

“STUDY OF ETHICS IN ADVERTISING”

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ABSTRACT:

Advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behavior in today's world. At times it goes beyond the traditional role of 'fair and truthful' information and portrays obscene, undesirable and unethical scenes giving a detrimental result especially on the young population of the society. The ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture, norms, ethics and heritage. Modern age is the age of advertisement and advertising has become a necessity for commercial success. 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 a mode of satisfaction of human needs and wants. This paper include the theme of how the advertisements will effects on the people and how the organizations are using their techniques to put the pressures on customer to purchase their products. It also gives the information about how much the company are acting with ethical values in their advertisements and how they cheat the people in the society.

Keywords: *Advertisement, commercial success, impersonal presentation.*

INTRODUCTION

In the reality, there are many companies all over the world that manufacture the products and services in order to respond to the customers' needs. Moreover, most of the times when the company launches the new products in the market place, people do not know that product and its benefit, in this case Ringold (1998) claims that the advertising can provide information and helps people make decision About the new product . It is because there are many people from all walks of life that live in Different places and different countries. In order to reach them, marketers use the advertising strategy to give them their product information, such as, the product benefit, product image, when and where they can buy the product. Moreover, marketers also help them to eliminate choices among brands. As we can see, there are many brands of shampoo in the world market, such as, Dove, Rejoice, Pantene, Johnson & Johnson, Clinique, L'Oreal, Palmolive, Cao Essential, Sun Silk, Head and Shoulder, etc. The customers cannot know the benefit of products and which brands are good for them. Therefore the advertising can help them by informing the benefits of the product.

Finally, customers will make their own decision which brand is suitable for them, and which brand they are going to buy.

WHAT IS ETHICS?

Ethics means “Good Conduct” or “Conduct which is right in view of the society and the time period”. By common consent, various modes of behavior and conduct are viewed as “good” or “bad”. In other words, we can say that Ethics are moral principles and values that govern the actions and decisions of an individual group. 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 at a given place and in a given society.

ETHICS IN ADVERTISING

Advertising has ethical value. The mixing of Art and facts in advertising communication are subservient to ethical principles. In today’s competitive and buyer’s market, advertisements have to be truthful and ethical. If an advertisement is misleading, the credibility of the organization is lost. To view the truth in advertisement, it has to be seen from the consumer’s point of view rather than from legal point. The advertising industry has been frequently criticized for putting out misleading or exaggerated claims in respect of product, goods and services advertised.

GROWTH OF ADVERTISING INDUSTRY IN INDIA

The Indian Media & Entertainment (M&E) industry is the fastest growing industry followed by China (14 per cent), Russia (12 per cent) and Brazil (11 per cent) as is projected to grow at 17 per cent compounded annual growth rate (CAGR) between 2012 and 2016. Its various segments -film; television, animation, print and Out-of-home advertising (OOH) among others-have witnessed remarkable growth in the past few years. The Indian M&E industry is expected to continue its strong growth momentum over 2012-2017 to reach an overall revenue of 2,245 billion INR at a CAGR of about 18%. Television, the largest E&M sector, is expected to grow at about 18% CAGR over 2012-2017, driven by growth in subscription payment and advertising revenues. The entire M&E landscape is witnessing a shift; thanks to cable digitization, wireless broadband penetration, increasing direct-to-home (DTH) penetration, digitization of film distribution and growing internet usage. Overall, the industry is expected to register a Compounded Annual Growth Rate (CAGR) of 15 percent to touch Rs 1, 45,700 crore by 2016.

ADVANTAGES OF ADVERTISING

- **Increase profit and position product in the market:-**

Advertising helps companies to achieve their profit by increasing the number of customers in market place. For example, when the company manufactures new product that no one knows about; therefore, Ringold (1998) claims that advertisers help the

company to provide and persuade the customer to buy the products and services that were advertised. Moreover, they also position the product to customers, mind to make them think about this brand every time they want to buy the same category of the product.

- **Provide product information and also help distinguish among brands:-**

Advertising provides the beneficial information to customers, such as brand, benefit, when and where audiences can buy its product that can respond to their need. In the reality of the world market, there are many brands of the product in the same category. Therefore, Ringold (1998) paraphrases Stigler (1961, p. 220) that advertising can help customers eliminate brands that are not beneficial for them by giving the useful product information that are better than the competitor (p.332). It means audiences will get the product information from many brands of the same product category that were advertised and they can know the benefits of each brand that are good for them.

Advertising provides information about product characteristics that enables consumers to make better choices among available goods. Such information can enable consumer to choose the particular products or brands that best satisfy their preferences.

- **Reduce product price:-**

Price is one of the most important factors that can help the customers make decision to buy the product or not. The advertising can help among product companies compete by lowering their product price in order to persuade the customer to buy it. According to Dan Shaver (2003) quotes Ekelund et al., 1987 saying that: Proponents of the industry argue the competitive forces fostered by advertising and economies of scale created by manufacturers actually reduce consumer costs that increased product knowledge results in reduced consumer search costs and improved decision-making (p. 291)

- **The best product quality:-**

There are many advertisements that are released in society all over the world every day. In order to make more profits to companies, marketers have to differentiate their products from the other competitors, such as add some extra formula for its product, produce the new package, create the new product, or innovate product to the society.

DISADVANTAGES OF ADVERTISING:

- **Create the false needs in society:-**

Actually, in order to survive in the world, the people just need “the four necessities,” or something relevant for them, such as, food, housing, clothes and medicine. However, the advertisers try to encourage the needs that they do not need; it means if the people do not use or buy it, they are still alive, but the advertiser makes it important for their life.

Brenkert (1998) claims that the advertiser always creates the false need to the vulnerable group and in developing countries, because they are easy for the advertisers to reach or persuade them to buy some products or services that were advertised by using the psychology such as a consumer insights. Moreover, some products that the advertisers create are bad for the customers, such as, cigarettes and alcohol. Furthermore, Advertising is portrayed as exerting an “unremitting pressure to buy articles of luxury (which) can arouse false wants that hurt both individuals and families by making them ignore what they really need”

Therefore, the market merely manufactures products and services in order to respond to their needs that have never ended In the reality, before companies produce products, they have to do the research to find that what product that they are going to produce, make them get profit, and can respond to consumers’ needs. Moreover, there is no company that wants to manufacture products by not thinking about the consumers’ need, because if they produce products that no one buys, they will get loss from their investment.

- **Mislead the society:-**

The advertisers want to be successful with their ads, by creating the ads in order to persuade the target audiences to buy the advertised products or services, but they do not think about the effect to the society, because they lead audiences to act undesirable behavior. According to Bager and Kiesig (2003), in 1990s tobacco manufactures seduced young consumers with the promotional items, such as, lithograph albums, T-shirts and Camel hats. The youth could get one of these by buying Camel Cash or Marlboro miles from the vending machine. This made many 6-year-old children want to get the fun cartoon character, Joe Camel, and made them buy it, they tried to smoke, and thus they got addicted to nicotine since young age. Finally, they became sick with cancer and heart disease. Therefore, this advertisement was so much successful, because it made the company get a lot of profits. In this case many people complained a lot about this advertisement, because of the advertiser had no ethic in his profession

- **The product price higher: -**

In order to make the people know and buy the products and services of companies, the good way to do is advertise its product to the mass audiences. Therefore the product company will add this cost to the product that makes its price higher. It means the responsibility for advertisement cost will be consumers’. The price is one of the most important factors for making their own decision that they will buy it or not. Due to giving the beneficial product information to society from advertising, this makes the customers do not waste their money to buy the unbeneficial product .

Furthermore, if there is no advertising in the world, when people want to buy some products or services, they have to pay a lot of costs in order to get the product. For instance, customers have to drive a car to many places in order to find the product that responds to their needs. Therefore, the advertising facilitates them a lot about providing the useful information.

- **Propaganda:-**

Due to making customers buy the product that was advertised Schultze (1985) claims that the advertisers will use the psychology to make them guilty if they do not buy that product (p. 62), by persuasion that you will be old fashioned if you do not use this product, because every fashionable person already uses it. This makes the target groups feel that they have to buy it in order to be the same as the other fashionable people. In this case the advertisers will focus on the susceptible target and make them abandon their rational behavior. We always see this point in the alcohol ads.

It would seem that the above problems would not happen if people have their own sense about some information that they received, because when they bought the product or service, no one orders them to buy it. The problems happened, because they lacked consideration in what is a good and bad product for them. Ringold (1998) points that when audiences see ads, they will not believe all product information that they receive (p. 332). Therefore, we cannot complain advertising manipulate consumers by using propaganda to make people buy the product, they buy, because they believe that it is suitable and responds to their need.

CONCLUSION

At the present time the advertising ethics in the society is quite flexible and causes problems for society. In order to have the best solution for the advertising ethical problem, the requirement of some co-operation between the related organizations and the government are very important. And the good ethics should be clear and can be practical in the real situation. It is very difficult to identify what is or not ethical conduct in integrated marketing communicating as it varies from country to country. Ethical values as situation specific and time oriented. Nevertheless everyone both in business, marketing and specifically in advertising and marketing communications must have an ethical base that applies to conduct in the business world and in personal life morals.