TRUSTWORTHINESS AND EMERGING TRENDS IN MARKETS AND MORALS

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13

ETHICS IN ADVERTISING - AN ANALYTICAL APPROACH

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ABSTRACT:

Ethical issues in business relate to a company's obligations to be honest with its customers and to broader social aspects like preserving the environment and protection of employee rights. Ethical conflicts develop between differing interests of a company's owners and their workers, customers and the surrounding community. Advertisements make a distinct contribution to the sales volume and profitability of a company. Hence advertisement is assigned a relatively more important role in the marketing strategy of an organization. Advertisements as an important component of the communication mix have sometimes irritating and offensive effects. This aspect is particularly observed when advertisement assumes aggressive and acrimonious form due to increasing competition. Advertisements are found resorting to unethical practices viz. condemning products of competitors, arousing communal feelings through symbols, colours, flags etc imitation of competitions, using slang language against them, unethical practices of displaying women in scanty clothes etc. In the light of these practices some suggestions on the ethical aspect of advertising have been offered.

Keywords: *Ethics, Unethical Practices, Advertisements, Marketing Strategy*

INTRODUCTION:

Ethics comprehends accepted norms of society and ethical issues in business relate to an organization's obligations to be honest with the customers and to broader social aspects like the organization's responsibility to preserve the environment and protect employees. Many ethical conflicts develop between the differing interests of company owners and their workers, customers and surrounding community. Ethical issues in business have assumed more complicated dimensions due to the global and diversified nature of many large corporations and also due to the complexity of government regulations that define the unit's offensive behavior of business units while dealing with social entities. As components of the communication mix, advertising makes a distinct contribution to the sales volume and profitability which attract many marketing executives to assign it relatively more important role in the overall marketing strategy. It is the refrain of this analysis to assess the role of advertising in the marketing organization and the ethical deficiencies associated with the current advertisement practices.

SIGNIFICANCE OF ADVERTISING AS A MARKETING STRATEGY:

Competition in the consumer market has become acute and fierce in the context of globalization and privatization of the Indian economy. Business organizations obviously have become more active in the market by creating greater awareness among the buyers of their products and services. This obviously involves persuasive communication with potential buyers. Hence, it

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