

# Unethical Issues In Advertising

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## INTRODUCTION

In modern times, advertising has been playing a significant role in our socio-economic life. It is considered an effective and cost efficient tool for communication. Though advertising is used for non economic purposes, it is highly used to attain business objectives. In this era of globalization and deregulation, advertising has acquired a new status. Technological advances have added new feathers to the entire gamut of advertising, and hectic competition has made advertising more powerful in the process of attracting and holding customers. **As a matter of fact, advertising creates employment opportunities, provides information regarding the developments taking place in the society, contributes to economic growth, and provides information about products and services available in the market which helps in taking buying decisions.** Apart from these, advertising is an informer of the clients - business enterprises and non business enterprises. Its basic purpose is to communicate with the society through appropriate message and media. Advertising being an art is created in an attractive manner by using attractive words, symbols etc. In spite of the facts, advertising performs vital functions for the society. It has been the victims of criticism and abuses. Sometimes, while one advertisement is considered good, the same is considered bad by others, similarly advertisements are also puts into the categories of ethical and unethical. Truly speaking in this age of tough competition, the business advertiser, at times, manipulates information through advertisements to achieve undesirable benefits and thereby ignores their social responsibilities. The same is true for other unethical aspects.

There are a number of instances related to unethical practices sorted out by the ASCI. First, an advertisement of Nestle India Ltd. (Maggie healthy soup) claimed that "Happy Heart" "Healthy Soup". The claim created an impression that consumption of Maggie soup leads to better heart and health, while on testing by independent agency, it has been found that it contains high levels of salt which releases sodium into body which in turn, causes hypertension and high blood pressure instead of good heart and health. Therefore, on complaint, ASCI declared the advertisement as case of misleading by implication and ambiguity. Thereafter, Nestle India Ltd. assured ASCI to modify its advertisements (2007)<sup>1</sup>. Secondly, TV ad of Suzuki motorcycle (2007)<sup>2</sup> showed a biker driving the motorcycle on the lane dividing the white line then overtaking dangerously between two trucks and rashly cutting the lane, the ad was criticised for

**Table 1: Some Unethical Indian Advertisements Handled By ASCI**

Sr.No.	Advertiser	Claim	Complaint	ASCI Code Decision
1	Hindustan Unilever Ltd. 2007	"Just one drop is enough, New Vim drop has 10 times more lime power than the bar, even the grease you cannot see, it gets out".	Advertiser needs to provide proof and substantiate that "one drop" of Vim could produce the cleaning effect as visually depicted and claimed in the voice over of the TVC.	July 2007 Chapter I.4. Claim mentioned in the advertisement, was misleading, as the "cleansing protocol" as provided in the report submitted by the Advertiser did not appear in the TVC.
2	Henkel India Ltd. 2007	"Each drop of Pril has active ingredients which removes grease better than the bar".	Advertiser needs to provide proof and substantiate that "one drop" of Pril could produce the cleaning effect as visually depicted and claimed in the voice over of the TVC.	July 2007 Chapter I.1. Claim mentioned in the advertisement, was not substantiated adequately. Subsequently, the Advertiser has conducted the cleaning efficiency test with a lab, for which they have provided a copy of the report.

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3	Coca Cola India Pvt. Ltd. 2007	TVC shows - "an actor flicking (or stealing) a Thums Up bottle from a speeding truck".	Advertisement is designed to attract lot of youngsters who happen to be the target audience. The kids will try to imitate the popular actor and may try the stunts shown in the TVC, which is dangerous. Also, it will motivate the kids to flick or steal, which is offensive. (Two similar complaints received against the same TVC).	August 2007 Chapters III.1(a), (c) and III.2(b) Advertisement tends to incite people to crime, and encourages people, particularly minors to emulate criminal acts. Advertisement shows dangerous acts which are likely to encourage minors to emulate them in a manner which could cause harm or injury. TVC modified.
4	Kimberly- Clark Lever Ltd.	Claim - "HuggiesBaby soap is milder than the leading baby soap".	This claim is directly targeted at the Complainant's brand, which is the market leader among baby soaps. Since the claim is false and untrue, this directly affects the Complainant's brand, and misleads the consumer on the efficacy of Huggies soap by comparing it with the Complainant's brand. Independent third party technical evaluation of Huggies baby soap on adult skin by a Dermatologist, in the Skin Testing Center, shows that Huggies baby soap is not milder than the Complainant's brand on the parameters of mildness.	November 2007 Chapter I.1 Advertiser did not provide an independent third party report which is BIS accredited. Claim was not substantiated. TVC discontinued. Advertiser confirmed that the claim will not be used in print Ads, TVC, and promotional material.
5	Procter & Gamble Home Products Ltd.	Claim - "7 out of 10 Indian dermatologists would recommend the New Head & Shoulders Intensive Solutions".	This claim needs to be substantiated with proof, supporting information, with details of survey conducted and the results of the same.	November 2007 Chapter I.1. Advertiser's response did not include a third party independent laboratory report substantiating the technical claim of their product having "twice the amount of dandruff killers versus most anti dandruff shampoos with ZPT", thus leading to the opinion of "7 out of 10 dermatologists would recommend the new Head & Shoulders Intensive Solutions" for dandruff. Ad withdrawn.
6	Axis Bank Ltd. (Quick and Easy Personal Loans)	Ad shows - "a parakeet picking up a fortune card with the tagline, "Your wishes are now fulfilled within 48 hours!".	Parakeets are protected under the Wildlife (Protection) Act 1972. The trade and trafficking of these birds is banned, and this includes the caging, displaying, and performance. Any advertisement that uses any kind of animals must have a No Objection Certificate from the Prescribed Authority i.e. Animal Welfare Board of India, certifying that the said advertisement has been made in compliance with the Performing Animals	January 2008 Chapter III.4. Visual depiction appeared to be performing an act, which was in apparent violation of the Performing Animals (Registration) Rules, 2001. <i>Advertiser assured that the said creative will not be used in any Ads.</i>

			(Registration) Rules, 2001 framed under the Prevention of Cruelty to Animals Act, 1960. Hence, the performance of the bird in the advertisement is in contravention of both the Wildlife Protection Act as well as the Performing Animals (Registration) Rules, 2001.	
7.	Trent Ltd. (Sisley Fall Winter Collection 07) Promotional e-mail	Headline - "You'll melt once inside". Visual - "a woman in a provocative and seductive pose"	This advertising should be classified as pornography. Headline, read in conjunction with the visual depiction, appears to be indecent.	February 2008 Chapter II. Ad headline, read in conjunction with the visual depiction, is likely to cause grave or widespread offence. Advertiser assured that Ad withdrawn, and such Ads will not be released again.
8.	Parle Agro Pvt. Ltd. (Mintrox Mint)	TVC shows - "A convict landing up in a mental hospital and the jailor teasing the convict. A mental hospital is shown in the background and some inmates are shown in poor light".	Advertisement shows totally insensitive portrayal of the mentally challenged with absolutely pathetic sense of humour.	February 2008 Chapter II. The insensitive portrayal in the advertisement of the "mentally challenged", was likely to cause grave or widespread offence. TVC withdrawn.
9.	Coca Cola India Inc.	TVC shows - "A minor boy is dancing with fire cracker very close to his head and face. Also, he is playing with fire cracker (Fuljhadi) in a dangerous way".	A minor is used to perform a harmful act which is dangerous in nature. Also, by watching this TVC, children may get provoked/tempted to perform the similar act which is against the safety standard of using fire crackers and harmful in nature for the children.	January 2009 Chapter III.3. Visual showing "use of sparklers in a dangerous manner", manifests a disregard for safety and is likely to encourage negligence. TVC withdrawn.

Sources: ASCI<sup>3</sup>

communicating rough traffic sense and dangerous acts, which if intimated by inexperienced riders, may cause injury. ASCI monitored the complaint and gave instructions to Suzuki motorcycle Pvt. Ltd. There are plenty of cases, some of them are portrayed in Table 1.

## METHODOLOGY

### RATIONALE OF THE STUDY

In spite of aforesaid unethical practices, the relevancy of advertisements in the present era cannot be ignored. The present study makes an investigation to find out whether advertisements are useful for the individuals and society, or whether they are completely unethical.

## REVIEW OF LITERATURE

The review of literature relating to ethical or unethical issues in advertisement for convincing and effectiveness is grouped into three parts: (1) Business ethics, (2) Advertisements; (3) Ethics in advertisements.

**(1) Business Ethics :** Problems related with ethical behaviour in business have been existed for years but direct relation with business, it appeared during 1920s (Tsaliskis, & Fritzcshe 1989)<sup>4</sup>. There are a number of theories, models, views that have been developed to detail ethics. In general, **ethical behaviour refers to "just" or "rights" standards of**

**behaviour under a situation (Runes)**<sup>5</sup>. Similarly, **Barry** states in his article '*Moral issues in business*' that "*ethical behaviour is the study of what constitutes good and bad human conduct (Barry)*"<sup>6</sup>. **De Geoge (1982)**<sup>7</sup> divides ethics into three parts namely- Normative, Descriptive, and Meta ethics. **Normative Ethics refers to developing the basic principle or the basic values of a moral system. Descriptive ethics are related with studying and describing the morality of people, culture or society, whereas, Meta ethics relates with analyzing Moral Reasoning.** In addition, a number of theories have existed in relation to ethics, among those, consequential theories and non consequential theories are chief. Former are about the consequences of an action in perspective of morality and latter are concerned with other factors rather than consequence of an action in determining the morality of an action.

**(2) Advertisements :** In general terms, advertisement is a means of communication to masses. Over the years, the way of presentation has been changed and defined in a different manner. According to American heritage dictionary (2000)<sup>8</sup>, advertising is the activity of attracting public attention to a product or business, as by paid announcements in the print, boards cast, or electronic media.

There are a number of views on advertisements are given by academicians. The views are depicted in Table 2. On analyzing views, these points can be inferred **(a)** Paid form, **(b)** Non-personal, **(c)** Identified sponsor, **(d)** Mass media, **(e)** Persuade or influence.

**Table 2 : Definitions of Advertisements**

Paul D. Converse & Harvey Wi Huegy (1956) <sup>9</sup>	Any paid form of non-personal presentation and promotion of goods, service, or ideas by an identified sponsor.
Ronald R. Gist (1974) <sup>10</sup>	Advertising is the impersonal communication of ideas goods, or services to mass audience by an identified sponsor.
Arenes (1996) <sup>11</sup>	The non-personal communication of information usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media.
Blech and Blech (1998) <sup>12</sup>	Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor.
Wells, Burnett, and Moriarty (1998) <sup>13</sup>	Paid non-personal communication from an identified sponsor using mass media to persuade influence an audience.
Bearden, Ingram, and Laforge (1998) <sup>14</sup>	The element of the marketing communication mix that is non personal paid for an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, person or ideas.
Vanden Bergh and Kartz (1999) <sup>15</sup>	Non personal communication for products, services, ideas that is paid for by an identified sponsor for the purpose of influencing an audience.
Perreault and Mc Carthy (1999) <sup>16</sup>	Any paid form of non personal presentation of ideas, goods, or services by an identified sponsor.
Zikmund and d'amico (1999) <sup>17</sup>	An informative or persuasive message carried by a non personal medium and paid for by an identified sponsor whose organization or product is identified in some way.
Czinkota et.al (2000) <sup>18</sup>	Non - personal communication that is paid for by an identified sponsor, and involves either mass communication via news papers, magazines, radio, television, and other media (e.g., billboards, bus stop signage) or direct to consumer communication via direct mail.
Lamb, Hair, and Mc. Daniel (2000) <sup>19</sup>	Impersonal, one way communication about a product or organisation that is paid by a marketer.
Armstrong and Kotler (2000) <sup>20</sup>	Any paid form of non personal presentation and promotion of ideas, goods, or services by

**(3) Ethics in Advertisements :** Ethics is a philosophy of morality and advertisement is a part of the economic process **(Chris Preston 2005)**<sup>21</sup> and advertisement has greater visibility and persuasive power, therefore, social interaction creates social responsibility for the advertisement industry. On neglecting ethical responsibility, advertisements become the issue of criticism **(Hunt, Kiecker And Chonko 1990,**<sup>22</sup> and **Nwachukwu et al**<sup>23</sup>). According to **Ronald R. Gist (1974)**<sup>24</sup>, the major issues of criticism are:

**I.** It raises the consumer price.

II. It insults consumer intelligence.

III. It mainly focuses on emotions.

IV. It is the prime source of social unhappiness and discontent.

V. It encourages the sale of inferior and worthless product.

Whereas **Polly (1986)**<sup>25</sup> and **Debbietreise (1994)**<sup>26</sup> contend that controversy on advertising raised due to its persuasiveness, stereotypical portrayals, manipulative and persuasiveness nature, preoccupation with materialism and consumption, frequent use of sex appeals, lack of information, targeting practice of advertising to vulnerable groups (such as children, minorities, and disadvantaged). From the perspective of the study, some important issues are revealed. These are:

**(a) Advertising And Children :** For decades, advertisers have been using children in advertisements, whether advertised product is related with children or not (**Jaishree Jethway And Shruti Jain**)<sup>27</sup>. **Chris Preston** argues “*Children do not have an interest in advertising because of its role in their economic socialization*” (2005)<sup>28</sup>. The reason to use children, by the majority, is that children contribute significantly in decision making. Besides, they can easily be targeted<sup>29</sup>. Advertisers are also criticized for coaxing children for those products which are not suitable for them (**Gore 1989**)<sup>30</sup>. Buss agrees with Gore and states that the most successful food and beverages brands consumed by children are adult brands with a wide appeal (**Buss, 1999**)<sup>31</sup>.

**(b) Deceptive Advertising :** The objective of advertising is to inform the masses about an advertised subject- It should not be concealed information or facts, mislead, or falsification of information. These are often considered as deceptive advertising. **Dunn et.al (1970)**<sup>32</sup> state that advertisers and regulators have to understand the difference between deception and truth (**Dunn et. al**). In contrast, **Theodore Levitt (1970)**<sup>33</sup> agrees that if a customer is benefitted more than expectation, then the advertisement is acceptable whether it is true or not.

**Manuel G. Velasquez**<sup>34</sup> describes the different forms of deceptive advertising: Mock-ups, untrue paid testimonials, quoting words like guaranteed, mentioning misleading prices, hiding defects of products, criticizing competitor's products (Manuel G Velasquez). Whereas, **William Wills et. al (2004)**<sup>35</sup> argue about the contents/elements of a deceptive advertisement. These are representation, omission, or practice which have higher probability to mislead consumers. Besides, deceptive advertisements lead to material injury i.e. influence consumers to make decisions about products or services.

**(c) Creating Desires For Unnecessary And Unhealthy Products And Services :** As per **John K. Galbraith**, advertising is manipulative, it creates desire in consumers for merely absorbing industrial products<sup>36</sup>. Galbraith divides the desire into two kinds: physical and psychological. Physical desires are finite and producers produce enough to meet the needs, advertiser creates desires if production is expanded. In the case of psychological desire, advertisers use extensive advertisements to create need for their products.

**Batra, Mayers, and Aaker**<sup>37</sup> contend that advertisements promote harmful products such as alcohol, cigarettes; harmful products are unhealthy and indirectly responsible for injuries and deaths. Several studies show that there is no significant difference in consumption of alcohol in those countries where advertisements are banned and where they are permissible (Batra et.al).

Advertisements are also criticized for targeting economically disadvantaged groups to encourage smoking, drinking and lottery playing (**William 1993 Prutt, Pratt, and Rurrptz 1993**)<sup>38</sup>. In this relation, a study has showed that 55 - 58 percent of all billboards for alcoholic beverages are placed near dwellings of low income groups. Whereas, 34 percent of billboards are placed in the higher income area (**Koeppel, 1990**)<sup>40</sup>.

**(d) Emotional Appeal :** **Ronald R. Gist (1974)**<sup>41</sup> stated in his book, *Marketing And Society* that advertisements frequently appeal mainly to emotions. When advertising appeal goes beyond the basic information task, the chance of manipulation through emotional appeals is raised (**Rajeev batra et al 2004**)<sup>42</sup>. Such appeals create disillusion in the mind of customers (Ronald R. Gist 1974)<sup>43</sup> and customers failed to make optimal decision (Rajeev batra et al 2004)<sup>43</sup>. For instance, an advertisement of an aftershave lotion claims that its use makes one desirable- a hit with the girls- in this way, customers enter the domain of emotion (Ronald R Gist 1974)<sup>44</sup>.

**(e) Stereo Typed Advertisements :** Over the years, advertising has been accused of stereotyping large segments of population especially women, minorities, and the elderly (**William Wells, John Brunett, Sandra Moriarty 2004**)<sup>45</sup>, **S. W.**



Dunn, A. M. Barbar; Rajeev Batra et al<sup>46</sup>). During the 1970s, feminists and other critics objected to the portrayal of women in advertisements (Polly 1986<sup>47</sup>). Often, women have been portrayed as beauty objects and sex objects (Wells et. al, Debbie treise)<sup>48</sup>. In addition, advertisements have failed to reflect the changing professional role of women. In this connection, a study revealed that not even a single women had been showed in professional capacity in 729 advertisements in 1979 whereas, 35 of them portrayed men (Rajeev batra et al)<sup>49</sup>. However, now-a-days, advertisers have started paying attention to the changing role of women (Wells et al)<sup>50</sup>. However, a research depicted that women in print advertisements are generally portrayed as shy, dreamy, gentle, likely to be manipulated and helpless (Erving Goffman 1946<sup>51</sup>, John B. Foreland, Michael la tour 1996<sup>52</sup>). Ethnic groups are also stereotyped. According to Wells et al (2004)<sup>53</sup>, frequently, minorities often become the basis of joke or are consigned to a spot in the background.

## ADVERTISING AND INDIAN LAWS

In India, there is no legal authority which governs the advertising industry; there are a number of laws related with publication/ advertisements of different areas. These are given below in Table No. 3.

**Table 3 :A List Of Few Indian Laws Which Covers Areas Of Advertisement Practices**

Laws	Key Areas
The Young Person (Harmful Publication) 1956	To prohibit the dissemination of publication deemed to be harmful to persons under age of twenty years.
The Indecent Representation of Women (Prohibition) Act, 1986	It forbids the depiction of women in an indecent or derogatory manner in the mass media.
The Emblems and Names (Prevention of Improper Use) Act, 1950	It forbids the use by any private party of certain names, emblems, etc.
The Prevention Of Insults To The National Honor Act, 1971	It forbids bringing into contempt the national flag or the constitution of India in any manner.
The Indian Penal Code 1860 And The Indian Post Office Act, 1898	The IPC prohibits the publication of matters related to unauthorised lotteries, while IPO act forbids similar probation on the transmission of such matter by the post.
The Drug And Magic Remedies (Objectionable Advertisements) Act 1954	It prohibits advertisements for products and services clamming to cure certain medical conditions.
The Prize Competitors Act, 1955	It forbids the publication of matter with unauthorised prize competition.

SOURCE<sup>54</sup>

However, a council has been setup named as the **Advertisings Standards Council Of India (ASCI)**. ASCI is not a government body, it is a voluntary, self regulation council, registered as a not for profit company under Section 25 of The Indian Company Act, 1956. Its primary purpose is to control the content of advertisements. It is sponsored mainly by its members. Its principles or guidelines are applicable only to its members. The following are the basic principles of ASCI<sup>55</sup>:

- ✿ To insure the truthfulness and honesty of representation and claims made by advertisements and to safeguard against misleading advertisements.
- ✿ To insure that advertisements are not offensive to generally accepted standards of public decency.
- ✿ To safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large.
- ✿ To insure that advertisements observe fairness in completion so that the consumers are informed on choices in the market-place and the canons of generally accepted competitive behaviour in business are both served.

## PARTICIPANTS

A survey of eight attributes was revealed, which are the chief causes of criticism. A sample of 100 participants was randomly selected. Out of 100 participants, 35 were academicians (30 males and 5 females), 40 were university students (25 males and 15 females), and 25 laymen (18 males and 7 females).

## SURVEY ITEMS

Eight attributes that were identified as per the survey, were rated on five point Likert scale ranging from one to five i.e. strongly disagree to strongly agree.

The attributes of the survey were :

**Advertisements Are Deceptive (Variable 1); Using Children In Advertisements Unethically (Variable 2); Adverse Effect On Children (Variable 3); Sex Appeal In Advertisements (Variable 4); Advertisements Create Unnecessary Desire For The Products And Services (Variable 5); Advertisements Are Stereotypes On Women (Variable 6); There Is Extensive Use Of Emotional Appeal (Variable 7), And Life Style Is Affected By Advertisements (Variable 8).**

## ANALYSIS

The analysis is divided into two parts. In the first part, the central value (mean) of data was calculated through mode and deviation was calculated by the *standard deviation method* which was 0.5274. In the second part, on the basis of the research objective, multivariate analysis model was selected. Before applying factor analysis, data were tested by Barlett's test and Kaiser- Meyer- Olken (KMO) measures. The Barlett test examines the null Hypothesis that the variables are not correlated. The calculated value of chi- square was 101.076, which was greater than tabulated value at 5% significant level. Therefore, null hypothesis was rejected and variables were correlated. To measure sampling adequacy for factor analysis, Kaiser- Meyer- Olken measure was employed. The measured value was 0 .544, which was greater than 0.50 that indicated (values between .50 to 1.00) appropriateness of sample. The factor analysis model was applied with principle component analysis as extracted method followed by varimax rotation. Components (factors) with 1.0 or higher and component loading of .40 were retained. The three factors that resulted in correlation matrix were named as use of unethical practices, evil effects, misleading. The Eigenvalues of factors /components were 1.866, 1.558, and 1.139 respectively, which explained 57.037 % of total factor variance.

## FACTOR ANALYSIS

**Table 4 : KMO and Bartlett's Test**

Kaiser- Meyer- Olkin Measure of Sampling Adequacy		.544
Bartlett's Test of Sphericity	Approx. Chi- Square	101.076
	df	28
	Significance	.000

**Table 5: Communalities**

	Initial	Extraction
Var 00001	1.000	.664
Var 00002	1.000	.614
Var 00003	1.000	.431
Var 00004	1.000	.524
Var 00005	1.000	.480
Var 00006	1.000	.475
Var 00007	1.000	.663
Var 00008	1.000	.712

Extraction Method: Principal Component Analysis

## INTERPRETATION

At first, it should be known what customers feel about practice of unethical issues and these unethical practices should not be used by advertisers. The survey of 100 respondents revealed that 78 respondents agreed with the statement. The deviation of sample was very low, i.e. 0.5274 derived by standard deviation method, therefore, the calculated central value was more appropriate. The values are exhibited in Chart 1.

The other part of the analysis was related to the attitude of the consumers regarding unethical issues. For the purpose, factor analysis with varimax rotated loadings was used. In this process, two variables were given up due to loading factor standard (0.40). Factor 1 is composed of variables 2,4, and 7, which correlates to practice of **unethical psychological tactics to influence consumers**, whereas factor 2 shows **the adverse impact on vulnerable groups** and factor 3 comprises of two variables that **emphasize on advertisements that are misleading to consumers**. Therefore, advertisers need to focus on these factors and try to minimize the issues that are problematic, which will be helpful to strengthen the image of advertisements. The factors and related loading factors are given in Table No 9.

**Table 6: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.866	23.331	23.331	1.866	23.331	23.331	1.667	20.842	20.842
2	1.558	19.471	42.802	1.558	19.471	42.802	1.490	18.623	39.464
3	1.139	14.235	57.037	1.139	14.235	57.037	1.406	17.572	57.037
4	.918	11.478	68.515						
5	.858	10.724	79.239						
6	.625	7.812	87.051						
7	.574	7.174	94.225						
8	.462	5.775	100.000						

Extraction Method: Principal Component Analysis

**Table 7: Component Matrix<sup>a</sup>**

Components			
	1	2	3
Var 00001	.049	.752	.309
Var 00002	.744	.238	.055
Var 00003	.354	.504	-.234
Var 00004	-.661	.246	-.163
Var 00005	-.253	.382	.519
Var 00006	.483	-.462	-.167
Var 00007	.589	-.118	.550
Var 00008	-.322	-.499	.599

Extraction Method: Principal Component Analysis

a. <sup>1</sup> 3 components extracted

**Table 8: Rotated Component Matrix<sup>a</sup>**

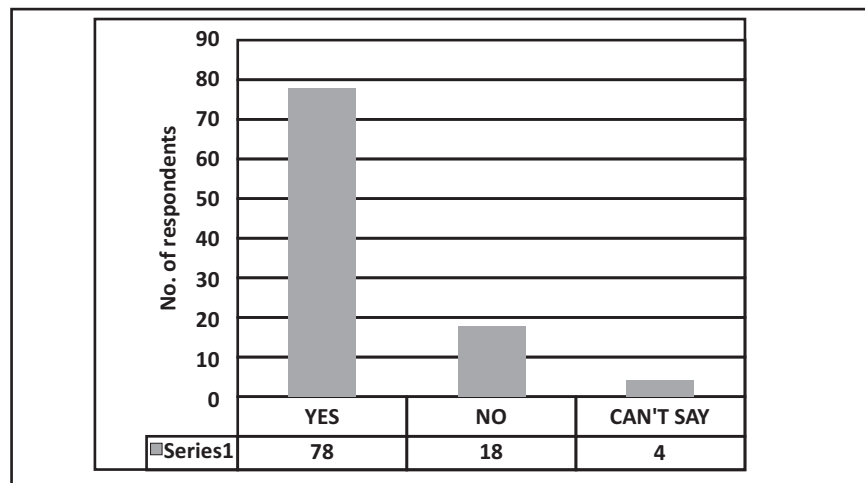
Components			
	1	2	3
Var 00001	.089	.360	.726
Var 00002	.622	.477	.009
Var 00003	.104	.638	.116
Var 00004	-.679	-.048	.247
Var 00005	-.004	-.152	.676
Var 00006	.391	.005	-.568
Var 00007	.798	-.119	.113
Var 00008	.110	-.829	.113

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 5 iterations.

**Chart 1: View Of Respondents On Minimizing Unethical Practices In Advertisements**



## CONCLUSION

There are a number of unethical issues in advertisements that not only create controversies over advertisements but



also hurt the image of the marketers. These phenomena have been discussed above. The result of the study show that consumers do not like those advertisements which mislead them, affect their children and use emotions extensively. Such advertisements are considered unethical by consumers. So, advertisers as well as marketers need to work on minimising use of such factors in order to strengthen the image and the effectiveness of the advertisements.

**Table 9: Showing The Resulted Factors With Related Loading Factors**

VARIABLES/ STATEMENTS	FACTOR 1*	FACTOR 2*	FACTOR 3*
Most advertisements are deceptive	-----	-----	0.726
Misuse of children in advertisements	0.622	-----	-----
Adverse effect on children	-----	0.638	-----
Problems on use of sex appeal	0.679	-----	-----
Create unnecessary desire for the products and services	-----	-----	0.676
Advertisements are crossing emotional limits	.798	-----	-----
Eigen values	1.866	1.558	1.139
Percentage of variance explained	23.33%	19.47%	14.23%

\* Psychologically Unethical (Factor 1); Evil Effect (Factor 2); Misleading (Factor3)

## LIMITATION OF THE STUDY

The present study has some limitations. First, the study has been conducted in the city 'Varanasi'. Naturally, opinion of people of other places may be different. Second, the respondents for this study were well educated. Illiterate and less literate people might have different views. Third, the variables selected for the study have been taken from literature on research. Fourth, the analysis is based on five point Likert's scale only.

## END NOTES

<sup>1</sup> The advertising standards council of India, "complaints that were upheld by the consumer complaints council (CCC)" April 2007 to June 2007, page no. [www.ascionline.org](http://www.ascionline.org)

<sup>2</sup> Ibid(ASCI)

<sup>3</sup> Ibid(ASCI 2007,08,09)

<sup>4</sup> Tsalikis, John and Fritzsche (1989), "Business Ethics: A literature Review with a focus on Marketing Ethics", Journal of Business Ethics, Kluwer Academic Publishers, Netherlands, Page No 700.

<sup>5</sup> Runes, Dagobert D (1964), "Dictionary of Philosophy", Littlefields, Adams and Copatterson, pp.98-100.

<sup>6</sup> Barry, V: "Moral Issues in Business", Wadsworth Publishing Co., New York, 1979, pp.39-70.

<sup>7</sup> De George, Richard R, "Business ethics", 2<sup>nd</sup> edition, 1982, Macmillan Publishing, New York, pp. 12-15.

<sup>8</sup> American heritage dictionary(2000).

<sup>9</sup> Converse, Paul D and Huegy, Harvey W., "The Elements of Marketing", 5<sup>th</sup> edition, 1956, Prentice- Hall, Inc., Englewood Cliff, N.J., p. 636.

<sup>10</sup> Gist, Ronald R., "Marketing And Society" text and cases, 2<sup>nd</sup> edition, 1974, The Dryden Press marketing series, Hinsdale, Illinois, p. 385.

<sup>11</sup> Arens, William F., "Contemporary Advertising", 6<sup>th</sup> edition, 1996, Richard D. Irwin, Chicago.

<sup>12</sup> Belch, George E. and Belch, Michael A., "Advertising and Promotion: An Integrated Marketing Communication Perspective", 4<sup>th</sup> edition, 1998, Irwin/ McGraw- Hill, New York.

<sup>13</sup> Wells, William, Brunett, John and Moriarty, Sandra, "Advertising Principles and Practices" 4<sup>th</sup> edition, 1998, Prentice- Hall, Upper Saddle River, NJ.

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