

TALLINN UNIVERSITY OF TECHNOLOGY

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**CONSUMER ATTITUDES TOWARDS UNETHICAL  
ADVERTISING**

Bachelor's thesis

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I declare that I have compiled the paper independently  
and all works, important standpoints and data by other authors  
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## **ABSTRACT**

This paper aims to explore unethical advertising from the perspective of companies and their customers. The objective of the thesis is to identify consumer attitudes towards unethical advertising. The paper considers, what is business ethics, marketing ethics and unethical advertising. Advertising is the biggest part of marketing. Advertisements are promoted to the public through television, radio, magazines, newspapers and internet. Today's technology enables new effective marketing ways. Ethics is still a considerable issue for businesses. Businesses do not follow the ethical standards of marketing ethics. Advertisers create unethical content to increase their sales of products and services.

Data of this study is gathered by using quantitative method. Sampling procedure of the study is non-probability sampling. Quota sampling is used to help to examine the differences between age groups. The research is conducted by using web-based questionnaire. The results of the study are analysed in a descriptive way.

The results show that customers are aware of unethical advertising. People are bothered about unethical advertising or they do not pay attention to unethical cases. Some people are willing to boycott companies who advertise unethical way, when others will only be disappointed to the companies' actions.

Keywords: Business ethics, marketing ethics, unethical advertising, consumer attitudes

## INTRODUCTION

This thesis focuses on unethical advertising. The reasons for selecting the topic is that the author find ethics in advertising to be very interesting and current topic. The paper investigates what are people's views towards advertising, especially if it is considered unethical. Advertising has evolved lot over the years and people face it on daily basis. It is widely spread all over the world and it is almost impossible to avoid. Modern technology enables the spreading of advertisements through internet, faster than ever. Especially development of social media has make these changes possible. It has become more difficult for advertisers to get people's attention and for this reason companies are using more unethical ways to get noticed.

The thesis is a follow up for the authors previous research paper, in which the author studied perceptions towards unethical advertising among international business students of Tallinn University of Technology. The paper continues with the topic and examines more about marketing ethics and business ethics. The author wanted to have bigger age gap than in the previous research paper, so it would be easier to see if there are noticeable differences and views between the participants. Novelty is from different scientific articles, books and web sources. Most of the scientific articles contain information about unethical advertising, while scientific books give more information about marketing ethics and business ethics.

The research problem is that businesses create unethical advertising to get attention towards these companies but there are not enough information how unethical advertising affects customers. Unethical practises create negative image for the businesses. Corporates profitability will decrease, colleagues' relationships get affected and work satisfaction and performance might deteriorate. (Keith *et al.* 2008, 81) Every year advertisers publish controversial commercials and advertisements which get criticised for being inappropriate. Peoples tolerance is getting exceeded and companies should think more how to create ethical content. The study aims to find out people's attitudes towards unethical advertising and how does it affect them. It is important to study ethics in advertising to understand unethical advertisements.

Main research questions are as follow:

- How unethical advertising affects consumer behaviour?
- What kind of advertising is considered unethical by customers?
- How will people react to unethical advertising?

Data of this study is gathered by using quantitative method. This method was chosen because it gives more information about group of people. It provides bigger sample of people and more information about the possible differences between the age groups. The sample procedure is non-probability sampling and the type of sampling technique is quota sampling. Descriptive statistical analysis is used to interpret the results. The data that is used are primary and secondary data. Primary data is used for the questionnaire as the data is collected for the purpose to address the research problem. Secondary data is used for the theoretical background which has been previously gathered.

Research tasks are as follow:

- To understand ethics in advertising
- Identify the views regarding unethical advertising
- Analyse the results regarding unethical advertising

The paper has three main chapters which form body of the paper. First is theoretical background which gives basis for the study. It consists terms and theories from different literature sources. The purpose of the literature review is to help understand the research problem and give various aspects from different writers. Methodology part gives information about the data that was obtained for the research. It also introduces the research method and design of the questionnaire. It contains chapters about research design, participants, data collection and analysis. Empirical analysis part has conducted analysis of the research, including the analyses of the results and discussion. Last chapter is a conclusion which presents once more the papers aim, the main results, limitations and recommendations for the study.

# **1. THEORETICAL BACKGROUND**

Theoretical background introduces main terms linked to the research problem and gives theoretical standpoints for the study. Literature review is from different scientific books, scientific articles and web sources. Theoretical part covers the basic aspects of business ethics, marketing ethics, and unethical advertising.

## **1.1 Business ethics**

“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 Huq *et al.* 2016,13) Ethics is setting moral principles and values of an individual or group. It is choice between right and wrong and 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 behaviours, occupational identities and maturities. Companies should promote ambitious standards and the self-evaluation for employees. (Munjaj 2016, 238)

Managers are critical factors for businesses. Managers promote ethical behaviours in workplaces. Corporations ethics is based on economic, business and ethical behaviour. Employees perceptions towards company can affect to 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 behaviour. (Drumwright, Murphy 2009, 83)

Businesses suffer also from ethical issues with marketing. Companies are criticised for encouraging consumption of unnecessary products. Customers are sent messages over the internet, including voicemail, email, and SPAM. Businesses meddle into customers 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 faces 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 practises. 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 criticising 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. Customers 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.

## 1.2. 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 practises. 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.” (Kapferer 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 behaviour 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)

Consumers 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 should find ways to satisfy customers and partners. Ethical values that should be followed are: honesty, respect, responsibility, fairness, transparency and citizenship. Generally, marketers should follow consumers rights.

### 1.3. Unethical advertising

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

“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) 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) 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 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) 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)

All businesses should follow advertising regulations and laws. These laws protect consumers from 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 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)

Unethical advertising consists many issues that should be avoided. The following practises 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 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. (Devi *et al.* 2010, 51-52)

A study by Drumwright and Murphy (2009) suggests that ethical issues in advertising have not changed much. Traditional issues are the same, but the development 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)

### 1.3.1. Unethical advertising types

Unethical advertising is criticised 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)

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)

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.

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. (Munjal 2016, 239) Making false or misleading claims deliberately of the products and services is illegal. (Myers 2018) Misleading and false advertising generates negative consumers reactions. Consumers are suspicious when they do not understand claims about the product. (Romani 2006 referenced Nooh 2010, 34)

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)

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 causes customers to get confused which product have better features. (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 Treise *et al.* 1994, 61)

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)

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)

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)

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

### **1.3.2. Ethical advertising**

Ethical advertising is moral principles set between the buyer and the seller. 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 ethical when it is compatible and liable with the generally accepted social values. Ethical advertising has four components: fairness, truth, taste and decency. (Snyder 2003 referenced in Nooh 2010, 34) It is important for advertisers to set boundaries and freedom to create ethical advertisements and campaigns. (Bush, Bush 1994, 40)

Another four principles are honesty, distinction, social consciousness and environmental consciousness. 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. Ethical advertising respects the environment and follows the environmental standards. (Vaux 2018)

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 colour, 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) Ethical advertising is fair, truthful, trustful and honest advertising. Content is positive and does not exploit stereotypes. Advertisers should follow ethical advertising copy rules.

#### **1.4. Unethical behaviour and consumers` attitudes**

“A commonly-accepted definition of unethical behaviour 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 unethical behaviour. People do not want to disapprove others unethical behaviour, especially if the outcome is bad. People decide not to see unethical actions and are likely to ignore the unethical behaviour 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. Unethical behaviour effects on consumers expectations and creates negative word of mouth of the company. (Nimrah, Shah 2015, 424-425)

The studies show that unethical advertising influences consumer buying behaviour. 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 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 consumers behaviour, attitudes and priorities. (Hunt *et al.* 1990; Dyer 1982; Cushman 1990 referenced in Srivastava, Nandan 2010, 61-62) Unethical behaviour 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 behaviour.

## **2. METHODOLOGICAL PART**

Methodological part gives information on how the data was designed, collected and analysed. The author describes what techniques has been used to identify the information and what research method was used to find out answers to the research questions. The chapter contains information about research design, sample procedure, participants, data collection and data analysis.

### **2.1. Research design**

The study's methodological approach was quantitative method. This method was used because the study deals with substantial number of people and descriptive statistical approach is the best method to examine the results of the questionnaire. The author of this paper composed the questionnaire. First, the author decided the questionnaire topic and the needed information. The questionnaire was based on theory of the authors current thesis. Second, the study group was defined and divided into age groups for the questionnaire. The research was conducted by using a questionnaire design made by Google forms. The information was translated into a set of questions for the questionnaire. The questionnaires wording was in English, as this paper is written in English also. The questions were arranged in the right order. The questionnaire had two sections with 15 questions combined; seven multiple-choice questions, three dichotomous questions, three unstructured questions and two Likert-scale questions. Ten questions of the authors previous questionnaire (appendix 19.) were also used in the study. First section asked personal information and preferences towards advertising in general. The second section focused on questions about unethical advertising.

In the questions 12. and 13, respondents were asked their opinions about the Pepsi commercial and six advertisements. Pepsi commercial (appendix 12.) was selected because it was very controversial commercial in the United States last year. It was published in April 2017. After the commercial was released it got huge backlash and was almost pulled away immediately. It was

mostly criticised for trivializing black lives matter movement. The author wanted to see if the respondents considered it unethical. The commercial seemed to divide people’s opinions with its unethicalness. Advertisement 1. (appendix 13.) was chosen for the questionnaire because it was while ago in the news on January 2018. The advertisement deals with racial issues but also using children in advertising. Advertisement 4. (appendix 16.) represents comparative advertising, advertisement 3. (appendix 15.) and 6. (appendix 18.) represents unverified claims, and advertisement 2. (appendix 14.) represents stereotyping women. Advertisement 5. (appendix 17.) was chosen because it can be understood in many ways. Some people may consider it unethical, when some people don’t. According to marketing ethics, none of the advertisements are not complying with the rules. Pepsi commercial addressed social issues that should not be tackled. Advertisement 1. is not accordance with good taste, dealing with racial issues. Advertisement 2. uses gender exploitation. Advertisement 3. gives untrue claims about the product. There should be scientific evidence, if advertisers promise that their skin cream will decrease wrinkles in only few minutes. Advertisement 4. uses false comparison and diminishes the competitor’s product. Advertisement 5. is not also accordance with good taste, giving confusing messages. Advertisement 6. gives also false claims. It is also unethical to say that cereals improve immunity especially when a lot of research has been made to prove that cereals contain lot of sugar which is unhealthy. Respondents were aware that all the figures shown were considered unethical.

*Table 1. Advertisements appendices numbers*

Adv. No	Keyword	Appendices
Video	Pepsi	12.
1.	H&M	13.
2.	Diesel	14.
3.	Wrinkles	15.
4.	Burger	16.
5.	Dove	17.
6.	Rice Krispies	18.

*Source: Composed by the author (Appendix 20.)*

Non-probability sampling technique was used in this study. The method was chosen because it does not involve random selection. The study was only available for people who could use the internet, so probability sampling was not possible to use. Also, the method was chosen because it

was not expensive and was time-saving. Quota sampling was used to help determine correct proportions of the population. The population was divided into groups; gender and age. The questionnaire had 108 participants; 51 males and 57 females. The participants of this study were people aged between 18 and 55 and more. Most of the participants were Finnish, but few Estonian also replied to the questionnaire. However, nationality was not relevant information for this study. The age group were categorized into 18-24, 25-34, 35-44, 45-54, 50 and more.

## **2.2. Data collection and analysis**

The data of the questionnaire was collected by using web-based questionnaire. First, the questionnaire was first tested on the authors friends to ensure that the survey was suitable. Second, the author spread the link to the questionnaire through social media (Facebook). The questionnaire was put into Finnish students Facebook group page and within the authors personal Facebook page. The link was also send through an email to potential target group. The collection period for the questionnaire was approximately two weeks. The data for the analysis was gathered by the author. The results of the questionnaire were analysed to determine peoples' aged between 18 and 55 and more attitudes towards unethical advertising. The data analysis method was descriptive statistical analysis. Results of the questionnaire were analysed in spreadsheet software program Microsoft Excel. First, the results were checked that there were no errors, and then data was input to the computer. Second, questionnaires research questions were categorized, and the most appropriate tables and charts were chosen to describe those questions. Images were used to help summarize the data.

### **3. EMPIRICAL ANALYSIS**

Empirical analysis part includes analyses of the results and discussion for the study. The method that has been used is descriptive statistical analysis. Analyses of the results part shows the findings of the study based upon the methodology and data which was applied to gather information. Discussion sections describes the analysis of the results, recommendations to stop unethical advertising, comparison of findings from the authors previous research and comparison of different age groups.

#### **3.1. Analyses of the results**

General characteristics tells respondents gender and age and characterises the sample size of the study. The figure 1. shows that 47% of the respondents were male, and 53% of the respondents were female. Majority of the respondents were aged between 18-24 years, representing 30% of the respondents. 20% of the respondents were 25-34 years, 18% of the respondents were 55 years and more, 17% of the respondents were 45-54 years and 15% of the respondents were 35-44 years.

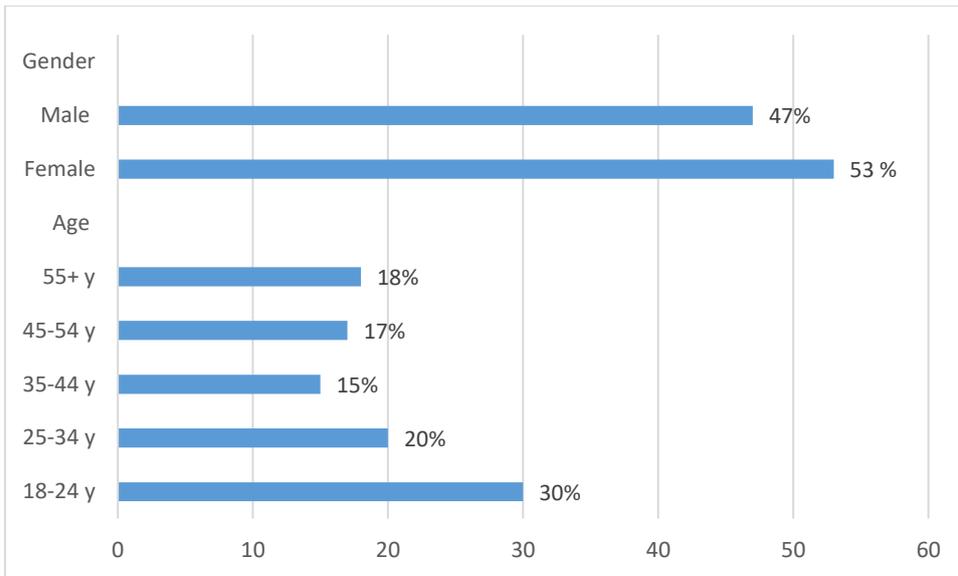


Figure 1. General characteristics of the respondents, 18 and 55+ years old, n=108

Source: Composed by the author (Appendix 2.)

In the third question, respondents were asked what kind of advertisements they see most frequently. Figure 2. shows that majority of the respondents answered that they see online advertisements most frequently representing 65% of the responses. Television advertisements got 60% of the responses, radio advertisements got 28% of the responses, newspaper advertisements got 27% of the responses, advertisements on the street got 24% of the responses, magazine advertisements got 15% of the responses, and lastly billboards got 10% of the responses.

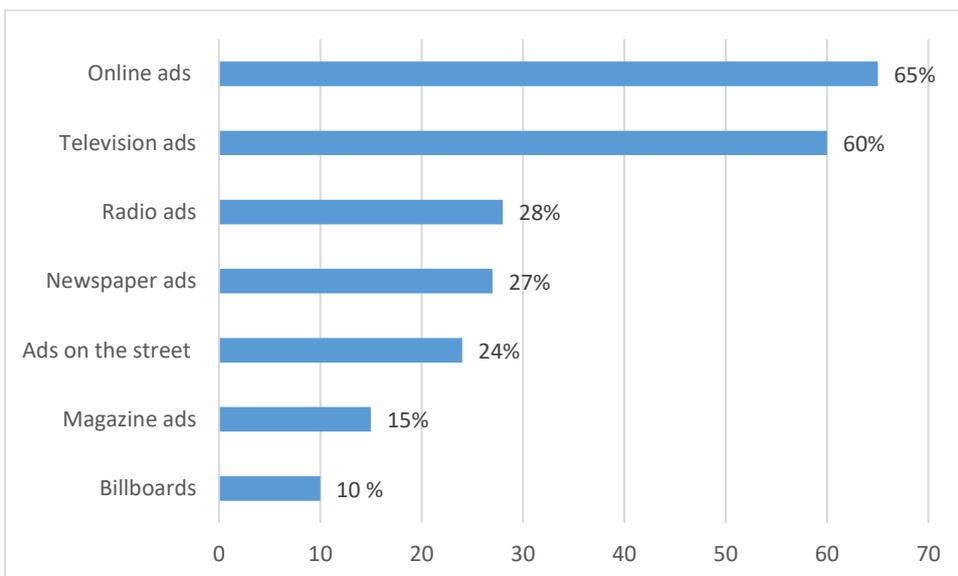


Figure 2. The most frequently viewed advertisements, 18 and 55+ years old, n=108

Source: Composed by the author (Appendix 3.)

In the fourth question, respondents were asked what kind of advertisement they like. Figure 3. shows that most of the respondents preferred funny advertisements representing 62% of the responses, 52% liked informative, 50% liked unique, 48% liked creative, 30% liked emotional, 28% liked meaningful, 24% liked straightforward, 14% liked genuine, 12% liked inoffensive, 3% liked offensive, 1% liked purpose marketing and 1% liked retargeted message.

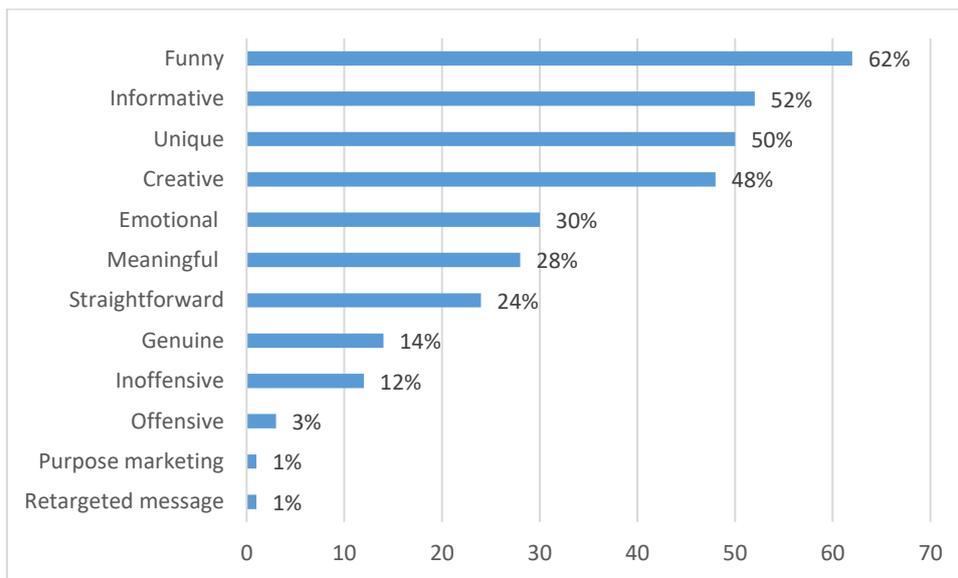


Figure 3. Respondents liking towards advertising, 18 and 55+ years old, n=108

Source: Composed by the author (Appendix 4.)

In the fifth question respondents were asked about their reasons to watch advertisements. Figure 4. shows that majority of the respondents answered they watch advertisements because they want to remain updated and gain knowledge of the product/service, representing 37% of the responses. To be aware of the product/service got 34% of the responses, for entertainment got 25% of the responses, I do not pay attention to advertisements/commercials got 22% of the responses and to know the features of specific brand got 19% of the responses.

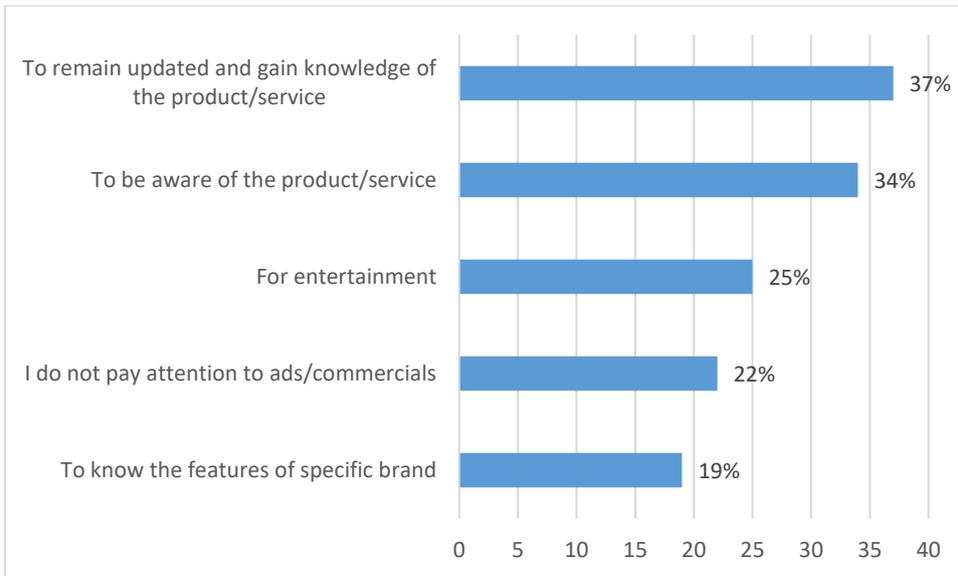


Figure 4. Respondents reasons to watch advertisements, 18 and 55+ years old, n=108

Source: Composed by the author (Appendix 5.)

Respondents were asked if they have ever bought a product or service because they liked the advertising. Figure 5. shows that 65% of the respondents have bought a product or service because they liked the advertising, and 35% of the respondents have not bought a product or service.

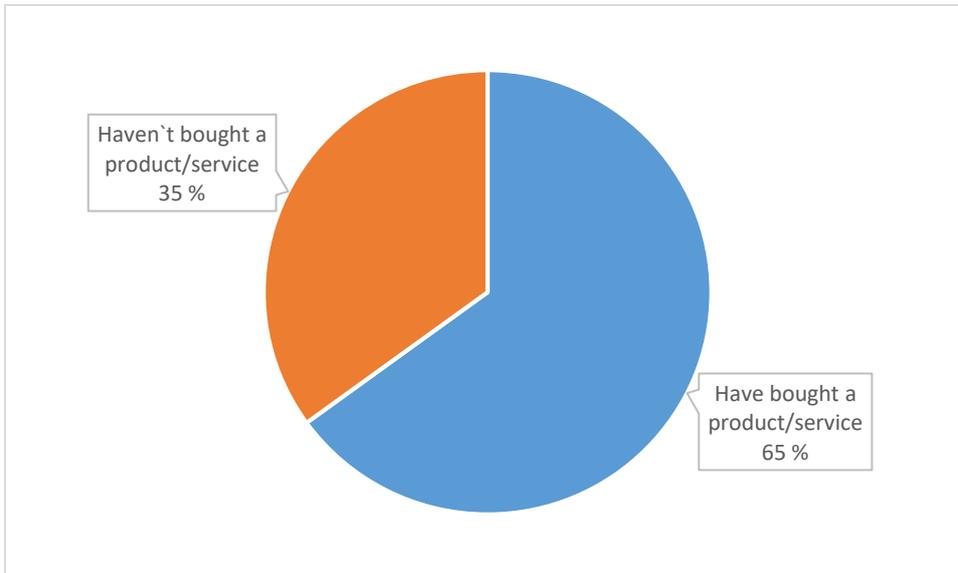


Figure 5. Respondents decision to buy a product/service, n=108

Source: Composed by the author (Appendix 6.)

Respondents were asked whether unethical advertising has influence on them. Figure 6. shows the effect of unethical advertising among the respondents. 32% of the respondents neither agreed or

disagreed to the statement that unethical advertising has effect on them. 30% of the respondents agreed with the statement, 21% disagreed, 12% strongly disagreed and 5% strongly disagreed.

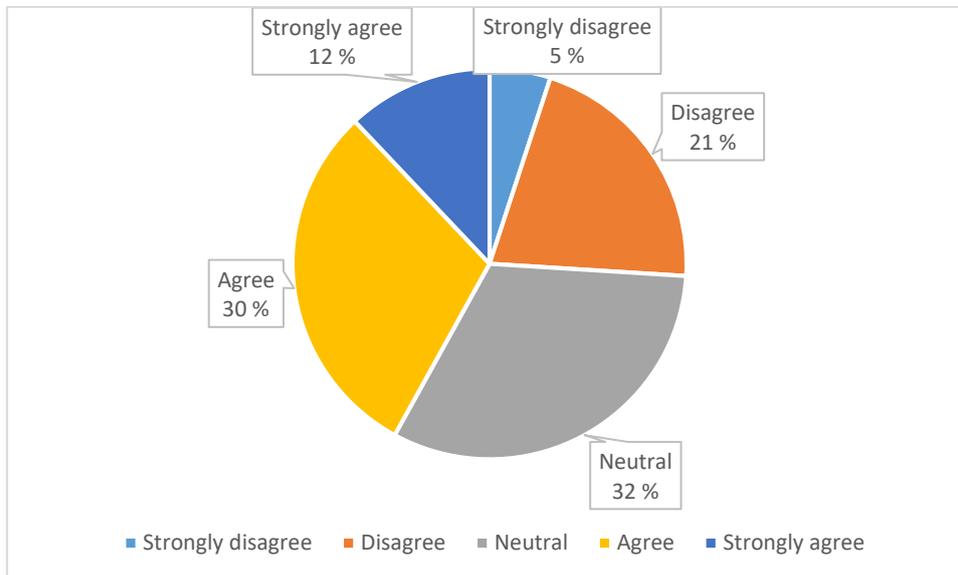


Figure 6. The impact of unethical advertising on respondents, 18-55+ years old, n=108

Source: Composed by the author (Appendix 7.)

Respondents were asked to choose the most unethical advertising types from eight options. Figure 7. shows the responses regarding unethical advertising types. Exaggeration (65%) and false brand comparison 57% were considered the most unethical advertising types. Unverified claims got 47% of the responses, stereotyping women or men got 36% of the responses, surrogate advertising got 18% of the responses, using children as part of advertising got 12% of the responses and none of these advertisements got 2% of the responses.

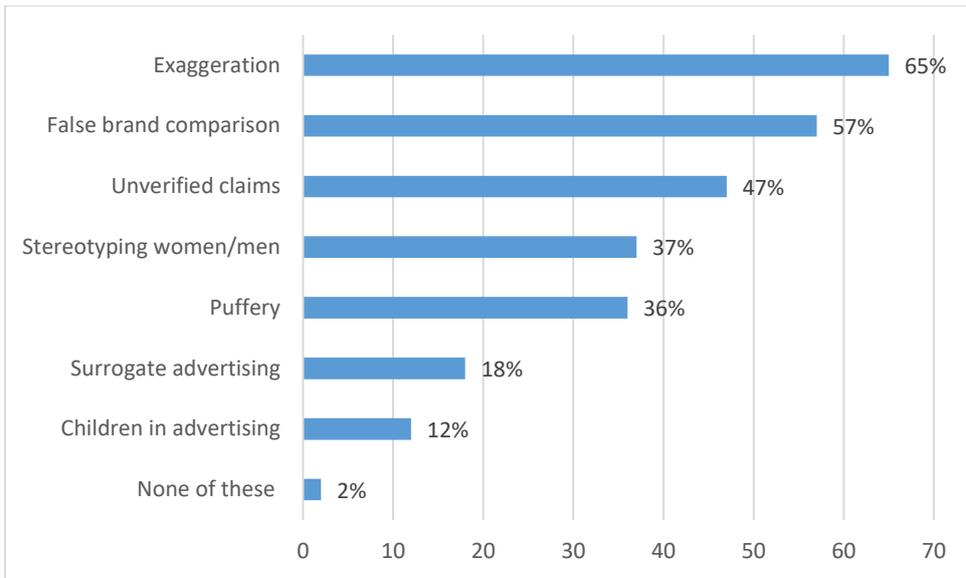


Figure 7. Respondents opinions regarding unethical advertising types, 18-55+ years old, n=108

Source: Composed by the author (Appendix 8.)

In the ninth question, respondents were asked if they have decided not to buy a product or service due to an unethical advertising. Figure 8. shows that 64% of the respondents have decided not to buy a product or service due to an unethical advertising. It means unethical advertising have impact to consumer behaviour. 36% of the respondents answered that they have bought a product or service even after company has used unethical advertising.

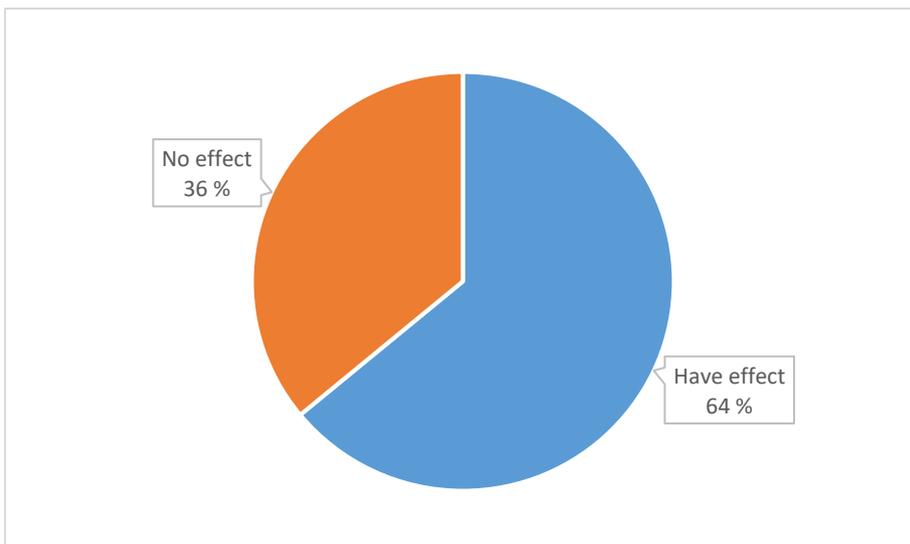


Figure 8. Respondents decision to buy a product/service due to an unethical advertising, 18-55+ years old, n=108

Source: Composed by the author (Appendix 9.)

In the tenth question, respondents were asked what their actions would be, if a company where they are loyal customer, advertise unethical way. Figure 9. shows that 42% of the respondents answered that they will be disappointed but continue to be loyal customer. 32% of the respondents answered that they will boycott this company, 9% of the respondents answered that it not their business, 9% of the respondents that they do not pay attention to the case and 8% of the respondents answered that they do not notice or pay attention to unethical advertisement or commercials.

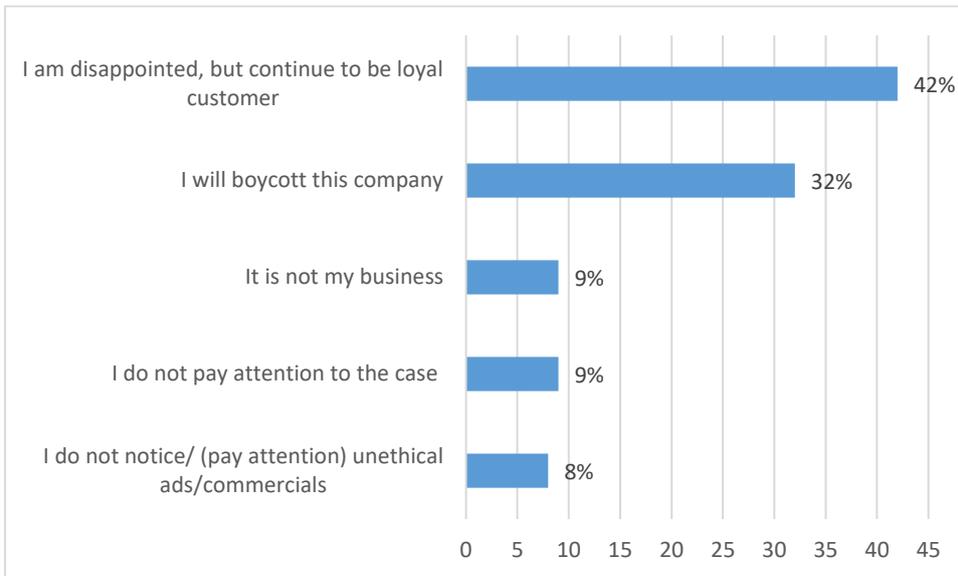


Figure 9. Respondents actions after companies use unethical advertising, n=108

Source: Composed by the author (Appendix 10.)

In the question 11., respondents were asked if they think companies are aware when they advertise unethical way. Figure 10. shows that 36% of the respondents agreed with the statement, 30% neither agreed or disagreed with the statement, 19% of the respondents strongly agreed with the statement, 13% of the respondents disagreed with the statement and 2% of the respondents strongly disagreed with the statement.

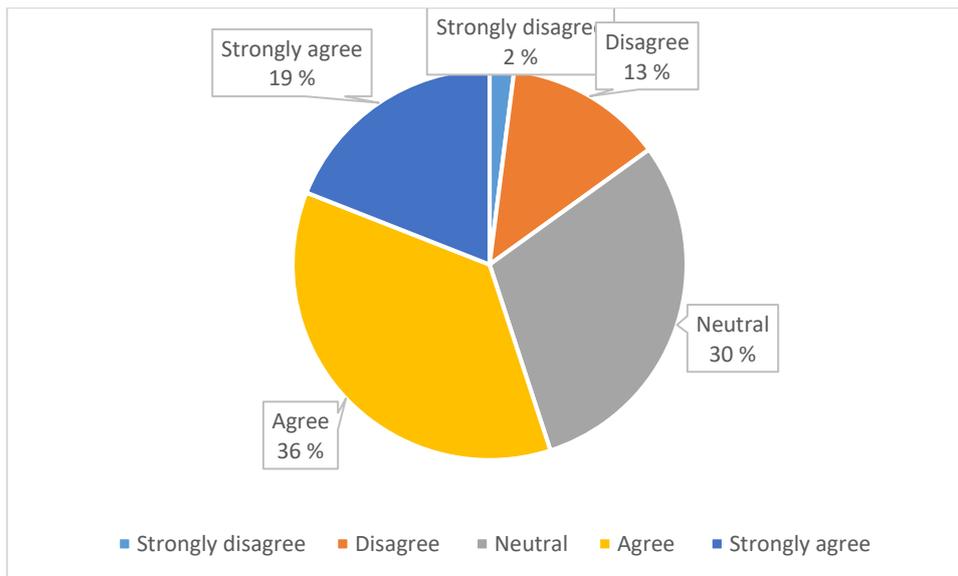


Figure 10. Respondents opinions of companies using unethical advertising, 18-55+ years old, n=108

Source: Composed by the author (Appendix 11.)

In the question 12, respondents were asked about their opinions concerning the Pepsi commercial. (appendix 12.) 15 respondents considered the Pepsi commercial to be unethical. Rest of the respondents did not think Pepsi commercial to be unethical. However, some people answered that they understand how some people can see this to be unethical. The commercial was criticised for being naive and annoying. It is childish to think that traditional American company like Pepsi would bring out peace and solutions to worlds problems. It was also said that it was too political, and this kind of product should not be compared to serious issues.

In the question 13, respondents were shown six advertisements. They were asked to select the images they thought to be unethical. Advertisement 3. (appendix 15.) was the most unethical advertisement according to the respondents, with 36% of the responses. Both advertisements 2. (appendix 14.) and 4. (appendix 16.) got 45% of the responses. Advertisement 6. (appendix 18.) got 42% of the responses. Both advertisements 1. (appendix 13.) and 5. (appendix 17.) got equal amount of responses, representing 36%.

Question 14. got a total of 20 responses. One of the respondents said that all advertisements are affecting even when people are not aware of them. Another respondent said that all kind of advertisements that are sent through different channels like email, Facebook, Twitter are affecting. Even though people do not make any orders to get those. Other responses were concerning Lidl-

grocery stores commercials, Benetton advertisements, Stockmann advertisements and weight losing advertisements.

Last question of the questionnaire got a total of 28 responses. Respondents' advice for advertisers to stop unethical advertising were quite similar. The most common advice was to boycott the company. Respondents suggested that companies should have better control before publishing the advertisement and stop misleading customers. Advertisers should think more carefully the ideas and have more respect on customers. If unethical advertising occurs, companies should be punished for unethical advertising.

The study's age groups had some differences regarding unethical advertising. All the respondents were shown seven advertisements which the author considered unethical. Table 2. demonstrates the respondents' responses regarding the Pepsi commercial and six advertisements. The respondents were divided into age groups. The table shows the number of people who thought the advertisements being ethical or unethical. The Pepsi commercial was considered the least unethical of all the advertisements. Only 28 people replied it to be unethical. H&M advertisement was most unethical in the opinion of respondents aged between 18-24 years. Respondents over 55 years did not consider it so unethical. Respondents aged between 45-54 years and over 55 years thought that Diesel advertisement was more unethical than the younger groups. All groups thought the wrinkles advertisement to be considerably more unethical than ethical. Burger advertisement was considered most unethical in the opinion of respondents aged between 25-34 years. Dove advertisement was most unethical according to respondents aged between 45-54 years. Respondents aged between 35-44 years did not consider it to be so unethical. Rice Krispies advertisement was the most unethical according to respondents aged between 45-54 years. All respondents over 45 years thought advertisements that exploiting women is unethical, as shown in the Diesel and Dove advertisements. Younger age groups of 18-24 and 25-34 thought the H&M advertisement was more unethical than the older age groups thought.

Table 2. Comparison between the age groups about unethical advertisements, 18-55+ years old, n=108

Adv. number	Keyword	18-24	25-34	35-44	45-54	55+
		Ethical /Unethical	Ethical /Unethical	Ethical /Unethical	Ethical/Unethical	Ethical/Unethical
Video	Pepsi	84%/16%	86%/14%	94%/6%	89%/11%	79%/21%
1.	H&M	48%/52%	58%/42%	62%/38%	63%/37%	73%/26%
2.	Diesel	62%/38%	62%/38%	50%/50%	47%/53%	37%/63%
3.	Wrinkles	22%/78%	36%/67%	25%/75%	26%/74%	37%/63%
4.	Burger	50%/50%	45%/54%	69%/31%	58%/42%	58%/42%
5.	Dove	69%/31%	72%/27%	81%/19%	37%/63%	58%/42%
6.	Rice Krispies	66%/34%	50%/50%	69%/31%	47%/53%	58%/42%
		N=32	n=22	n=16	n=19	n=19

Source: Composed by the author (Appendix 21.)

Unexpected finding was that respondents over 55 years thought the Wrinkle advertisement was least unethical among all the age groups.

### 3.2. Discussion

Respondents prefer to watch mostly online and television advertisements. Technology has developed over the years so supposedly people will view advertisements mostly from electronic channels. Respondents like watching mostly funny, informative, unique and creative advertisements. The reasons for watching these advertisements are to remain updated of the product and be aware of the product. Advertisements help people to get more knowledge of the product. People also view them for entertainment but especially when using electronic devices, they might go unnoticed past. People are usually forced to watch advertisements while watching television, listening radio, reading newspapers and magazines or surfing on the internet.

32% of the respondents answered that unethical advertising has either impact on them or it does not have. The second biggest answer group (30%) indicated that they are bothered of unethical advertisements. Rest of the respondents seem to notice unethical advertisements but do not necessarily pay attention to them. 64% of the respondents answered that unethical advertising has effect on their consumer behaviour. Unethical advertising has negative effects to consumer buying behaviour because it effects to their shopping behaviour. It also created negative word of mouth among customers which creates bad image for the company.

Respondents answered that making exaggerated claims (65%) of the product's quality or popularity is the most unethical advertising type. The second largest unethical advertising type was false brand comparison (57%), and the third largest response group was unverified claims (47%). Almost all of the respondents answered that even one of the option given was unethical.

The authors previous research paper focused on unethical advertising among international business students. Main findings of the study were that the respondents were aware what unethical advertising is but it does not have significant impact on people. Respondents answered that they see online and television advertisements most frequently. Respondents also thought that exaggeration and false brand comparison were the most unethical advertising types. Majority of students also answered that they will be disappointed, but continue to be loyal customer, if company advertise unethical way. The biggest difference compared to this paper was that none of the respondents did not think using children in advertising is unethical. (Selin 2018, 20)

In the author's previous research, advertisement 3. (appendix 15.) was the most unethical advertisement. It was said to be misleading and exaggerating. Advertisement 1. (appendix 13.) was said to be racist and companies should be more aware of sensitive issues in society. Advertisement 2. (appendix 14.) was criticised for stereotyping women as stupid. Advertisement 4. (appendix 16.) was said to give false claims and trying to diminish the competitors' product. Advertisement 5. (appendix 17.) was disapproved for calling people flat and extra-large. Lastly advertisement 6. (appendix 18.) was said to be unethical because it gives false claims about the product. (Selin 2018, 17-19)

32% of the respondents are willing to boycott the company if unethical advertising occurs. 64% of the respondents have even decided not to buy product, if the company uses unethical advertising. Still majority of the respondents (42%) are just disappointed but continue to buy or use company's products or services where they are a loyal customer. Respondents answered that they think companies know when they advertise unethical way. Customers are ignoring unethical behaviour because they decide not to see it or they do not want to disapprove other people's actions. People who are willing to boycott the company are affected by unethical behaviour of companies.

When comparing the findings of the previous research paper and this paper, it is noticeable that the respondents of this study are more willing to take actions to stop unethical advertising. Respondents of this study agreed bit more with the statement that unethical advertising has effect on them. Advertisers should be honest, respectful, responsible and fair towards their customers. Results indicate that respondents want to know the real features of the product. If advertisers use fake and misleading claims of the products, customers only get confuse. It is important for people to know what they are buying. Consumers are becoming more ethical conscious, and more aware of the unethical practices used by businesses. Results show that respondents are aware when company uses unethical advertising.

Unethical advertising is not profitable for the longer period. Although companies get attention at that moment it does not last for a long time, and as a result companies might lose their credibility. When thinking about unethical advertising, advertisers should think it according to marketing ethics. Ethics is moral principles of right and wrong or good and bad. Meaning that ethical advertising is right and good advertising when unethical advertising is wrong and bad advertising. Cultural, religious, gender, political and racial issues should be treated carefully. In some countries

some topics are not considered unethical, when in other countries some topics are completely forbidden to advertise.

According to the study, most of the respondents aged between 18-24 years answered that unethical advertising does not have significant impact on them. They also answered that they will be disappointed if company advertise in unethical way, but they won't care about the case. Exaggeration was considered the most unethical advertising type.

Respondents aged between 25-34 years were most conflicted whether unethical advertising is an issue for them. Lot of the respondents did not think unethical advertising has impact on them at all. They also answered exaggeration to be most unethical advertising type.

Respondents aged between 35-44 years answered that they do not think it is not their business, if they see unethical advertisement. They considered comparative advertising to be the most unethical advertising type. Puffery was considered the most unethical advertising type. Most of the respondents answered that they do not pay attention to unethical cases.

Age group of 45-54, answered false brand comparison to be most unethical advertising type. They would boycott the company after unethical advertisement.

Respondents aged over 55 years would also boycott the company. Respondents thought that using of unverified claims was the most unethical advertising type.

## CONCLUSION

The aim of the paper was to find out consumer attitudes towards unethical advertising and how it affects them. Companies use unethical advertising to draw attention to their company. Advertisers should start thinking more how to create ethical content and messages.

Business ethics examines ethical principles, issues, situations, activities and decisions which may occur in companies. The idea of the marketing ethics is to inform the moral rules and principles of right and wrong. Marketers must follow ethical rules to maintain fair, responsible and honest business environment. Ethical branding is maintaining moral principles in branding decisions. Consumer's rights are: Right to safety, right to choose, right to be informed, right to be heard, right to redress or remedy, right to environmental health, right to service and right to consumer education. Ethical advertising is morally correct, honest and true promotion of goods, products and services. Advertisers should provide enough information of the products so customers can choose between of various products. Unethical behaviour is harmful, immoral and illegal acts on others. Unethical advertising is false, immoral and misleading advertising. It can influence consumer attitudes towards the companies in a negative way. Advertisers have created ethical issues like surrogate advertising, exaggeration, puffery, comparative advertising, unverified claims, stereotyping gender roles and using children in advertising.

Main research question were as follow: How unethical advertising affects consumer behaviour, what kind of advertising is considered unethical by customers, and how will people react to unethical advertising.

The three main findings in the study were: 1) Customers are bothered about unethical advertising and want to boycott the company, 2) Customers are bothered about unethical advertising but do not intend to take actions to stop it, and 3) Customers are aware what unethical advertising is but do not pay attention to unethical cases.

The study showed that some customers are bothered about unethical advertising. Respondents are aware what unethical advertising is and what it looks like. The majority answered that they are either bothered about unethical advertising, or that it does not have huge effect on them.

According to the respondents, exaggeration was the most unethical advertising type. Study showed that unethical advertising has impact on consumer behaviour. People are most concerned of advertisements which might influence their shopping behaviour. People do not want to see false claims about the products or services they are planning to purchase.

Respondents gender did not have significant effect on the results. There were some differences between the age groups. Older age groups considered the use of children in advertising and exploiting women in advertisements a bit more unethical than the younger age groups. Respondents over 45 years were also bit more willing to boycott the company than the younger groups.

After unethical advertising occurs, respondents are going to boycott the company or they are only going to be disappointed to the company's actions. The rest of the respondents are not even bothered about unethical advertisements. The study showed also that some people are not bothered about unethical advertising but are still willing to boycott the company. On the other hand, some people are bothered about unethical advertising but do not want to take any actions to stop it.

There were few limitations in the research. Only the people who had their own computer or internet connection were able to answer the questionnaire. Also, web survey does not necessarily guarantee that people will answer to it. Questionnaire should be kept in the internet for a long time because people may answer at different times or people might miss the post. It took a bit time to put the data in the excel because there were over hundred respondents, and the responses had to be examined individually.

There should be more general discussion about the topic, so people would be more aware of unethical issues in advertising. Advertising should be controlled globally. The regulations and laws of advertising should be followed. There should be more councils to defend ethical advertising and protect interest of consumers. Advertising should be ethical and truthful.

Advertisers should get to know ethical frameworks and have better common guidelines and rules. There should be strict control before publishing the advertisement. Advertisers should remember to respect customers' needs. They should not make promises that they are not able to provide. Companies ethical image starts suffering from repeated unethical advertisements. It is important to be aware of the things that are being advertised at the moment. People should boycott the company if they advertise unethical way.

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# APPENDICES

## Appendix 1. Questionnaire

---

### Unethical advertising

This survey's purpose is to find out peoples attitudes towards unethical advertising. The questionnaire consists of 15 questions and answering to it takes 10-15 minutes. The answers will be used only to this research and they will be anonymous. Thank you for taking part of this survey!

\* Required

1. What is your gender? \*

- Male
- Female

2. How old are you? \*

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

3. What kind of advertisements do you see most frequently? \*

- Television ads
- Radio ads
- Newspaper ads
- Magazine ads
- Online ads
- Billboards
- Ads on the street
- Other: \_\_\_\_\_

#### 4. What kind of advertisements do you like? \*

Emotional

Unique

Informative

Straightforward

Meaningful

Funny

Creative

Genuine

Inoffensive

Offensive

Other: \_\_\_\_\_

#### 5. What are your reasons to watch advertisements? \*

For entertainment

To know the features of specific brand

To remain updated and gain knowledge of the product/service

To be aware of the product/service

I do not pay attention to ads/commercials

#### 6. Have you ever bought product/service because you liked the advertising? \*

Yes

No

**NEXT**

# Unethical advertising

\* Required

## Unethical advertising

7. Unethical advertising has effect on me, do you agree with this statement? \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

8. What kind of advertising do you think is unethical? \*

- Exaggeration- False claims about product's quality or popularity
- Surrogate advertising- Promoting banned products, like alcohol and cigarettes
- False brand comparison- False or misleading claims about competitors
- Unverified claims-Promise to deliver results without providing any scientific evidence
- Stereotyping women/men - Women/men been portrayed as sex objects or domestic servants
- Children in advertising- Using children as part of advertising
- Puffery- Claims about the product which cannot be proved or disproved
- None of these

9. Have you ever decided not to buy a product/service due to an advertisement you perceived as unethical? \*

- Yes
- No

10. If a company where you are loyal customer, advertise unethical way, what could be your behaviour after unethical advertising? \*

- I will boycott this company
- I am disappointed, but continue to be loyal customer
- I do not pay attention to the case
- It is not my business
- I do not notice/ (pay attention) unethical ads/ commercials

11. Companies are aware, if they advertise unethical way, do you agree with this statement? \*

1      2      3      4      5

Strongly disagree                                    Strongly agree

Commercial 1.



12. Did you find this commercial unethical? If yes, please explain. If no, just skip!

Your answer

13. Select ads you think are unethical \*



Ad 1.



Ad 2.



Ad 3.



Ad 4.



Ad 5.



Ad 6.

14. Do you remember any advertisement that had affect on you or to society? If yes, please answer. If no, just skip!

Your answer

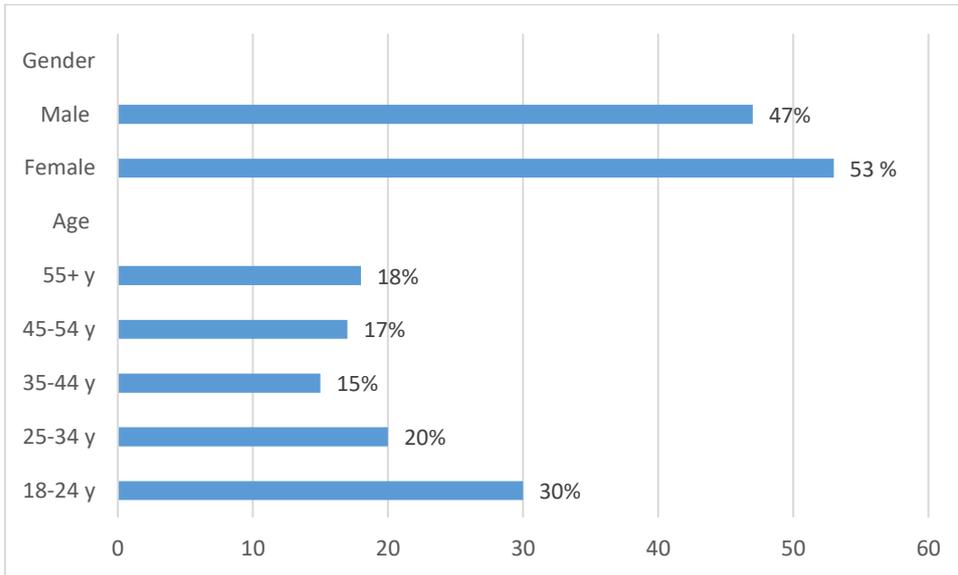
15. What is your advice for advertisers to stop unethical advertising?

Your answer

BACK

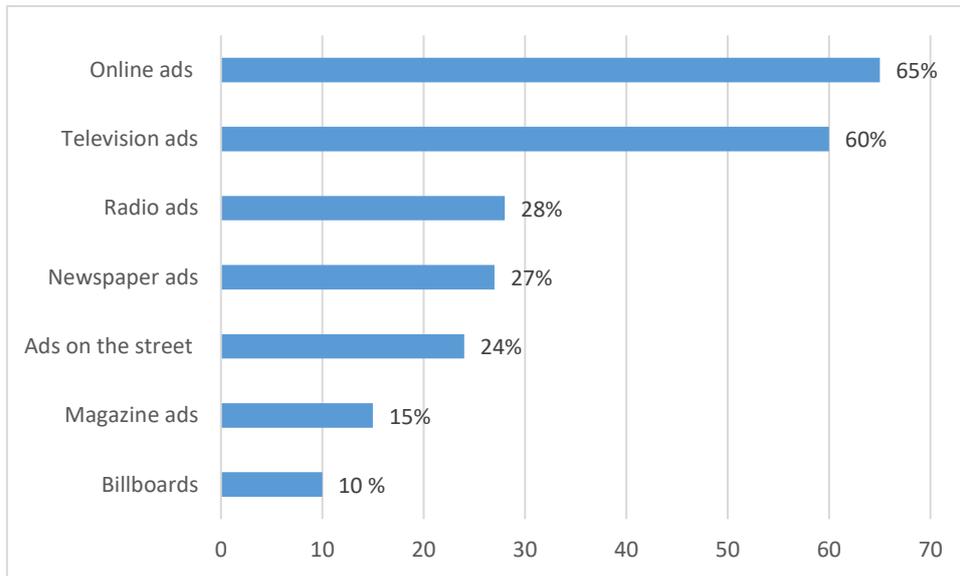
SUBMIT

## Appendix 2. General characteristics of the respondents



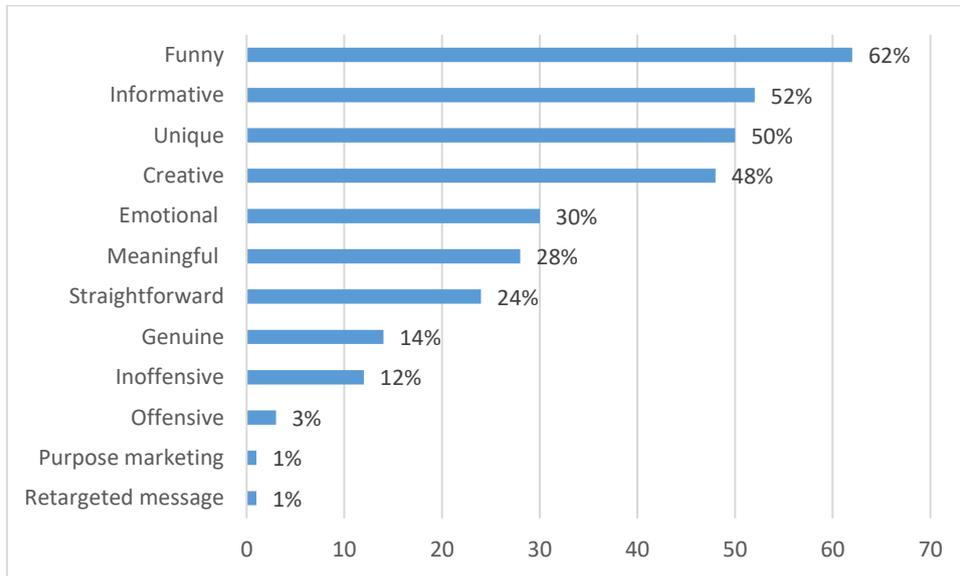
Source: Selin (2018, 22)

### Appendix 3. Types of advertisements



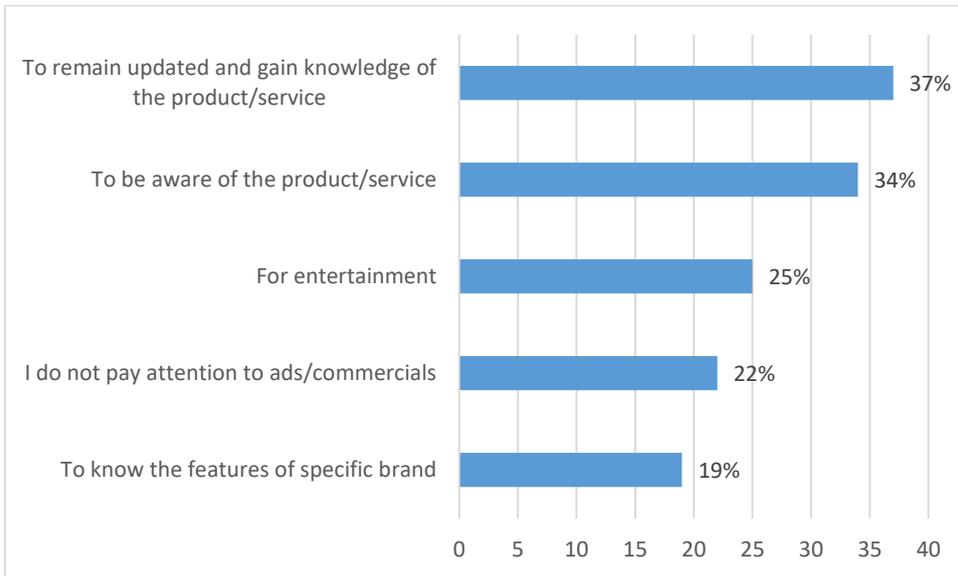
Source: Selin (2018,22)

## Appendix 4. Respondents liking towards advertising



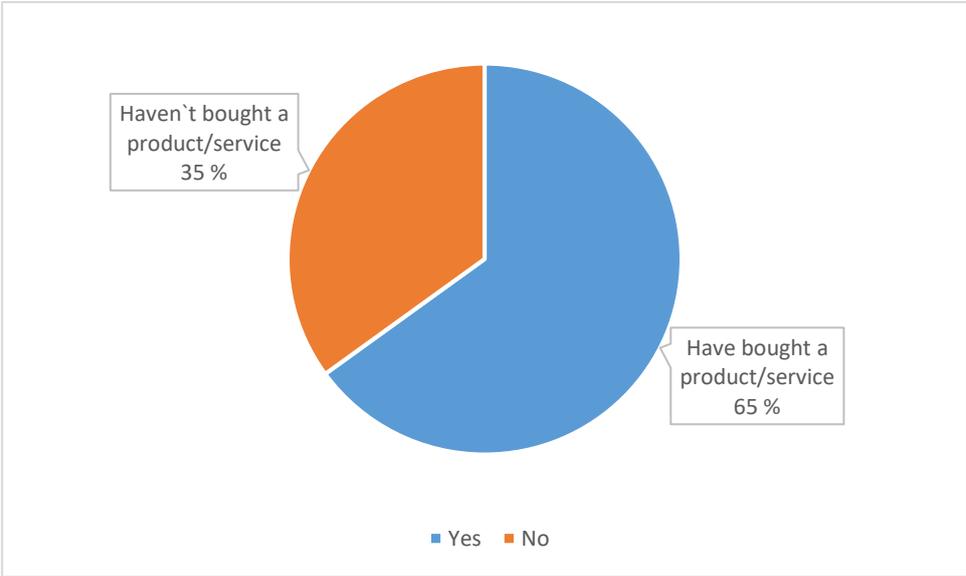
Source: Selin (2018, 23)

## Appendix 5. Reasons to watch advertisements



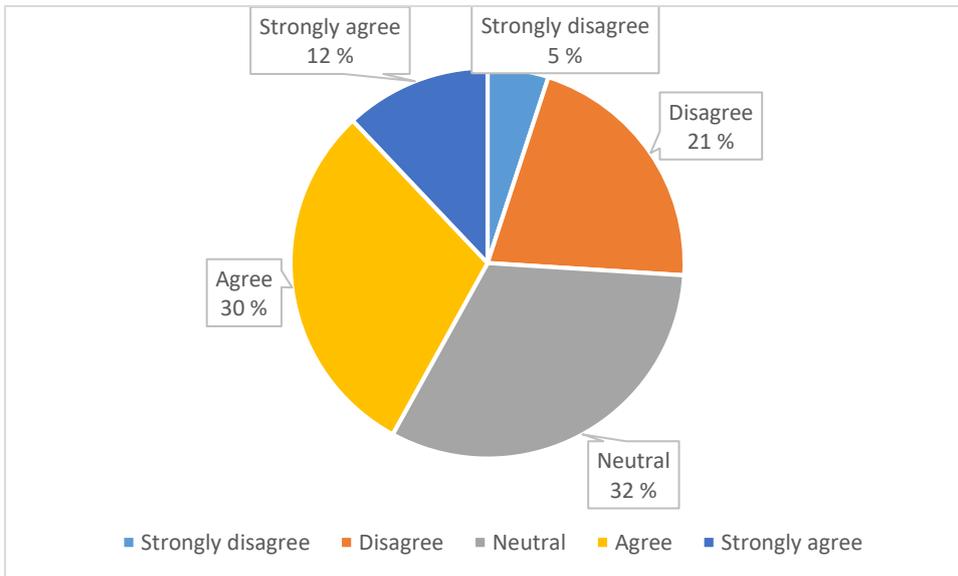
Source: Selin (2018, 24)

**Appendix 6. Decision to buy product/service due to advertising**



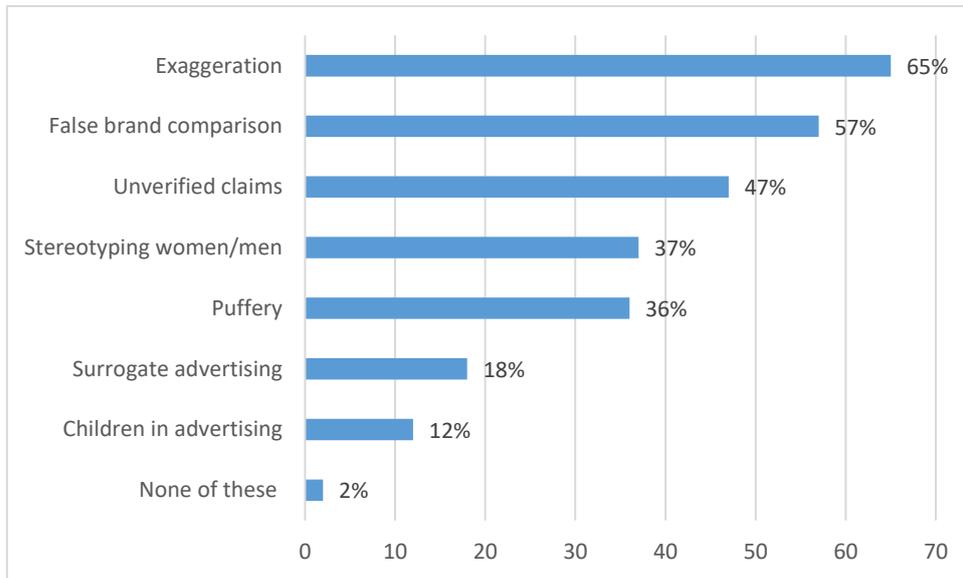
Source: Selin (2018, 24)

## Appendix 7. Effect of unethical advertising



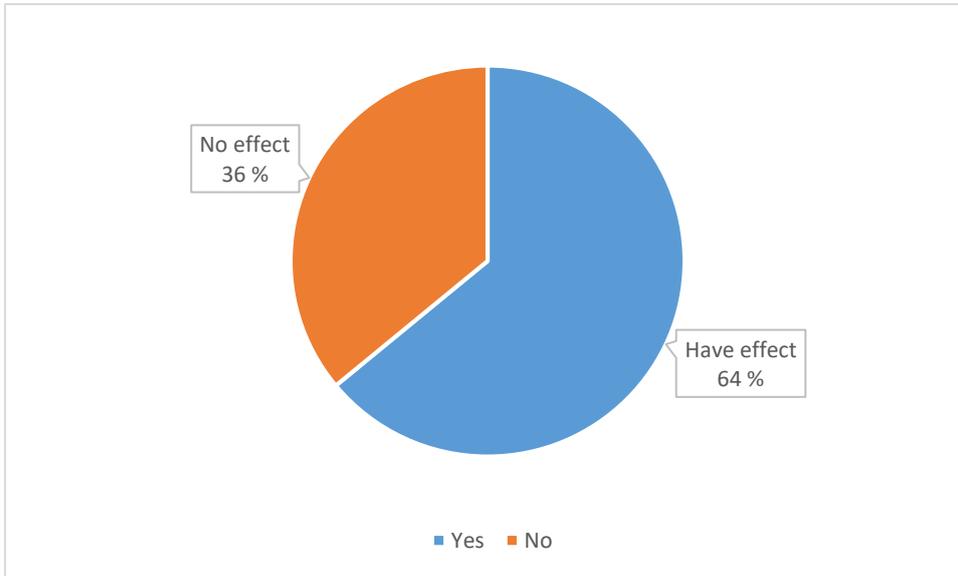
Source: Selin (2018, 25) %

## Appendix 8. Responses regarding unethical advertising types



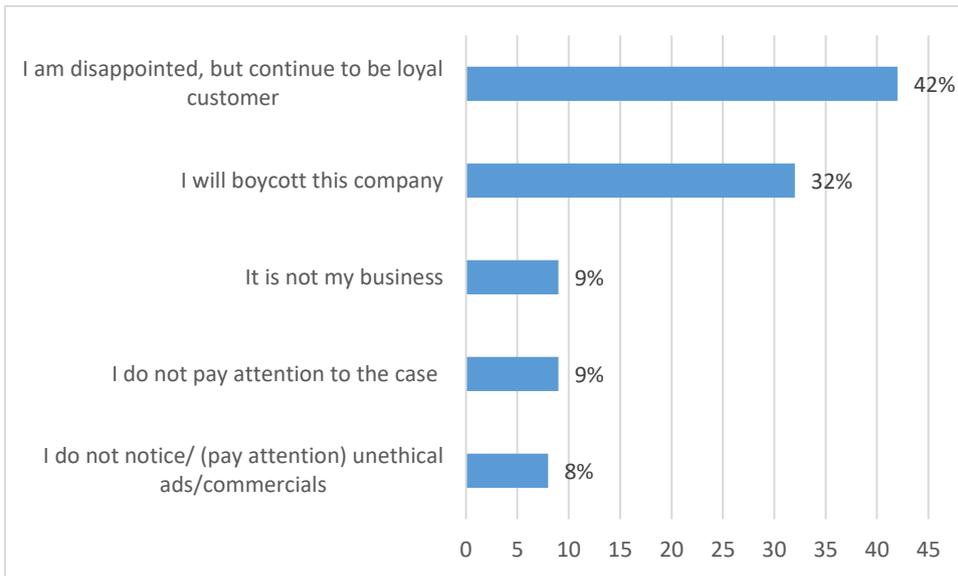
Source: Selin (2018, 25)

## Appendix 9. Decision to buy a product/service due to an unethical advertising



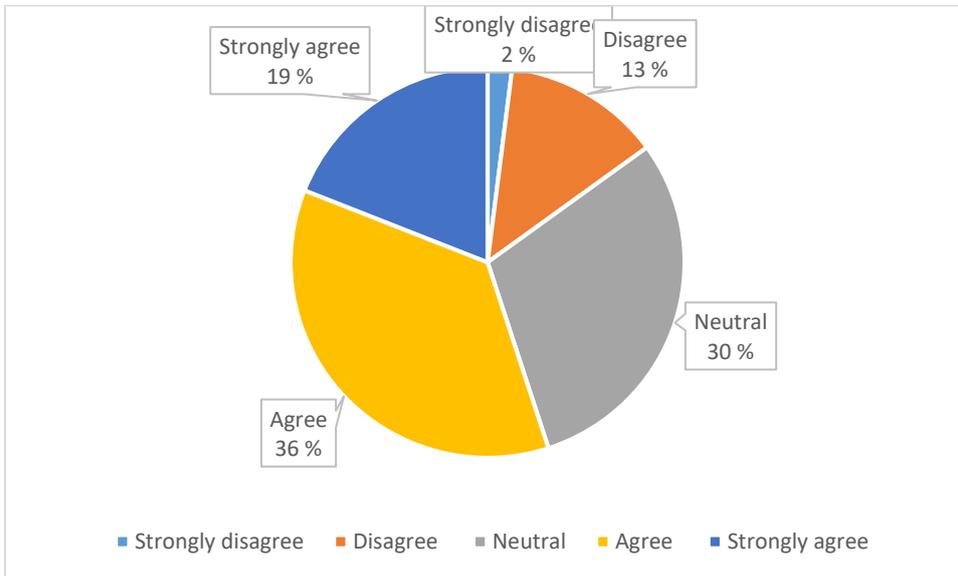
Source: Selin (2018, 26)

## Appendix 10. Behaviour after unethical advertising



Source: Selin (2018, 26)

## Appendix 11. Opinions of companies using unethical advertising



Source: Selin (2018, 27)

## Appendix 12. Pepsi commercial



Source: <https://www.nytimes.com/2017/04/05/business/kendall-jenner-pepsi-ad.html>, 5 April 2017

## Appendix 13. Advertisement 1



Printed hooded top  
£7.99

Green



Select size

1½ 2Y	2 4Y	4 6Y	6 8Y	8 10Y
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[Size Guide](#)

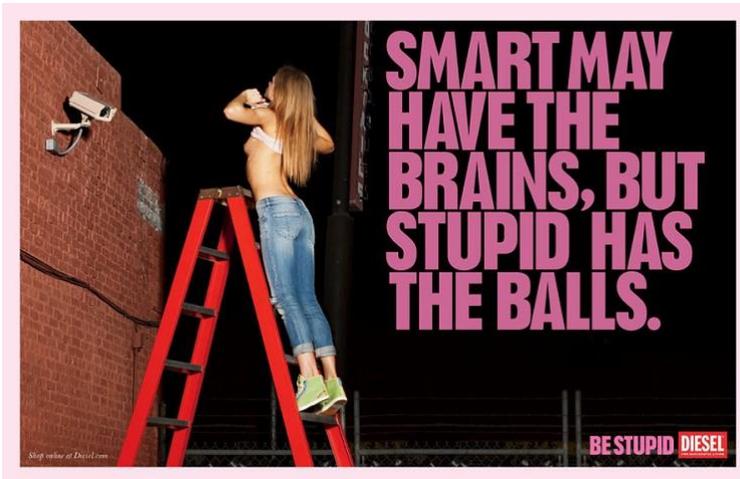
Next Day Delivery, Nominated Delivery Slot, Pick-up

ADD TO SHOPPING BAG

DESCRIPTION    **DETAILS**    SHARE

Source: <http://business.financialpost.com/news/retail-marketing/hm-apologizes-for-monkey-hoodie-ad-slammed-as-racist>, January 2018 9

## Appendix 14. Advertisement 2



Source: <http://www.fubiz.net/2010/01/20/be-stupid-by-diesel/>, 20 January 2010

## Appendix 15. Advertisement 3



Source: <https://cheepsfromhmm.com/2014/04/16/false-advertising-and-how-to-keep-the-truth-in-advertising/>, 16 April 2014

## Appendix 16. Advertisement 4



Source: <https://davidsusnja.wordpress.com/2017/05/10/comparative-advertising-the-dos-donts/>, 10 May 2015

## Appendix 17. Advertisement 5



The image displays two separate advertisements for the 'Campaign for Real Beauty'. Each advertisement features a woman on the left and a list of checkboxes on the right. The top advertisement shows a woman in a green top and tan pants, with checkboxes for 'flat?' and 'flattering?'. Below these is the text 'Can you be sexy without being busty? Start the body by default.' and the website 'campaignforrealbeauty.com' with a Twitter icon and the word 'Zxar'. The bottom advertisement shows a woman in a black dress, with checkboxes for 'extra-large?' and 'extra-sexy?'. Below these is the text 'Can you be sexy without being busty? Start the body by default.' and the website 'campaignforrealbeauty.com' with a Twitter icon and the word 'Zxar'.

flat?  
 flattering?  
Can you be sexy without being busty? Start the body by default.  
campaignforrealbeauty.com | Zxar

extra-large?  
 extra-sexy?  
Can you be sexy without being busty? Start the body by default.  
campaignforrealbeauty.com | Zxar

Source: <https://www.spot.ph/newsfeatures/51324/10-ads-that-created-controversy>, 27 June 2012

## Appendix 18. Advertisement 6



Source: <https://www.npr.org/sections/health-shots/2010/06/04/127470653/kellogg-slapped-again-for-exaggerated-health-claims>,  
4 June 2010

## Appendix 19. Questionnaire 2

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# Unethical advertising

This survey's purpose is to find out people's attitudes towards unethical advertising. The questionnaire consists of 10 questions and answering it takes only a few minutes. The answers will be used only for this research and they will be anonymous. Thank you for taking part of this survey!

\* Required

1. What is your gender? \*

- Male
- Female

2. How old are you? \*

Your answer \_\_\_\_\_

3. What kind of advertisements do you see most frequently? \*

- Television ads
- Online ads
- Newspaper ads
- Magazine ads
- Radio ads
- Other: \_\_\_\_\_

4. What kind of advertisements do you like? \*

Emotional

Unique

Informative

Straightforward

Meaningful

Funny

Creative

Genuine

Inoffensive

Offensive

Other: \_\_\_\_\_

5. Do you ever buy a product/service because you liked the advertising? \*

Yes

No

**NEXT**

Never submit passwords through Google Forms.

---

# Unethical advertising

\* Required

6. Unethical advertising has effect on me, do you agree with this statement? \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	Strongly agree				

7. What kind of advertising do you think is unethical? \*

- Exaggeration- False claims about product's quality or popularity
- Puffery- Claims about the product which cannot be proved or disproved
- Unverified claims- Promise to deliver results without providing any scientific evidence
- Stereotyping women- Women been portrayed as sex objects or domestic servants
- False brand comparison- False or misleading claims about competitors
- Children in advertising- Using children as part of advertising
- Surrogate advertising- Promoting banned products, like alcohol and cigarettes
- None of these

8. If a company where you are loyal customer, advertise unethical way, what could be your behaviour after unethical ad? \*

- I will boycott this company
- I am disappointed, but continue to be loyal customer
- I do not pay attention to the case
- It is not my business
- I do not notice/ (pay attention) unethical ads/ commercials

9. Select the advertisements you think are unethical: (Images shown below) \*

- Ad 1
- Ad 2
- Ad 3
- Ad 4
- Ad 5
- Ad 6
- I did not find any of these ads unethical

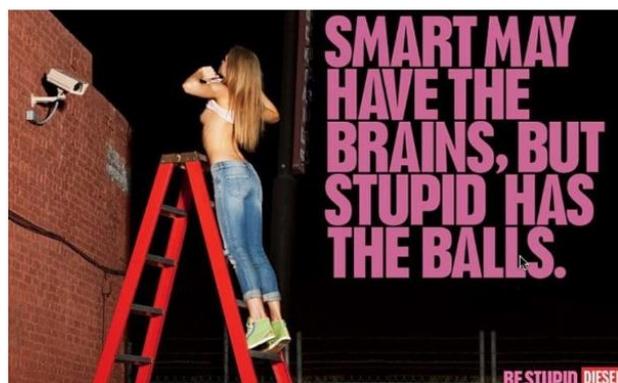
Ad 1



Ad 2



Ad 3



Ad 4



Ad 5



Ad 6



10. Which one of these ads do you think was the most unethical and least unethical, please explain why? \*

Your answer

BACK SUBMIT

## Appendix 20. Table of appendices

*Table 1. Advertisements appendices numbers*

Adv. No	Keyword	Appendices
Video	Pepsi	12.
1.	H&M	13.
2.	Diesel	14.
3.	Wrinkles	15.
4.	Burger	16.
5.	Dove	17.
6.	Rice Krispies	18.

*Source: Selin (2018,20)*

## Appendix 21. Comparison of age groups

Table 2. Comparison between the age groups about unethical advertisements, 18-55+ years old, n=108

Adv. number	Keyword	18-24	25-34	35-44	45-54	55+
		Ethical /Unethical	Ethical /Unethical	Ethical /Unethical	Ethical/Unethical	Ethical/Unethical
Video	Pepsi	84%/16%	86%/14%	94%/6%	89%/11%	79%/21%
1.	H&M	48%/52%	58%/42%	62%/38%	63%/37%	73%/26%
2.	Diesel	62%/38%	62%/38%	50%/50%	47%/53%	37%/63%
3.	Wrinkles	22%/78%	36%/67%	25%/75%	26%/74%	37%/63%
4.	Burger	50%/50%	45%/54%	69%/31%	58%/42%	58%/42%
5.	Dove	69%/31%	72%/27%	81%/19%	37%/63%	58%/42%
6.	Rice Krispies	66%/34%	50%/50%	69%/31%	47%/53%	58%/42%
		N=32	n=22	n=16	n=19	n=19

Source: Selin (2018, 30)