

**A Dissertation
On
Ethics and Deception in Televised Consumer Advertising
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Awarded

to

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This is to certify that the dissertation titled "Ethics and Deception in Televised Consumer Advertising" has been submitted in partial fulfilment for the requirement of the Degree of Bachelor of Arts in Journalism and Mass Communication program of Navrachana University.

CERTIFICATE

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DECLARATION

I hereby declare that the dissertation titled “Ethics and Deception in Televised Consumer Advertising” is an original work prepared and written by me, under the guidance of Prof. Dr Robi Augustine Head of Department, Journalism and Mass Communication program, Navrachana University in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of another degree or diploma.

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I am thankful to my parents, friends.



Shantanu Nautiyal

I wholeheartedly dedicate this work

To

My friends, family and my guide.

ABSTRACT

Ethics and Deception in Televised Consumer Advertising

Advertising is a vehicle of persuasion, shaping the attitude and behaviour of the audience in this world. It's a means of brand building that reaches a large section of the masses. This advertisement influences the masses towards purchasing. Marketers use different strategies to convert the mindset of the people. but sometimes these advertisements induce their customers to use unsubstantial claims. So the ethics in advertisements is questionable. This research paper will discuss ethical issues and television commercials. Many marketers to increase their market share mislead people. This research study aims to identify the aim of television commercial; are they informing and aware people or cheating with their sentiments. Nowadays most marketers are not following ethical issues of television ads. They aim to just get popularity. This study will analyse all these things.

Keywords: Marketing, advertising, television commercials, influence, persuasion, ethical issues.

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Chapter One

Introduction

1.1 Introduction

Today in this age of data becoming more and more affordable, a lot of people are shifting their attention from the idiot box to the smart box or smartphone in a paradigm shift; but still, the majority of the Indians resort to this established method of entertainment and news consumption – The Television. Knowing that majority of the eyeballs are on this platform, advertisers divert a lot of attention and resources here which makes it an important ground for advertising. Now, businesses are incessantly brainstorming on how to expand and increase their sales. And advertising is the means that caters to their needs and targets. Thus, companies need to be looking for creative opportunities to advertise their products or services. And this hunt for creative advertising may as well blur the lines between an advert being helpful or harmful to the businesses' interest.

Businesses that hire advertisers or advertise themselves face a paradox. It's not necessarily an advertiser's job to provide consumers with a full overview of options or rigorously detail all of a product's benefits and disadvantages. Rather, an advertiser presents a product favourably to persuade consumers to make a purchase. At the same time, it is unethical to go so far as to manipulate consumers into buying, by depriving them of information they need to make a sound decision. Achieving a balance between honesty and persuasiveness isn't easy, but ethical advertisers try despite the difficulty.

Adding to the difficulty is the critical reality where what counts as ethical and socially responsible behaviour is not always clear. Ethics in advertising, as in other aspects of social life, is a complex issue. What one person considers ethical; another may consider unethical.

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Everyday advertising professionals must make complex decisions about what can and ought to be said in advertisements. Companies want to make the strongest claims possible for their brands, but the border between the possible and the unethical must be constantly negotiated.

Generally, an advertiser is expected to follow the basic tenet that calls for treating others as you would like to be treated yourself. The first and most compelling reason to follow this rule is that being good to others is the right thing to do. The second reason for operating ethically is more on a practical note. Advertisers are to present their companies in favourable ways along with making sure of an undisputed brand reputation. For example, if a company advertises itself as offering a high-quality product but consumers soon learn the actual product is not up to the claimed standards, then those advertisements fall in the category of misleading. And the backlash could cause grave damage to a company's reputation. The purpose of an advertisement - to promote a product - is undermined if an advertiser acts or appears to act in bad faith. As it is said, "A good ad, for a bad product is the worst thing that could have happened for them, as now, more people know your product is bad!"

1.2 Background

According to the Peter Parker principle we know that with great power comes great responsibility. Having the ability to communicate and the power to send your message to millions of people is a great power and has to come with great responsibility. It is important that you are not sending the wrong message to the society, as people get influenced easily and is responsibility to be moral and righteous in all sense. IN 2018, BJP was the biggest advertiser on television before the 2019 elections, and understanding the chronology that they heavily advertised and also consequently won, goes on to show the power of advertisements. This tells us that how powerful this medium is and thus this research is being undertaken keeping in mind the influence it has on society.

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Over the past years, we have seen that a lot of the advertisements have had either deception – where they either stated wrong benefits of their products, misled customers and gave false hopes; or have had ethical issues, where they broadcasted a message which was socially wrong and shouldn't have been done. Certain ideas or communications by advertisers, can potentially influence the thought process of people. For example, if they are shown ads everyday of fairness products that they are not beautiful and are looked down upon, only until they get fair and choose to use their products. Notions like these, that create a misconception in the society are wrong and shouldn't be allowed.

Hence issues like this on skin colour, body shape and size, food, etc which tend to manipulate our behaviour negatively and in turn cause difference and issues in the society should be stopped and regulated with a strict and a proper system. Scrutiny of these messages is very important because they reach to people of all ages without any restrictions.

1.3 Role of Advertising

According to William J. Stanton, “Advertising includes all those activities which are involved in presenting a non-personal, sponsor –identified, paid message to an audience about a product or organization”. Which can be understood as advertisement is any paid form of promotion of ideas, goods or services of a particular brand. Today India's advertising industry is expanding its exponentially. It has a large number of workforce and demand currently.

Advertising is a media which is all about communicating information to the consumers which helps them to choose by comparing different products. In short informing, communicating, and delivering a message. But its not so simple. There are costs and intentions behind this humble message that are involved which change the game completely and can potentially cause problems. The brands have a focus in selling and thus they may use whatever means possible to manipulate people.

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Though, in our country, free speech is guaranteed by the Fundamental Rights incorporated in the constitution. It is not absolute to the sense that social disturbance is encouraged. The concern arises when the liberty taken and creativity starts to impact society and consumers in an undesired manner.

1.4 Television Advertising

Television in general has a universal appeal, better memorability and a more universal appeal, it reaches out to more people and is even more effective in rural areas as it is an audio visual medium and is understandable to the illiterate people as well. Television as of now is still considered the king of all medium, though that definition will change in the coming future with internet getting more affordable, but still television still remains the king.

One claim to back this up is the money spent on television ads, crores of rupees are spent to advertise on television and even on a premium on prime-time spots and hot events like IPL. No company will spend money like this unless it is giving results, and even new companies like Cred which are heavily internet based are also bleeding money on Television which is a clear signal where they eyeball of Indians are!

1.5 Deception

The Oxford dictionary puts forward the meaning of deception as, “the act of deliberately making someone believe something that is not true”. Deception is an act or account which deludes, hides or alters the truth or endorses a belief, concept or idea that is not true. It is often done sales or propaganda and is not a desirable element in our society.

The issue of deceptiveness is far from new, it is not as simple as it appears; as the literature reveals, not only the issue but even the definition of deception in advertising is in reality quite far from clear. For example, advertisements make both explicit (literal statements)

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and implicit (implied representations) claims (Preston 1994). And because explicit claims are literal statements, deception in explicit claims is usually easily determined. On the other hand, implicit claims are more a function of the consumer's cognitive structure. And therefore, deception in implicit claims is more difficult for consumers, advertisers, and/or regulators to assess. Hence, advertisers only need to follow governmental regulations regarding deceptive advertising to avoid legal problems.

1.6 Ethics

Ethics is a branch of social science. According to the Oxford dictionary, the word 'ethics' is defined as, "moral principles that control or influence a person's professional, business or medical behaviour". Ethics deals with social values and moral principles, reflecting a separation of good and bad, right and wrong, fair and unfair, moral and immoral human action. In brief, it is a code of conduct. It is like the ten commandments of the Holy Bible. It tells a person how to behave with another person. Business ethics is the study of business situations, activities, and decisions where issues of right and wrong are addressed (Andrew Crane, 2011).

The author Raymond C. Baumhart emphasises a point, that "the businessman must promise that he will not harm knowingly". So, imparting a better understanding of the terms, the businessmen are expected to give a regular supply of good quality goods and services at reasonable prices to their consumers. They must avoid indulging in unfair trade practices like adulteration, promoting misleading advertisements, cheating in weights and measures, black marketing, and must encourage fair competition in the market. In short, business ethics means to conduct business with a human touch to give welfare to society.

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1.7 Significance

Advertisements are a significant influence on society, not only products but also societal rated issues are conveyed through advertisements. The idea being the influential power of this instrument of communication. Users tend to have a belief that information broadcasted is genuine and can be relied upon as it coming through a verified source i.e the television channels. But for the sake of profitability and sales, many brands resort to some unethical practices, which may be a wrong influence on society, but also influence social behaviour. Thus, it is important to keep a check on this space to keep society safe.

1.8 Objectives

- 1.8.1** To study the consumers' opinion upon ethics and deception in televised advertising.
- 1.8.2** To explore ethical concerns and deceptive practices concerning advertising.
- 1.8.3** To evaluate the ethics and moral code of conduct by advertisers.
- 1.8.4** To study the deception used to manipulate customers through advertisements in websites and other social media platforms
- 1.8.5** To briefly analyse the societal impact of manipulated advertisements.
- 1.8.6** To establish the power of advertisements and the sublime impact it has on consumers.
- 1.8.7** To suggest standard ethics and mechanisms in the form of laws or regulations for deceptive advertising.

1.9 Conclusion

In this paper, the researcher presents a moral account of the legal notion of deceptive advertising. After a brief account of deceptive advertising and ethical understandings, the

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researcher moves on to discuss the role of the reasonable person standard in its definition; challenges faced by society and the power of advertising. Basically, where does responsibility lie for how an ad gets interpreted - with the advertiser or with the consumer? It offers an alternative normative interpretation that aims to draw the line between advertisers' responsibility and that of the consumers', between misleading and miscomprehension. It also then examines and rejects several possible moral grounds for condemning and prohibiting deceptive advertising and categorising ads as ethical or unethical or neither. Finally, with further evaluation, the researcher explains the effect and impact of deceptive advertising on society as a whole.

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Chapter Two

Literature Review

2.1 Introduction

To delve deeper into the topic of Ethics and Deception in Televised Consumer Advertising in India, secondary data has been extensively studied and a review of literature is done for research analysis. Various articles, magazines, newspapers, journals, websites, books etc. have been consulted to collect information for the study. This study researched secondary data of Analysis on different forms of ethical issues, challenges and deception that are prevalent and affect directly.

2.2 Perception of Indian Consumers Towards Indian Advertisements

Vasanthi (2014) in her research work of Perception of Indian consumers towards Indian advertisements has examined the growth of advertisements and their effect on society and mostly the people. The key point which he has emphasised on in his research is that the customer's demands are met but they are mostly influenced or manipulated which goes against the unethical practices. The author has used quantitative and qualitative data and it is collected through questionnaires, surveys, interviews, and relevant references. The ethical issues in Indian advertising have been examined in detail and the enactments are mentioned. The results of this research work are that the effect of Indian advertisements on adolescents is increasing day by day and the children are getting influenced. Children have been targeted more to sell their products. There is an urgent need for laws that will monitor misleading Indian Advertisements.

2.3 A Survey: Unethical Issues in Advertising

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Galhotra & Kaur (2019) have examined the study on - A Survey: Unethical Issues in Advertising. The main motive of this paper was to understand the ethics in advertising. A detailed study on ethics in advertisement and unethical advertisement has been carried out. ASCI codes for self-regulation in advertising have also been studied and the parameters to its implementation and ascertainment in the real world and its practical benefits have been studied. A detailed case study on Fair and Lovely, Horlicks and Complain, ice cream, and deodorants have been done. The author has mentioned in the conclusion that unethical practices are adopted by advertisers to survive in the market and till today there is a lack of implementation of rules and regulations.

2.4 Impact of Unethical Advertising, Misleading Information or Deceptive Advertising on Customer Purchasing Intention with Mediating Effect of Word of Mouth

Ullah & Hussain (2015) conducted a study on the impact of unethical advertising misleading information or deceptive advertising on customer purchasing intention with mediating effect of word of mouth: Keshav Pakistan. The argument in this study is that stereotyping advertising has an impact on the customer's purchase which is highly influenced by the word of mouth. Different dimensions of unethical advertisements include soft selling and unethical ads timely execution. The primary object of this research is to understand how ethical advertising creates an impact on overall customer satisfaction and if word of mouth arbitrates between independent and dependent variables. A sample of 600 respondents was selected and a questionnaire was given. And the results showed that it is very evident that deception, manipulation, subliminal, etc unethical practices are being followed.

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2.5 Perceived Deception In Advertising: Antecedents And Consequences

Chaouachi & Rached (2019) in a paper titled -Perceived Deception in Advertising: Antecedents and Consequences has highlighted the precursors and the consequences of perceived Deception in Advertising. The authors have claimed that perceived Advertising has a negative influence on the attitude towards the advertisement, towards the brand and on the intention to purchase the product. Face to Face survey methodology was used. The results didn't confirm the effect of consumer gender and age on perceived Deception in advertising and no difference was noticed between men and women in perception. There was a confirmation of the positive influence of scepticism on perceived deception and the positive impact of the knowledge of persuasion on the perception of deception.

2.6 The Definition of Deceptiveness in Advertising and Other Commercial Speech

Preston (1990) in his article - The Definition of Deceptiveness in Advertising and Other Commercial Speech. Gives a complete picture of Deceptiveness is included with the paradigm changes and the understanding of commercial speech. The present interpretation of deceptiveness is mentioned, analysing what are the areas where changes can be made in-laws and make the system more robust. It explores in detail the changes that can be done in order to protect the interests of people. In the last chapters, the author has suggested some changes to the system and definitions that are mad around it to improve the system overall for the society.

2.7 Advertising Ethics in India

Pavithra (2012) in the journal article - Advertising Ethics in India has introduced the concept of Advertising in India from 1900 to 1999. Different sets up of agencies, schools and television channels have been discussed briefly. The evolution of ethics throughout the years

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including unethical advertisements have been included in the article. Lastly, the importance of ethics has been raised and discussed upon.

2.8 Deception in Advertising: A Proposed Complex of Definitions for Researchers, Lawyers, and Regulators

Hyman (2015) in the journal article - Deception in Advertising: A Proposed Complex of Definitions for Researchers, Lawyers, and Regulators has stressed the fact that there exists no single definition that consists of all the relevant points in one. Different arguments have been mentioned about the definitions that are proposed by different authors. The considerations that should be included in the definition are highlighted and also the focus is laid upon the idea that simple expressions should be included for better understanding. An apt description of the deceptive ads is included. Notions like no reasonable consumer requirement, mistaken actions, injury, and Deception versus deceptiveness are explained, which gives a better understanding of the concept.

2.9 Ethics in Advertisement and Its Impact on Women and Children

Halamata (2013) has conducted a study on Ethics in Advertising and Its Impact on Women and Children. The writer has explained the need for Advertising as a medium for communicating the information along with the ethical practices that it should follow. The keynotes are - no false promises, no exaggeration of attention, do not make the public fool, practice social responsibility and truthfulness, and keeping the customers informed. The main objective of this study is to understand the impact of unethical practices on children and women. Different sources - websites, journals, and magazines were used to justify the objection. The research paper finally culminated in applying the moral and ethics in the advertisement.

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2.10 Demographic Differences in Consumer Perception of Deception in Advertising

"The Egyptian Case"

Fathy, AbouAish & El-Sharnouby have conducted an in-depth study on Demographic Differences in Consumer Perception of Deceptive in Advertising "The Egyptian Case" has presented how the perception of deception in advertising is affected by demographic characteristics. In the hypothesis, the factors like gender, consumer age were taken into consideration as a dependent variable. An exploratory interview and a sample of three operating companies in Egypt were presented. The findings of the study are that females are more sensitive to Deception, people who are less than 18 years are more sensitive. A test was too conducted where the respondents replied in Arabic and English language. The people who responded in Arabic were more sensitive than people who responded in English. (could not find the year)

2.11 Ethics in Advertising Decision-making: Implications for Reducing the Incidence of Deceptive Advertising

Davis (1994) with the help of the article- Ethics in Advertising Decision Making: Implications for Reducing the Incidence of Deceptive Advertising has brought in a survey of 206 advertising professionals who have talked about the ethics, business considerations, legal considerations on the advertisement content, and policy. The author has mentioned the deceptive practices which are given by FTC. The external and internal factors of Deception have been discussed. After collecting the sample from the professionals, the results of the findings were that the consumer interest is served when an advertisement is not deceptive. In the end, the author recommended the issuance of detailed and formal standards for the identification of unethical practices and to reduce the ambiguity in guidelines.

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2.12 Ethics of Advertisement and Marketing Policies: An Indian Perspective

Awasthi, Kakkar & Uppal (2020) in the research study - Ethics of Advertising and Marketing Policies: An Indian perspective have gone deep down to understand the advertising industry in India and how it has changed with ethical and unethical practices. The two organizations - Advertising Standards Council of India and Consumer Complaints Council have been brought into the limelight as the standard guidelines and policymakers. The duties of ASCI is mentioned along with the case examples. The author concludes by stating that though the advertisement industry has come far away long, still it is practising unethical things. Moreover, the consumers are not aware of their rights. And awareness regarding this should be created where everyone can have the access to the real data and the guidelines.

2.13 Empirical Analysis of the Hindrances to Efficient Marketing and Product Communication Management in Kenya

Githui Donatus Mathenge (2015) makes it evident in the research that it is very difficult to know if advertising is ethical or not. In today's market, most advertisers understand the trust and confidence of the consumers which is very necessary. Sometimes advertising brings information about brands which often misguides the consumers' Many studies have been conducted in different countries on unethical issues towards advertising. Even the code of ethics drawn up by the advertising standards council of India (ASCI) has also had much impact.

2.14 The Ethical and Unethical Dimensions of Marketing

Vassilikopoulou et al. (2008) critically discussed the opposition's and supporters' views of marketing as an unethical science through the presentation of a detailed review of relevant literature. It was found that the opponents of marketing accused it of being unethical, ruining the natural environment, attacking the public with absurd advertisements and

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encouraging materialism in many ways. The advocates of marketing pointed out the ultimate goal of marketing as customer' satisfaction. It has been difficult to get a clear conclusion and to specify precisely whether marketing is ethical or unethical. The intense accusations are found to be the accepted belief of demarketing.

2.15 Marketing Ethics

Rajan (2016) studied how marketers used their background to recognize business opportunities. The data collected was both qualitative and quantitative data. It was found that to win customers loyalty, ethical marketing plays a key role in it by reinforcing the positive values of the brand, creating a strong citizen brand. The question of collecting data is highlighted as an important element in the form of advertising and checking the ethics aligned.

2.16 A Study on Ethical Issues in Advertising and Analysing Different Unethical Advertisements with results of ASCI decisions: An Indian Perspective

Munjal (2016) focused on studying the ethical issues that arise in print and television advertising, as well as analysing the different types of unethical advertising in India concerning the principles of ASCI. Using examples, the author analysed various unethical practices used by advertisers in advertisements in India and also discussed some real-life cases solved by CCC (Consumer complaint council) following the necessary ASCI codes.

2.17 The Importance of Ethical Marketing Practices

Rawat et al. (2015) studied the importance of ethical marketing by making the consumers aware of their rights. Data was collected through the employment of questionnaires and secondary sources of journals, books etc. A sample size of 50 people was drawn. It was found that 84% of the sample has been the victim of unethical marketing. More than 50% of people believed that consumers were not adequately protected against such marketing. 32% of

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the sample shares their problems on social media sometimes. The absence of a single statutory regulatory body further exacerbates the problem. Hence it was recommended that a comprehensive law was needed to regulate advertising in all forms of media. It must provide clarity in the matter and act as a one-stop booth for all matters relating to advertising. Self-regulation by the industry and an independent regulator to regulate misleading advertising would be very supportive. Consumers must create self-awareness and exercise their rights against fraudulent companies.

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Chapter Three

Methodology

This chapter of the dissertation includes the research methodology that the author has opted for. The author will focus on the research strategy, the research approach, the methods of data collection, the sample selection, the research process and the type of data analysis along with the research limitations of the project.

3.1 Data Collection Method and Approach

For the dissertation, the researcher has opted for a Quantitative method of analysis for collecting data from primary sources. The research design used in the study would be an exploratory as well as descriptive research design to get an insight into unethical and deceptive advertising practices and their social and psychological impact on consumers' buying behaviour. The primary source of data would through questionnaire focusing on the knowledge, influence, and awareness that the chosen demographic has on the topic at hand. The questionnaire would direct questions based on pictures and videos shown.

3.2 Sampling

Using the random convenient sampling technique, the sample of respondents are the people who are 18 or older, regular consumers of media through television who come across advertisements daily. A sample size of 100 respondents was selected who were avid television watchers and in turn also consumed advertisements.

3.3 Data Analysis & Interpretations

Data Analysis will be done by the understanding that will be gained during undertaking this study. Nuances and subtleties will be discussed and analysed with the help of people having significant knowledge and exposure in the field to gain as holistic a view as possible. The

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collected information and data would be subjected to data analysis and interpretation, Content Analysis, and Statistical Analysis. The collected primary data shall be pre-coded considering the design of the Structured Questionnaire. The collected primary data would be scrutinized, edited and shall be validated and thereafter it would be presented in the form of Tables, Charts, Graphs, and Diagram as the case may be. The selected hypotheses shall be appropriately tested with the help of appropriate tests of significance. It will be analysed with the help of appropriate statistical tools and techniques. Analysed data will be interpreted to establish a meaningful relationship with the study.

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Chapter Four

Data Analysis

After identifying the sample of respondents, the researcher, then, sought references from them, and distributed the questionnaire via a sharable link primarily through WhatsApp to adults who are a regular consumer of media content and are exposed to advertisements. The sample size of this survey was 100 people.

4.1 Survey Analysis

4.1.1 Question 1 – Age Demographics of Survey

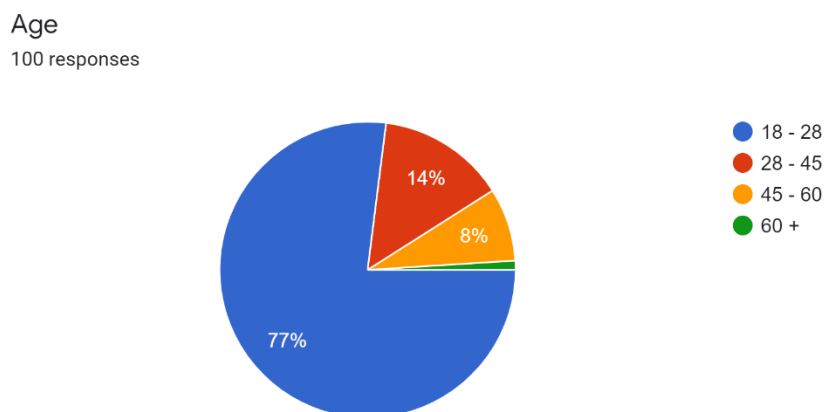


Chart 4.1.1

Age	Percent
18-28	77%
28-45	14%
45-60	8%
60+	1%

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Table 4.1.1

The survey conducted has the majority of the respondents in the age group of 18-28, which means the sample size is young and the minority are grownups above 28 which is about 25%.

4.1.2 Question 2 – Deception Advertisements

Have you heard anyone or yourself experienced getting taller, stronger or sharper after drinking Horlicks?

100 responses

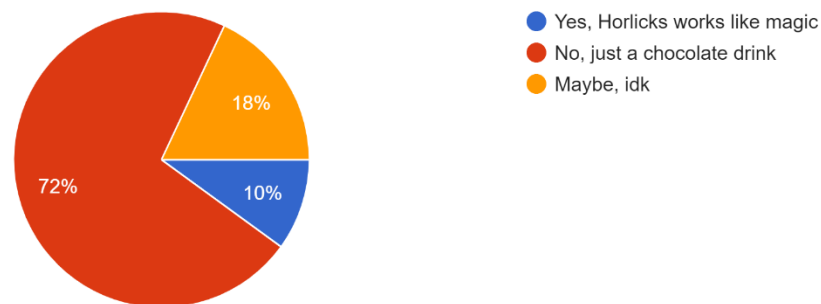


Chart 4.1.1

Opinion	Percentage
Yes	10%
No	72%
Maybe	18%

Table 4.1.1

The survey commences by showing an ad for a malt-based drink premix- Horlicks, which is very aggressively advertised for children; with the promise of making children taller, stronger and sharper. Now, this claim is not a problem. Most of the decision-makers and

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influencers for this product will be parents and children who are influenced to buy the product only because of the claim that it will make them “taller, stronger and sharper”, which might not be universally true. This is where the problem arises when the claim is not ascertained, and universal it should not be advertised. As per the survey, 72% of people which is a good majority don't see any benefits from consuming the drink. Only 10% of people have claimed to have seen benefits. We can thus infer from this data that it is only about 10% effective. Thus, such definite claims deceiving people are wrong and should not be allowed. Customers rely on authorities to be sure that all ads are approved and are genuine if aired on the television, hence only what is true for the majority should be allowed to be advertised.

4.1.3 Question 3 – Societal Behaviour and Influence of Advertisements

Watching this ad, do you feel it conveys that the fairer skin you have the better you are?

100 responses

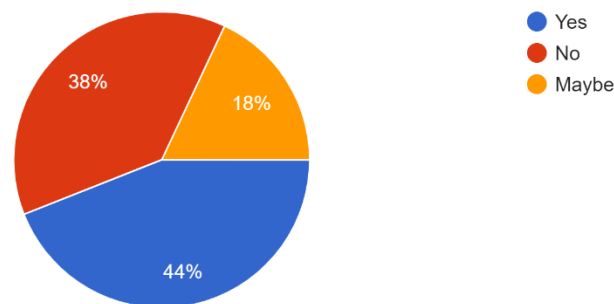


Chart 4.1.3

Opinion	Percentage
Yes	44%
No	38%
Maybe	18%

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Table 4.1.3

In this question, an advertisement of a fairness cream was shown; and asked, if they feel fair skin means perfection. And the results are quite interesting, a portion of people are uncertain and have answered maybe, 38% of the people don't think so that ad creates any opinion on them, and 44% of the people which is the majority have said that by looking at the ad they feel that they are looked down upon for having brown skin or any other coloured skin which is rudimentary discrimination in terms of the colour of skin and over here the brand relies on people's insecurities to promote their product which is the wrong thing to do. When a product is advertised the intention is to make people aware of the features or the product but in this case, it is observed that the brand plays on the insecurities of the people causing a social disturbance by creating a divide through the colour of skin and using that to market and promote their product.

4.1.4 Question 4 – False Claims and Puffery

Do you think this ad gives false hopes to people?

100 responses

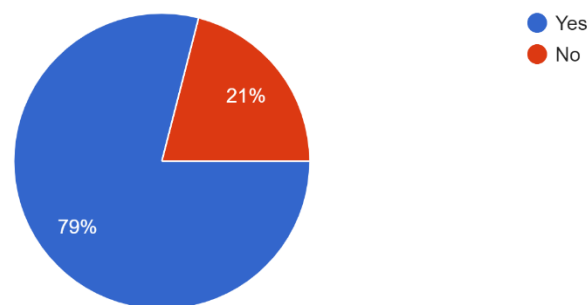


Chart 4.1.4

Opinion	Percentage
Yes	79%

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No	21%
----	-----

Table 4.1.4

In this question, the sample size was shown an ad video advertisement of White Hat Jr. a company which teaches coding two small children the ad shows that people are fighting over to take the discovery done by the child and invest millions of rupees. In this case, the advertiser is showing that to become successful coding is an Ascension and probably the only scope which fall children must know when is the key to becoming successful and rich. after watching this and the decision-maker and the target audience which is the parents get a picture that it is an immensely beneficial program and is and gives your hope that your child will become the next Mark Zuckerberg and the next millionaire but as we know lakhs of engineering graduates do not have jobs at the moment and these apps are promoting the idea of earning money and not learning which is elementary will be wrong and should not be supported at all this is why according to the survey 79% of the people feel that it gives a sense of false hope to people whereas only 21% people feel that it doesn't give us any false or which is a clear understanding that this is a form of deceptive and Anshul should not be aired.

4.1.5 Question 5 – Surrogate Advertisements

What is the first thing that comes to your mind when you see this ad?

100 responses

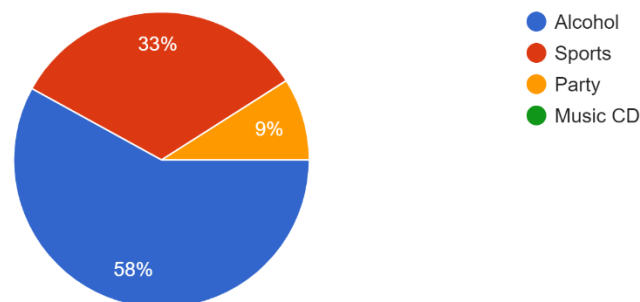


Chart 4.1.5

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Opinion	Percentage
Alcohol	58%
Sports	33%
Party	9%
Music CD	-

Table 4.1.5

In this question, we explore one of the loopholes that are present in the Indian advertisement laws which are also known as surrogate advertisement a picture of IPL players were shown giving the context of the King Fisher King of good Times ads which featured frequently on television showing cricketers partying and having fun the product that advertises usually CD is mineral water but everyone knows that the item, they want to advertise on market is probably their alcoholic beverage. In the survey, we can see that about 58% of the people which is the majority understand and perceive the ad to be of an alcoholic beverage thus defeating the whole idea of the government banning advertisements on alcohol and tobacco products if the viewers can identify the product being alcoholic the whole intention of having laws is as is failed thus it is an issue that is that needs to be addressed.

4.1.6 Question 6 – False Claims Advertisements

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Does this ad portray that just by drinking green tea you can reduce belly fat?

100 responses

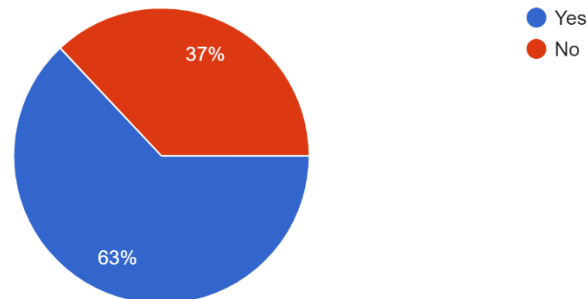


Chart 4.1.6

Opinion	Percentage
Yes	63%
No	37%

Table 4.1.6

In this question, we short video of green tea advertisement of Lipton green tea. In the advertisement, we saw people were shown under-confident about their looks especially having belly fat and that's when they saw that drinking green tea reduces belly fat. Now we ask the question to the viewers that do this ad portray that just by drinking green tea belly fat will go away and a staggering 63% of the people say yes which means that it is kind of false advertisement because it is well-known that just by drinking green tea belly fat will not reduce this claim which gives false information and, in a way, tends to deceive people and entities them to purchase their product wrongfully.

4.1.7 Question 7 – Loopholes in Advertising Laws

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Did you notice in the end there was a fine print saying it works only if certain conditions are met?
98 responses

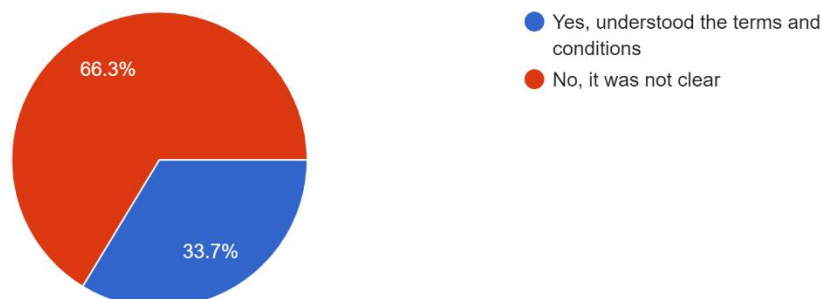


Chart 4.1.7

Opinion	Percentage
Yes	33.7%
No	66.3%

Table 4.1.7

This question is a follow-up to the previous video on Lipton green tea it is understood that the ad is not illegal and they have adhered to the guidelines of mentioning the quantities that a person requires to reduce belly fat in the Fine Print which is shown for such a short time that people hardly able to read it in the survey 66.3% of the people couldn't read it and was not clear to them showing a clear majority that this is a mere formality that they adhere to be allowed to add air their advertisement and are not in the interest of the consumers there for analysing advertisements like these we can safely say that products use a lot of puffery To market their product and you know we are deceiving customers.

4.1.8 Question 8 – Societal Behaviour and Influence of Advertisements

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How often do you get the reply to - "Aur, kya chal raha hai" as - "Fogg Chal Raha hai"?
100 responses

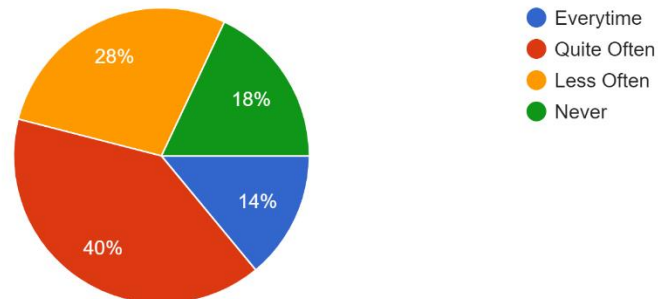


Chart 4.1.8

Opinion	Percentage
Every time	14%
Quite Often	40%
Less Often	28%
Never	18%

Table 4.1.8

This question was added included in the survey to study how contemporary behaviour is affected by advertisements and the kind of impact it has this question was a reference to an advertisement of a deodorant maker called Fogg which had a hilarious advertisement where The reply to the frequent question that people addressed to each other to know their keepsake “Kyaa Chal Raha Hai” has been answered with their brand called Fogg which is a good pun considering their product name and fog also being a weather condition. This joke or a reply became so popular that youths today have been using it extensively and has been included in

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the general lingo this and as we can see in the survey 40% of the people quite often reply with the tagline for the brand name of the product which increases awareness of the product. So the take away from this is that advertisements are a very powerful medium of conveying a message to the people I need can impact people and their lifestyle and their language in a very strong way Das advertisers should take care of what message is near delivering to the society.

4.2 Case Studies – Where Advertisements Create Impact

4.2.1 Social Behaviour

Television is often called the ‘king’ of advertisement media. Television advertisements are probably one of the most convenient and most impressionable ways of communicating a message. It uses audio-visual form of communication mostly in the form of storytelling which is made by very creative minds putting a lot of thought into the story in order to either make people aware about the product which is what the goal of advertising should be but slowly also to influence them to buy their product or service. This whole process is a simple and a useful one but problems start arising when, Advertisements try to coax potential buyers of a product or service’s value, or even its necessity for the buyer's well-being and self-image. These techniques, sometimes manipulative, affect more than the consumer's wallet; they affect their self-concepts.

Most prominently, beauty and slimming industry advertisements seek to persuade customers by presenting idealized images of the human body; apparently the “new and improved” image the consumer will gain after using the product. Jean Kilbourne of “Media and Values” magazine states that “people are rarely ugly, overweight, poor, struggling or disabled, either physically or mentally” in all these cosmetic advertisements. By presenting

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these perfect images, beauty product advertising makes consumers feel that their bodies are missing something. In addition to idealized bodies, some ads present the viewer with images of sexuality, love, self-worth or popularity, implying that these positives result from the use of the advertised product. This observation is also backed by our survey where majority of the people agree that after seeing a ad for a fairness cream, they are made to feel that only having a fairer skin is a sign of perfections and good skin.

The obsession with fair skin and the concept of fairer skin tone being superior can be seen as an element of the colonial hangover in South Asia. All these previous European colonies had established that they were superior and all other coloured people were inferior. This idea of 'fairer is superior' has been deeply entrenched in society.

Just like the above issue creates a behavioural change in the society, there is another example to show how powerful advertisements are. The ads like Fogg and dream 11 of recent are so impactful that the catch phrases from these two advertisements have become a part of the daily lingo. Like listening to "fogg chal raha hai" when you ask kya char raha hai which also asked in the survey and majority of the people said they hear this reply more often. Or even people saying - "ye mai kar leat hoo, aap jake dream 11 pe team bana lo" amazing strategy everybody is talking like this now.

Basically, these examples prove that the impact level of advertisements on society is very high and impressionable. Which means it is a powerful medium and this must be seen that it is not misused to give out wrong messages.

4.2.2 Surrogate

In India, Surrogate Advertisements are done mainly in the tobacco and liquor industry. This is a direct consequence of the ban on direct advertisements of tobacco and liquor. Even after the ban, liquor businesses continue to advertise their drinks in the form of surrogate

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advertisements. This is done by advertising another relatively unknown product from the brand and increase the recall value for the alcoholic brand. For example, a brand of alcohol will make ads of mineral water. Now the mineral water is not what they want to sell but buy using it they are leveraging the rules to increase the recall value of the brand.

The sponsoring of events like sports and cultural and activities using a alcohol brand name also comes under surrogate advertising. To promote and advertise their products to the masses, liquor and tobacco companies found a way around the ban through surrogate ads. Some companies seemed to be using the ban to their advantage. In the survey conducted an IPL poster of kingfisher was put up and asked what was the first thing that came to people's mind and the majority answered Alcohol. Which goes on to show the effectiveness.

The banning of surrogate advertisements for liquor brands became a very controversial and sensitive issue. Liquor producers felt that while the government allowed them to do business, it did not allow them to do so in a profitable manner. Liquor companies argued that the ban would severely affect sales. They said that TV was the most effective medium of advertising for these products and thus the restriction would hamper brand building. The I&B Ministry's decision to ban such advertisements was thus viewed as a logical and necessary step by their critics (Tandon, 2002).

4.2.3 Deception

Claiming that a product can do something that it cannot is a clear-cut case of deception. The health drink brand 'Horlicks' has been claiming to make children taller, stronger and sharper in all its ads. A complaint was filed against Horlicks for one of its ads which said that it improves concentration, and thus can help students score better during exams. The complaint stated that there was no proof that the health drink had the potential to do this, and by targeting

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the exam season, the company was using people's apprehensions to sell their product. Horlicks has a very interesting tagline "Taller, Stronger, and Sharper" and it promotes that if a child drinks Horlicks he will be intelligent and will also become taller, however, this ad has been publicized without proper scientific evaluation, as of now it has not been proven as to whether the product caters to the claims made by it.

To explore this issue a question was asked in the survey of what participants felt about the malt-based drink, and a staggering majority said it is just a flavoured drink and nothing more than that. The perceived and advertised benefits are seen by a minority and thus if it is not really what it claims we should not allow it to air false promises on national television.

GlaxoSmithKline, the British company which makes Horlicks says its claims are backed by tests carried out at India's National Institute of nutrition in Hyderabad which is upheld by the college's Scientific Advisory Committee. Critics however said the tests were carried out on a small size of the sample and that the claims would not be allowed to be made in developed countries. Leading advertising filmmaker Artee Surendra Nath said that these commercials are manipulative and called for them to be banned (Galhotra & Kaur, 2019).

Chapter Five**Findings and Conclusion**

The advertising world has travelled a long way from domestic to global industry. It is a significant source of information for some, while it is a false, misleading, and obscene source for others. The advertisement industry has recently been criticized for not always being ethical in the advertisement practices (Munjal, 2016). One thing that we have established is the immense impact advertisements have on us. The way they have the power to influence social behaviour and make a difference is an unmatched form of communication. And thus, it must be taken seriously.

Thus, there is a need to consider marketing ethics from an individual and organizational perspective (Caner and Banu, 2014). We know that it is not an ideal world and companies have sales as their priority, and to cater to that at times they take some unethical steps. Through this research, we have established that these steps don't just increase sales but at times induce great social change, which if not in good taste can do great harm to society. Hence, as a conclusion, it is observed that many companies tend to use unethical means to advertise buy loopholes in laws and unavailability of a strict governing body. As a conclusion of this research, it is suggested that a separate statutory body be formed to tackle issues, grey areas and loopholes in this field, as it is in the greater interest of society.

In this paper, the researcher presents a moral account of the legal notion of deceptive advertising. After a brief account of deceptive advertising and ethical understandings, the researcher moves on to discuss the role of the reasonable person standard in its definition; challenges faced by society, and the power of advertising. Basically, where does responsibility lie for how an ad gets interpreted - with the advertiser or with the consumer? It offers an alternative normative interpretation that aims to draw the line between advertisers'

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responsibility and that of the consumers, between misleading and miscomprehension. It also then examines and rejects several possible moral grounds for condemning and prohibiting deceptive advertising and categorizing ads as ethical or unethical or neither. Finally, with further evaluation, the researcher explains the effect and impact of deceptive advertising on society as a whole.

5.1 Further scope of the study

5.1.1 There is a scope for more research. Many types of research have been conducted and studied the women's abuse in advertising, the male abuse can also be included for further research.

5.1.2 Due to the financial and time constraints, the research can be carried in a wider way, the sample size was small, the larger the sample the result will be more accurate.

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Appendix

Advertisement Deception Survey

- **Question 1** - Name *
- **Question 2**- Email ID *
- **Question 3** - Age *
- **Question 4** - Have you heard anyone or yourself experienced getting taller, stronger or sharper after drinking Horlicks? *



- Yes, Horlicks works like magic
- No, just a chocolate drink
- Maybe, idk
- **Question 5** - Watching this ad, do you feel it conveys that the fairer skin you have the better you are? *

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- Yes
- No
- Maybe
- **Question 6 - WhiteHatJr_TVC**
 - **Do you think this ad gives false hopes to people? ***
 - Yes
 - No
- **Question 7 - What is the first thing that comes to your mind when you see this ad? ***



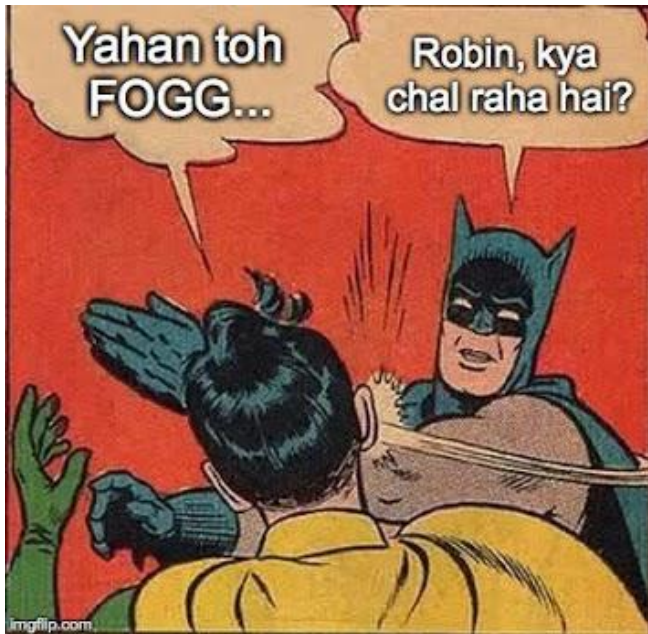
- Alcohol
- Sports
- Party
- Music CD

Lipton TVC _Shraddha Kapoor

- **Question 8 - Does this ad portray that just by drinking green tea you can reduce belly fat? ***
 - Yes
 - No
- **Question 9 - Did you notice in the end there was a fine print saying it works only if certain conditions are met? ***
 - Yes, understood the terms and conditions
 - No, it was not clear

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- Question 10 - How often do you get the reply to - "Aur, kya chal raha hai" as - "Fogg Chal Raha hai"? *



- Everytime
- Quite Often
- Less Often
- Never