



## ***ISBN BOOK PUBLICATION***

## **TWO DAY INTERNATIONAL CONFERENCE**

On

### **“REVIVING STRATEGIES ON TRADE & COMMERCE IN THE EMERGING ECONOMIES”**

**12<sup>th</sup>, 13<sup>th</sup> of April, 2K23**

**Organized by**

**DEPARTMENT OF COMMERCE**

**In Association With**

**KARUR VELALAR COLLEGE OF ARTS AND SCIENCE FOR WOMEN.**



**FACULTY OF ARTS & SCIENCE**

**BHARATH INSTITUTE OF SCIENCE & TECHNOLOGY**

**83, 3, Agaram Main Rd, Tiruvanchery, Selaiyur, Chennai, Tamil Nadu 600126.**



**Dr. J Kannan**  
**Associate Professor & Head**  
**Convenor,**  
**Department of Commerce,**  
**Faculty of Arts and Science, BIHER.**

---

### **MESSAGE FROM THE CONVENOR**

We are delighted to say that National Conference On“ **REVIVING STRATEGIES ON TRADE & COMMERCE IN THE EMERGING ECONOMIES**” is being organized by Departments of Commerce, Faculty of Arts and Science, BIHER. Rapid changes are taking place in every sphere of Commerce and Management. In India, the government makes economical changes like Demonetization & GST. Today, Commerce and Management have become highly technology oriented and sophisticated. Information technology is influencing in every walk of business. Corporate are adopting new strategies. New ideas, trends, technologies and methods are rising for addressing new issues and problems that the commerce world is facing in the context of globalized and digitalize market scenario. This conference aims to provide a platform for deliberations on issues mentioned above as sharing and updating their knowledge on the Recent Trends in Commerce and Management.

In the context of today’s business research, these contemporary issues necessitate deeper research investigation, qualitatively as well as quantitatively. In this context, the conference aims to gain knowledge for critical issues facing in today’s Trends in commerce challenges of business environment at large and on the theme in specific. We have observed more number of quality manuscripts being received in the conference.

Finally, we thank the support provided by all the authorities, authors, reviewers, faculty and students for making the conference a grand success.

**Dr. J KANNAN**  
**CONVENOR& HEAD**

S.NO	TITLE	PAGE NO
1	<b>EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES</b> <b>Dr.T.S. Bhuvaneswari</b> -Assistant Professor, Department of Commerce, SRMIST, Ramapuram, Chennai. <b>Dr.P. Fathima Nancy Dyana</b> -Assistant Professor, Department of Accounting & Finance- AM Jain College, Meenambakkam, Chennai	
2	<b>A COMPARATIVE STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT BETWEEN STATE BANK OF INDIA AND AXIS BANK IN CHENNAI</b> <b>Dr. MURUGESAN. D</b> , Associate Professor, Department of Commerce,Vels Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai.	
3	<b>A STUDY ON ENTREPRENEURSHIP DEVELOPMENT IN MORDEN INDIA</b> <b>Dr. A. SENTHILRAJA*</b> , Assistant Professor, Department of Economics, Saraswathi Naraynan College, Madurai-22. <b>M. KIRANEKUMAR**</b> , Ph.D., Research Scholar, Department of Environmental Economics, School of Economics, Madurai Kamaraj University,	
4	<b>A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF HINDUSTAN UNILEVER LIMITED</b> <b>Dr.D.GOPINATH</b> Assistant professor , Department of commerce, Thiagarajar college, Madurai-09, <b>V.N.SANKARA GOMATHI</b> , 2 <sup>ND</sup> B.Com, Department of commerce, Thiagarajar college ,Madurai – 09,	
5	<b>A STUDY ON RECENT TRENDS IN CUSTOMER RELATIONSHIP MANAGEMENT IN KERALA TOURISM INDUSTRY</b> <b>Dr. Nishad A</b> , Assistant Professor, Department of Commerce, Sree Narayana College, Chengannur.	
6	<b>A STUDY ON CONSUMERS AWARENESS ON LEADING INDIAN E-RETAIL COSMETIC COMPANY</b> <b>M.Sindhuja</b> , Research Scholar Department of commerce , Hindustan college of arts& science.	
7	<b>AN OVERVIEW OF UNETHICAL PRACTICES IN MODERN ADVERTISINGMs. SWATHI PRADEEBA P</b> , Ph.D., Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai. <b>Dr. MURUGESAN D</b> , Associate Professor & Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai.	
8	<b>A STUDY ON DEVELOPMENT OF COMMODITY EXCHANGE MARKETS AS AN AVENUE TO FOSTER ECONOMIC DEVELOPMENT IN INDIA</b> <b>MS. Subashree.S</b> , Research Scholar, Department of BusinessAdministration, Manonmaniam, Sundaranar University, Thirunelveli <b>Dr.M.Bhoopal</b> , Assistant Professor, Department of BusinessAdministration, Manonmaniam Sundaranar University, Thirunelveli – 627012	
9	<b>RECENT TRENDS IN E- COMMERCE</b> <b>Mr. Vishakh V T</b> , Research scholar, Bharath Institute of higher education and research Selaiyur, Chennai, Tamil Nadu (Assistant professor, Emmanuel College, Vazhichal, Trivandrum, Kerala) <b>Dr. J. Kannan</b> , Associate Professor & HOD Bharath Institute of higher education, Selaiyur, Chennai, Tamil Nadu	

10	<p><b>IS ARTIFICIAL INTELLIGENCE THE FUTURE OF E-COMMERCE:- A THEORETICAL PERSPECTIVE</b>  <b>Ms JESSY JACOB</b>, Research Scholar, Bharath Institute of Higher Education and Research,  Selaipur, Chennai, Tamil Nadu  <b>Dr KANNAN J.</b> Associate Professor &amp; HOD Bharath Institute of Higher Education,  Selaipur, Chennai, Tamil Nadu.</p>	
11	<p><b>ASSESSING THE EFFICIENCY OF SUPPLY CHAIN MANAGEMENT IN HARDWARE AND ELECTRICAL RETAILERS IN CHENNAI CITY</b>  <b>Mrs. Shilpa. S<sup>1</sup></b>, Research Scholar, Dept. of Commerce, Hindustan College of Arts &amp; Science, University of Madras,  <b>Dr. K. Malarvizhi<sup>2</sup></b> Dean, School of Business Studies &amp; Research Supervisor, Hindustan College of Arts &amp; Science, University of Madras</p>	
12	<p><b>BASIC CONCEPTS AND FEATURES OF GOODS AND SERVICE TAX IN INDIA</b>  <b>M. KIRANEKUMAR*</b> Ph.D., Research Scholar, Department of Environmental Economics, School of Economics, Madurai Kamaraj University, Madurai-21.  <b>Dr. A. SENTHILRAJA**</b> Assistant Professor, Department of Economics, Saraswathi Narayanan College, Madurai-22.</p>	
13	<p><b>OIL PRICE AND ECONOMY: A STUDY ON EFFECT OF SURGE IN OIL PRICE ON BUYING BEHAVIOUR AND ON INDIAN ECNOMY</b>  <b>Author: Dr. Vijaya saraswathi.B</b>, M.Com, M.Phil, PGDFM, Ph.D, Co-ordinator, &amp; Assistant Professor, PG Department of Commerce, Centre for Post Graduate Studies and Research, Vivekananda College of Arts, Science and Commerce (Autonomous), Puttur DK District, Karnataka, INDIA 9449639907</p>	
14	<p><b>A STUDY ON FINANCIAL INCLUSION OF NABARD</b>  <b>Anjitha.B. Nair</b>, Ph.D. Research Scholar, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai. <b>Address:</b> Jesus villa, Kaniyanvilakam, Pothencode PO, Trivandrum, Kerala, Pin 695584 Email: <a href="mailto:unnilatha1994@gmail.com">unnilatha1994@gmail.com</a>, Mobile: 7034482314  <b>Dr.G. Anandi</b>, Assistant Professor, Research Supervisor and Guide, Department of Commerce, Bharath Institute of Higher Education and Research, Chennai</p>	
15	<p><b>USE OF SOCIAL MEDIA IN BUSINESS</b>  <b>Dr.G. ANANDHI</b>-Assistant Professor, Department of Commerce, Bharath Institute of Higher Education and Research.</p>	
16	<p><b>Barriers of Green supply chain management in the small and medium enterprises in Cuddalore District: An Empirical Study</b>  <b>Dr. C. Natarajan</b>, Associate Professor &amp; Head, Department of Commerce, Government Arts &amp; Science College, Eriyur, Dharmapuri – 636 810.  <b>Dr.R. Ramarajan</b>, Assistant Professor of Commerce, Veltech Ranka Sanku Arts College,, Avadi, Chennai – 600 062., Email:rramraj01@gmail.com</p>	
17	<p><b>AN EMPERICAL ON RURAL CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO (PULIPAKKAM) CHENGALPATTU</b>   <b>Dr.V.MURUGAN</b>, Assistant Professor, Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu-603001.   <b>G.U.ABINESHWAR</b>, Ph.D Research Scholar (Full Time), Department of Commerce, Rajeswari Vedachalam Government Arts College, Chengalpattu.</p>	
18	<p><b>A STUDY ON HOLOCENE TENDENCY IN E- COMMERCE</b>  <b>Author: N PRAVEEN</b>, Research Scholar VELS Institute of Science, Technology and Advanced Studies Pallavaram, Chennai. -117, Email id: <a href="mailto:0407praveen@gmail.com">0407praveen@gmail.com</a>,</p>	

	<p><b>Co- Author -1: Dr. MURUGESAN. D</b>, Associate Professor, Department of Commerce, VELS Institute of Science, Technology and Advanced Studies, Pallavaram, Chennai. -117, Email id: <a href="mailto:d.murugesanphd@gmail.com">d.murugesanphd@gmail.com</a>,</p> <p><b>Co- Author-2: P V VANDANA</b>, Assistant Professor, IBM DEGREE COLLEGE, Bangarpet, Karnataka, Email id: <a href="mailto:vandanacsit@gmail.com">vandanacsit@gmail.com</a>,</p>	
19	<p><b>EFFECTS OF GST ON AGRICULTURE SECTORS IN INDIA</b></p> <p><b>DR.KAILASPATHI</b>, Assistant Professor &amp; Head Department of Commerce, Government First Grade College Chincholi 585307. Dist. Kalaburagi state : Karnataka <a href="mailto:Email.kailaspathi.vishwakarma1979@gmail.com">Email.kailaspathi.vishwakarma1979@gmail.com</a></p>	
20	<p><b>ENTREPRENEURSHIP DEVELOPMENT IN INDIA: OPPORTUNITIES AND CHALLENGES</b></p> <p><b>A.Davitha priyadharshini</b> , Assistant professor , Department of economics, Ultra arts and sciences college , Madurai</p>	
21	<p><b>A STUDY ON E-TRAINING PROCESS IN SELECTED IT AND ITES COMPANIES WITH SPECIAL REFERENCE TO CHENNAI</b></p> <p><b>M.M.Shanmugapriya</b>, Assistant Professor, Department of commerce Bharath Institute of Higher Education and Research.</p>	
22	<p><b>THE IMPACT OF SOCIAL MEDIA IN BUSINESS</b></p> <p><b>Ms Aswathy S</b> A Research Scholar (Part Time) Bharath Institute of Higher Education Selaiyur, Chennai (Assistant Professor, Department of Commerce, Christ College, Vizhinjam)</p> <p><b>Dr.Kannan J</b> Associate Professor &amp; HOD Bharath Institute of Higher Education Selaiyur, Chenna</p>	
23	<p><b>THE ROLE OF INFORMATION TECHNOLOGY IN COMMERCE AND MANAGEMENT</b></p> <p><b>Dr.R.VENKATASAMY</b> , Assistant Professor of Commerce, VelTech Ranga Sanku Arts College-Chennai-62/drvenkatasamy@gmail.com</p> <p><b>**Dr.J.PARAMASIVAM</b>, Assistant Professor of Commerce, Sri Kolanjiappar Govt.Arts College, Virudhachalam/drjparamasivam@gma.COM</p>	
24	<p><b>PRE &amp; POST COVID-19 IMPACT ON KERALA TOURISM WITH SPECIAL REFERENCE TO MUNNAR</b></p> <p><b>Dr. V.Saillaja</b> , Assistant Professor ,Sri Sairam Engineering College, Department of Management studies, Chennai,India</p>	
25	<p><b>A STUDY ON “THE IMPACT OF ONLINE SHOPPING UPON RETAIL TRADE BUSINESS</b></p> <p><b>Dr.M.Jagadeeswari</b>-Assistant Professor,BCom (Accounting&amp; Finance), T.Parkavi-Assistant Professor, BCom (Accounting&amp; Finance), A.M.JAIN COLLEGE-CHENNAI</p>	
26	<p><b>IMPACT OF INDUSTRIALIZATION ON RURAL ECONOMIC GROWTH A STUDY WITH THE REFERENCE TO MADHURANTHAGAM TALUK</b></p> <p><b>Mr.P.MANIKANDAN</b>, PhD research scholar, SRM college institute of science and technology VADAPLANI chennai 26</p> <p><b>DR.V.PRABAKARAN</b>, Head &amp; Department of commerce (hons), International Accounting and finance, SRM college institute of science and technology, VADAPLANI Chennai 26</p>	
27	<p><b>INFORMATION TECHNOLOGY IS PIVOTAL TO IMPROVE MANAGERIAL EFFECTIVENESS IN AN ORGANISATION</b></p> <p><b>Mrs. Priya. M</b>, Assistant Professor, BVNCTE , Palakkad, Kerala</p> <p><b>Dr. J. Kannan</b>, Associate Professor and Research Supervisor, Research Scholar</p>	

## AN OVERVIEW OF UNETHICAL PRACTICES IN MODERN ADVERTISING

**Ms. SWATHI PRADEEBA P**, Ph.D., Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai.

Corresponding Author:

**Dr. MURUGESAN D**, Associate Professor & Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai.

\*\*\*\*\*

### ABSTRACT

Business ethics is one among the foremost difficult and contentious subjects in human history. Each lecturer and business leaders have studied the link between doing the proper issue and creating cash for years with very little census reached. A survey by the Ethics Resource Center found that forty-three of respondents believed their supervisors lacked moral integrity. The main focus of this paper is to review the moral problems that arise in selling and additionally analyzing the assorted kinds of an unethical advert in Bharat with respect to ASCI principles. These days India's advertising trade is increasing its business at a speedy rate. India's retail and advert trade in little or no time has sliced a distinct segment for itself and placed itself on a world map. However, over the years advertising and selling communication messages have created debatable moral problems like surrogate advertising, puffery, unproven claims, Girls stereotype, comparative advertising, use of youngsters in advertising etc. In today's competitive market, advertisers are typically following the unethical practices to fight the competition. We've analyzed with the assistance of examples the various unethical practices employed by advertisers in advertisements in Bharat and additionally mentioned some real-world cases resolved by 300 (Consumer grievance council) following the mandatory ASCI Codes for it

**KEY WORDS:** Unethical practices, ethical marketing, Ethical promotions.

### INTRODUCTION

Ethical selling is a smaller amount of a selling strategy and a lot of a philosophy that informs all selling efforts. It seeks to push honesty, fairness, and responsibility altogether advertising. Ethics could be a notoriously tough subject as a result of everybody has subjective judgments regarding what's "right" and what's "wrong." For this reason, moral selling isn't a tough and quick list of rules, however a general set of tips to help firms as they value new selling ways.

Ethics are explained because the ethical principles and values that manage the actions and choices of someone or cluster. The function tips to act justly and justly once baby-faced with moral drawback. Ethics in selling denotes to the follow of selling in business in Associate in Nursing moral and ethical method. It suggests that by choice applying standards of justice and represents the corporate to others. Whereas the target of any business is to be money-making, if a corporation must use counterfeit advertizing, or deceptive or objectionable selling ways to realize it, it's very not running a victorious selling campaign. There will be short-run gain in doing one thing unethical. Researchers stressed on the actual fact that acts in Associate in Nursing moral manner can get in long-run rewards for his or her actions. Doing business in moral method will build loyal customers, get a lot of referrals, and can be building a positive image regarding their business. Selling has the potential to influence beliefs and behaviors. It is necessary to take care of high moral standards to guard the interests of shoppers and therefore the public, and therefore the name of shoppers. Selling ethics has been developed with regard to business ethics that replicate interest of varied stakeholders.



There are many definitions of business ethics, but the ones given by **Andrew Crane and Raymond C. Baumhart** are considered the most appropriate ones.

According to **Crane**, "Business ethics is the study of business situations, activities, and decisions where issues of right and wrong are addressed."

**Baumhart** defines, "The ethics of business is the ethics of responsibility. The business man must promise that he will not harm knowingly."

## **REVIEW OF LITERATURE**

These ethics describe principles that are acceptable in the marketplace. Selling is associate degree activity that is at the front of business activities with regular interfaces with customers and the general public (Chonko 1995). The non-adherence to ethical practices in selling has made-up means for 2 major movements like consumerism and environmentalism (Kotler and Armstrong 1996). These teams have started exerting pressures on marketers to think about the associate degreed act in a moral manner. Interest in moral issues in selling has significantly heightened (Hunt et al.1984). There is no magnification in mentioning that researches in selling ethics became a precursor of researches in ethics in different areas.

Murphy and Lacznia (1981) in theoretical analysis explicit that "The operate among business companies most frequently charged with moral abuse is selling."They recognized many areas wherever analysis in selling ethics was essential. In 1989, Tsalikis and Fritzsche (1989) reviewed the literature on selling ethics. Later, Gaski (1999) conducted thorough analysis {of selling of selling of promoting} ethics and classified the marketing ethics literature as falling into (a) introduction to moral issues, (b) questioning the inherent ethics of selling activity, (c) empirical studies of moral beliefs and (d) direction and recommendation for creating selling additional moral.

## **MATERIAL AND METHODS**

This is a theoretical analysis paper, wherever secondary info created by totally different authors and researchers has been used. Forgetting necessary info, varied websites, journals additionally as books are explored by the investigator that has been mentioned within the reference section.

The primary info I purchase is a few books and articles. This rationalization is collected from some valuables and learning them and informs the market currently

## **SIGNIFICANCE OF THE STUDY**

The Focus of the study is on studying the ethical practices of the various unethical marketing issues in Indiaat present and their relative effects. However, it is very difficult to distinguish a clear line of difference between what is true and what is untrue. Over the years advertising and marketing communication messages have created debatable ethical issues, due to the public belief, that advertisements deeply affect the way people perceive themselves and the world surrounding them, including crucial actions and behavior.

## **OBJECTIVES OF THE STUDY**

- To define the levels of marketing ethics.
- To define the influence of motivation factor on marketing ethics in the contexts of individualand organization on the theoretical level.
- To structure a model for decision making in marketing ethics in the context of individual andorganizational motivation.

## **Issues in ethics of Marketing**

Marketing has grappled with moral practice as a result of selling managers face a number of the foremost tough moral issues in business. Moral issues occur only if a person interacts with people. Ethics is viewed in terms of desires of the individual and therefore the needs of applicable others. The worth system of every individual consists of perceived sets of obligations toward others.

**Baumhart (1961)** recognized the key moral issues that have got to be far away from a business method like 1. Gifts, gratuities, bribes, 2. value discrimination and unfair evaluation, 3. Dishonest advertising, 4. Miscellaneous unfair competitive practices, 5. Cheating customers, unfair credit practices, and overselling, 6. Value collusion by competitors, 7. dishonesty in creating or keeping a contract, and 8. unfairness to staff and prejudice in hiring.

Ethical conflict happens once individuals understand that their duties toward one cluster are inconsistent with their duties and responsibilities toward another cluster (including one's self). They then should try to resolve these opposing obligations. Moral conflicts in selling will chiefly arise in two contexts; foremost the distinction between the wants of company, industry, and society. Secondly, the conflict arises once the interest of individual and organization vary (**England, 1998**). Bartels compactly states "the nature of moral conflict: during a school of thought society, not one, however, several expectations should be met. Therefore, the resolution of what is right to try to produce a balance of obligations and satisfaction. Ideally, full satisfaction of the expectations of all parties would represent the foremost moral behavior. Usually this can be not possible for expectations are often contradictory and generally exceed social sanction. Therefore, ability and judgment should be an accustomed guide one in deciding the purpose at that his own integrity is best maintained." selling ethics denotes morals and standards referring to selling practices, together with those associated with 'four P's of marketing' and 'marketing research'.

### **Unethical Practices in Marketing**

- Avoiding unethical selling practices also can facilitate a business avoid different consequences, like losing the great religion and loyalty of shoppers, and jeopardizing gain. The worst practices of the bunch are:

Dishonest statements, which may land business in legal bother with the Federal Trade Commission and its truth in advertising provision. The Federal Trade Commission expects advertising claims to be supported by proof, that tried to be a tricky customary for a few rolls of tobacco makers once they originally promoted their product as being “healthy.” in fact, not all claims are demonstrable, and this can be wherever some marketers deliberately try and blur the road with exaggerated claims and puffery, that are different styles of unethical selling. Shoppers could flip a deaf ear to a product that claims to be “the best,” and they are familiar to disdain selling that guarantees to “transform their life” or “make them the envy of all their friends.” Distorting facts to advisedly confuse or mislead shoppers. A classic example: stamping a product as sugar- or calorie-free once it will of co contain some sugar and calories, or touting a product as “healthy” once it's loaded with carbohydrates and Na.

- Inciting worry or applying reserve pressure. “Limited time offers” are ill-famed for the latter, that is okay if a point extremely exists and also the tone does not sound threatening.
- Exploiting emotions or an occurrence. Such instances pop each once in an exceedingly whereas, then build a fast exit once shoppers complain concerning feeling manipulated. Such was the case once the September 11 terrorist attacks, once some advertisers tried to evoke sympathy – for brand spanking new Yorkers, firefighters and survivors – whereas conjointly merchandising their product.
- Stereotyping or portraying ladies as sex symbols simply to draw attention to a product. "While it'd be intuitive to use models in adverts for a beauty product and cosmetics, having





half-naked models in adverts for generators, serious machinery, smart phones and different product not powerfully associated with ladies is each nonsensical and unethical,” says Profitable Venture.

## CONCLUSION

The world of advertising has come back an extended method from a little trade to a large-scale trade. For a few individuals, it's a very important supply of obtaining info whereas for different describes it as associate untrue, dishonourable and obscene. Advertising trade has been facing plenty of criticism within recent times because the advertising practices have not continuously been moral. In today's competitive market, thanks to free allowances, the advertisers are typically following the unethical practices to fight the competition. The moral facet of Indian advertising is extraordinarily necessary for the restoration of our Indian culture and heritage. Indian culture is being diluted by the Western culture that influences our country mostly. To save lots of our culture, norms and ethics laws of such unethical advertisements are extraordinarily essential. However, nowadays the numbers of unethical and obscene advertisements are increasing in numbers rather than decreasing. This clearly shows that implementation of the laws dominant advertising is not properly done. The lacks of implementation of the laws are resulting in additional and additional unethical and obscene advertisements. Hence, its associate imperative would like for correct implementation of the laws in our country.

## REFERENCES:

1. Shimp, Terence A, “Advertising and Promotion”, Cengage Learning, (2008), Pg No. 189-423
2. Shah, Kruti; Souza, Alan D, “Advertising and Promotions an IMC perspective”, Tata McGraw Hill Education Private Limited, (2009), Pg No. 241-258, 259-284, 312-388
3. Ramaswamy, VS; Namakumuri, S, “ Marketing Management”, Mc Graw Hill Education (India) Private Limited, (2013), Pg No. 585-607
4. Clow, Kenneth E; Baack, Donald, “Integrated Advertising, Promotion and Marketing Communication, Pearson”, (2012), Pg No. 141-200
5. Batra, Rajeev; Myers, John G; Aaker, David A, “Advertising Management”, Pearson, (2003), Pg No. 151-170, 641-664, 668-704
6. [http://www.importanceofphilosophy.com/Ethics\\_Main.html](http://www.importanceofphilosophy.com/Ethics_Main.html) [ Access on 20th Jan, 2015]
7. <http://www.ethicsweb.ca/codes/coe2.htm> [[ Access on 22th Jan, 2015]
8. <http://www.managementstudyguide.com/advertising-ethics.htm> [ Access on 25th Jan, 2015]
9. <http://www.wisegeek.com/what-is-surrogate-advertising.htm> [ Access on 20th Feb, 2015]
10. <http://www.legalserviceindia.com/article/1346-Surrogate-Advertisements.html> [Access on 23th Feb, 2015]
11. <http://www.legalmatch.com/law-library/article/puffery-laws.html> [ Access on 24th Feb, 2015]
12. [http://myrepublica.com/portal/index.php/twb/?action=news\\_details&news\\_id=71339](http://myrepublica.com/portal/index.php/twb/?action=news_details&news_id=71339) [ Access on 1st March, 2015]
13. <https://ccit300-f06.wikispaces.com/Stereotypical+Views+of+Women+in+Advertising> [ Access on 2nd March, 2015]
14. <http://www.yourarticlelibrary.com/advertising/comparative-advertising-its-effectiveness-areas-and-other-details/22273/> [ Access on 10th March, 2015]