

# Ethical advertising practices and its impact on the society



**ASSIGN  
BUSTER**

I have done the literature review of some fine and comprehensive articles related to my topic to further clarify the concept of ethical advertising practices and its impact on the society. This literature review has enabled me to identify the important variables that are affecting the dependent variable " ETHICAL ADVERTISING".

(Shelby D. Hunt, Van R. Wood, & Lawrence B. Chonko, 1989, " Corporate Ethical Values and Organizational Commitment in Marketing") The authors explore corporate ethical values and organizational commitment in marketing. They discuss corporate ethical values as an important component of corporate culture; they hypothesize a positive relationship between corporate ethical values and organizational commitment. The study results provide strong evidence of a positive association between corporate ethical values and organizational commitment. The search for efficiency, productivity, and success constitutes a core dimension of the discipline of management in general and marketing management in particular. The research indicates that corporate ethical values may be a key ingredient for success. Companies that promote high ethical values in their organizations may find themselves richer in loyal talent than ones that ignore or abjure such values. So as defined above that the variable" corporate ethical values" effects organizational success so this variable also serves my topic as if the organization has high standards of ethical values then it would also be reflected in their advertising.

She conducted an empirical study to specify how close advertisers from all across the globe from natural law and other basic moral principles. There have been comments about the difficult practicability of ethically acting in <https://assignbuster.com/ethical-advertising-practices-and-its-impact-on-the-society/>

the advertising world due to difficulty faced by private companies, marketing research and advertising agencies, media and government. The survey gives us an idea of the reality of the ethical and “ moral standards” (variable) in advertising throughout the world. An ethical viewpoint may be missing in advertising because of a limited conceptual “ knowledge of ethics” (variable) and “ professionalism”. The pattern of thinking within ethical boundaries limits would promise more freedom of action and a greater social responsibility. Nowadays, the ethical limits seem to be restricted to the codes of ethics, to the legislation of each country, or to the habits and customs detected by research or sensibility. Little or no attention seems to be given to the natural law, to the people values and beliefs, mainly with the consumer market. The social uses do influence the, since they reflect and condition the values system of a society. The morality of these uses and means correspond to the dignity of the social and human nature. It justifies that advertisers and other marketing practitioners or professors throughout the world study a way more sensitive to the grave responsibility they assume, concerning their apparent alienation about ethical duties and obligations toward the citizens. The variables that I have identified above will help me explain that how advertisers cross ethical codes and impact the society. <http://dw.com.com/redirect?tag=rbxira.2.a.10&destUrl=http://www.cnet.com/b.gif>

**(Jessica Dawn Blair, Jason Duane Stephenson, Kathy L. Hill, John S. Green , 2006, “ Ethics in advertising: sex sells, but should it?”) The author discusses the unethical use of sex appeals in advertising. The study also examines (1) if sex actually sells and if so, when and where is it being used in advertising, (2) the use of men and women in ads of a sexual nature, and (3) the role that ethics plays in the use of sexual appeals in advertising. It is important because it not only focuses on the use of sexual appeals in advertising, but also how ethical it is to do so.**

The research done in the article clearly revealed the usage of sex appeal in advertising and its effectiveness in selling desired products. Sex does catch people's attention in advertisements, but usually without much brand recognition. Women have been the primary focus in sexual advertising in the past and present advertising, but men are starting to be used more often as the sex object in advertisements. Ethics plays a definite role. There is no clear view of what is ethical and what is unethical when it comes to advertising, but with careful consideration and planning, it is possible for advertisers to find a common ground and use sexual appeals without offending people in the process. Sex appeal does not always lead to brand remembrance, but rather using sexual appeals in social marketing, will prove to be a better fit and will work better to send a message. Sex is used everywhere in advertising including print ads, commercials, and on the Internet. Sexual advertisements are mainly targeted at younger groups that have a different, more open view of sex. The role that ethics plays in using sexual appeals in advertising is that there is a fine line between what people think is acceptable and what they think is unacceptable. The variables I have

extracted from the article is “ Sex appeal” and “ competition” as defined above this variable will allow me to explain how these appeals create ethical issues in advertising today.

(O. C Ferrell, Mary zey-ferrell, and Krugman, 1983,“ A comparison of predictors of ethical and unethical behavior among corporate and agency advertising managers” ) the authors conducted a study to explore the organizational environments and inter organizational network which potentially influence the unethical and ethical behavior of advertising decision makers. Ethics is basically not only a philosophy of morality but is also considered as a platform on which individuals and organizations make their daily decisions. So these “ decisions” (variable) either ethical or unethical have impact on consumer lifestyles, quality of life and general public welfare. Mostly advertiser’s success is determined by the decisions. So as the firm grows more complex and more decentralized, performance is measured quantitatively rather than qualitatively so a pressure is manifested not only within the organization but also in the interorganizational relationships’ between advertising agencies and their corporate clients. So most advertising for corporations are made by the advertising agency and therefore the advertising agency determines the content of advertising therefore the interorganizational link between the advertising agencies and their corporate clients appears to be important in the development of ethical practices for both the corporation and the agency as corporations apply “ commercial pressure” (variable)on these agencies, the advertising agency is placed between the public and corporate clients” demand for performance. So as defined I have extracted two variables” decision making” ,”

commercial pressure” on advertising agencies and “ social responsibilities” these variables are relevant to my topic because they directly affect ethical advertising.

(Dan Shaver, 2003 “ Toward an Analytical Structure for Evaluating the Ethical Content of Decisions by Advertising Professionals”) This article proposes a model for conceptualizing advertising ethics theory based on a distinction between philosophical and occupational” ethical systems”(variable) and the assumption that the fundamental goal of occupational ethics is to address the imbalance of power between the practitioner group and the community or communities they serve through practices that cultivate a relationship of trust. An analytical model is proposed as the basis for future empirical research to test and clarify the suggested relationships. It is suggested that a more refined theoretical meta-model could provide a common framework within which research in specific advertising ethics issues might be revisited. I have extracted variables “ legal systems” and “ censorship” can be explained as Legal clearance in other words ensures that the advertising is based on principles of ethical conduct and highlights rules and regulations regarding ethical decision making. So it affects the direct variable of my topic, legal system ensures that the ethical codes of advertising are followed or not and if the system is corrupt then obviously the advertising will be unethical.

Agnes Nairn Pierre Berthon, 2003,” Creating the Customer: The Influence of Advertising on Consumer Market Segments- Evidence and Ethics” This paper explores personality segmentation, and presents empirical evidence to support the proposition that personality metrics that are used to assign <https://assignbuster.com/ethical-advertising-practices-and-its-impact-on-the-society/>

individuals to segments may, in fact, be manipulable by advertising executions themselves. Quite apart from the implications that this has for the business efficacy of the segmentation process, the ethical implications particularly as applied to children – are considerable. The variable that I have extracted from the article is “personality segmentation” the advertisers due to lack of segment research fails to identify the correct target market for the add to be presented therefore if an add is presented to incorrect personality group may be considered as unethical and this variable in the same fashion effects the direct variable of my topic as well.

(Scott J. Vitell, 2003, “The effects of culture on ethical decision-making: An application of Hofstede’s typology”) This paper addresses a significant gap in the conceptualization of business ethics within different cultural influences. Though theoretical models of business ethics have recognized the importance of culture in ethical decision-making, few have examined how this influences ethical decision-making. Therefore, this paper develops propositions concerning the influence of various cultural dimensions on ethical decision-making using Hofstede’s typology. While recognizing that there are many factors (e. g., cultural environment, industry environment, organizational environment, personal characteristics and professional environment) that can influence ethical decision-making, since the primary objective of this paper was to show how the different cultural dimensions impact on the ethical decision-making process across different societies. Great emphasis is laid on the importance of the role of culture in ethics decision-making identifying cultural factors such as values and customs, religion, law, respect for individuality, national identity and loyalty (or

patriotism), and rights of property as influencing ethics. The variables that are relevant to my topic out of the above are “ national identity” and “ culture and religion”. Many multinational companies operate in Pakistan therefore if an ad has a content that may not be accepted by societies here may be considered as unethical.

(Tony L. Henthorne Michael S. LaTour , 1995,” A Model to Explore the Ethics of Erotic Stimuli in Print Advertising ) This paper discusses a test of a hypothetical model of the role of perceived ethical feelings about the use of female nudity/erotic stimuli in print advertising. The use of female nudity and erotic content in print advertising evokes dynamic reactions from viewers. However, the feelings which result from exposure to such strong stimuli may not be exactly what the advertiser intended. As product marketers strive to differentiate and draw attention to their product offering, the use of erotic content has become increasingly common. It is suggested that such content be used with discretion and caution. Care and consideration should be directed to predetermining the reaction of their particular target market to print ads containing high levels of nudity and/or erotic content. So variables that I have extracted from the article is “ attitude towards the add” as explained in the article that a consumer may have a different attitude towards an add and a problem arises if this add is presented in a cross cultural environment therefore this variable directly effects my topic as if an add is considered ethical abroad, when played in Pakistan may be considered unethical.

### 3. Formal company policy



4. Industry ethical climate

5. Behavior of peers3. Formal company policy

4. Industry ethical climate

5. Behavior of peers26 27 ethical beliefs of employees

27 complete

**Does believing that everyone else is less ethical have an impact on work behavior**

**Ethical behavior of individual**

**30pg**

**Last lines**

**Codes of ethics match**

**Pg 38**