

# Puffery and deception unintentional discrimination

Business



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## **Puffery and Deception/Unintentional Discrimination**

### REPORT ON BUSINESS PUFFERY & DECEPTION AND UNINTENTIONAL

DISCRIMINATION Unintentional or Intentional Discrimination: Unintentional discrimination occurs when a company's policies uncritically reflect prejudicial stereotypes yet do not involve overt racial prejudices of its managers or executives. Does legislation to verify voter identification fall under the domain of unintentional or intentional discrimination? Explain your views. As far the issue, whether verification of voter identification falls under the domain of unintentional or intentional discrimination, I consider it to an example of Intentional Discrimination. " According to the Constitution of United States clubbed with the bill of rights, was undeniably intended to uphold the civil rights of all the US citizens. This was done not only by putting in place a series of checks and balances that would set limits to the exercise of power, avoid centralization, safeguard democracy and protect the freedom of the individual. However, there can be little doubt that, when the USA was established, the individuals who were entitled to protection and equal rights were white" (Peterson, Willoughby, Willoughby; 2001, pp. - 197). The fact stated was contradicting to that of the preamble to the Constitution of the United States. So it is evident that when a country itself is breaking the laws framed by them, then there must be a conscious discrimination made. In this context the struggle of Black Civil Rights 1865-1968 can be cited where there is a clear demarcation and segregation with the African American is briefed about. Again another example can also be cited in support of my view. The Supreme Court ruled that racially separate-but-equal public institutions were constitutional. But public servant officials

of the public schools in American South violated the constitution. Measures were taken for such an unjustified activity but the problem of inequity amongst black and white sustained. As an effect of the same for many years the black children continued to attend school less than those of the whites and the black parents used to be poorer and less literate than the white parents (Margo, May 1987, pp. -1-2) Also, how does your personal ethical perspective on discrimination- intentional or unintentional- compare to the culture of a particular group to which you currently belong, or previously belonged? For me if there is discrimination there must a fact or rationality related to that. I can comprehend both the concepts, but the rational one holds good on my views. As far as I'm concerned, I have never been a part of a culture of a particular group. I have got my own reasoning about everything. Comment on Dejuan Baine Very well and concisely written and related to your personal experience. This is an awareness message for all. Comment on Arturo Ayala A very unique message you sent. You have a point for sure but such views are not socially acceptable because discriminating on this ground might be very sensitive. Deceptive Advertising and Mere Puffery- Is it a measurable statement of fact? Think of some contemporary examples of each and explain why they are or are not measurable statements of fact. When a product is advertised or promoted heavily irrespective of it's actually benefits then such an act is termed as puffery or deceptive advertising. Though legally it is said, " puffery claims praise the advertised item by using subjective terms, stating no facts explicitly, and thus representing no factual content to the customers and so creating no basis for them to believe anything about the item that would affect their purchasing decisions" (Preston, 1996, pp. -12). The tag lines used by the leading brands are the <https://assignbuster.com/puffery-and-deceptionunintentional-discrimination/>

best examples of puffery. Most of the time the product advertised fails to satisfy the customers as it was expected. KFC advertised as “ It’s figure licking good”, Kellogg’s claims “ The best to you every morning” not always meet up the customers expectation. These statements are often misleading and cheat the customers. So in no way mere puffery or deceptive advertising is a way of measurable. When you notice deceptive advertising or puffery, how does your sense of personal ethical perspectives and values affect the way you make decisions about those advertised goods and services? Personally, I would like to have faith in my own choice on selecting my brands which can get influenced by peers suggestion but not puffery or deceptive advertisement. According to me advertisement is a way by which company tries to retain its brand in the mind of the customer. It is meant for the mass. And it is not possible for the company to fulfill the expectation of every individual. So it completely on us to select the brand as per as ours need influenced by experience not by puffery or false advertisement. How does the ethical program of a particular group to which you currently belong, or previously belonged, treat the topic of misrepresentation or exaggeration of company goods and service? I had been a part of a brand which does not advertise but believes in customer satisfaction. They claimed for full reimbursement if the product is found to be underrated. I have seen instances when product turned out to be faulty got replaced by a new one immediately as soon as complain get logged. These products do not advertise and tries to retain its customers through best delivery of services. They used to follow in serving the customer more rather than luring them with false believe. Comment on Marketta Peel: The post is an interesting read and so is the example which has been taken from the world around us <https://assignbuster.com/puffery-and-deceptionunintentional-discrimination/>

and easy to relate therefore. He has also talked of refunding but in such cases there might also be the problem of foul cry from the customers who would only be interested in the even if the product meets the requirements. Comment on Clemmons post This is a nice optimistic post where one cannot always blame the advertiser for the final outcome of the product. In fact before trying, one cannot be so sure of the deception involved.

BIBLIOGRAPHY 1. Margo A R, May 1987, Accounting For Racial Differences In School Attendance In The American South, 1900: The Role Of Separate-But-Equal, National Bureau Of Economic Research Working Paper Series, retrieved on 29 June 2013 from: <http://www.nber.org/papers/w2242.pdf> 2. Paterson D, Willoughby D, Willoughby S, (2001), Civil Rights In The USA 1863-1980, London, Heinemann Educational Publishers 3. Preston L I, (1996), The Great American Blow Up Puffery In Advertising and Selling, USA, The University Of Wisconsin Press