



An Analytical Study on the Impact of Unethical Advertisements towards the Society

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Abstract:

The focus of this paper is to view at the moral troubles that are involved in modern advertising practices. Today India's marketing enterprise is expanding its commercial enterprise at a fast charge. India's advertising enterprise in very little time has carved a gap for itself and placed itself on a global map. But through the years advertising and marketing verbal exchange messages have created arguable moral problems like surrogate advertising, puffery, unverified claims, girls' stereotype, comparative advertising and marketing, use of youngsters in advertising and so on.

1. INTRODUCTION ABOUT THE STUDY:

Advertising is one of the most imperative components of a business entity. Organizations all around the world spend billions of dollars every 12 months to promote their merchandise and advertising is one of the tools to promote their product globally.

Advertising is a shape of verbal exchange that's used to influence a specific institution of human beings to take some new motion.

Sometimes the advertisers over exaggerate about the product's blessings in the sort of tactful way that customer goes psychologically underneath the stress of advertising persuasiveness and deliberately comes to a decision to buy the advertised product.

Advertisements have been attacked on mental, sociological, aesthetic and political grounds. Due to the strong impact of marketing, it's far the moral duty of advertisers to practice the code of ethics, at some point of the promoting of their merchandise. The motive of advertising needs to be the steering of purchaser rather than blackmailing and perilous by way of pushing forcefully to buy that product.

1.1 OBJECTIVES OF THE STUDY:

The aim of the study is,

- To determine the buying pattern of consumers
- To understand the consumption pattern of consumers, post viewing Unethical Advertisements.
- To interpret consumers views about Advertisements
- To understand how these advertisements have affected the society.

1.2 SCOPE OF THE STUDY:

This study focuses on the various effects of Unethical advertisements towards the society. This will help in imparting knowledgeable thoughts whether advertisements contribute to the benefits of the society or not. There is a lot of scope for future research studies on similar topics.

1.3 RESEARCH METHODOLOGY:

The study has been carried out by questionnaire-based data. Simple Random Sampling has been adopted to collect the samples. The methodology used for this research is Percentage Analysis and Chi-Square method.

1.4 LIMITATIONS OF THE STUDY:

- The number of samples collected are only in and around Bangalore.
- There was a lot of time constraint.
- Some respondents were not willing to answer the questions.

2. REVIEW OF LITERATURE

Preston's (1967) work was amongst the first studies to examine the processes that might shape consumers' response to questions about advertisement content. He developed a methodology to test his hypothesis that readers of advertisements often commit logical fallacies and so believe that some advertisements make claims which they do not in fact make.

Oshikawa (1969) examines the circumstances under which dissonance may occur when the consumer is exposed to new information not available to him at the time of decision making and which is obverse to the information he already has. This condition is called cognitive intrusion because new dissonant cognitions intrude upon one's cognitive structure.

In a survey on the same topic, **Penny Azarcon** writes "The concept of male reward or male approval is alive and well and sickening. The guiltiest culprits are the toiletries and the cosmetic ads, as if to sell the idea that the be-all and end-all of a woman's existence is the attentive male. It's not comforting to note that even when using the successful woman image, the prized catch remains a man. It's alright to go out and conquer the world, the ads seem to say, as long as one defers to a man at the end of a regular office day. It is disgusting that the so-called, accomplished women portrayed by the ads would have to rely on their boyfriends or husband's say-so to validate their most routine purchases."

3. ANALYSIS AND INTERPRETATION

Tools used for this study are:

1. Percentage method
2. Chi-square method

3.1 PERCENTAGE METHOD

Percentage analysis is a statistical tool which is used to identify the percentage from the respondent's response to a single

question which are the accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} \times 100$$

3.2 CHI-SQUARE TEST

Chi-Square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not.

$$\text{CHI-SQUARE} = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}}$$

Where,

O_{ij} - observed value

E_{ij} - expected value

E_{ij} = Row total × column total / Grand Total

Degree of Freedom = (C-1) × (R-1)

Where, C = No of Column

R = No of Row

PERCENTAGE ANALYSIS

TABLE 3.1.1

GENDER WISE REPRESENTATION

Option	Male	Female	Total
No: of Respondents	16	34	50
Percentage (%)	32	68	100

Interpretation:

From the above table, shows that 32% of the respondents are males and 68% are females.

So, we conclude that majority (68%) of the respondents are Females.

AGE WISE REPRESENTATION

TABLE 3.1.2

Option	20-30 years	30-40 years	40-50 years	Total
No of Respondents	31	15	4	50
Percentage (%)	62	30	08	100

Interpretation:

From the above table, shows that 62% of the respondents are under the age group of 20-30 years, 30% are under 30-40 years of age group, 8% of the respondents are between 40-50 year of category.

We conclude that majority 62% of the respondents are in the age group between 20-30 years of category.

CHI-SQUARE ANALYSIS

CHI-SQUARE TABLE 3.2.1

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND THE OPINION ON CURBING THE UNETHICAL ADVERTISEMENTS

Ho: There is no significant difference between the gender and the opinions on curbing unethical advertisements.

Degree of Freedom	Calculated Value	Table Value	Level of Significance	Accepted/Not Accepted
4	1.900	0.711	5%	Not Accepted

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the gender of the respondents and the opinion on curbing unethical ads.

CHI-SQUARE TABLE 3.2.2

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND THE OPINION ON THESE ADVERTISEMENTS DEGRADING THE VALUE OF WOMEN

Ho: There is no significant difference between the gender and the opinions on these advertisement degrading the value of women.

Degree of Freedom	Calculated Value	Table Value	Level of Significance	Accepted/Not Accepted
2	2.784	0.103	5%	Not Accepted

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the gender of the respondents and the opinion on these advertisement degrading the value of women.

CHI-SQUARE TABLE 3.2.3

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND CELEBRITIES INVOLVED IN PROMOTING UNETHICAL ADVERTISEMENTS.

Ho: There is no significant difference between the age of the respondents and celebrities involved in promoting unethical advertisements.

Degree of Freedom	Calculated Value	Table Value	Level of Significance	Accepted/Not Accepted
8	3.193	2.733	5%	Not Accepted

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the age of the respondents and celebrities involved in promoting unethical advertisements.

CHI-SQUARE TABLE 3.2.4

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND UNETHICAL ADVERTISEMENTS AFFECTING CULTURE AND TRADITION.

Ho: There is no significant difference between the age of the respondents and unethical advertisements affecting culture and tradition.

Degree of Freedom	Calculated Value	Table Value	Level of Significance	Accepted/Not Accepted
4	10.028	0.711	5%	Not Accepted

Interpretation:

The table value is lesser than the calculated value. Therefore, the null hypothesis is rejected and there is a significant difference between the age of the respondents and unethical advertisements affecting culture and tradition.

4. FINDINGS SUGGESTIONS AND CONCLUSIONS

FINDINGS

- By this study it was found that majority of the respondents have viewed unethical advertisements misguiding the society and young minds. Many of them had also shared their views on how Celebrities have been playing a major role in promoting these advertisements and they are also a reason who are inducing the consumers.
- 69% of the respondents feel that advertisements based on skin care products are misleading and have false claims about their products.
- 72% of the respondents say that unethical advertisements are business tactics where the company just focuses on increasing their sales and profit.

SUGGESTIONS

Based on the findings of the study and assessment of the future of advertising industry, the following suggestions are put forward to make the advertising industry stronger.

- There must be sincerity, honesty and self-restraint in practising advertisements. They should not violate the norms laid by the regulatory laws.
- Advertising industry should follow the ethics. Ethical advertising will build confidence among public and growing role of advertising in country's economic development.
- Viewers can complain to the Advertising Councils and make use of various regulated laws which the Advertising Board has permitted, against the immoral advertisements.
- Advertisers are promoting their products only towards Higher- classes of the society by showcasing their products under luxurious brands at expensive prices. This clearly degrades the people belonging to the lower class because they cannot afford to purchase the products.

CONCLUSION

There is no doubt that the advertising environment has changed, and with it, the process of self-regulation has been irrevocably altered. New media has increased the power of the public by providing them with a world-wide unregulated form of communication and information transfer. In such an environment, one could argue that the impact of any tradition self-regulatory controls has the opposite effect, that is the banning of these advertisement leads to an expansion in exposure and distribution. However, if the advertisements are creating offense, such as degrading women or depicting racist images, then its distribution is concerned from a societal viewpoint. Thus, much work needs to be done to rethink the system and recast the responsibilities of those involved.

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