation between what is true and what is untrue is difficult to establish. But the advertisement as such is judged by its impact, and by its acceptance by the consumers.

ESSENTIALS FOR ETHICAL ADVERTSEMENTS

Advertising puts across message and their presentation may be against the accepted values of society. Several advertisers have discarded moral and ethical values. Government and courts control these unsocial immoral and unethical values. While designing a good ethical advertising for all media, the following essential peculiarities should be taken into account.

1)MORALITY AND TASTES

The word morality is quite comprehensive than the ethics because moral values include ethical values which speak what is good or bad. The concept of morality is not rigid. The moral value system changes over the time span. The best example of this kind is that in the past abortion was wrong and, there for it was immoral or unethical. Thus it is the changing phase of time that decides what is right or wrong –good or bad for an individual and the society .Rather the changing philosophy attitude belief, customs and the likes decides the value systems. Some advertisement are considered as of bad taste by some consumers through the product advertised do not offend consumers.

2)TRUTHFULNESS

It is but natural that the consumers resent those ads which they think are untruthful. Such advertisement raise the consumer expectations which are false and misleading. The concept of truth is very elusive. In the world of advertising the word truth has four colours or degrees. These are – literal truth-deceptive truth-truth exaggerated and the whole truth. Let us consider what each means in belief lateral truth stands for the statements that are totally true, everyone expects this as the minimum standards to which all ads must be portrayed. Each claim made by advertiser is true in true in case. There is no scope for false presentation or ambiguity or misleading. Coming to deceptive truth the advertiser is literally true but yet deceptive.

3) ADVERTISEMENT IS UNPOLLUTANT

Consumers resentment crops as a result of its over persuasiveness. This objection stems from the fact that there are simply too much of advertising that pollutes our mental environment just as noxious emanation from a factory chimneys and effluents are released to pollute the physical environment.

UNIMAGINATIVE CREATIONS

Advertising has been presenting imaginary and views of consumers. it has been observed by several researches that the expression, pose and movement of the people demonstrating certain advertisements have been totally unrealistic. the smoking girl inviting people to smoke and share her emotion often has no correspondence with reality .advertising half been used by advertisers to attract people. therefore there is need for improvement in this type of which are purely imaginary.

VALUE -SYSTEM

Advertisers have not been very careful about presenting life styles and value system. obscenity and nudity are examples of the deteriorating values of advertising. Gambling and lotteries should not be promoted by advertising because they destroy the basic values of society. The names of actors and actress can be used only with their permission .some professions and systems should not be for commercial advertisements.

RULES FOR ADVERTISEMENTS ETHICS

In order to enforce an ethical code we are India now have the ADVERTISING STANDARD COUNCIL OF INDIA. it is a non profit organization setup by 43 founder members who are involved with advertising in one way or the other. It proposes to deal with the government if there any disputes

It is inspired by a similar code of the ADVERTISING STANDARD AUTHORITY U.K it seeks to achieve the acceptance of fair advertising practices in the best of the ultimate consumer.

Guidelines

The various rules are followed for ethics in advertisements with the following purpose:

1. To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertising.
2. To ensure that advertising is not offensive to generally accepted standards of public decency.
3. To safeguard against indiscriminate use of advertising for promotion of products which are regarded as hazardous to society or to individual to a degree or of a type which is unacceptable to society at large.
4. To ensure the advertisements observe fairness in compilation so that the consumers need to be informed on choices in the market places and the canons of generally accepted competitive behavior in business or both is served.

RULES OF CONDUCT VIS-À-VIS THE CUSTOMER

1. Advertising should be so designed as to confirm not only to the laws but also the moral and aesthetic sentiments of the country in which it is published .
2. No advertisement that is likely to bring advertising into contempt or disrepute permitted should not take advantage of the superstition or credibility of the general public.
3. Advertising should not be permitted to contain any execrated claim that should be disappointment in the mind of the consumer.

RULES OF ETHICS-GOVERNING AGENCIES AND MEDIA

- 1.advertising agencies and media should avoid disparagement of their competitors.
- 2.the accept regulations governing the agency business in any country should be strictly observed by the very agent doing business in that country.
- 3.Misleading or exaggerated statements to an advertiser concerning the carrying out or probable of a campaign should not be permitted .
- 4.The purchaser of advertising in any publication or other media is entitled to know the number general character and distribution of the persons likely to be reached by its advertisement and to be reached by its advertisements and to receive genuine cooperation in this respect from media.

CODE OF CONDUCT FOR TV ADVERTISING

1. No advertisement message shall in any way be presented ads news.
2. Advertisements for services concerned with the following shall not be accepted
3. Money leaders
4. Chit funds
5. Saving schemes and lotteries other than conducted by central and state government
6. Testimonial must be genuine and used in manner not to mislead the viewers.
7. Any such effects which might startle the viewing public must not be incorporated in advertisements for example and without limiting the scope, the use of the following effects will not be permitted .
8. Children shall not be shown begging or an undignified or indecent manner.
9. Advertising shall not take advantage of superstition or ignorance of general public.
10. Advertising shall be truthful ,avoid distorting facts and misleading the public by means of implication and omission.
11. Testimonial of any kind from experts other than government recognized standardization agencies shall not be permitted .

CODE OF CONDUCT OF THE ASCI

This code of conduct is designed by a national body namely ,ADVERTISING STANDARDS COUNCIL OF INDIA which is designed to crack down the misleading and unethical advertisements. it consists of 78 corporate members,27 advertisers ,11 press media units ,26 ad agencies and 7 from allied business .It has set up C.C.C to decide whether or not the ad complaints were in violation of A.S.C.I code .The contents of the code are

Advertisements must be truthful .all decapitations claims and comparisons which relate to matters of objectivity ascertainable fact should be capable of substantiation.

Where advertising claims are expressly stated to be based on or supported by independent research or assessment. the source and date of this should be indicated in advertisement.

Advertisement should not contain any reference to any person, firm or institution without due permission nor should be a picture of any generally identifiable person be used in advertising without the permission .advertising shall not distort facts nor mislead the consumer by means of implications or omissions.

Advertisement addressed to children shall not contain anything whether in illustration or otherwise which might result in their physical mental or moral harm or which exploits their vulnerability.

Should not show children using or playing with matches or any other inflammable or explosive substance or playing with or using sharp knives guns or electrical appliances the careless use of which could lead to their suffering cuts burns shocks or other injury

Shall feature mirror for tobacco or alcohol based products.

Advertisement containing comparisons with other manufacturer or suppliers or with other products including those where competitor is named are permissible in the interest of vigorous competition and public enlightenment

It should be clear what aspects of the advertiser product are being compared with what aspects of competitor product.

The subject matter of comparison is not chosen in such a way to confer an artificial advertiser or as to suggest that a better bargain is offered than is truly the case.

SOCIO-ECONOMIC CHARACTERISTIC OF THE SAMPLE RESPONDENTS

Age group wise classification of the respondents

S.no	Age group	No of respondents	Percentage
1.	Below 25 years	49	33
2.	25yrs-35yrs	51	34
3.	35yrs-45yrs	36	24
4.	Above 45years	14	09
	Total	150	100

Sex wise classification of the respondents

S.no	Sex	No of respondents	Percentage
1.	Male	76	51
2.	Female	74	49
		150	100

Educational qualification wise classification of the respondents

S.no	Educational qualification	No of respondents	Percentage
1.	Up to higher secondary level	25	17
2.	Diploma /degree	43	29
3.	Post graduate	82	54
	Total	150	100

Occupational status wise classification of the respondents

S.no	Occupational status	No of respondents	Percentage
1.	Salaried	45	30
2.	Business	48	32
3.	Profession	29	19
4.	Others	28	19
	Total	150	100

Classification of the respondents according to monthly income

S.no	Monthly income	No of respondents	Percentage
1.	Up to Rs 5000	52	35
2.	Rs 5001-Rs7500	51	34
3.	Rs 7501- Rs 10,000	31	21
4.	Above Rs 10,000	16	10
	Total	150	100

Respondents opinion about the ethics in advertisement

S.no	Opinion	No of respondents	Percentage
1.	Fair description	40	26.67
2.	Truthful information	50	33.33
3.	Highly believable	29	19.33
4.	Induced to purchase	18	12
5.	Suggest for purchasing decision	13	8.67
		150	100

The choice of advertisement media preferred by the respondents

S.no	Media of advertisements	No of respondents	Percentage
1.	Newspaper	30	20
2.	Magazines & journals	53	35.33
3.	Television	57	38
4.	Radio	9	6
5.	Others	1	0.67
		150	100

Ethical values found by the respondents from their choice of advertisement media

S.no	Particulars	No of respondents	Percentage
1.	Yes	119	79.33
2.	No	31	20.67
		150	100

The nature of product for ethical advertisement

S.no	Product advertisement	No of respondents	Percentage
1.	Cosmetic items	20	16.81
2.	Electronic products	42	35.29
3.	Vehicle advertisements	33	27.73
4.	Textile products	21	17.65
5.	Others	3	2.52
		150	100

The copy of advertisements and its ethics

S.no	Particulars	No of respondents	Percentage
1.	Television	45	30
2.	Newspaper	73	48.67
3.	Radio	18	12
4.	Magazines/journals	14	9.33
		150	100

The type of media emphasising the ethical values in advertisement

S.no	Particulars	No of respondents	Percentage
1.	Television	37	24.67
2.	Newspaper	59	39.33
3.	Radio	35	23.33
4.	Magazines	16	10.67
5.	Others	3	2
	Total	150	100

Respondents agreeability about the impact of ethical advertisements

S.no	Agreeability	No of respondents	Percentage
1.	Strongly agree	38	25.33
2.	Agree	50	33.33
3.	Neutral	43	28.67
4.	Disagree	10	6.67
5.	Strongly disagree	9	6
	Total	150	100

The type of media suitable for enhancing the ethical advertisements

S.no	Particulars	No of respondents	Percentage
1.	Newspaper	47	31.33
2.	Television	64	42.67
3.	Radio	37	24.67
4.	Others	2	1.33
	Total	150	100

FINDINGS

- 34% of the respondents age group are 25 years to 35 years
- 51% of the respondents are male
- 54% of respondents are post graduate holders
- 32% of respondents are doing business
- 35% Of The Respondents are earn monthly income up to Rs 5000
- 33% of the respondents feels that get truthful information
- 38% of the respondents prefer television media
- 79.33% of the respondents from their choice of advertisement media.
- 35.29% of the respondents like electronic products
- 48.67% of the respondents the copy of advertisement in newspaper.
- 33.33% of the respondents are of agree.
- 42.6% of the respondents feels that television media suitable for enhancing the ethical advertisements.

SUGGESTION AND CONCLUSION

Ethics have always been studied in conjunction with law no they also need to be studied separately from it Glamorous images, elepiction of unaffordable lifestyles inappropriate comments etc. While meeting the legal standards have much to be desired on the ethical front. There do nit exist laws against it but as can be seen for way in promoting undesirable values in the society, which are in conflate with the basic Indian maxim of “simple living”. Advertisers must thus, take a detailed look at the symbolic meaning that add charley and their influence on public virtues. They must based moral affirmation into their communication strategies and try to connect with the consumer on ethical level.

CONCLUSION

This study reveals the importance of ethics morality and standards to be applied for designing the good advertisements copy deciding for selective advertisement message and delivering the whole of advertisement in the right media and in a decent way. In order to make an advertisement as an effective one based on the ethics considered it is important public involvement. Representation of the public should participate in the formulation, application and periodic updating of ethical codes. In this regard the public representative should include ethicists and church people as well as representative of consumer groups for reviewing and updating of ethical advertisements

Moreover public authorities also have a role to play. The government should introduce strict policy, norms, standards and regulation for advertising content and practice. By promulgating laws and overseeing their application government authorities should ensure that public morality and social progress are not gravely endangered through misuse of the media. It is thus concluded that indecent, vulgar, wrongly suggestive, repulsive or offensive themes or treatment should be strictly avoided in all advertisements for upgrading in ethical values.

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