

Strategic Business Decisions for Sustainable Development

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A STUDY ON THE STANDARDS AND PROBLEMS OF UNETHICAL ADVERTISING

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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. It is the finest medium for product promotion because people these days are increasingly busy in their everyday lives, are obsessed with the latest devices, and require advanced information. As soon as a product or service is introduced to the public, advertising becomes more synonymous with it. Even though, some people are concerned about inappropriate advertising that is shown to the public and seen by people of all ages, including children, teenagers, adults, and the elderly. Because of this concern, the difficulties addressed in questioning inappropriate advertising may have a negative impact on the next generation when compared to the past (before the Internet) and the present in Malaysia (Mohamad Noorizzuddin bin Nooh, 2014). This post will go through unethical advertising factors that influence the next generation.

Keywords: Unethical, Advertising, Criteria, Impact.

Introduction

Advertising is a fascinating aspect of the marketing sector. But, in order to attract customers, the advertising must be appealing and innovative. The advertising sector has grown year after year by providing the most up-to-date product information. Advertising not only promotes products, but it may also advertise services, entertainment, lost and found, land, and other things. According to the creativity of an advertising firm, advertising can be channelled through media such as the internet, radio, television, pamphlets, banners, billboards, newspapers, and so on. Yet, the internet is now the fastest source of media attention, reaction, and worry for many people. Synonymous with the slogans "borderless globe" and "knowledge at their fingertips," advertising can reach hundreds, if not thousands, of people in a matter of minutes.

Recently, advertisers have been negligent in their approach to communicating with the public. As we have seen, advertising can have both positive and bad effects depending on the words used. According to Leo Burnett (1990), "if you don't get seen, you don't have anything. You just must be recognised, but the art is in being noticed naturally, without screaming or using tactics. According to his quotes, advertising should be an intriguing, innovative, and distinctive technique to attract the public's attention; else, you will go undetected. As a result, advertisers begin to create immoral messages and material in order to acquire attention and rapid popularity, and the idea spreads among advertisers.

Review of Literature

2.1. Ethics, Morality, and Advertising Principles

Dr. Morteza Maleki, 2012 stated that, for the purpose of goodness, everything in this world should have an appropriate act. It is what we call morality. When a person considers before acting, that person is said to be one who practises moral knowledge in daily life. But, in a group of individuals, we frequently encounter someone who does not live his morality. They are a group of immoral people who disregard decency, manners, other people's opinions, and are selfish. The terms "Morality" and "Ethics" are frequently used interchangeably and are closely linked, however it is critical to distinguish these two while studying ethical issues. Morals is derived from the Latin "Moralis," which is concerned with the principles of right and bad behaviour. Morality is more universal and prescriptive in nature. As a result, while ideas concerning manners, tastes, conventions, and even laws can be called ethical beliefs, they are not usually part of a moral code.

Dinesh, 2007 stated that, the most essential ideas and values of an individual and/or a society that help shape the character of the individuals in that society are discussed in ethics. It is also regarded as a field of study concerned with the good or evil aspects of moral duty and obligation. Yet, whereas "ethics" often relates to professional behaviour, "morality" frequently refers to any aspect of human action. It's about the principles of right and wrong behaviour. Immorality is not the same as not being ethical. To act unethically in some situations

and events does not imply immortality. Immorality is defined as having certain fundamental, though not permanent, character faults that make one untrustworthy in most situations.

Yesodha Devi N., 2010. The indirect but substantial influence of advertising on social communication media that rely on revenue from this source indicates a different type of cultural concern. In the competition to attract ever larger audiences and deliver them to advertisers, communicators may be tempted, no, compelled, to abandon high aesthetic and moral standards in favour of superficiality, tawdriness, and moral degradation.

2.1.1 Sexualized Stuff and Substance

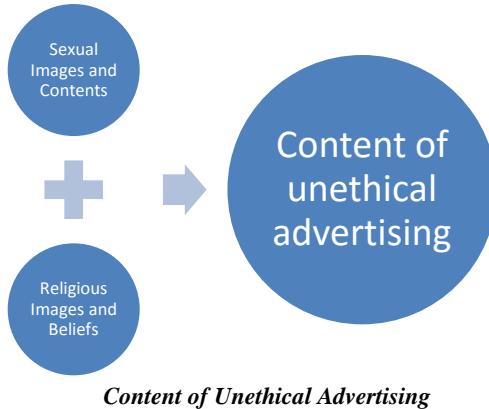
According to Nada Torlak (2011) in her article of "A bit more formally defined, sexual content in advertising refers to media-transmitted message (print and television ads) that contains sexual material with a persuasive intent to sell things," according to "Use or Abuse of Female Sexuality in Marketing."

Renata Bongiorno (2013) found that in their research, titled "When Sex Doesn't Sell: Employing Sexualized Pictures of Women Reduces Support for Ethical Campaigns," was the first to show that sexualized images that dehumanise women lower concern for ethical behaviour in an area unrelated to gender relations and sex. This study adds to the growing body of evidence suggesting women's dehumanisation is linked to higher tolerance for unethical behaviour towards women, specifically men's attitudes towards sexual harassment and rape. These findings pave the door for future study to investigate whether comparable detrimental impacts would occur if sexualized images of women were used to advertise ethical issues other than animal welfare, such as advocating action to combat poverty.

2.1.2 Religious Concepts and Thoughts

Kim Shyan Fam, 2004 found that Religious views influence social conduct significantly. Religious connections tend to influence how people live, the decisions they make, what they consume, and who they socialise with.

Yesodha Devi N., 2010 stated that, In the first type of scenario, commercial advertisements may integrate religious themes or use religious images or person it to promote items. It is possible to do this in tasteful, appropriate ways, but it is unpleasant and hurtful when religion is exploited or treated casually. In the second type of situation, advertising is occasionally used to push items and still attitudes and behaviours that are counter to moral norms. This is true, for example, of contraceptive and abortifacient advertising.

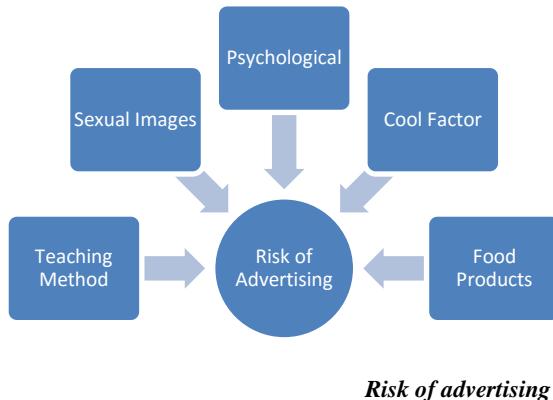


2.2. The Risk of Advertising

Rahim, 2009 found that Over 4000 individuals are employed by advertising agencies. Advertising agencies are also supported by enterprises in other allied industries such as printing companies, film production companies, photography companies, research firms, and other media production companies. Even the advertising business has shown great support for Malaysia's fast rising media economy, which encompasses print media, electronic media, and new media.

Amoako, 2012 stated that Advertising is a highly visible corporate activity, and any breach of ethical standards can sometimes be detrimental to the company's reputation. The following are some common examples of ethical dilemmas in advertising.

- Vulgarity/obscenity used to attract customers' attention
- Misleading facts and fabrication
- Puffery
- Stereotypes
- Racial concerns
- Notorious products (e.g., alcohol, gambling, tobacco, etc.)

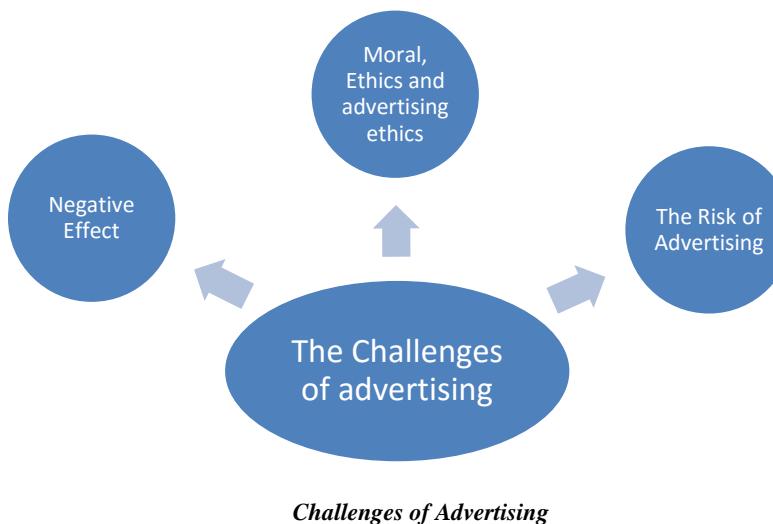


2.3. The Negative Impact

Wiikerson, 2009 found that the organisation alleges the ad portrays people with autism in an inappropriate and immoral manner and has demanded that the charity engage with disability activists before launching future advertisements. One example from another country is a young kid named Dan who talks about his experiences living with autism and how Action for Children assisted him with behavioural issues, particularly his tendency to lash out at those who criticised him. It depicts him as stuck within a rampaging monster until the charity intervenes, at which point he emerges as a defenceless young man.

Johansson, 2004 stated that, with mature contemplation, we may come to the unpleasant conclusion that bad apples have been excellent for marketing. The "bad apples" justification has served us well. It allows us to explain away all manner of wrongdoings that many people identify with marketing, from advertising unhealthy items and selling sweatshop-produced trinkets to encouraging the unsustainable overconsumption that is ruining our world.

Job Dubihlela, 2011 suggested that Advertising experts must be aware that behavioural attitudes are contentious and always changing. Customers hold various attitudes about advertising ethics, and these beliefs may shift as different things offend different people.



Conclusion

Advertisers should consider the level of complexity, cultural sensitivities and sensibilities, knowledge, and maturity of the people to whom their message is directed, and they should not influence their evaluation of the product's value or performance by using advertising in such a way that children cannot distinguish between the actual and fictitious features of the products. Advertising can have an impact on children's values, physical health, and security. Marketers must deliver accurate information in an understandable manner. They should also reinforce positive social behaviour in children. Advertisements' material should be appropriate for minors. According to research, television advertising can have a negative impact on a child's purchasing decisions, such as cigarette smoking, and corporations are advised to reconsider or avoid utilising explicit sexual appeals and other addictive material as the major topic in their advertising campaigns.

Advertising to the young as a whole is a very hot, disputed issue; many advertisers defend their right of 'commercial free speech'. Others say that children's knowledge of commercials is an important part of their

development and maturation, and that it is impossible to expect them to live in perfect innocence when this is not the situation in the actual world, and that such isolation would eventually harm the child's well-being. Youngsters increasingly have access to the entire globe, and their role in commerce should not be discounted due to a lack of a credit card. On the Internet, commercial behaviour and psychology are no different.

The recommendations are intended for advertising experts and future studies on the use of controversial advertising, as well as observations on the consequences of this use on corporate image and the behaviour of young customers. It could be interesting to conduct a survey to determine the impact of adolescent subcultures on their perception of commercials. It is critical for them to develop or deploy more innovative media techniques that match the advertising message to the cultural environment of the target market. Any advertising campaign's goal is to elicit a favourable market reaction and persuade people to buy. As a result, the marketer must take every precaution to avoid offending clients and the general public.

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