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On

“FUTURE TRENDS IN COMMERCE: CHALLENGES AND SUSTAINABILITY”

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Organized by

DEPARTMENT OF COMMERCE

In Association With

PG & Research Department of Commerce and Management

**Vivekanandha College of Arts and Sciences for Women,
(Autonomous), Tiruchengode.**

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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“ FUTURE TRENDS IN COMMERCE: CHALLENGES AND SUSTAINABILITY” 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 globalised and digitalized 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

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Swathi Pradeeba P, Ph.D., Research Scholar, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai.

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

ABSTRACT

Modern age is the age of advertisement and advertising has become a necessity for commercial success. The business can demonstrate their commercial ability through advertisement. 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 mode of satisfaction of human needs and wants.

Key Words: Advertising, Ethics, Ambiguity, Consumer, Promotion.

INTRODUCTION

Every day and everywhere in our life we see hear and feel a number of products at home, in a shop while travelling in the bus or train and many talk about their qualities. It is therefore anything that turns attention to an article or service might be called advertising. The term advertising originates from the Latin word advert means towards and veto means I turn. The advertising means to turn attention towards a specific thing. Advertising may be defined as a process of buying sponsor identified media space or time of a product or an idea to promote their sales in present and future. Advertising consists of those activities by which visual or oral messages are addressed to select publics for the purpose of informing and influencing them to buy products and services. The requirement is that the advertisement should capture the attention of its audience. In other words the advertisement has to go through the attention filter of the target audience. It may be given the new information or it may support the information they already have or it may attempt to alter their existing views or beliefs. It is essential that advertisement should appeal to them and influence their attitude through process and purchase behavior in favor of the advertised brand. Advertisement can be defined a paid form of non personal presentation and promotion of ideas goods or services by an identified sponsor.

ETHICAL ADVERTISING

-Advertising is about norms and values, aspirations and prejudices. It is about culture says Anil Ambani. Advertising is a concept that is very dynamic in nature and when we add the ethics in advertising, it becomes even more complex, as both of these have a variable character and are based on perspectives of the individuals or groups of individuals. The creativity in advertising is the essence which is nothing, but a human based characteristic and may vary from person to person. Also, ethics as said before may not be same for every individual. So when the principles

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of righteousness and morality are added to advertising, it takes a form of ethical advertising. Though, the meaning of ethics may be different for a consumer and a marketer, because there are different economic motives underlying. The marketer running a business will always try to maximize company's profits and the consumer will always try to maximize his/her level of satisfaction. When the company resides on the principles of customer satisfaction along with the motive of earning profits, it adopts an ethical way of gaining customer loyalty and building up a strong brand image and convinces the consumers to try and retain their product. Here, the ethical advertising comes into picture. The marketers following ethical advertising basically base their advertisements on the true characteristics of the product and do not mislead the consumers by exaggerating the claims and also do not take advantage of any fear of consumers (like low confidence due to obesity, dark complexion etc).

ISSUES IN ETHICAL ADVERTISING

Advertising to children: Marketers should not target the innocence of children and utilize it to their benefit as children do not have the ability to evaluate or judge the right and wrong for themselves. So, it is important for marketers to shift their focus from the children to other people in the society that can understand well and evaluate the effectiveness of their advertising. So, we can say that it is absolutely unethical to view children as their potential customers for products which may not favour them rather they should focus on the upper age segment.

Disputable products: It is very important for consumers to identify and understand their needs and weaknesses. It is easy for the marketers to target the weaknesses like cigarettes, tobacco, gambling etc. which are not good for health, if consumed. Advertising of such products is banned in many countries including India.

Emotional advertising: In a culture which encourages human behaviour and relationships, the majority of population in India is more sensitive towards emotional acts especially women. So it becomes easier for the marketers to base their advertisements on emotional values to direct a link between the consumer and the brand.

Materiality: Advertisements which link success and materiality tends to mislead consumers and persuade them to buy the products which may not be affordable by them to enhance their lifestyle. This creates an image of happiness linked to material goods which is not tangent with our values.

Puffery: Sometimes marketers tend to exaggerate about the products to manipulate consumer buying behaviour. It is considered to be highly unethical as the product may not possess such qualities claimed by the seller. This is known as puffery.

CONCERNS OF ETHICS IN ADVERTISING AFFECTING CONSUMER

BUYING BEHAVIOUR

Content of the advertisement: The whole structure including the message in the advertisement and also the storyline created for the presentation in case of television advertisements may affect the buying behaviour of the consumer as it is the first impression of the brand. An innovative and lively idea based advertisement is likely to retain in the minds as compared to the dull and boring advertisements. Ethical behaviour in this regard would be not to exaggerate and mislead the consumers and show the true picture of the product.

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Celebrity Endorsement: Hiring a well established celebrity to market a product is the best possible way for marketers to acquire the interest of the consumers. This is because the brand name gets recognized with the name of the celebrity and it captures the market share equal to the fan following of such celebrity. Ethical behaviour in this regard would be to create a picture of the product in the minds of consumers and not the celebrity. Also, this is unfair to the small companies which are not able to afford such celebrity endorsements and are not able to capture the market even after having a useful product.

Sex Appeal: Marketers these days tend to attract the youth by incorporating sex based appeals which instantly catches the attention of the target market. Like for example, women wearing lesser clothes or showing some intimacy between the actors may influence the sale of certain products which is highly unethical as such advertisements are not suitable for children.

Social Issues: Incorporating social issues in advertisements is the latest trend in the Indian markets. Such ads portray an image of a responsible brand which along with marketing its product also gives a message to the society which creates a positive brand image and hence the customer willingly adopts the brand. These are the kind of advertisers who voluntarily adopt the ethical norms of the society.

Laws And Regulations: On one hand where advertisers tend to voluntarily adopt ethical behaviour, others are to be controlled by the government not to follow unethical behaviour. There are laws in the country which protects rights of the consumers and other related companies and shields them from the unethical conduct in advertising.

The Product Itself: Sometimes the product itself is in a question of being unethical. So advertising of such products in itself is misleading. Products like alcohol, cigarettes, tobacco are highly unethical to be advertised. Advertising such products is banned in India and many other countries.

REVIEW OF LITERATURE

Ajzen (2002), Consumers buying behaviour has always been given so much importance in the literature study of impact of advertising regarding its effectiveness.

Smith et al., (2002), It was found that most of the time consumers buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product, advertised.

CONCLUSION

Just as the media of social communication themselves have enormous influence everywhere, so advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behaviour in today's world. People in advertising spend a lot of their time dealing with ethical choices, and those choices are almost never black and white. A lot of people question the ethics of selling consumer things they don't need - which presupposes that we shouldn't have the things we don't need but want anyway.

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