

# Book Proceeding

## New Entrepreneurial Trends in Business Marketing Knowledge

Businesses that prioritize innovation, diversity, and inclusivity are better equipped for long-term success

**2024**

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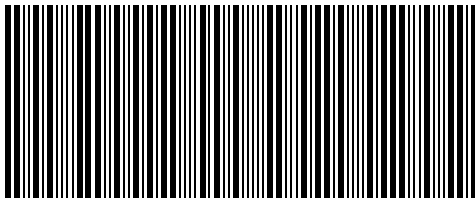
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**"Suffering is the  
essence of success!!!"**

-abdul kalam

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## IMPACT OF CONSUMERS' PERCEPTION TOWARDS UNETHICAL ADVERTISEMENT OF DIFFERENT INDUSTRIES

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### ABSTRACT

*Advertising is one of the marketing tactics used to promote products and services as well as to improve the company's reputation and image. In recent years, there have been numerous methods of attracting customer attention, including billboards, television, radio, newspapers, and the most recent trends of advertising on the Internet via social websites. As soon as a product or service is introduced to the public, advertising becomes more synonymous with it. Advertising has often been criticized for disrespecting the ethical values of the society. The present study tries to find out whether any significant difference in opinion exists among consumers belonging to Area of Living and Industry with most unethical Advertisement. Data was collected with the help of a structured questionnaire using convenience sampling method in Tamil Nadu and Chi-Square test was used to analyse the data. The study reveals that people belong to different area of living are sensitive to the unethical issues in advertising by different Industries and condemn such practices. The advertisers can use the results to design messages that will ensure better acceptance among customers across people living in different areas.*

**Keywords:** Advertising, ethics, unethical advertising, Area of living, Industries.

### INTRODUCTION

Ethics means a set of moral principles which govern a person's behaviour or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer. Thus ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. An ethical ad is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency. Nowadays, ads are more exaggerated and a lot of puffing is used. It seems like the advertisers lack knowledge of ethical norms and principles. The media of news and information should make it a point to keep the public informed about the world of advertising.

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Considering advertising's social impact, it is appropriate that media regularly review and critique the performance of advertisers, just as they do other groups whose activities have a significant influence on society.

### **STATEMENT OF THE PROBLEM**

Advertising as a matter of fact is the most leading and predominant aspect of effective marketing. On the other hand, advertising is an important element in today's society especially in the functioning of market economy, which is becoming more and more widespread. Moreover we believe advertising can, and often does play a constructive role in economic growth, in the exchange of information and idea, and in the fostering of solidarity among individuals and groups. Yet it also can do and often does, grave harm to individuals and to the common good. This is due to the unethical aspects that are being pertained in the advertisements. Likely the ethical and unethical aspects are also based on the views of the consumers. Yet now-a-days since the levels of ethics are being highly observed in the advertisements, an attempt has been made in this research to analyze the various aspects and levels of ethics that are being pertained in the advertisements at present scenario.

### **OBJECTIVES**

1. To identify the factors relating to perception of customers regarding unethical advertising.
2. To know which industry advertise in most unethical manner.

### **METHODOLOGY**

The design of any research requires considerable attention to the research methods and the proposed data analysis. Our goal is not to answer every question, but provide a head start. The study is based on both primary and secondary data. The primary data has been gathered using Google Form and the theoretical part of the study made significant use of secondary sources such as review of academic journals and reading material.

### **LIMITATIONS**

1. The primary data was collected only from Tamil Nadu. Therefore, a broad generalisation of the findings may not be valid for the other states or the entire country because of the difference in social and cultural factors in different parts of the country.
2. Since it is a perception study, the findings are not giving enduring and long lasting findings in nature. Behavioural patterns are likely to change with socio-economic and cultural changes time to time.

### **REVIEW OF LITERATURE**

**Raghunathan(2013)** conducted a detailed study on "Defining ethics in a changing society". The study places emphasis about the ethics needed in a society. The study states that society being large, ethics

changes very little, but when the ethical values undertaken by a professional body or organization decides to embrace change can more often lead to favourable society changes. The study concludes that often it is not always easy to see how ethical conduct can help society, when evidence seems to abound that not being ethical frequently is to their advantage.

**Shafiulla(2013)** conducted a comparative advertising on “Ethical analysis of case of disparagement”. The study reports that ethics in comparative advertising is an effective positioning tool, especially for market followers and challengers. The study suggests that once guidelines for comparative advertising are firmly established and misuse of the same is severely dealt with, the benefit that result out of comparative advertising may of more value to marketers and consumers on a permanent basis.

**Dr. ShineyChib; LipikaRamteke; PrashantBaraskar (2011)** stated that responses from respondents sufficiently persuaded us that commercials have a substantial impact on our lives. The immoral and antisocial methods utilised in advertising have a significant negative impact on society. The rising frequency of nudity and sex in commercials is severely degrading children's and young people's morals. We came to this conclusion after conducting surveys on a variety of advertising-related topics: commercials cause social distortion and must be severely addressed.

**John Rossiter and Larry Percy (2013)** made an attempt to study, “How the role of ethical advertising merely appears to have changed”. It is observed that the new advertising options to consider what goes into the ethics is that, the new media delivery has not changed and neither has the desired response. Image and words in one form or another will be found in all advertising and the way the ethics process the images and words has remained the same for all the time. Finally, the study suggests that as advertising is changing the level of ethics is certainly changing.

## CHI-SQUARE TEST

Chi-Square Test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes are large. This test is primarily used to examine whether two categorical variables are independent in influencing the test statistic.

### Chi-square Test on Area of Living and Industry with most unethical Advertisement

**Hypothesis:** There is no association between Area of Living and Industry with most unethical Advertisement.

#### Chi-Square Test on Area of Living and Industry with most unethical Advertisement

Consumers' perception to which industry advertise in most unethical manner	Area of Living			Total	Chi-Square Value	p-Value
	Rural	Urban	Semi - Urban			

Consumers' perception to which industry advertise in most unethical manner	Area of Living			Total	Chi-Square Value	p-Value
	Rural	Urban	Semi - Urban			
Real Estate	6 (9.8) [3.7]	35 (57.4) [10.5]	20 (32.8) [11.1]	<b>61</b> <b>(100)</b> <b>[9.0]</b>	<b>0.364</b>	<b>0.033</b>
E-Commerce	25 (24.5) [15.3]	48 (47.1) [14.5]	29 (28.4) [16.1]	<b>102</b> <b>(100)</b> <b>[15.1]</b>		
Online Gambling	23 (21.9) [14.1]	55 (52.4) [16.6]	27 (25.7) [15.0]	<b>105</b> <b>(100)</b> <b>[15.6]</b>		
Banking and Financial Services	29 (32.6) [17.8]	37 (41.6) [11.1]	23 (25.8) [12.8]	<b>89</b> <b>(100)</b> <b>[13.2]</b>		
Health Product and Services	29 (28.2) [17.8]	43 (41.7) [13.0]	31 (30.1) [17.2]	<b>103</b> <b>(100)</b> <b>[15.3]</b>		
Cosmetic products and services	21 (25.0) [12.9]	41 (48.8) [12.3]	22 (26.2) [12.2]	<b>84</b> <b>(100)</b> <b>[12.4]</b>		
Food products and supplements	17 (19.1) [10.4]	46 (51.7) [13.9]	26 (29.2) [14.4]	<b>89</b> <b>(100)</b> <b>[13.2]</b>		
Others	13 (31.0) [8.0]	27 (64.3) [8.1]	2 (4.8) [1.1]	<b>42</b> <b>(100)</b> <b>[6.2]</b>		
<b>Total</b>	<b>163</b> <b>(24.1)</b> <b>[100]</b>	<b>332</b> <b>(49.2)</b> <b>[100]</b>	<b>180</b> <b>(26.7)</b> <b>[100]</b>	<b>675</b> <b>(100)</b> <b>[100]</b>		

Source: Primary Data

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Number in () Row Percentage

Number in [] Row Percentage

By applying chi-square test at 5 percent level of significance, it is observed that there is an association between Area of Living and Industry with most unethical Advertisement. The p value should be less than 0.05. The P value is 0.033 and therefore, the hypothesis is rejected, and the associations do exist. The Pearson Chi-Square value is .364.

### **Findings**

From the research it is found that there is an association between Area of Living and Industry with most unethical Advertisement.

### **Conclusion**

The marketing industry necessitates broader sets of rules governing marketing tactics. Companies that attempt to manipulate, deceive, or dishonestly represent their products in advertising should face heavy penalties from the government. Holding everyone accountable for taking part in unethical advertising and its negative impacts is also crucial. Furthermore, licence revocation should be required in the event that the businesses do not adhere to the new regulations.

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