

## Ethics in Advertising

Shehnaz Murad Ratnani

Assistant Professor Department of Commerce

Sonopant Dandekar College, Kharekuran Road, Palghar (w), Maharashtra, India

### Abstract:

The focus of this paper is to study the ethics in advertisement and also analyzing the various types of unethical advertisement in India. Today the advertising industry is growing its business vary fast rate. The company should use ethical advertising, and it is one single way to show the value of the products and it is the basic need of customers. With a moral stance within their advertising advertisers can gives information about what companies or their products to the customers. By using ethical values people are eager to make a difference in the world and in personal life.

**Keywords:** ethical values, unethical advertisement, good or bad.

### Introduction:

Ethics means Good Conduct or Conduct which is right in point of view of the society. By common consent, various kinds of different behavior and various conduct are viewed as “good” or “bad” in our society. In other words ethics are the guideline, regulations and principles that govern the actions, different kind behavior and decisions of an individual or group. Ethics is a one type of choice for individual or group between good and bad or between right and wrong. Ethical values is our basic fundamental principles of morality at a given time, given place and given society. Ethical values involved in presenting a non-personal presentation, paid message to the public about a product and services of organization. In simple words advertising means paid form of non-personal presentation. it means promotion of ideas, goods or services of an identified sponsor. Ethical in advertising must be given important place. It consist various aspects like respect, integrity, truthfulness, sincerity, generosity, kindness, etc. These range from the integrity of validity of claims to the mode of presentation of the advertisement. Sometimes Advertising Company communicates the product message, some of which may not be acceptable to all the public. Because of immoral values are involved in the advertising message. Sometimes people feel that some Ads degrades the ethical values of the society. Every advertisers should follow the moral principles, rules and regulations. Advertising company should not adversely comment on the other products and brands. Advertisers should inform the positive benefits of its own products and services and it should show the standard of the own products. It should not be offensive. Advertising should be truthful and honest, deceptive and should be good guidance for every consumers. The advertising media should also play and vary important role in showing an ethical values of the products and services. And Media also should be able to reject misleading

advertisements. This should be the case with Internet, Newspaper, T.V, Magazines, Radio Media. Truth in advertising can sometimes seem like an oxymoron.

### **Definition:**

**According to International Ethical Business Registry** "There has been a considerable increase in the ethical practices expectations of business and profession over the few years. Employees and customers are intentionally attempting to find out those who define the basic rules of their working on a day to day basis."

### **Objectives of the Study**

The objectives of present study are:

- To understand the ethics in Advertising.
- To study different unethical advertisements.
- To understand the various principles and regulation of unethical practices.

### **Research Methodology:**

The Process used to collect information & data for the purpose of finding ethics in advertising. The researcher has used secondary data that has been collected from various journals, books, websites, articles etc. It has been used to study the conceptual framework, definition, key players, issues in advertising etc. All the data included is the secondary base & proper references have been given wherever necessary.

### **Significance of study:**

The main focus of the study of this research paper is on studying the ethics in advertisements of different products and services at present world and their various effects on the individual life and society. However, Now a days it is very difficult to define clearly of difference between right or wrong. Over the decades advertising company and communication messages have created ethical issues, due to the public belief and values.

### **Importance of Ethical values in Advertising:**

- 1) Ethics in advertising always create lasting impact on the society and also individual or group of people. It creates lasting impact on lifestyle of different people. Through ethical values advertisers can try to create their good image in the market.
- 2) Ethics in advertising improves the standard of living of the people.
- 3) Ethics in advertising includes honesty and integrity of products presentation.
- 4) Advertising is considered unethical when it devalues the rival's product or a substitute product.
- 5) Unethical advertising always misguiding information of the products.
- 6) Unethical advertising also includes information that directly affects people's life (e.g. Side effects of drugs and alcohol).
- 7) Unethical advertising always makes exaggerated claims.
- 8) Ethical advertising is always moral or is favour the broad national interest.

## Principles of Advertising Ethics

- 1) **Advertising, marketing communications, public relations all share a common objective of truth and high ethical standards in serving the people:-** Research shows that consumer place high value in honesty and ethical advertising. While the various different industry has long been committed to the highest standards of truth and accuracy, professionals must further enhance their advertising ethics in order to build and maintain consumer trust.
- 2) **Advertising and marketing communications professionals have an obligation to exercise the high level of personal ethics in the creation and dissemination of commercial information to consumers.** The first aim of the IAE is to educate various industry professionals about the importance of ethical advertising. The main goal is to convey their responsibility to demonstrate professionalism at all times.
- 3) **Advertisers should clearly compare advertising, and market communications from news, editorial content and entertainment both ways like online and offline.** As we continue to blur the line between commercial communications, editorial content consumers are increasingly being misled and treated unethically. To avoid such type of consumer confusion and mistrust, the industry should strive to clearly separate paid advertising from actual news.
- 4) **Every Advertisers have responsibilities to clearly disclose all products conditions, such as payment or free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.** The popularity of social media and word-of-mouth marketing creates questions about the credibility of content. Advertisers must be transparent about whether bloggers are expressing their own views or are being compensated by a brand. There must also be full disclosure regarding the authenticity of comments on Facebook, Twitter and other social media platforms.
- 5) **Advertisers should treat fairly to all consumers.** Advertisers should take extra care when advertising to small children and other vulnerable audiences to avoid or mistreating them. Advertisers should also use discretion, and it is based on the nature of the product, especially alcohol and prescription drugs.
- 6) **Advertisers try to avoid compromise consumers' personal privacy in marketing communications, and their choices. In response to consumer concerns and government warnings,** marketing and trade associations are launching an online self-regulatory initiative to give consumers greater control over the collection and use of online viewing data.
- 7) **Advertisers hve responsibilities to follow federal, advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices.** The Federal Trade Commission and Food & Drug Administration are the regulatory bodies that advertisers can look to for guidance regarding ethical practices. The advertising industry has also created an exceptional self-regulatory program called the National Advertising Review Council (NARC) which covers both adult and children's advertising.

- 8) **Advertisers and advertising agencies, online and offline media, should discuss privately ethical concerns.** Taking the time to discuss and resolve ethical dilemmas is essential to practicing the highest ethical standards. The industry should maintain an open environment for all professionals feel free to express their opinions. The main aim behind all advertising should be what is best for the consumer, and this will lead to the best plan of action.

### **Social Values in Advertising**

While advertising has been criticized for various reasons yet there are some points in favors of social advertising. Its benefits are as under:

- 1) Social values in advertising creates the social- cultural behavior of people.
- 2) Social values in advertising is a one way which can be used for welfare of the society.
- 3) Social values in advertising improve or increase the economic development of our country.
- 4) Social values in advertising increase employment opportunities for people of our country and improve their standard of life.
- 5) Social values in advertising creates different ways of satisfaction.
- 6) Normally socially acceptable advertising is very safe for the society.
- 7) In society when the ethical values change, the advertising should also change.
- 8) Social values in advertising aware the housewives related housing products which can reduce their drudgery. For example Oven, grinder, cooking gas, washing machine etc.
- 9) Social values in advertising propagates family planning it is a great need of the nation.

### **References**

1. [https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Consumer%20Behaviour%20and%20Advertising%20Management%20\(2006\)/41.%20Chapter%2013%20-%20Ethical%20and%20Social%20Issues%20in%20Advertising](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Consumer%20Behaviour%20and%20Advertising%20Management%20(2006)/41.%20Chapter%2013%20-%20Ethical%20and%20Social%20Issues%20in%20Advertising).
2. <https://bizfluent.com/info-12073292-different-types-ethical-issues-advertising.html>
3. <https://smallbusiness.chron.com/list-ethical-legal-issues-advertising-11466.html>
4. Neha MUNJAL Institute of Innovation in Technology and Management D-27, 28 Institutional Area, Janakpuri, New Delhi- 110058, INDIA [nb.iitm@gmail.com](mailto:nb.iitm@gmail.com)
5. <https://www.ukessays.com/essays/marketing/ethical-issues-in-advertising.php>.