

ETHICAL VALUES IN ADVERTISEMENT

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INTERODUCTION

The objective of this study is to evaluate the need for ethical value in advertisement based on consumers' opinion on importance of ethical value in advertisement. This study also identifies the relationship between demographic variables and the opinion on importance of ethical value in advertisement. This is an empirical research based on primary data, collected through questionnaire. The sample size is 200 selected on convenient sampling method. The findings of the research study, reveals that the ethical value is the extremely important factor in advertisements. There is also a significant relationship between opinion on importance of ethical value and education and nature of family. However factors like age, gender, occupation and monthly income do not have significant influence over respondent's opinion on importance of ethical value.

The Indian advertising industry is a talking business today. It has evolved from being a small-scale business to a full-fledged

industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons, be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry, in very little time has carved a niche for itself and placed itself on the global map. Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds, Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities.

WHAT IS ETHICS?

Ethics means "Good Conduct" or "Conduct which is right in view of the society and the time period".^[1] By common consent, various modes of behavior and conduct are viewed as "good" or "bad". In other words, Ethics are moral principles and value that govern the actions and decisions of an individual group. It is a choice between good

and bad and right and wrong, governed by a set of principles of morality at a given time at a given place and in a given society.

NEED FOR ETHICAL ADVERTISEMENT

Advertising has ethical value. The mixing of arts and facts in advertising communication are subservient to ethical principles. In today's competitive and buyer's market, advertisements have to be truthful and ethical. If an advertisement is misleading, the celebrity of the organization is lost. To view the truth in advertisement, it has to be seen from the consumers' point of view rather than from legal point. The advertising industry has been frequently criticized for putting out misleading or exaggerated claims in respect of product, goods and services advertised.

OBJECTIVES OF THE STUDY

The main objective of the study is to evaluate the need for ethical value in advertising.

HYPOTHESIS

There is no significant relationship between demographic factors and opinion on need for ethical values in advertisement.

METHODOLOGY

The researcher has chosen Erode City purposively. The sample consists 200

respondents, selected on convenient sampling method. The study is mainly based on primary data. A structured questionnaire was used for the collection of data.

TOOLS OF ANALYSIS:

- The percentage analysis is used to study the demographic characteristics of respondents.
- To establish the relationship between the dependent factors and need for ethical value in advertisement, Chi-square test is employed.

TABLE 1

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Category	No. of Respondents	Percentage
Gender		
Male	57	28.5
Female	143	71.5
Total	200	100
Age		
Young	52	26
Middle aged	115	57.5
Old	33	16.5
Total	200	100
Education		
School level	14	7

College level	186	93
Total	200	100
Nature of Family		
Joint family	130	65
Nuclear family	70	35
Total	200	100
Occupation		
Business	90	45
Employed	66	33
Professional	17	8.5
Others	27	13.5
Total	200	100
Monthly Income		
Low	84	42
Moderate	40	20
High	76	38
Total	200	100

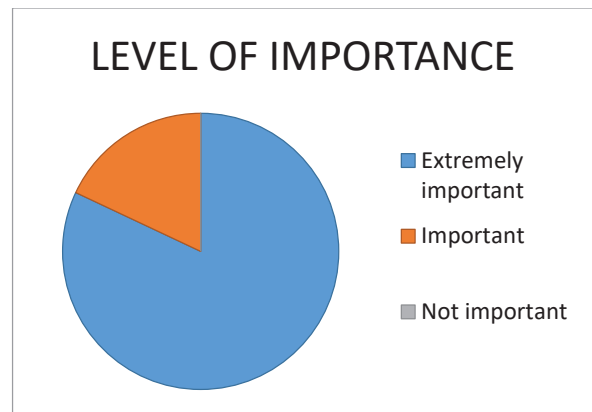
TABLE 2

OPINION ON IMPORTANCE OF ETHICAL VALUE IN ADVERTISEMENT

Level of Importance	No. of Respondents	% of the respondents
Extremely important	164	82
Important	36	18
Not important	0	0

Total	200	100
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Table 2 reveals the percentage of respondents who expressed their views on ethical value of advertisement. An absolute majority 82% of the respondents feel that ethical value in advertisement is “extremely important” while 18% of the respondents feel that ethical value is “important”. No respondent has agreed for “not important”. Hence ethical value in advertisement is the most important factor.



DEMOGRAPHIC FACTORS AND OPINION ON IMPORTANCE OF ETHICAL VALUE IN ADVERTISEMENT

The classification of respondents based on opinion on importance of ethical value in advertisement and demographic factors is presented in table 3.

TABLE 3

DEMOGRAPHIC FACTORS AND OPINION ON ETHICAL VALUE

Demographic Factors	Opinion on ethical value		Total
	Extremely important	Important	
Gender			
Male	50(87.72%)	7(12.28%)	57(100%)
Female	114(79.72%)	29(20.28%)	143(100%)
Total	164	36	200
Age			
Young	40(76.92%)	12(23.08%)	52(100%)
Middle	95(82.61%)	20(17.39%)	115(100%)
Old	29(87.88%)	4(12.12%)	33(100%)
Total	164	36	200
Education			
School level	12(85.71%)	2(14.29%)	14(100%)
College level	152(81.72%)	34(18.28%)	186(100%)
Total	164	36	200
Nature of Family			
Joint family	109(82.58%)	23(17.42%)	132(100%)
Nuclear family	55(80.88%)	13(19.12%)	68(100%)
Total	164	36	200
Occupation			
Business	72(80%)	18(20%)	90(100%)
Employed	56(84.85%)	10(15.15%)	66(100%)
Professional	13(76.47%)	4(23.53%)	17(100%)
Others	23(85.19%)	4(14.81%)	27(100%)

Total	164	36	200
Monthly Income			
Low	65(77.38%)	19(22.62%)	84(100%)
Moderate	35(87.5%)	5(12.5%)	40(100%)
High	64(84.21%)	12(15.79%)	76(100%)
Total	164	36	200

Table 3 indicates the following:

- [1] 88% of male respondents and 80% of female respondents feel that ethical value is extremely important.
- [2] 88% of old age group (above 40 years) respondents, 83% of middle age group (26 to 40 years) respondents and 77% of young age group (up to 25 years) respondents feel that ethical value is extremely important.
- [3] 86% of school level respondents and 82% of college level respondents feel that ethical value is extremely important.
- [4] 83% of joint family respondents and 81% of nuclear family respondents feel that ethical value is extremely important.
- [5] 85% of employed respondents, 80% of business respondents, 76% of professional respondents and 85% of others feel that ethical value is extremely important.
- [6] 88% of the respondents belong to moderate monthly income, 84% of the

respondents belong to high monthly income and 77% of the respondents belong to low monthly income feel that ethical value is extremely important.

DEMOGRAPHIC FACTORS AND OPINION ON IMPORTANCE OF ETHICAL VALUE IN ADVERTISEMENT – CHI-SQUARE TEST

The relationship between demographic variables and the opinion on importance of ethical values in advertisement is analyzed through χ^2 test

Hypothesis: There is no significant relationship between demographic factors of respondents and their opinion on importance of ethical value in advertisement.

TABLE 4
CHI-SQUARE TEST

Demographic factors	Table value of χ^2	Calculated value of χ^2	Hypothesis is accepted/rejected
Gender	3.841	1.764	Accepted
Age	3.841	1.709	Accepted
Educational qualification	3.841	9.978	Rejected
Nature of family	3.841	5.417	Rejected
Occupation	5.991	1.141	Accepted
Monthly income	5.991	2.283	Accepted

Chi-square test (table 4) reveals that there is a significant relationship between opinion on importance of ethical value in advertisement and education and nature of family. However factors like age, gender, occupation and monthly income do not have significant influence over respondent's opinion on importance of ethical value.

CONCLUSION

Advertisement is expected to create a favorable impact on viewers. It certainly creates value in the minds of viewers and enable them choose the best products available in the market. However, they should not mislead the consumers by the exaggerated quality and features of the products. Ethics in advertisement is considered extremely important by all consumers and hence a good advertisement must be ethical and communicate to the consumer about the usage of products and services.

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