

**“An Analytical Study of Social Issues in Advertising of  
Controversial Products with respect to Kota City”**

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**By**

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**2019**

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## ABSTRACT

Social-Ethical advertising copy rules say that advertising should never be untrue and principles of moral orders should be followed. Advertising messages should never be fake, confusing or misleading.

This research is essential because of the consequences of advertising for the environment, culture and every member of society. Advertising is one of the most significant, universal and persuasive phenomena in the modern world. It has wide social, ethical impacts on society, economic, lifestyles, choice and consumption. The creation of bogus needs, conflation of advertising and teaching, targeting of susceptible customer groups, and emulation of dangerous behaviors are just some of the criticisms that have been aimed at the industry. In light of the industry's implication, and given these wide debates, more research into the practice and guideline of advertising and into its societal, ethical and stakeholder consequences is necessary

This research identifies the nature and level of the problem of controversial advertising and its impact on youth of the Kota city. It aims to make sense of the Socio-Ethical decision making (SEDM) that comes out from the interplay between practitioners involve in the formation, permission and regulation of controversial advertising campaigns. The crisis of controversial advertising differs according to various stakeholder perspectives. Parents are worried about, the use of violent or extremely sexualized images to which their children are exposed.

Minority and ethnics groups are disturb by sexual, racial stereotyping. Health professionals are troubled by the promotion of problematic products like alcohol, cigarette, condoms, contraceptive pills, male & female undergarments, fast food etc. Both customers and organizations can fall sufferer to condemnation, deceptive or false advertising claims. Even as there is a wide and continuing debate about the controversies and socio-ethics of advertising, current understanding of the problem is not enough and wants more research.

In terms of the literature this research is situate within the crossover of the fields of business ethics, Socio-Ethical decision making (SEDM), controversial advertising and advertising guideline. There is very modest research looking in depth at advertising practitioners' commitment with advertising ethics. Using a qualitative approach, these researches explore how

practitioners understand the process of creating and adaptable advertising, the nature of controversy and of SEDM in advertising.

This research attempts to investigate the ethical issues in the contemporary advertising campaigns of some of the controversial products in India (Kota city). First it discusses the real meaning of ethics in business and its importance. Then it studies the contemporary advertising practices in the light of social ethical environment. The research aims to see the unpleasant behavior of consumers towards advertisements of some selected controversial products and how it is affected by the religious perceptions of customers, their gender differences and the nature of advertising appeals used in the advertisements of controversial products. At the end, it draws some important managerial as well as social implications from this study.

This study assess the level of vulgarity of customers towards advertising campaigns of some selected controversial products and their advertising appeals. It also describes its relationship with religious intentions of the customers and their gender differences.

The results of this study are of great significance to the organizations marketing their products in India (Kota) as well as to the advertising agencies that create and launch advertising campaigns for their clients. This study highlights the fact that cultural norms and values of a society play an important role in shaping the attitudes of its people.

This Research design is exploratory in nature and shall contain surveys and detail findings and inquiries from different students included male and female in equal ratio. A survey of 300 graduate (professional and non professional students in ratio 150:150) students including males and females will be used to fill questionnaires. The sample was considered to be the representative of graduate students of the Kota city.

Data was implicit into SPSS software and tested for its validity and reliability. Descriptive statistics as well as correlation and t-tests were applied to analyze the data. Descriptive statistics contain frequency distribution of each item, its mean, standard deviation (S.D.) and co-efficient of variation (C.V.).

The thesis started with the chapter “**INTRODUCTION**” which highlights the insights of the subject matter. It attempts to highlight the concept of controversial products, offensive messages,

social issues of advertising etc. The chapter also discussed various attributes of religious perception.

Chapter two discusses **'REVIEW OF LITERATURE'**. This chapter takes into account various papers, articles and studies that have been carried out in different fields that are however related to the subject. It mentions researchers, who have carried out similar aspects of the study such as social issues of advertising & controversial products.

Chapter three entitled **'RESEARCH METHODOLOGY'** takes note of what promoted this research and how it was carried out. It features the presumptive analysis of the problem, objectives of the study, the hypotheses, importance of the study, scope of the study, sources of information, and techniques of gathering information, sampling, sample composition and limitations.

Chapter four entitled **'DATA ANALYSIS & INTERPRETATION'** deals with data analysis and interpretation by using different statistical tools.

Finally Chapter five entitled **'SUMMARY, CONCLUSIONS & RECOMMENDATIONS'** summarizes, concludes the research and give some recommendations on the basis of research study.

### ***Candidate's Declaration***

I, hereby, certify that the work, which is being presented in the thesis, entitled “**An Analytical Study Of Social Issues In Advertising Of Controversial Products With Respect To Kota City**” in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy, carried under the supervision of Dr. Gopal Dhaker and submitted to the University of Kota, Kota represents my ideas in my own words and where others ideas or words have been included. I have adequately cited and referenced the original sources. The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any Institutions. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Date:

Ravi Gupta

This is to certify that the above statement made by Ravi Gupta Reference No is RS/298/16 correct to the best of my knowledge.

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Dr. Gopal Dhaker  
Supervisor

## **ACKNOWLEDGEMENT**

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**Date**

**Ravi Gupta**



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## LIST OF ABBREVIATIONS

S.NO	ABBREVIATION	FULL FORM
1	<b>T.V</b>	Television
2	<b>ASCI</b>	Advertising standards council of India
3	<b>ABC</b>	Audit Bureau of circulation
4	<b>4Ps</b>	Product, Price, Promotion and Place
5	<b>MNCs</b>	Multinational companies
6	<b>POP</b>	point of purchase
7	<b>VD</b>	venereal disease
8	<b>CDSCO</b>	Central Drugs Standard Control Organization
9	<b>OTC</b>	over-the-counter
10	<b>MRTP</b>	<b>Monopolies and Restrictive Trade Practices</b>
11	<b>PCI</b>	The Paralympic Committee of India
12	<b>IPC</b>	International Paralympic Committee
13	<b>CCC</b>	Consumer Complaints Council
14	<b>DMR</b>	Drugs and Magic Remedies Act
15	<b>D&amp;C</b>	Drugs and Cosmetics
16	<b>NERIM</b>	North Eastern Regional Institute of Management
17	<b>NAMS</b>	National Advertisement Monitoring Services
18	<b>CBS</b>	College of Banking Studies
19	<b>SEDM</b>	Socio-Ethical decision making
20	<b>MLA</b>	Meat and Livestock Australia's
21	<b>BJP</b>	Bhartiya Janta Party
22	<b>S.D.</b>	Standard Deviation
23	<b>C.V.</b>	Co-efficient of variation

## Chapter - 1

### Conceptual Framework

#### **1. Introduction**

##### **1.1 Meaning and concept of advertising:-**

The word advertising is taken from the Latin word "advert ere" which means "to turn the minds towards".

Advertising is a promoting communication that employs an associate open sponsored, non-personal message to sponsor or sell a product, service or idea. Sponsors of advertising are usually businesses wishing to endorse their product or services'.

Advertisement supplements personal selling to a great extent. Advertising has acquired great value in the modern world where there is a cut throat competition within the market and quick changes in the technology; we discover fashion and style within the customers.

Advertising is employed for communicating business data to the current and prospective customers. It generally provides data regarding the advertising firm, its product qualities, place of accessibility of its products, etc. The advertiser may utilize the various types of advertising form such as product and institutional advertising, primary and selective demand advertising, comparative advertising and cooperative advertising etc.

Advertisement is essential for both the sellers and the buyers. However, it is more vital for the sellers. In the trendy age of enormous scale production, producers can't consider pushing sale of their commodities without advertising them.

##### **1.2 Definitions of advertising:**

Some of the definitions given by different authors are:



According to **American Marketing Association** "advertising is any paid type of non-personal presentation and promotion of idea concepts, merchandise and services by a known sponsor".

According to **Bovee**, (1992, p.7) "Advertising is the non-personal communication of data generally paid for and regularly persuasive in nature regarding merchandise, services or idea concepts by known sponsors through the varied media."

According to **Burnett and Pettijohn**, (2003) "Advertising is a form of communication that attempts to persuade customers to purchase or utilize more of a particular product or service. Every major medium is employed to convey these messages, including radio, TV, magazines, newspapers, Internet and billboards."

According to **Gardner**, "Advertising is the means of mass selling that has grown up parallel with and has been made essential to mass production".

According to **RS Davar**, "Advertising aims at committing the method, educating the customers, supplementing the salesman, linking the dealer to remove the competitor but above all, it is a link amid the manufacturer and the customer"

According to **Webstar**, "Advertising is to offer public notice or to declare publicity".

According to **William J. Stanton**, "Advertising consists of all the activities concerned in presenting to associate audience a non-personal, sponsor-identified, paid-for message a few product or organization."

### **1.3 Features of advertising**

**1. Information:** Advertising informs the buyers about the reimbursement they would get when they purchase a selective product. However, order given should be complete and true.

**2. Communication:** Advertising is means of mass message accomplishment the masses. It is a non-own communication because it is addressed to masses.

**3. Advice:** The advertiser expects to produce a favorable approach which will guide to favorable trial. Any advertising process attempts at converting the prediction into customers. It is thus not direct salesmanship and basically influences technique.

**4. Identified the real Sponsor:** A support may be an individual or a firm who pays for the advertisement. The presumed name of the company may boost sale or products. The product provides good market because of its uniqueness with the supposed corporate body.

**5. Science, Art and Profession:** Advertising is base on creativity because it is a part of art. Advertising is base on systematic scientific knowledge. Advertising is a profession, in today world it deals with corporate body of members.

**6. Profit Maximization:** Accurate advertising does not go at maximizing profits by raising the cost but by promoting the sales. This way it would not guide to increase the cost of the product. Thus, it has an advanced sales approach rather than the advanced-cost approach.

**7. Consumer Options:** Advertising helps to provide consumer options. It helps to consumers for purchasing goods as per requirement, budget and choice. Right selection of the product makes consumer delight.

**8. Part of Creativity:** A good advertising campaign involves high level of creativity and imagination. When the message of the advertiser matches the expectations of consumers, this type of creativity makes way for successful campaign.

**9. Non-Personal Presentation:** Salesmanship is personal selling where as advertising is non-personal in nature. Advertising is not meant for anybody personality but for all. There is absence of special appeal in advertising.

**10. Constituent of Marketing Mix:** Advertising is an important part of promotion mix. Advertising plays an important role in utility to sell goods and services. Large manufactures expense crores of rupees on advertising.

#### **1.4 Objectives of advertising**

The basic purpose of advertising is to sell somewhat - a product, a service or an idea. In today world the modern business enterprises used certain specific objectives of advertising which are given below:

1. To enter a new market segment or attract a new type of customer group.
2. To build the goodwill of the firm by providing better quality products and services at low cost.
3. To inform the public against fake products of the firms.
4. To introduce a new product by developing new interest and benefits for the prospective customers.
5. To build competition in the market for increasing sales and covering large market shares.
6. To support personal selling approach. Advertising maybe used to open door customer policy by the salesman.
7. To make fruitful relation with dealers. Advertising help the dealers in selling the product. Dealers are moving towards a product which is advertised effectively.
8. To reach unapproachable people to salesman.

#### **1.5 Importance of advertising**

Advertising has become basic marketing activity in the today's world to increase production, market shares, beating the competition in the market. It performs the following functions:

**1. Introduction of New Product:** It also helps to introduce new products in market. A business firm can introduce itself and its product to the public through advertising. A new business firm can't make contact on the future customers in the absence of advertising. Advertising provides quick publicity in the market.

**2. Encouragement of Sales:** It encourages the sale of goods and services by facts, knowledge and explanation of the people to buy them. An excellent advertising campaign helps in developing new customers both at the national level market as well as at the international level markets.

**3. Encourages Mass Production:** Advertising helps to build mass-level productions because the business firm knows that it will be able to sell at high level with the help of advertising. Mass production is also reduces the cost of production per unit by the economical use of various production factors.

**4. Formation of Good Public Image:** It forms up the good reputation of the advertiser. Advertising enables a business firm to inform its achievements in an attempt to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is the need against to beat competition in the market.

**5. Build knowledge of the People:** Advertising is helpful to build knowledge of the people about new products and their uses. Advertising message provides wider knowledge of the firm and its related products with multiple usages. Advertising helped people in adopting new living standard of life and giving-up old habits. It provides the better life style to live in the society.

**6. To Promote R&D:** Advertising stimulates research and development related activities. Today advertising is an important competitive marketing activity. Each and every firm tries to differentiate our products from the alternatives available in the market during advertising. This is the reason for every business firm to more focus on research and development activities to build new products and its various

new uses. If a firm does not work on research and development activities, it will be in the decline stage of a product life cycle and out of the market in the near future.

**7. Support to Press:** Advertising supports an important source of revenue to the publishers and magazines. It will be able to increase the exchange of their publication by selling them at lower rates. People also are benefited as a result of they get publications at cheaper rates. Advertising is additionally a supply of revenue for TV network. Many channels earn millions of rupees through ads. This incomes part is used for increasing the quality of programs and extending coverage.

### **1.6 Active participant in advertising**

The groups of people who are actively involved in advertising are as below described:-

**1. Target audience:** It refers to the beneficiary of the advertising message. Every message is either aimed at to a mass audience and class audience. Advertising requires covering this target audience to promote sales. Advertising message intends to cover the probable user and non user who might be purchase the product in future. The messages are also directed to the user of the competitor's product so that they switch over the advertiser's products.

**2. Advertiser:** Seller who manufacture and market consumer products are the well-known group of advertisers. Hindustan unilever limited, proctor and gamble limited, Seimen and Larson and toubro limited, Nestle are the few examples of advertisers. Retailers are the second most important segment among advertisers. They store the products and sell them to the final consumers. Government and social organization will be the active participant in this category.

**3. Advertising Production folks (Artists):** The manufacturing of enticing and convincing advertisements is feasible solely with the dynamic facilitate and inventing will of the artists like copywriters, artists, photographers, typographers, layout designers, editors and such other creative people. Such people are generally

engaged by the ad agencies or, their services can be hired by the ad agencies on job analysis based.

**4. Government Authorities and department:** The advertising business is regulated by the government department. The government forms certain rules, regulation and law which are directly or indirectly effects on the advertising. A part from this ABC (Audit Bureau of circulation) and ASCI (Advertising standards council of India) are also some of authorities regulating advertising.

**5. Advertising related Production Firms:** Advertising related production firms are the sustain agencies which help in the production of advertisement. It includes copywriter, artist, photographers, typographers, producer and editors. These are the group of people who transform our ideas into finished forms therefore the success and failure of the advertisement depend on these groups of people.

**6. Advertising Agencies:** An advertiser has two alternatives viz. (i) to create , formulate and develop the design and advertising message and placed it in desired media directly through advertising department or his own sales or, (ii) to build trust for the entire job of advertising to a team of highly qualified , specialized, independent, advertising agency. An advertising agency is self-possessed of creative people, who visualize design, formulate and create, advertising message with creative ideas and put it in the preferred advertising media, used for and in support of its client (the advertiser). The advertising agencies usually charge a commission of 15% on the media bills from the media owners. They occupy copywriters, artists, photographers, Typographers, layout designers, editors and such other creative people.

**7. Target Client (Readers, Listeners, Viewers and Present and Future Buyers):** Advertising messages provides data regarding products services and concepts to readers, viewers, listeners, and actual potential patrons, who are basically known as the target customer or audience. The target customers can be classified into three categories, which are given below:-

(i) **Current customers:** - Existing or, current consumers, who are influenced and reminded to maintain their sponsorship and to increase the volume of their purchasing.

(ii) **Switcher customer:** - Consumers, who purchase and use, a competitor's brand; therefore they are persuaded to purchase the advertised brand, as a substitute of the competitor's brand.

(iii) **First time user:-** Those consumers, who do not use any such product and even then they are persuaded to buy the advertised product.

**8. Mass Media:** Advertising messages are communicated to the target customer by various mass media, like:-

(i) **Electronic Media:** This type of media includes radio, television motion pictures, video, multi-media and the internet.

(ii) **Print Media:** This type of media includes newspapers, magazines, journals, handbills, etc.

(iii) **Direct Mail:** It includes brochures, leaflets, pamphlets, letters and return cards addressed to consumers.

(iv) **Outdoor Media:** This type of media includes posters, hoarding, handbills, sticker's air balloons, and neon- sign bill boards, local cinema houses, and transit media.

The advertising agencies point their customers (advertisers) in choice of the most suitable advertising media, which is known as "media planning". Each standard has its own merits and demerits.

### **1.7 Role of advertising in marketing mix**

Advertising is also a part of promotion. However, it not only helps in promoting the product, but also affects the other variables of marketing mix. Marketing mix includes four important types of marketing variables, i.e. 4Ps-

Product, Price, Promotion and Place. Apart from these 4 Ps, there are also other variables, i.e. Packaging, Position, and Pace. This can be explained as follows:

**1. Advertising and Product:** A product consists a set of physical elements, such as quality, shape, size, color and other features. Customers should be informed and educated on the various aspects of the product. It can be successfully done by advertising. That is the reason; advertising plays an important role to provide knowledge and information. The product may be of very good quality. In modern age, the product is designed according to customer requirement with careful handling and operations.

**2. Advertising and Price:** The shortest meaning of price is the exchange value of the product. The marketer may carry out a good quality product with additional benefits as compared to competitor's product at low price. So the customers can easily purchase product at low price but in this competitive era advertisement can increase the product's cost.

Advertising can influence customers about the benefit of the brand and its value for money. It can be possible by associating the product with influential people, situations, or events. On the other hand when a firm offers low price products the job of advertising needs to tension the price advantage by using hard hitting copy. Therefore advertising plays the role of conviction and affiliation.

**3. Advertising and Place:** Place refers to physical distribution (warehouses) and the stores where the goods are easily available. Marketer should perform it that the goods are available at the suitable place and at the right time when the customers require it. To support effective distribution and expansion of market, advertising is of great implication. Therefore advertising do help in effective distribution and market expansion.

**4. Advertising and Promotion:** Promotion consists of advertising, publicity, personal selling and sales promotion technique. Today businessmen have to face a



lot of competition. Every vendor desires effective promotion to survive and reach in this competitive business world. Advertising will play a major role to look forward the claim of vendor, and to counter the claims of competitor. Through effective advertising, sellers can face competition and also help to develop brand image and brand loyalty.

**5. Advertising and Pace:** Pace refers to the speed in selling decisions and actions. It involves among new things the launch of latest merchandise or brand variations at better speed than before. When new brands are introduced, advertising plays crucial role of informing, educating and persuading the shoppers to shop for the merchandise.

**6. Advertising and Packaging:** The main reason of packaging is protection of the product during transportation, and preservation of quality and quantity. It is also helpful to identify the products. These days, marketers try lot of efforts to build and design attractive packages because it can create advertising value. Attractive designs of packaging attract the mind of the customers. It can also carry promises of good quality and create confidence in the customers mind set at the time of purchasing the product.

**7. Advertising and Positioning:** Product positioning aims at creating and maintaining a unique image of the brands in the customers mind. By advertising the marketer can easily convey the position of the brand and influence the purchasing decision of the target customers.

### **1.8 Role of advertising in the modern society**

Advertising plays a significant role in our life. It is a pervasive technique of promoting in society. The scenario of advertisement is change decade after decades. Now day advertising is the need of society and company to promote, share knowledge and information regarding products. Without advertising modern society cannot survive. Advertising is useful to society in following ways: -

### **1. Encourage Purchasing**

Encouraging folks to buy merchandise and services is the major role of advertising. Some industries trust on advertising more than others: A cereal company, as an example, must advertise more aggressively, due to the wide arrange of competing products, than a power company that faces little to no competition. Advertisers often influence members of society to purchase products based on instilling a feeling of scarcity or lack. .

### **2. Reflect cultural trends**

Advertising bridges the gap among folks by communicating different culture through advertising copy. It bring variation in the social life

### **3. Promotes Economic growth**

Advertising contributes to give birth to all spherical development of the economy by increasing demand and by encouraging economic activities it fuels the need to buy and, in turn, shopping stimulates the economy.

### **4. Improves standard of living**

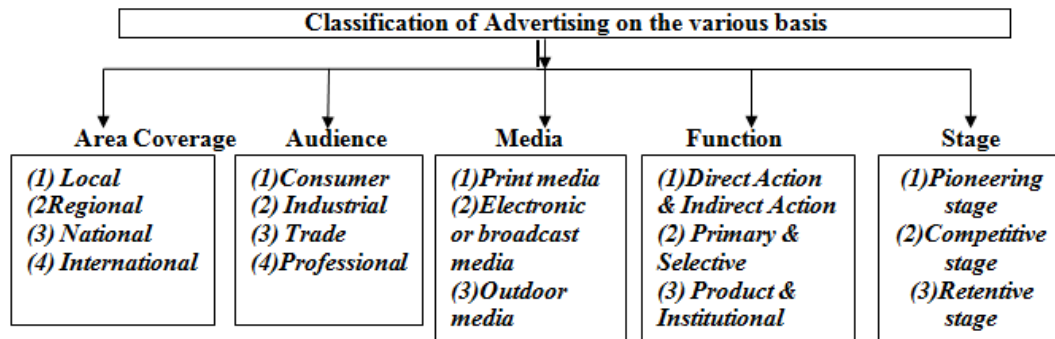
Advertising is an economic activity. It provides opportunities to folks to boost their financial gain. It motivates folks to consume additional material and thereby improves their customary of living.

### **5. Provides employment**

Effective advertising always generate demand of goods and services. High demand needs additional production which needs more of physical and human resources so making employment opportunities.

## **1.9 Classification of advertising**

Management scientists have classified advertising on different such criteria as follows:



**Fig:-1.1 Classification of advertising on the various basis.**

### 1.9.1(a) Classification on the Basis of Area Coverage

On this basis advertising may be classified into the following four categories as *(1) local (2) regional (3) national (4) international advertising*.

**1. Local Advertising:** It is also known as retail advertising. It is used by local retail stores, departmental stores, and co-operative stores those selling cloth, saris and other customer merchandise and customer durables. It is directed at local customers. Media, used for local advertising are store decorations, native newspapers, magazines, posters, pamphlets, hoarding, local cinema houses, etc.

**2. Regional Advertising:** It's wider coverage, as compared to native advertising. It covers a specific region, which can be one state, or, more than one state, the people of which may be having a common tongue. It is undertaken by regional distributor of a product. Media, used for regional advertising, consist of regional newspapers, magazines, radio, regional T.V., outdoor media, etc. It is considered to be a perfect form of advertising for introducing and selling a brand new product in a very specific region.

**3. National Advertising:** It is usually undertaken by manufactures of branded goods, for which, advertising copy is communicated to customers all over the country. Almost all probable mass media, including national newspapers, radio and television network, are engaged for national advertising. Product services, and ideas, that have demand everywhere the country, are suitable for national

advertising. In India, Indian Airline Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few primary advertisers at national level. Similarly detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

**4. *International Advertising:*** This kind of advertising is undertaken by those corporations, which work in more than one country, known as, multi-national” companies. Exporters, usually advertise their goods and services in foreign countries, where ready markets are available. Air India and different airlines, and MNCs advertise their goods and services all over the world. Coca-Cola and Pepsi are advertised internationally, as the sales are almost all over the world. International advertising is extremely costly, including the services of skilled advertising agencies in several countries.

#### **1.9.1(b) Classification on the Basis of Audience**

On the basis of audiences, advertising can be classified into the following four categories, as *(1) consumer advertising, (2) industrial advertising, (3) trade advertising, and (4) professional advertising.*

**1. *Consumer Advertising:*** This kind of advertising is aimed at the ultimate consumers of the consumer products, i.e., the persons, who buy, or, utilize the consumer products, or services, say, for example, toilet soap, toothpaste, toothbrush, tea, textiles, etc., for them and for their families. All types of consumer products require nonstop and widespread advertising on T.V., radio and press.

**2. *Industrial Advertising:*** This kind of advertising is employed by manufacturers and distributors of commercial goods. Such as, machinery, plants, equipments, spare parts are intended for industrial users or customers. Such advertisements generally emerge in trade journals, trade dictionaries and business magazines etc. The plea made is tactual and lucid.

**3. Trade Advertising:** This type of advertising is used by manufactures or distributors to persuade wholesalers and dealers to stock and sell the commodities of the advertiser by offering lucrative schemes to them.

**4. Skilled Advertising:** It is aimed at skilled like doctors, professors, engineers and others, who are expected to recommend, prescribe, or, specify the advertised products to ultimate consumers. This is done through skilled journals and representative of the advertisers.

### **1.9.1(c) Classification on the Basis of Media**

On the basis of media, advertising can be classified into the following four categories viz., (1) *Print media advertising*; (2) *electronic or broadcast media advertising*; (3) *outdoor media advertising*.

**1. Print Media Advertising:** The print media includes newspapers, magazines, journals, handbills, etc. No newspaper or, journal, today, can survive without advertising revenue. Print media advertising, now days, is the popular form; and revenue earned by mass media from advertising has, therefore, continuously increasing. Print media focus only on the sense of sight, i.e. eyes.

**2. Electronic or Broadcast Media Advertising :** Electronic, or, broadcast media consists of (i) radio, (ii) television, (iii) motion pictures, (iv) video, and (v) the internet. The radio is audio in nature, appealing solely the sense of sound (ears). Radio advertising is effective in rural areas, as compared to urban regions. TV is a more attractive and effective advertising media because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different strategies, such as, spot announcements, sponsored programmed, etc., are used for broadcasting advertising messages. However, broadcasting media are very costly form of advertising. Advertising is additionally undertaken through movies, video, and the internet.

**3. Outdoor Media:**

This type of media includes posters, neon signs, transit, point of purchase (POP), etc. Outdoor advertising may be a decent supporting media to different kind of advertising. It is a good type of reminder advertising, specially, the POP advertising.

#### ***4. Other Media:***

This type of media includes direct mail, handbills, calendars, diaries, cinema advertising, and internet etc. These varied media will play a very important supporting role to the most important media such as TV and newspapers.

#### **1.9.1(d) Classification on the Basis of Function:-**

***1. Direct Action and Indirect Action Advertising:*** Direct action advertising is used to get immediate response or action on the part of target audience. Examples include discount sales advertising, sale with free gift offers, and mail-order coupon sales, etc. The media mostly used in newspapers, and TV. Indirect action advertising is used to persuade the audience in respect of advertiser's brand. The advertiser expects the target audience to prefer his brand as compared to competitors whenever a shopping for call decision arises in future.

***2. Primary and Selective Advertising:*** Primary Advertising is used by trade association or by cooperative teams. It is used to create generic demand for goods and services. For example, the Coffee Board may advertise to consume more coffee. Selective Advertising is used by marketers of branded merchandise. The advertiser intends to make selective demand for his brand. Examples include Pepsi Cola, Coca Cola.

***3. Product and Institutional Advertising:*** Product or Service advertising is used to endorse the sale of products and services-branded/unbranded. Institutional advertising is used to build name and goodwill of the organization. It is also known as corporate advertising. It is mostly used by big firms.

### 1.9.1(e) Classification on the Basis of Advertising Stages

On the basis of advertising stages it can be classified into the following 3 different categories, as (1) *advertising at pioneering stage*, (2) *advertising at competitive stage*, and (3) *advertising at retentive stage*.

**1. Advertising at Pioneering Stage:** Advertising at pioneering stage is used to make the audience fully aware of the new brand of product and to notify and persuade them to buy, or, use it by highlighting its distinctive features.

**2. Advertising at Competitive Stages:** Once the brand survives the opening stage, it has, soon to face a stiff competition with different well established brands within the market. At this stage, competitive advertising is used to encourage sales efficiently.

**3. Advertising at Retentive Stage:** once the product has captured a large share of the market, “retentive advertising” is used to maintain/retain the established position in the market as long as possible. Moreover, if the same product is passing through the declining stage within the market, this kind of advertising is employed to remind the buyers about the product that why it is also known as reminder advertising.

### 1.10 Advertising Media

The most sensible and original advertising ideas are wasted if they're not accessible through the right media in the right place at the right time to the right people. Hence the choice of right media is a very important objective of advertising. However, before explaining the factors that should be kept in mind for selecting the right advertising media, it is necessary that we should know the meaning of advertising media. An advertising media is a means of delivering a precise message. It is a means through which advertising information is passed on to the potential customers, readers, viewers, listeners. For example, a producer seeks through advertisement media to keep in touch with old clients as well as to attract new consumers. Medias are subject to rigorous buying and selling activity. E.g. of media

are newspapers, magazines, radio, TV, direct mail, posters, catalogues, online platform etc.

### **1.10.1 Determinants of Advertising Media**

Selection of a right kind of advertising media is a complicated task. Any media that's chosen must be capable of accomplishing at least the 3 main objectives:

- It must reach the large no. of audience.
- It should be inexpensive.
- It must draw their attention.

However, the real administrative task is to recognize among them the one which is significant for the company. There is no. of advertising media choices accessible to the corporation in India. For this purpose the management should think about the following factors:

**1. Market Requirements:** While selecting advertising media, the company's market requirements must be considered. When they meet up these requirements, they lend themselves to sensible use. For example, specific high fashion colour magazines would be the suitable media for customers with high income groups and stylish tastes. Similarly, outdoor media would be suitable when customer action is to be induced at the point of purchase.

**2. Advertising Objectives:** The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and TV is relevant for product advertising.

**3. The Nature of the Product:** The nature of the product determines the choice of the advertising media. For example, cinema, TV would be the obvious selection for merchandise like fabrics and toilets requiring visual presentation. In this link, management must develop a product-media match.



**4. Budget:** The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other side a medium or small sized business person might favor newspaper and magazine as an advertising media.

**5. Nature of the Message and Appeals:** The nature of advertising message also determines the advertising media for a corporation. The media must be able to carry the message and appeal to the right persons within the point of view. For e.g.: -if time is the essence of communication, daily newspaper and radio may be the right choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine TV, newspapers as the right choice.

**6. Distribution Strategy:** The advertising media must be well-matched with the distribution strategy adopted by the company. For example, if the company is selling through middlemen wholesalers and retailers etc., then outdoor advertising media duly supported by TV, radio and cinema etc. may facilitate to pull the merchandise out of channel.

**7. Competitors Choices:** An organization should also take into consideration the knowledge of competitor's media decisions despite variations in advertising objectives and appropriations. It is not pleasing to outright dismiss their decisions. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product.

**8. Penetration:** How can we penetrate the market most systematically or how can we reach the greatest number of potential customers is also an important factor influencing the choice of a particular advertising media.

**9. Media Availability:** The question of media accessibility is rather appropriate whereas considering advertising media alternatives as a result of not all Medias are available to an organization at all times whenever needed.

**10. Media Circulation:** The Company should take into account the circulation of the advertising media. Media circulation should match the distribution pattern of the merchandise. This applies to the press media. Circulation should not be confused with readership. Circulation means the quantity of copies sell after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price.

**11. Size and Nature of the Business Enterprise:** The size and nature of the business enterprise also play an important part in making a choice for the advertising media. Different media can suit to departmental stores, small shops, manufacturers and producers etc. A big business enterprise may make use of TV, radio and newspapers having national network, whereas a small unit may prefer local newspapers etc.

Thus the above factors are usually considered while selecting the advertising media for selling the products.

## **1.11 Ethics**

### **1.11.1 Introduction**

In this age of globalization & worldwide competition, right practices in business are presuming significance as dealings with various suppliers& customers are shaped by ethical practices& mutual faith. So, ethical decision taking assumes importance in today's corporate world. Ethics suggests that "Good Conduct" or "Conduct that is correct in sight of the society and the time period". By common consent, various modes of behavior and conduct are viewed as "good" or "bad".

- Ethics is a branch of philosophy that is concerned with human conduct, more specifically the behavior of individuals in society. Ethics examines the rational justification for our ethical judgments; it studies what's morally right or wrong, just or unjust.

- In other word, we can say that Ethics are moral principles and values that govern the actions and decisions of an individual group. Ethics could be a selection between good and bad, between right and wrong. It is ruled by a collection of principles of morality at a given time and at a given place and in a given society.
- Ethics are the set of principles, rules, standard and values that guide actions and create a sense of responsible behavior. We are use the meta-ethics in advertising their products, services or ideas to the massage. The advertisers have to be especially careful to act ethically at all times, taking extra care when advertising to children, advertising potentially harmful products and using psychological tactics to stimulate demand. The Code of Business Conduct is extended through our Code of Ethics for Advertising to incorporate the way in which we approach all our advertising and marketing communications.
- However, there are organizations that neglect their ethical responsibility by continually producing and airing unethical advertisements (Polonsky and Hyman, 2007). The ethical problems in advertising apply to firms globally and all customers. The customers should not be misled about the products or services that are being promoted.

### **1.11.2 Meaning of Ethics**

Ethics is concerned with how a moral person should behave, whereas values are the inner judgments that determine how a person actually behaves. Ethics refers to principles that define behavior as right, sensible and correct. Such principles don't always dictate a single "moral" course of action; however give a ways of evaluating and deciding among competing choices. The terms "ethics" and "values" are not interchangeable. Values concern ethics after they pertain to beliefs about what's right and wrong. Most values, however, don't have anything with ethics. For example, the need for health and wealth are values, however not ethical values.

### **1.11.3 The Importance of Universality**

Most people have convictions about what is right and wrong based on religious beliefs, cultural roots, family background, personal experiences, laws, organizational values, professional norms and political habits. These don't seem to be the simplest values to create moral choices by not as a result of they are unimportant, however because they are not universal. In contrast to consensus ethical values — such basics as trustworthiness, respect, responsibility, fairness, caring and citizenship — personal and skilled beliefs changes over time, among cultures and among members of the same society.

They are a source of continuous historical disagreement, even wars. There is nothing wrong with having robust personal and skilled moral convictions regarding right and wrong, however sadly, some people are "moral imperialists" who seek to impose their personal moral judgments on others.

#### ***Why Be Ethical***

- People have lots of reasons for being ethical.
- There is inner benefit. Virtue is its own reward.
- There is personal advantage. It is prudent to be ethical. It's good business.
- There is approval. Being moral results in leads to self-esteem, the admiration of loved ones and the respect of peers.
- There is religion. Good behavior will please or facilitate serve a God.
- There is habit. Ethical actions can fit in with upbringing or training.

### **1.11.4 Ethical Theories of Advertising**

#### ***Deontology Theory: -***

Deontology is the mainly associated with German Philosopher Immanuel Kant. The basis of this theory is we have an ethical obligation to do the right thing.

According to Kant actions have true ethical value only if they approach from good quality. I feel advertisers should act with good will all the time, but unfortunately others who only have the interest of the company can away from doing the right thing. Critics of this theory say it is too rigid and it does not take into account cultural differences. Everyone's moral are not the same. This theory has good intention, but not the best for advertising.

***Communitarians Theory: -***

This theory says that we've got a responsibility to the community. We should do what is best for the community and not for ourselves. In this theory, one principle is to have a like-minded philosophy to the public. Another principle is that the "individual I" doesn't exist, only the "common I". As good as it sounds, this theory has few criticisms. The definition of community, and what if the community mind is wrong are, two issues that arise.

When people look an ad, everyone will not have the opinion. Some absolutely love it, others will hate it and hand a handful could care less. Communitarian's sounds good at first when applying it to advertising, but as you did deeper you can see this would not fit.

**1.11.5 Importance of Ethically Advertising:**

1. The subjectivity of ethic sin advertising is very controversial, highly debated issue. Most in the field of advertising are on a content struggle in regard to what is ethical, not just to one self or group but to the masses.
2. Ethics is known as moral philosophy, one that is held in high regard within mass media, communications and its prospective profession. Due to the diversity of world both demographic and psychographic, ethics is very subjective philosophy. In the advertising ethics is an extremely vital aspect for which reputation, credibility and success thrive on.

3. There are many companies that choose to align themselves with social issues and do so with one that is neutral in nature. There is a responsibility by advertisers to keep up high respect for various “cultures, religions and morals” that consumers have. It is also important to ensure that the general public is not affected negatively by what is produced creatively.

4. It is the important to appeal the largest audience possible and be politically correct. One unethical choice could cost advertisers, not only money but their reputation and cliental. There have been countless cases in which advertisers and the companies in which they represent have been deeming unethical their advertisements.

#### **1.11.6 Safeguard against Misrepresentation and Misleading Advertisement**

1. Advertisements must be truthful. All description and claims comparisons that relate to matters of objectively acceptable truth must be capable of substantiation. Advertisers in advertising agencies are needed to supply such substantiation as a person referred as upon to try and do therefore by the Advertising Standards Council of India.

2. Wherever advertising can claim expressly stated to be based on or supported by self-governing research or assessment, the source and date of these should be indicated in the advertisements.

3. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers unjustified advantage on the products advertised or tends to bring the person, firm or institution to disrepute.

4. Advertisements shall not distort facts nor mislead the consumer by means of implications or omission. Advertisements shall not contain statements or visual presentation that directly or by implication or by omission or by ambiguity or by

exaggeration are expected to mislead the customers regarding the product publicized or the advertiser or about any other merchandise.

5. Advertisement shall not be framed as to abuse the trust of consumers or exploit the lack of experience or knowledge.

6. In manufacturing and distribution of goods and services it is possible that there may be an occasional, unintentional lapse in the fulfillment of an advertised promise or claim.

### **1.11.7 Obstacles in social and ethical advertising:**

There are obstacles to being social and ethical, which include:

#### *1. This is not a small problem*

Many people deceive on exams, lie on resumes, and distort or falsify facts at work. The real check of our ethics is whether we are keen to do the right thing even if it is not in our self-interest.

#### *2. The ethics of self-interest*

*When the motivation* for ethical behavior is self-interest, decision-making is reduced to risk-reward calculations. If the risks from moral behavior are high or the risks from unethical behavior are low and also the reward is high - ethical principles yield to appropriateness.

#### *3. The pursuit of happiness*

It depends on how one defines happiness. Our values, what we tend to prize and want, determine what we think will make us happy. The ethically mature individual finds happiness in grander pursuits than money, status, sex and mood-altering substances. We are liberated to pursue material goals and physical sensations, but that alone rarely (if ever) leads to enduring happiness. It more frequently results in a lonely, disconnected, meaningless existence. A deeper satisfaction lies in

conformity universal moral values, that is, values that people everywhere believe should inform behavior. That unity between principled belief and honorable behavior is the foundation for real happiness.

### **1.11.8 Social and Ethical Principle in Advertising**

All advertising must be legal, decent, honest and truthful. Every advertisement must be ready with a due sense of social responsibility and could adapt to the principles of fair competition, as usually accepted in business. No advertisement should be such as to impair public confidence in advertising. Advertising has both social and ethical value.

The mixing of Art and facts in advertising communication are subservient to social and ethical principles. In today's competitive and buyer's market, advertisements have to be social, truthful and ethical morale. If an advertisement is cheat or misleading, the credibility of the organization is lost. To view the reality in advertisement, it has to be seen from consumer's point of view rather than from legal point. The advertising business has been often criticized for putting out deceptive or exaggerated claims in respect of product, goods and services advertised.

#### *1. Decency*

Advertisements mustn't contain statements or visual displays that offend prevailing standards of decency.

#### *2. Honesty*

Advertisements must be framed as not to abuse the belief of consumers or exploit their lack of expertise information or knowledge data.

#### *3. Social Responsibility*



- Advertisements should not ignore any form of discrimination, including that based upon race, national origin, religion, sex or age, nor should they in any way undermine human dignity.
- Advertisements should not (without justifiable reason) play on fear.
- Advertisements mustn't appear to ignore or incite violence, or to encourage unlawful or reprehensible behavior.
- Advertisements should not play on superstition.

#### *4. Truthful presentation*

Advertisements mustn't misuse analysis results or quotations from technical and scientific publications. Scientific terms must not be used to incorrectly attribute scientific validity to advertising claims.

#### *5. Comparisons*

Advertisements containing comparisons ought to be thus designed that the comparison isn't liable to mislead, and should abide by the principles of fair competition. Points of comparison ought to be supported on facts that may be supported and may not be incorrectly selected.

#### *6. Unassembled Merchandise*

When publicized merchandise needs partial or complete assembly by the purchaser, the advertising ought to disclose that reality, e.g., "unassembled," "partial assembly required."

#### *7. Testimonials*

Advertisements should not contain or refer to any testimonial or endorsement unless it is genuine, verifiable, and relevant and based on personal experience or knowledge. Testimonials or endorsements that became obsolete or deceptive through passage of time mustn't be used.

#### *8. Portrayal or imitation of personal property*

Advertisements should not portray or refer to any persons, whether in a private or a public capacity, unless prior permission has been obtained; nor should advertisements without prior permission depict or confer with any person's property in a way expected to convey the sense of a private endorsement.

#### *9. Exploitation of goodwill*

Advertisements mustn't create unwarrantable use of the name, initials, logo and/or trademarks of another firm, organization or institution nor should advertisements in any way take undue advantage of another firm, person or institution's goodwill in its name, trade name or other intellectual property, nor should advertisements take advantage of the goodwill earned by other advertising campaigns.

#### *10. Imitation*

Advertisements should not duplicate the general layout, text, slogan, visual presentation, music and sound effects, etc., of any advertisements in such a way that is likely to deceive or confuse the customer. Where advertisers have established distinctive advertising campaigns in one or more countries, other advertisers should not unduly imitate these campaigns in the other countries where the former may operate, thus preventing them from extending their campaigns in a rational period of time to such countries.

#### *11. Identification of advertisements*

Advertisements ought to be clearly noticeable as such, whatever their form and whatever the medium used; when an advertisement appears in a medium which contains news or editorial matter, it should be thus given that it'll be readily predictable as an advertisement.

#### *12. Safety and health*

Advertisements mustn't be justified without reason, justifiable on educational or social grounds, contains any visual presentation or any description of dangerous practices or of situations which show a disregard for safety or health.

### *13. Children and young people*

The following provisions apply to advertisements addressed to youngsters and teens who are minors under the relevant national law.

### *14. Inexperience and Credulity*

- Advertisements should not exploit the inexperience or credulity of children and young people. Advertisements should not understate the degree of skill or age level generally required to use or enjoy the product. Special care should be taken to ensure that advertisements do not mislead children and young people as to the true size, value, nature, durability and performance of the advertised product.
- If extra items are needed to use it (e.g., batteries) or to produce the result shown or described (e.g., paint) this should be made clear. A product that's part of a series ought to be clearly indicated, as should the method of acquiring the series.
- Where results of product use are shown or described, the advertisement should represent what is reasonably attainable by the average child or young person in the age range for which the product is intended.
- Price indication should not be such as to lead children and young people to an unreal perception of the true value of the product, for instance by using the word 'only'. No advertisements ought to imply that the publicized product is right away within reach of every family budget.

### *15. Avoidance of Harm*

Advertisements shouldn't contain any statement or visual presentation that would have the result of harming kids and youngsters mentally, morally or physically or of

bringing them into unsafe situations or activities seriously threatening their health or security, or of encouraging them to consort with strangers or to enter strange or hazardous places.

#### *16. Guarantees*

Advertisements shouldn't contain any regard to a guarantee that doesn't give the customer with further rights to those provided by law. Advertisements could contain the word "guarantee", "guaranteed", "warranty" or "warranted" or words having the same meaning only if the full terms of the guarantee as well as the corrective action open to the buyer are clearly lay down in the advertisements, or are available to the purchaser in writing at the point of sale, or come with the goods.

#### *17. Unsolicited products*

Advertisements shouldn't be used to support the practice whereas unsolicited products are sent to persons who are needed or given the impression that they are indebted to accept and pay for these products.

#### *18. Claimed Results*

Claims on energy savings, safety, efficiency etc. will be obtained a particular product/service must be based on recent scientific, engineering or other objective data.

#### *19. Layout and Illustrations*

The composition and layout of advertisements should be such as to reduce the possibility of confusion by the reader. For e.g.:-prices, illustrations, or descriptions must not be thus placed in an advertisement as to give the notion that the price or terms of featured product apply to other product within the advertisement when it is not the actual truth.

An advertisement shouldn't be used which features product at a price or terms boldly displayed, together with illustrations of higher-priced merchandise, so arranged as to give the impression that the lower cost or more favorable terms apply to the other merchandise, when this is not the truth.

#### *20. Asterisks and Abbreviations*

An asterisk may be used to impart additional information about a word or term which is not in itself inherently misleading. The asterisk symbol should not be used as a means of contradicting changing the meaning of any advertising statement. Information documented by asterisks must be clearly disclosed. Generally known abbreviations may be used in advertising.

#### *21. Environmental behavior*

Advertisements shouldn't seem to encourage actions which break the law, self-regulating codes or usually accepted standards of environmentally accountable behavior.

#### *22. Responsibility*

- Responsibility for the observance of the rules of conduct laid down in the Code rests with the advertiser, the advertising practitioner or agency, and the publisher, media owner or contractor.
- Advertisers should take the overall responsibility for their advertising.
- Advertising practitioners or agencies should exercise every care in the preparation of advertisements and should operate in such a way as to enable advertisers to fulfill their responsibilities.
- Publishers, medium-owners or contractors, who publish, transmit or distribute advertisements should exercise due care in the acceptance of advertisements and their presentation to the public.

Those used in a firm or institution coming under the above 3 categories and who take part in the planning, creation, publishing of an advertisement have a degree of accountability adequate with their positions for ensuring that the rules of the Code are experimental and should act accordingly.

### **1.11.9 Rules apply to entirety of advertisement**

The responsibility for execution of the principles of the Code embraces the advertisement in its entire content and type, including testimonials and statements or visual presentations generating from other sources.

#### *1. Effect of subsequent redress for contravention*

While an advertiser's consequent correction and suitable redress for a contravention of the Code are desirable, they cannot change the original contravention of the Code.

#### *2. Alarmist Marketing*

An advertiser shouldn't provide information intended to cause panic and force action. Such actions comprise overstating the legal implications of a non-defined action.

#### *3. Substantiation*

Claims or illustrations relating to demonstrable facts should be able of substantiation. Advertisers should have such validation available so that they can produce evidence without delay to the self-regulatory bodies responsible for the operation of the Code.

## 1.12 Controversial Advertisements & Products

Various types of products, both goods and services, have been suggested by earlier studies as being controversial when advertised. This includes: *cigarettes, alcohol, contraceptives, underwear, and political advertising.*

Academic research in this area has described these products as: “unmentionables”, “socially sensitive products”, “decent products”, or “controversial products” (Wilson and West, 1981; Rehman and Brooks, 1987; Shao, 1993; Shao and Hill, 1994a, b; Fahy et al., 1995; Barnes and Dotson, 1990; Waller, 1999; Waller and Fam, 2000). Wilson and West (1981, p. 92) described them as: products, services, or concepts that for reasons of delicacy, decorum morals, or even fear tend to draw out reactions of distaste, abhorrence, offence, or annoyance when mentioned or when openly presented.

Wilson and West (1981) explained a number of examples, including: “products” (for personal hygiene, birth control, warfare, and drugs for terminal illness); “services” (for abortion, sterilization, venereal disease (VD), mental illness, funeral directors, and artificial insemination); and “concepts” (for political ideas, calming care, unconventional sexual practices, racial/religious prejudice and terrorism).

While revisiting this issue Wilson and West (1995) suggested how the AIDS issue had changed what was previously thought of as “prohibited”.

Feminine hygiene products was the main focus of Rehman and Brooks (1987), but they also integrated undergarments, alcohol, pregnancy tests, contraceptives, medications, and VD services, as examples of controversial products. When asked about the acceptability of various products being advertised on television, only two products were seen as unacceptable by Subliminal Advertising:

“It is becoming harder to escape from advertising and the media. Public space is increasingly turning into a gigantic billboard for products of all kind. The aesthetic and political consequences cannot yet be foreseen.”



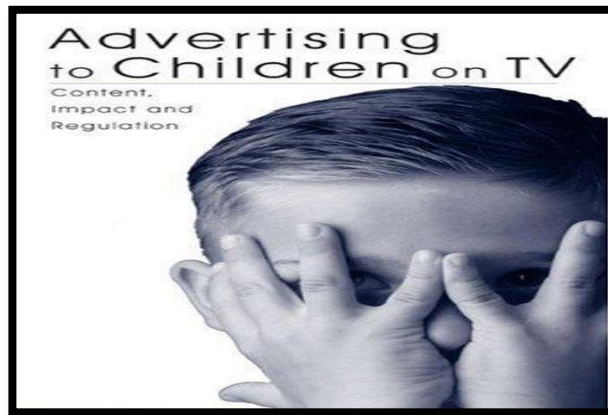
Advertising creates an environment where it abuses certain values and interests that are not universally agreed upon. For example in 2001 Yves Saint Laurent launched a fragrance called 'Opium which featured a naked model promotes a perfume. For a fashion magazine the advertisement was fine but for billboards it was inappropriate and some social groups found it morally and ethically wrong. Public, while sometimes it becomes controversial.

**Fig 1.2: Subliminal advertising**

The advertising industry is a prominent and powerful industry which involved in misleading subliminal advertising. By bypassing our insensible mind using subliminal techniques, advertisers strike into the vulnerabilities nearby our unconscious mind, manipulating and controlling us in many ways; most of us are unaware with the fact.

Since the 1940's it is blossomed until now, when you can find subliminal in every main advertisement and magazine cover. Legislation against the advertisers has had no effect in restricting the use of subliminal. It is obvious that by tapping into the consumer's unconscious mind without their awareness, the advertisers are engaging in misleading practices. It is also an assault of privacy.





**Fig 1.3: Advertising to Children**

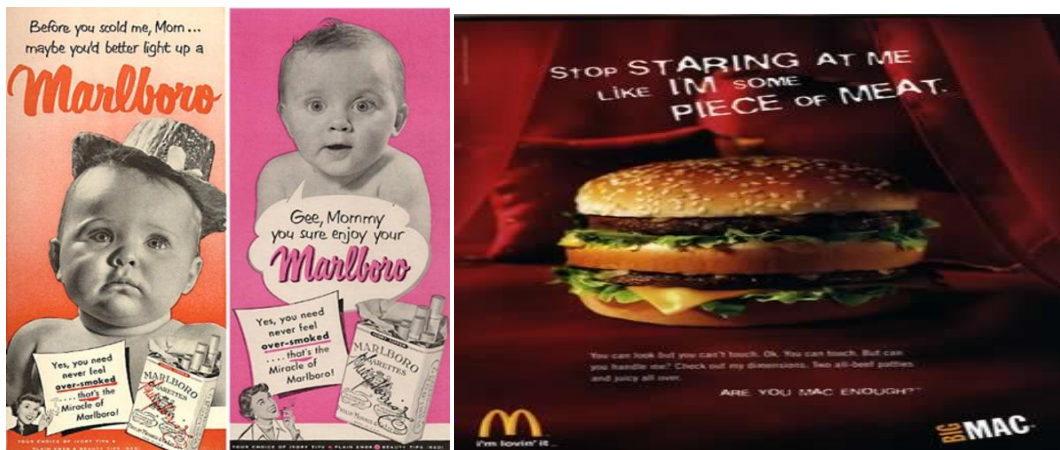
**Advertising to children** is that the act of marketing or advertising goods or services to youngster. In 2000, children under 13 years old impacted the spending of over \$600 billion in the United States alone. This has produced a large encouragement to advertise to children which has lead to the growth to a multimillion dollar industry. The rising dissimilarity over the ethics of continued advertising to children has even lead to its prohibition in some European countries.

Children can easily influenced and have a huge pull on today's markets, as is understand by all advertisers, even ones who do not intend for their products to be consumed by children. In creating an audience at such a youngster, producers are aiming to have a loyal audience of grown adults. The creation of loyal consumers may be each positive and negative. The issue of advertising to children has raised much controversy since the 1970s. Children is the major target group for advertisers. Many advertisements focus towards children are an only proof of this fact.

The prime motive of any advertisement is to convince the viewers about the quality of the product and encourage that urge in him/her to buy the same. Today, advertising plays an important role in the society, as it tends to influence young minds in particular.

The first motive of advertising is to attract attention. With children, the messages require to be conveyed in a different manner. Goods are particularly packaged in order to appeal to the younger generation. Children today, are more specific about their needs and wants. Children are therefore reckoned to be a major ‘buying force’ by advertisers. However, advertising can also have a negative influence over young minds if parents are not really careful and do not teach their children about the importance of money. In many cases, children tend to misinterpret the messages conveyed through the advertisement.

For example, a child may prefer only a specific pair of branded jeans as compared to other clothing available in stores. He/she may want to live the life that is projected in the advertisements. The child may dictate to his/her parents about personal preferences in clothing, food, toys etc.



(a)

(b)

**Fig 1.4: a) Criticism of advertising b) Hyper-commercialism**

**Criticism of advertising** is closely connected with criticism of media and frequently indistinguishable. They can pass on to its audio-visual aspects (e. g. cluttering of public spaces and airwaves), environmental aspects (e. g. pollution, large packaging, increasing consumption), political aspects (e. g. media dependency, free speech, censorship), financial aspects (costs), ethical/moral/social

aspects (e.g. sub-conscious influencing, invasion of privacy, increasing consumption and waste, target groups, certain products, honesty) and, of course, a mix thereof. Some aspects are divided more and few will cover more than one category. As advertising has become progressively prevailing in trendy Western societies, it's additionally progressively being criticized. A person will hardly move within the public sphere or use a medium while not being subject to advertising. Advertising occupies public house and additional and additional invades the personal sphere of individuals, several of that think about it a nuisance.

### **1.13 Role of the Advertising Standards Council of India (ASCI)**

**ASCI** is a voluntary self-regulatory council established in 1985 to endorse responsible advertising and to boost public confidence in advertisements. The council's objectives are:

- To ensure the truthfulness and honesty of representations and claims made by advertisements
- To ensure that advertisements are not offensive to generally accepted standards of public decency
- To safeguard against the indiscriminate use of advertising for the promotion of products regarded as hazardous to society or to individuals.
- To ensure that advertisements observe fairness in competition so as to inform the consumer on choices in the marketplace while observing the canons of generally accepted competitive behavior in business

**ASCI** consist of a Board of Governors and a Consumer Complaints Council. The Board of Governors contains four members from each of the four sections connected with the advertising industry:

1. Advertisers

2. Advertising Agencies
3. Media (owners of press, television, radio etc.)
4. Related sectors (e.g. outdoor agencies, PR, market researchers, ad producers, business schools)

### ***The ASCI Code: Self-Regulation of Advertising***

To regulate advertisement in India, **ASCI** has adopted a **Code for Self-Regulation in Advertising** ("**ASCI Code**"), which applies to all concerned in the commissioning, creation, placement, or publishing of advertisements. This **ASCI Code** applies to advertisements read, heard, or viewed in India even if they originate or are published abroad so long as they are directed to consumers in India or are exposed to a significant number of consumers in India.

Though non-statutory, the ASCI Code is recognized under various Indian laws in addition to being adopted by advertising-industry bodies. Notably, the ASCI Code provides that it is not in competition with any law, its rules, or the machinery through which they are forced, thus the ASCI Code is designed only to set off legal controls under such laws and not to usurp or replace them.

### ***Laws: Statutory Regulation of Advertising***

Complementing the **ASCI Code** are Indian laws governing specific media, specific populations, and specific goods and services.

## **1.14 Products and Services Banned From Advertising**

### ***1. Tobacco***

The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 ("**Tobacco Prohibition Act**") prohibits all direct and indirect advertising of tobacco products in all media.

## *2. Human Organs*

**The Transplantation of Human Organs Act, 1994:** This law provides for the regulation of removal, storage and transplantation of human organs for therapeutic purposes and for the prevention of commercial dealings in human organs. This law prohibits any advertising inviting persons to supply, offering to supply, and any human organ for payment.

## *3. Magical Remedies*

**The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954** prohibits advertisement of magical remedies of diseases and disorders.

## *4. Services for Pre-Natal Determination of Sex*

**The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994** prohibits advertisements relating to pre-natal determination of sex.

## *5. Infant formula*

Advertising is forbidden in order to encourage natural feeding of infants. See details under Food.

## *6. Prize Chits and Money Circulation Schemes*

The **Prize Chits and Money Circulation Schemes (Banning) Act, 1978** prohibits advertisements relating to prize chit and money circulation schemes.

## *7. Physicians*

Under the **Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002**, issued under the **Indian Medical Council Act, 1956**, physicians are not allowed to advertise their services in any form or manner of advertising through any mode, as soliciting of patients directly or indirectly, by a physician, by a group of physicians, or by institutions or organizations is unethical. (A physician refers to a doctor with a qualification of MBBS or MBBS with a

postgraduate degree/diploma or with an equivalent qualification in any medical discipline.)

## ***8. Legal Services***

The **Bar Council of India Rules** formulated under the **Advocates Act 1961** strictly enforce the advertisement ban and publicity rules governing law firms' websites. These rules were enacted and enforced to curb the false advertisement of lawyers to gain publicity to attract clients.

### **1.15 Regulations Related to Product and Service Advertising**

#### ***1. Alcohol (Beer, Wine, and Spirits)***

The **Cable Television Network Rules, 1994**, the **Advertising Codes of Doordarshan**, and the **All India Radio and Norms for Journalist Conduct** issued by the **Press Council of India** prohibit any advertisement directly or indirectly promoting the production, sale, or consumption of cigarettes, tobacco products, wine, liquor, or other intoxicants. However, some states allow advertising through billboards, signboards etc. but subject to many restrictions. Also, the **ASCI Code** prohibits use of minors for advertising alcohol products.

#### ***2. Professionals such as Chartered Accountants, Company Secretaries & Cost Accountants***

These professionals are prohibited from soliciting clients or professional work by advertisement. However, they may issue advertisements about their firm or services of their firm, through any mode of transmission, having *inter alia* details of names of partners, address and website, telephone, mobile, e-mail, fax number of the member, year of establishment, additional recognized qualifications, languages spoken by the partner(s), honors or awards in the field of teaching, research, authorship etc.

### ***3. Firearms and Weapons***

Sale and purchase of such items requires a license from government authorities. Therefore, advertisements related to such products are not permissible in India under the **Arms Act, 1959**.

### ***4. Food***

As per the **Food Safety & Standards Act, 2006**, no advertisement relating to the standard, quality, quantity or grade-composition, and no representation concerning the need for, or the usefulness of any food can be made which is misleading or deceiving or which contravenes the provisions of this law or rules and regulations made there under.

### ***5. Infant Milk Food***

The **Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992** prohibits the advertising of infant milk substitutes or feeding bottles.

### ***6. Gaming (gambling, games of chance; differentiate between private-sector and "state" lotteries)***

The federal structure in the **Constitution of India** explicitly gives the States the right to legislate upon "gambling and betting". The Public Gambling Act, 1867 prohibits gambling activities in India. However, the **Public Gambling Act** permits games of mere skill. In April, 2011, the **Information Technology Act, 2000** was also amended to ban Internet gambling and online betting websites. The **Lotteries (Regulation) Act, 1998** gives power to the concerned State government to hold lotteries subject to prescribed conditions. Under section 294-A of the **Indian Penal Code**, advertisements of a lottery unless it is in accordance with the Lotteries (Regulation) Act shall be punishable.

The **Prize Competitions Act, 1955** controls and regulates prize competitions in certain parts of India and prohibits the advertisement of unauthorized prize competitions.

### ***7. Medical Devices***

The authority principally responsible for regulating medical devices in India is the Central Drugs Standard Control Organization ("**CDSCO**") under the provisions of the Drugs & Cosmetics Act, 1940. CDSCO's functions include regulating the medical devices industry by approving for import, manufacture and sale of medical devices in India.

### ***8. Medical Services***

An institution run by a physician for a particular purpose such as a maternity home, nursing home, private hospital, rehabilitation centre or any type of training institution etc. may be advertised in the lay press, but such advertisements should not contain anything more than the name of the institution, type of patients admitted, type of training and other facilities offered and the fees. Please also see 2.7 above.

***9. Nutritional Supplements:*** It is regulated under the Food Safety and Standards Act, 2006.

### ***10. Occult ("Psychic") Services***

These services are not legally recognized in India and are not permissible under the Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954

### ***11. Pharmaceuticals (over-the-counter and prescription medications)***

The phrase over-the-counter (OTC) has no legal recognition in India. All the drugs not included in the list of "prescription-only drugs" are considered to be non-



prescription drugs (or OTC drugs). Prescription-only drugs are those medicines that are listed in *Schedules H and X* of the Drug and Cosmetics Rules, 1945.

### ***12. Tests and Lab Analysis***

The **Drugs and Cosmetic Act, 1940** prohibits advertisements for any drug or cosmetic from using reports of tests or analysis of the **Central Drugs Laboratory** or by a government analyst.

### ***13. Political Candidates, political platforms, political parties, political issues***

The **Representation of the People (Amendment) Act, 1996** has the following provisions relating to advertisements:

- Prohibit advertisements for a period of forty-eight hours ending with the hours fixed for conclusion of polling for any elections in a given polling area.
- Use of displaying posters, signboards etc. for political advertisement in any public place strictly in accordance with the relevant provisions of the local laws.
- Equitable opportunity to all political parties and candidates to have access to public advertisement space for election related advertisements during the election period.
- Use of private premises for political advertisement only with the voluntary permission of the occupant.
- Prohibition of any and all advertisements at the cost of the public exchequer regarding achievements of the political party/ruling government.

The statute provides for a penalty of imprisonment and/or fine for anyone, including advertisers, who are not, follows these provisions.

#### ***14. Products Related to Sexuality (condoms, ED drugs, etc.)***

Advertisements related to sexuality are allowed with the provision that there should not be any indecent representation of women under the **Indecent Representation of Women (Prohibition) Act 1986**. Products must comply with the **Drugs and Cosmetic Act 1940** and other certification rules under the **Cable Television Network Rules 1994**.

#### ***15. Religion***

Under the **Cable Television Networks Rules 1994**, **Advertising Codes of Doordarshan & All India Radio** and **Norms for Journalist Conduct** issued by the **Press Council of India**, advertisement based on religion or to hurt religious sentiments are not allowed. Also, such advertisement may be punishable under **Indian Penal Code 1860**.

#### ***16. Securities***

The **Securities and Exchange Board of India (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Market) Regulations, 2003** issued under section 30 of the **Securities and Exchange Board of India Act, 1992** prohibits fraudulent or unfair trade in securities.

These regulations further provide that dealing in securities shall be deemed to be a fraudulent or an unfair trade practice if it involves an advertisement that is misleading or contains distorted information and which may influence the decision of the investors.

#### ***17. Sexual Services***

Advertisement pertaining to sexual services is illegal in India.

### ***18. Toys***

There is no specific restriction on the advertisement of toys provided they are in compliance with other applicable laws.

### ***19. Advertisement by Companies***

The **Companies Act 1956** stipulates that no deposits from the general public should be accepted by public companies (other than non-banking financial companies) without issuing advertisement following the prescribed norms. The Companies Act has also specified various provisions relating to advertisement by Indian companies.

### ***20. Advertisement Relating to Packaged Goods, etc.***

The **Standards of Weight & Measures Act, 1976** prohibits issuing advertisements otherwise than in accordance with the provisions of this law.

## **1.16 Regulations Related to Advertising Methodology**

### ***1. Advertising to Children (advertising during and immediately before and after children's programming)***

The **Young Persons (Harmful Publications) Act, 1956** prohibits advertisements relating to any harmful publication i.e., any publication that tends to corrupt a young person (person under the age of 18 years) by inciting or encouraging him or her to commit offenses or acts of violence or cruelty or in any other manner whatsoever.

According to the **ASCI Code**, advertisements addressed to minors shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental, or moral harm or which exploits their vulnerability. For example, advertisements may not:

- Encourage minors to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.
- Feature dangerous or hazardous acts which are likely to encourage minors to emulate such acts in a manner which could cause harm or injury.
- Show minors using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns, or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks, or other injury.
- Feature minors in promoting tobacco or alcohol-based products.
- Feature personalities from the field of sports, music, or cinema for products which, by law, either require a health warning in their advertising or cannot be purchased by minors.

## ***2. Celebrity Endorsements***

No current restrictions.

## ***3. Comparative advertising (ads that compare the advertiser's product to that of a competitor)***

The provisions pertaining to comparative representation were part of "Unfair Trade Practice" under the **Monopolies and Restrictive Trade Practices Act, 1969 (MRTP Act)**. After repeal of the MRTP Act, the provisions relating to unfair trade practices were inserted in the **Consumer Protection Act, 1986**. However, a business entity cannot claim relief against unfair comparative advertising under the Consumer Protection Act, as a business entity is not a consumer. This can be taken up only by consumer associations, the central government, or state governments, and it does not provide protection to the business entity equal to the protection under the MRTP Act. Thus, under the existing law, a manufacturer whose goods are disparaged has no standing to seek a remedy.

Presently, in the absence of any specific legislative regulating comparative advertising, disputes are decided by various courts on the basis of the facts in each case. However, ASCI code (which is made part of the Cable Television Network Rules, 1994 as well) permits advertisement containing comparisons including those where a competitor is named in the interests of vigorous competition and public enlightenment, provided:

1. It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.
2. The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.
3. The comparisons are factual, accurate and capable of substantiation.
4. There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.
5. The advertisement does not unfairly denigrate attack or discredit other products, advertisers or advertisements directly or by implication.

Presently, **ASCI** are actively taking action against any advertisements making unsubstantiated claims, exaggeration and unfair denigration in violation of ASCI Code.

#### ***4. Contests (games of chance and games of skill)***

The Public Gambling Act, 1867 prohibits gambling activities in India. However, the **Public Gambling Act** permits games of mere skill.

#### ***5. Deceptive or Misleading Advertising***

Deceptive or misleading advertisements are restricted under the various legislations including the Consumer Protection Act, 1986; Cable Television Network Rules,

1994; Norms for Journalist Conduct issued by the Press Council of India Act and ASCI Code.

### ***6. Surrogate Advertising***

The **ASCI Code** provides that advertisements of products whose advertising is prohibited or restricted by law or by the **ASCI Code** must not circumvent such restrictions by purporting to be advertisements for other products the advertising of which is not prohibited or restricted by law or by ASCI Code. To determine if there is an indirect advertisement of prohibited products due attention shall be given to the following:

- a. Visual content of the advertisement must depict only the product being advertised and not the prohibited or restricted product in any form or manner.
- b. The advertisement must not make any direct or indirect reference to the prohibited or restricted products
- c. The advertisement must not create any nuances or phrases promoting prohibited products
- d. The advertisement must not use particular colors and layout or presentations associated with prohibited or restricted products
- e. The advertisement must not use situations typical for promotion of prohibited or restricted products when advertising the other products.

The Cable Television Networks Rules, 1994 has also imposed similar restrictions to curb surrogate advertising.

### ***7. Advertorials and Disguised Ads***

The Norms for Journalist Conduct issued by the **Press Council of India**, Cable Television Network Rules, 1994 and Advertising Code of Doordarshan requires that advertisements must be clearly distinguishable from news content carried in the newspaper.

## ***8. False Advertising***

False advertisements are restricted under the various legislations including the Consumer Protection Act, 1986; Cable Television Network Rules, 1994; Norms for Journalist Conduct issued by the Press Council of India Act and ASCI Code.

## ***9. "Free" Gifts/Samples***

The Consumer Protection Act 1986, Section 2 (3) (a) states that (i) the offering of gifts, prizes or other items with the intention of not providing them as offered or creating impression that something is being given or offered free of charge when it is fully or partly covered by the amount charged in the transaction as a whole, or (ii) the conduct of any contest, lottery, game of chance or skill, for the purpose of promoting, directly or indirectly, the sale, use or supply of any product or any business interest, is an unfair trade practice.

The Norms for Journalist Conduct issued by the Press Council of India has stated that gift including those given by the advertisement agencies for publication of material relating to their clients or otherwise should not be accepted by the journalist.

## ***10. Free Speech (specific limitations, e.g. personal slurs, defamation, political statements)***

Article 19(1) (a) of the **Constitution of India** protects the right to freedom of speech and expression, which is also extended to advertisements. However, like any other right, this freedom is also subject to reasonable restrictions imposed by Article 19(2) of the Constitution of India.

Furthermore, the **ASCI Code** states that no advertisement shall be permitted which:

Derides any race, caste, color, creed, or nationality tends to incite people to crime or to promote disorder and violence or intolerance, presents criminality as desirable or directly or indirectly encourages people, particularly minors, to emulate it or conveys the *modus operandi* of any crime adversely affects friendly relations with a foreign state.

### 1.17 About Kota

**Kota District** is a district of the state of Rajasthan in western India. The city of Kota is the administrative headquarters of the district.

During the period around 12th century AD, Rao Deva, a Hada Chieftain conquered



the territory and founded Bundi and Hadoti. In the early 17th century AD, during the reign of the Mughal Emperor Jahangir, the ruler of Bundi -Rao

Ratan Singh, gave the smaller principality of Kota to his son, Madho Singh. Since then Kota became a hallmark of the Rajput gallantry and culture. In Pre Independence days social activist Guru Radha Kishan worked here along with other prominent freedom fighters and organized people against insane policies of the government. He left Kota after local government came to know about the arrest warrant issued against him for his activities for freedom movement.

The district is bounded on the north by Bundi District, on the east by Baran District, on the south by Jhalawar District, and on the west by Chittorgarh District. It is renowned for its IIT JEE preparation as well as medical exams preparation. It is now the hub of educational institutions and is home to Asia's biggest manufacturer of fertilizer.



Location of Kota district in Rajasthan (**map source: Wikipedia**)

Further, Kota is surrounded by four power stations within its 50 km radius. First is Rajasthan atomic power plant which is an atomic power plant and is very near to Kota at a place called Rawatbhata and is situated at a place called Rawatbhata in the Chittorgarh District. Second is Kota Thermal Power plant which generates power from coal and is situated at the bank of Chambal river and is within Kota city. Third is Anta Gas Power plant which generates power from gas and is situated at a place called Anta in the Baran District and the fourth is Jawahar Sagar Power plant which is hydraulic power plant.

Kota is famous for 2C's and 3K's

- ❖ Chambal River
- ❖ Coaching institute
- ❖ Kachori
- ❖ Kota stone
- ❖ Kota doria sari

**Which is the special thing about Kota, Rajasthan?**

1- **Electricity** -It is one of the few cities in the world, which has power generation facilities all traditional type (Coal- KTPS, Gas- NTPC, Atomic- RAPP and Hydro - 3 dams on Chambal river). It produces 8% of the total electricity of India (Source: Wikipedia). It also has solar power plant in naya gaon.



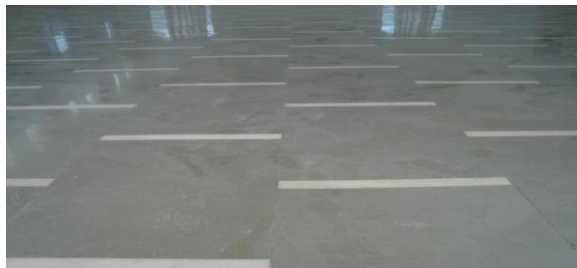
**Fig 1.5: Kota thermal power plant**

2- **Chambal** - is lifeline of this city with tons of waterfalls around the city. Geparnath, Menal and Karneshwar are few of them.



**Fig 1.6: Chambal River**

3- **Kota Stone** is a fine-grained variety of limestone mined here. It is used and preferred more than marble and granite because it's easy to clean and maintain.



**Fig 1.7: Kota stone**

4- **Industries** - Being a major station on Delhi-Mumbai railway line and with plenty of electricity available it used to be major industry hub in north India which later shut down due to 'political' reasons. The coaching classes are actually started by those unemployed engineers.



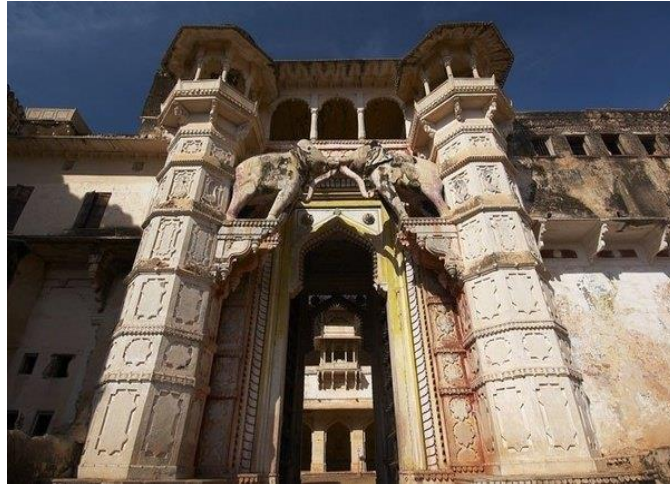
Fig 1.8: DCM Shriram consolidated Ltd.

5- **Kachories** - Of course is something out of the world. This is 'not to miss' if you visit Kota. There is mini kachoris as well which stays longer.



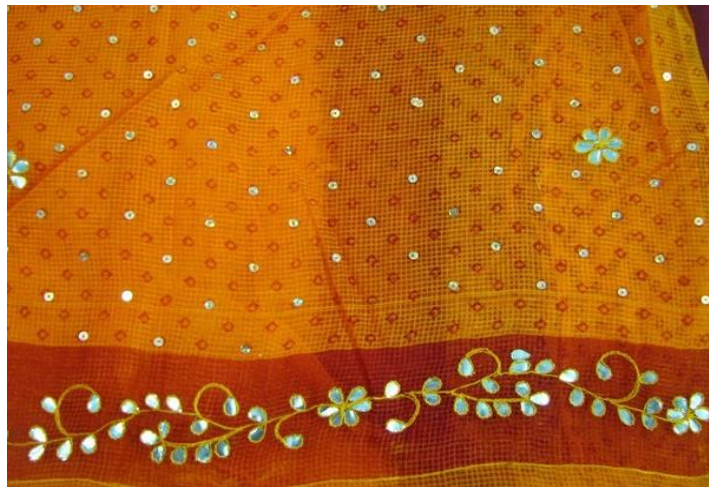
Fig 1.9: Kota Kachori

6- **Historical Places** - Just like any other major city in Rajasthan, it has a lot of historical places to visit. Garh Palace and Bundi fort are some of them.



**Fig 1.10: Garh Palace Kota**

7 - **Kota Doria Sari** - These very famous hand-crafted sarees are made of pure cotton and silk and have square like patterns known as “khats” on them. Don’t forget to buy 1 for your Mom/Wife.



**Fig 1.11:Kota Doria Saree**

One more important interesting fact is: - I am sure most people don’t know about it. There is a Kota House in Central Delhi on Shahjahan road which used to be residence of Maharao of Kota. It’s now served as one of the naval office.

Apart From being the Education Hub. Kota is famous for the following things.

**Regular Supply of Water and Electricity:**

In Kota, the power generation facilities are available in a radius of 50 kilometers. The famous power plants of the city are: Kota Super Thermal Power Station, Rawatbhata Atomic Energy Nuclear Power Plant, NTPC Anta Gas Power Plant in Baran District, Jawahar Sagar Hydro Power Plant that are counted for 8% power production of the total electricity of the nation. Students who are staying in Hostel or PG in the city will rarely suffer power cut at the midnights or in hot summer days. The regular power and water supply will not interrupt their daily schedule at all.

**Dussehra Mela:**

The Beloved Festival of Dussehra counts the most popular festival in Kota, Rajasthan and it is celebrated with full enthusiasm. On this day, tall effigies of Ravana, Kumbhkaran, and Meghnath are burnt in a big ground. Many cultural events are organized for the entertainment and fun. The traders and vendors set up their shopping stalls for jewelry, handicrafts, painting and famous street food like Kota Kachoris, Dal Bati Churma and Mirchi Vada for the visitors. Those who have missed the chance to visit home this season can enjoy the occasion with the friends and roommates in Kota.

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## Chapter - 2

### Literature Review

#### **2.1 Introduction:**

The setting up and carrying out of any research study should be preceded by a methodical review of literature in the correlated field since the review helps to make acquainted the researcher with the work that has been done in the area of one's interest. It can also provide helpful information, which could helpfully be used in the planning of the study. Keeping this in view, this chapter has been dedicated to study the findings of earlier study of relevant interest conducted in India or abroad.

#### **2.2 Previous Research works:**

Socio-Ethics can be defined as “a set of prescriptive rules, principles, values, and virtues of character that inform and guide interpersonal and intrapersonal conduct”. The ethicality of advertising may be single-minded by the degree to which it troubles consumers and they can be define as (1) breaking the rules of independence by control or handling, (2) physical attack of privacy, and (3) the disobedience of the right to know. Ethics is the part of philosophy. These social issues include women exploitation, hidden perception, Advertising to children, misleading advertising, and other issues which can lead to moral weakening of the society.

In this Indian scenario, Ms. Maitra expresses that it is the advertisers who have to make sure Socio-Ethical responsible practices when formulating commercial advertisements and also claims that being ethical and unethical is purely a biased aspect and it largely depends on the nature of the audience. ([www.indiamba.com](http://www.indiamba.com))

“*Ethics* (also moral philosophy) is the branch of philosophy that involves systemizing, defending and recommending concepts of right and wrong conduct.”



(Belch, Bech 2009 referenced in Huqet *al.* 2016, 13) Ethics is setting moral principles and values of an individual or group. It is choice between rights and wrong or good and bad. (Sidhu *et al.* 2015, 115)

“Business ethics is the study of business situations, activities, and decisions where issues of right and wrong are addressed.” (Crane, Matten 2010, 5) Business ethics covers commercial businesses, government organizations, charities and other organizations. It is critical for businesses to resolve ethical concerns. Businesses have impact on individuals and society. Businesses should seek ways to make positive contribution on society. If employees and stakeholders face challenges with ethical standards, business ethics will help them to compromise these issues. Business ethics also makes sure that companies’ leaders are truthful and able to make ethical decisions. (*Ibid.*, 5, 9,12)

*Business ethics* also determines basic rules for employees and customers. Businesses have ethical expectations that should be followed on working days. Business ethics will help accept different professional behaviors, occupational identities and maturities. Companies should promote ambitious standards and the self-evaluation for employees. (Munjal 2016, 238)

Managers are critical factors for businesses. Managers promote ethical behaviour in workplaces. Corporation’s ethics is based on economic, business and ethical behaviour. Employee’s perceptions towards company can affect employees’ behaviour. (Chonko *et. al* 2002; Hunt, Chonko 1987 referenced in Keith *et al.* 2008, 83) Business ethics refers to moral rules and regulations of the company. Business ethics requires organizations to follow rules and moral philosophy. (Robin, Reidenbach 1987 referenced in Fan 2005, 346) Unethical issues in businesses have increased due to a risks, rewards and temptations of unethical behavior. (Drumwright, Murphy 2009, 83)

Businesses suffer also from ethical issues with marketing. Companies are criticized for encouraging consumption of unnecessary products. Customers are sent messages over the internet, including voicemail, email, and SPAM. Businesses meddle into customer's privacy by gathering information about them. Companies also set ambiguous pricing to products and enhance wasteful packaging. **(Dennis, Harris 2005, 353)** Marketing faces problems with globalization, competition and designing system in ethical way. Businesses face problems on producing, monitoring and distributing goods. Marketers should focus on keeping ethical values and principles in businesses. **(Brenkert 2008, vi-vii)** Companies are being accused of treating their business customers badly, encouraging and manipulating consumers to buy products they do not necessarily need, and destroying local businesses. **(Ibid., 2)** Many companies want to be the biggest and most profitable in the industry. If company is highly profitable, it can give message to people that company is ruthless and greedy. **(Arnold 2010, 19-21)**

Since businesses have significant impact on how consumers understand the brand, companies should avoid unethical practices. Businesses use unethical marketing tools like exploitation and bad mouth competition. Companies should avoid using scare tactics and focus more of the value of the products rather than criticizing their competitors. Businesses should be more humane, and not just pretend to be caring towards the society. **(Anastasia 2015)** Businesses should behave ethically towards their customers and investors since positive feedback can create positive outcomes for the company. Customer's negative attitudes are hard to overcome. Companies will have financial issues, if investors won't invest in their savings. **(Lantos 1999, Mantel 2005, Sales and Marketing Management 2006 referenced in Keith et al. 2008, 82)** Business ethics is the study of situations and issues which may occur in business life. Businesses should follow rules to maintain ethical working environment. Companies should avoid exploitation, bad mouth competition and scare tactics.

### ***Marketing ethics***

Marketing is creating and delivering goods and services to customers through communication with clients and partners of the companies. **(The American Marketing Association 2013)** Marketing ethics is identifying and satisfying customers in profitable way. Marketers try to create and sustain customer preferences and achieve companies' market goals. Marketing ethics faces problems with lack of knowing what is good and ethical. **(Baumhart 1961 referenced in Carrigan et al. 2005, 481)**

Marketers have six ethical values they should follow; honesty, respect, responsibility, fairness, transparency and citizenship. It is important for marketers to know the needs and wants of the consumers, so they can offer the best viable solutions to them. Communication and privacy should be maintained by following government standards and regulations. **(Anastasia 2015)**

Ethical marketing is accordance with law and good practices. Marketers, advertising agencies and media are required to accept all common practices in business life. They should involve social and professional responsibilities in all their activities. According to the International Chamber of Commerce ICC, marketing should not undermine the trust towards it. **(Paloranta 2014, 2)**

“The American Marketing Association defines a brand as: name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors.” **(Kapfefer 1997 referenced in Fan 2005, 342)**

Branding is focus of marketing communications. Ethical branding is defining moral principles of right and wrong in branding decisions. These decisions should help to promote public goods. Consumers ethical concerns do not have effect on peoples' buying behavior but these concerns can affect companies' success in the market. **(Cryer, Ross 1997 referenced in Fan 2005, 347)**

Misleading advertising will lead to consumers to doubt the company's brand. **(Anastasia 2015)**

Consumer's basic rights are human rights ordered to protect consumers. Consumers have four basic rules: Right to safety, right to be informed, right to choose, and the right to be heard. **(J. F.Kennedy 1962 referenced in Huq *et al.* 2016, 14)**

In the 1980s, four more basic consumer rights were added: Right to consumer education, right to a healthy environment, right to representation and right to redress. Consumers have right to be protected against misleading and dishonest advertising. They should have right to choose from various products. The right for good living conditions and the right for knowledge and skills should be provided to consumers. **(Philippine Daily Inquirer 2011)**

Consumer's rights are being violated when they cost harm to consumers. These include violation of independence by control or manipulation, invasion of privacy and violation of the right to know. **(Nebenzahl, Jaffe 1998 referenced in Nooh 2010, 34)**

Prices of products and services should be set at reasonable price. Consumers should have correct information of the product. There should be various offerings of products and right quantity and quality. People should be informed by value and purity of the product. Consumers should be protected against unsafe activities relating to products. Lastly people should be educated about consumers' rights, education and violations what may occur during buying process. **(Huq *et al.* 2016, 14)**

Marketing ethics must find ways to satisfy customers and partners. Ethical values that should be followed are: honesty, fairness, transparency, respect, responsibility and citizenship. Generally, marketers should follow consumer's rights.

### ***Unethical advertising***

Advertising is promotion and presentation of products, services and ideas. Advertising is reach to consumers through television, radio, magazines, newspapers and internet. It is mode of communication between seller and buyer through mass media channels. The idea is to create consumers to understand the company's brand. As advertising is continuously changing area of marketing, there are rules that advertisers must follow. Advertisers produce even more morally wrong content, and do not care about the ethical issues or what consequences they may cause to people.

Unethical and moral issues will always surround advertising due to an immoral behaviour of advertisers. Advertisers want to take risks, break limits and create controversial advertisements. **(Bush, Bush 1994, 40)**

False advertising is also known as bait and switch advertising. It is profitable strategy used by sellers to promote low-priced product, but then suddenly replacing it with a different, more expensive product. Customers will be disappointed when they see this product. In this way companies get more shoppers. **(Lazear 1995, 813)**

Unethical advertising should not tell lies, cause harms, or violate moral disapprovals' and moral values. Advertising influences individuals and society's perceptions. Unethical advertising inserts wrong beliefs in people's mind and make them do unnecessary consumption of products. **(Phillips 1997, 7)**

False promises and misleading information promotes wrong values for the audience. People might get threaten by unethical advertisements. **(Bishopp 2000, 371, 376)**

Unethical issues in advertising can be also economic, cultural, moral and religious issues. Unethical advertising uses rational motives when it should present differences in product quality and price. Economic harms are due to a consumption

of unnecessary goods. Consumption can damage the environment. Cultural harms are due to intense competition in the market which makes advertisers to violate moral rules in advertising. Advertisers seek way to shock the audience by exploiting inappropriate content, exploiting religion or using pornographic nature. **(Deviet al.2010, 51-52)**

“Advertising is unethical when it refers to the distribution of societal values and norms established by the religious, governmental or political institutions to one which looks for moral and ethical guidance. It is also held to be deceptive if it has tendency to deceive a substantial number of customers in a material way. **“(Srivastava, Nandan 2010, 61)**

A study by **Drum Wright and Murphy (2009)** suggests that ethical issues in advertising have not changed much. Traditional issues are the same, but the development of technology has brought new ethical issues regarding message ethics and business ethics. Businesses have difficulties to create and deliver truthful advertising messages. Advertisers should be given critique regularly and public should be informed if unethical advertising appear. **(Suguna 2014, 96)**

Advertisers are releasing even more misleading and exaggerated claims of their products, goods or services. Companies might lose their credibility and their competitive position in the market due to unethical advertising. **(Sidhu 2015, 115)**

All businesses should follow advertising regulations and laws. These laws protect consumers’ room untruthful, misleading and unfair advertisements. States and governments also control advertising rules. If advertising laws are not followed, the results can be costly and damaging for the company. **(Lubben 2016)**

Unethical advertising includes many issues that should be avoided. The following practices are unethical (Huq *et al.* 2016, 13):

- 1) Pressure selling;
- 2) Exploitation;

- 3) Bribery;
- 4) Discrimination;
- 5) Fraud;
- 6) Deception;
- 7) No evidence;
- 8) Spying/surveillance;
- 9) Deception;
- 10) Failure of duty;
- 11) Unhealthy and unsafe product.

Unethical advertising is creating and misrepresenting morally wrong content to people through mass media channels. Advertising is unethical if it tries to damage competitors' products, gives false or misleading messages and information, makes exaggerated claims, is morally corrupted or effects people's lives damagingly. **(Huq et al. 2016, 10)**

Unethical advertising causes negative emotions to viewers. Unethical advertisements get consumers confused about the product. Advertisements should be truthful and ethical since consumers are the one who are viewing them. **(Vaux 2018)**

### ***Unethical advertising types***

Unethical advertising is criticized for having negative impact on society. Unethical advertisements seem to pass the broadcast process and reach the target group. **(Sloan, Horton 1990 referenced in Bush, Bush 1994, 31)**

Critics are concerned about children getting exposed to advertisements. Critics claim that advertising promotes unhealthy products that are harmful to children. Advertisements manipulate children with false claims, influence children to try alcohol beverages and drugs, create conflicts between the parents and child

over purchases and create confusion and dissatisfaction over a product. **(1988 Kunkel;1989 Gore;1987 Atkin referenced in Treise et al.1994, 60)**

Misleading and false advertising generates negative consumer's reactions. Consumers are suspicious when they do not understand claims about the product. **(Romani 2006 referenced Nooh 2010, 34)**

Children's unhealthy food consumption habits and obesity have increased due to advertising in television. Advertising can influence children at early age as they are exposed to advertising which is aimed for adults. Children are more exposed to violence through commercials which contain violent scenes. Television advertisements also manipulate children to demand unreasonable purchase requests from their parents. **(Schmitt et al. 2007; O'Sullivan 2005; Mittal 94; Violent commercial in Television programs for Children 2003 referenced in Nooh 2010, 36)**

**Paloranta (2014)** says that excessive use of alcohol should be avoided in advertising. Alcohol advertising should also avoid sexuality-related associations, suggestions of social success and it must not claim to remove barriers of social situations. When advertising a tobacco product, the manufacturer or importer can only give product information for those who sell it. Otherwise, it is forbidden to advertise, sponsor and use other promotional activity of tobacco.

According to **Munjal (2016)** surrogate advertising is promoting of banned products like cigarettes and alcohol beverages. These advertisements of products are bad for people's health, so advertising of these products must be avoided. Alcohol and tobacco companies find new alternative ways to promote their brands even when it is banned. Critics are concern of advertisements that encourages people to smoking and drinking. **(Williams 1993 referenced in Treise et al. 2016, 60)**

Exaggeration is false claims or statements to attract people to buy company's products or services. Advertisers exaggerate the advertisements to



improve the benefits of the products. They also use fake claims of the product's quality or popularity. Advertisers think they can give false claims without customers realizing this. **(Munjaj 2016, 239)**

Unverified claims are false statements of the goods or services without proving any scientific evidence. Companies cannot prove these scientifically misleading claims. Unverified claims are mostly used by food, drink and beauty products companies. **(Dhamala 2014 referenced in Munjal 2016, 240)**

Comparative advertising means companies comparing competitors' product to their own product. Company tries to convince customers that their product has better quality or the company tries to defame the compared product. **(Chand 2015 referenced in Munjal 2016, 240)**

Comparative advertising cause's customers to get confused which product have better features. Making false or misleading claims deliberately of the products and services is illegal. **(Myers 2018) Munjal (2016)** says that puffery is giving false claims and statements about the product which cannot be proved or disproved. Companies use false claims to improve the image of their products and services. Puffery has subjective claims rather than objective claims. Compared to other unethical advertising types, puffery is still considered to be legal and accepted advertising technique. **(Myers 2018)**

**(Vaux 2018)** To avoid confusion between comparative products, mimetic products must be peculiar and differ from other products in the market. Advertisers must use their own commercial trademark and corporate name. It is not allowed to indicate negative or false accusations of other companies' products or despise competitors' products. **(Paloranta 2014, 24, 40)**

Comparative advertising can lead to charges if companies compare their products against competitors' products without any scientific studies made. **(Myers 2018)** Unethical stereotyping of women or men uses sex and gender manipulation

and exploitation. Various stereotypes are used to generate sales, including portraying women as sex objects or domestic servants. Unethical advertising shows men and women in unrealistic ways.

Advertisers use strong sexual appeals concerning controversial issues and use erotic content to draw attention to their product. Advertisers should show double roles, role switching and blending to break these stereotypes. **(Mayne 2000; Wee 1995; Latour, Henthorne 1994 referenced in Nooh 2010, 37)** Proactive presentation of women and men enhances stereotypical gender roles. Also, using racial stereotypes is considered as unethical advertising. **(Munjal 2016, 240)** The biggest issues in stereotyping women are underrepresentation of professional women and unrealistic representation of women only interacting with men and their families. Advertisements might be represented in pornography nature. Although some feel using sex appeals is offensive, some people are attracted or entertained by these advertisements. **(Pollay 1986 referenced in Treiseet al.1994, 61)**

Using children in advertising is permitted if child is mediator of advertising message and is related to the advertisement. Advertising is considered unethical, if the child is put into a dangerous or reprehensible situation. Children are more susceptible to effects of advertising; violence, fear, sex and swearing are not appropriate advertising topics for children. **(Paloranta 2014, 127-129)**

Unethical advertising types include surrogate advertising, overstatement, puffery, unverified claims, false brand comparison, stereotyping women or men, and using children in advertising.

### ***Social-Ethical advertising***

**(Snyder 2003 referenced in Nooh 2010, 34)** It is important for advertisers to set boundaries and freedom to create socio-ethical advertisements and campaigns.

Social-Ethical advertising is moral principles set between the buyer and the seller. Socio-Ethical advertising does not make false, misleading or fake claims of

the goods or services. **(Suguna 2014, 95-96)** Advertisers should think how to create creative, informative, entertaining, correct and informative messages to consumers. The advertising messages should be based on truth, trust and honesty. **(Christians et al. 2011, 178-179)**

**Paloranta (2014)** says that advertising is social-ethical when it is compatible and liable with the generally accepted social values. Ethical advertising has 4 components: fairness, truth, taste and decency.

**(Bush, Bush 1994, 40)** Another 4 principles are honesty, distinction, social consciousness and environmental consciousness. Social-Ethical advertising is honest and truthful with good purpose to advertise the products and services. It is clear about its motives and does not send hidden messages and agendas to people. Messages remain positive and do not exploit stereotypes about gender, race and religion. Social-Ethical advertising respects the environment and follows the environmental standards. **(Vaux 2018)**

Social-Ethical advertising copy rules say that advertising should never be untrue and principles of moral orders should be followed. Advertising messages should never be fake, confusing or misleading.

Information should be presented clearly and not with over used color, so the customer can make the right choice. It is not allowed to use sex appeals or stereotypes **(Kabir 2013 referenced in Huq et al. 2016, 14)** socio-ethical advertising is fair, truthful, trustful and honest advertising. Content is positive and does not exploit stereotypes. Advertisers should follow ethical advertising copy rules.

### ***Antisocial (Unethical) behavior and consumers` attitudes***

“A commonly-accepted definition of Antisocial behavior is the following: acts that have harmful effects on others and either illegal or morally unacceptable to the larger community.” **(Gino 2015, 107)** People do not often notice antisocial

behavior. People do not want to disapprove others antisocial behavior, especially if the outcome is bad. People decide not to see antisocial actions and are likely to ignore the antisocial or unethical behavior of other people. (*Ibid.*, 109)

Consumers' perceptions affect the advertising process. Misleading advertising can lead to use of unhealthy products. Fake advertising creates negative publicity for the company. False advertising creates negative thoughts and false impact on consumers. Manipulation affects to the values and environment in a negative way. Antisocial behavior effects on consumers' expectations and creates negative word of mouth of the company. (**Nimrah, Shah 2015, 424-425**)

The studies show that unethical or antisocial advertising influences consumer buying behavior. Consumer attitudes are affected by socio-demographic and cultural factors. (**Virvilaite, Matuleviciene 2013, 134**)

Moral principles and values have significant impact on consumer attitudes of unethical advertising. Age and culture also have effect on consumer attitudes. Old consumers are more shocked about unethical or antisocial advertising than younger consumers. Women are more shocked than men, if advertising contains negative sexual content. Religious people notice unethical advertising better than less religious people. (*Ibid.*, 138)

**Fan (2005)** suggests that consumers are becoming more ethically conscious nowadays.

**Paloranta (2014)** thinks that marketing is evaluated from what kind of image it gives to its target audience. Consumers look marketing from a reasonable, careful and observant point of view. They respond to advertising because of essential information they need and because it is available and visible for them.

Advertising influences consumer's behavior, attitudes and priorities. (**Hunt et al. 1990; Dyer 1982; Cushman 1990 referenced in Srivastava, Nandan 2010, 61-62**) Unethical behavior is destructive and immoral action which may harm other

people. Unethical advertising causes negative consumer attitudes. Moral principles, values, age, gender and religion affect to consumer buying behavior

**Wilson and West (1981)**, study of "unmentionables", included "products" such as personal hygiene and birth control.

**(Boddewyn, 1985)** defined that the Governments did force limits and rules in the marketing industry, but advertisers still find ways to use unethical advertising without tampering with legal issues. Firms require decreasing their ethical violations in advertising. Firms have to be more conscious of socio-ethical issues and put more effort in attractive more respectful to their consumers.

Firms should check and control the degree of ethical violations deemed likely for business, and they can permit the market be conscious of the way in which they control their advertising ethics construct as a signal of their attempt toward accomplishment and guarantee of their corporate social responsibility perspective.

**Nageshwara Rao.S.B. (1987)** in his study on "The code of ethics in advertising", suggested that the advertising should create the life of the consumer easier, more relaxed and pleasant. Thus, he emphasizes on ethics and honesty in advertising.

Feminine Hygiene Products was the main focus of Rehman and Brooks (1987), but also included undergarments, alcohol, contraceptives, pregnancy tests, medications, and VD services, as examples of controversial products. When asked about the adequacy of various products being advertised on television, only two products were seen as improper by a sample of college students: contraceptives for men and contraceptives for women.

Feminine Hygiene Products has also been mentioned in industry articles as having advertisements that are in "poor taste", "irritating" and "most hated" (**Alter 1982; Aaker and Bruzzone 1985; Hume 1988; Rickard 1994**).

**(Barnes and Dotson, 1990)** discussed offensive television advertising and identified two different dimensions: offensive products and offensive execution. The products which were in their list included condoms, female hygiene products, female undergarments and male undergarments.

**(Wilkie, 1990)** agrees that advertising has both positive and negative aspects but they do not relate to all advertisements. He has listed the “seven sins” stimulating by advertising’s critics. Use of fine forms of advertising like hidden and psychoactive ads needs to be given serious ethical consideration from a human welfare perspective.

A psychoactive ad is any emotion-touching ad that can cause a meaningful, well defined group of viewers to feel really worried, to feel aggressive toward others, or to feel a loss of self-esteem **(Hyman and Tansey, 1990)**.

**Shao (1993) and Shao and Hill (1994a)** analyzed advertising agency attitudes regarding various issues, including the legal restrictions of advertising of "sensitive" products, which can be controversial for the agency that handles the account. The products/services discussed in these studies were cigarettes, alcohol, condoms, female hygiene products, female undergarments, male undergarments, sexual diseases (eg STD's, AIDS), and pharmaceutical goods.

Skepticism about advertising could be minimized through strong advertising regulations which is require of the hour Indian context **(Calfee & Ringold,1994)**.

**(Martin Jr., 1994)** In another study it was felt that there is a need for major public policy changes about advertising, particularly for cigarettes and demand their glossy advertising campaign to be banned. Successful ad campaigns drive sensitive products such as tobacco and alcoholic beverages which influence vulnerable minds by showing such products as trendy, cool, fashionable and subject to use from beginning to end peer pressure and pleasure. Such appeals in ads support youth to approve harmful habits like smoking and drinking and prove insulting to the society.

According to this, major public policy changes called for by medical associations and regulatory bodies can influence the nature of ad campaigns running attractive messages and promotions for such products perceived as unhealthy and harmful especially for younger generations, and their corrective actions can even lead to the banning or curtailing of such promotion activities for the good of society.

From a scientific viewpoint, the effectiveness of sex appeals is also questionable **(LaTour and Henthorne, 1994)**.

**(Gould, 1994)** Nevertheless, research on sexually unambiguous material has shown that choice improvement proponents, such as some advertisers and liberals, tend to fight censorship and restrictions on such material unless there are facts that it causes harm, while consumer protection proponents, such as certain feminists and conservatives, tend to advocate restricting sexually explicit materials and/or banning them altogether.

**(Davis, 1994b)** Many a times the sponsors may be disguised or concealed as well, thereby misleading consumers; as a result, the truth gets shadowed by the information asymmetries created by the advertisers' network, thereby violating consumers' right to know and judge the communication. Consumers feel manipulated and exploited when exposed to such advertising messages, and tend to develop negative message-oriented ethical attributions.

**(Deng, 1994)** For generation Y, despite the rapid development in media, especially the internet, it is apparent that the regulations on the contents and executions in advertisement stipulated by the governing bodies, such as the Advertising Code in Malaysia are still prevailing.

On the other hand, it has, since long, been a bull's-eye for public wrath **(Laczniak, 1995)**.

In relation to who is offended, Fahy, Smart, Pride and **Ferrell (1995)** while researching advertising of "sensitive products", asked a sample of over 2000 people their attitudes towards the advertising on certain products on television.

The products were grouped into three main categories: alcoholic beverages, products directed at children and health/sex-related products. Comparing the attitudes according to sex, age, income, region, education and race, they found that women particularly aged 50 and over, had much higher disapproval levels for such commercials.

**Waller (1999)** presented a list of 15 controversial product that intended to range from extremely offensive to not very offensive: Alcohol, Cigarettes, Condoms, Female Contraceptives, Female Hygiene Products, Female Underwear, Funeral Services, Gambling, Male Underwear, Pharmaceuticals, Political Parties, Racially Extremist Groups, Religious Denominations, Sexual Diseases (AIDS, STD Prevention), and Weight Loss Programs. He also included six reasons for offence: Indecent Language, Nudity, Sexist, Racist, Subject Too Personal and Anti-social Behavior.

**Phau and Prendergast (2001)** originate that products like cigarettes, alcohol, condoms, female contraceptives, and feminine hygiene products, be perceived as controversial products that could offend when being advertised, but included in their study sexual connotations, subject too personal, evoking unnecessary fear, cultural sensitivity, indecent language, sexist images and nudity.

**Anandsen Gupta (2002)** in his research on "Ethics in advertising" acknowledged that the success of advertising depends on public assurance and no practice should be allowed to choice to untruthfulness and offensiveness. Advertisers should fulfill their obligations towards the society.

This is particularly important when the reason for controversy is based on the nature of the product. Various types of products, both goods and services, have



been suggested by past studies as being controversial when advertised, including cigarettes, alcohol, contraceptives, underwear, and political advertising. **Fam, Waller and Erdogan (2002)** used factor analysis to generate 4 groups:

- (1) Gender/Sex Related Products (eg. condoms, female contraceptives, male/female underwear, and feminine hygiene products);
- (2) Social/Political Groups (eg. political parties, religious denominations, funeral services, racially extreme groups, and guns and armaments);
- (3) Addictive Products (eg. alcohol, cigarettes, and gambling); and
- (4) Health and Care Products [eg. Charities, sexual diseases (AIDS, STD prevention) and weight loss programs].

**Waller (2003)** noted that most of the research has observed “controversial advertising” as a negative concept, and if controversial advertising resulted in only negative responses advertisers would shy away from this type of campaign. However, advertisers are not shying away but using it in increasing numbers.

The use of controversial images has been successful for a number of organizations in the past (**for example, Evans and Sumandeep 1993; Hornery 1996; Waller 1999; Irvine 2000; McIntyre 2000; Phau and Prendergast 2001**).

Om Gupta, in the book titled “Advertising in India: Trends and Impact”, has written about the various advertisement strategy adopted to encourage their product to increase their sales volume. Impact of Advertising Agency, sex, picture of women in Advertisements, impact of Advertisements in the Indian Rural regions, how the consumers are targeted through Advertisements etc. are discussed. More over Mr. Gupta has viewed Advertising as grand business strength. (**Gupta 2005**)

**Madhusudhan. N. Pandya (2005)** has concluded in his study on “Advertising” that ethical advertising is normally influenced by morals, and judgments.

Marie Davies, addresses the long-lasting concerns around media results and critically examines the view in the research of “Children, Media and Culture” that technology has considerably misrepresented new children's life also the responsibility and impact of well-liked media at present including television, the internet, computer games, mobile phones and i-pods, in children's life. This book situates the study of childhood and the media within a framework of different disciplines, including psychological, sociological and historical approaches. **(Davies 2010: 84)**

**(DR.N.A. ANBARASAN and DR. K. PONGIANNAN, 2012)** summarize that quality, integrity and honesty are the significant features of ethical advertising. These features build value to all the stakeholders of the advertising media. Now-a-days only ethical based advertisements are extremely welcomed by all the audience. Ethicality in advertising improves the value of the advertisements in any media and enhances the brand image for the advertised product.

Thus, it can be summarized that strictly adhering to ethical values in advertisements will increase the market share for the advertised product. Research in advertising ethics covers all the functions of promotion.

**(Dr. Githui Donatus Mathenge,2013)** defined that It is very difficult to identify what is not ethical conduct in integrated marketing communicating as it varies from country to country. Nevertheless everyone both in business, marketing and specifically in advertising and marketing communications must have an ethical base that applies to conduct in the business world and in personal life morals. Ethical values as situation specific and time oriented.

**Waller (1999)** compared gender and found females were significantly more offended than males by the reasons for offence than the controversial products.

The unverified claims are generally seen in energy drinks which commit to increase your stamina, foods that increase your child brain or a breakfast that makes

you fit. But as the consumer use them, they see that there strength is still the same, there child is just as regular as he was, and there figure hasn't changed an inch. Advertisements like these communicate information that's false, scientifically wrong and misleading. **(Roshani Dhamala, 2014)**

The products to be used in the analysis for this study are gender/sex-related products: Condoms, Female Hygiene Products, Female Underwear, and Male Underwear. These were chosen as it was felt that these products may generate a stronger response of "offensiveness" with respondents. A larger number of reasons were given to give the respondents more choice and determine more specifically reasons for offence.

***List of controversial Advt.:-***

1. Name: Manforce condom

Year: 2000s

Former porn-star-turned actor Sunny Leone has taken the ad world by storm by her latest steamy advertisement. The pretty actress is endorsing Manforce condoms and the ad shows her posing seductively and showing off her cleavage. In the advertisement, she holds her outfit with one hand and reaches for black grapes with the other. The shoot of the ad took place in Thailand.

2. Name: Ghost of Bipasha's Past (Bipasha Basu Topless)

Year: 2010

This advertisement surfaced out of nowhere in 2010 to create some controversy as actress Bipasha Basu is seen topless in this advertisement from the 90's.

### 3. Name: VIP Frenchie x Underwear

Year: 2008

A young couple, a trekking expedition, a fun campfire, some playful games in the bedroom, the boy walking out in his underwear from the bathroom and then the obvious. The Ad ends with the couple coming together and the VIP X logo appearing on screen. The message was pretty clear and yet another instance of trying to sell using sex as a medium.

### 4. Name: Amul Macho Undergarments

Year: 2007

This Ad is rated as one of the most controversial in India and for the most obvious reasons was banned by the Advertising council. "Ye to bada toing hai..." is rated as one of the most vulgar and sexually explicit ads in the history of Indian advertising. This ad, with the women making suggestive movements as if she is up to something naughty, although banned, increased the market share of the company sharply with a turnover of Rs. 201 crores in 2007-2008.

### 5. Name: Wild Stone Deodorant

Year: 2007

An Ambitious company in West Bengal believed that sex would sell for them and it indeed did! The uncensored ad is available on You Tube and has been viewed over 8 lakh times. A company that was virtually unheard off, made its presence felt thanks to the controversy surrounding this ad. The ad, shot during Durga Pooja, depicts how a homely bengali lady bumps into a hot man and the Wild stone deodorant takes them into fantasy land. The ad certainly justified the tagline "Wild by Nature" and although the ad was not banned, a highly censored version was aired on television.

6. Name: Lux Cozy

Year: 2007

This Ad was given an all clear signal by the ASCI when it was under question but the Ministry of Information and Broadcasting banned transmission or re-transmission of the ad on the grounds of being indecent, vulgar and suggestive. A hot man clad only in his Lux Cozy underwear is chasing a dog who pulled away his towel and then this scantily dressed woman comes up to him and gives him a peck on his cheek and thanks him for finding her dog. All of that and then a very naughty look at the boy and she walks away! The man for obvious reasons is considered lucky and the ad ends with the the tagline "Apna Luck Pehen he Chalo".

7. Name: AC Black Whisky - Kuch Bhi Ho Sakta Hai

Year: 2002

Most companies believe in the "Sex Sells" mantra and so did Jagjit Industries in the early 2000's. A woman with her neckline diminishing and a man with his shirt coming off together with the tagline "Kuch Bhi ho sakta hai", was not only the perfect combination for a steamy and cheeky ad but also a perfect calling for a controversy that had some serious financial impact on the company.

The commercial was instantly banned and the company's plans of boosting sales during the World Cup, when this ad was aired at regular intervals, were not quite met!

8. Name: Bisleri - Play Safe

Year: 2001

When Bisleri went from "Pure and Safe" to "Play safe" in 2000, it hoped to target the youth and convey a social message. According to Ambience D'Arcy, the shift had been necessitated by the fact that every new entrant in the mineral water market adopted the purity. "Our observation is that people consume mineral water

not for the minerals, but for safety. Hence the word "safe" is critical." said Chauhan. The idea certainly differentiated Bisleri from other brands but the Woman, the beach, the man and the whole hidden idea of "safe sex" didn't quite sell well and the ad, as most would have expected, was banned.

9. Name: Levis - Low Rise jeans

Year: 2001

Levis has always positioned itself as a 'youth' brand and with this advert they just proved how well the concept of sex sells. The oomph factor exhibited by the sexy women in the ad was mainly targeted at women who wanted to look more erotic and sexy but the ad did more than just that. The ad boosted the sales of Men's jeans as well which was completely irrelevant. The ad was not banned but the almost semi-naked women in it did manage to create quite a controversy for the ad makers.

10. Name: Moods Condom

Year: 2000s

The advertisement shows how a girl cannot control her libido. Riding with her boyfriend on a bike, the girl is turned on just by the thought of condom. She is touching him, fondling him and biting him, much to the delight of roadside spectators. However, how does this on-the-bike seduction help in advertising a condom?

11. Name: Levis

Year: 2000s

The hot and hunky Akshay Kumar is dressed in a pair of jeans and showing off his perfect abs. The female model is all out to seduce him and then unbuttons his jeans. Well we know with all girls oohing and aahing, this was indeed a steamy ad.

12. Name: Zatak Talc

Year: 2000s

This advertisement will surely make tailoring a fun profession. The female model, which goes to give her measurement to a tailor, gets turned on by him when she realises that he has sprinkled himself generously with Zatak talcum powder. The female models pouts and does oohs and aahs to make it a very sensual ad.

13. Name: Maxima Waterproof Watch

Year: 2000s

You can never imagine this could be a wristwatch commercial! The girl fantasizes about seducing a man and ties him to the bed and get all kinky. She kisses him and is seducing him with all the moves and aahs! However, before you start expecting a lot more action, it ends with a woman stealing the watch and walking away.

14. Name: Slice

Year: 2000s

Katrina Kaif's commercial of Slice became quite famous because of her subtle seductive act in the advertisement. This ad is widely known as the 'Aamsutra' and shows the pretty actress in a never seen before sensual avatar. The way she licks the drink from her fingertips make her look very sensuous.

15. Name: Denver deodorant

Year: 2000s

A bikini clad model gets turned on by a male staring at her just because he has put on a deodorant. She gets so turned on that she is willing to undress herself on the beach itself. The expressions and the model's seduction ad make it indeed a hot advertisement.

16. Name: Tuff Shoes (Featuring Milind Soman and Madhu Sapre)

Year: 1995

This one has to be one of the most controversial print ad's India has ever seen! In 1995 when Milind Soman and Madhu Sapre posed nude for the Tuff Shoes Ad campaign, they probably never saw a 14 year long court case ahead of them. 2 bad pairs of shoes, a python and 2 nude models got various women's groups fuming, the models slapped with a case of obscenity and the ad deemed unfit for public consumption! 14 years later in 2009, the models and the others involved were finally acquitted and all charges against them dropped.

17. Name: Calida Underwear (Featuring Dino Morea and Bipasha Basu)

Year: 90s

If the Ad makers of this one thought they would get away with Dino Morea tugging Bipasha Basu's panty with his teeth, they were everything but correct! The then Minister of State for Cultural affairs, Mr Anil Deshmukh found the ad a little too hard to handle and for obvious reasons it was added to the long list of 'Banned Indian Commercials'. Like the picture didn't have enough ingredients to stir up a controversy, the tag line- "And you thought your appetite for indulgence could only be whetted by Swiss chocolates", as one would say added the right amount of fuel to the fire!

18. Name: Kamasutra Condoms (Featuring Pooja Bedi)

Year: Early 90s

The early 90's are famous for its long list of controversial commercials and this one was no exception. The steamy and sexy commercial featuring Pooja Bedi and Marc Robinson were a little hot to handle for the legal authorities and were instantly banned. Pooja Bedi's seductive shower that attracts Marc Robinson was all



a bit too much to digest and as most would have expected the commercial was banned and prohibited from transmission.

19. Name: Mr. Coffee (Featuring Arbaaz and Mallaika Khan)

Year: Early 90s





This ad helped Mallaika and Arbaaz write their future in an instant but everything else about the ad ended right there. The concept of good coffee explained through a "sexy" commercial was not very well understood by the legal authorities of India. The tagline, "Real pleasure can't come in an instant", and the commercial, due to its sexual overtones generated quite a controversy in the early 90's.




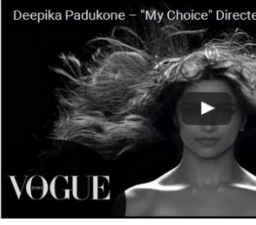


***List of 2015-16 controversial advertisements:-***



The year 2015 was not an exceptionally good year for the advertising industry. Only one entry from India won a Media Lion this year at the Cannes Awards and 12 other metals. This was less than half the accolades won at Cannes the previous year when India bagged 27 metals.





However, Indian ads were not short of controversy in 2015, with many of them coming under the scrutiny of public and even regulatory authorities regarding the content. Some of these ads were even deemed as unfit and pulled up by the **advertising self regulatory body, advertising Standards Council of India (ASCI).**


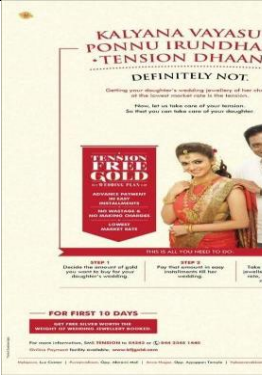


**Table 2.1: The 30 most controversial ads of 2015**



S. No	Name of the company	Picture	Description of issues
1	<b>Airtel 4G ad</b>		<p>After the attention of ASCI, the ad was pulled up on the grounds of having misleading content for the claim ‘the fastest network ever’ and ‘if your network is faster, we will pay your mobile bills for free’. In spite of the company contesting the claims and requesting for an assessment of the decision, ASCI on Tuesday upheld its decision on pulling the plug on the advertisement. The ad even concerned attention on social media with parodies created on the ad.</p>
2	<b>Kalyan Jewellers</b>		<p>The jewellery brand's print ad in April 2015 featuring Aishwarya Rai Bachchan facing a lot of criticism for being racist and promoting child labour. They were compulsory to discontinue their campaign after the full page ad which ran in The Hindu (Delhi edition) on April 17 faced severe criticism on social media sites. The ad had Aishwarya 'representing aristocracy in the bygone era' along with an underage child with a darker complexion holding an umbrella over her head. After taking the ad campaign down, Kalyan Jewellers also issued an apology saying that if they had inadvertently hurt the sentiments of any individual or organisation, they deeply regret the same. The company has now apologized for hurting the sentiments of people and has begun the process to withdraw the campaign.</p>
3	<b>Amul's Har Ghar Amul Ghar - Pyar Bandhan ad</b>		<p>The ad campaign which showcased a sister's love received flak online for being 'sexist' and 'regressive'. The ad was one of six ads released on digital media. Similar to the fate of Kalyan Jewellers, the ad campaign was stopped abruptly and R S Sodhi, MD of Amul issued an apology saying that their intent has never been to promote gender bias, in an exchange4media report. He further added that we shall advise our creative agency to be less nuanced in the subsequent releases.</p>
4	<b>Manforce Condom ad:</b>		<p>The condom ad featuring Bollywood star Sunny Leone sparked off a controversy after CPI leader, Atul Anjan, in a public rally commented that Sunny Leone's Manforce condom ad is not preventing AIDS, but it is 'promoting rape'. He further demanded a ban on the condom ad as it was 'disgusting' and 'dirty'. The following month the Information &amp; Broadcast Ministry (MIB) requested all condom ads to be pulled off and be slotted during the adult viewing slot from 11pm to 5 am.</p>



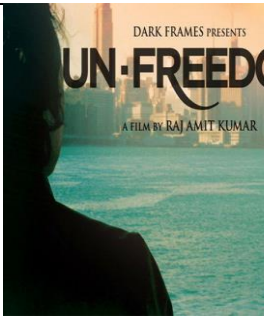
5	<b>FewiKwik Todo Nahi Jodo ad:</b>		<p>The ad for popular adhesive brand FewiKwik from Pidilite Industries depicted the Wagah Border. In the ad, the Indian guard helped his counterpart by mending his shoe. The ad was launched just before the India-Pakistan match during the ICC World Cup 2015. While many celebrated its creativity, the ad was criticised by BJP's Ujjain MP, Chintamani Malviya as being 'anti-national' and an 'insult' to the Indian soldiers. He went even further to say that the creator, writer and director should be tried for treason.</p>
6	<b>Anouk Myntra – Homosexuality ad:</b>		<p>The ad under the campaign 'Bold is Beautiful' by Anouk under Myntra brand was applauded as well as criticised for taking on the sensitive topic of homosexuality. The ad featured a lesbian couple preparing to break the news to one set of parents. However, the ad received criticism on social media which questioned the authenticity of the claim that it is the first ad to broach the topic. Some even highlighted that a Fastrack ad in 2013 was the first to make an ad on the subject.</p>
7	<b>Idea IIN:</b>		<p>Idea Cellular's ad campaign's 'What an Idea Sirjee' and 'No Ullu Banaoing' were regarded as one of the best campaigns. However, the 'Idea Internet Network - IIN' campaign of the company was created to promote its internet services received severe criticism on social media. Memes and parodies of the ad went viral online.</p>
8	<b>Deepika Padukone – My Choice Vogue Empower ad:</b>		<p>The 'My Choice' ad of Vogue featuring Deepika Padukone faced the backlash of social media saying that it was shallow. Some found that Vogue ad despite talking about issues such as rape, female infanticide, domestic violence, etc. was hollow. Many spoofs and parodies on the ad went viral on social media sites.</p>
9	<b>Food Panda upto 50% off ad:</b>		<p>Popular food delivery app FoodPanda had its ad pulled up by ASCI for false claims. It claimed in the advertisement, "Upto 50% off", which ASCI said was false and was not substantiated with evidence of customers who have availed this offer.</p>
10	<b>Dettol – Maa Maane Dettol Ka Dhula ad:</b>		<p>Dettol's ad campaign which when translated meant 'Mother's trust only Dettol' was criticised on social media for its jingle being 'banal' and 'lacklustre', according to an exchange4media report. The ad was released during the India-Pakistan match in the ICC World Cup 2015. Brands create advertising campaigns in order to connect with audiences and generate conversations. They spend marketing dollars to make their presence felt wherever its audience is. However, on several occasions, things go miserably wrong for the brands as their campaigns</p>

			completely neglect a certain aspect that end up hurting the sentiments of people in a specific geography. So, in the day and age of social media, where things go viral in within minutes, such a mistake cost a lot to the brand.
11	<b>Pidilite Industries Accused of Being Anti-National</b>		The 'Todo Nahin, Jodo' ad featuring an Indian soldier and a Pakistani soldier at Wagah border was at the heart of controversy in the Parliament. BJP's Ujjain MP Chintamani Malviya called the campaign anti-national and an insult to the soldiers. It was directed by Ogilvy's Praseon Pandey. However, the brand claimed that the ad was focused on bonding and bringing a smile on the face of everyone at a time when social media was like a war front between fans of the two nations, hasn't got unnoticed. It was released during the 2015 ICC World Cup.
	<b>Rupa Frontline Attacks Shark</b>		Rupa Frontline, the innerwear brand, created a campaign with the Bollywood actor Ranveer Singh, promoting the positioning 'Yeh Araam Ka Mamla Hai'. The catchy commercial, with a funny jingle, was completely different from what consumers have seen in the past from the brand. The ad looked like a party at a Caribbean beach. However, a certain part of this party irked PETA. It is where the actor is seen hitting a shark, and that is why the ad has come under attack from different organizations working on animal rights or conversation in the country. However, brand clarified that the shark shown in the ad was a rubber toy and no animal was used in the shoot. Rupa Frontline added a disclaimer to the ad to this effect.
13	<b>13.Fab Alley's Uses Nudity to Make a Point</b>		The online apparel brand released a digital campaign titled #Unfollow. It showcased Radhika Vaz, a comedian, who delivered a monologue questioning fashion trends, their uses and then lets out a rant against conforming to fashion norms. Her call to action was to 'Unfollow'. FabAlley tried to establish that it's time we all be ourselves, dress according to our likes, not fixate on what others would think about it and follow what the trends dictate. It's about the inner you. Though a large audience appreciated the effort however a section of audiences found it too bold and did not like it.


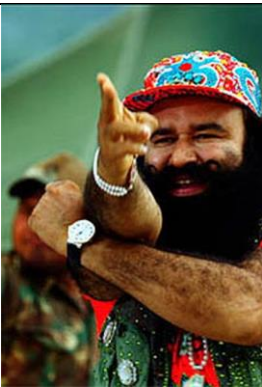

14	<b>Mission Paralympics over Do</b>		<p>It's no revelation that not all sports in India enjoy the same level as cricket. Taking an insight from the situation, Hrithik Roshan owned lifestyle brand HRX in association with e-commerce platform Myntra, decided to raise Rs 2 million through crowdfunding platform Keeto for four differently abled athletes. They launched a film urging consumers to share the cause. However, not much was wrong with the film but the time of launch clearly criticized the The Paralympic Committee of India (PCI) and attacked for it being irresponsible. The latter was handed a suspension by International Paralympic Committee (IPC) for an internal squabble, and the Union Sports Ministry issued a show cause notice over the alleged 'poor conduct' of the 15<sup>th</sup> National para-athletics championship in Ghaziabad in March.</p>
15	<b>Pepsi Got it All Wrong</b>		<p>In last few years, Pepsi's advertising has not been able to create a stir in the market. So, earlier this year, they attempted to bring back their advertising mojo with their latest campaign 'Pepsi Thi Pee Gaya'. It showcased youth protesting while on a hunger strike. However, one of them grabbed a Pepsi and was caught by media leading to the end of protest. Though it was a humorous attempt from Pepsi but people took it in a different way. Youth disapproved the ad and organizations such as FTII wrote an open letter to the brand. People pointed that Pepsi needs to understand youth better as the latter is responsible and the ad showed them in bad light. Today, youth make their point very strongly but they not dismantle a protest like that.</p>
16	<b>Hamdard Safi was Stormed for Plagiarism</b>		<p>Simran Sahni, Founder, Goddess, sparked a controversy in the Indian advertising circles by accusing Rediffusion Y&amp;R of copying her idea for Hamdard Safi's latest campaign titled <b>#IHATEYOUOMOM</b>. She pointed at the abysmal state of Indian Advertising where the agency's are copying ideas, however, Rediffusion Y&amp;R officially defended its work and team and pointed that it had all the proofs to support its work.</p>
17	<b>Facebook Ran Internet.org Ads</b>		<p>Facebook ran a full blown advertising campaign to promote Internet.org initiative during Prime Minister Modi's visit to the Facebook headquarters. It seemed like the social media giant tried to leverage Modi's visit to drive acceptability for Internet.org. However, another controversy stirred up when Facebook teams created a code allowing Indian citizens to change their Display Picture with Indian Flag supporting Modi's digital initiative. Later on, several engineers pointed that the function was in-disguise making people accept Internet.org. After these allegations, Facebook had to come out in and clarify</p>


			<p>theirstand.</p> <p>In the most recent endeavor, Facebook is once again running a full fledged marketing campaign to seek support for Internet.org (Free Basics). However, netizens have again trashed this initiative and the social media giant is facing a lot of flak for it.</p>
18	<b>Dady's Darling, Triumph Lingerie</b>		<p>Ahead of Father's Day, Triumph, an international lingerie brand, ran an absolutely bizarre ad appeared in a Sri Lankan newspaper offering a 15% discount off on its products. The ad included a model in a purple push-up bra with the copy reading "For the ladies ... who pamper their dads." The ad was mercilessly trashed across the globe and the brand had to come out and issue an apology. A follow-up post on the page of Triumph International India offered a bit more explanation. Triumph Sri Lanka acknowledged its error and accepted responsibility.</p>
19	<b>KFJ Gold Jewelry is Just Old Fashioned</b>		<p>KFJ Gold, a South India-based jewellery brand, released a print ad saying, '<i>Kalyana Vayasula Ponnu Irundhaale TensionDhaane</i>', which in English translates to, 'A girl of marriageable age is a source of 'tension''. It was definitely a bad copy and the ad drew flak from all corners of society. Advertising Standard Council of India came into action and a Chennai-based lawyer filed a Public Interest Litigation in the Madras High Court seeking action against the ad. However, the brand quickly pulled back the original ad and released a fresh copy with 'Definitely Not!' added at the end. Moreover, the brand endorser, Prakash Raj took to Twitter to explain his intent.</p>
20	<b>When Emami Lost to Two Kids</b>		<p>A district consumer court has pulled up <u>Emami' Fair and Handsome</u>, a fairness cream brand and slapped a fine of Rs 15 lakh on the brand. Moreover, it was also ordered to withdraw ads promising dramatic transformation in skin complexion. The action was taken after a Delhi-based Emami consumer filed an unfair trade practices suit against the company in the consumer court challenging the brand's advertised claim that Fair and Handsome cream will lighten the skin tone of its consumer within four weeks. He filed the law suit with the help of his brother.</p>
21	<b>Nestle Almost Lost Maggi in India</b>		<p>In June 2015, a laboratory in Uttar Pradesh certified Maggi unfit for consumption. As a result, the sale was immediately stopped in the state. However, the controversy got viral, and in a matter of days, Maggi was taken off the shelves across India. This resulted in a huge loss of revenue, brand value and trust. The government said its tests had found the popular snack unfit for consumption and imposed a temporary ban on the product. IFSSAI had also banned Maggi instant noodles terming them "unsafe and hazardous" for human consumption. FSSAI-</p>

			<p>approved laboratory of Central Food Technological Research Institute had found Maggi noodles to be in compliance with the country's food safety standards. However, later FSSAI trashed all-clear report saying that it had not given any clean chit to Nestle's banned Maggi noodles adding that there were lapses in the tests.</p> <p>Nestle India had to recall Maggi worth Rs 320 crore (Rs 3.2 billion) after it was termed 'unsafe' by the food regulator because of presence of lead and taste enhancer monosodium glutamate beyond permissible limits.</p> <p>Interestingly, amid this controversy, seven foreign countries, including UK and Canada, gave a clean chit to Nestle for Maggi manufactured in India saying levels of lead in the product are well within the EU permissible levels.</p>
22	<b>Beef</b>		<p>The President's assent to the Maharashtra Animal Preservation (Amendment) Bill, 1995, put the seal on a nearly 19-year-old bill that banned the slaughter of bulls as well as bullocks, which was previously allowed based on a fit-for-slaughter certificate.</p> <p>The Maharashtra Assembly had passed this Bill during the BJP-Shiv Sena rule in 1995. "Thanks a lot Hon President Sir for the assent on Maharashtra Animal Preservation Bill. Our dream of ban on cow slaughter becomes a reality now," Chief Minister Devendra Fadnavis had tweeted.</p> <p>The Maharashtra Animal Preservation (Amendment) Act, enforced by the state government, bans slaughter of cows, bulls and bullocks and also consumption and possession of their meat. Beef lovers in Maharashtra will now have to do without the red meat.</p>
23	<b>BBC documentary 'India's Daughter'</b>		<p>In March, the government put a ban on the broadcast of the controversial documentary featuring a convict in the 2012 December 16, Delhi gang rape case. Maintaining that it would not allow commercial use of such incidents, Home Minister Rajnath Singh said he was "stunned" as to how permission was granted for the convict's interview inside the Tihar Jail in the first place.</p> <p>Making a statement in both Houses, the Home minister said he had asked the information and broadcasting ministry to look for ways to ban its broadcast abroad. Singh said he would also review the existing provisions for allowing such shoots inside prisons to ensure that such incidents are not repeated.</p> <p>"Because this whole broadcast and the content of the broadcast violates the programming code of the information and broadcasting ministry, wherein there is derogatory language towards women, it seems to incite violence against women..."</p>

			there is also contempt of court in the context of the interview as the matter is sub-judice,” Minister of State for Information and Broadcasting, Rajyavardhan Rathore had said.
24	<b>Al Jazeera</b>		<p>International news channel Al Jazeera was forced to go off air in the country for five days in April as the government penalised it for repeatedly showing wrong maps of India.</p> <p>The website displayed a blank screen with a message saying that "as instructed by the ministry of Information and Broadcasting, this channel will not be available from 00.01 hours on 22nd April till 00.01 hours on 27th April 2015."</p> <p>As per the order of the I&amp;B ministry, the Inter Ministerial Committee which was also attended by representatives of the MEA, after deliberations, held that the channel had clearly violated the provisions of the programme code and recommended to prohibit transmission or re-transmission of the channel throughout India for five days.</p>
25	<b>Gmail for babus</b>		<p>Notifying an 'E-mail Policy of Government of India' and 'Policy on use of Information Technology resources of Government of India', the Modi government mandated that that only the e-mail services provided by National Informatics Centre shall be used for official communication.</p> <p>The government said the measures were part of twin notifications issued by the Narendra Modi government on February 18 by which the use of private e-mail networks like Gmail and Yahoo has now also been officially banned for all government use.</p> <p>The government has been monitoring online activities of bureaucrats on official computers, blocking content it feels is adversely affecting the productivity of the bureaucrats and also has a right to delete e-mails or internet history on such computers after intimating the user.</p>
26	<b>'Unfreedom'</b>		<p>Florida-based director Raj Amit Kumar's first feature film 'Unfreedom' was banned in India for its "content" of a "different kind". In India, the film was refused certification by the Examining Committee and a revising committee of the Censor Board proposed cuts. Kumar refused to the cuts and appealed against the Censor Board's demand. In response to his appeal, the authorities completely banned the film regardless of cuts.</p> <p>Some scenes depicting same-sex love from the film that juxtaposes two stories (one about how a Muslim terrorist attempts to silence a liberal Muslim scholar and another about a woman who escapes an arranged marriage because she in a lesbian relationship) went viral after being leaked online.</p>



27	<b>'Fifty Shades of Grey'</b>		<p>The Indian Censor Board banned the famously racy Fifty 'Shades of Grey' from being released in India. Several fans of the EL James' erotic novel and generally curious cats across the country were understandably disappointed. The censor board has said it will not allow the big-screen adaptation of erotic novel to be shown in Indian cinemas, a decision most had anticipated. A Universal Pictures source familiar with the review process said the board had objected to some of the film's dialogue, even after the studio made voluntary edits to the film to tone down its sex scenes and removed all nudity.</p>
28	<b>'Messenger of God'</b>		<p>'MSG -- The Messenger of God', featuring controversial chief of Dera Sacha Sauda, Gurmeet Ram Rahim Singh, in lead role was denied certification by the Censor Board after committee members took exception to Ram Rahim Singh depicting himself as god in the film. However, the movie was later cleared by the Film Certification Appellate Tribunal. Fearing communal flare-up during the screening of the movie, the Centre has asked all states to take every possible step to prevent any untoward incident as Sikh groups were against "glorification" of the Dera Sacha Sauda chief who is allegedly facing serious criminal cases. The Punjab government decided to ban the screening of the controversial movie in apprehension of breach of peace. The movie had the controversial Dera chief -- who is facing cases of sexual abuse and murder -- in the lead role and portrays him as a swashbuckling hero fighting "social evils" in flashy costumes.</p>
29	<b>Word 'lesbian' in a film</b>		<p>A controversial list of cuss words that was circulated by the Central Board of Film Certification or CBFC after Pahlaj Nihalani took over as its chairperson has been withdrawn after a majority of members voted against it. But much before that the CBFC had asked the makers of <i>Dum Laga Ke Haisha</i> to mute the word "lesbian" and ensuring that four other words -- <i>Ghanta</i>, <i>haramipana</i>, <i>haram ke pille</i> and <i>haramkhor</i> -- would also not be heard by the audiences. In may the government banned a film saying it could strain "friendly relations with foreign States. The Central Board of Film Certification refused to certify 'Porkalathil Oru Poo,' a film based on real life story of television journalist, Isaipriya, who was allegedly killed in captivity by the Sri Lankan armed forces in the final stages of the civil war in 2009.</p>

30	<b>Banned Porn sites by Indian Govt.</b>		<p><b>India's ban list just keeps getting longer</b> It has been a year of bans in India with the government going all out in blocking everything it deems unfit for its people. In the past 8 months India has already seen a string of prohibitions been imposed, which include pornography, movies, food and more.</p> <p>The department of telecom issued a directive that sparked a raging debate on social media and other platforms with the government being accused of indulging into Internet censorship. The government had asked Internet service providers to block a total of 857 websites, although some websites were found to be hosting jokes, memes and other humorous content without any pornography.</p> <p>But after facing flak over the ban, the government made a quick turnaround to say it was reviewing its order and decided to lift the ban on those sites that did not contain pornographic material.</p>
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### 2.3 ASCI report 2016-17

The Advertising Standards Council of India (ASCI)'s Consumer Complaints Council (CCC) in October received complaints against 98 advertisements out of which it found 51 ads of flouting ASCI rules. Out of 51 advertisements against which complaints were upheld, 16 belonged to the personal and healthcare category, followed by 19 advertisements in the Education category, 5 in Telecommunication and Broadband category and 11 advertisements from other categories.

The 16 ads pulled up in personal and healthcare category include:-

1. Procter & Gamble Home Products'
2. Pantene Shampoo ad,
3. Colgate-Palmolive's Colgate Sensitive Pro-Relief Enamel Repair ad,
4. Novartis India's Otrivin Nasal Spray ad,
5. Dabur India's Odomos Mosquito Repellent ad,
6. Patanjali Ayurved's Kesh Kanti ad,
7. Apollo Pharmacy's Free home delivery service ad,

8. Dr. Ved Vyas Mishra's Treatment for Various ailments ad,
9. Sanjay Baljiwan Pharmacy's ad,
10. Glamour World Ayurvedic's Rocket Capsules ad,
11. MK Agrotech's Sunpure Refined Sunflower Oil ad,
12. Vibes Healthcare's Vibes Weight Loss Assurance ad,
13. Dr. Gupta's Clinic's ad,
14. Raghav Lifestyle Products' Ajay Toothpaste ad,
15. The Bodycare's ad and
16. Ayurwin Pharma's Nutrislim ad.

In the education category the ads that were found not conforming to ASCI rules include brands such as:

- Byju Classes,
- CL Educate,
- Rao Edusolutions,
- Exam Victor,
- Career Institute of Commerce and Accounting,
- IMS Learning Resources,
- IMS Learning Resources,
- CATKing Education,
- Cheil India,
- Plat Possible and
- Triumphant Institute of Management Education etc.

In the telecom category the complaint against the Airtel 4G was upheld. Other ads of brands in this category include Reliance Communication and Aircel Business Solutions.

The complaints against ads in other categories include the ads of IMG-Reliance Indian Super League, Times Now, Lenskart, Amazon, Jubilant Foodworks, and Pisces eServices, Telecomtalk.info, Polycab Wires, Vishnu Pouch Packaging, Nirmal One Spirit and Jaypee Infratech.

*The following is the list of ads upheld and the reasons for CCC's decision -*

❖ **Health and personal care**

- Procter & Gamble Home Products Ltd. (Pantene Shampoo): The claim of “New” in the advertisement of Pantene Shampoo is not qualified as per the ASCI Guidelines to elaborate that this refers to product upgrade. Thus, it was concluded that the advertisement is misleading by omission of this disclaimer.
- Colgate-Palmolive (India) Ltd. (Colgate Sensitive Pro-Relief Enamel Repair): It was concluded that the advertisement’s claim in the voice over of “enamel repair” as well as the visual representation which indicate that the tooth enamel is restored to its original condition or is re-built, was not substantiated.
- Novartis India Limited (Otrivin Nasal Spray): Otrivin is an OTC product containing Xylometazoline which could cause Atrophic Rhinitis if not used as directed. Aggressive advertising without providing information about the caution to be exercised can promote indiscriminate use of the product among the general public. It was noted that the package insert of the product has necessary caution statements; however, reference to any usage indication is absent in the advertisement. It was concluded that in the absence of a disclaimer, the TVC shows an unsafe practice without justifiable reason and encourages negligence.
- Dabur India Limited (Dabur Odomos Mosquito Repellent): The claim in the advertisement, “It is clinically proven that Odomos offers the most effective outdoor defence against mosquitoes for as long as 12 hours”, that is

presented in the context of protection of Dengue mosquitoes was not substantiated adequately.

- Patanjali Ayurved Ltd (Patanjali Kesh Kanti): The claims in the advertisement, “World’s No.1 Ayurvedic Brand” and “100% charity from Profits” were not substantiated.
- Patanjali Ayurved Ltd (Patanjali Dant Kanti): The claims “World’s No.1 Ayurvedic Brand”, also the claimed benefits of the ingredients (such as Akarakara, Tumburu, Babool, Vajradanti, Majuphal, Margosa/Neem, Vidang, Turmeric, Clove, Mint, Pippali, Bakul, and Peeloo,) and “100% charity from Profits”, were not substantiated and were misleading.
- Apollo Pharmacy (Free home delivery service): It was concluded that the claim, “Free Home delivery service”, is misleading by omission of a disclaimer qualifying the conditions under which the claim is tenable.
- Dr. Ved Vyas Mishra (Treatment for Various ailments): It was concluded that the claims in the advertisement, “Complete safe treatment through Homeopathy medicine”, “guaranteed treatment through Homeopathic medicines for Piles, Skin, Impotency, Infertility, Kidney stone, Migraine, Blood Pressure, Hair falling, Pimples, Gas acidity, weight loss etc”, were not substantiated. Specific to the claims related to guaranteed treatment for impotency, infertility, kidney stone and blood pressure, the advertisement is in breach of the law as it violates The Drugs & Magic Remedies Act. Also, specific to the claims related to treatment for piles, the advertisement is in breach of the law as it violates Schedule J of The Drugs and Cosmetic Act, 1940 and Rules, 1945.
- Sanjay (Ayurvedic Pvt Ltd - Ghuti +) Baljiwan Pharmacy: The claim in the advertisement, “Continuous service for the last 102 years”, was not substantiated.
- Glamour World Ayurvedic Co Pvt Ltd (Rocket Capsules): The claims in the advertisement, “With the magic of Rocket anyone can stand up today”, “One would feel the effect in three days” and “Men and women can enjoy the

benefits of this medicine till seventy years of age”, were not substantiated with product efficacy data or approval from the licensing authority. Also, the claims read in conjunction with the visual imply that the product is meant for enhancement of sexual pleasure, which is in breach of the law.

- MK Agrotech Private Ltd. (Sunpure Refined Sunflower Oil): The claim in the advertisement which states, “India’s first chemical free processed sunflower oil with no harmful additives / preservatives” was considered to be misleading by implication.

The advertisement unfairly denigrates oils undergoing regular processing. Also, the claim, “Rich with Natural vitamins”, was not substantiated. In addition no analytical test reports have been submitted to substantiate the claim of "Fresh"; "Healthy"; "all natural"; “natural vitamins”.

- Vibes Healthcare Limited (Vibes Weight Loss Assurance): The claim in the advertisement, “Vibes weight loss assurance” was not substantiated.
- Dr. Gupta’s Clinic: The claim in the Advertisement, “Dr Guptas Clinic is the country’s No.1 sexual disease treatment center”, was not substantiated.
- Raghav Lifestyle Products (Ajay Toothpaste): The claims on the pack of the product which state, “5x clove power vs. non clove toothpaste”, “Superior cavity protection”, “Advanced formulation”, “Complete natural protection”, were not substantiated and were misleading in nature.
- The Bodycare: The claim in the advertisement, “Get Services worth Rs.5000 for Rs.49 only”, was found to be false and misleading by omission of a disclaimer qualifying the conditions under which this claim is tenable.
- Ayurwin Pharma Pvt. Ltd. (Nutrislim): The advertisement shows “a man refusing to take his wife to official party because she is fat” and implies that only slim women are considered to be beautiful, derides women and is derogatory especially for women who are overweight.

## ❖ Education

- Byju Classes (GRE Coaching): The claims in the advertisement, “Why is success guaranteed in GRE with Mumbai's top GRE coaching classes - BYJU'S classes?”, “60 sec is what you need to crack any verbal question using our Mathematical Approach”, “Best Teacher & comprehensive course content” and “70% of our students cross 320 in GRE with our courses”, were not substantiated.
- Byju Classes (CAT Coaching): The claims in the advertisement, “Bell the CAT with India's No.1 CAT Trainers”, “2000 students attend BYJU'S Classes together in a single batch in single center – making it India's Biggest Classroom” and “Byju Raveendran serial CAT topper & No. 1 trainer for the CAT”, were not substantiated.
- Byju Classes (GMAT Coaching Classes): The claims in the advertisement, “70% of our students have a score of 700+ in GMAT”, “60 sec is what you need to crack any GMAT verbal question using our Patented Mathematical Approach”, “760 is the minimum GMAT score of our trainers” and “We are exclusive education partner with Samsung, The Times of India, The Hindu”, were not substantiated with evidence.
- Byju Classes: The claims in the advertisement, “Best CAT Coaching Institute in India”, “GMAT Topper”, “Unique CAT Pattern Workshop”, “Can't Compare with Byju & Santosh”, “Study Material of Most of the Institutes have no value differentiation”, “80% of the students have crossed 90 percentile over the last 5 years”, “Unique Approach to RC”, “Best Team of IAS Trainers”, “India's No. Aptitude Trainer”, “India's #1 IAS faculty”, “20,000 test-takers across the country”, “No National Level Tests” and “Best Teachers”, was not substantiated.
- CL Educate Ltd. (Career Launcher): The claims in the advertisement, “CAT Test Series – The No.1 Cat Test Series Program”, “Most recommended test

series”, “Rated the best by students”, “True percentile predictor”, were not substantiated adequately.

- Rao Edusolutions Pvt Ltd. (Rao IIT Academy): The claims in the advertisement, “India's most dominating results in JEE Advanced 2015”, “8 out every 10 RIITians qualify in MH-CET” and “Number of students selected from Mumbai” (graph showing year of JEE Advanced), were not substantiated with supporting data.
- Exam Victor (Online MBA Entrance Coaching): The claims in the advertisement, “India’s Finest Online MBA Entrance Coaching. Period”, “The Best Faculty-Each lecture, every problem and each video is painstakingly hand-crafted by Vivek, an alumnus of IIT Bombay and IIM Ahmedabad. So you can rest assured that your study material is of the highest quality”, “Individual Attention-Making you an Exam Victor is our only priority. We leverage the best technology and cutting-edge analytics to closely follow your progress and provide you timely feedback”, “How is learning online with ExamVictor better?” and “Most classes employ regular graduates of variable quality”, were not substantiated.
- Career Institute of Commerce & Accounting: The advertisement claiming rank after 10 was not substantiated.
- IMS Learning Resources Pvt. Ltd. (MBA CET): The advertiser argues that the term “Trusted for Success” is their logo and 15000+ students enrolling with their institute signifies their trust in the institute. The CCC did not consider enrolment of students to be necessarily an indicator of their trust in the institute. Hence, the CCC concluded that the claim in the complaint, “Trusted by 15000+ students for MBA CET since 2009”, when read in conjunction with the term “Trusted for Success” is misleading by ambiguity.
- CATKing (CAT Toppers): The claims in the advertisement, “CAT King No.1 CAT Classes in Borivali, Andheri & Powai”, “Best you can get” and “Prof Rahul Singh further went to Harvard Business School for his masters in management”, were not substantiated.



- IMS Learning Resources Pvt. Ltd. (CAT Training): The claims in the advertisement accompanied by a visual and cited in the complaint “Closest to CAT” was not adequately substantiated by comparative data versus other similar institutes. Also, the claim support data for “Designed by 5-time 100 percentiler” was not considered acceptable and authentic.
- CETKing Education: The claims in the advertisement, “Home of Toppers” with photographs of 3 students who have been toppers in entrance test, “Results:700+ IIM Calls, 200+ JBIMS Calls, 358 IIM Converts, 236 SYMBIOSIS, 63 NMIMS,18 TISS, 19 MICA .. Many more”, were not substantiated with evidence.
- CETKing Education (CAT 2015)- It was concluded that the claims in the advertisement, “CET King No.1 in Dadar” “CET King Dadar Best Coaching available” “Increase your mark by 40 marks” “Guaranteed Admissions in top B-Schools”, were not substantiated with evidence.
- CATKing (CLAP Digital Marketing Course): The claims in the advertisement, “Certification from a Harvard Business School Alumni”, and claims with reference to Mr Rahul Singh - “He is a CAT 99.99% in Verbal Ability”, “He scored 780/800 in GMAT”, “He scored 340/340 in GRE and became the World’s Rank 1 GRE Topper”, “He ranks 14th in the world for teaching English”, “He pursued his MBA from SP Jain Institute of Management & Research, Mumbai” and “He also achieved a degree in Master of Information Technology from Virginia Tech”, were not substantiated with authentic evidence.
- Rao Edusolutions Pvt Ltd. (Rao IIT Academy): The claim in the advertisement, “Every nine out of ten Rao IIT students qualified for JEE Mains”, was not substantiated with evidence/ supporting data.
- Cheil India P. Ltd (Samsung Smart Learning): The claims, “Best test preparation institutes onboard”, “Best in class content partners”, “Aakash is the premier institute for preparation of medical, engineering & foundation level entrance exams in India”, “Byju has revolutionized Indian education”,

were not substantiated with authentic supporting data to prove the credentials of their partners.

- CL Educate Ltd. (CL LST): The claim in the advertisement, “8 consecutive CLAT toppers till date”, was not substantiated.
- Clat Possible: The CCC concluded that in the context of the coaching for Law Entrance exam being offered in the Institute, the claim in the Website, “Surabhi Modi Sahai has won Fulbright Scholarship”, is misleading by ambiguity as claim support was for Ms Modi to be a Hindi Teaching Assistant under Fulbright Foreign Language Teaching Assistant program.
- Triumphant Institute of Management Education P. Ltd: The claim in the advertisement, “Karnak Verma makes history by ranking All India 3rd in IAS CSAT exam”, is false and misleading as no such rankings is given by Union Public Service Commission who conducts the CSAT exam.

#### ❖ **Telecommunication & broadband**

- Bharti Airtel Ltd. (Airtel 4G): In the absence of appropriate disclaimers, the claims made in the advertisements that “Airtel 4G is the fastest network ever” and “If your network is faster, we will pay your mobile bills for life”, are misleading by omission.
- Reliance Communication Ltd. (Reliance Pro 3): The website claims as well as the claims on the packaging of, "upto 14.7 Mbps and upto 5.7 Mbps", were not substantiated and in the absence of any disclaimer qualifying the conditions under which the claims were tenable, were misleading by exaggeration.
- Bharti Airtel Ltd. (Airtel 4G): The claim, “Airtel Challenge, yehi hai sabse tez network”, is misleading by omission that the service referred to Airtel 4G.
- Aircel Business Solutions Discount (Free Coupons): The Promotional SMS was viewed and the CCC concluded that it did not have any disclaimer of

applicable “Terms and Conditions” and was therefore misleading by omission of reference to any other applicable charges.

- Reliance Communication Ltd: The claim, “Get Upto 1 GB extra FREE on every 3G Data Recharge of Rs 197...” in the promotional SMS was not substantiated and was misleading.

#### ❖ **Others**

- IMG RELIANCE (Indian Super League): The visuals in the TVC, particularly the visuals showing the ball being thrown from an overbridge, a guy running on a parapet, children playing football amongst motorcycles and cars, children playing football on the pavement in the vicinity of people seated on chairs, encourage people to indulge in dangerous practices without justifiable reason. Regardless of the disclaimer, the TVC sends out a wrong message.
- Times Global Broadcasting Co. Ltd. (Times Now): The claim “No.1 English News Channel” is substantiated for week 38 only. The data period being referred is only of one week and not minimum of four consecutive weeks as required by the BARC Rules of Fair Usage guidelines. The claim did not have any mention of the source of the data as well. Thus, it contravened ASCI’s Guidelines.
- Lenskart.com: The claim in the TVC, “Lenskart give you first frame for free”, is false and misleading.
- Amazon.com Inc. (Redragon M613 2.4GHz Wireless Mouse): The website communication claiming the MRP of the product as Rs.1400, when actually printed MRP on product pack is Rs.1100, which is being offered at a discounted price of Rs.899, distorts facts and is therefore misleading the consumers as to actual discount being offered.
- Jubilant Foodworks Limited (Domino’s Pizza): The claim of “30 minutes or Free”, regardless of the disclaimer, is misleading by omission as the terms

and conditions say that liability is limited to Rs. 300/-, and what the advertiser provides is Rs. 300/- price off but not a free product.

- Pisces eServices Pvt. Ltd. (Food Panda): The claim in the advertisement, “Upto 50% off”, is false and was not substantiated with evidence of customers who have availed this offer.
- Telecomtalk.info: The claim, "Telecom Talk has grown to become one of India’s top 10 technology media portals with a wide range of readership”, was not substantiated. Also, the source and date of research for the claim is not mentioned in the advertisement
- Polycab Wires Pvt. Ltd.: The main theme of the TVC is focusing on “electricity saving by switching off running appliances” and does not refer to the “transmission losses”. The CCC concluded that the claim, “25% power saving” ("Pachis percent bijli ki bachat") is misleading by implication (i.e. it implies that your electricity bill will be less).
- Vishnu Pouch Packaging Pvt. Ltd.: The visual presentation in the TVC showing the celebrity playing Holi with saffron (kesar) and the entire city enjoying the saffron rain is grossly misleading by exaggeration. These visuals, seen in conjunction with the voiceover claim of “Daane Daane Mein Kesar ka Dum”, implies that the product has significant quantity of saffron as an ingredient, were considered to be misleading by implication. The claim, “Daane Daane Mein Kesar ka Dum”, was not substantiated with lab test reports confirming saffron content. Part of the supers in the TVC (“Not for minors. 0% Tobacco, No added Nicotine”) were not in the same language as the voice over of the TVC. This contravened the ASCI Guidelines on Supers.
- Nirmal One Spirit (Nirmal Builders): The claim, “Will earn 12% ROI per annum”, is misleading by omission of a disclaimer qualifying the conditions under which the claim is tenable, and also that the rate of 12% is for a period of one year on down payment. The claim of “ROI” was considered to be false.

- Jaypee Infratech Limited: The claim in the advertisement, “Wishes do come true” appearing with a checked mark against various projects implying that that the projects are completed, was not substantiated and was misleading.

## Controversial Advertisements Which Shocked Indians in 2017!

Advertisements are basically marketing messages, meant for promoting a service, product or idea in the most creative manner. However, sometimes, the makers of these advertisements take creative liberty a tad too much, which invokes anger, and controversy all around.

Here are 5 such controversial advertisements in India, and related to Indians which were slammed for various issues – Be it a political party or condoms. No, we are not demeaning these advertisements, as India is a free country, and freedom of expression must be protected. However, we have mentioned these ads, as they made some big news, and maybe, became successful due to that.

### [1] ZOMATO USE WRONG WORDS TO ADVERTISE

We will leave it to you to decide whether such advertisements should be ‘allowed’ or not!



Fig 2.1: Zomato hoardings

In the month of November, Zomato’s art director Akshar Pathak decided to use some interesting, not-so-subtle way to sell food via their platform; and received immediate backlash. Zomato used some Hindi expletives, MC and BC, and converted them to food names like Mac-n-Cheese and Butter Chicken.

Suhel Seth, a leading name on branding and marketing tweeted:“Shame on you @ZomatoIN ! Absolutely shameful what you’ve attempted to do. Your investors should be sickened by your behaviour! This is outrageous.” **Zomato was forced to withdraw the advertisement and apologize as well.**

## [2] Sunny Leone Selling Condoms Using Navratri



Fig 2.2: Sunny Leone Advertising condom

When Sunny Leone, the most searched Indian celebrity, decided to feature in an advertisement for condoms during Navratri, that too in Gujarat, then controversy was bound to explode. And such was the intensity of the opposition, that The Confederation of All India Traders accused her of irresponsible and going to **“any level irrespective of the pious and religious occasion of Navratri”** to earn money.

The advertisement read “Aa Navratricie ramo parantu prem thi (This Navratri, play, but with love).”The makers of the condom, Manforce Pharma had to issue an apology and decided to withdraw the advertisement.

### [3] Jawed Habib's Using Gods to Sell Services

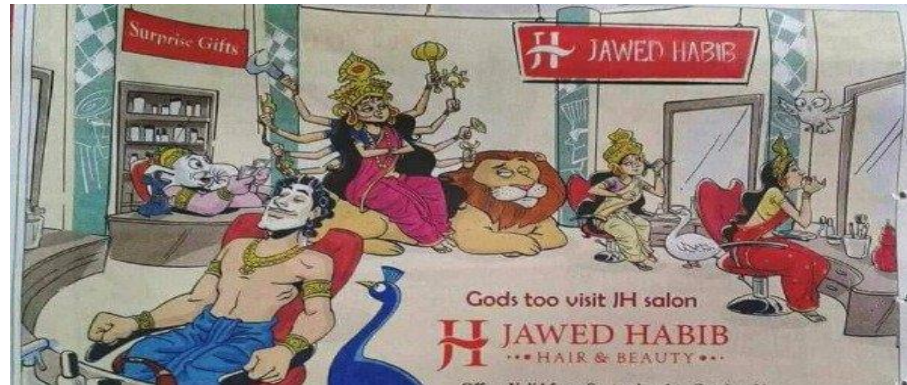


Fig 2.3: Jawed Habib saloon Adv. using God

During the Durga Puja, Jawed Habib decided to use Gods to sell their services of hair & beauty salon. The advertisement showed Lord Durga, Ganesh, Karthik, Lakshmi and Saraswati relaxing and enjoying a spa day in a Jawed Habib salon, with the tagline:-Immediately, the advertisement received tremendous backlash, and such was the heat generated that Jawed Habib had to issue an apology.

### [4] Meat and Livestock Australia's (MLA) Insults Lord Ganesha



Fig 2.4: MLA using Lord Ganesha in adv.

## Lord Ganesha Featured In the Controversial Ad

This was not basically an Indian advertisement but used Lord Ganesha for their propaganda. Meat and Livestock Australia's (MLA) decided to showcase Lord Ganesha eating a lamb. The theme of the advertisement titled "You Never Lamb Alone", was that no matter what is your faith and belief, everyone loves to eat lamb. The ad features Jesus, Moses, Aphrodite, Buddha, Ganesha, Zeus, Obi-Wan Kenobi, and Ron Hubbard, the founder of Scientology. Prophet Mohammed calls in to inform that he can't make it.

The advertisement offended Hindus all over the world, and such was the controversy that High Commission of India had to make a "démarche" to the Department of Foreign Affairs and Trade, the Department of Communication and Arts and the Department of Agriculture over the "insensitive" ad. The advertisement is not available in India but is still running in Australia, which you can watch here.

### [5] BJP's Gujarat Election Campaign



Fig 2.5: BJP's Gujarat Election Campaign

### The Controversial Ad

During the recently concluded Gujarat elections, BJP decided to release an advertisement, in which current Congress President Rahul Gandhi was termed as 'Pappu', which means a fool or simpleton. Pappu is a term which trolls use on social



media to describe Rahul Gandhi, but it was for the first time that the term was used in an official advertisement.

Election Commission took action against this ad and ordered BJP to withdraw it. Later, the term Pappu was replaced with Congress.

- *CI processes complaints against 295 ads in July 2018*

*ASCI's Consumer Complaints Council (CCC) upheld complaints against 176 advertisements from a total of 216 advertisements evaluated by them*

In July 2018, ASCI investigated complaints against 295 advertisements. For 79 advertisements, the advertisers promptly ensured corrective action as soon as the complaints were received. ASCI's Consumer Complaints Council (CCC) upheld complaints against 176 advertisements from a total of 216 advertisements evaluated by them.

Of the 176 advertisements wherein the complaints were upheld, 111 belonged to the education sector, 25 to the food & beverages category, 21 to the healthcare sector, four to personal care and 15 were from the 'others' category.

The most common reason for upholding complaints was superlative claims by advertisers, especially for education sector advertisements. The claims were unsubstantiated and misleading that they provide 100% placement or they are No. 1.

The other reasons comprised making claims which were misleading by ambiguity or by implication, exploiting consumers' lack of knowledge and likely to lead to grave or widespread disappointment in the minds of consumers. This was followed by violations of the Drugs and Magic Remedies Act (DMR Act) and the Drugs and Cosmetics (D&C) Rules and advertisements which contravened various ASCI guidelines.

Amongst various advertisements that were examined, the CCC observed some advertisements that were in violation of ASCI Guidelines for Celebrities in Advertising. An eminent sports celebrity was found to endorse an artificial sweetener that claimed to control blood sugar. Another celebrity was found to endorse a shampoo brand promising to make your hair problem free. Furthermore, a renowned celebrity was found to endorse a water purifier wherein the claims made in the advertisement were not substantiated.

“ASCI’s Suo Moto surveillance of print and TV advertisements picks a large number of potentially misleading advertisements. The Consumer Complaints Council finds that a major proportion of these advertisements belong to the Education Sector. Educational Institutions which offer programs of education and training play a vital role in building educational capital in India. Parents, too, make great sacrifices to enable their children to get the right education. Therefore, high incidence of misleading advertisements in this sector is worrisome and requires urgent attention from the Ministry of HRD,” said Shweta Purandare, Secretary General, and ASCI.

**Complaints against following advertisements were upheld:**

Education: Total of 111 advertisements complained against

- Direct Complaints (Ten advertisements)
- Suo Moto Surveillance by ASCI (101 advertisements)

Food and Beverages: Total of 25 advertisements complained against

- Direct Complaints (14 advertisements)
- Suo Moto Surveillance by ASCI (11 advertisements)

Healthcare: Total of 21 advertisements complained against

- Direct Complaints (Three advertisements)
- Suo Moto Surveillance by ASCI (18 advertisements)

Personal Care: Total of Four advertisements complained against

- Direct Complaints (Two advertisements)
- Suo Moto Surveillance by ASCI (Two advertisement)

Others: Total of 15 advertisements complained against

- Direct Complaints (10 advertisements)
- Suo Moto Surveillance by ASCI (Five advertisements)

### ***Direct Complaints***

The advertisements given below were complained against by the general public or by industry members. Of the 103 advertisements complained against, for 24 cases the advertisements were promptly withdrawn by the advertiser on receiving ASCI communication. For the remaining 79 advertisements, complaints against 39 advertisements were upheld by the CCC of which 14 were of the Food & Beverages category, 10 belonged to the Education category, three advertisements belonged to Healthcare sector, two to Personal care sector, and 10 belonged to the ‘Others’ category.

Complaints against the following advertisements were upheld as the advertisements were in violation of ASCI’s Guidelines for Celebrities in Advertising:

1. Blue Mount Appliances Pvt. Ltd. (Blue Mount RO): The advertisement features celebrity Karishma Kapoor. The claim, “India’s 1<sup>st</sup> Alkaline RO Water Purifier with LED Display”, was not substantiated with any verifiable comparative data of the advertiser’s product and other RO water purifiers in

India, to prove that their product is India's first with the feature of LED display or through third party validation.

Additionally, the claims, "Adds essential minerals", and "Enhances oxygen level of purified water", were not substantiated with technical test reports for the claimed benefits of the product. The claims are misleading by exaggeration are likely to lead to grave or widespread disappointment in the minds of consumers. Karisma Kapoor endorsing such claims in the advertisement was in violation of ASCI's Guidelines for Celebrities in Advertising.

2. Dabur India Limited (Dabur Vatika Shampoo): In the advertisement, a few women were seen asking actress Kareena Kapoor Khan for a solution to their hair problems to which she replies that they should use the all new Dabur Vatika Shampoo with the 'satt poshan' (seven benefits) of ingredients such as henna, shikakai and amla which makes hair problem free and healthy. The advertiser did not furnish any evidence of the consent of the celebrity herself for the product efficacy claims referred in the advertisement.

This contravened the Guidelines for Celebrities in Advertising. Claim, "Isme hai heena, shikakai, amla jaise sattposhan ki natural Shakti", "Jo banaye baalon ko problem free", was inadequately substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The visual depiction of celebrity's hair was misleading by omission of a reference in the TVC that optimum level of lighting, make up etc is done to the artist to achieve the looks.

***Two advertisements violated Unsafe Practices of ASCI Code:***

1. Indospirit Beverages Pvt Ltd (Bro Code): The pack advertisement's claim, "Are you game? Because this drink really is. Kickstart the fireworks, sink in the electricity and you're up for a ride. A bullet start to a night of debauchery", refers to an unsafe practice and manifests a disregard for safety, as it is promoting drinkers to indulge in unethical behavior.
2. Saregama India Ltd (Saregama Carvaan): This advertisement shows an animation film wherein a father and daughter are seen on a scooter and both are not wearing helmets. The visual of "a rider and a pillion rider on a two wheeler without helmets", shows violation of traffic rules and is an unsafe and dangerous practice, which manifests a disregard for safety and encourages negligence.

### ***Food and Beverages:***

In several cases it was observed that the advertisements exploit consumers' lack of knowledge and are likely to lead to grave disappointment in the minds of consumers.

1. **Danone:** For the advertisement's claims, "With the highest Protein", "Contains 50% more protein compared to other beverages in the market" the advertiser has compared their product with leading volume market share Health/Milk Food Drinks brands as defined by a Kantar study. It was observed that the Health/Milk Food Drinks category includes drinks that have higher protein than Protinex as per the A C Nielsen retail audit, which were excluded in the comparison made by the advertiser.

The claim was misleading by ambiguity and implication. Even though the claim "Leading hydrolysed protein supplement" is applicable to

Protinex Original variant, the advertisement suggests that it is applicable to all the variants as displayed in the advertisement. This claim is misleading by implication and omission.

2. Shiv Agro Food Products (**Shudh Amras**): The advertisement's claims, "Certified by National Laboratory" and "Pure natural Mango juice without essence or preservatives", were not substantiated, and are misleading.
3. Hem's Food Pvt. Ltd. (**Hem's Millet Soupy Noodles**): The advertisement's claims, "100% Natural", "High Quality Natural Ingredients", "Natural Food", "Natural ingredients" were inadequately substantiated for the product as a whole. The over-emphasis on "Natural" positioning is misleading, exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers. The claim - "A Chemical Free Product" is misleading by ambiguity and implication.
4. Hem's Food Pvt. Ltd (**Hem's Noodles - Natural Taste Mix- Tomato Onion**): The advertisement's claims, "100% Natural", "Home grown and natural prepared mix", "Healthy and natural taste", "100% Natural ingredients", and "Chemical free", were not substantiated with supporting data and are misleading by exaggeration and implication when seen in the context of their comparison with other marketed noodle brands.
5. S.K.B. Industries (**Aunty Supari**): The advertisement's claim, "With Saffron", was not substantiated with supporting data showing presence of saffron in the product, and is misleading. The claim, "No. 1 Sweet Supari", was not substantiated with any verifiable comparative data of the advertiser's product and other sweet supari brands, to prove that it is in leadership position; the claim is misleading by exaggeration.

6. Kelzai Secrets Limited (**Kelzai Volcanic Water**): The advertisement's claim, "Enriched to provide you with a rich source of silica, magnesium, calcium and, potassium" was inadequately substantiated and is misleading by exaggeration. In the claim, "Naturally alkaline, Kelzai with a pH level of 7.09-7.9 serves as a natural oxidant" - the claim of "naturally" and "Kelzai with a pH level of 7.09-7.9 serves as a natural oxidant" were inadequately substantiated and are misleading. The claim, "Detoxifying the body and improving skin tone, energy levels and overall health to keep you young" was not substantiated. These claims are misleading and exploit consumers' lack of knowledge and are likely to result in widespread disappointment in the minds of consumers.
7. Kelzai Secrets Limited (**Kelzai Volcanic Water**): The advertisement's claim, "India's first bottled water encased in a biodegradable PET bottle" was not substantiated and is misleading by exaggeration and implication.
8. Zenith Nutrition (**Zenith Resveratrol Plus Gymnema**): The advertisement's claims, "Resveratrol Plus promotes healthy blood sugar levels.", "Encourages antioxidant activity within the body." and "ZENITH Nutrition's Resveratrol Plus contains beneficial amounts of chromium, gymnema sylvestre extract and resveratrol" were not substantiated. The claims are misleading by ambiguity and implication and exploit consumers' lack of knowledge.
9. Zenith Nutrition (**Hawthorn Extract**): The advertisement's claims, "Zenith Nutrition Hawthorn Extract provides powerful antioxidants flavonoids, including standardized Vitexin that, along with other components in Hawthorn, have been found to support healthy blood flow and healthy blood pressure within the healthy range", were not substantiated with evidence of product efficacy, and are misleading by exaggeration. These claims exploit consumers' lack of knowledge and are

likely to lead to grave or widespread disappointment in the minds of consumers.

10. Zenith Nutrition (**Ginkgo Biloba Bilberry Lutien**): The advertisement's claims, "Ginkgo biloba shows most promise as a circulatory aid, helping to increase blood flow to the brain which may be useful for memory loss, vertigo, tinnitus, disorientation, headaches, and depression, especially in the elderly and the elderly not responding to antidepressant drugs", and "Increasing amounts of evidence show that ginkgo may indeed help to relieve cerebral insufficiency, which is defined as a decrease in blood supply to the brain", were inadequately substantiated with clinical evidence of product efficacy, and are misleading by exaggeration. These claims exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.

11. Zenith Nutrition (**Zenith Astaxanthin**): The advertisement's claims, "Clinical studies have demonstrated that Astaxanthin may promote a healthy inflammatory response, supports skin during exposure to sunlight and supports joint and eye health", were inadequately substantiated with clinical evidence of product efficacy, and are misleading by exaggeration.

Claims "Zenith Nutrition Astaxanthin is a natural antioxidant carotenoid derived from the fermentation of the microalgae *Haematococcus pluvialis*", and "Other Ingredients: Vegetarian capsules, Di calcium Phosphate", were not substantiated with supporting data, were misleading and exploited consumers' lack of knowledge which would lead to grave or widespread disappointment in the minds of consumers.

12. Zenith Nutrition (**Chaste Berry**): The advertisement's claim, "Zenith Nutrition Chaste Berry is a traditional herbal remedy derived from the fruit of *Vitex agnus castus*, a shrub which grows in temperate regions of Asia",



was not substantiated with supporting data showing presence of these ingredients in the product and is misleading. The claim, “Promotes Female Balance- PMS support, Supports Hormonal Balance”, was inadequately substantiated with clinical evidence of product efficacy, and is misleading by exaggeration.

13. **Zenith Nutrition (Memory Fab Capsules):** The advertisement’s claim, “Powerful combination of Ginkgo, Brahmi & Mandukaparni” was not substantiated with supporting data showing presence of these ingredients in the product, and is misleading.

The claims, “Improves blood circulation in the brain promotes better concentration and memory”, and “Brahmi and Mandukaparni known for brain boosting benefits since ancient times”, were inadequately substantiated with scientific rationale, or clinical evidence of product efficacy, and are misleading by exaggeration. Promotion of this food product with therapeutic claims exploits consumers’ lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.

***Education:***

The CCC found claims in the advertisements by five advertisers that were not substantiated and were in violation of ASCI Guidelines for Advertising for Educational Institutions.

1. **Institute of Engineering & Management:** The advertisement’s claims, “All Pass out Students Of All Batches Got one to two job offers on average” and “All eligible students got at least one job offer”, were inadequately substantiated and are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.

2. **Law Prep Tutorial:** The advertisement's claim, "Highest number of selections", was not substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim, "India's Best CLAT Coaching", was not substantiated with any verifiable comparative data of the advertiser's institute and similar CLAT coaching institutes to prove that it is better than the rest or through an independent third party validation. The source for the claim was not indicated in the advertisement. The claim is misleading by exaggeration and implication.
3. **Oak Ridge International School:** The advertisement's claim, "VIT or MIT, Pilani or Princeton, Symbiosis or Stanford, 1242 Oakridgers have made it to the World's Best Universities", was inadequately substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
4. **Sri Chaitanya Educational Institutions:** In the advertisement, the claim "Bogi Suraj Krishna was a student of Sri Chaitanya IIT Academy or Sri Narayana school" was not substantiated.
5. **Dwisha International:** The advertisement's claims, "100% satisfaction on immigration Work", "80% of approval Ratio", and "Coaching class with Score Guarantee", related to the immigration and visa services provided by the advertiser, were not substantiated with verifiable supporting data and are misleading by exaggeration.

Complaints against advertisements of five educational institutes listed below were UPHELD mainly because of unsubstantiated claims AND/OR misleading claims that they provide 100% placement/ placement assistance AND/OR they claim to be the No.1 in their respective fields.

Florence College Of Nursing, Acharya Institutes–Acharya School of Management, IMS Business School - Institute of Management Study, NERIM- (North Eastern Regional Institute of Management) and Hi-Tech Institute of Technology.

***Healthcare:***

The CCC found claims of three advertisements in healthcare products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of the ASCI Code. Complaints against the following advertisements were upheld.

1. **Bhargava Phyto Lab Pvt Ltd:** The advertisement’s claim, “Clinically Proven for acute and chronic Cervical Spondylitis and Cervical Spondylosis” was misleading by ambiguity and omission of the use of the product as an adjunct therapy. The claim, “Doctor’s Most Trusted Brand for Cervical Spondylitis” was not substantiated and is misleading by exaggeration and implication.

Furthermore, the claim, “India’s No. 1 Selling Brand for Neck and Shoulder Pain” was not substantiated with verifiable comparative market share data (by volume / value) of the advertiser’s product and other similar brands in the same category. The claim is misleading by ambiguity and exaggeration.

2. **Medlife International Private Limited (Medlife Copper Bottle):** The advertisement’s claims, “With ayurvedic benefits”, “Helps in maintaining cardiovascular health and regulates the working of thyroid glands” and “Has anti- inflammatory and antimicrobial properties which relieve aches caused due to inflamed joints and kill germs” were not substantiated with direct references from classical ayurvedic texts or with evidence for the claimed benefits of the product. The claims are misleading by exaggeration and are

likely to lead to grave or widespread disappointment in the minds of consumers.

3. **Altos Enterprises Ltd. (Oregel Diab):** The advertisement's claim, (in Bengali), "Hridajantreer cria thik kare puro sharire nabojouban, jibonshakti ebong dirghayoo pradan kare", as translated in English , "Correcting heart function provides early youthfulness, vitality and longevity to the whole body" was not substantiated with any technical data, scientific rationale specific to the product formula or clinical evidence of product efficacy. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

***Personal Care:***

1. Hindustan Unilever Ltd (Dove Go Body Lotion): The advertisement's claim in the visual, "Get cool and fresh skin this summer with fresh cucumber and cool menthol" in the Facebook post video was inadequately substantiated. The corresponding claim in the Facebook post "Get cool and fresh skin with Dove Go Fresh Body lotion - With the goodness of cucumber, menthol and green tea to give you a boost of freshness" is misleading by ambiguity and implication.
2. Natraj Atta Maker: The advertisement's claim, "Their Atta Maker is the only Sarva Shreshtha (The Best)", was not substantiated with any market survey data, or with verifiable comparative data of the advertiser's atta maker and other atta maker brands to prove that their brand is the "only best" than the others, or through an independent third party validation.

Claim, "India's No.1 Domestic Flourmill", was not substantiated with any verifiable comparative data of the advertiser's atta maker brand and other atta maker brands to prove that they are in leadership position; the source for this claim was not indicated in the advertisement. The claim, "More than 8 Lac Satisfied Customers", was not substantiated with

supporting evidence of customers who were satisfied with the product, or with any independent audit or verification certificate. The claims are misleading by exaggeration.

3. Hyundai Motors India Limited (Hyundai Creta): In the advertisement, Hyundai advertised about Creta's face lift model. The advertisement also mentioned that special offer for select corporates, Doctors, CAs and SMEs. The said claim/ offer were not substantiated and were misleading by ambiguity and implication.
4. Gillette India Ltd (Oral- B Toothbrush): The advertisement's claim, (in Bengali) "Briselse neemer upadan ache" ("Bristles infused with neem extract") was not substantiated. The claim is misleading by ambiguity and implication that Oral-B toothbrush users will benefit as the bristles contain neem extract and is likely to lead to grave or widespread disappointment in the minds of consumers.
5. Kalyan Group: The advertisement claimed- 25 fully automatic Benz car for its customers by lucky draw by Actress Manju Varier in Television commercial. The TVC did not provide the details where the Terms & Conditions are accessible to consumers for details of the offer. The hold duration and the language of the disclaimer in the TVC was also not as per ASCI Guidelines for Disclaimers.
6. Godrej Consumer Products Ltd (Good Knight Power Active+): The advertisement's claim, "With Good Knight Power Activ+ extra power molecules, the mosquitoes won't just leave the house, they'll leave the world" ("duniya chhod ke bhaagega"), was not substantiated and was misleading by implication. The claim, "Sabse Shaktishaali" was a superlative claim which was not substantiated. The claim is misleading by exaggeration, exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim –

“Product has 50% more powerful molecules” was considered to be a misrepresentation of facts.

7. Godrej Consumer Products Ltd (Good Knight Powerchip): The advertisement’s claim “Good Knight Powerchip with the power of 100 coils” (“Sau coils ke power wala”) was not substantiated. The claim is misleading by ambiguity and implication and is likely to lead to grave or widespread disappointment in the minds of consumers.
8. Sunny’s world: The advertisement’s claim, “Hamari sirf ek hi sharth hai, Shaadi sirf sunny world mein honi chahiye” has an implied reference to the practice of “Dowry”, which is in violation of The Dowry Prohibition Act.
9. IncNut Digital Pvt Ltd (Stylecraze): The advertisement’s claim, “World’s largest website for women”, was inadequately substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

### ***SUO MOTO Surveillance by ASCI***

The advertisements mentioned below were picked through ASCI’s Suo Moto surveillance of Print and TV media via the National Advertisement Monitoring Services (NAMS) project. Out of total 192 advertisements, for 55 cases the advertisers withdrew the advertisements as soon as they received communication from ASCI and the rest 137 advertisements were considered to be misleading. Of the total of 137 advertisements, 101 belonged to the Education category, 18 advertisements belonged to the Healthcare category, 11 belonged to the Food & Beverages category, two to Personal care category, and five belonged to the ‘Others’ category.

The below advertisement violated ASCI’s Guidelines for Celebrities in Advertising:

1. Mankind Pharma Ltd (Kaloree 1): In the advertisement, sports personality Sania Mirza was seen endorsing the product. The terminology, “For controlling your blood sugar” in the advertisement was incorrect since the word “control” also implies bringing down an already high value – which is not the role of a sugar substitutes. The claim exploits consumers’ lack of knowledge and is likely to result in widespread disappointment in the minds of consumers. The visual of the celebrity when seen in conjunction with the claim is likely to mislead consumers regarding the product benefit. This contravened the ASCI Guidelines for Celebrities in Advertising.

### **Education:**

The CCC found claims in the advertisements by 36 advertisers that were not substantiated and thus, in violation of ASCI Guidelines for Advertising for Educational Institutions. Several claims were misleading by exaggeration.

1. Chandigarh University: The advertisement’s claim, “University with best placements”, was not substantiated with any market survey data or with verifiable comparative data of the advertiser’s institute and similar institutes, to prove that it is better than the other universities in providing placements to their students, or through an independent third party validation. The claim “Scholarship worth 10 crores.” was not substantiated with any evidence of such scholarships being provided or the financial provision made by the advertiser for the same. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
2. Chandigarh University: The advertisement’s claim, “Limca Book of Records for highest number of companies.” was not substantiated. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

3. Gitam University – Gitam Institute of Management: The advertisement’s claim, “Category 1 University” and its presentation with the prominent use of the word “University” was false and misleading by omission. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.
4. Career Point: The advertisement’s claim, “India's Most Trusted Institute”, was not substantiated with any market survey data, or any verifiable comparative data of the advertiser’s institute and other similar institutes, or through third party validation.
5. Sri Sai Coaching Centre: The advertisement’s claim, “No. 1 Coaching Centre who generated 12000 teachers”, was not substantiated with any verifiable comparative data of the advertiser’s institute and other similar institutes, or through third party validation. .
6. Yuwam Education Pvt Ltd: The advertisement’s claim, “Kota's only reliable institute, in providing bank clerical jobs, railway jobs” was not substantiated with any verifiable comparative data of the advertiser’s institute and other similar institutes or through third party validation.
7. Abhigyan Sarokar: The advertisement’s claim, “Only Institute of Rajasthan- which has given highest elections in the past years”, was not substantiated with verifiable comparative data of the advertiser’s institute and other similar institutes in Rajasthan, to prove that only the advertiser’s institute has given highest selections or through an independent third party validation.
8. Avinashilingam institute for Home Science & Hr ED: The advertisement’s claim, “100% quality placement assistance” is misleading by implication



and is likely to lead to grave or widespread disappointment in the minds of consumers.

9. Made Easy: The advertisement's claim, "India's Best Institute for IES, GATE & PSUs", was not substantiated and is misleading by exaggeration.
10. My Class Teacher: The advertisement's claim, "India's No.1 Online Learning for IIT-JEE (M&A), NEET, AIIMS, KVPY & NTSE", was not substantiated with any third party validation or with verifiable comparative data of the advertiser's institute and other similar institutes to prove that it is in leadership position in providing learning courses through their online services. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
11. S K Educations Pvt Ltd (Bachpan Play School): The advertisement's claim, "India Ka Favourite Play School" was not substantiated and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.
12. Lathi Classes Nainavati: The advertisement's claim, "Rajasthan's Best is now with India's Best", was not substantiated and is misleading by exaggeration.
13. Adelante Education: The advertisement's claim, "No.1 Company of digital marketing training and placement", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes or through third party validation. The claim is misleading by exaggeration. The source for the claim was not indicated in the advertisement.
14. Balaji Institute: The advertisement's claims, "The only credible institute for Government jobs", "Highest selection rate in India", were not substantiated

with any verifiable comparative data of the advertiser's institute and other similar institutes, to prove that they are the only institute in providing Government jobs or providing highest selection rate in India, or through third party validation. The claim, "India's No. 1 faculty", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in India to prove that they have the best faculty in India. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.

15. Biology Trunk Coaching Institute: The advertisement's claim, "Kanpur's first Institution which gives selections within one year of preparation", was not substantiated with any supporting evidence or with verifiable comparative data of the advertiser's institute and other similar institutes, to prove that it is the first in Kanpur in providing admission for medical course within a year or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

16. Bodhayan Coaching: The advertisement's claim, "Highest selections giving Institute", was not substantiated and is misleading by exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.

17. Budania Education Group (Budania IAS Academy): The advertisement's claim, "State's largest institute", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that they are larger than the rest or through third party validation. The claim is misleading by exaggeration.

18. Saksham Education Institute: The advertisement's claim, "The most reliable team giving the highest selection in Rajasthan", was not substantiated with

any verifiable comparative data of the advertiser's institute and other similar institutes in Rajasthan for giving highest selection of students or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

19. Siksha O Anusandhan University: The advertisement's claim, "No.1 Deemed University in the Eastern region, quoting NIRF Ranking – 2017", was not substantiated. NIRF does not permit selective use of the NIRF ranking data to claim leadership position in sub-groups. Reference to the word "University" in the claim, "One University, multiple identities", was considered to be misleading by ambiguity and implication since the institute does not have "University status" and it is only a "Deemed to be university". The claims are likely to lead to grave or widespread disappointment in the minds of consumers.

20. Spurthy Institutions: The advertisement's claim, "Placement assurance", was not substantiated with supporting data and is misleading by implication and exaggeration. The claim is likely to lead to grave or widespread disappointment in the minds of consumers.

21. College of Banking Studies (CBS): The advertisement's claim, "Bank Clerk Selection Guaranteed", was not substantiated with authentic supporting data such as detailed list of students who have been placed through their Institute in the banking sector, contact details of students for verification, enrolment forms and appointment letters received by the students, nor any independent audit or verification certificate. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim, "No Selection – Full Fee Refund", was not substantiated with any supporting evidence of the students who were not selected for jobs in banking sectors, were refunded with full paid fees, and is misleading by exaggeration.

22. Khelgaon Public School: The advertisement's claim, "Engineering and medical field", was not supported with verifiable data. The claim, "To assure your selection in engineering and medical", was not substantiated and is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
23. Aravali Institute: The advertisement's claim, "Highest selection in the whole district", was not substantiated and is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
24. Arjun Classes: The advertisement's claim, "Provide guaranteed batch", was not substantiated with verifiable supporting data. The claim, "If not selected finally, then full fees will be refunded with written guarantee", was not substantiated with any supporting evidence of the non-selected students who were refunded with full paid fees. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.
25. Budania Education Group (Budania IAS Academy): The advertisement's claim, "State's largest institute", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that they are larger than the rest or through third party validation. The claim is misleading by exaggeration.
26. BSC Academy: The advertisement's claim, "Oldest and most trusted Institute", was not substantiated with any supporting comparative data, market survey data or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

27. Shivani Public School: The advertisement's claim, "No.1 School in Co-Curricular Activities", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes, or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The source for the claim was not indicated in the advertisement.
28. Turning Point Defence Academy: The advertisement's claim, "The only institution of Rajasthan that has given highest selections in Defence Sector", was not substantiated with verifiable comparative data of the advertiser's institute and other similar institutes in Rajasthan, to prove that the advertiser's institute being the only one to have given highest selections of students in the defence sector or through an independent third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
29. Millennium Software Solutions Pvt. Ltd: The advertisement's claim, "A.P's No.1 Software Training Centre", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that it is in leadership position (No.1) than the rest in A.P or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
30. N. M. Classes: The advertisement's claim, "Only institute which has given highest selections in the past for Teachers Recruitment (science and Mathematics)", was not substantiated and is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
31. NIBF-Institute of Banking and Finance: The advertisement's claim, "India's most trusted brand in BFSI Training", was not substantiated with any market

survey data or any verifiable comparative data of the advertiser's institute and other similar institutes, for being trusted in providing training in the area of Banking and Financial Services or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

32. Quest Coaching: The advertisement's claim, "Odisha's No.1 Online Banking Institute", was not substantiated with any third party validation or with verifiable comparative data of the advertiser's institute and other similar institutes to prove that it is in leadership position (No.1) in Odisha than the rest in providing banking courses through their online services. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. The claim, "More than 3027 students selected in various Bank and other Govt. Sectors since-2007", was not substantiated with supporting data for selection of students on year on year basis since 2007 or through third party validation. The claim is misleading by exaggeration.

33. Budania Education Group – Budania IAS Academy: The advertisement's claim, "Largest Coaching Network of Rajasthan" was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes in Rajasthan to prove that their coaching network is larger than the rest, or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

34. Centurion Academy: The advertisement's claim, "North India's No.1 Academy for Defence Services", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that it is in leadership position (No.1) than the rest in North India in providing training / courses in defence services, or through third party

validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

35. Chaitanya Junior College: The advertisement's claim, "District No.1 in CEC, HEC MEC groups", was not substantiated with any verifiable comparative data of the advertiser's institute and other similar institutes to prove that it is in leadership position (No.1) than the rest or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

36. Dr. Mehta's Classes: The advertisement's claim, "Institute that gives highest selections" is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.

Complaints against advertisements of 65 educational institutes listed below are UPHOLD mainly because of unsubstantiated claims AND/OR misleading claims that they provide 100% placement/ placement assistance AND/OR they claim to be the No.1 in their respective fields.

Vinay's IAS Academy, Brilliant Tutorials, Dr. Virendra Swarup Group of Institutions, V Rahul Coaching, Sri Akshara Coaching (Nellore), Turning Point/Srushti Pu Clg, Bhanwar Rathore Design Studio, Panache Academy, Vijetha Coaching Centre, Global Institute - Global Computer Training Academy, Matsya Health Care Skills Learn Academy, Heer Computer Education, Kaplon Education Pvt Ltd. (American Academy of Aviation & Hotel Management), Sri Chaitanya Degree College, Shekhars Institute, Zee Interactive Learning System (Kidzee Pre School), Indian Safety Solution-VC, Alpha Entrance Academy, Amirta International Institute of Hotel Management, AMITY University, Blooming Buds Foundation School, Rakshak Defence Academy, S.S.S College, St. Soldier Group Institutions, Subhas Bose Institute of Hotel Management, United Group of Institutions United College of Engineering and research, Universal Group of Institutions, Vasan

Institute of Ophthalmology and Research, Vignan Vidyalayam Junior College, Vellore Institute of Technology- VIT, Global Council of Education Research and Training, Ayurillam Ayurveda Hospital and School of Nursing International, Hindustan Air Academy, IITC (India International Trade Center), Cavalier India, Knowledge Academy, Ishwar Kripa Career Inst (JPR), APNET Computer Education, ASEL English Learning Centre, Basara Institute, Siddhartha Institute of Hotel Management and Catering Technology, HT Learning Centers Pvt Ltd (Study Mate), Swamy Abedhanandha Polytechnic College, NRS Brilliant Junior & Medical Academy, Nucleus Chemistry Classes, Zabeel International Institute of Management and Technology, G-Tec Education Computer, Indian Institute of Hotel Management, Institute of Technology & Management, Millennium Software Solutions Pvt. Ltd, Munimji Training & Placement Academy, National Council for Fire & Safety Engineering, Neev Classes, Global Institute of Technical Design, Cellsius AIIMS/ NEET, Computer Foundation, Cosmo Career Institute, Defence World, Delta Defence Academy, Gandhi Institute of Hotel Management, Doon Group of Colleges, FCI Institute of Hotel Management, Futurecareer Solutions Pvt. Ltd, Maharaja Indrajeet Singh College of Nursing and Giani Zail Singh Campus College of Engineering and Technology- Maharaja Ranjit Singh Punjab Technical University.

**HEALTHCARE:**

**Table 2.2: Violation of drugs and medical remedies act in adv.**

No.	Brand	Claim/s
1.	Baljiwan Medicines Pvt Ltd- Baljiwan Shakti Tarang	<ul style="list-style-type: none"> <li>• Power booster for men</li> <li>• Beneficial in impotency, premature ejaculation and increases time</li> </ul>



2.	Adi Herbal - DiabatagsX Gold Capsule	<ul style="list-style-type: none"> <li>• Sexual energy activators</li> <li>• Cures erectile dysfunction</li> <li>• Be the man you used to be</li> </ul>
3.	Herbal No 1 Range of Products	<ul style="list-style-type: none"> <li>• Make penis 8-9" long, thick and hard</li> <li>• Increase sex time by 50 minutes</li> </ul>
4.	Sikandar-E-Azam Plus Capsule- Hashmi Herbal	<ul style="list-style-type: none"> <li>• Restore sexual desire</li> <li>• For vigor and pleasure</li> </ul>
5.	Sks Ayurveda Range Of Products-Sks Ayurveda Range Of Products	<ul style="list-style-type: none"> <li>• Ayurvedic solution for sex problems</li> <li>• Increase sex time and increase length and thickness of penis</li> </ul>
6.	Benmoon Tulsi Curcumin Drops	<ul style="list-style-type: none"> <li>• Everyday consumption of few drops of it saves you from diseases like asthma</li> </ul>

The following advertisements were considered to be, prima facie, in violation of The Drugs & Medical Remedies Act and are being referred to the Ministry of Ayush.

The following advertisement was considered to be, prima facie, in violation of The Drugs & Magic Remedies Act / The Drugs & Cosmetics Rules, and is being referred to the Ministry of Health.

No	Brand	Claim
1	Prerna Speech & Hearing Clinic	<ul style="list-style-type: none"> <li>• Freedom from deafness and stammering</li> </ul>

The CCC found claims of 11 advertisements in healthcare products or services to be either misleading or false or not adequately / scientifically substantiated; hence in violation of the ASCI Code. In several cases it was observed that the advertisements exploit consumers' lack of knowledge and are

likely to lead to grave disappointment in the minds of consumers. Complaints against the following advertisements were upheld.

1. Sriram Clinic: The advertisement's claim, "Electro homeopathic successfully treat arthritis, diabetes, asthma, piles, childlessness, hair fall, stones", was not substantiated with any scientific rationale or evidence of treatment efficacy and is misleading by exaggeration. Specific to the claims implying cure for asthma, arthritis, diabetes, and childlessness, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.
2. Royal Lips Lotion: The advertisement's claim, "Remove blackness of lips permanently in just seven days through lotion", was not substantiated with product efficacy data and the claim regarding permanency of action is misleading by exaggeration. Efficacy being depicted via images of before and after the use of the product was also misleading by exaggeration.
3. Super Thyroid Capsule: The advertisement's claim, "Get rid of thyroid permanently in just 15 days", was not substantiated with any scientific rationale or evidence of product efficacy. The claim regarding permanency of effect is misleading by exaggeration and exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
4. Dr Alagappans Kidney Care Centre: The advertisement's claims, "Solution for Kidney Failure in Siddha medicine", and "Several infected patients are getting cured by getting treatment from our herbal medicine treatment", were not substantiated with scientific rationale or supporting evidence of treatment efficacy. The claims are misleading by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying cure for kidney failure, the

advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.

5. Dr Care Homeopathy: The advertisement's claim, "The actual reason for the cause of problem will be identified and treated from the grass root thus helping in getting rid of infertility problem", was not substantiated with clinical evidence. Specific to the claims implying cure for infertility, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.
6. Taj Dawakhana: The advertisement's claim, "Successful treatment of venereal diseases", was not substantiated with supporting clinical evidence. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claim related to the treatment of venereal diseases, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.
7. Artreya Ayur Panchkarm Clinic: The advertisement's claims, "Permanent treatment of headache" and "Quick freedom from your oldest Migraine pain", were not substantiated with any scientific rationale or evidence of treatment efficacy. The claims are misleading by exaggeration, exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.
8. Sagar Dispensary: The advertisement's claim, "With their successful treatment, lakhs of disappointed patients have got new life", was not substantiated with supporting evidence of the patients suffering from sexual diseases who were successfully treated by the advertiser's hospital or through third party validation. The claim is misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers. Specific to the claims implying successful treatment for sexual

diseases, the advertisement is in breach of the law as it violated The Drugs & Magic Remedies Act.

9. MDJ Agro Fibre Pvt Ltd (Payasa High Fibre Energya): The advertisement's claim, "2x more Protein" was required to be qualified to mention the basis of comparison. The claim – "Diabetic Friendly" was found to be misleading in the absence of mention of serving instructions on the pack or in the advertisement as rice cannot be eaten by diabetics in excess. The claims – "Helps in weight loss" and "Helps Reduce Cholesterol" exploited consumers' lack of knowledge and are likely to result in widespread disappointment in the minds of consumers.
10. Scala Skin & Hair Transplant: The advertisement's claim, "Bald Head Best Solution", was not adequately substantiated with supporting data. The claim was misleading by exaggeration and is likely to lead to grave or widespread disappointment in the minds of consumers.
11. Akshar Clinic: The advertisement's claim, "First time in world", was not substantiated with any comparative data of the advertiser's clinic and other similar clinics worldwide for claiming to be the first in the world for the claimed treatment. The claim, "Get riddance from thyroid permanently" was not substantiated with scientific evidence. The claim, "With money back guarantee", was not substantiated with any supporting evidence of the patients who were not benefitted from the treatment, were refunded the full amount. The claims are misleading by gross exaggeration and exploit consumers' lack of knowledge and are likely to lead to grave or widespread disappointment in the minds of consumers.

#### **Food and Beverage:**

1. Kaleesuwari Refinery Private Limited: In the advertisement's claims, "India's first cooking oil to be enriched with vitamin D3 from plant source",

“India’s only edible oil fortified with vegan vitamin D3” and “Healthy Heart”, no data was submitted to indicate that Vitamin D3 coming from vegetarian source, in particular, has FSSAI’s approval. For the claims of “Healthy Heart” and “Good Immunity”, it was observed that as per the fortification guidelines issued by FSSAI, claims based on presence of Vitamin D can only be to “Support strong bones”. These claims were not substantiated and are misleading.

2. Kaleesuwari Refinery Pvt Ltd (Gold Winner Vita D3): The advertisement’s claim, "Goldwinner Vita D3 is the first edible oil to come fortified with Vitamin D 3 as per FSSAI standard of fortification" is false and misleading by ambiguity and implication.
3. Cargill India Pvt Ltd (Leonardo Just Lite Olive Oil): The advertisement’s claim, “67% less usage”, was inadequately substantiated. Attributing 67% reduction of oil consumption in the advertisement was misleading by ambiguity and implication. The said claim read in conjunction with the disclaimer, “Based on sensory evaluation result found to be at par on select recipes and oils under standard lab conditions” contravened Chapter I.4 of the ASCI Code and of ASCI Guidelines on Disclaimers.
4. Tirumala Milk Products Pvt Ltd (President Butter): The advertisement’s claim, “France's No.1 Butter”, was not substantiated with any verifiable comparative data of the advertiser’s product and other butter brands in France, to prove that it is in leadership position (No.1), or through third party validation. The claim is misleading by exaggeration.
5. Eveready Industries India Ltd (Eveready Tez Tea Premium): The advertisement’s claim, “India's largest tea manufacturer”, was inadequately substantiated and is misleading by ambiguity and exaggeration.

6. A-One Tea Company: The advertisement's claim, "Hyderabad's No.1 since 1977", was not substantiated with any verifiable comparative data of the advertiser's organization and other manufacturers of tea products in Hyderabad to prove that it is in leadership position (No.1), or through third party validation. The claim is misleading by exaggeration.
7. Dharwad Mishra Pedha & Food Processing Industry (Big Mishra Pedha) : The advertisement's claims, "South India's Biggest Sweet Mart", was not substantiated with any market survey data, or with any verifiable comparative data of the advertiser's sweet mart and other similar sweet marts in South India to prove that it is the biggest, or through third party validation. The claim is misleading by exaggeration and implication.
8. Rising Sun Sales Corporation (Jinwar Ragi Malt): The advertisement's claims, "Reduce cholesterol", "Reduce stroke" and "Control blood pressure", were inadequately substantiated. The claims are misleading by exaggeration, exploit consumers' lack of knowledge and are likely to result in widespread disappointment in the minds of consumers.
9. Palash (Savoury Meera Powder) Udyog Gold Chuddaz: The advertisement's claim, (in Odia) as translated in English, "Makes memory sharper", was not substantiated. The claim is misleading by exaggeration, exploits consumers' lack of knowledge and is likely to result in widespread disappointment in the minds of consumers.
10. Shyam Oils - Sona Sikka Refined Groundnut Oil: In the advertisement's claim, improper use of FSSAI logo was misleading the consumers that the product has been tested / approved / endorsed by FSSAI and was also in violation of the FSSAI advisory.

## **Personal Care:**

1. Reckitt Benckiser Healthcare India P. Ltd (Dettol Cool): The advertisement's claim, "Issi liye aapko chahiye strong protection", "Dettol Cool gives 100% better protection", is misleading by ambiguity and implication that Dettol Cool bar is better than ordinary soaps in providing protection from skin infections and that it has day long prophylactic effect. The claim exploits consumers' lack of knowledge and is likely to lead to grave or widespread disappointment in the minds of consumers.
2. Azafran Innovacion Ltd (Azafran D'fend SPF 50+ Crème): The advertisement's claim, "SPF 50+", was not substantiated with evidence of the claimed SPF values. The claim is misleading by exaggeration and likely to lead to grave or widespread disappointment in the minds of consumers.
3. Dream11 Gaming Pvt Ltd (Dream11.com): The advertisement's claim, "India's Biggest Sports Game", was misleading by omission to mention the category (Fantasy Sports) in which they are the biggest. The claim was also not qualified to mention the source and date of research.
4. Munna Agarbatti Company (Munna Agarbatti Range): The advertisement's claim, "India's No.1 Natural Rajni Gandha Agarbatti", was not substantiated with any verifiable comparative data of the advertiser's product and other agarbatti brands or through third party validation. The claim was misleading by exaggeration.
5. S K Mfg. Co. Ltd (Godrej NXW AC): The advertisement's claim, "25% more power saving than other 5 star inverter ACs" was not substantiated and is misleading by ambiguity and implication.
6. KCM Appliances Pvt Ltd – Impex Dual Inverter AC: The advertisement's claims, "50% more energy is saving", "40% more effective cooling" and "30% less maintenance", were not substantiated. The claims are misleading

by exaggeration and are likely to lead to grave or widespread disappointment in the minds of consumers.

Rajdhani Cables (Rajdhani Wires & Cables): The advertisement's claim, "Saves up to 30% electricity", was not substantiated and is misleading by exaggeration and implication that the product outperforms other wires & cables. The claim is likely to lead to grave or widespread disappointment in the mind of customers.



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**Chapter - 3**  
**Research Methodology**

**3.1 Meaning of Research**

Research merely seeks the respond of certain questions that contain not be answer so far and the response depend upon human hard work. It might be illustrated by an example of the moon. A few years ago man didn't be familiar with what accurately the moon is? Was this problem which had no answer? Man might only build some assumptions about it other than the man. Now this time by his hard work, he reached to the moon and takes the soil of the moon and studied it.

The man is now intelligent to give actual answer of the problem what is the moon? But the problem arises, "Is the real fact of the problem in examination also research"? The response is 'no', because the response of these problem are obtainable. They are existing in text-books, class-notes etc. Research answers only those questions of which the answers are not existing in literature i.e., in human information. Therefore, we can say research seeks the response only of that problem of which the response are capable to be given on the basis of existing facilities.

In fact research is basically the process of arriving as reliable solution to a problem during the planned, logical and systematic collection, analysis and explanation of data. Research is an important process by which we are boosting knowledge by promoting improvement and allow us to relate more effectively in the favourable environment to achieve our purpose and to resolve conflicts. Even if it is not only the way, it is more effective ways of solving scientific problems.

From the start of time man has well-known certain irregularities between the concept and practical experiences and has attempted to work out on laws and philosophy which state these regularities. These laws and philosophy are of way not without belief; any law is applicable only under certain conditions which were derived by practically. Even though substance tends to reduce, they have been well-known to rise as soon as other forces are active, but this does not reject the general principle of gravity. Research is committed to find the conditions under which a

certain fact occurs and the conditions under which it does not happen in what may appear to be similar situation.

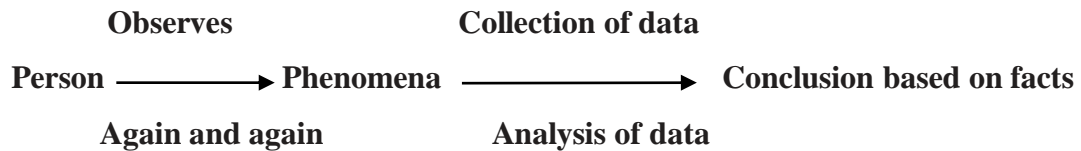
Our society puts such a best on science that requisites knowledge and logical are normally misused. Research is also often in contexts where modest research in the true common sense of the world is really done. A person is no longer looks up a word in glossary or a past fact in the encyclopedia he researches it. Many agencies claiming to do research are occupied in nothing more than truthful fact findings.

- **Term Research**

The term 'Research' is the combination of two words:

$$\text{Research} = \text{Re} + \text{Search}$$

'Re' means again and again and 'Search' means to find out some truthful facts, the following is the process:-



Therefore, research means to observe the principle or phenomena again and again from various different dimensions. For example there are many theories of learning due to the observation from various different dimensions. The research is a process of which a person observes the phenomena again and again and collects the data and on the basis of data he draws some conclusions.

Research is oriented towards the innovation of relationship that exists among phenomena of the world in which we live. The fundamental assumption is that invariant relationship exists between certain antecedents and certain consequents so that under a specific set of conditions a certain consequents can be predictable to follow the introduction of a given ancestor.

- **Definitions of Research**

**According to Rusk**

“Research is a point of view, an attitude of inquiry or a frame of mind. It asks questions which have hitherto not been asked, and it seeks to answer them by following a fairly definite procedure. It is not a mere theorizing, but rather an attempt to elicit facts and to face them once they have been assembled.

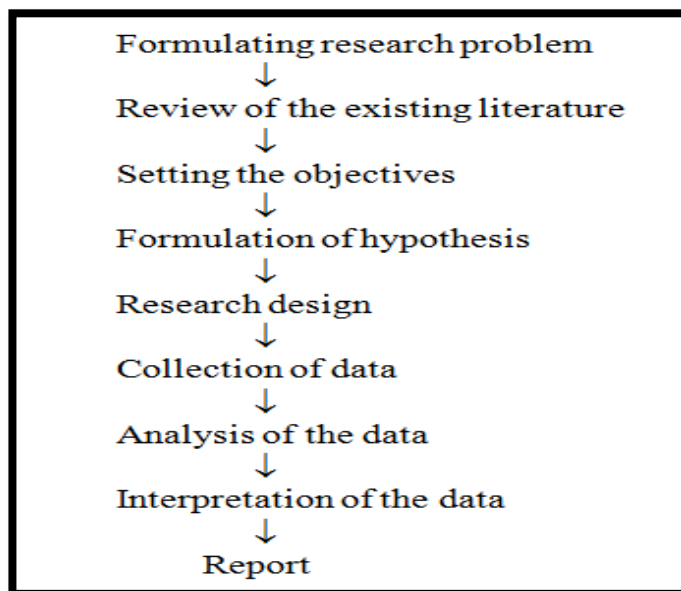
Research is likewise not an attempt to bolster up pre-conceived opinions, and it implies a readiness to accept the conclusions to which an inquiry leads, no matter how unwelcome they may prove. When successful, research adds to the scientific knowledge of the subject.

**According to George J. Mouly**

He defines research as, “The systematic and scholarly application of the scientific method interpreted in its broader sense, to the solution of social studies problems; conversely, any systematic study designed to promote the development of social studies as a science can be considered research.”

- **The research process**

The following diagram shows how legal research process.



**Fig 3.1: Research Process**

A brief description of the above declared steps are useful.

- **Formulating research problem:**

The beginning of research is always based on the problem because that problem makes research uncomfortable that leads him to involve in research activity. There are two types of research problems, viz. those that relate to states of nature and people that relate to relationship between variables.

- **Review of the existing literature:**

The research always seek similarity and dissimilarity between already work done and the work he wishes to carry out hence it is expected that researcher must review the existing literature relating to his research.

- **Objectives:**

This is the third step of research where in researcher sets some goals to be achieved through this research process.

- **Formulation of hypothesis:**

This is fourth and most important stage in research. In which researcher takes into account certain assumptions on the basis of which he carry out his entire research work which he is accepted to verify as valid or invalid towards the end of the researcher. Hypothesis must be extremely specific and restricted to the place of analyze research in hand as a result of it's to be tested.

- **Preparing research design:**

Research design implies the entire framework of research as how researcher is proceeding such as chapter scheme. The function of research design is to provide for the collection of relevant evidence with minimum costs of effort, time and money.



- **Collection of data:**

Collection of data is perhaps a crucial factor in the research process because the success or failure of research is relatively depends on the availability of data and it acts as a fuel for sustaining research work.

There are numerous ways of collecting the suitable data which differ significantly in context of money cost, time and other resources at the disposal of the researcher. Primary data may be collected either through experiment or through survey.

- **Analysis of data:**

Merely collection of data is not enough in research process but researcher has to analysis the data collected for the research work. The analysis of the data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing statistical interference.

- **Hypothesis testing:**

After analyzing the data, the researcher is in a position to test the hypothesis, if any he had formulated earlier. Do the facts support the hypothesis or they happen to be contrary? This is usual question which should be award while testing hypothesis. Various tests, such as chi square test, T test, F test, have been developed by statisticians for the purpose. The hypothesis is also tested by the use of one or more of such tests.

- **Interpretation of Data:**

After those two important steps researcher has to interpret the data and conceptual in his research frame work. So it has more weight age in the entire research work. The process of interpretation could very often spark off new queries that successively could result in more researches.

- **Report:**

A report writing is an art of research where by researcher brings precision in his research and it is sole determinant the quality of research should be cautiously while writing report.

**The layout of the report should be as follows:**

- 1) The preliminary pages (Title, acknowledgement, foreword, table of content, list of tables etc.)
- 2) The Main text (Introduction, summary of findings, main report, conclusion)
- 3) The end matter (Bibliography, appendices in respect of technical data etc.)

Above steps are mandatory to be followed while conducting research must be minor, major research project or Ph.D. Thesis or precise writing. These steps are unavoidable.

- **CONCLUSION**

Every activity has its own rules and guidelines as per these are followed that activity reaches to the peak of success. Research is not an exception to this rather it is an activity which determines the level of development of society, Nation, civilization.

Whatever development the world has witness today it is because of the qualitative research activity hence if one wants to contribute in the development process of any field then he has to rely on research and that research must pass through the research methodology and techniques.

### **3.2 Research Aim**

This research identifies the nature and level of the problem of controversial advertising and its impact on youth of the Kota city. It aims to make sense of the Socio-Ethical decision making (SEDM) that comes out from the interplay between practitioners involve in the formation, permission and regulation of controversial

advertising campaigns. The crisis of controversial advertising differs according to various stakeholder perspectives. Parents are worried about, the use of violent or extremely sexualized images to which their children are exposed.

Minority and ethnics groups are disturb by sexual, racial stereotyping. Health professionals are troubled by the promotion of problematic products like alcohol, cigarette, condoms, contraceptive pills, male & female undergarments, fast food etc. Both customers and organizations can fall sufferer to condemnation, deceptive or false advertising claims. Even as there is a wide and continuing debate about the controversies and socio-ethics of advertising, current understanding of the problem is not enough and wants more research.

In terms of the literature this research is situate within the crossover of the fields of business ethics, Socio-Ethical decision making (SEDM), controversial advertising and advertising guideline. There is very modest research looking in depth at advertising practitioners' commitment with advertising ethics. Using a qualitative approach, these researches explore how practitioners understand the process of creating and adaptable advertising, the nature of controversy and of SEDM in advertising.

The nature of controversy is considered from the point of view of different actors in this process, including marketers, advertising agencies and regulators, as is the nature of SEDM. From the practitioner point of view examines how that decision making presents itself to actors concerned in real advertising campaigns. The thesis build a holistic view of advertising guideline, taking description of all stages of the process from the setting up of the advertisement from beginning to end approval and broadcasting in some cases of complaints and settlement.

This research is essential because of the consequences of advertising for the environment, culture and every member of society. Advertising is one of the most significant, universal and persuasive phenomena in the modern world. It has wide social, ethical impacts on society, economic, lifestyles, choice and consumption. The creation of bogus needs, conflation of advertising and teaching, targeting of

susceptible customer groups, and emulation of dangerous behaviors are just some of the criticisms that have been aimed at the industry. In light of the industry's implication, and given these wide debates, more research into the practice and guideline of advertising and into its societal, ethical and stakeholder consequences is necessary.

### **3.3 Research Problem:**

This research attempts to investigate the ethical issues in the contemporary advertising campaigns of some of the controversial products in India (Kota city). First it discusses the real meaning of ethics in business and its importance. Then it studies the contemporary advertising practices in the light of social ethical environment.

The research aims to see the unpleasant behavior of consumers towards advertisements of some selected controversial products and how it is affected by the religious perceptions of customers; their gender differences and therefore the nature of advertising appeals apply in the advertisements of controversial products (merchandise). At the end, it attracts some necessary social controls likewise as social implications from this study.

### **3.4 Research objectives:**

- To explain that religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.
- To explain that offensive nature of advertising appeal is positively linked with the level of offensiveness towards controversial products.
- The offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.
- To explain that males and females significantly differ in their perceptions towards nature of advertising appeals.

- To explain that males and females significantly differ in their religious perceptions.
- To explain that males and females significantly differ in their level of offensiveness towards controversial products.

### **3.5 Importance of research study:**

This study assess the level of vulgarity of customers towards advertising campaigns of some selected controversial products and their advertising appeals. It also describes its relationship with religious intentions of the customers and their gender differences.

The results of this study are of great significance to the organizations marketing their products in India (Kota) as well as to the advertising agencies that create and launch advertising campaigns for their clients. This study highlights the fact that cultural norms and values of a society play an important role in shaping the attitudes of its people.

Organizations that are making use of indecent language, nudity and sexist images as advertising appeals while marketing their products in India are shows vulgarity in the minds of customers for their products. While this study is constrained to selected controversial products, yet it also affects other products that are of general use of the people. Additional care shall be takes male or female related products as well as using advertising appeals as significant difference in the perceptions of male and female customers towards products and advertising appeals. It is very essential to market the product in a way that does not breaks the norms, values, ethics and religious perceptions of the target market Kota city.

### **3.6 Review of literature:**

*Why Socio-Ethics in Business:* Social-Ethical calamity is moderately obvious in both private and public sectors: Politics, governance, management services, finance, banking, manufacturing, advertising, selling etc. There are three reasons to

justify ethics in business because many times laws are inadequate and don't focus all aspects of a problem. How could tobacco companies in US have been protected by the law for decades until the settlement in 1997, when the industry agreed to pay \$368.5 billion for the first 25 years and then \$15 billion a year until further notice to compensate US for the costs of health care for tobacco related illnesses?

Second, regulated-market and free-market mechanism don't successfully notify owners and managers concerning how to react to complex issues and crisis that have broad ethical consequences. Should companies legally prohibit, as American Cyanamid did in the late 1970s, pregnant women from working in toxic areas to defend their unborn baby, even if the firm's policy had the result of pressuring several women into choosing unemployment or sterilization? Later, in the 1980s, the same firm faced surprising bias charges and lawsuits from several interest groups. In 1991 US Supreme Court ruled, in a six-to-three vote, that such "fetal defense" policies are a form of sex bias and banned by civil rights law. American Cyanamid may have acted legally in 1970s, but did it act ethically? Are women and men are still forced to work in harmful environment.

Third point is that moral and ethical problems require educated understanding and anxiety for fairness and justice. Therefore ethics play important role in business because laws and the enforcement of laws are many times inadequate to guide action.

#### *Business Ethics in Social environment:*

Ethics may be defined as a set of moral principles that distinguish what is right from what is wrong. It is a normative field because it prescribes what one should do or withdraw from doing; the term most closely related to ethics in the social environment. There are several terms closely related to ethics in a social system as: honesty, morality, fairness, reality and true, faithfulness and so on.

#### *Advertising of Controversial Products:*

Controversial products are the products which, when advertised, generate a sense of offence, disgust in the eyes of the customers. They are also called “unmentionable” and “socially sensitive products”.

Controversial products have been broadly categorized in three types i.e. products, services and concepts. Products include alcoholic products (drugs), cigarettes, condoms, female contraceptives as well as male and female under wears. Services include venereal diseases (STD, AIDS) tests, pregnancy tests and artificial insemination. Concepts include political ideas, acts of terrorism, unconventional sexual practices and religious prejudices.

Waller surveyed 125 students (70 male students and 55 female students) of a business school in Australia. He presented before them a list of 15 controversial products and services and asked reasons for their offensiveness. The results indicated that female respondents significantly differed from their male respondents by their level of offensiveness towards controversial advertisements. Further, female students were offended for two reasons i.e. advertisements were sexist and contained not decent language.

A study conducted to see the influence of religion on people’s attitudes towards advertisements of controversial products surveyed four main religious groups (Islam, Christianity, Buddhism and Hinduism) across six different countries (Malaysia, Turkey, China, Taiwan, Britain and New Zealand) and found that significant differences of attitudes exist across different controversial products as well as different religions .

Waller et al. extended the study of Waller [1] by adding “Pharmaceuticals and Charities within the list of controversial products that are usually considered not offensive at all. They also added US/Western images as a possible reason for vulgarity of Asian respondents. They obtained some significant results that have following implications for international marketers:

Advertisements of controversial or socially sensitive products can conflict with the traditional and cultural principles of a country, generate negative impact in the minds of general public and damage the brand name or image of the company. International marketers need to develop some significant ways that could make their advertising campaigns less unpleasant and confine greater target market.

*Contemporary Advertising and Social Ethical System:*

In the twenty first century, the world has practiced two key economic systems i.e. Capitalism and Socialism. Capitalistic system focuses on free market economy where procedures are governed by individuals' own efforts. Where profit maximization is the central aim and economic development is the final goal of human life. On the other hand, communistic system allows the situation and system of government and gives ascend to uneven allocation of resources and results in individual inadequacy.

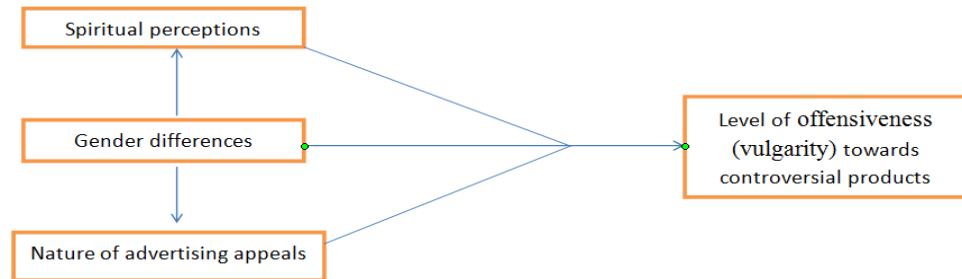
In contrast with the above two systems, socio economic system highly focus on the ethical character of man in all spheres of life with business and trade. Under this system, financial progress and materialistic development is a necessity and not the final objective of human conception. The ultimate goal is to attain utmost standards of ethics and morality and to achieve success in the world in future.

In current business environment, corporations are concerned in such promotional activities that badly affect social and cultural norms of ethical system. For example, most of the businesses use customer attitude, sex appeal and jealousy as their major advertising appeals to encourage their products.

*Attitudes Towards unpleasant Advertising:* There is rising interest of researchers to judge the attitude of the consumers towards advertising practices. Researchers and scholars have conducted studies related to disgusting attitudes of customers towards advertising campaigns that do not obey the rules, norms and values of the society. A study on Malaysian Muslim attitudes towards unpleasant



advertising found that religiosity considerably affects the views of respondents on those advertisements which are religion sensitive and controversial in nature. A study conducted to observe:



**Fig. 3.2: Theoretical Model**

This study will go to find out the factors that are liable for unpleasant attitude of consumers towards different advertising campaigns of controversial products. It is based on the insights in use from previous studies. On the other side, it attempts to judge the level of vulgarity of customers towards advertising campaigns of different controversial products; whereas on the other hand, it attempts to determine their religious perceptions and nature of advertising appeals that generate vulgarity in the minds of the customers. It also aims to see whether gender differences will be real in the level of vulgarity and religious perceptions of consumers.

### **3.7. Research Methodology and Design:**

#### **3.7.1. Goal**

This research goal is to examine how level of vulgarity towards controversial advertisements is exaggerated by the spiritual perceptions of the customers, their gender differences and the nature of advertising appeals used in advertisements.

### **3.7.2. Hypothesis Development:**

H1: Religious perceptions of consumers are positively associated with their level of Offensiveness towards controversial products.

H2: Offensive nature of advertising appeal is positively associated with the level of Offensiveness towards controversial products.

H3: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.

H4: Males and females significantly are different in their perceptions towards nature of advertising appeals.

H5: Males and females significantly are different in their religious perceptions.

H6: Males and females significantly are different in their level of Offensiveness towards controversial products.

### **3.7.3. Research Design**

#### **(a) Type of Research Design**

This Research design is exploratory in nature and shall contain surveys and detail findings and inquiries from different students included male and female in equal ratio (professional and non professional students).

#### **(b) Universe**

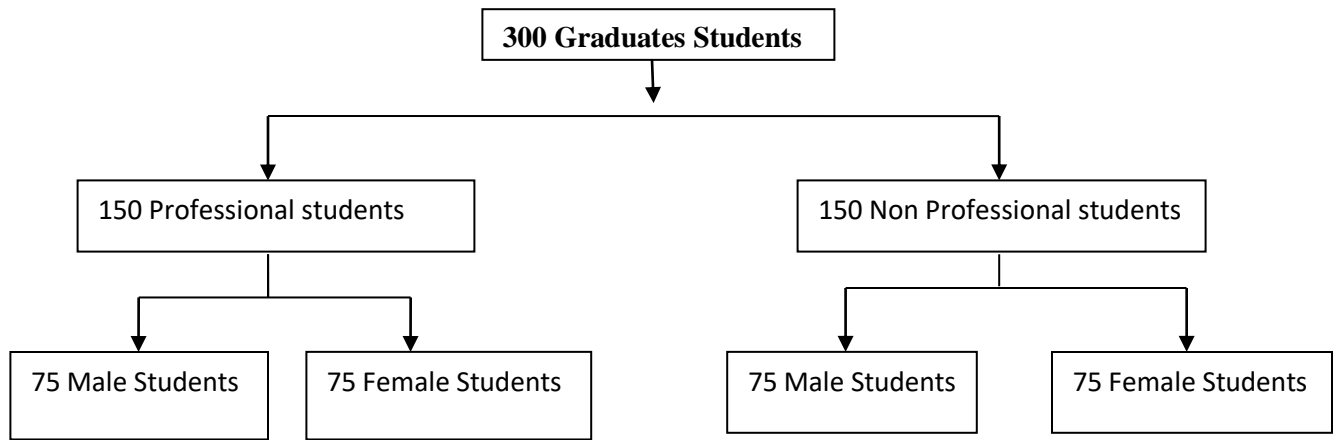
The Universe in research study is finite. In finite universe, the number of items is certain. In this research study, the Universe is Kota.

**(c) Sample type:-** under this study I used probability based Stratified sampling type.

**(d) Sampling unit:-** Out of the finite universe the researcher has selected 300 graduates' students.

#### **(e) Sample size:**

For this purpose, a survey of 300 graduate (professional and non professional students in ratio 150:150) students including males and females will be used to fill questionnaires. According to me affiliated institution (colleges and coaching's) students will easier and more convenient to collect data and ensure its reliability. As the campus consists of students from different back grounds who come from urban as well as from surrounding remote rural areas, the sample was considered to be the representative of graduate students of the Kota city.



**Fig 3.3:- Sample Size**

**3.7.4. Data collection:**

- **Primary data** are collected through fill questionnaires and **secondary data** are collected through books, journals, magazines, articles, papers, internet old survey reports etc.
- **Questionnaires preparation:-**

***Pilot Survey:-***

The questionnaire will be framed on the basis of a pilot study through which initial respondent and available information. This may be able the investigator to fit in meaningful queries and remove the unrelated information.

***Finalization of Questionnaire:-***

The investigator shall in individual visit the respondents and convince them to get filled in the questionnaire to avoid the drawback of the questionnaire technique.

*Questionnaires survey consists:-*

Demographic Profile of Respondents, Advertisement Viewing Profile of Respondents, and Respondent's View about Level of Offensiveness towards Controversial Products Advertisements, Respondents' Perceptions towards Nature of Advertising Appeals, Religious Perception of Respondents and Hypothesis Testing.

**3.8 Data Analysis**

Data was implicit into SPSS software and tested for its validity and reliability. Descriptive statistics as well as correlation and t-tests were applied to analyze the data. Descriptive statistics contain frequency distribution of each item, its mean, standard deviation (S.D.) and co-efficient of variation (C.V.).

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## **Chapter - 4**

### **Data analysis and interpretation**

After having discussed the Review of Literature & research Methodology, this chapter shall discuss analysis of primary data collected through structured questionnaire from 300 students of professional and non-professional students. The chapter is presented under the following heads.

- 4.1 Demographic Profile of Respondents**
- 4.2 Advertisement Viewing Profile of Respondents**
- 4.3 Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**
- 4.4 Respondents' Perceptions towards Nature of Advertising Appeals.**
- 4.5 Religious Perception of Respondents**
- 4.6 Hypothesis Testing**

#### **4.1 Demographic Profile of Respondents**

This section of chapter will deal with the demographic profile of respondents i.e. Age, Gender, Area of Residence, Stream, Family type etc.

##### **4.1.1 Gender of Respondents**

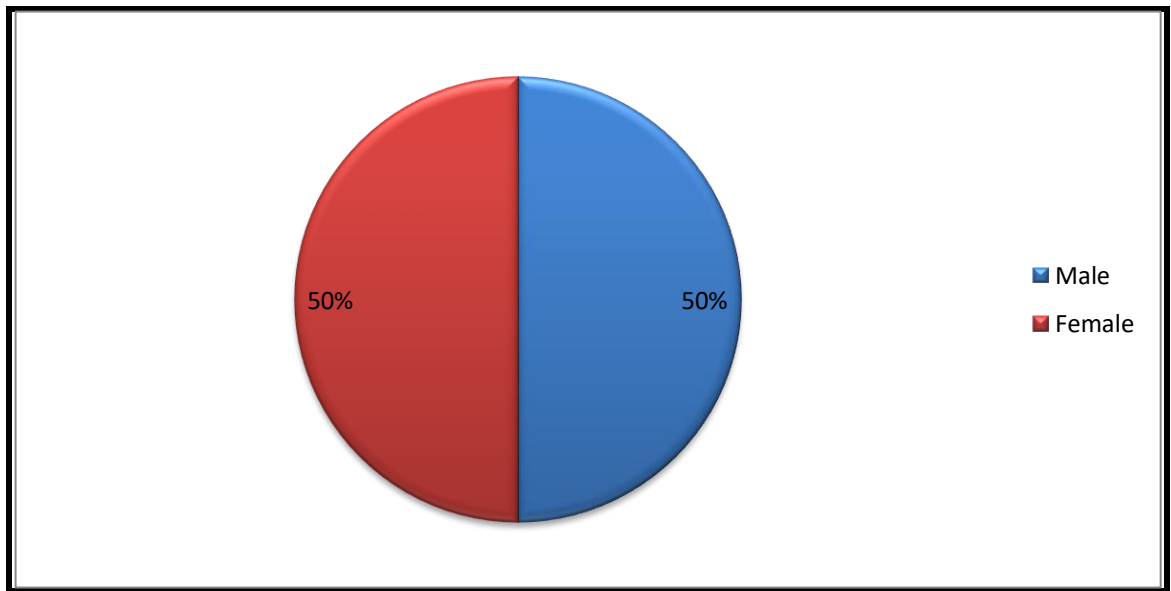
The general profile of respondents with regards to their gender is presented in table 4.1.1. Equal number of respondents (N=150, Percentage=50) were from both the gender groups.



**Table 4.1.1: Gender of Respondents**

<b>Gender</b>	<b>N</b>	<b>Percentage</b>
<b>Male</b>	150	50.0
<b>Female</b>	150	50.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.1: Gender of Respondents**



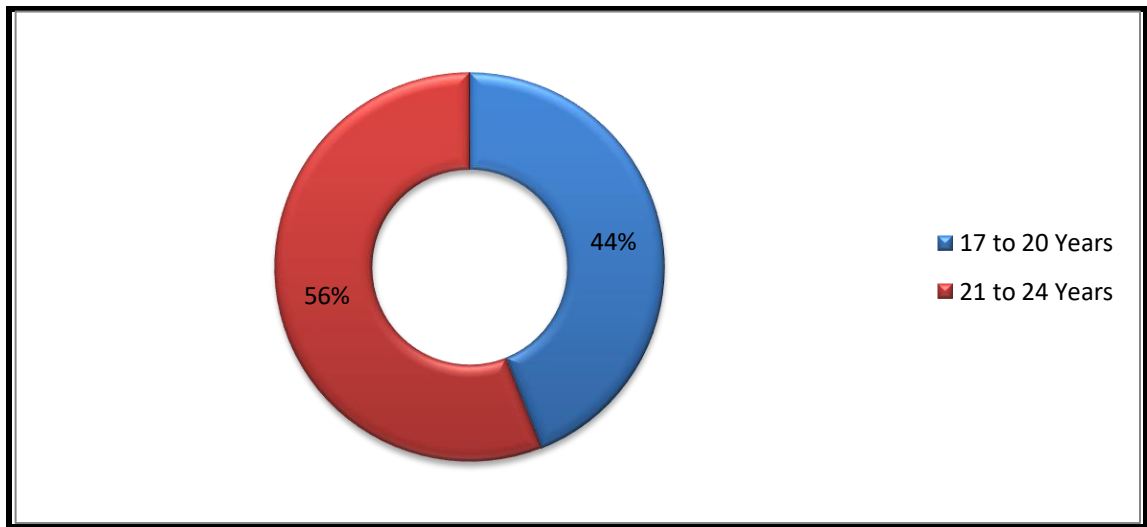
#### **4.1.2 Age of Respondents**

The age of the respondents was varying from 17 to 24 years so for the ease they were segregated in two age groups as presented in table 4.1.2. In terms of age majority of respondents (N=168, Percentage=56) belong to the age group of 21 to 24 years followed by 44% respondents who belong to the age group of 17 to 20 years.

**Table 4.1.2: Age of Respondents**

<b>Age (In Years)</b>	<b>N</b>	<b>Percentage</b>
<b>17 to 20 Years</b>	132	44.0
<b>21 to 24 Years</b>	168	56.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.2: Age of Respondents**



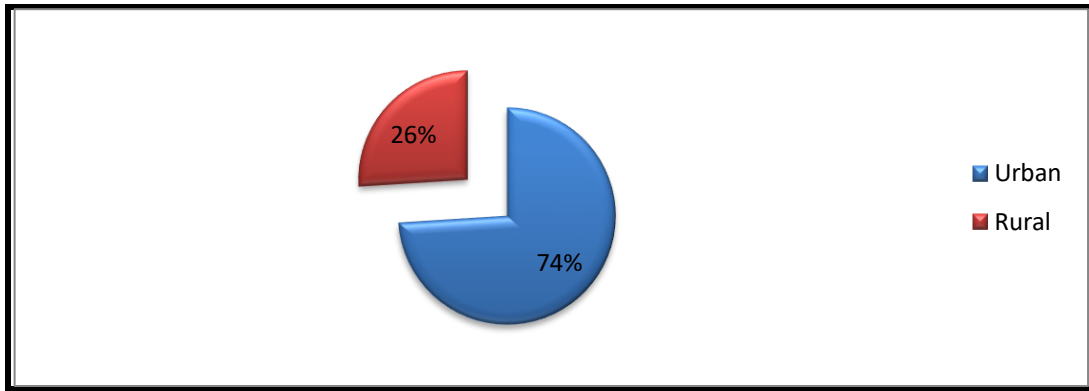
#### **4.1.3 Area of Residence of Respondents**

It has been observed that 74% respondents (N=222) were from urban area and rest 26% respondents (N=78) are residing in rural area

**Table 4.1.3: Area of Residence of Respondents**

<b>Area of Residence</b>	<b>N</b>	<b>Percentage</b>
<b>Urban</b>	222	74.0
<b>Rural</b>	78	26.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.3: Area of Residence of Respondents**



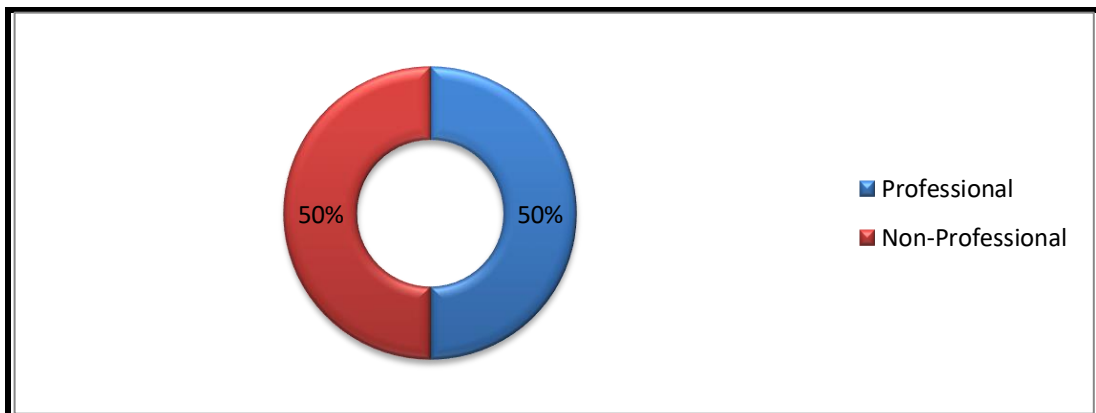
**4.1.4 Type of Course of Respondents**

Table 4.1.4 representing the Type of Course of respondents, equal number of respondents (N=150, Percentage=50) were selected from professional as well as non-professional courses.

**Table 4.1.4: Type of Course of Respondents**

Type of Course	N	Percentage
Professional	150	50.0
Non-Professional	150	50.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.4: Type of Course of Respondents**



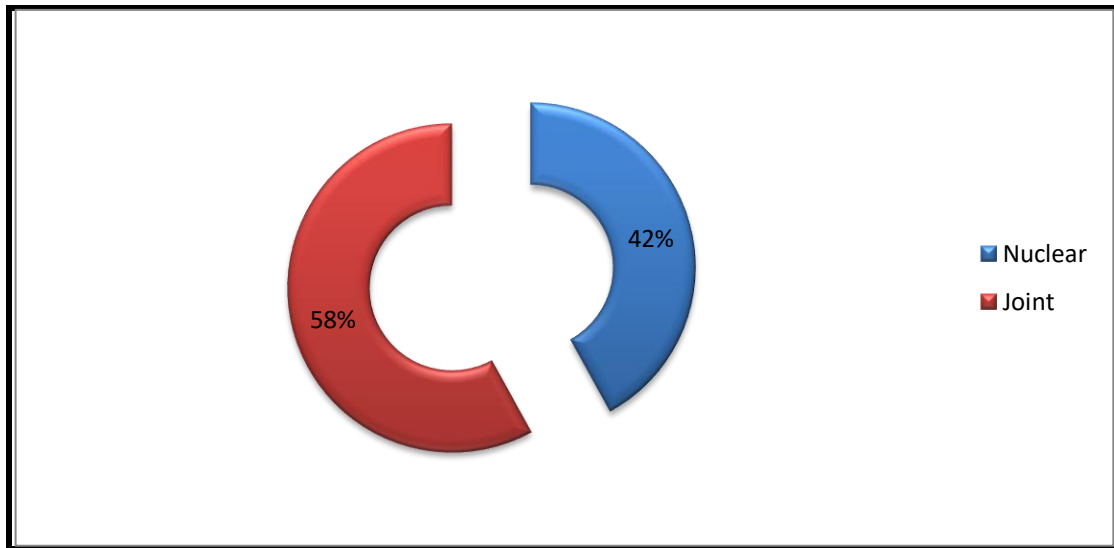
#### 4.1.5 Family Type of Respondents

Respondents were asked to indicate their type of family and the results received are presented in table 4.1.5. Maximum number of respondents (N=174, Percentage=58) were from joint families followed by 42% respondents (N=126) who were from nuclear family.

**Table 4.1.5: Family Type of Respondents**

Family Type	N	Percentage
Nuclear	126	42.0
Joint	174	58.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.5: Family Type of Respondents**



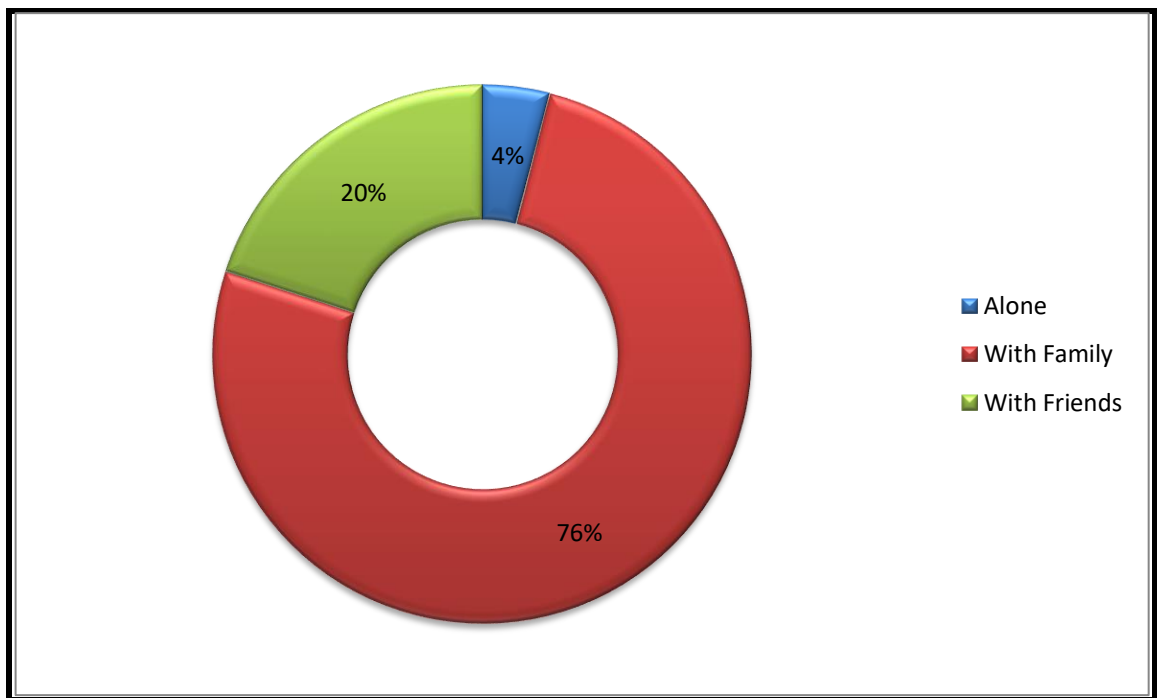
#### 4.1.6 Living Status of Respondents

Respondents were asked that with whom you are living currently and as a result 76% respondents (N=228) said that they are living with their family. 20% respondents (N=60) were found to be living with their friends while 4% respondents (N=12) were living alone.

**Table 4.1.6: Living Status of Respondents**

<b>Currently Living</b>	<b>N</b>	<b>Percentage</b>
<b>Alone</b>	12	4.0
<b>With Family</b>	228	76.0
<b>With Friends</b>	60	20.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.1.6: Living Status of Respondents**



## **4.2 Advertisement Viewing Profile of Respondents**

This section deals with the advertising media accessed by respondents and type of advertisements viewed by them as presented in following sub sections:-

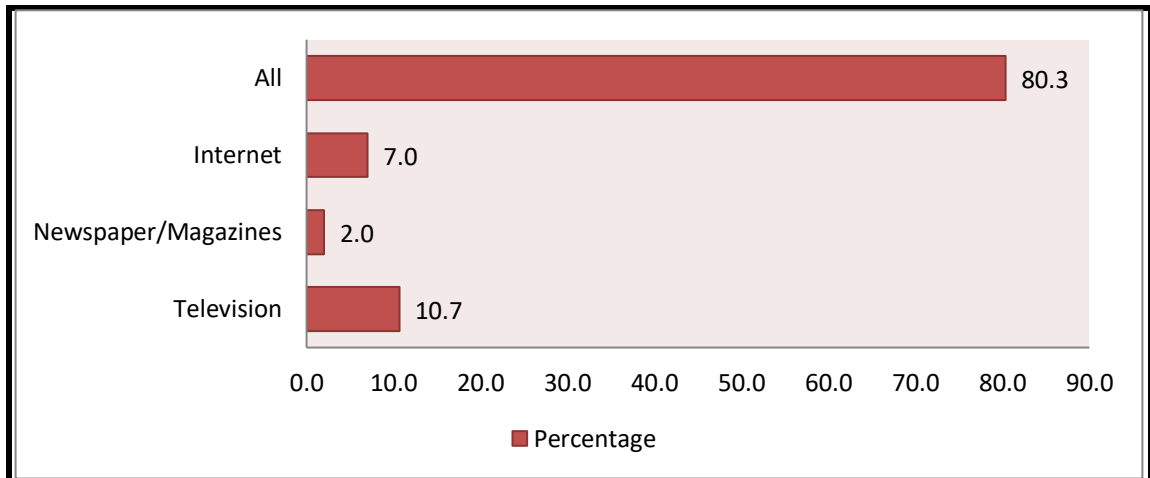
#### 4.2.1 Respondents' Preferred Media to Access Advertisement

Maximum number of respondents (N=241, Percentage=80.3) indicated that they access advertisements on television, newspapers, magazines as well as on internet. 10.7% respondents (N=32) said that they view advertisements on television, 7% respondents (N=21) access ads on internet while 2% respondents (N=6) access advertisements from newspapers or magazines.

**Table 4.2.1: Respondents' Preferred Media to Access Advertisement**

Preferred Media	N	Percentage
Television	32	10.7
Newspaper/Magazines	6	2.0
Internet	21	7.0
All	241	80.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.2.1: Respondents' Preferred Media to Access Advertisement**



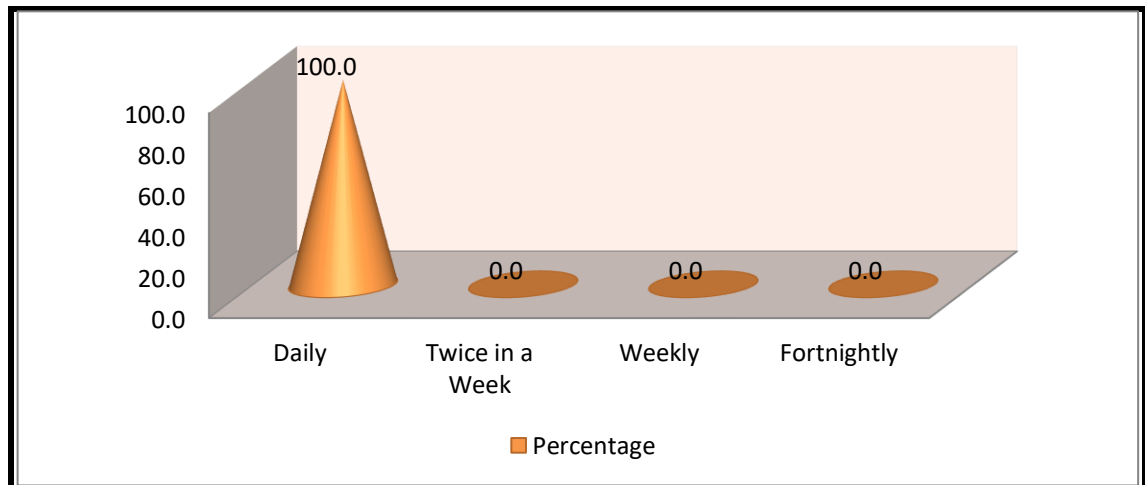
#### 4.2.2 Frequency of Accessing Advertisements

All of the respondents (N=300, Percentage=100) said that they daily access the advertisements.

**Table 4.2.2: Frequency of Accessing Advertisements**

Frequency	N	Percentage
Daily	300	100.0
Twice in a Week	0	0.0
Weekly	0	0.0
Fortnightly	0	0.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.2.2: Frequency of Accessing Advertisements**



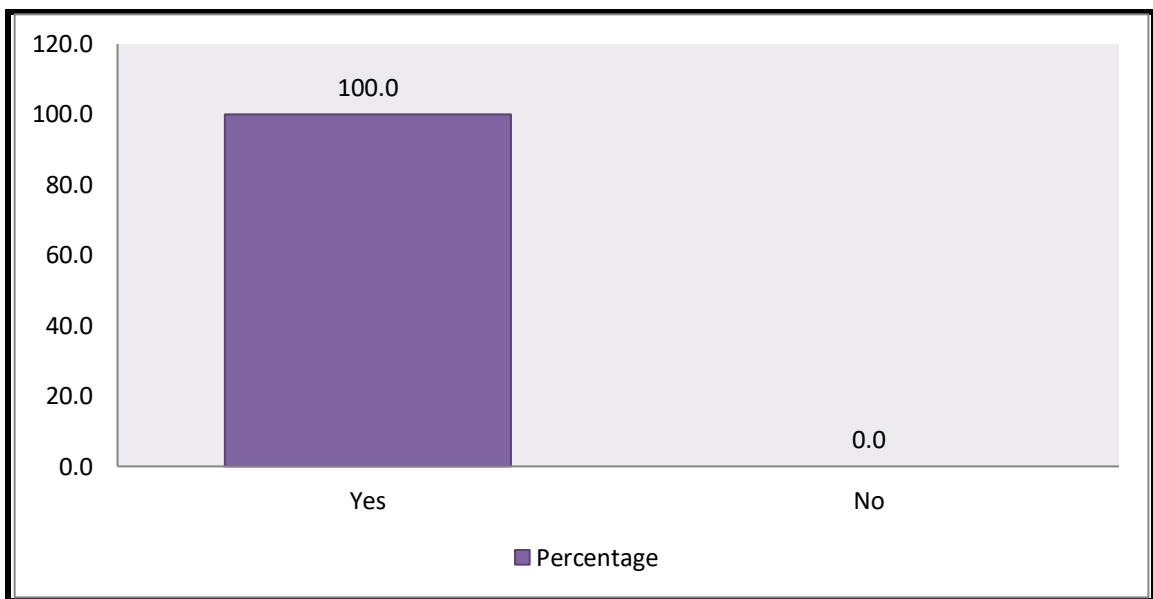
#### 4.2.3 Impact of Commercial on Buying Decision

Respondents were asked that do you ever buy a product because you liked its commercial and as a response all the respondents admitted that they have purchased product because of its commercial.

**Table 4.2.3: Impact of Commercial on Buying Decision**

<b>Response</b>	<b>N</b>	<b>Percentage</b>
<b>Yes</b>	300	100.0
<b>No</b>	0	0.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.2.3: Impact of Commercial on Buying Decision**



#### **4.2.4 Respondents' Perception about Content of Advertisement**

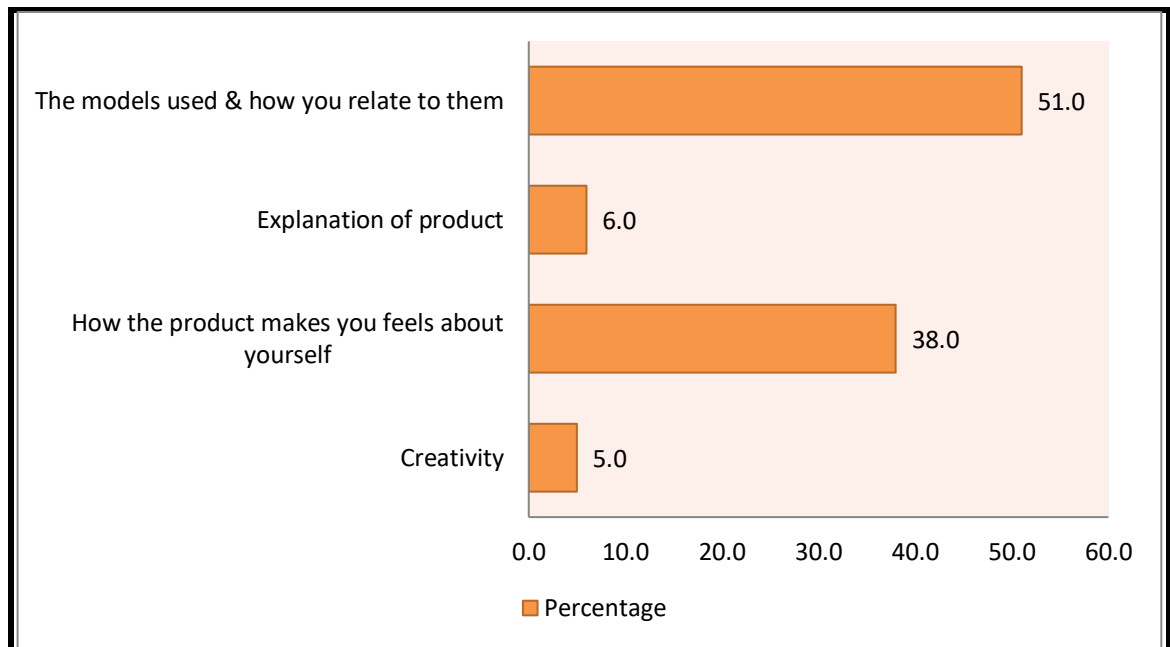
As per the results presented in table 4.2.4 majority of respondents (N=153, Percentage=51) said that look which model is used in advertisement and how they relate to them. For 38% respondents (N=11) the important aspect of advertisement is that how the product makes them feel about themselves. 6% respondents (N=18) look for the explanation of product and 5% respondents see the creativity used in the advertisement.



**Table 4.2.4: Respondents' Perception about Content of Advertisement**

<b>Response</b>	<b>N</b>	<b>Percentage</b>
<b>Creativity</b>	15	5.0
<b>How the product makes you feels about yourself</b>	114	38.0
<b>Explanation of product</b>	18	6.0
<b>The models used &amp; how you relate to them</b>	153	51.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart 4.2.4: Respondents' Perception about Content of Advertisement**



#### **4.2.5 Viewership of Controversial Product Advertisement**

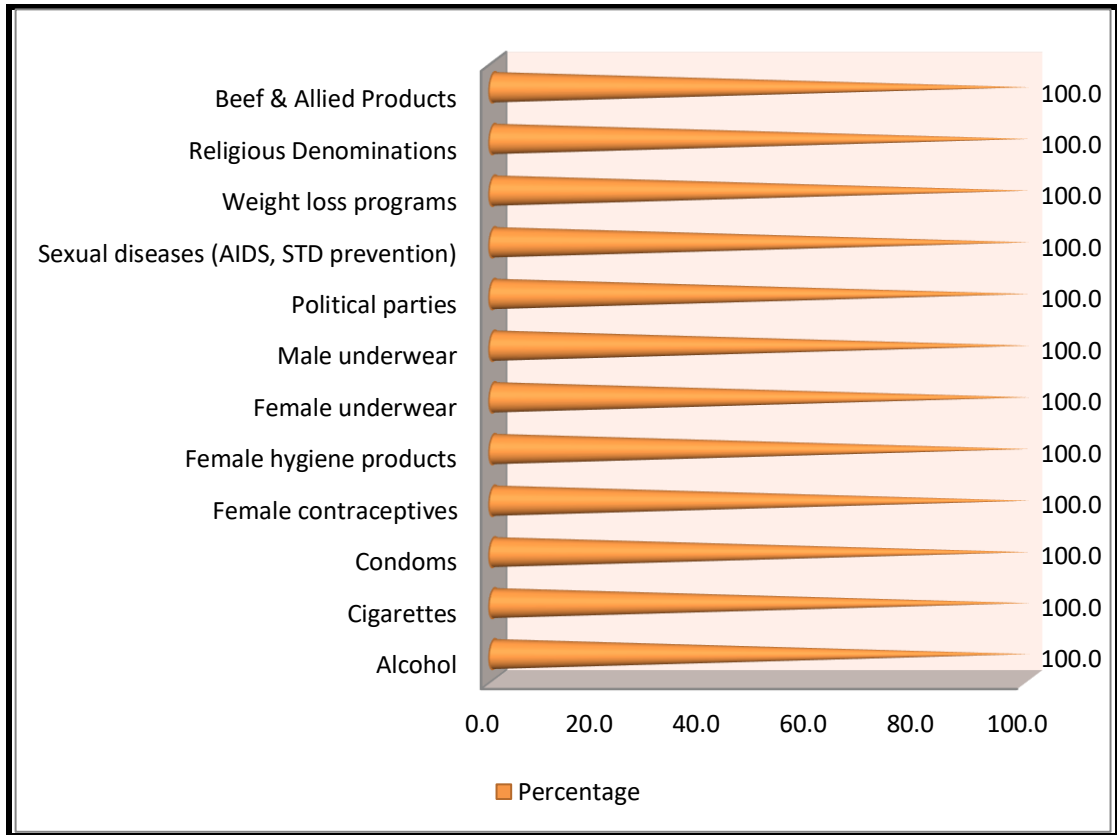
It can be seen from table 4.2.5 that all the respondents (N=300, Percentage=100) have seen the advertisements of controversial products including Alcohol, Cigarettes, Condoms, Female contraceptives, Female hygiene products,

Female underwear, Male underwear, Political parties, Sexual diseases, Weight loss programs, Religious Denominations and Beef & Allied Products.

**Table 4.2.5: Viewership of Controversial Product Advertisement**

<b>Product</b>	<b>N</b>	<b>Percentage</b>
Alcohol	300	100.0
Cigarettes	300	100.0
Condoms	300	100.0
Female contraceptives	300	100.0
Female hygiene products	300	100.0
Female underwear	300	100.0
Male underwear	300	100.0
Political parties	300	100.0
Sexual diseases (AIDS, STD prevention)	300	100.0
Weight loss programs	300	100.0
Religious Denominations	300	100.0
Beef & Allied Products	300	100.0

**Chart 4.2.5: Viewership of Controversial Product Advertisement**



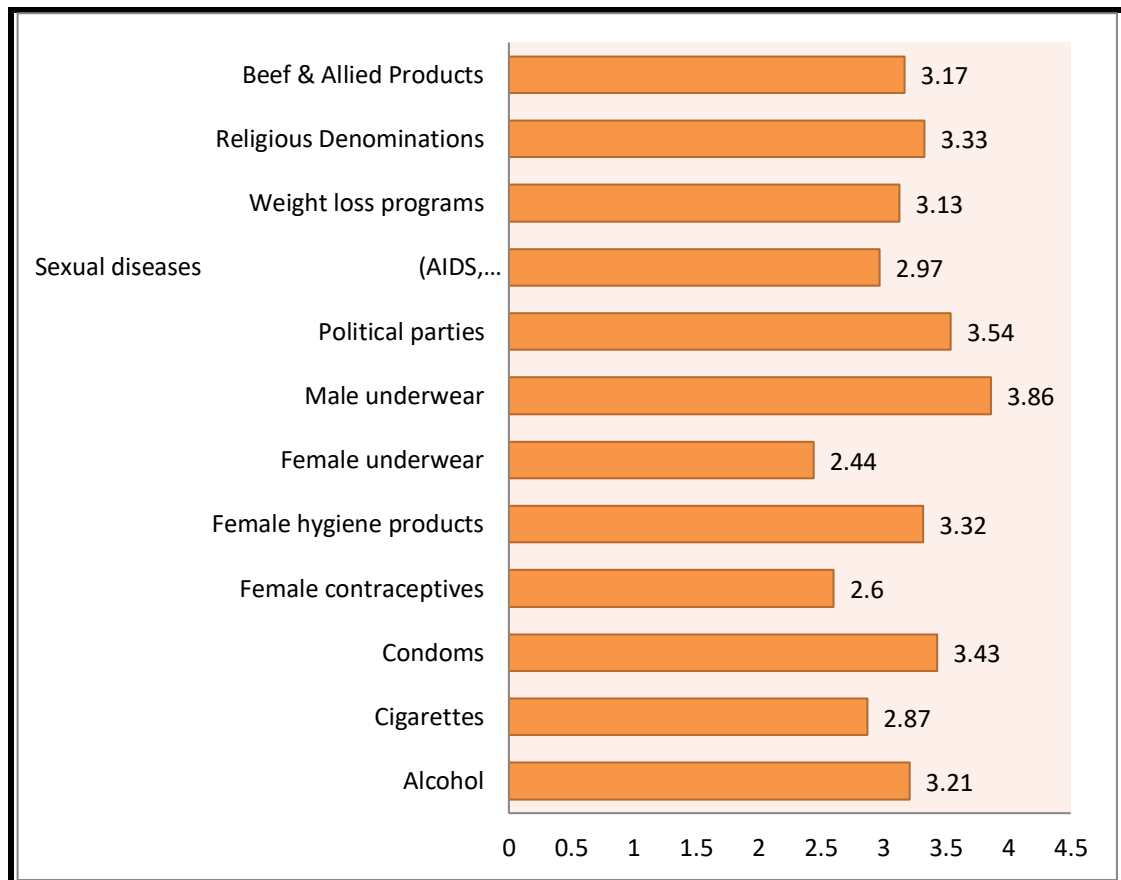
### **4.3 Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**

The respondents were presented with the list of products for which they indicated their level of offence. With a midpoint of 3 on the Likert scale, almost all the products were perceived to be offensive, except Cigarettes, Female contraceptives, Female underwear and Sexual diseases. Male underwear was perceived to be most offensive when advertised, followed by Political Parties, Condoms and Religious Denominations. Co-efficient of variation (C.V) is an important measure to assess the relative variation in the variable. Its value was found to be the least one in case of Condoms (0.14) while highest one in case of Cigarettes (0.37). It means that responses have highest concentration across the mean value in case of condoms.

**Table 4.3.1: Respondents' View about Level of Offensiveness towards  
Controversial Products Advertisements**

<b>Product</b>	<b>Not at all Offensive</b>	<b>Slightly Offensive</b>	<b>Somewhat Offensive</b>	<b>Moderately Offensive</b>	<b>Extremely Offensive</b>	<b>Mean</b>	<b>S.D.</b>	<b>C.V</b> .
Alcohol	6	33	168	78	15	3.21	0.78	0.24
Cigarettes	33	78	96	81	12	2.87	1.057	0.37
Condoms	0	0	171	129	0	3.43	0.496	0.14
Female contraceptives	39	99	105	57	0	2.6	0.94	0.36
Female hygiene products	18	6	138	138	0	3.32	0.787	0.24
Female underwear	24	123	150	3	0	2.44	0.654	0.27
Male underwear	0	0	105	132	63	3.86	0.736	0.19
Political parties	0	0	159	120	21	3.54	0.624	0.18
Sexual diseases (AIDS, STD prevention)	9	54	174	63	0	2.97	0.715	0.24
Weight loss programs	9	63	123	90	15	3.13	0.903	0.29
Religious Denominations	0	9	183	108	0	3.33	0.531	0.16
Beef & Allied Products	3	33	174	90	0	3.17	0.65	0.21

**Chart 4.3.1: Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**

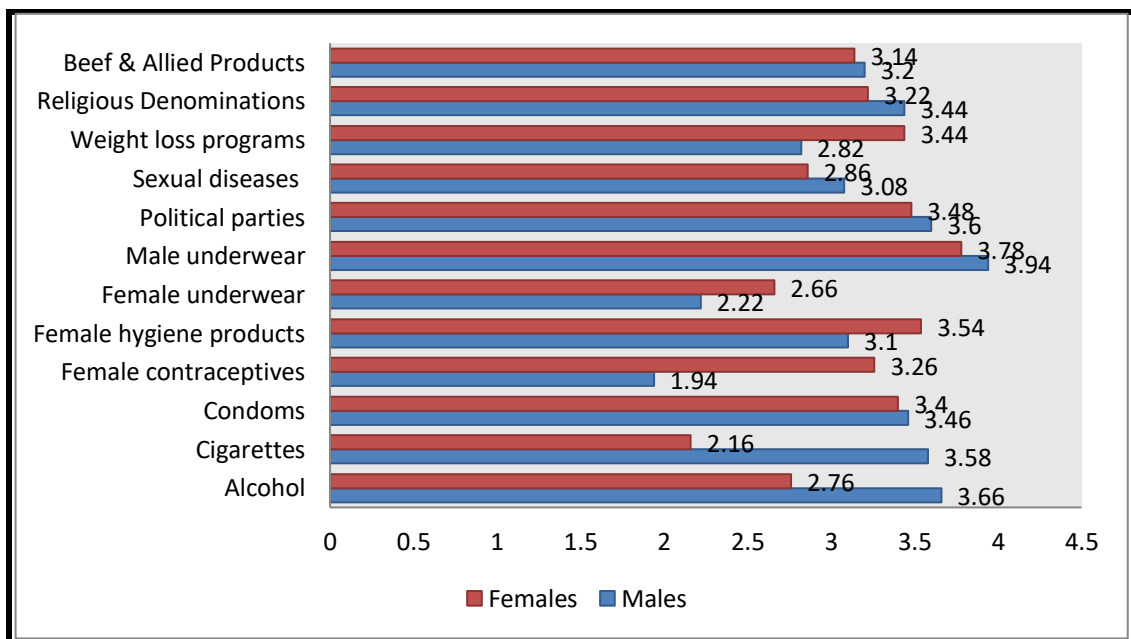


The results were further categorized according to the gender of respondents as presented in table 4.3.2. According to male respondents the most offensive advertisements are of Male underwear (Mean Score=3.94) followed by Alcohol (Mean Score=3.66), Cigarettes (Mean Score=3.58) and Condoms (Mean Score=3.46). As per the female respondents advertisements of Male underwear (Mean Score=3.78) are most offensive followed by Female hygiene products (Mean Score=3.54), Political parties (Mean Score=3.48) and Weight loss programs (Mean Score=3.44). As per males the advertisements of Female contraceptives (Mean Score=1.94) are least offensive while according to females advertisements of Cigarettes (Mean Score=2.16) are least offensive

**Table 4.3.2: Gender wise Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**

Product	Males		Females	
	Mean	S.D.	Mean	S.D.
Alcohol	3.66	0.767	2.76	0.473
Cigarettes	3.58	0.83	2.16	0.733
Condoms	3.46	0.5	3.4	0.492
Female contraceptives	1.94	0.735	3.26	0.596
Female hygiene products	3.1	0.947	3.54	0.5
Female underwear	2.22	0.703	2.66	0.516
Male underwear	3.94	0.707	3.78	0.759
Political parties	3.6	0.635	3.48	0.61
Sexual diseases (AIDS, STD prevention)	3.08	0.629	2.86	0.777
Weight loss programs	2.82	0.844	3.44	0.855
Religious Denominations	3.44	0.498	3.22	0.542
Beef & Allied Products	3.2	0.568	3.14	0.724

**Chart 4.3.2: Gender wise Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**

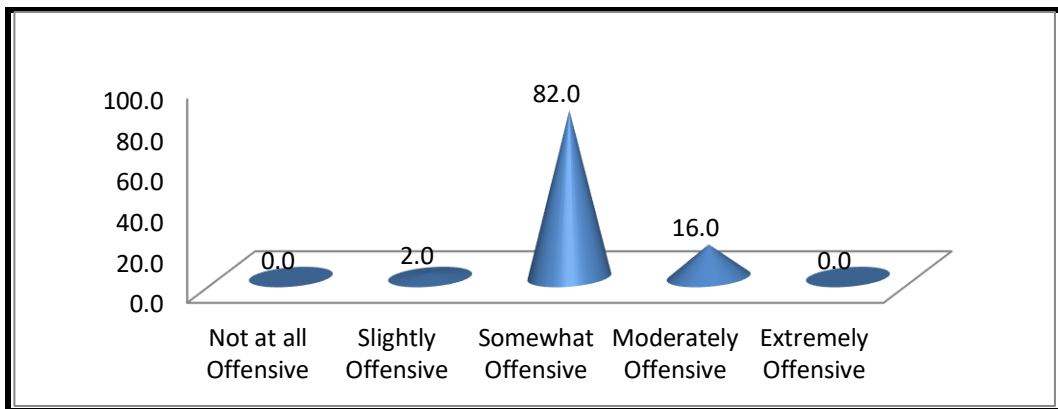


The table 4.3.3 shows that, according to majority of respondents (N=246, Percentage=82) the advertisements of controversial products are somewhat offensive while rest of the respondents (N=48, Percentage=16) have considered these advertisements moderately offensive. The mean score (37.87) projects that respondents have perceived these advertisements offensive

**Table 4.3.3: Respondents' Overall perception about Offensiveness of Controversial Products Advertisements**

Level of Offensiveness	N	Percentage
Not at all Offensive	0	0.0
Slightly Offensive	6	2.0
Somewhat Offensive	246	82.0
Moderately Offensive	48	16.0
Extremely Offensive	0	0.0
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Mean</b>	37.87	
<b>S.D.</b>	2.485	

**Chart 4.3.3: Respondents' Overall perception about Offensiveness of Controversial Products Advertisements**



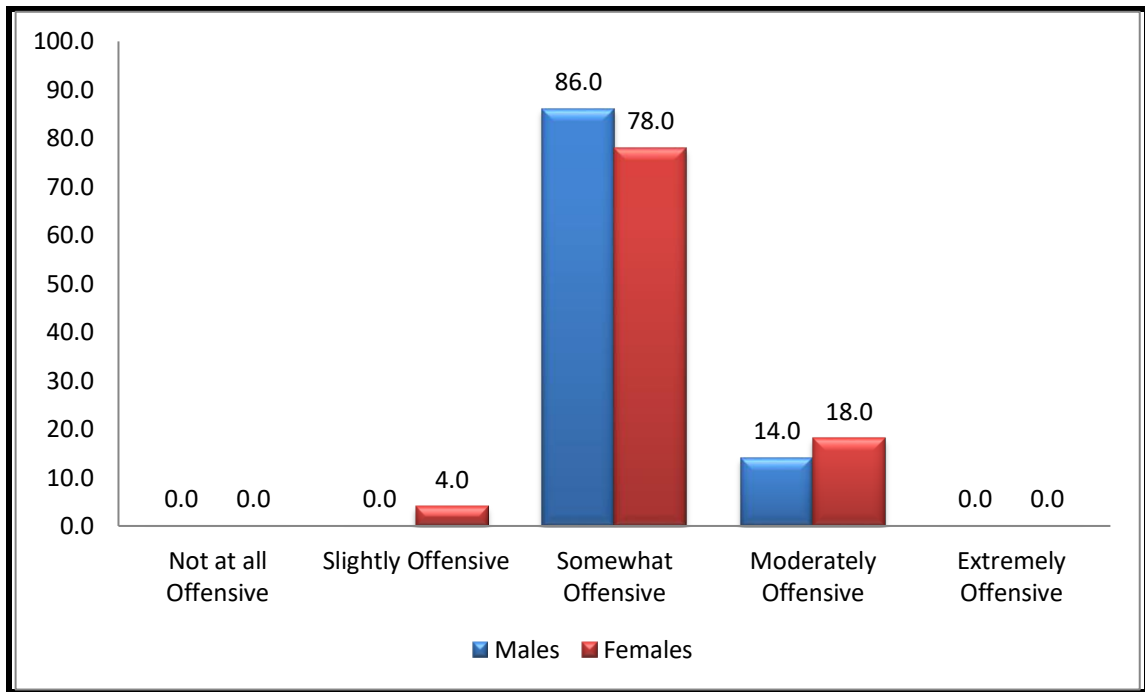
The table 4.3.4 shows the level of offensiveness perceived by male & female respondents towards advertisements of controversial products. It can be observed that males have considered the controversial products advertisements more offensive as compared to female respondents.

**Table 4.3.4: Gender Wise Respondents' Overall perception about Offensiveness of Controversial Products Advertisements.**

Level of Offensiveness	Males		Females	
	N	Percentage	N	Percentage
Not at all Offensive	0	0.0	0	0.0
Slightly Offensive	0	0.0	6	4.0
Somewhat Offensive	129	86.0	117	78.0
Moderately Offensive	21	14.0	27	18.0
Extremely Offensive	0	0.0	0	0.0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Mean</b>	38.04		37.7	
<b>S.D.</b>	2.288		2.664	

**Chart 4.3.4: Gender Wise Respondents' Overall perception about Offensiveness of Controversial Products Advertisements.**





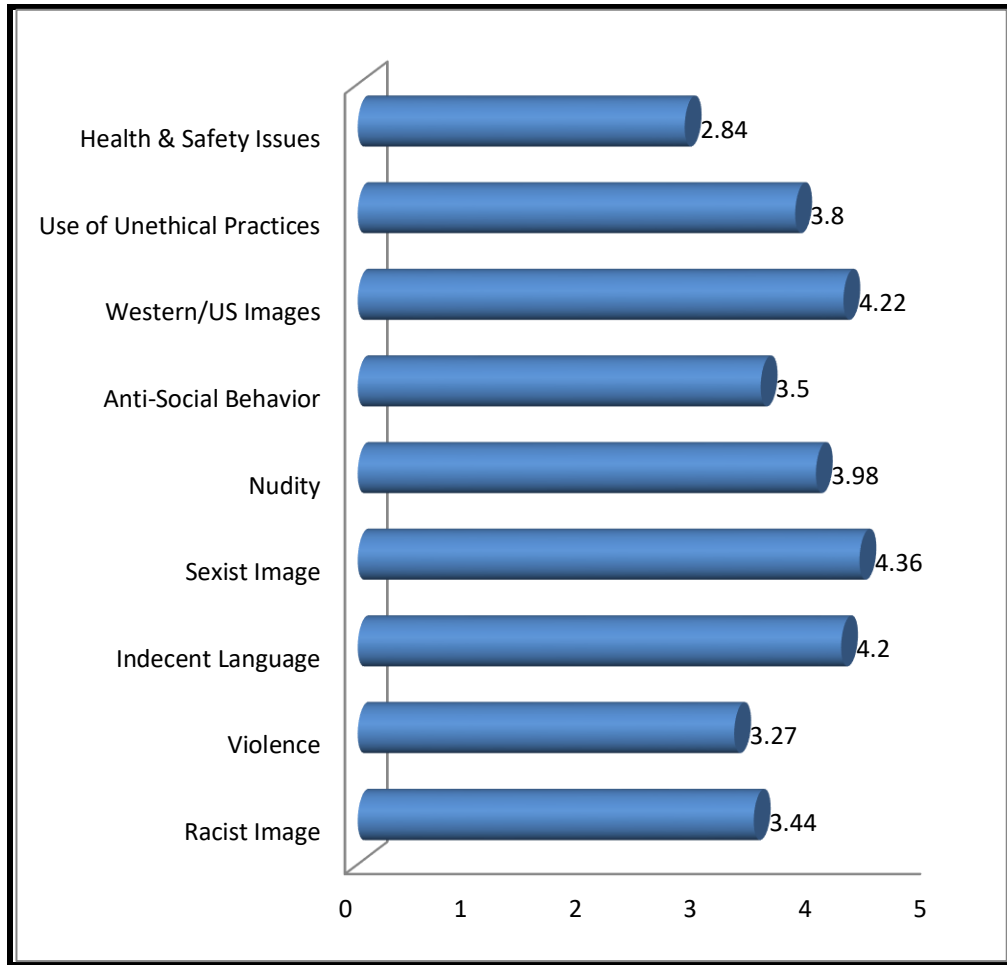
#### 4.4 Respondents' Perceptions towards Nature of Advertising Appeals

Respondents were asked to specify that till what level they consider various advertisement appeals responsible for the offensiveness of controversial products advertisements. It can be seen from the results that respondents have considered sexist images (Mean Score=4.36) most responsible for offensiveness of controversial product advertisements. Another appeals caused offensiveness in advertisements were Western/US Images (Mean Score=4.22), Nudity (Mean Score=3.98) and Racist Image (Mean Score=3.44). With a midpoint of 3 on the Likert scale, all the appeals were considered to be offensive except the health & safety issues. The coefficient of variation ranges from 0.14 to 0.23; indicating the higher uniformity in the response received from respondents.

**Table 4.4.1: Respondents' Perceptions towards Nature of Advertising Appeals**

Advertising Appeals	Not at all Consider	Slightly Consider	Somewhat Consider	Moderately Consider	Extremely Consider	Mean	S.D.	C.V.
Racist Image	0	9	150	141	0	3.44	0.554	0.16
Violence	0	24	171	105	0	3.27	0.599	0.18
Indecent Language	0	0	48	144	108	4.2	0.694	0.17
Sexist Image	0	0	18	156	126	4.36	0.593	0.14
Nudity	0	0	84	138	78	3.98	0.736	0.18
Anti-Social Behavior	0	0	150	150	0	3.5	0.501	0.14
Western/US Images	0	0	51	132	117	4.22	0.716	0.17
Use of Unethical Practices	0	0	120	120	60	3.8	0.75	0.20
Health & Safety Issues	0	90	168	42	0	2.84	0.645	0.23

**Chart 4.4.1: Respondents' Perceptions towards Nature of Advertising Appeals**

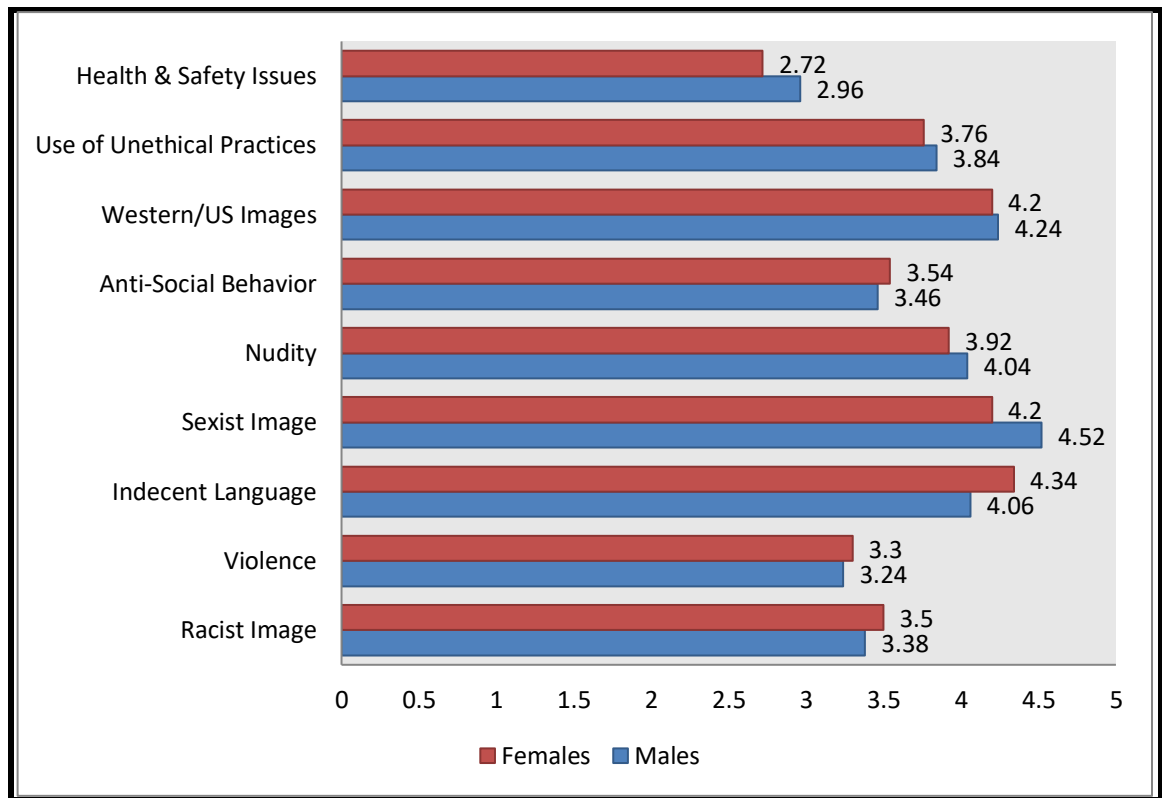


The results were further categorized according to the gender of respondents as presented in table 4.4.2. According to male respondents the most offensive advertisement appeal is Sexist Image (Mean Score=4.52) followed by Western/US Images (Mean Score=4.24), Indecent Language (Mean Score=4.06) and Nudity (Mean Score=4.04). As per the female respondents Indecent Language (Mean Score=4.34) is the major reason of offensiveness followed by Sexist Image (Mean Score=4.2), Western/US Images (Mean Score=4.2) and Nudity (Mean Score=3.92). As per all the respondents the least offensive advertisement appeal is Health & Safety Issues.

**Table 4.4.2: Gender Wise Respondents' Perceptions towards Nature of Advertising Appeals**

Advertising Appeals	Males		Females	
	Mean	S.D.	Mean	S.D.
Racist Image	3.38	0.598	3.5	0.502
Violence	3.24	0.62	3.3	0.576
Indecent Language	4.06	0.735	4.34	0.622
Sexist Image	4.52	0.501	4.2	0.635
Nudity	4.04	0.75	3.92	0.719
Anti-Social Behavior	3.46	0.5	3.54	0.5
Western/US Images	4.24	0.652	4.2	0.777
Use of Unethical Practices	3.84	0.733	3.76	0.766
Health & Safety Issues	2.96	0.601	2.72	0.667

**Chart 4.4.2: Gender Wise Respondents' Perceptions towards Nature of Advertising Appeals.**



#### 4.5 Religious Perception of Respondents

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). For all the positive statements the mean score is above to midpoint 3 and for all the negative statements the score is below to midpoint 3. It all shows the religiosity of the respondents. The respondents of this research believe in god, have faith in holy books, use to go on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles.

**Table 4.5.1: Religious Perception of Respondents**

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.	C.V
I believe in God	0	0	12	162	126	4.38	0.563	0.13
I respect holy books of my religion.	0	0	0	123	177	4.59	0.493	0.11
My faith in god is an important part of my individual identity	0	0	108	144	48	3.8	0.694	0.18
My relationship to God is experienced as unconditional love	0	0	153	120	27	3.58	0.652	0.18
I use to donate in religious events	0	36	156	108	0	3.24	0.651	0.20
I help poor to make my after death life better	0	36	168	78	18	3.26	0.744	0.23
I often go to the religious places (temple, Mosque, Church etc.)	0	0	90	129	81	3.97	0.756	0.19
I commit sins	117	180	0	0	3	1.64	0.593	0.36
I am afraid of god punishment form my wrong deeds	0	0	66	153	81	4.05	0.699	0.17
I always try to be honest & fair to others	0	0	81	165	54	3.91	0.666	0.17
I never doubt on the holy principles of my religion	0	0	63	147	90	4.09	0.71	0.17
No one can deviate me from my religious beliefs	0	0	0	141	159	4.53	0.5	0.11
I am proud of my religion	0	0	0	93	207	4.69	0.463	0.10
I love to participate in religious events	0	0	162	108	30	3.56	0.669	0.19
I admire those who go for teerthyatra, haz etc.	0	0	150	132	18	3.56	0.606	0.17
I never disrespect to any other religion.	0	0	0	48	252	4.84	0.367	0.08

**Chart 4.5.1: Religious Perception of Respondents**

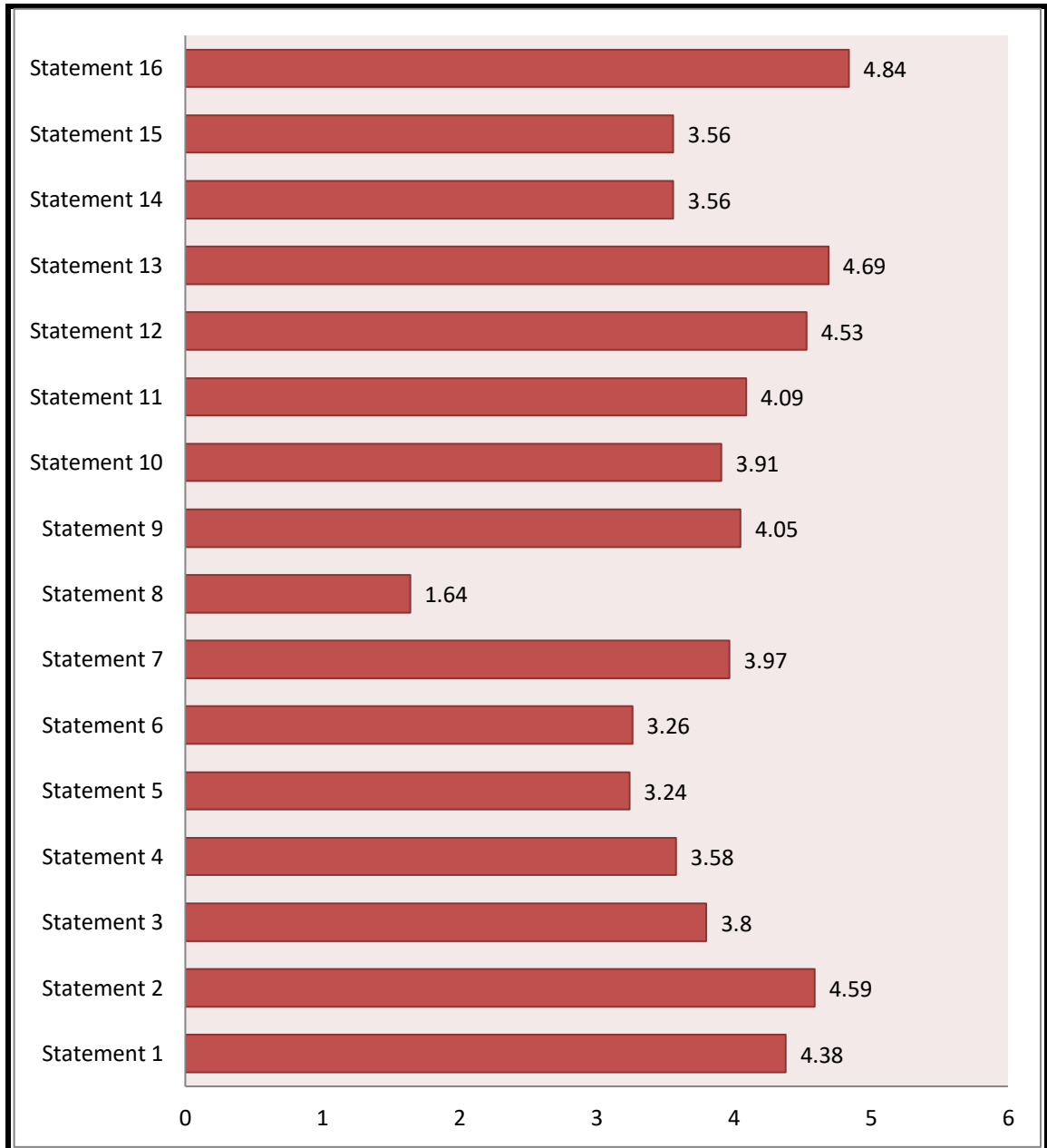


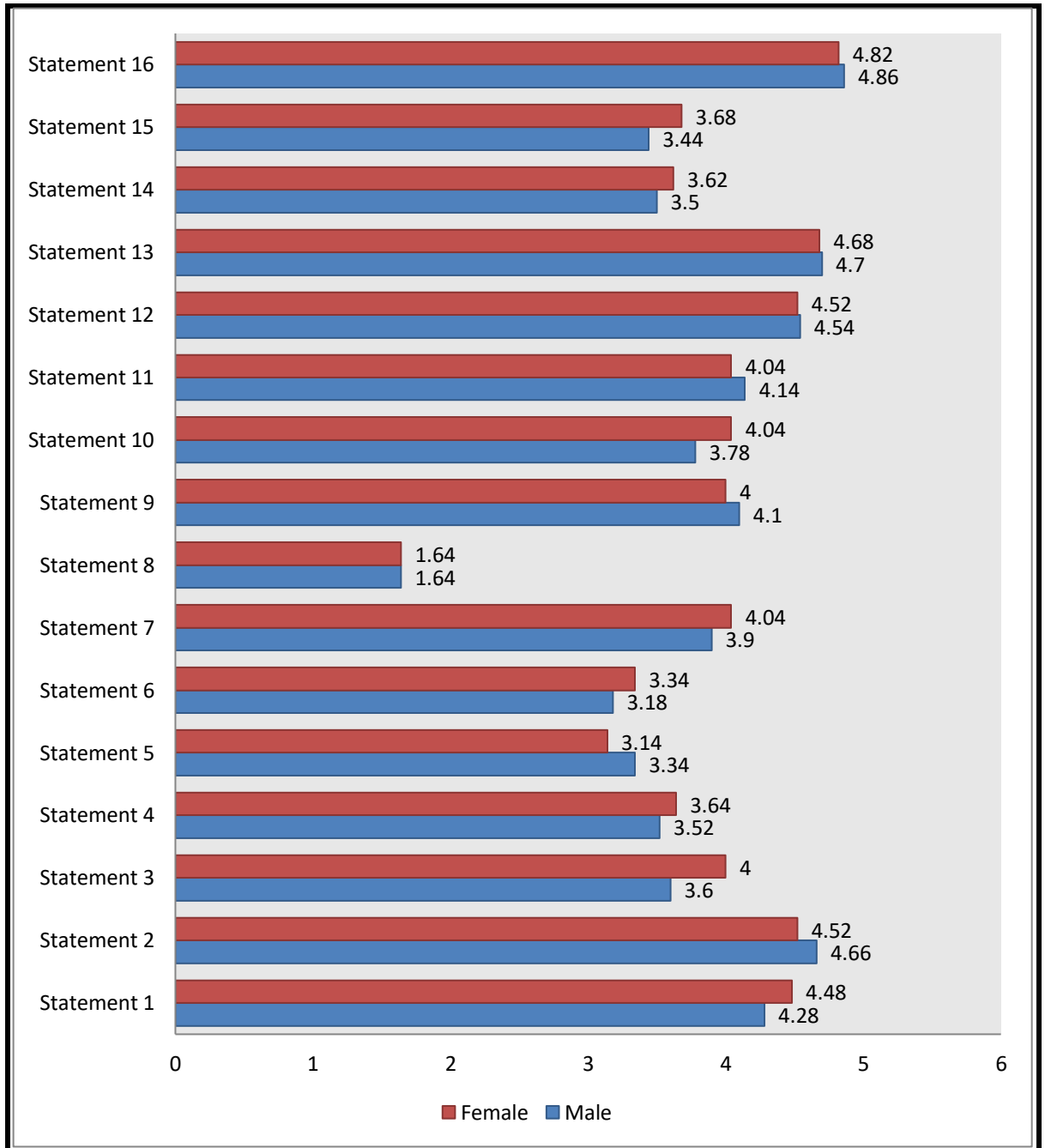
Table 4.5.2 indicated the religious perception of males & females separately. It was found that mean scores of male & female respondents are almost same which signify the similar kind of religious perception of male & female respondents.

**Table 4.5.2: Gender Wise Religious Perception of Respondents**

Statements	Males		Females	
	Mean	S.D.	Mean	S.D.
I believe in God	4.28	0.603	4.48	0.501
I respect holy books of my religion.	4.66	0.475	4.52	0.501
My faith in god is an important part of my individual identity	3.6	0.635	4	0.695
My relationship to God is experienced as unconditional love	3.52	0.642	3.64	0.658
I use to donate in religious events	3.34	0.654	3.14	0.635
I help poor to make my after death life better	3.18	0.742	3.34	0.74
I often go to the religious places (temple, Mosque, Church etc.)	3.9	0.73	4.04	0.776
I commit sins	1.64	0.482	1.64	0.688
I am afraid of god punishment form my wrong deeds	4.1	0.702	4	0.695
I always try to be honest & fair to others	3.78	0.644	4.04	0.664
I never doubt on the holy principles of my religion	4.14	0.635	4.04	0.776
No one can deviate me from my religious beliefs	4.54	0.5	4.52	0.501
I am proud of my religion	4.7	0.46	4.68	0.468
I love to participate in religious events	3.5	0.61	3.62	0.72
I admire those who go for teerthyatra, haz etc.	3.44	0.607	3.68	0.583
I never disrespect to any other religion.	4.86	0.348	4.82	0.385



**Chart 4.5.2: Gender Wise Religious Perception of Respondents**



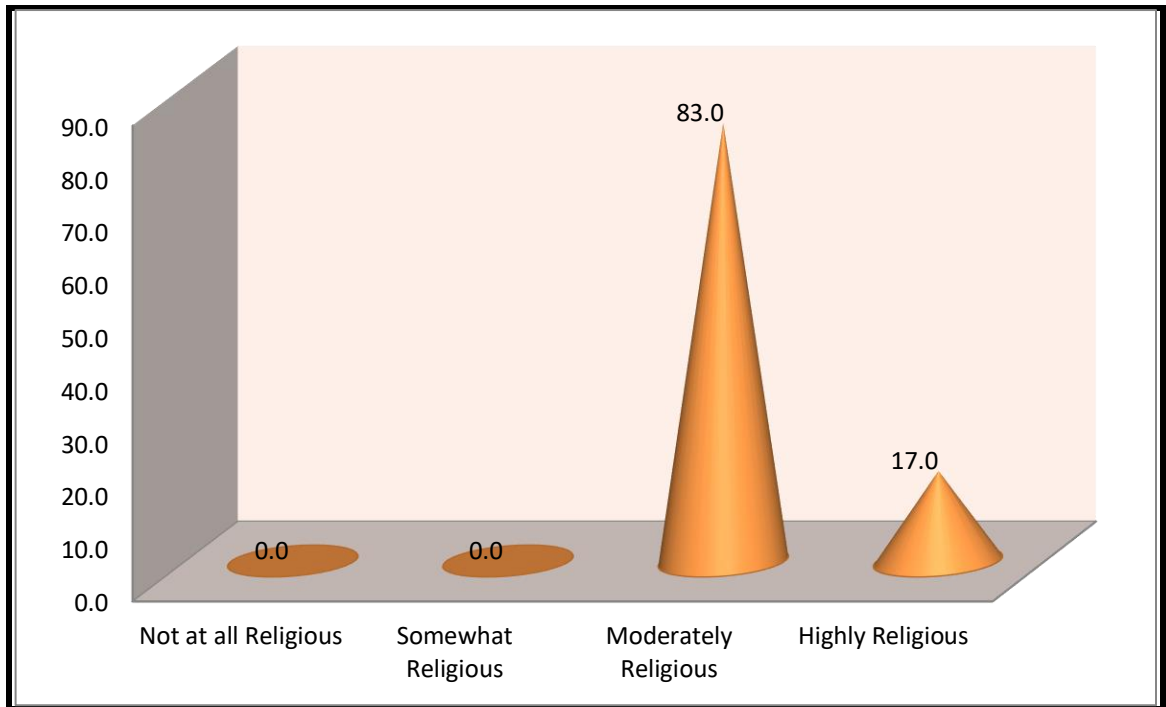
The overall religious perception of respondents is presented in table 4.5.3. It can be concluded that majority of respondents (N=249, Percentage=83) are moderately religious followed by 17% respondents (N=51) who were extremely

religious. The mean score also fall in moderately religious category and the low S.D. value indicates the uniformity in the views of respondents.

**Table 4.5.3: Overall Religious Perception of Respondents**

Religious Perception	N	Percentage
Not at all Religious	0	0.0
Somewhat Religious	0	0.0
Moderately Religious	249	83.0
Highly Religious	51	17.0
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Mean</b>	61.69	
<b>S.D.</b>	2.943	

**Chart 4.5.3: Overall Religious Perception of Respondents**



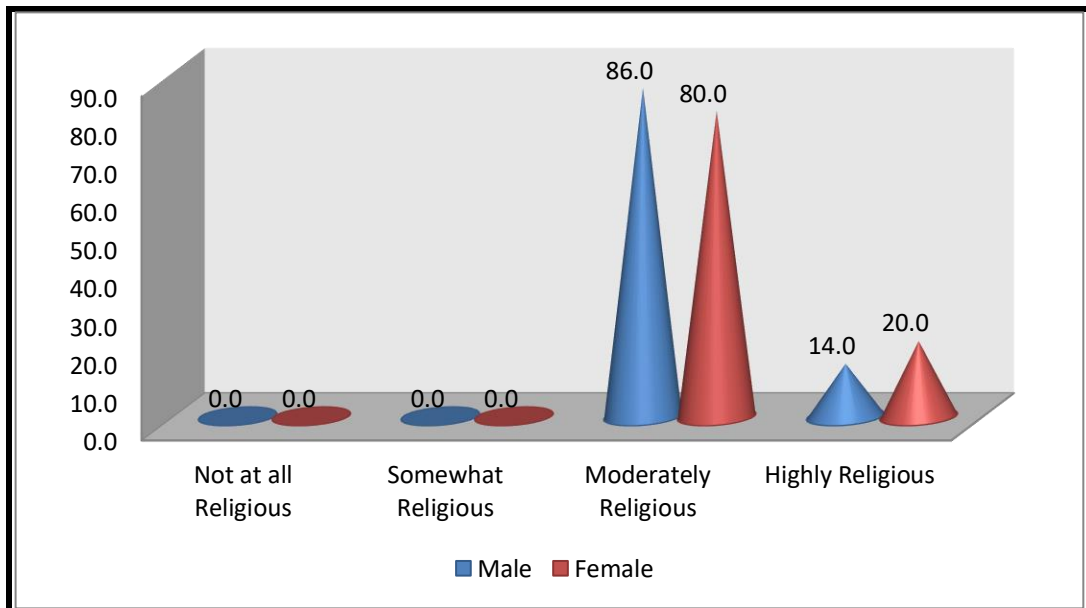
As per the results shown in table 4.5.4 the female respondents are more religious than the male respondents but the religious perception of males is more

uniform than the females. It was found that 14% males (N=21) were highly religious and 86% male respondents (N=129) were moderately religious. In female category these percentages were 20% and 80% respectively.

**Table 4.5.4: Gender Wise Overall Religious Perception of Respondents**

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Not at all Religious	0	0.0	0	0.0
Somewhat Religious	0	0.0	0	0.0
Moderately Religious	129	86.0	120	80.0
Highly Religious	21	14.0	30	20.0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Mean</b>	61.18		62.2	
<b>S.D.</b>	2.786		3.017	

**Chart 4.5.4: Gender Wise Overall Religious Perception of Respondents**



## 4.6 Hypothesis Testing

This section of chapter will deal with the testing of various hypotheses taken under study.

### 4.6.1 H<sub>01</sub>: Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products

### H<sub>11</sub>: Religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products

Karl Pearson coefficient of correlation was applied to determine the association between Religious perceptions of consumers and their level of offensiveness towards controversial products. The results are presented from table 4.6.1 to 4.6.12.

**Table 4.6.1: Correlation between Religious perceptions and level of offensiveness towards Alcohol**

		Religious Perception	Significance
Alcohol	Pearson Correlation	-0.050	Not Significant
	p-value	0.386	
	N	300	

Level of Significance = 5%

**Table 4.6.2: Correlation between Religious perceptions and level of offensiveness towards Cigarettes**

		Religious Perception	Significance
Cigarettes	Pearson Correlation	-0.045	Not Significant

	p-value	0.435	
	N	300	

Level of Significance = 5%

**Table 4.6.3: Correlation between Religious perceptions and level of offensiveness towards Condoms**

		Religious Perception	Significance
<b>Condoms</b>	Pearson Correlation	-0.018	<b>Not Significant</b>
	p-value	0.752	
	N	300	

Level of Significance = 5%

**Table 4.6.4: Correlation between Religious perceptions and level of offensiveness towards Female Contraceptives**

		Religious Perception	Significance
<b>Female Contraceptives</b>	Pearson Correlation	0.104	<b>Not Significant</b>
	p-value	0.073	
	N	300	

Level of Significance = 5%

**Table 4.6.5: Correlation between Religious perceptions and level of offensiveness towards Female Hygiene Products**

		Religious Perception	Significance
<b>Female Hygiene Products</b>	Pearson Correlation	-0.07	<b>Not Significant</b>
	p-value	0.229	

	N	300	
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Level of Significance = 5%

**Table 4.6.6: Correlation between Religious perceptions and level of offensiveness towards Female Underwear**

		Religious Perception	Significance
<b>Female Underwear</b>	Pearson Correlation	-0.153	<b>Significant</b>
	p-value	0.008	
	N	300	

Level of Significance = 5%

**Table 4.6.7: Correlation between Religious perceptions and level of offensiveness towards Male Underwear**

		Religious Perception	Significance
<b>Male Underwear</b>	Pearson Correlation	-0.052	<b>Not Significant</b>
	p-value	0.365	
	N	300	

Level of Significance = 5%

**Table 4.6.8: Correlation between Religious perceptions and level of offensiveness towards Political Parties**

		Religious Perception	Significance
<b>Political Parties</b>	Pearson Correlation	0.059	<b>Not Significant</b>
	p-value	0.311	
	N	300	

Level of Significance = 5%

**Table 4.6.9: Correlation between Religious perceptions and level of offensiveness towards Sexual Diseases**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Sexual Diseases</b>	Pearson Correlation	0.11	<b>Not Significant</b>
	p-value	0.057	
	N	300	

Level of Significance = 5%

**Table 4.6.10: Correlation between Religious perceptions and level of offensiveness towards Weight Loss Programs**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Weight Loss Programs</b>	Pearson Correlation	-0.004	<b>Not Significant</b>
	p-value	0.95	
	N	300	

Level of Significance = 5%

**Table 4.6.11: Correlation between Religious perceptions and level of offensiveness towards Religious Denominations**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Religious Denominations</b>	Pearson Correlation	-0.05	<b>Not Significant</b>
	p-value	0.389	
	N	300	

Level of Significance = 5%

**Table 4.6.12: Correlation between Religious perceptions and level of offensiveness towards Beef & Allied Products**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Beef &amp; Allied Products</b>	Pearson Correlation	-0.035	<b>Not Significant</b>
	p-value	0.543	
	N	300	

At 5% level of significance it was observed that coefficient of correlation was not significant except for female underwear, it leads to the acceptance of null hypothesis so it can be concluded that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.

**4.6.2 H<sub>02</sub>: Offensive nature of advertising appeal is not positively associated with the level of offensiveness towards controversial products**

**H<sub>12</sub>: Offensive nature of advertising appeal is positively associated with the level of offensiveness towards controversial products**

The results of Offensive nature of advertising appeal were cross tabulated with level of offensiveness towards controversial products and then to measure association between these variables chi-square test was applied as shown in table 4.6.13.



**Table 4.6.13: Chi-Square Test Result to Measure Association between Offensive nature of advertising appeal and level of offensiveness towards controversial products**

Level of Offensiveness	Religious Perception		
	Moderately Religious	Highly Religious	Total
Extremely Offensive	0	0	0
Moderately Offensive	3	3	6
Somewhat Offensive	210	36	246
Slightly Offensive	36	12	48
Not at all Offensive	0	0	0
<b>Total</b>	249	51	300
<b>Chi-Square Value</b>	7.784		
<b>p-value</b>	0.020		
<b>Significance</b>	<b>Significant</b>		

Level of Significance = 5%

According to p-value the calculated value of chi-statistic is significant and it confirms the association between Offensive natures of advertising appeals and level of offensiveness towards controversial products. Here the null hypothesis rejected and it was found that Offensive nature of advertising appeal is positively associated with the level of offensiveness towards controversial products.

**4.6.3 H<sub>03</sub>: Offensive nature of advertising appeals does not affect the religious perceptions of the consumers**

**H<sub>13</sub>: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers**

To test this hypothesis the Karl Pearson coefficient correlation was calculated between various advertisement appeals and religious perception of consumers. The results are tabulated in 4.6.14

**Table 4.6.14: Correlation results between Offensive nature of advertising appeals & religious perceptions of the consumers**

<b>Advertising Appeals</b>	<b>Correlation with Religious Perception</b>	<b>p-value</b>	<b>Significance</b>
Racist Image	0.022	0.699	<b>Not Significant</b>
Violence	-0.214	0.000	<b>Significant</b>
Indecent Language	0.055	0.342	<b>Not Significant</b>
Sexist Image	0.03	0.609	<b>Not Significant</b>
Nudity	-0.054	0.353	<b>Not Significant</b>
Anti-Social Behavior	-0.228	0.000	<b>Significant</b>
Western/US Images	0.128	0.027	<b>Significant</b>
Use of Unethical Practices	0.054	0.354	<b>Not Significant</b>
Health & Safety Issues	0.005	0.924	<b>Not Significant</b>

Level of Significance = 5%

According to results, violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.

**4.6.4 H<sub>04</sub>: Males and females do not differ in their perceptions towards nature of advertising appeals**

**H<sub>14</sub>: Males and females significantly differ in their perceptions towards nature of advertising appeals**

The section 4.4 of this chapter discussed the perception of respondents towards the nature of advertising appeals, where it was found that according to respondents these advertisement appeals are causing the offensiveness in the advertisements of controversial products. To measure the difference in the opinion of male & female respondents'-test was applied and results received are presented in table 4.6.15.

**Table 4.6.15: t-test Result to measure significant difference in Males and Females perceptions towards nature of advertising appeals**

Advertisement Appeal	Males		Females		t-value	p-value	Significance
	Mean	S.D.	Mean	S.D.			
Racist Image	3.38	0.598	3.5	0.502	1.882	0.061	Not Significant
Violence	3.24	0.62	3.3	0.576	0.868	0.386	Not Significant
Indecent Language	4.06	0.735	4.34	0.622	3.562	0.000	Significant
Sexist Image	4.52	0.501	4.2	0.635	4.846	0.000	Significant
Nudity	4.04	0.75	3.92	0.719	1.415	0.158	Not Significant
Anti-Social Behavior	3.46	0.5	3.54	0.5	1.385	0.167	Not Significant
Western/US Images	4.24	0.652	4.2	0.777	0.483	0.63	Not Significant
Use of Unethical Practices	3.84	0.733	3.76	0.766	0.924	0.356	Not Significant
Health & Safety Issues	2.96	0.601	2.72	0.667	3.275	0.001	Significant

Level of Significance = 5%

The results reveal that significant difference exists in the perception of males & females for three advertisement appeals i.e. indecent language, sexiest image and health & safety issues however for all other appeals the difference in the opinion of males & females is insignificant. As in majority of cases the t-statistic is insignificant so it can be said that Males and females do not differ in their perceptions towards nature of advertising appeals

#### 4.6.5 H<sub>05</sub>: Males and females do not differ in their religious perceptions

**H<sub>15</sub>: Males and females significantly differ in their religious perceptions**

In section 4.5 of this chapter it was identified that females are more religious than the males, now here he table 4.6.16 is presenting the results of t-test applied to measure significant difference in Males and Females religious perceptions.

**Table 4.6.16: t-test Result to measure significant difference in Males and Females religious perceptions**

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Highly Religious	0	0.0	0	0.0
Moderately Religious	0	0.0	0	0.0
Somewhat Religious	129	86.0	120	80.0
Not at all Religious	21	14.0	30	20.0
	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
Mean	61.18		62.2	
S.D.	2.786		3.017	
t-value	3.042			
p-value	0.003			
Significance	Significant			

Level of Significance = 5%

At 5% level of significance the t-statistic is significant which indicates the existence of significant difference in the opinion of males & females. So it can be concluded that Males and females significantly differ in their religious perceptions and the null hypothesis gets rejected.

**4.6.6 H<sub>06</sub>: Males and females do not differ in their level of offensiveness towards controversial products**

**H<sub>16</sub>: Males and females significantly differ in their level of offensiveness towards controversial products**

In a same line to measure significant difference in Males and Females level of offensiveness towards controversial products, t-test was applied as presented in table 4.6.17.

**Table 4.6.17: t-test Result to measure significant difference in Males and Females level of offensiveness towards controversial products**

Product	Males		Females		t-value	p-value	Significance
	Mean	S.D.	Mean	S.D.			
Alcohol	3.66	0.767	2.76	0.473	12.231	0.000	Significant
Cigarettes	3.58	0.83	2.16	0.733	15.706	0.000	Significant
Condoms	3.46	0.5	3.4	0.492	1.048	0.295	Not Significant
Female contraceptives	1.94	0.735	3.26	0.596	17.091	0.000	Significant
Female hygiene	3.1	0.947	3.54	0.5	5.034	0.000	Significant

products							
Female underwear	2.22	0.703	2.66	0.516	6.177	0.000	<b>Significant</b>
Male underwear	3.94	0.707	3.78	0.759	1.89	0.06	<b>Not Significant</b>
Political parties	3.6	0.635	3.48	0.61	1.67	0.094	<b>Not Significant</b>
Sexual diseases (AIDS, STD prevention)	3.08	0.629	2.86	0.777	2.694	0.007	<b>Significant</b>
Weight loss programs	2.82	0.844	3.44	0.855	6.32	0.000	<b>Significant</b>
Religious Denominations	3.44	0.498	3.22	0.542	3.661	0.000	<b>Significant</b>
Beef & Allied Products	3.2	0.568	3.14	0.724	0.799	0.425	<b>Not Significant</b>

Level of Significance = 5%

In majority of cases the t-statistic is found to be significant at 5% level of significance which leads to the rejection of hypothesis and it can be concluded that Males and females significantly differ in their level of offensiveness towards controversial products.

## Chapter – 5

### Findings, Conclusions & Recommendations

After having discussed the Respondents' View about Level of Offensiveness towards Controversial Products Advertisements, Respondents' Perceptions towards Nature of Advertising Appeals and Religious Perception of Respondents this chapter presents the conclusion and recommendations of the study under the following heads:

#### **5.1 Finding and Conclusions**

#### **5.2 Recommendations**

#### **5.1 Findings and Conclusions:**

The findings of the study are presented hereunder:-

Firstly students were asked to disclose their demographic profile. Equal numbers of respondents from both the genders as well as from both types of courses (professional & non-professional) were selected. On the basis of age respondents were divided into two categories i.e. 17 to 20 years (44%) and 21 to 24 years (56%). It was found that maximum numbers of respondents were living with their families.

After demographic profile of respondents their advertisement viewing profile was ascertained. It was observed that majority of respondent's daily access advertisements on various media which include television, newspaper, magazines, internet etc. Respondents admitted that they use to purchase product after viewing the advertisements, which convey the significant impact of advertisements on consumer buying decision. As the sample consist of students so it was observed that instead of focusing on the product details they more focus on the endorser used in advertisement and also try to relate with them.

For this study 12 controversial products were taken i.e. Alcohol, Cigarettes, Condoms, Female contraceptives, Female hygiene products, Female underwear,

Male underwear, Political parties, Sexual disease (AIDS, STD prevention), Weight loss programs, Religious Denominations and Beef & Allied Products. All the respondents of the sample have seen advertisements of all these controversial products.

The respondents were presented with the list of above mentioned products for which they indicated their level of offence. With a midpoint of 3 on the Likert scale, almost all the products were perceived to be offensive, except Cigarettes, Female contraceptives, Female underwear and Sexual diseases. Male underwear was perceived to be most offensive when advertised, followed by Political Parties, Condoms and Religious Denominations. The results were further categorized according to the gender of respondents. According to male respondents the most offensive advertisements are of Male underwear followed by Alcohol, Cigarettes and Condoms. As per the female respondents advertisements of Male underwear are most offensive followed by Female hygiene products, Political parties and Weight loss programs. From the mean score it can be concluded that males have considered the controversial products advertisements more offensive as compared to female respondents.

In the next part of analysis respondents' perception towards the nature of advertisement appeals was evaluated. Respondents have considered sexist images most responsible for offensiveness of controversial product advertisements. Other appeals caused offensiveness in advertisements was Western/US Images, Nudity and Racist Image. According to male respondents the most offensive advertisement appeal is Sexist Image while for the females it is Indecent Language.

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). The respondents of this research believe in god, have faith in holy books, use to go on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles. Ultimately it



can be concluded that respondents were moderately religious, however mean scores revealed that female respondents are more religious than the male respondents.

From the hypotheses testing following results were drawn:-

1. Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.
2. Offensive nature of advertising appeal is positively associated with the level of offensiveness towards controversial products.
3. Violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.
4. Males and females do not differ in their perceptions towards nature of advertising appeals.
5. Males and females significantly differ in their religious perceptions.
6. Males and females significantly differ in their level of offensiveness towards controversial products.

## **5.2 Recommendation:**

In the light of the findings and conclusion of the study the following general & specific recommendation are made

1. The major objective of any advertisement is to create positive image of product in the mind of customers & prospects, but if advertiser use negative messages then ultimately advertiser loses the products' credibility in the mind of customers. So it is advised to advertisers to always convey positive message to the customers. Likewise in this study it is found that viewers have indicated the condom advertisements offensive as these advertisements contain sexual content which is not acceptable widely in

society. On the counter side condom advertisement circulated by ministry of health focus on the benefits of small family and this advertisement not at all considered offensive by the viewers so the same line of action can be used by the private players.

2. The advertisements of political parties sometimes use violence to create negative image of the counter parties and that has been declared offensive by the respondents in this study. It is suggested to political parties to focus only on the developments done by them in past, or the proposed developments to be done by them in near future to avoid the creation of negativity in the viewers mind.
3. In a same line almost all the political parties advertisements target the religious perceptions of voters to increase their vote bank, which again breaks the ethical code of advertisements so these advertisers are advised to avoid such content.
4. The advertisement remains ineffective when it conveys false facts about the product and the same happens with the advertisements of weight loose program. Even after so many tries several times respondents do not get expected results which ultimately creates negative image in the mind of customers. It is the duties of advertisers to not only advertise positive aspects of the campaign but it should also portray the limitations of the products.
5. The testing of hypothesis revealed that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products; it means there is no space of offensiveness in the Religious perceptions of consumers. As advertisers do not have control on the Religious perceptions of consumers so better to avoid the offensive elements in advertisements to make the impact of advertisements positive.
6. Again in this line it was found that western/US images significantly affects the religious perception of respondents, which conveys a precaution for the

advertisers to use the images of Indian culture and avoid the western/US images.

7. The violent content is treated more offensive by females as compare to males so it is suggested to advertisers to not use violent content specially to advertise female products.
8. Advertisers are advised to identify the issues which can offend the viewers and alternative solutions should be identified to rectify these issues.
9. Males and females both uniformly indicated that the advertisements of male underwear are the most offensive advertisements, even though the hoardings on the roads distract the viewers just because of its offensiveness. So it is suggested to advertisers to focus on the attributes of the male underwear instead of relating it with the nudity and sexual content.
10. The recent study conducted by TOI indicated that the suicide cases of students are increasing in Kota city day by day, and when the root cause was examined, it was found that except study pressure the over ambition created by the advertisements in students' minds was also responsible. It all shows that offensive advertisements of controversial products are putting negative impact on students' mind so such advertisements should be banned by the government.
11. An advertiser should always try to understand the relationship between the advertisement message and their customers, so whenever it indicated negative relationship the corrective actions can be taken immediately.
12. As per the recent data The Consumer Complaints Council (CCC) under the Advertising Stan
13. ASCI has banned as many as 82 advertisements out of 148 complaints it received across segments during June 2015. Some of the popular examples are as follow:
  - a. **L'Oreal India P. Ltd (Garnier Pure Active Neem + Tulsi High Foaming Face):**The advertisement, promotional pamphlets and

leaflets of the product claim, “removal of 99.9 % pimple causing germs” was found ambiguous and unsubstantiated.

- b. **Lotus Herbals Limited (Lotus Herbals Youth RX):** The advertisement claims, “A firmer and younger skin in just 7 days”, “In 4 weeks 96 percent of users have agreed that effects of ageing are almost gone”, were inadequately substantiated.
- c. **Fortis Healthcare Limited:** The advertisement of Fortis Healthcare Limited does not refer to the criteria applicable for cosmetic surgeries and by presenting this as a “limited period discount” offer could encourage unsafe practices. Also, the advertisement is misleading by omission of a disclaimer INDICATING the risk factors involved.
- d. **Sexual Disease:** The advertisement claims, “Small penis, why disappointed?”, “World’s No.1 Penis Increaser Tool”, “Effect starts immediately with its use. Make penis long by seven to eight inches, thick, strong, shapely and energetic. Increase sex time up to half an hour. Successful cure of impotency, premature ejaculation, nightfall, childlessness. Powerful 30 days medicine, excitement capsule, romantic spray, Kamasutra Book, 8GB Memory Card free”, “Money back if not benefits are not found”, “By the use of these machines size of the male penis will increase by two to six inches and intercourse timing will increase by 30-45 minutes”, were not substantiated. Also, specific to the claims related to sexual impotency, and the advertisement claims read in conjunction with the advertisement visual implying that the product is meant for enhancement of sexual pleasure, is in Breach of the Drugs and Magic Remedies Act.
- e. **Vibes Healthcare Limited:** The claims in the Advertisement state, “Get a flat belly without exercising”, “Lipo Laser programs 60 minutes”, “Quick Inch Loss and Quick Weight Reduction”, “Lose

up to six centimetres from Waist, Hips and Thighs”. These claims were not substantiated.

These all examples show that advertiser are claiming anything just to increase the popularity and sales of the product which is actually wrong. And these unethical arguments are putting adverse impact on the life of viewers. So it is recommended to advertiser to portray only valid arguments in their advertisements. Playing with the emotions of viewers may lead to damage the brand image of their products.

14. At last it is suggested to advertisers that they should use creative strategies to convey their messages in least offensive manner as well as effective complaint handling mechanism should be developed for those who are dissatisfied due to the offensive nature of advertisements.

## **Chapter - 6**

### **Summary**

The thesis started with the chapter one “**INTRODUCTION**” which highlights the insights of the subject matter. It attempts to highlight the concept of controversial products, offensive messages, social issues of advertising etc. The chapter also discussed various attributes of religious perception.

Chapter two discusses ‘**REVIEW OF LITERATURE**’. This chapter takes into account various papers, articles and studies that have been carried out in different fields that are however related to the subject. It mentions researchers, who have carried out similar aspects of the study such as social issues of advertising & controversial products.

Chapter three entitled ‘**RESEARCH METHODOLOGY**’ takes note of what promoted this research and how it was carried out. It features the presumptive analysis of the problem, objectives of the study, the hypotheses, importance of the study, scope of the study, sources of information, and techniques of gathering information, sampling, sample composition and limitations.

The objectives of the study were:

1. To explain that religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.
2. To explain that offensive nature of advertising appeal is positively linked with the level of offensiveness towards controversial products.
3. The offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.
4. To explain that males and females significantly differ in their perceptions towards nature of advertising appeals.

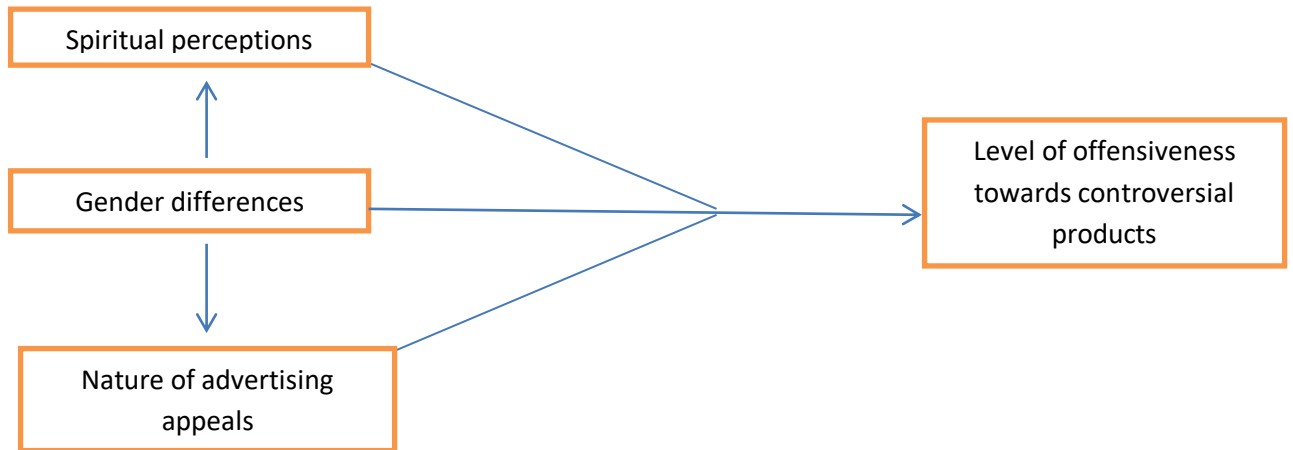
5. To explain that males and females significantly differ in their religious perceptions.
6. To explain that males and females significantly differ in their level of offensiveness towards controversial products.

The Hypotheses of the study were:

1. Religious (Spiritual) perceptions of consumers are definitely (positively) associated with their level of Offensiveness (vulgarity) towards controversial products.
2. Unpleasant or Offensive nature of advertising appeal is definitely (positively) associated with the level of Offensiveness (vulgarity) towards controversial products.
3. Unpleasant or Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.
4. Males and females considerably (significantly) are different in their perceptions towards nature of advertising appeals.
5. Males and females considerably (significantly) are different in their religious perceptions.
6. Males and females considerably (significantly) are different in their level of Offensiveness (vulgarity) towards controversial products.

The Universe of the study consists of all the college & coaching students studying in Kota City. The sample of 300 students has been selected to serve the objectives of the study.

The chapter four of the study entitled “**DATA ANALYSIS & INTERPRETATION**” presented the interpretations made on the basis of primary data collected with the help of structured questionnaire. The chapter highlights Respondents’ View about Level of Offensiveness towards Controversial Products Advertisements, Respondents’ Perceptions towards Nature of Advertising Appeals and Religious Perception of Respondents. This chapter indicated the relationship between the variables as presented in following diagram:-



**Fig. 6.1: Theoretical Model**

After having discussed the Respondents' View about Level of Offensiveness towards Controversial Products Advertisements, Respondents' Perceptions towards Nature of Advertising Appeals and Religious Perception of Respondents chapter five **"FINDINGS, CONCLUSIONS & RECOMMENDATIONS"** presents the conclusion and recommendations of the study.



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## **Published Paper in UGC referred journals& Paper Presented in Conferences**

### **Paper Published:**

- An article entitled, “Analysis of social and ethical issues related to advertisement affected by gender differences of controversial product in Kota city” in research journal named, “Journal of Emerging Technologies and Innovative Research” An International Open Access Journal ( ISSN : 2349-5162 UGC Approved with 5.87 Impact factor) published in Volume 5 Issues 12, December 2018.
- An article entitled, “Impact of social and ethical issues related to advertisement affected by religious perception of controversial product in Kota City” in research journal named International Journal for Research in Engineering Application & Management (ISO 3297: 2007 Certified Journal | ISSN: 2454-9150, UGC Approved with 5.646 Impact factor) published in Volume 04, Issue 09, Dec 2018.

### **Paper Presented in International Conferences:**

- Paper presented entitled, “Analysis of Social Issues Related to Advertisement of Digital Food Delivery Apps on The Basis of different Age Groups People” in, “13<sup>th</sup> International Conference on Sustainable Development through Social, Science, Management, Smart Education, Agriculture Technologies & Advanced Engineering Applications in Global Environment” at Om Kothari Institute of Management &Research, Kota, held on 23-24 February 2019.
- Paper presented entitled, “A Case Study of Unethical Practices of Advertising in India on Some Selective Products” in, “14th International Conference on Science, Technology & Management at Guru Govind Singh Foundation’s at Guru Govind Singh Polytechnic, Nasik, held on 2<sup>nd</sup> March 2019.

# Impact of social and ethical issues related to advertisement affected by religious perception of controversial product in Kota City

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**Abstract:** Religious plays a significant role in the way of consumers perceives the advertising of controversial products. Religiosity, which describes an individual's commitment and adherence to religious values and beliefs, is also of a noteworthy relevance in how consumers appraise product advertisements. The study attempts to investigate the effect of controversial advertisements on consumer attitude, behavior and purchase intention of religious consumers. This study will analyze what influence religion and intensity of belief has on attitudes towards the advertising of particular controversial products and services. This Research design is exploratory in nature and shall contain surveys and the study is undertaken in KOTA city. The researcher has used Mean, Standard Deviation, t-test, Z-test, ANOVA test for analysis purpose. The survey was carried on around 300 respondents from different graduates' student from Kota city, Rajasthan and the investigation was completed to study the analysis of social and ethical issues related to advertisement affected by their religious perception of controversial product. It aims to make sense of the ethical decision making (EDM) that emerges from the interplay between practitioners engaged in the creation, clearance and regulation of controversial advertising campaigns.

**Keywords** — Advertising, Advertising standards, Advertising effectiveness, Consumer attitudes, Ethics, Religion.

## I. INTRODUCTION

In topical years there has been a mounting numeral of advertisements being transmit, printed or exposed to the public that are for products measured by various to be controversial, or socially sensitive, and the description of controversial descriptions in advertisements. Advertising is used for communicating business information to the present and prospective customers. It frequently presents information concerning the advertising firm, its product qualities, place of accessibility of its products, etc. Advertisement is indispensable for both the sellers and the buyers. Religious beliefs play a significant part in sculpting social behaviour. Differences in religious affiliations tend to influence the way people live, the choices they make, what they eat and whom they associate with. According to Hirschman (1983), the religious affiliations of Catholics, Protestants and Jews significantly shaped their attitudes towards dancing, magazines, restaurants and political ideas. Religion also influences gender roles in a particular culture. In Islamic countries, both men and women must cover their torso and upper legs at all times and in the case of women only their faces' skin may be exposed (Deng et al., 1994).

The effects of religion on the advertising of controversial products remain largely unstudied to date. The aim of this study is to narrow the current knowledge gap by extending the number of religious beliefs for analysis to include

Buddhism, Christianity, Islam, and non-religious believers (see discussions on non-religious believers). The primary focus is to examine the impact of these four religious beliefs on the advertising of controversial products, and specifically:

- Whether there is an association amid religious beliefs and offence towards the advertising of certain controversial products; and.
- Whether greatness of religious belief has an impact on offence towards the advertising of controversial products.

The thoughtful of how an assortment of religious beliefs and their intensity manipulate offence towards the advertising of contentious products is of great importance to international advertisers and advertising agency managers in their efforts to improve advertising effectiveness without offending or alienating their target audience. Some implications for international marketers will be presented at the end of the paper.

## II. REVIEW OF LITERATURE

In an attempt to better understand the relationship between religion and advertising of controversial products it is useful to focus upon the two aspects of religion: spiritual, and laws and regulations (Bryson, 2000). For the spiritual aspect, all religions teach us to obey the same timeless and universal

golden rule: to love our fellow “mankind”, to develop virtues, to gain control of ourselves and to avoid hate, anger and greed. However, each religion, due to the unique requirements of a specific time and place, has its own particular emphasis. The laws and regulations govern such things as food, its preparation, crime, punishment and establishment of order. These aspects vary greatly for each religion.

Unethical and moral issues will always surround advertising due to an immoral behaviour of advertisers. Advertisers want to take risks, break limits and create controversial advertisements. (Bush, Bush 1994, 40)

False advertising is also known as bait and switch advertising. It is profitable strategy used by sellers to promote low-priced product, but then suddenly replacing it with a different, more expensive product. Customers will be disappointed when they see this product. In this way companies get more shoppers. (Lazear 1995, 813)

Unethical advertising should not tell lies, cause harms, or violate moral disapprovals’ and moral values. Advertising influences individuals and society’s perceptions. Unethical advertising inserts wrong beliefs in people’s mind and make them do unnecessary consumption of products. (Phillips 1997, 7)

False promises and misguiding information promotes wrong values for the audience. People might get threaten by unethical advertisements. (Bishopp 2000, 371, 376)

Unethical issues in advertising can be also economic, cultural, moral and religious issues. Unethical advertising uses rational motives when it should present differences in product quality and price. Economic harms are due to a consumption of unnecessary goods. Consumption can damage the environment. Cultural harms are due to intense competition in the market which makes advertisers to violate moral rules in advertising. Advertisers seek way to shock the audience by exploiting inappropriate content, exploiting religion or using pornographic nature. (Deviet al.2010, 51-52)

“Advertising is unethical when it refers to the distribution of societal values and norms established by the religious, governmental or political institutions to one which looks for moral and ethical guidance. It is also held to be deceptive if it has tendency to deceive a substantial number of customers in a material way. “(Srivastava, Nandan 2010, 61)

A study by Drum Wright and Murphy (2009) suggests that ethical issues in advertising have not changed much. Traditional issues are the same, but the developments of technology have brought new ethical issues regarding message ethics and business ethics. Businesses have difficulties to create and deliver truthful advertising messages. Advertisers should be given critique regularly

and public should be informed if unethical advertising appear. (Suguna 2014, 96)

Advertisers are releasing even more misleading and exaggerated claims of their products, goods or services. Companies might lose their credibility and their competitive position in the market due to unethical advertising. (Sidhu 2015, 115)

Unethical advertising is creating and misrepresenting morally wrong content to people through mass media channels. Advertising is unethical if it tries to damage competitors’ products, gives false or misleading messages and information, makes exaggerated claims, is morally corrupted or effects people’s lives damagingly. (Huq et al. 2016, 10)

Unethical advertising causes negative emotions to viewers. Unethical advertisements get consumers confused about the product. Advertisements should be truthful and ethical since consumers are the one who are viewing them. (Vaux 2018)

In the light of the differences in emphasis by each religion on the spiritual, and laws and regulations, this study will examine whether these differences have any impact on the believers’ attitudes towards the offensiveness of the advertising of specific controversial products. To begin, each religion will be examined as well as the type of controversial products. Next, the findings of the responses of 1,393 people across six countries will be presented, and finally, some implications for global marketers will be discussed.

#### A. *Business Ethics in Social environment:*

Ethics may be defined as a set of moral principles that distinguish what is right from what is wrong. It is a normative field because it prescribes what one should do or abstain from doing; the term most closely related to ethics in the social environment. There are several terms closely related to ethics in a social system as: goodness, righteousness, justice, truth and right, piety and so on.

#### B. *Advertising of Controversial Products:*

Controversial products are the products which, when advertised, create a sense of offence, disgust in the eyes of the customers. They are also called “un-mentionable” and “socially sensitive products”.

#### C. *Attitudes towards Offensive Advertising:*

There is increasing interest of researchers to assess the attitude of the consumers towards advertising practices. Researchers and scholars have conducted studies related to offensive attitudes of consumers towards advertising campaigns that do not conform to the norms and values of the society. A study on Malaysian Muslim attitudes towards offensive advertising found that religiosity significantly



affects the views of respondents on those advertisements which are religion sensitive and controversial in nature.

This study will attempt to identify factors that are responsible for offensive attitude of consumers towards various advertising campaigns of controversial products. It is based on the insights taken from previous studies. On one hand, it attempts to assess the level of offensiveness of consumers towards advertising campaigns of various controversial products; while on the other hand, it attempts to measure their religious perceptions and nature of advertising appeals that create offensiveness in the minds of the consumers. It also aims to see whether gender differences exist in the level of offensiveness and religious perceptions of consumers.

### III. RESEARCH PROBLEM

This paper attempts to explore the ethical issues in the contemporary advertising campaigns of some of the controversial products in India (Kota city). The research aims to see the offensive behavior of consumers towards advertisements of some selected controversial products and how it is affected by their religious perception and the nature of advertising appeals used in the advertisements of controversial products.

### IV. RESEARCH OBJECTIVES

1. To explain that religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.
2. To explain that males and females significantly differ in their religious perceptions.
3. The offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.

### V. RESEARCH METHODOLOGY AND DESIGN

#### A. Aim

This research aims to investigate how level of offensiveness towards controversial advertisements is affected by the religious perceptions of the consumers and the nature of advertising appeals used in advertisements.

#### B. Hypothesis Development:

H1: Religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.

H2: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.

H3: Males and females significantly differ in their religious perceptions.

### VI. RESEARCH DESIGN

#### Type of Research Design

This Research design is exploratory in nature and shall contain surveys and detail findings and inquiries from different students included male and female in equal ratio (professional and non professional students).

#### Universe

The Universe in research study is finite. In finite universe, the number of items is certain. In this research study, the Universe is Kota.

**Sample type:** - under this study I used probability based Stratified sampling type.

**Sampling unit:** - Out of the finite universe the researcher has selected 300 graduates' students.

**Data collection:** **Primary data** are collected through fill questionnaires and **secondary data** are collected through books, journals, magazines, articles, papers, internet old survey reports etc.

#### Data Analysis

Data was coded into SPSS software and tested for its validity and reliability. Descriptive statistics as well as correlation and t-tests were applied to analyze the data. Descriptive statistics contain frequency distribution of each item, its mean, standard deviation (S.D.) and co-efficient of variation (C.V.).

### VII. DATA ANALYSIS AND FINDINGS

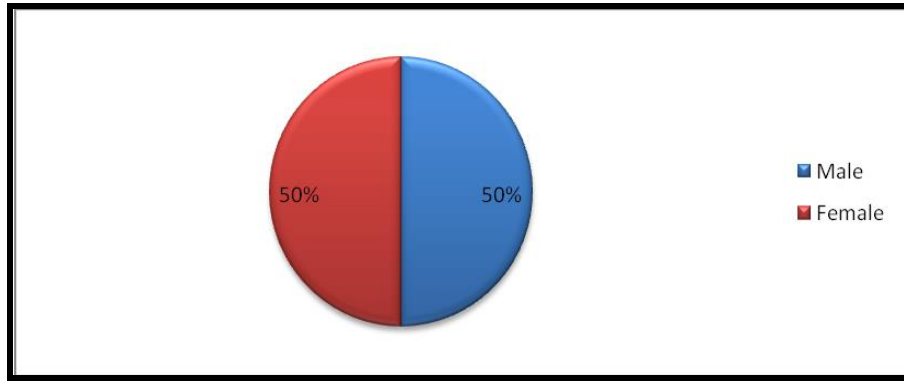
#### Gender of Respondents

The general profile of respondents with regards to their gender is presented in table.1. Equal number of respondents (N=150, Percentage=50) were from both the gender groups.

**Table 1: Gender of Respondents**

Gender	N	Percentage
Male	150	50.0
Female	150	50.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart1: Gender of Respondents**



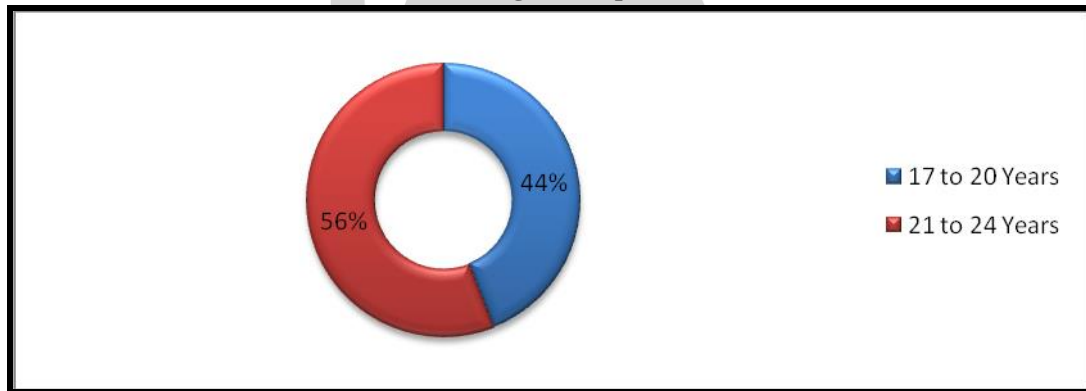
**Age of Respondents**

The age of the respondents was varying from 17 to 24 years so for the ease they were segregated in two age groups as presented in table 2. In terms of age majority of respondents (N=168, Percentage=56) belong to the age group of 21 to 24 years followed by 44% respondents who belong to the age group of 17 to 20 years.

**Table 2: Age of Respondents**

Age (In Years)	N	Percentage
17 to 20 Years	132	44.0
21 to 24 Years	168	56.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart2: Age of Respondents**



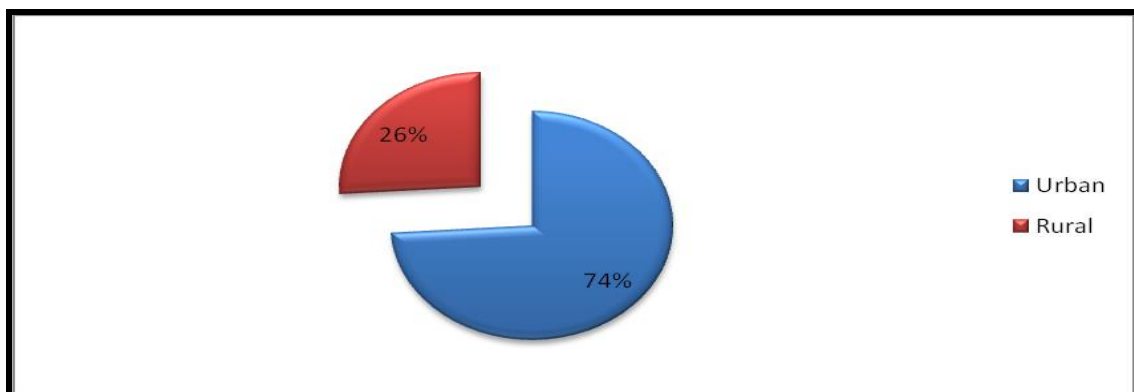
**Area of Residence of Respondents**

It has been observed that 74% respondents (N=222) were from urban area and rest 26% respondents (N=78) are residing in rural area.

Area of Residence	N	Percentage
Urban	222	74.0
Rural	78	26.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Table 3: Area of Residence of Respondents**

**Chart3: Area of Residence of Respondents**



### Advertisement Viewing Profile of Respondents

This section deals with the advertising media accessed by respondents and type of advertisements viewed by them as presented in following sub sections:-

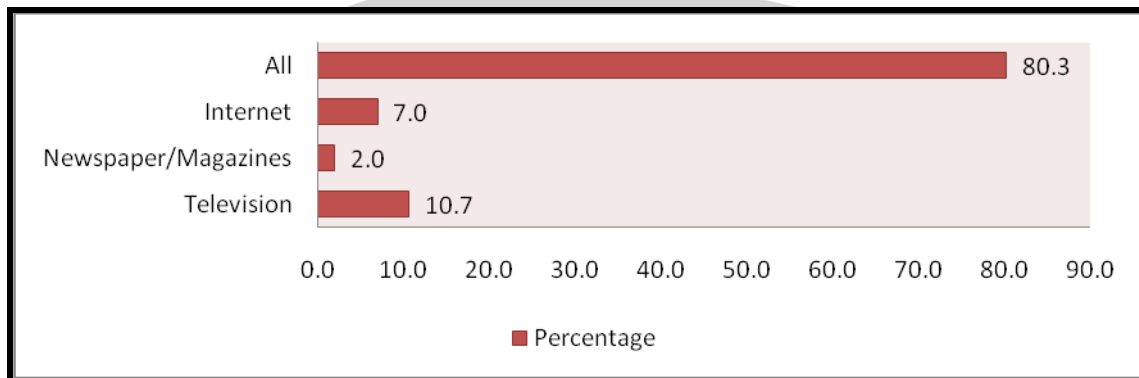
#### Respondents' Preferred Media to Access Advertisement

Maximum number of respondents (N=241, Percentage=80.3) indicated that they access advertisements on television, newspapers, magazines as well as on internet. 10.7% respondents (N=32) said that they view advertisements on television, 7% respondents (N=21) access ads on internet while 2% respondents (N=6) access advertisements from newspapers or magazines.

**Table 4: Respondents' Preferred Media to Access Advertisement**

Preferred Media	N	Percentage
Television	32	10.7
Newspaper/Magazines	6	2.0
Internet	21	7.0
All	241	80.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Chart4: Respondents' Preferred Media to Access Advertisement**



### Religious Perception of Respondents

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). For all the positive statements the mean score is above to midpoint 3 and for all

the negative statements the score is below to midpoint 3. It all shows the religiosity of the respondents. The respondents of this research believe in god, have faith in holy books, use to go on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles.

**Table5: Religious Perception of Respondents**

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.	C.V.
I believe in God	0	0	12	162	126	4.38	0.563	0.13
I respect holy books of my religion.	0	0	0	123	177	4.59	0.493	0.11
My faith in god is an important part of my individual identity	0	0	108	144	48	3.8	0.694	0.18
My relationship to God is experienced as unconditional love	0	0	153	120	27	3.58	0.652	0.18
I use to donate in religious events	0	36	156	108	0	3.24	0.651	0.20
I help poor to make my after death life better	0	36	168	78	18	3.26	0.744	0.23

I often go to the religious places (temple, Mosque, Church etc.)	0	0	90	129	81	3.97	0.756	0.19
I commit sins	117	180	0	0	3	1.64	0.593	0.36
I am afraid of god punishment form my wrong deeds	0	0	66	153	81	4.05	0.699	0.17
I always try to be honest & fair to others	0	0	81	165	54	3.91	0.666	0.17
I never doubt on the holy principles of my religion	0	0	63	147	90	4.09	0.71	0.17
No one can deviate me from my religious beliefs	0	0	0	141	159	4.53	0.5	0.11
I am proud of my religion	0	0	0	93	207	4.69	0.463	0.10
I love to participate in religious events	0	0	162	108	30	3.56	0.669	0.19
I admire those who go for teerthyatra, haz etc.	0	0	150	132	18	3.56	0.606	0.17
I never disrespect to any other religion.	0	0	0	48	252	4.84	0.367	0.08

Table 6 indicated the religious perception of males & females separately. It was found that mean scores of male & female respondents are almost same which signify the similar kind of religious perception of male & female respondents.

**Table 6: Gender Wise Religious Perception of Respondents**

Statements	Males		Females	
	Mean	S.D.	Mean	S.D.
I believe in God	4.28	0.603	4.48	0.501
I respect holy books of my religion.	4.66	0.475	4.52	0.501
My faith in god is an important part of my individual identity	3.6	0.635	4	0.695
My relationship to God is experienced as unconditional love	3.52	0.642	3.64	0.658
I use to donate in religious events	3.34	0.654	3.14	0.635
I help poor to make my after death life better	3.18	0.742	3.34	0.74
I often go to the religious places (temple, Mosque, Church etc.)	3.9	0.73	4.04	0.776
I commit sins	1.64	0.482	1.64	0.688
I am afraid of god punishment form my wrong deeds	4.1	0.702	4	0.695
I always try to be honest & fair to others	3.78	0.644	4.04	0.664
I never doubt on the holy principles of my religion	4.14	0.635	4.04	0.776
No one can deviate me from my religious beliefs	4.54	0.5	4.52	0.501
I am proud of my religion	4.7	0.46	4.68	0.468
I love to participate in religious events	3.5	0.61	3.62	0.72
I admire those who go for teerthyatra, haz etc.	3.44	0.607	3.68	0.583
I never disrespect to any other religion.	4.86	0.348	4.82	0.385

The overall religious perception of respondents is presented in table 7. It can be concluded that majority of respondents (N=249, Percentage=83) are moderately religious followed by 17% respondents (N=51) who were extremely religious. The mean score also fall in moderately religious category and the low S.D. value indicates the uniformity in the views of respondents.

**Table 7: Overall Religious Perception of Respondents**

Religious Perception	N	Percentage
Not at all Religious	0	0.0
Somewhat Religious	0	0.0
Moderately Religious	249	83.0
Highly Religious	51	17.0
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Mean</b>	61.69	
<b>S.D.</b>	2.943	

As per the results shown in table 8 the female respondents are more religious than the male respondents but the religious perception of males is more uniform than the females. It was found that 14% males (N=21) were highly religious and 86% male respondents (N=129) were moderately religious. In female category these percentages were 20% and 80% respectively.

**Table 8: Gender Wise Overall Religious Perception of Respondents**

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Not at all Religious	0	0.0	0	0.0
Somewhat Religious	0	0.0	0	0.0
Moderately Religious	129	86.0	120	80.0
Highly Religious	21	14.0	30	20.0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Mean</b>	61.18		62.2	
<b>S.D.</b>	2.786		3.017	

### VIII. Hypothesis Testing

**H<sub>01</sub>:** Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.

**H<sub>11</sub>:** Religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.

Karl Pearson coefficient of correlation was applied to determine the association between Religious perceptions of consumers and their level of offensiveness towards controversial products. The results are presented from table 9 to 20.

**Table 9: Correlation between Religious perceptions and level of offensiveness towards Alcohol**

		Religious Perception	Significance
Alcohol	Pearson Correlation	-0.050	Not Significant
	p-value	0.386	
	N	300	

Level of Significance = 5%

**Table 10: Correlation between Religious perceptions and level of offensiveness towards Cigarettes**

		Religious Perception	Significance
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<b>Cigarettes</b>	Pearson Correlation	-0.045	<b>Not Significant</b>
	p-value	0.435	
	N	300	

Level of Significance = 5%

**Table 11: Correlation between Religious perceptions and level of offensiveness towards Condoms**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Condoms</b>	Pearson Correlation	-0.018	<b>Not Significant</b>
	p-value	0.752	
	N	300	

Level of Significance = 5%

**Table 12: Correlation between Religious perceptions and level of offensiveness towards Female Contraceptives**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Female Contraceptives</b>	Pearson Correlation	0.104	<b>Not Significant</b>
	p-value	0.073	
	N	300	

Level of Significance = 5%

**Table 13: Correlation between Religious perceptions and level of offensiveness towards Female Hygiene Products**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Female Hygiene Products</b>	Pearson Correlation	-0.07	<b>Not Significant</b>
	p-value	0.229	
	N	300	

Level of Significance = 5%

**Table 14: Correlation between Religious perceptions and level of offensiveness towards Female Underwear**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Female Underwear</b>	Pearson Correlation	-0.153	<b>Significant</b>
	p-value	0.008	
	N	300	

Level of Significance = 5%

**Table 15: Correlation between Religious perceptions and level of offensiveness towards Male Underwear**

		<b>Religious Perception</b>	<b>Significance</b>
<b>Male Underwear</b>	Pearson Correlation	-0.052	<b>Not Significant</b>
	p-value	0.365	
	N	300	

Level of Significance = 5%

**Table 16: Correlation between Religious perceptions and level of offensiveness towards Political Parties**

		Religious Perception	Significance
Political Parties	Pearson Correlation	0.059	Not Significant
	p-value	0.311	
	N	300	

Level of Significance = 5%

**Table 17: Correlation between Religious perceptions and level of offensiveness towards Sexual Diseases**

		Religious Perception	Significance
Sexual Diseases	Pearson Correlation	0.11	Not Significant
	p-value	0.057	
	N	300	

Level of Significance = 5%

**Table 18: Correlation between Religious perceptions and level of offensiveness towards Weight Loss Programs**

		Religious Perception	Significance
Weight Loss Programs	Pearson Correlation	-0.004	Not Significant
	p-value	0.95	
	N	300	

Level of Significance = 5%

**Table 19: Correlation between Religious perceptions and level of offensiveness towards Religious Denominations**

		Religious Perception	Significance
Religious Denominations	Pearson Correlation	-0.05	Not Significant
	p-value	0.389	
	N	300	

Level of Significance = 5%

**Table 20: Correlation between Religious perceptions and level of offensiveness towards Beef & Allied Products**

		Religious Perception	Significance
Beef & Allied Products	Pearson Correlation	-0.035	Not Significant
	p-value	0.543	
	N	300	

Level of Significance = 5%

At 5% level of significance it was observed that coefficient of correlation was not significant except for female underwear, it leads to the acceptance of null hypothesis so it can be concluded that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.

**H<sub>03</sub>: Offensive nature of advertising appeals does not affect the religious perceptions of the consumers**

**H<sub>13</sub>: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers**

To test this hypothesis the Karl Pearson coefficient correlation was calculated between various advertisement appeals and religious perception of consumers. The results are tabulated in 21.

**Table 21: Correlation results between Offensive nature of advertising appeals & religious perceptions of the consumers**

Advertising Appeals	Correlation with Religious Perception	p-value	Significance
Racist Image	0.022	0.699	Not Significant
Violence	-0.214	0.000	Significant
Indecent Language	0.055	0.342	Not Significant
Sexist Image	0.03	0.609	Not Significant
Nudity	-0.054	0.353	Not Significant
Anti-Social Behavior	-0.228	0.000	Significant
Western/US Images	0.128	0.027	Significant
Use of Unethical Practices	0.054	0.354	Not Significant
Health & Safety Issues	0.005	0.924	Not Significant

Level of Significance = 5%

According to results, violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.

**H<sub>04</sub>: Males and females do not differ in their religious perceptions**

**H<sub>14</sub>: Males and females significantly differ in their religious perceptions**

In this, it was identified that females are more religious than the males, now here the table 22 is presenting the results of t-test applied to measure significant difference in Males and Females religious perceptions.

**Table 22: t-test Result to measure significant difference in Males and Females religious perceptions**

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Highly Religious	0	0.0	0	0.0
Moderately Religious	0	0.0	0	0.0
Somewhat Religious	129	86.0	120	80.0
Not at all Religious	21	14.0	30	20.0
	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
Mean	61.18		62.2	
S.D.	2.786		3.017	
t-value	3.042			
p-value	0.003			



**Significance****Significant**

Level of Significance = 5%

At 5% level of significance the t-statistic is significant which indicates the existence of significant difference in the opinion of males & females. So it can be concluded that Males and females significantly differ in their religious perceptions and the null hypothesis gets rejected.

**IX. CONCLUSION AND RECOMMENDATION**

After having discussed the Respondents' view about Religious Perception of Respondents here are the conclusion and recommendations of the study under the following heads:

- **Conclusions**
- **Recommendations**

**Conclusion:**

Firstly students were asked to disclose their demographic profile. Equal numbers of respondents from both the genders were selected. On the basis of age respondents were divided into two categories i.e. 17 to 20 years (44%) and 21 to 24 years (56%).

It has been observed that 74% respondents (N=222) were from urban area and rest 26% respondents (N=78) are residing in rural area. It was found that maximum numbers of respondents were living with their families.

Maximum number of respondents (N=241, Percentage=80.3) indicated that they access advertisements on television, newspapers, magazines as well as on internet. 10.7% respondents (N=32) said that they view advertisements on television, 7% respondents (N=21) access ads on internet while 2% respondents (N=6) access advertisements from newspapers or magazines.

After demographic profile of respondents their advertisement viewing profile was ascertained. It was observed that majority of respondent's daily access advertisements on various media which include television, newspaper, magazines, internet etc.

Respondents admitted that they use to purchase product after viewing the advertisements, which convey the significant impact of advertisements on consumer buying decision. As the sample consist of students so it was observed that instead of focusing on the product details they more focus on the endorser used in advertisement and also try to relate with them.

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). The respondents of this research believe in god, have faith in holy books, use to go

on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles. Ultimately it can be concluded that respondents were moderately religious, however mean scores revealed that female respondents are more religious than the male respondents.

From the hypotheses testing following results were drawn:-

- Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.
- Violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.
- Males and females significantly differ in their religious perceptions.

**Recommendation:**

- The advertisements of political parties almost all the political parties advertisements target the religious perceptions of voters to increase their vote bank, which again breaks the ethical code of advertisements so these advertisers are advised to avoid such content.
- It is the duties of advertisers to not only advertise positive aspects of the campaign but it should also portray the limitations of the products.
- The testing of hypothesis revealed that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products; it means there is no space of offensiveness in the Religious perceptions of consumers. As advertisers do not have control on the Religious perceptions of consumers so better to avoid the offensive elements in advertisements to make the impact of advertisements positive.
- Again in this line it was found that western/US images significantly affects the religious perception of respondents, which conveys a precaution for the advertisers to use the images of Indian culture and avoid the western/US images.
- The violent content is treated more offensive by females as compare to males so it is suggested to advertisers to not use violent content specially to advertise female products.
- Males and females both uniformly indicated that the advertisements of male underwear are the most offensive advertisements, even though the hoardings on the roads distract the viewers just

because of its offensiveness. So it is suggested to advertisers to focus on the attributes of the male underwear instead of relating it with the nudity and sexual content.

- An advertiser should always try to understand the relationship between the advertisement message and their customers, so whenever it indicated negative relationship the corrective actions can be taken immediately.
- At last it is suggested to advertisers that advertisers should be careful about the way they carry their message as it should not go too far in challenging cultural or religious matters or opinions, in a way that could hurt the audience as these variables are really sensitive aspects of a society.

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# ANALYSIS OF SOCIAL AND ETHICAL ISSUES RELATED TO ADVERTISEMENT AFFECTED BY GENDER DIFFERENCES OF CONTROVERSIAL PRODUCT IN KOTA CITY

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**Abstract :** In today's bloodthirsty world, accomplishment of any association depends on the success of its advertising practices. That's why local as well as MNC's extremely invest in advertising campaigns to promote their products and increase profits. Advertising agencies use diverse kinds of attractive advertising appeals such as sexist images, adventures, romantic scenes and words etc. to attract the consumers and capture maximum market profits. In doing so, they frequently create utilize of such advertising appeals which do not conform to the norms and cultural values of a particular country. Such advertisements are considered controversial as general public cannot freely and openly discuss them. This creates a sense of offensiveness in the eyes of consumers towards that particular advertisement and connected product. This Research design is exploratory in nature and shall contain surveys and the study is undertaken in KOTA city. Both primary and secondary data's are used. Primary data are collected through fill questionnaires and secondary data are collected through books, journals, magazines, articles, papers, internet old survey reports etc. The researcher has used Mean, Standard Deviation, t-test, Z-test, ANOVA test for analysis purpose. Population of study students included male and female in equal ratio (professional and non professional students). . The survey was carried on around 300 respondents from different graduates' student from Kota city, Rajasthan and the investigation was completed to study the analysis of social and ethical issues related to advertisement affected by their gender differences of controversial product. It aims to make sense of the ethical decision making (EDM) that emerges from the interplay between practitioners engaged in the creation, clearance and regulation of controversial advertising campaigns. The problem of controversial advertising differs according to diverse stakeholder perspectives. Parents are concerned about, the use of violent or highly sexualized images to which their children are exposed.

**IndexTerms - Advertising, Advertising standards, Advertising effectiveness, Consumer attitudes**

## I. INTRODUCTION

In topical years there has been a mounting numeral of advertisements being transmit, printed or exposed to the public that are for products measured by various to be controversial, or socially sensitive, and the description of controversial descriptions in advertisements. Advertising is used for communing business information to the present and prospective customers. It frequently presents information concerning the advertising firm, its product qualities, place of accessibility of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

Various types of products, both goods and services, have been suggested by past studies as being controversial when advertised. This includes cigarettes, alcohol, contraceptives, underwear, and political advertising. Academic research in this area has described these products as: "unmentionables", "socially sensitive products", "decent products", or "controversial products"

The issue of controversial or offensive advertising has been raised in western countries (Wilson and West, 1981; Rehman and Brooks, 1987; Shao, 1993; Fahy et al., 1995; Barnes and Dotson, 1990; Crosier and Erdogan, 2001), but little has focused on Australasian countries (Waller, 1999; Waller and Fam, 2000).

## II. REVIEW OF LITERATURE

**2.1 Why Ethics in Business:** Ethical crisis is quite evident in both private and public sectors : Politics, governance, management services, finance, banking, manufacturing, advertising, selling etc. There are three reasons to justify ethics in business because many times laws are insufficient and don't cover all aspects of a problem. How could tobacco companies in US have been protected by the law for decades until the settlement in 1997, when the industry agreed to pay \$368.5 billion for the first 25 years and then \$15 billion a year indefinitely to compensate US for the costs of health care for tobacco related illnesses?

### **2.2 Business Ethics in Social environment:**

Ethics may be defined as a set of moral principles that distinguish what is right from what is wrong. It is a normative field because it prescribes what one should do or abstain from doing; the term most closely related to ethics in the social environment. There are several terms closely related to ethics in a social system as: goodness, righteousness, justice, truth and right, piety and so on.

### 2.3 Contemporary Advertising and Social Ethical System:

In the twenty first century, the world has experienced two major economic systems i.e. Capitalism and Socialism. Capitalistic system emphasizes on free market economy where actions are governed by individuals' own efforts. Where profit maximization is the central objective and economic development is the ultimate goal of human life. On the other hand, communistic system empowers the state and bureaucracy and gives rise to unequal allocation of resources and results in individual inefficiency.

### 2.4 Advertising of Controversial Products:

Controversial products are the products which, when advertised, create a sense of offence, disgust in the eyes of the customers. They are also called "un-mentionable" and "socially sensitive products".

**2.5 Attitudes towards Offensive Advertising:** There is increasing interest of researchers to assess the attitude of the consumers towards advertising practices. Researchers and scholars have conducted studies related to offensive attitudes of consumers towards advertising campaigns that do not conform to the norms and values of the society. A study on Malaysian Muslim attitudes towards offensive advertising found that religiosity significantly affects the views of respondents on those advertisements which are religion sensitive and controversial in nature.

This study will attempt to identify factors that are responsible for offensive attitude of consumers towards various advertising campaigns of controversial products. It is based on the insights taken from previous studies. On one hand, it attempts to assess the level of offensiveness of consumers towards advertising campaigns of various controversial products; while on the other hand, it attempts to measure their religious perceptions and nature of advertising appeals that create offensiveness in the minds of the consumers. It also aims to see whether gender differences exist in the level of offensiveness and religious perceptions of consumers.

## III. RESEARCH PROBLEM

This paper attempts to explore the ethical issues in the contemporary advertising campaigns of some of the controversial products in India (Kota city). The research aims to see the offensive behavior of consumers towards advertisements of some selected controversial products and how it is affected by their gender differences and the nature of advertising appeals used in the advertisements of controversial products.

### 3.1 RESEARCH OBJECTIVES

1. To explain that males and females significantly differ in their perceptions towards nature of advertising appeals.
2. To explain that males and females significantly differ in their level of offensiveness towards controversial products.

### 3.2 RESEARCH METHODOLOGY AND DESIGN

#### 3.2.1 Aim

This research aims to investigate how level of offensiveness towards controversial advertisements is affected by the religious perceptions of the consumers, their gender differences and the nature of advertising appeals used in advertisements.

#### Hypothesis Development:

- H1: Males and females significantly differ in their perceptions towards nature of advertising appeals.  
H2: Males and females significantly differ in their level of offensiveness towards controversial products.

### 3.3 RESEARCH DESIGN

#### 3.3.1 Type of Research Design

This Research design is exploratory in nature and shall contain surveys and detail findings and inquiries from different students included male and female in equal ratio (professional and non professional students).

#### 3.3.2 Universe

The Universe in research study is finite. In finite universe, the number of items is certain. In this research study, the Universe is Kota.

**3.3.3 Sample type:** - under this study I used probability based Stratified sampling type.

**3.3.4 Sampling unit:** - Out of the finite universe the researcher has selected 300 graduates' students.

#### 3.3.5 Data collection:

**Primary data** are collected through fill questionnaires and **secondary data** are collected through books, journals, magazines, articles, papers, internet old survey reports etc.

### 3.3.6 Data Analysis

Data was coded into SPSS software and tested for its validity and reliability. Descriptive statistics as well as correlation and t-tests were applied to analyze the data. Descriptive statistics contain frequency distribution of each item, its mean, standard deviation (S.D.) and co-efficient of variation (C.V.).

## IV. ANALYSIS AND FINDINGS

**Table 4.1: Gender of Respondents**

Gender	N	Percentage
Male	150	50.0
Female	150	50.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Table 4.2: Age of Respondents**

Age (In Years)	N	Percentage
7 to 20 Years	132	44.0
21 to 24 Years	168	56.0
<b>Total</b>	<b>300</b>	<b>100</b>

**Table 4.3: Respondents' Preferred Media to Access Advertisement**

Preferred Media	N	Percentage
Television	32	10.7
Newspaper/Magazines	6	2.0
Internet	21	7.0
All	241	80.3
<b>Total</b>	<b>300</b>	<b>100</b>

**Table 4.4: Respondents' View about Level of Offensiveness towards Controversial Products Advertisements**

Product	Not at all Offensive	Slightly Offensive	Somewhat Offensive	Moderately Offensive	Extremely Offensive	Mean	S.D.	C.V.
Alcohol	6	33	168	78	15	3.21	0.78	0.24
Cigarettes	33	78	96	81	12	2.87	1.057	0.37
Condoms	0	0	171	129	0	3.43	0.496	0.14
Female contraceptives	39	99	105	57	0	2.6	0.94	0.36
Female hygiene products	18	6	138	138	0	3.32	0.787	0.24
Female underwear	24	123	150	3	0	2.44	0.654	0.27
Male underwear	0	0	105	132	63	3.86	0.736	0.19
Political parties	0	0	159	120	21	3.54	0.624	0.18
Sexual diseases (AIDS, STD prevention)	9	54	174	63	0	2.97	0.715	0.24
Weight loss programs	9	63	123	90	15	3.13	0.903	0.29

Religious Denominations	0	9	183	108	0	3.33	0.531	0.16
Beef & Allied Products	3	33	174	90	0	3.17	0.65	0.21

The respondents were presented with the list of products for which they indicated their level of offence. With a midpoint of 3 on the Likert scale, almost all the products were perceived to be offensive, except Cigarettes, Female contraceptives, Female underwear and Sexual diseases. Male underwear was perceived to be most offensive when advertised, followed by Political Parties, Condoms and Religious Denominations. Co-efficient of variation (C.V) is an important measure to assess the relative variation in the variable. Its value was found to be the least one in case of Condoms (0.14) while highest one in case of Cigarettes (0.37). It means that responses have highest concentration across the mean value in case of condoms.

**Table 4.5: Gender wise Respondents' View about Level of Offensiveness towards Controversial Products**

**Advertisements**

Product	Males		Females	
	Mean	S.D.	Mean	S.D.
Alcohol	3.66	0.767	2.76	0.473
Cigarettes	3.58	0.83	2.16	0.733
Condoms	3.46	0.5	3.4	0.492
Female contraceptives	1.94	0.735	3.26	0.596
Female hygiene products	3.1	0.947	3.54	0.5
Female underwear	2.22	0.703	2.66	0.516
Male underwear	3.94	0.707	3.78	0.759
Political parties	3.6	0.635	3.48	0.61
Sexual diseases (AIDS, STD prevention)	3.08	0.629	2.86	0.777
Weight loss programs	2.82	0.844	3.44	0.855
Religious Denominations	3.44	0.498	3.22	0.542
Beef & Allied Products	3.2	0.568	3.14	0.724

The results were further categorized according to the gender of respondents as presented in table shows according to male respondents the most offensive advertisements are of Male underwear (Mean Score=3.94) followed by Alcohol (Mean Score=3.66), Cigarettes (Mean Score=3.58) and Condoms (Mean Score=3.46). As per the female respondents advertisements of Male underwear (Mean Score=3.78) are most offensive followed by Female hygiene products (Mean Score=3.54), Political parties (Mean Score=3.48) and Weight loss programs (Mean Score=3.44). As per males the advertisements of Female contraceptives (Mean Score=1.94) are least offensive while according to females advertisements of Cigarettes (Mean Score=2.16) are least offensive.

**Table 4.6: Respondents' Overall perception about Offensiveness of Controversial Products Advertisements**

Level of Offensiveness	N	Percentage
Not at all Offensive	0	0.0
Slightly Offensive	6	2.0
Somewhat Offensive	246	82.0
Moderately Offensive	48	16.0

<b>Extremely Offensive</b>	0	0.0
<b>Total</b>	<b>300</b>	<b>100</b>
<b>Mean</b>	37.87	
<b>S.D.</b>	2.485	

The table shows that, according to majority of respondents (N=246, Percentage=82) the advertisements of controversial products are somewhat offensive while rest of the respondents (N=48, Percentage=16) have considered these advertisements moderately offensive. The mean score (37.87) projects that respondents have perceived these advertisements offensive.

**Table 4.7: Gender Wise Respondents' Overall perception about Offensiveness of Controversial Products Advertisements**

Level of Offensiveness	Males		Females	
	N	Percentage	N	Percentage
<b>Not at all Offensive</b>	0	0.0	0	0.0
<b>Slightly Offensive</b>	0	0.0	6	4.0
<b>Somewhat Offensive</b>	129	86.0	117	78.0
<b>Moderately Offensive</b>	21	14.0	27	18.0
<b>Extremely Offensive</b>	0	0.0	0	0.0
<b>Total</b>	<b>150</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Mean</b>	38.04		37.7	
<b>S.D.</b>	2.288		2.664	

The table shows the level of offensiveness perceived by male & female respondents towards advertisements of controversial products. It can be observed that males have considered the controversial products advertisements more offensive as compared to female respondents.

**Table 4.8: Gender Wise Respondents' Perceptions towards Nature of Advertising Appeals**

Advertising Appeals	Males		Females	
	Mean	S.D.	Mean	S.D.
Racist Image	3.38	0.598	3.5	0.502
Violence	3.24	0.62	3.3	0.576
Indecent Language	4.06	0.735	4.34	0.622
Sexist Image	4.52	0.501	4.2	0.635
Nudity	4.04	0.75	3.92	0.719
Anti-Social Behavior	3.46	0.5	3.54	0.5
Western/US Images	4.24	0.652	4.2	0.777
Use of Unethical Practices	3.84	0.733	3.76	0.766
Health & Safety Issues	2.96	0.601	2.72	0.667

The results were further categorized according to the gender of respondents as presented in table show according to male respondents the most offensive advertisement appeal is Sexist Image (Mean Score=4.52) followed by Western/US Images (Mean Score=4.24), Indecent Language (Mean Score=4.06) and Nudity (Mean Score=4.04). As per the female respondents Indecent Language (Mean Score=4.34) is the major reason of offensiveness followed by Sexist Image (Mean Score=4.2), Western/US

Images (Mean Score=4.2) and Nudity (Mean Score=3.92). As per all the respondents the least offensive advertisement appeal is Health & Safety Issues.

#### 4.1 Hypothesis Testing

**H<sub>01</sub>: Males and females do not differ in their perceptions towards nature of advertising appeals**

**H: Males and females significantly differ in their perceptions towards nature of advertising appeals**

In this section discussed the perception of respondents towards the nature of advertising appeals, where it was found that according to respondents these advertisement appeals are causing the offensiveness in the advertisements of controversial products. To measure the difference in the opinion of male & female respondents' -test was applied and results received are presented in table given below:-

**Table 4.9: t-test Result to measure significant difference in Males and Females perceptions towards nature of advertising appeals**

Advertisement Appeal	Males		Females		t-value	p-value	Significance
	Mean	S.D.	Mean	S.D.			
Racist Image	3.38	0.598	3.5	0.502	1.882	0.061	Not Significant
Violence	3.24	0.62	3.3	0.576	0.868	0.386	Not Significant
Indecent Language	4.06	0.735	4.34	0.622	3.562	0.000	Significant
Sexist Image	4.52	0.501	4.2	0.635	4.846	0.000	Significant
Nudity	4.04	0.75	3.92	0.719	1.415	0.158	Not Significant
Anti-Social Behavior	3.46	0.5	3.54	0.5	1.385	0.167	Not Significant
Western/US Images	4.24	0.652	4.2	0.777	0.483	0.63	Not Significant
Use of Unethical Practices	3.84	0.733	3.76	0.766	0.924	0.356	Not Significant
Health & Safety Issues	2.96	0.601	2.72	0.667	3.275	0.001	Significant

Level of Significance = 5%

The results reveal that significant difference exists in the perception of males & females for three advertisement appeals i.e. indecent language, sexiest image and health & safety issues however for all other appeals the difference in the opinion of males & females is insignificant. As in majority of cases the t-statistic is insignificant so it can be said that Males and females do not differ in their perceptions towards nature of advertising appeals.

**H<sub>02</sub>: Males and females do not differ in their level of offensiveness towards controversial products**

**H: Males and females significantly differ in their level of offensiveness towards controversial products**

In a same line to measure significant difference in Males and Females level of offensiveness towards controversial products, t-test was applied as presented in table given below:-

**Table 4.10: t-test Result to measure significant difference in Males and Females level of offensiveness towards controversial products**

Product	Males		Females		t-value	p-value	Significance
	Mean	S.D.	Mean	S.D.			



Alcohol	3.66	0.767	2.76	0.473	12.231	0.000	Significant
Cigarettes	3.58	0.83	2.16	0.733	15.706	0.000	Significant
Condoms	3.46	0.5	3.4	0.492	1.048	0.295	Not Significant
Female contraceptives	1.94	0.735	3.26	0.596	17.091	0.000	Significant
Female hygiene products	3.1	0.947	3.54	0.5	5.034	0.000	Significant
Female underwear	2.22	0.703	2.66	0.516	6.177	0.000	Significant
Male underwear	3.94	0.707	3.78	0.759	1.89	0.06	Not Significant
Political parties	3.6	0.635	3.48	0.61	1.67	0.094	Not Significant
Sexual diseases (AIDS, STD prevention)	3.08	0.629	2.86	0.777	2.694	0.007	Significant
Weight loss programs	2.82	0.844	3.44	0.855	6.32	0.000	Significant
Religious Denominations	3.44	0.498	3.22	0.542	3.661	0.000	Significant
Beef & Allied Products	3.2	0.568	3.14	0.724	0.799	0.425	Not Significant

Level of Significance = 5%

In majority of cases the t-statistic is found to be significant at 5% level of significance which leads to the rejection of hypothesis and it can be concluded that Males and females significantly differ in their level of offensiveness towards controversial products.

## V. FINDINGS:

Firstly students were asked to disclose their demographic profile. Equal numbers of respondents from both the genders as well as from both types of courses (professional & non-professional) were selected. On the basis of age respondents were divided into two categories i.e. 17 to 20 years (44%) and 21 to 24 years (56%). It was found that maximum numbers of respondents were living with their families.

For this study 12 controversial products were taken i.e. Alcohol, Cigarettes, Condoms, Female contraceptives, Female hygiene products, Female underwear, Male underwear, Political parties, Sexual diseases(AIDS, STD prevention), Weight loss programs, Religious Denominations and Beef & Allied Products. All the respondents of the sample have seen advertisements of all these controversial products.

The respondents were presented with the list of above mentioned products for which they indicated their level of offence. With a midpoint of 3 on the Likert scale, almost all the products were perceived to be offensive, except Cigarettes, Female contraceptives, Female underwear and Sexual diseases. Male underwear was perceived to be most offensive when advertised, followed by Political Parties, Condoms and Religious Denominations. The results were further categorized according to the gender of respondents. According to male respondents the most offensive advertisements are of Male underwear followed by Alcohol, Cigarettes and Condoms. As per the female respondents advertisements of Male underwear are most offensive followed by Female hygiene products, Political parties and Weight loss programs. From the mean score it can be concluded that males have considered the controversial products advertisements more offensive as compared to female respondents.

From the hypotheses testing following results were drawn:-

1. Offensive nature of advertising appeal is positively associated with the level of offensiveness towards controversial products.
2. Males and females do not differ in their perceptions towards nature of advertising appeals.
3. Males and females significantly differ in their level of offensiveness towards controversial products.

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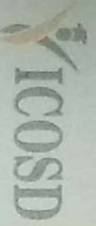
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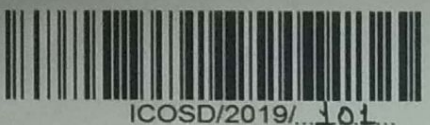
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## Ravi Gupta

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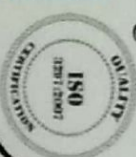
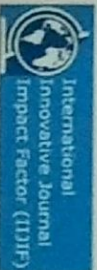
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## Questionnaire

### Section I

- I. Name (Optional) : \_\_\_\_\_
- II. Gender : (a) Male (b) Female
- III. Age (In Years) : \_\_\_\_\_
- IV. Area of Residence : (a) Urban (b) Rural
- V. Type of Course : (a) Professional (b) Non-Professional
- VI. Family Type : (a) Nuclear (b) Joint
- VII. Currently living : (a) Alone (b) With Family (c) With Friends

### Section II

- Which is your preferred media to access advertisement?  
(a) Television (b) Newspaper/Magazines (c) Internet (d) All
- How frequently do you access advertisements?  
(a) Daily (b) Twice in a week (c) Weekly (d) Fortnightly
- Did you ever buy a product because you liked its commercial?  
(a) Yes (b) No
- What do you usually look for in an Advertisement?  
(a) Creativity (b) How the product makes you feels about yourself  
(c) Explanation of product (d) The models used & how you relate to them
- Have you seen the advertisements of following controversial products?

S. No.	Product	Yes	No
5.1	Alcohol		
5.2	Cigarettes		

5.3	Condoms		
5.4	Female contraceptives		
5.5	Female hygiene products		
5.6	Female underwear		
5.7	Male underwear		
5.8	Political parties		
5.9	Sexual diseases (AIDS, STD prevention)		
5.10	Weight loss programs		
5.11	Religious Denominations		
5.12	Beef & Allied Products		

6. Please indicate the level of offensiveness of following controversial products that you considered while accessing advertisements on 5 point scale ranging from 5 (Extremely Offensive) to 1 (Not at all Offensive)

S. No.	Product	Extremely Offensive	Moderately Offensive	Somewhat Offensive	Slightly Offensive	Not at all Offensive
6.1	Alcohol	5	4	3	2	1
6.2	Cigarettes	5	4	3	2	1
6.3	Condoms	5	4	3	2	1
6.4	Female contraceptives	5	4	3	2	1
6.5	Female hygiene products	5	4	3	2	1
6.6	Female underwear	5	4	3	2	1
6.7	Male underwear	5	4	3	2	1
6.8	Political parties	5	4	3	2	1
6.9	Sexual diseases (AIDS, STD prevention)	5	4	3	2	1
6.10	Weight loss programs	5	4	3	2	1
6.11	Religious Denominations	5	4	3	2	1
6.12	Beef & Allied Products	5	4	3	2	1



7. Please specify till what level you consider following reasons responsible for the offensiveness of controversial products advertisements

S. No.	Motives	Extremely Consider	Moderately Consider	Somewhat Consider	Slightly Consider	Not at all Consider
7.1	Racist Image	5	4	3	2	1
7.2	Violence	5	4	3	2	1
7.3	Indecent Language	5	4	3	2	1
7.4	Sexist Image	5	4	3	2	1
7.5	Nudity	5	4	3	2	1
7.6	Anti-Social Behavior	5	4	3	2	1
7.7	Western/US Images	5	4	3	2	1
7.8	Use of Unethical Practices	5	4	3	2	1
7.9	Health & Safety Issues	5	4	3	2	1

8. Mark your opinion for the following statements related to your religious perception on 5 point scale starting from 5 (Strongly Agree) to 1 (Strongly Disagree)

S. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8.1	I believe in God	5	4	3	2	1
8.2	I respect holy books of my religion.	5	4	3	2	1
8.3	My faith in god is an important part of my individual identity	5	4	3	2	1
8.4	My relationship to God is experienced as unconditional love	5	4	3	2	1
8.5	I use to donate in religious events	5	4	3	2	1

8.6	I help poor to make my after death life better	5	4	3	2	1
8.7	I often go to the religious places (temple, Mosque, Church etc.)	5	4	3	2	1
8.8	I try to avoid sins	5	4	3	2	1
8.9	I am afraid of god punishment form my wrong deeds	5	4	3	2	1
8.10	I always try to be honest & fair to others	5	4	3	2	1
8.11	I never doubt on the holy principles of my religion	5	4	3	2	1
8.12	No one can deviate me from my religious beliefs	5	4	3	2	1
8.13	I am proud of my religion	5	4	3	2	1
8.14	I love to participate in religious events	5	4	3	2	1
8.15	I admire those who go for teerthyatra, haz etc.	5	4	3	2	1
8.16	I never disrespect to any other religion.	5	4	3	2	1