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Ethics In Advertisement And Impact On Women And Children

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Abstract:-

Advertisement has become a prominent tool of modern age without which commercial success is impossible. The commercial potential of a business man can be demonstrated through advertisement. Advertisement is a mode of presentation which gives a common message by the producer or marketer, about the merits, price and availability of the product or service.

Advertisement tries to attract the customers to buy the product as it is projected as an essential means of satisfaction of human needs and wants. The paper attempts to depict the various techniques and methods used by the organizations to impress the customers and instigate them to buy their products and services. It also shows the impact of advertisement on the children who force their parents to buy them various goods. The paper also throws light upon the ways through which the advertisers are compromising ethical values in their advertisements and how they mislead the public and masses.

Keywords: Commercial, Prominent, Products Services, Public, Ethical values

Introduction:-

Every day we come across innumerable products and hear or see them and talk about their attributes. Therefore, anything that grabs our attention towards products or services can be called advertising. The term 'advertisement' is generated from a latin word adverb which means "toward I term" Thus the Word advertisement Advertising referred to the process of buying sponsor identified media for a product, with the motive of enhancing their sales. Advertisement encompasses of activities through which audio or visual messages are sent to the people with the intention of influencing them to purchase the products. The prerequisite of advertisement is to attract the audience and provide them information which support their existing beliefs and ideology and influence their purchase behavior in favour of the advertisements brand.

Advertisement is defined as:- "Paid form of non personal presentation and promotion of idea, goods or services by an identified, goods or services by an identified sponsor".

Advertising is providing information by the media to the customers and empowering them to compare and decide about choosing a different product, it enables the customers to make a right choice it is a cost effective means of communication to a customers, by the manufactures or the company, to promote or sell their products and services.

Ethics:-

Ethics means a set of moral values which control the behavior of a person or how the activity is managed .Advertisement refers to the means of communication between buyer as well as seller. Ethics is defined as the moral choices made by the individual with other relationship in the society. It is the ability to take decision between good and evil and right and wrong.

Advertisement and ethical aspects:-

Ethics in advertisement refers to a set of moral values which determine the ways of communication existing between the buyer and the seller. Ethics is the most essential characteristic of advertisement sectors. An ethics advertisement is devoid false claims and statement and are not indecent there days, the advertisement are highly lacking the ethics values and are a lot more exaggerated. The do not comprehend the difference between right and wrong.

Internet is the main mode advertisement used for acquiring a large number of customers by attracting them with superficial and vibrant ads. They falsely claim that their product is the best having certain peculiar characteristics which surpasses it from various other competitive products. They also claim their products to be economic and beneficial, thus misleading the customers which are totally unethical.

For example different types of ads promoting evening snacks for children, they make product look so attractive and healthy and the children inside their parents to buy those eatables for them. Thus, these advertisers end up playing with the health of children through these unethical ads.

Ethics in advertisement is completely linked with the purpose and nature of the ads. The manufactures should be very careful of fact that advertisement should not be exaggerated.

The harmful products like cigarettes and Tobacco should never be advertisement as this can badly affect the healthy causing cancer and several other fatal diseases. These should be strictly banned in various countries like Thailand, Norway and India.

There are few types of ads such as that of alcohol, which does not show anyone directly drinking that specific brand of liquor but they associate their brand names with that of mineral water or sodas and indirectly publicize their products. These types of ads are known as surrogate ads. Such ads are totally unethical and should be completely prohibited.

Ethics largely depend on our belief system. If the advertisements are made with a good intention of making the customers understand about the positives of the product and its benefits, it would definitely turn out to be an ethical advertisement by promoting fraudulent products like buying a lottery ticket. Making one a millionaire will surely not work out and will be called as unethical. Children are amongst influenced and eager buyers who are easily convinced by the advertisement. So it becomes the moral duty of the advertisement to not show such things which deviate them from the correct path. More logical advertisements should be made for kids and they should not show kids doing those things on their own which their parents would never allow.

Considering the above aspects, the advertisers should take the responsibility for self-regulating their ads by taking different measures. Companies should design self-regulatory codes including truth, decency, ethical values and legal points and inform the consumers about the same. Keep a constant track of activities and neglect the ads which do not satisfy human needs and wants. The companies should be kept in constant touch with the consumers and take immediate action pertaining to the complaints about the product ads. When the above-mentioned points will be implemented, it will definitely gain the trust and the confidence of the customers related to the products and the services.

IMPACT OF ADVERTISEMENT ON WOMEN AND CHILDREN

Positive Impact of Advertisement on Women:-

- Advertisement is a form of a message delivered by a mass medium in order to convince a women audience to buy the product and develop a liking for it. The business companies pay a suitable price for the advertisements. Small business often has less benefit to spend on ads but it definitely produces a positive effect on the minds of the buyer.
- Persuasive and impressive advertisements make the women audience acquainted with the brand and when required they intend to buy it.
- Women consumers are informed and educated about numerous brands through ads. These proved to be more effective when a new brand is introduced in the market and the ads prove to be quite informative and helpful about how the product can fulfill certain specific needs of women consumers.

Negative Impact of Advertisements on Women:-

- We belong to an age where advertisement has become a prominent part of our life. Women we go the use of ads has become prevalent, from commercials on TV to posters on the sides of the roads, from the pages of magazines or newspapers
- The webpage on the internet all these ads and commercial produce a noticeable effect on the public especially women who are successfully persuaded to buy the product. However, at times in deciding whether or not to purchases certain product, women have to suffer some psychological blow from the pervasive effects of ads aimed at them.
- Reducing weight and acquiring a perfect body shape has become more of a dream for women, especially female college students. As a result they are mislead by the advertisement and commercial which propagate the unhealthy means of controlling. The women get fascinated by the unrealistic images of women projecting less of weight and start consuming those unhealthy products leading to anorexia and various other diseases.
- Most of the women have a passion to take young and beautiful. Some advertisement endorse products which assure that a 50 or 60 yrs old women can look 20 or 30 yrs old by applying their products. Again such kinds of advertisement mislead women where they end up facing various problems.

POSITIVE IMPACT OF ADVERTISEMENT ON CHILDREN

- Children are aptly perceived to be our future here we expect them to carry our traditions and values from one generation to the other. It is also comprehended that children are also the future consumers .Advertisement based on children always intend to bind a solid customer's base and attract them in order to secure lifetime of consumer purchasing. It will create the marketing of the product through children.
- The advertisement constantly makes an effort to aware the children about the availability of various new products in the market which also enhances their knowledge about latest advertisement in field of technology. Promoting the advertisement endorsing health food products can connivance the children to have a healthy and improved diet.

Negative impact of Advertisement on Children:-

- Earlier the advertisement mainly targeted the housewife which gradually shifted its focus toward the youth who become the target of the ads, Now-a-days. The focus has been shifted to children today children have become a part of various ads.

Which are not at all promoting child products taking example of advertisement of Maruti esteem where two children are comparing whose daddy has bigger Car. Most of parents go for the products which their children like to buy. They are quite dependent on the buying decisions of their children. Therefore, advertisement great influence children.

- Advertisement can largely produce a negative effect when it comes to imitating there for favourite characters or actors shown in the ads. For example, a boy in the south, who was quite influenced by Rajnikant the popular actor, started imitating his popular style of flipping a cigarette to his lips and unconsciously developed a habit of smoking. The stunts shown in the advertisement, which are performed by the experts, are generally imitated by the children who prove to be dangerous for them.

Conclusion:-

Only those advertisements should be allowed which enhance the morality in public and improve their living standard. It should be strictly checked by the media owners that only those advertisement should be aired which promote ethical values in the society and improve their living styles of the consumers.

The advertisement should intent to create awareness amongst the consumers by guiding them properly to make their purchase decisions. It should not aim at exploiting the consumers and playing with their trust.

The advertisement should not permit to aggravate crime or promote disorder and violence among the people. Therefore, it should not intent to promote any caste, color or community and look up to spreading integrity and social welfare of the consumers.

The significance of ethics morality and standards to be taken care of while designing a good advertisement. An advertisement can be made effective and persuasive by following ethics and get the public involvement. The participation of public in the formulation application and periodic updating of ethic codes can build up confidence among the people. Without confidence and trust no business can success fully run. The unfair means and misleading ads destroys the confidence of the consumers not only in a particular advertisement but also in the medium which carrier such unfavorable and dishonest advertisement.

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