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**ETHICS IN ADVERTISING: INFLUENCE OF UNETHICAL
ADVERTISING ON CONSUMER BEHAVIOR IN ESTONIA AND
BANGLADESH**


Bachelor's thesis

Programme International Business Administration, specialisation Marketing

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Tallinn 2021

I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading. The document length is 10402 words from the introduction to the end of conclusion.

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ABSTRACT

This research aims to find out consumers' attitudes from Estonia and Bangladesh; two different countries with separate cultural and religious backgrounds towards unethical marketing, and how it influences their buying patterns. Therefore, the research questions include: to what extent unethical advertising influence consumer behavior? What are the consumer's feelings towards misleading claims of companies? Based on the principles of consumer beliefs and the study of the literature on unethical marketing, an online questionnaire was shared through the internet. The web-based questionnaire had 99 respondents in total. The sampling method used was the non-probability method and the type of sampling was quota sampling.

Analysis of the responses revealed that the consumers from both countries have knowledge about unethical marketing. Although, this would not prevent the consumers from buying products or services from companies that break the codes of ethics. The results also show that consumers are more tolerant of the company that they are loyal to, and would stay away from new companies if they use unethical ways. It is recommended that companies should keep people's expectations on the top and respect their views for each specific market.

Keywords: Marketing ethics, Consumer attitude, Unethical advertisement, Bangladeshi Consumer, Estonian Consumer

INTRODUCTION

Since the modern technique of advertising has originated, there has been a lot of revolution in the field of promoting a product to make strong brand equity. Although there is no consensus on the definition of ethics as a concept, the topic of ethics in business is crucial and relevant. Numerous researchers such as Brennan, Eagle, Ellis, & Higgins (2010) are labeling it in managerial, philosophical, and psychological, literature. This thesis focuses on unethical advertising and the influence it has on the consumer that is based in two different countries with people of different cultures.

It is very interesting to see that marketing plays crucial part behind the success of a product and it plays a huge role in the benefit of a company. The problem that will be tested in this research is the practice of advertising ethics and it's outcome and people's views towards unethical advertising. It is clear that advertisement met the desire of people to get to know about a product but also it has the power to influence people's buying decisions indirectly. (Goyal, 2015) Advertising, using media as its medium, is a powerful, strong force forming attitudes and behavior in today's world. (Sidhu, Sharma, Shiny, & Shivani, 2015) However, the concern regarding advertising ethics is still there. It is been said that advertising has the power to divert the young generation to a risky zone. (Sofi, Nika, Shah, & Zarger, 2018) Since ethical promotion is one of the important aspects of marketing, there have been some researches that have been conducted to generate various types of unethical advertisement. Researchers reflected on ethics and made some noteworthy observations about the use of advertising in the context of general marketing fairness.

The research problem is that there are not enough information how unethical advertising have an impact on consumer's buying pattern, and if it is similar or different in two individual countries with different culture and values. The company's unethical behavior affects the way in which the consumer views the company as a brand. Especially, provocative business methods negatively affect consumer trust. (Leonidou, Kvasova, N, Leonidou, & Chari, 2013) Some different research confirmed how clients' ethical assessment of an organization can affect their brand engagement. If corporate actions are found to be unethical, the company can lose the support of its most dedicated customers. (Ingram, J, Skinner, A, & Taylor, 2005)

The goal of this research is to find appropriate variables that determine to what extent unethical marketing influences consumer behavior whether in the short or the long term in two different countries. Research questions will be closely linked to discovering the notion. For instance, various unethical factors that influence the purchasing decision (i.e.: false information, mocking, sexuality, etc.). (Munjaj, 2016) This enables empirical judgments as to the actual consumer response to marketing ethics. To achieve this object, several goals must be attained at the same time. Since the research is on the concept of advertising ethics, it is important to first determine how the word can be explained and what the description depends on. Second, although there are gaps in consumer behavior research related to advertising ethics, this research investigates the known knowledge about business ethics and its impact on certain elements connected to consumer behavior.

The main research questions are as follows:

- What types of advertising are viewed as unethical by consumers?
- To what extent unethical advertising influence consumer behavior?
- What are the consumer's feelings towards misleading claims of companies?

As the research purpose concentrates on getting accurate consequences of a brand's unethical behavior, the methodological plan must ensure that it includes a research design that introduces participants to the unethical behavior of various brands. The respondents will be asked to fill in a scenario-based questionnaire about their opinion on the brand. The conclusion of the empirical study will allow conclusions to be drawn about the actual reaction of the consumer to the ethics of advertising.

Data of this study is collected by using the quantitative method and the sample will be collected through the digital survey. This method was taken because it gives more extended information about a group of people. It accommodates a bigger sample and more data about the potential variations between the age groups. The sampling method that is used is non-probability sampling. The type of sampling technique is quota sampling. Descriptive statistical analysis is used to explain the results. Data is used as primary and secondary data. Primary data is used for the survey as the data is collected for the purpose to mark the research problem. Secondary data is used for the theoretical background that was previously collected. Research tasks include

understanding ethics in advertising. Identifying the opinions concerning unethical advertising. Analyze the results related to unethical advertising.

The paper has three parts that form the paper. First, the theoretical background that gives the basis for the study. It consists of phases and data from different literature sources. The objective of literature review is to help understanding the research problem and giving several aspects from various authors along with the understanding more about ethics, business ethics, and different aspects of ethical issues in the advertisement.

The methodology section contains information on the data collected for research. It also includes an outline of the survey and research methods. It also Include sections on research outline, respondents, data collection and analysis. Empirical analysis part carried out an analysis of the study, including the analysis of the results and the discussion. The last part is the conclusion which presents the aim of the paper again, main results, barriers, and recommendations for the study.

1. LITERATURE REVIEW

This thesis tries to integrate the understanding of ethics in advertisements and consumer behavior regarding this notion. The upcoming section discusses the literature on both concepts and the possible relationships between them separately. To this end, the sections of the literature review chapter consist in specifying and combining the main concepts. At present, ethics are widespread and it is claimed that advertising using the media as a medium is an omnipresent and pervasive force shaping attitudes and behaviors in today's world. (Sidhu, Sharma, Shiny, & Shivani, 2015) In terms of impact, lack of ethics may have a negative impact on the company's sales.

1.1 Ethics in general

Ethics refers to policies that are correct from the perspective of society and time. In both cases, different behaviors are considered "good" or "bad". In other words, ethics is a guide to the principles and values that guide the behavior, activities, and decisions of groups or individuals. The choice between moralities is good or bad. At any given time, in a given place and in a given society, it is bound by a set of principles of justice. (Munjaj, 2016) Ethics, in general, is strongly related to values. Any ethical argument, whether general or profit-oriented, must come from values that can be explained in different ways. Although these values may have different meanings for different companies, violations can be correctly described as unethical behavior. Moreover, scholars highlight that, making moralistic or ethical awareness intends that the Decision makers are concerned about morally correct or incorrect decisions, not their legitimacy. (Payne & Pressley, 2013)

Continuing with the subject of ethics' characteristics, today's research makes us familiar with the concept of moral law relative to legal law. Indeed, obeying the law is not something a person can do or stop at their own preference. Researchers explain that Brinkman presented a more comprehensive study of ethics, as well as more targeted data on marketing ethics. (Brinkman, 2002 referenced in Payne and Pressley, 2013) The authors state that according to Brinkman: "marketing ethics is an expansion of the primary definition of ethics." They later described that Brinkman's classification of marketing ethics supports the following hypothesis: common business ethics provide a sufficient basis for establishing marketing ethics rules that anyone can apply in marketing.

Others say that unethical behavior not only brings a negative impression to the company, but also affects the company's profitability, relationships with colleagues, work efficiency and job satisfaction. (Keith, E, S, & Burnett, 2008) However, there may be discussions to gain more experience, large organizations are more likely to encounter detection of violations than small and medium enterprises. (Gazley, Sinha, & Rod, 2016) Following this philosophy, Payne and Pressley (2013) decided that in business, terms like ethics can be astronomical. They show that a single code of ethics for all business professionals, including marketers, is consistent, and for professionals facing ethical challenges, this may be a wise choice. There is also another view on the possibility of constant ethics in the organization. Several authors have found that although

their findings confirm the importance of these ethics and their needs in organizations, they also confirm that ethics alone are not enough to establish a strong ethical standpoint. (Lavorata, 2007)

On the other hand, when discussing this issue from the perspective of fairness, it was pointed out that moral principles prohibit deception and other unfair behaviors. Injustice is a complicated concept. (preston, 2010) Extending the argument, Preston defines professional ethics as lack of legal restraint, which has the same meaning as legal restraint. They have not been unanimously or formally recognized by all members of society, and violations of ethical standards cannot be sanctioned or punished in accordance with the law.

Nonetheless, For this study, the research especially means that if all participants in the sample face the same moral dispute scenario, it is reliable to put the participants in a situation of unethical behavior. Also, the conclusion about the universalization of business ethics' description suggests that ignoring several factors such as culture, feeling towards ethics, etc. The behavior of any participant in the qualification sample is considered unethical and can be judged based on their reaction to the brand and its products. In other words, the possibility of generalization of business ethics discusses the subjectivity of the definition of ethics.

1.2. Ethics in business

Ethics arise where the case does not specifically correspond to any rule, and where the choice has to be made without subsumption. In the age of great competition, the success of today's business depends on goodwill, better practices, and ethical principles. (Solaiman, Chowdhury, & Uddin, 2007) It is not the open topic that simply decides whether to act ethically, but the exercise of ethics that forms the subject. It is also not universal. Business Ethics as Practice, a contextual code of conduct that forms subjectivity rather it is set in everyday practices and discussions. (Kelemen & Peltonen, 2001) Some publishers explaining the importance, pointed out the applicability of ethics in business, writing and discussing of an ethics statement underscores the importance of ethics for internal elements may have self-fulfilling proportions. (Drumwright & Murphy, 2009) When ethics does reach the level of self-actualization, business is definitely an area they absolutely don't want to be ignored.

“Business ethics is the case of business adventures, choices, and situations where objects of right and wrong are discussed.” (Crane & Matten, 2010) Business ethics includes retail businesses, state organizations, philanthropy, and other corporations. It is crucial for businesses to determine ethical matters. Businesses have an impact on individuals and society. Businesses should seek ways to make a positive contribution to society. If employees and stakeholders face difficulties with ethical measures, business ethics will assist them to arbitrate these issues. Business ethics can also ensure that company managers are honest and able to make ethical decisions.

In acknowledgment of the trend, several multinational companies have developed their own codes of conduct to demonstrate their commitment to improving business practices. Social marketing/Business ethics is the main theme of the marketing conference and the key theme of analysis. (Carrigan, Marinova, & Szmigin, 2005) This means that business ethics is becoming a prerequisite for creating a brand image today. Others insist on the concept of adaptive marketing, which means that marketers are responsible to the company’s shareholders and society as a whole.

Managers are important parts of any business. Managers promote ethical behaviors in workplaces. Organizations' ethics is based on economic, business, and ethical behavior. Employees' attitudes towards the organization can influence employees’ responses. Business ethics relates to the moralistic laws and directions of the company. Business ethics expects organizations to follow rules and moral conception. (Robin & Reidenbach, 1987) Unethical problems in businesses have risen due to the risks, rewards, and provocations of unethical behavior. (Drumwright & Murphy, 2009) When conventional modes of ethics are present, such as codes of conduct, they can be suspected to function as ceremonially related myths used to gain resources, legitimacy, security, and to enhance endurance prospects. The usage of the policy surpasses its explicit descriptions. Thus, to sustain conventional compliance, ‘companies that display institutional rules tend to buffer their formal structures from the risks of technical activities by becoming loosely joined, creating gaps between their formal structures and original work pursuits’ (Meyer & Rowan, 1977)

As business ethics have a vital role in how customers recognize the brand, organizations should stay away from unethical practices. Companies use unethical marketing tools with poor reputations, such as exploitation and competition. Companies should ignore using fright tactics and concentrate more on the significance of the products rather than probing their competitors. Businesses should be more understanding, and not just assume to be worrying about society.

(Anastasia, 2019) Businesses should act ethically towards their consumers and investors because positive feedback can produce positive results for the company. Customers' negative beliefs are very difficult to overcome. Firms will have business issues if investors stop giving money to their accounts. Business ethics is the subject of circumstances and problems which may happen in any business. Companies should stay away from scare tactics, exploitation, and bad mouth competition.

1.3. Ethical issues in Marketing

Researchers explaining the importance and applicability of ethics in business perspective mention: Advertising has ethical significance. Combining art and facts in advertising messages is subsidiary to ethical values. In today's competing and buyer's market, advertisements have to be honest and ethical. If an advertisement is misleading, the reliability of the company is lost. (Sidhu, Sharma, Shiny, & Shivani, 2015) Hence, in this section, we will look more extensively on research specifically conducted in the field of marketing ethics.

As per Rajan (2016), Marketers must follow six principles of marketing ethics:

- **Honesty:** Be sincere in dealings and render value and integrity.
- **Responsibility:** Accept the suggestions of the marketing practices and help meet the needs of all kinds of consumers by being a good purser of the environment.
- **Fairness:** Adequately meet the needs of buyers and sellers and ignore tampering in all its forms while protecting consumer data.
- **Respect:** By trying to communicate, understand and meet the needs of others, and respect the contributions of others, understand the basic personal dignity of all contributors.
- **Transparency:** Formulate a spirit of openness by communication, effective criticism, action, and enlightenment in marketing practices.
- **Citizenship:** Fulfill all constitutional, economic, humanitarian and social obligations to all parties involved, benefit society and protect the environment. (Rajan, 2016 referenced in Awasthi, Kakkar, & Uppal, 2020)

Marketing ethics addresses policies and rules specifying adequate market behavior (Reddy, 2013 referenced in Awasthi, Kakkar, & Uppal, 2020). Companies selling products and services in this way must not only pay attention to the benefits that customers get from their products but also

pay attention to the social and environmental benefits of their products. Ethical marketing companies evaluate their judgments from a business perspective. (i.e. whether the desired results are obtained through a particular marketing action) and from a moral point of view (i.e. whether a choice is right or morally dependable). (Awasthi, Kakkar, & Uppal, 2020)

Ethical topics in marketing are often cited as very important. The ethics in advertising has been declared as an ever-evolving narrative that changes as dynamically as the advertising industry does. In recent years, this has clearly become one of the most insurgent issues in the industry. (Drumwright & Murphy, 2009) Furthermore, researches also show that there is a need to develop a mentoring plan to teach people to be responsible advertisers. This can have suggestions both for the future and for the present. Such procedures and practices developed with them should be designed so that employees can establish their own personal ethical standards. (Keith, E, S, & Burnett, 2008) The author further acknowledges that similar measures have been taken in the past. One of them is the introduction of ethical programs in the academy. They pointed out that nowadays, textbooks are also regarded as ethical issues in marketing, so they include these topics in their chapters.

Brennan, Eagle, Ellis, & Higgins (2010) made an interesting point about the opposition between morality and ethics. It is believable that increasing moral education can bring more morality, but morality is less. We may want to reconsider the reality in which we represent morality in marketing education. Rather, the author suggests that teachers must analyze how people maintain a clear impression of each other. This declaration contributes further and somewhat unique view on the definition of such a notion as ethics. Other authors add that it is important that companies are involved in advertising practices that have a certain level of corporate accountability. One way to express this responsibility is to provide the buyer with all necessary and true information about the product. (Stoll, 2002) The author argues that while it can be recognized that it is wrong for marketers to profit from knowingly dishonest information, it is even more inaccurate to act unethically because of the insignificant goal of profit.

However, some authors take a less conventional stance on the matter, claiming that this practice will not be recognized as such if a consumer accepts the way they have been treated after thinking about what makes the customer to be used as a mean. This is based on the conclusion that a person becomes rational after reflection. The approach is called the reflective rational person approach. (Wible, 2012) There is another use of such a suggestion. In terms of marketing

ethics, it means that if consumers accept the activities of the marketers, then the ethics of the activities that the marketers have disclosed to their potential buyers should not be weighed down. However, it may also be true that if moral issues are not recognized at all or are twisted in some way, it is highly unlikely that reliable ethical decisions will be made. (Drumwright & Murphy, 2009)

Consumers' rights get violated when they cost harm to consumers. These involve the destruction of freedom by command or manipulation, incursion of privacy, and mistreatment of the right of knowledge. Products and services should be set at a sensible price. Consumers should get accurate information about the product. There should be different offerings of products and the right amount and quality. People should be notified of the value of the product. One of the most important things is people should be taught about consumers' rights and breaches that may happen during the purchasing time. (Huq, M, S, Nekomahmud, & Aktar, 2016)

1.4. Ethical issues in Advertising

The advertisement has been charged with a number of ethical violations, most of which focus on its obvious absence of social responsibility. Advertising must be carried out in accordance with the laws of the country/region and must not violate people's character, morals or religious feelings. (Pandey, 2016) Researchers suggest that advertising has serious outcomes due to its pervasiveness, stereotypical descriptions, manipulative and persuasive nature, distraction with materialism and consumption, constant use of sex appeals, and lack of information.

Other criticisms concern advertising methods targeting potentially vulnerable groups such as children, minorities and the disadvantaged. (Christians, G, Rotzoll, & Fackler, 1991) Some of these points of discussion can be established into more generic categories, such as targeting strategies: targeting minorities, children, teens, and the elderly, the disadvantaged. Message tactics: the use of sex appeals, fear appeals, negative appeals or attacks, and aggressive humor. Product or brand issues: advertising for unusual, controversial, or embarrassing products or services. Broad societal issues: advertising's impacts on values, religion, cultural literacy, or materialism. Treise, b, c, & Garrison (2013) say that for the most part, television surrounds parental influence with its messages to children. Because children are exposed to huge amounts of televised advertising messages, experts have shown many concerns about ads directed to

children. A major criticism spins around the issue of fairness: fairness with regard to targeting practices to those who purportedly are less able to assess commercial conviction. Most notable of these criticisms include the debates that advertisement to children promotes the use of products, such as sweets, that are damaging to children (Gore, 1989 referenced in Treise, b, c, & Garrison, 2013); manipulates and disappoints children with artificial claims; generates conflicts with parents over buying; has the potential to have an impact on children to explore alcoholic drinks and/or drugs and creates uncertainty over the product and commercial characteristics.

According to Munjal (2016) surrogate advertisements promote prohibited products such as cigarettes and alcoholic beverages under different products with the same brand of alcoholic beverages or tobacco. These promotions of products are dangerous for people's health as they remind them to consume the addictive products. Therefore, advertising for these products should be avoided. Alcohol and tobacco companies are looking for alternative ways to advertise their products, even if their actual products are banned from advertising.

Many feminists and other experts have spoken out against the display of women in advertising since the 1970s. Issues most often mentioned are the failures to exhibit the growing roles of women, the under-representation of professional women, nonsensical and limited portrayals of women combining only in relation to men and their families. (Tuchman, 1979) And depictions of women as "happy homemakers" or as incompetents. (Ferguson, Hicks, J, Kreshel, & Tinkham, 1990) In particular, the focus on women as sexual objects is very disturbing. "For at least some of the public, sexual ads signify a challenge to patterns of decency and are in a real sight of pornographic". (Munjal, 2016) These sexually explicit ads, used for a myriad of products, negatively describe women completely in terms of one ill-advised and stereotypically showed an appearance of their gender purposes as sex objects.

Munjal (2016) further indicates that Puffery makes misleading claims and statements about the product that cannot be verified or denied. Deceptive and false advertising are also part of an unethical promotion. (Goyal, 2015) Companies use deceptive claims to enhance the image of their products and services. Puffery is mostly based on subjective claims than objective claims. Compared to other unethical promotion types, puffery is still granted to be a legal and conventional advertising technique. (Mayers, 2018) Unverified claims are false statements about goods or services for which there is no scientific evidence. The company cannot prove these

scientific false claims. False declarations are mainly used by beverage and beauty product companies. (Dhamala 2014 referenced in Munjal 2016)

According to theoretical literature, comparative ads are those which include directly or indirectly naming rivals in an ad and comparing one or more characteristics in an advertisement medium. Comparative advertising, as the name indicates, is the kind of advertisement where a company promotes their products or services by differentiating them from those of another party who they think is their competitor and sometimes the leader of the market in the particular business. The purpose of the comparison is to increase the advertiser's sales. This is usually done by either recommending that the advertiser's product is of the same or better quality than compared product or by degrading the quality of the rivaled product. The more obvious method of comparative advertising refers to the product by name and this is commonly known as comparative brand advertising. (Chand 2015 referenced in Munjal 2016).

Comparative advertising can lead to penalties if companies mock or compare their products with contenders' products without any scientific researches made. (Mayers, 2018)

1.5. Consumer behavior related to the ethical advertising

A very important part to think is – what impact the lack of ethics in marketing has on the supplier from the demand side. Especially, what impact does unethical conduct have on the buying behavior or brand overall? Goyal, (2015) points out that Buying behavior is strongly influenced by the product image created by advertisers. It may look reasonable to declare that all ethical practices will be compensated with a positive reaction from customers, whereas unethical practices will be terminated by customers in a bad position towards the brand. Nevertheless, the authors talking about consumer brand perception argue that "practical decision making needs consumers to be completely informed, yet knowledge does not guarantee a response to unethical behavior in return". (Carrigan & Attalla, 2001)

Consumers assess advertisements based on three main beliefs of idealism, pragmatism, and relativism (Dean, 2005 referenced in Munjal, 2016). Idealism highlights universal descriptions of right and wrong; not the outcomes of the activities or the role of time, place, or culture. In this instance, most will view an idea in an advertisement as right or Most see an idea in an advertisement as right, or most see the concept as wrong, there isn't much confusion. On the

other hand, relativism is not based on universal laws, but is certainly based on the time, place, and culture of the public who is observing the advertisement. An advertisement, in this case, maybe adequate to one culture but very much offensive in another culture based on the views and standards of the people in that culture. Cultural diversity between societies suggests that attractions that are valid in one culture, such as individualism and sex-appeal, may be useless or even offensive in another place. (Saleem, Larimo, Ummik, & Kuusik, 2015) Pragmatism is based on the notion that the advertisement results in the largest good for the largest number of people. It is important for firms to think of how people may reach an ethical decision about an advertisement based on these principles. It is also a better idea to have measures of ethics to assess advertisements as well. (Munjal, 2016) Moreover, the connection between consumer positive attitudes and business ethics can be complex and depend on a number of factors. For example, it has been found that vices distort attitudes more than values increase them. Because of this, those consumers who consider ethics important do not always buy ethically and consistently. (Carrigan & Attalla, 2001)

Sofi, Nika, Shah, & Zarger (2018) pointed out that there are different types of consumer behavior models like economic man, where the consumer is supposed to make reasonable choices. A psychodynamic model where the behavior of a person is defined by biological forces, rather than by an individual's perception, or environmental provocations. This method where the consumer executes choices based on emotions rather than cognitive abilities is irrational behavior. They further continued, if a consumer's emotional capacities are lesser than cognitive capabilities, then the consumer would make rational choices, and if their emotional capabilities overcome cognitive capabilities, then whatever decisions a consumer makes would be unreasonable totally and this irrational decision making may influence compulsive buying. (Sofi, Nika, Shah, & Zarger, 2018)

Investigating consumer response to unethical activities, some other exciting aspects have been recognized and need careful attention. Some studies suggested that Consumers would likely continue to buy products from companies that are unethical, but only at a cheaper price: the cost of bad ethics. (Creyer, E.H. and Ross, 1997 referenced in Carrigan and Attalla, 2001). This suggests that when examining consumer attitudes towards the ethical performance of a business, following an unethical approach, one should consider various possible incentives for buying behavior.

On the other hand, consumers are sometimes less sensitive to unethical business practices. The level of sensitivity and its principles are not yet studied enough to form a clear conclusion. According to study, their level of attention depends to a large extent on their attachment to the ethical issues that the company violates. Scholars say "could ethics only be mean something to consumers if they have a special attention in them, and they would be individually positively or negatively touched by the behavior". (Carrigan & Attalla, 2001) Whereas the other researchers concluded that "Consumers are attracted in ethical behavior beyond those issues that directly have an impact on them, and would be more distinctive in their buying if they were provided more information about ethically and socially responsible activities". This is because consumers know little about different companies, but rather view ethics on a macro basis in terms of "general business misconducts" and afterward bad ethical report does not impact purchase intention. (Carrigan & Attalla, 2001) If this description is valid, obtaining the impact of ethics on consumers' buying behavior may be a challenge.

2. METHODOLOGY

The methodological part presents information about how the data were designed, received, and analyzed. The techniques that have been used to understand the information will be described and which research method was applied to find out answers to the research questions. This section provides information about research design, sampling, respondents, data collection, and analysis.

2.1. Research design

The methodological approach of the research is the quantitative method. This approach was selected because the survey includes a fairly big amount of people and to collect data from a wide number of respondents rather than get an in-depth opinion from a few participants' thoughts and perceptions. The descriptive statistical approach is more convenient to analyze the results of the questionnaire. The author of this paper composed the questionnaire based on the research problem and research aim with the suggestion of the supervisor. The questionnaire topic

and the needed information were selected and the study group was defined and divided into nationalities, sex and, age groups and the respondents could fill the survey without disclosing their identities.

The survey was generated using Google Forms, and the research was conducted via an online survey. The questionnaire comprised a total of 15 questions combined, and six questions were dichotomous, seven were multiple-choice questions, one Likert-scale question, and one open-ended question (appendix 1.). The first section dealt with personal information and advertising preferences. The second section covered questions on unethical advertising.

In the question 13 and 14, there were questions about Samsung smartphone and five other advertisements. Samsung smartphone commercial (Appendix 2) was chosen because it is one of the controversial commercials of recent times in the United States and was very popular because many people have seen it already on the internet. The commercial had made a lot of buzz because of making fun of Apple's iPhone's display notch. Many people who are iPhone users, seen backlashing the commercial. The author wanted to see if the respondents viewed it to be unethical. The question got mixed judgment in terms of unethical ness.

On question 14, Advertisement 1 (Appendix 2) was taken for the questionnaire because it represents a very common way of displaying the skin brightening without any scientific proof that is criticized more or less all over the world. People from Bangladesh are very familiar with the advertisement. It is from Unilever, and also the product itself is very successful in that region. Advertisement 2 (Appendix 2) is an awareness promotion from People for the Ethical Treatment of Animals (PETA), and it represents showing of excessive skin of a woman. Also, it has a message on it that states 'eating meat is a sin' which could hurt peoples' sentiment and believes. Advertisement 3 (Appendix 2) is showing that the fizzy drink company *7up* is informing about their youngest customer. It should be noted here that they used a minor without his/her consent and promoting fizzy drink for babies, which could be safe but unhealthy for sure. Advertisement 4 (Appendix 2) represents puffery, and advertisement 5 (Appendix 2) illustrates competing with market rivals. Questions were chosen because they can be explained in several ways. Some people may consider them unethical when some people will not. According to marketing ethics, none of the advertisements are complying with the rules. Samsung commercials were seen to be making fun of the other company that might create hatred among the users. Advertisement 1. is showing unrealistic and unverified claims of making skin brighter.

Advertisement 2. is exposing too much skin of a woman without its relevancy which falls into gender exploitation. Advertisement 3. is using a child without consent. Advertisement 4. uses unrealistic messages as showing the body and comparing it to be so fresh as snow. Advertisement 5. is not also in accordance with good taste, giving the audience a taste of unnecessary clash.

The study does not involve random selection. It was only available for the people who are able to use the internet. In this case, the non-probability sampling technique was obtained as it does not involve random selection. Also, the technique is chosen because of its efficiency and practicality. The type of sampling was quota sampling to define the correct proportion of the population. The population was divided into nationality, gender, and age. The result will be shown and analyzed side by side. The questionnaire had a total of 99 respondents which contains 59 Bangladeshis and 40 Estonians. Out of 59 Bangladeshis, 13 were female and 46 were male aged between 18 and 55 and more. Out of 40 Estonians, 17 were male and 23 were female aged between 18 and 55 and more.

2.2. Data Collection and analysis

The questionnaire data was collected using a web-based questionnaire. The questionnaire was designed with the advice and suggestions of the supervisor to make sure that the survey was proper. Prior to that, the link to the questionnaire was distributed through social media. The questionnaire was shared on Taltech international students' facebook group page and within the author's personal facebook profile. People who are currently living in either country were eligible to response as they represent the market (Appendix 1.). Link is also sent via email to potential target audiences. The collection time for the questionnaire was almost two weeks. The study data were collected by the author. The results of the questionnaire were examined to determine people who are living in two different countries and cultures and their reactions towards unethical advertising. Descriptive statistical analysis was chosen for the data analysis. The survey results were analyzed using Google Sheets and Microsoft Excel. First, it was to make sure that there were no errors, and then the data were put into the software. Research questions were classified, and the most suitable tables and charts were chosen to represent those results. Figures and tables are used to summarize data.

3. EMPIRICAL ANALYSIS

The empirical analysis part covers the analysis of the results and discussion for the research. Analyses of the results part explain the findings of the study based on the methodology and data which was applied to gather information and descriptive analysis of the research will be presented by showing charts and short observations. Discussion sections describe the analysis of the results, and recommendations will be explained.

3.1. Results and analysis

The questionnaire included questions based on viewer's preferences for advertisements, advertising ethics, and buying patterns. The first three questions were demographic-based concentrating on the general characteristics of the respondents. Figure 1 shows that 40 respondents were from Estonia and 59 were from Bangladesh.

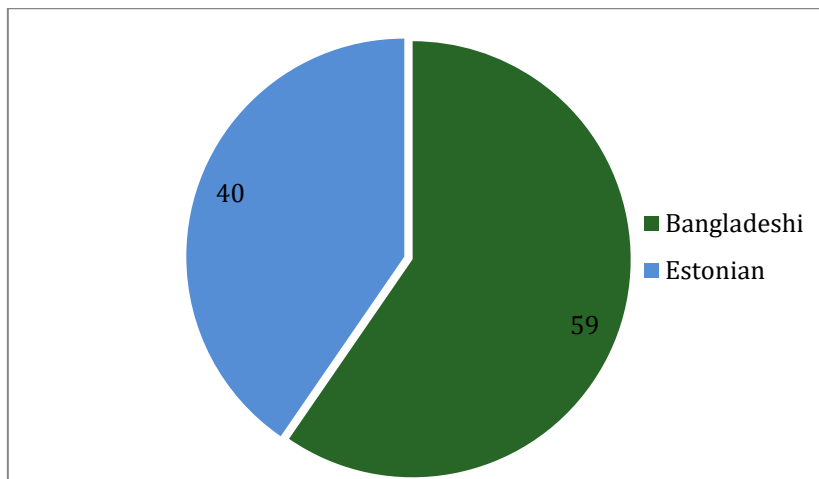


Figure 1. Nationalities of attendants, (n=99)

Source: Composed by author (Appendix 3.)

Majority of the respondents were aged between 26-35 years from both countries representing 20 from Estonian sample and 33 from Bangladeshi sample followed by 13 respondents aged between 18-25 in Estonia and 20 in Bangladesh. 36-45 years aged group represented 6 of

Estonian sample and 6 of Bangladeshi sample. There were no people aged 55 or more in Bangladeshi respondents, but 1 was in Estonian sample.

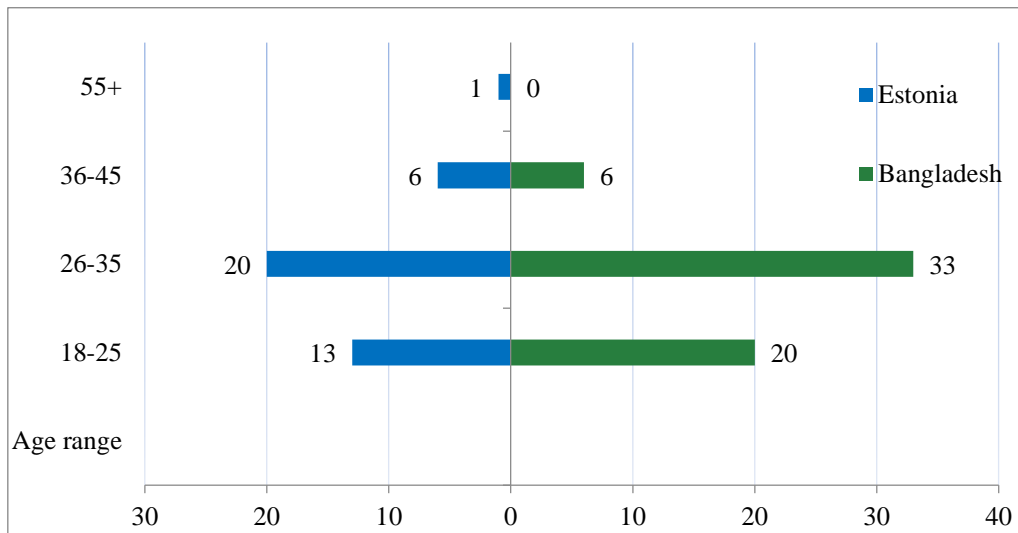


Figure 2. Age range of respondents (n=99)

Source: Composed by author (Appendix 4.)

There were 23 female and 13 male from Estonia. There were more male respondents from Bangladesh consists of 46 respondents and 13 female.

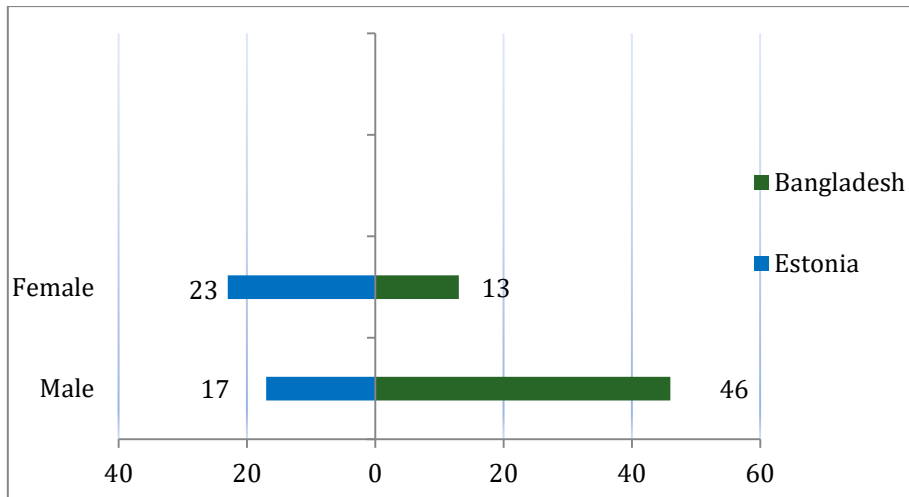


Figure 3. Gender of respondeent (n=99)

Source: Composed by author (Appendix 5.)

In the next part, respondents were asked about their daily interactions with advertisements and their preferences on them and also about their buying frequency based on advertisements they liked. In the fourth question, respondents were asked about where they encounter advertisements mostly in their daily life. Figure 4 shows that most of the respondents from both countries see an advertisement online most frequently, which represents 40 responses from Estonian respondents and 55 from respondents of Bangladesh. Television commercials got 17 responses from Estonians, and 30 from Bangladeshis. Following that billboard advertisements got 14 responses from Estonians, and 28 Bangladeshis responded to this. 10 Estonians responded to radio advertisements, where only 2 respondents from Bangladesh selected it. Newspaper advertisements got 6 and 8 responses from Estonians and Bangladeshis reportedly.

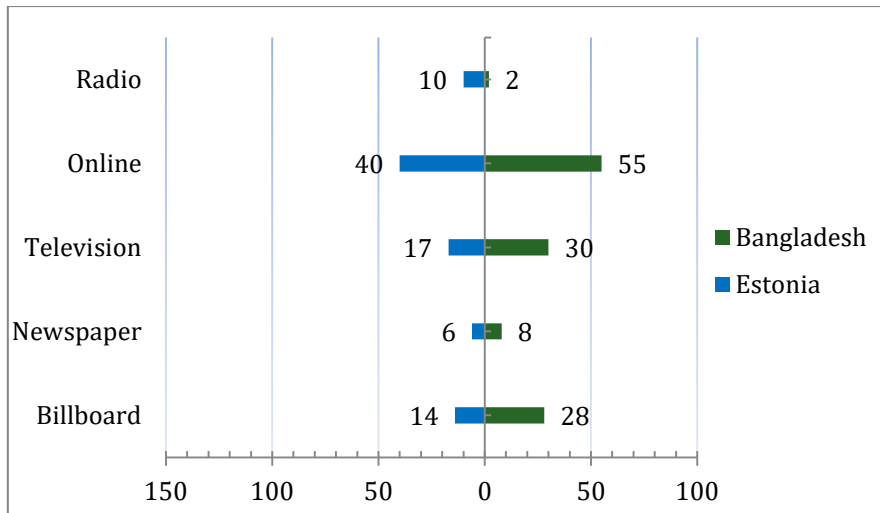


Figure 4. Most viewed advertising platforms by respondents (n=99)

Source: Composed by author (Appendix 6.)

In the fifth question, respondents were asked what types of advertisements they like to watch. Figure 5 tells that most of the respondents went for informative advertisements representing 28 responses from Estonians, and 50 from Bangladeshis. 28 Estonians liked creative advertising, and 35 Bangladeshis responded for the same. 23 Estonians liked humorous where 27 of Bangladeshis responded to it. For Emotional advertisements, 13 Estonians responded to it following by 17 Bangladeshis. Nobody from each countries selected offensive as their preferred advertisement type which represents 0 from both sides.

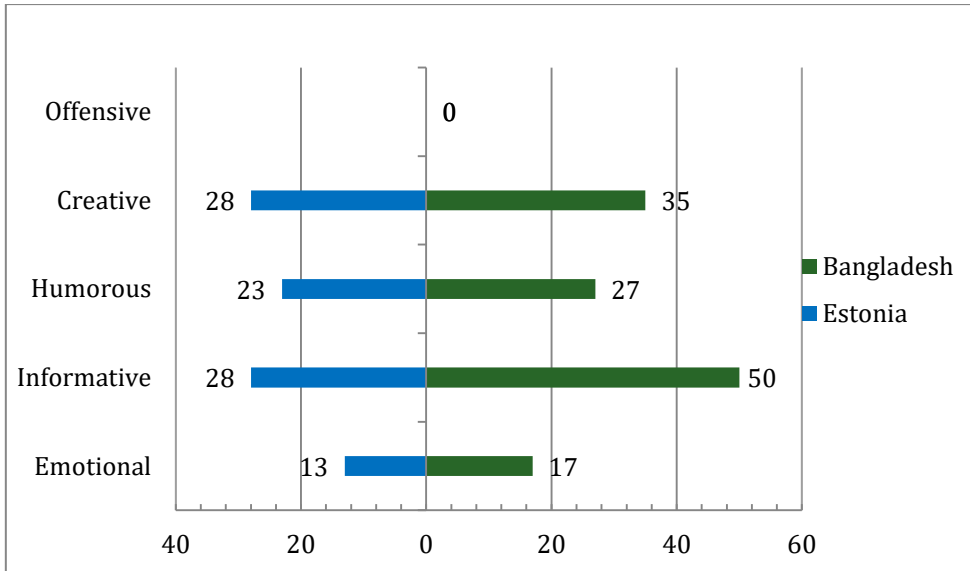


Figure 5. Most liked advertisement types by respondents (n=99)

Source: Composed by author (Appendix 7.)

On the sixth question, the respondents were asked about what they look for in the advertisement, and on the answer, figure 6 represents Estonian respondents which illustrate that features of the product got 24 response as a top priority followed by 11 priority, 3 sometimes, 1 maybe, and 1 never. Entertainment by contents got 6 responses as their top priority followed by 13 priority, 14 voted for sometimes, 6 maybe and 1 as never. New offer got 7 responses as a top priority followed by 16 priority, 12 sometimes, 3 maybe and 2 selected never. In the favorite celebrities section, nobody responded to it as their top priority. 4 responded for priorities followed by 15 sometimes, 11 voted maybe and 10 responded to never. Information that might help option got 15 responses as their top priority and 15 for priority, 6 sometimes, and 4 maybe. Nobody responded to this section as never.

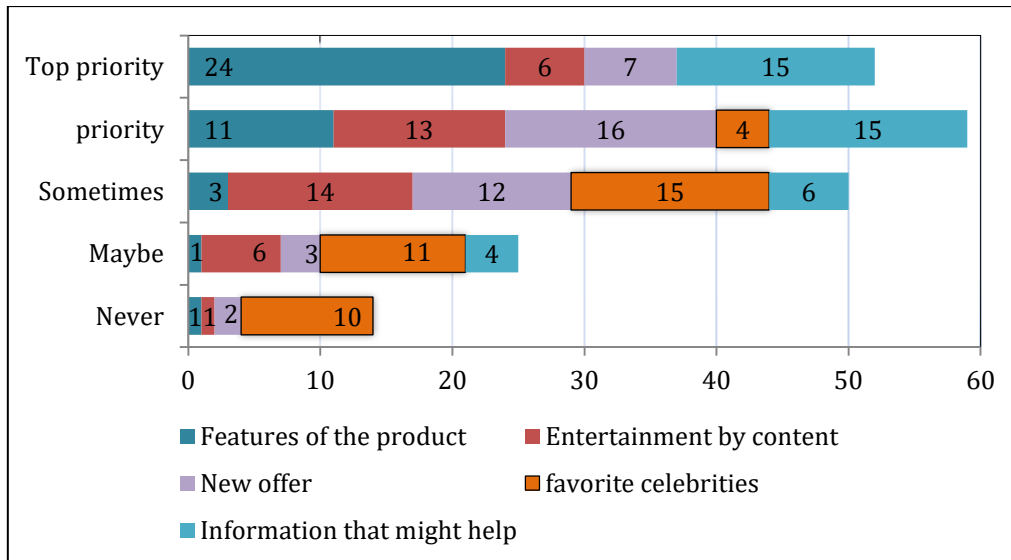


Figure 6. Advertisement preference for Estonians (n=40)

Source: Composed by author (Appendix 8.)

On the same question, Bangladeshis had a slightly different approach. Figure 7 represents Bangladeshi respondents which demonstrate the features of the product got 41 responses as a top priority followed by 9 priority, 6 sometimes, 2 maybe, and 1 never. Entertainment by contents got 7 responses as their top priority followed by 15 priority, 25 voted for sometimes, 10 maybe and 2 never. New offer got 13 responses as a top priority followed by 31 priority, 12 sometimes, 2 maybe and 1 selected never. In the favorite celebrities section, 4 responded to it as their top priority. 10 responded for priorities followed by 19 sometimes, 19 voted maybe and 7 responded to never. Information that might help option got 24 responses as their top priority and 28 for priority, 3 sometimes, and 2 maybe followed by 2 for never.

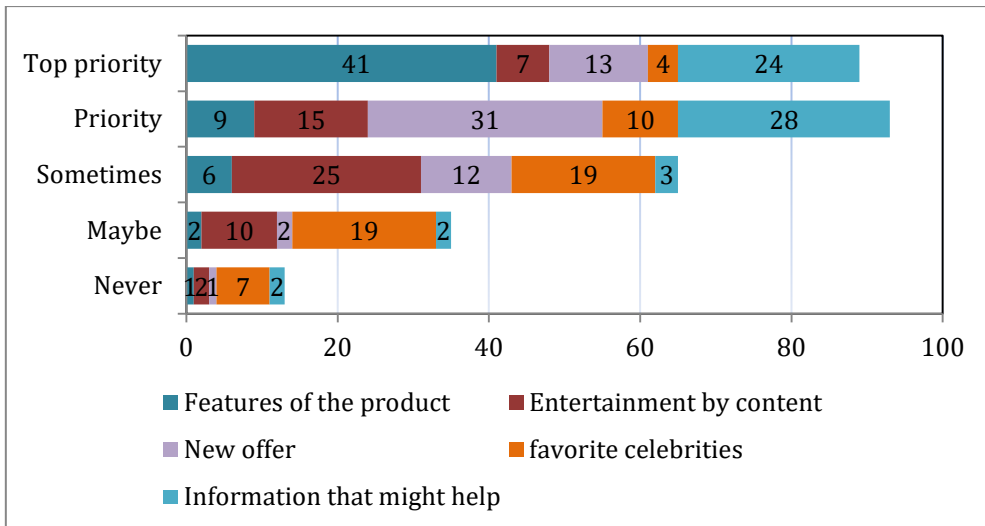


Figure 7. Advertisement preference for Bangladeshis (n=59)

Source: Composed by author (Appendix 9.)

On the seventh question, attendants were asked if they bought a product after liking an advertisement. Figure 8 shows that 1 Bangladeshi and 2 of Estonians never bought, but 24 of Bangladeshis and 22 of Estonians responded for sometimes and 34 Bangladeshis responded to always whereas 16 Estonians replied for the same.

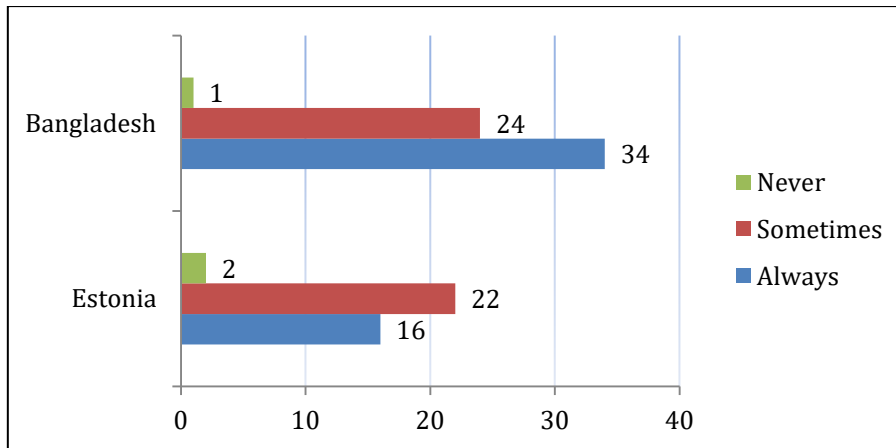


Figure 8. Buying product after liking an advertisement by respondents (n=99)

Source: Composed by author (Appendix 10.)

On the eighth question, respondents were asked to share their feelings towards the following advertisement types that are viewed as unethical. Figure 9 demonstrates Estonian respondents' feelings where with the unverified claims, 25 of respondents strongly agreed, 9 agreed, and 4 were neutral, 2 disagreed and nobody strongly disagreed. For promoting alcohol and tobacco, 4 strongly agreed, 14 agreed, 14 were neutral whereas 6 disagreed and 3 strongly disagreed. Portraying women as sex objects section got 20 responses as strongly agree followed by 12 agree. 6 were neutral, 1 disagreed and 1 strongly disagreed. Mocking competitors got 6 responses as strongly agree, 16 agree, 12 neutral where it got 5 to disagree and only 1 to strongly disagree. Hiding terms & conditions got 19 responses as strongly agree, 14 responses for agree, 5 were neutral, nobody disagreed but 2 responses were for strongly disagree. Using children as a part of advertising section got only 2 responses to strongly agree, 12 responses for agree, 20 were neutral, 4 disagreed and 2 strongly disagreed.

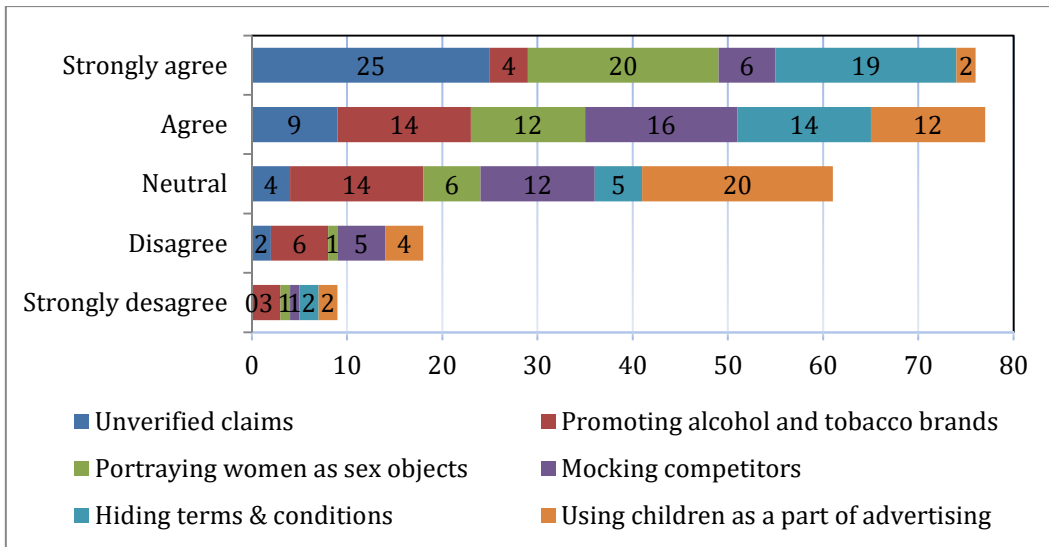


Figure 9. Estonians response about unethical advertising types (n=40)

Source: Composed by author (Appendix 11.)

In the Bangladeshi section, Figure 10 illustrates unverified claims with 42 strongly agree responses. 9 agreed, 3 were neutral, 1 disagreed and 4 strongly disagreed. For promoting alcohol and tobacco, 8 strongly agreed, 23 agreed, 18 were neutral whereas 9 disagreed and 3 strongly disagreed. Portraying women as sex objects section got 22 responses as strongly agree followed by 13 agree. 7 were neutral, 7 disagreed and 10 strongly disagreed. Mocking competitors got 12 responses as strongly agree, 10 agree, 24 were neutral where it got 7 responses to disagree and 6 to strongly disagree. Hiding terms & conditions got 34 responses as strongly agree, 13 responses for agree, 3 were neutral, 1 disagreed and 10 responses were for strongly disagree. Using children as a part of advertising section got 3 responses to strongly agree, 13 responses for agree, 32 were neutral, 11 disagreed and 4 strongly disagreed.

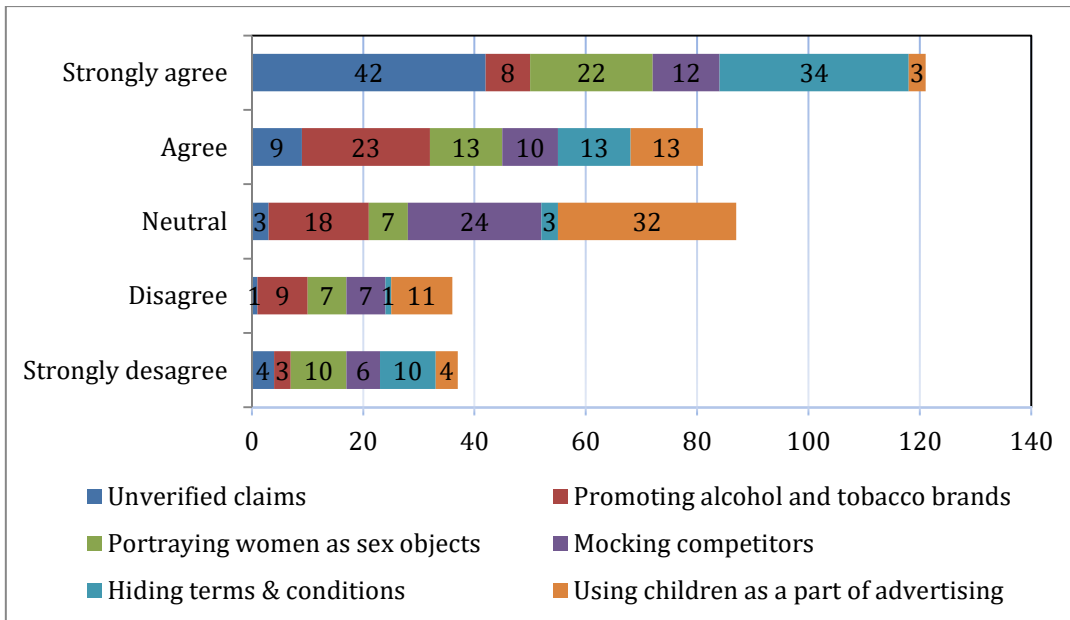


Figure 10. Bangladeshi responses about unethical advertising types (n=59)

Source: Composed by author (Appendix 12.)

On the ninth question, respondents were asked about their opinion on the company's awareness of being ethical. Figure 11 shows that 6 Estonian and 4 of Bangladeshis thought companies are not aware of ethics. However, 25 Estonians and 32 Bangladeshis believed companies are aware of ethical issues whereas 9 Estonians and 23 Bangladeshis were responded as not sure.

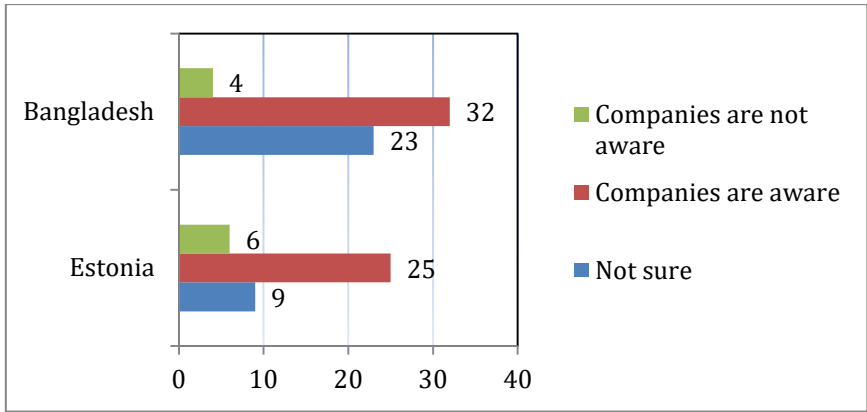


Figure 11. Respondent's thought about company's ethical awareness (n=99)

Source: Composed by author (Appendix 13.)

On the tenth question, respondents were asked if they would still buy a product of a company that uses unethical ways of advertisement. Figure 12 illuminates the response that 26 of Estonians and 38 of Bangladeshis said they will not buy from a firm that is unethical. However, 14 Estonians said they would still buy from unethical advertisements showing company and some of the most common reasons were if the product is good, usable and the price is cheaper than other competitors. On the other hand, 21 of Bangladeshis said they would still buy from the unethical advertising showing company. If the product is usable, better, cheaper, necessary, and efficient were the most common reason for them.

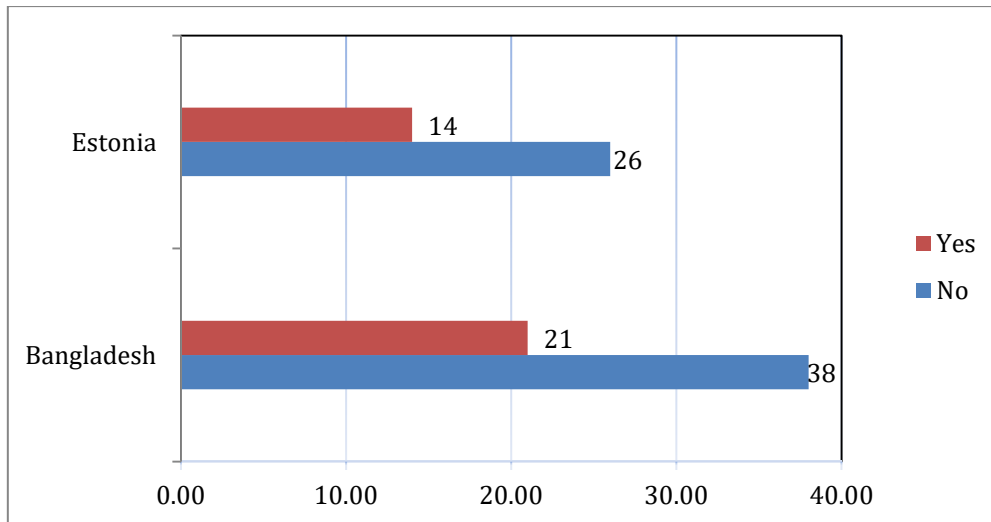


Figure 12. Respondent's buying pattern from unethical advertised companies, (n=99)

Source: Composed by author (Appendix 14.)

In question 11, respondents were asked about their opinion on the unethical advertisement by the company that they feel are loyal to. Figure 13 shows the responses of Estonian respondents. In the question of boycotting the company, 3 responded with strongly agree whereas 6 responded to agree, 16 were neutral, 12 disagreed and 14 strongly disagreed. In the next section, they were asked about how they would rate that they do not pay attention to the case. In response, 2 strongly agreed, 3 agreed and 10 were neutral in this case. However, 23 disagreed and 5 strongly disagreed. The next question was if they become disappointed but still be a loyal customer. 2 strongly agreed and 11 agreed, though 18 were neutral. However, 8 disagreed and 3 strongly disagreed. In the next section, respondents were asked if about their opinion on if the product is good and they do not care about anything else. 2 strongly agreed and 10 agreed with the notion. 18 were neutral. 6 disagreed and 4 strongly disagreed. In the last section, they were asked if they will change the brand and in response, 5 strongly agreed to change and 3 agreed, though 22 were neutral. 8 disagreed to change the brand and 2 strongly disagreed.

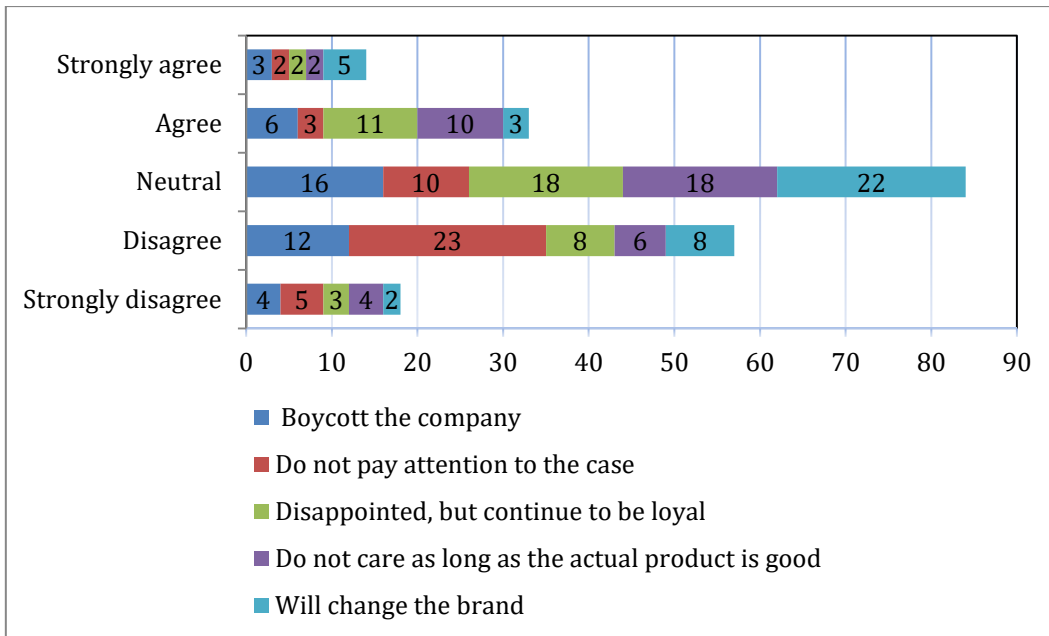


Figure 13. Loyal Estonian customer's attitude towards unethical stands of companies (n=40)

Source: Composed by author (Appendix 15.)

On the same question for the Bangladeshi respondents, responses were a little different. Figure 14 shows that in the question of boycotting the company, 4 responded with strongly agree whereas 11 responded to agree, 21 were neutral, 21 disagreed and 2 strongly disagreed. In the next section, they were asked about how they would rate that they do not pay attention to the case. In response, only 1 strongly agreed, 4 agreed and 7 were neutral in this case. However, 44 disagreed and 3 strongly disagreed. The next question was if they become disappointed but still be a loyal customer. 1 strongly agreed and 12 agreed, though 23 were neutral. However, 21 disagreed and 8 strongly disagreed. In the next section, respondents were asked if about their opinion on if the product is good and they do not care about anything else. 4 strongly agreed and 21 agreed with the notion. 14 were neutral. 18 disagreed and 2 strongly disagreed. In the last section, they were asked if they will change the brand and in response, 3 strongly agreed to change and 13 agreed, though 19 were neutral. 19 disagreed to change the brand and 6 strongly disagreed to do so.

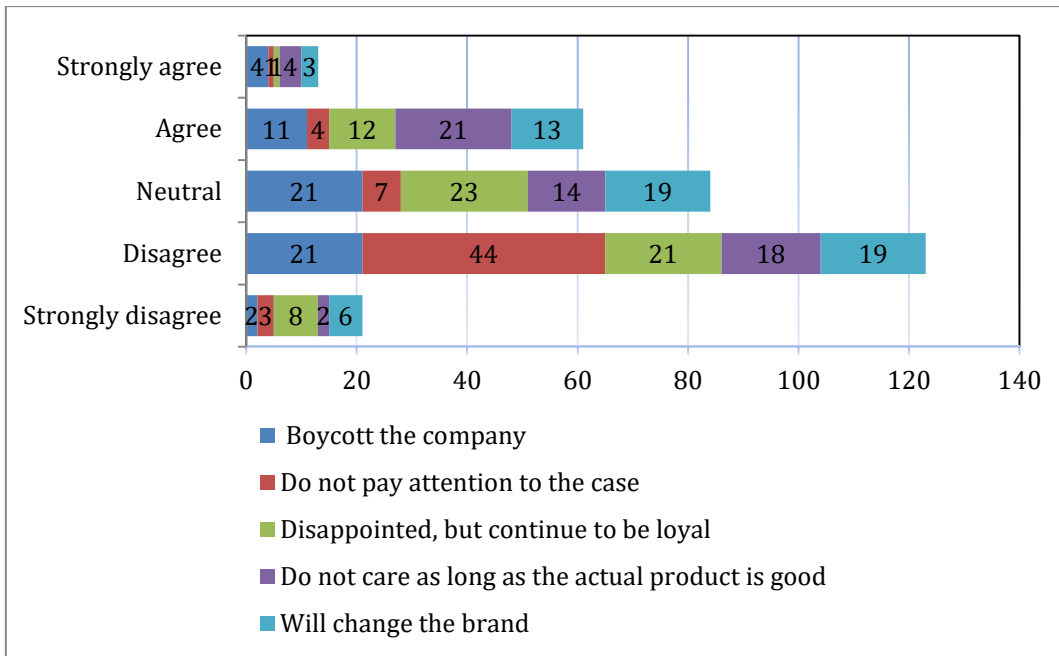


Figure 14. Loyal Bangladeshi customer's attitude towards unethical stands of companies (n=59)

Source: Composed by author (Appendix 16.)

On the 12th question, respondents were asked to share their opinions towards a new company that is showing unethical advertisements. Figure 15 demonstrates Estonian respondents' feelings. 6 of Estonian respondents strongly agreed to boycott the company where 16 agreed to do so. 15 were neutral, 2 disagreed and only 1 strongly disagreed. On the next question, respondents were asked whether they pay attention to the case. Only 1 strongly agreed that they do not pay attention to the case. 5 agreed, 15 were neutral. Yet, 15 disagreed and 4 strongly disagreed with the opinion. On the next question, respondents were asked if they would buy the product if the price is cheaper than others. In response, 2 of Estonians strongly agreed and 10 agreed. However, 14 were neutral, 7 disagreed and 7 strongly disagreed with the notion. In the next section, respondents were asked to share their views on the opinion that they do not care as long as the product is good. In reply, 1 strongly agreed, 9 agreed. However, 15 were neutral. Yet, 10 disagreed and 5 strongly disagreed with the assumption.

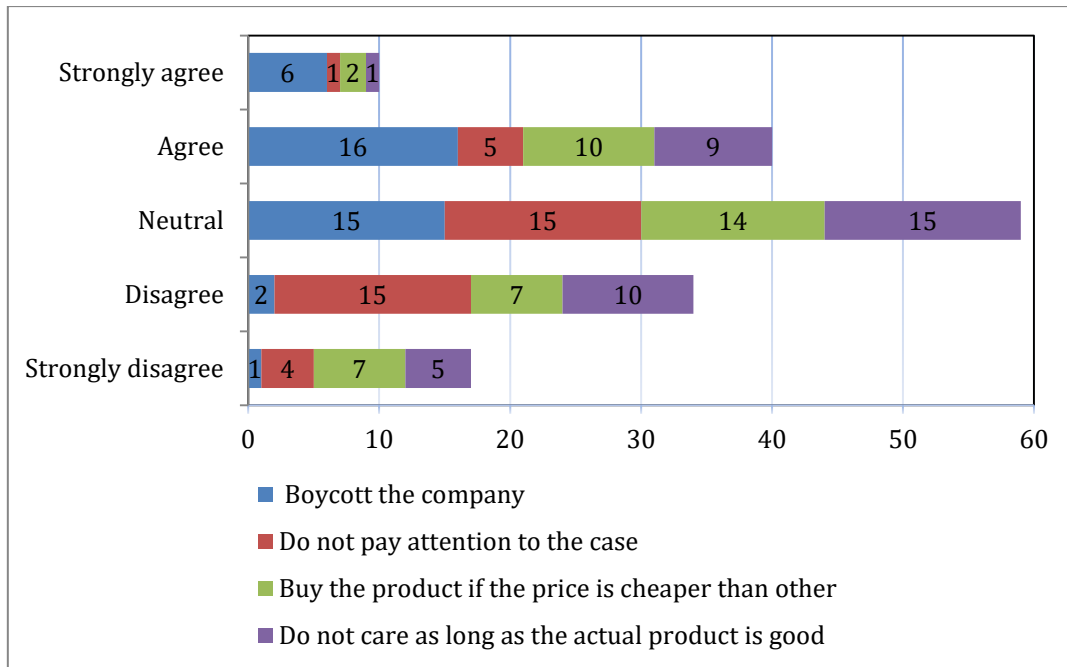


Figure 15. Estonian respondents attitude towards unethical stands of new companies (n=40)

Source: Composed by author (Appendix 17.)

On the Bangladeshi section for the same question on a new company that has chosen unethical advertisement, Figure 16 shows 6 Bangladeshis respondents strongly agreed to boycott the company where 31 agreed to do so. 12 were neutral, 8 disagreed and 2 strongly disagreed. On the next question, respondents were asked whether they pay attention to the case. 2 strongly agreed that they do not pay attention to the case. 6 agreed, 11 were neutral to the opinion. Yet, 40 disagreed and nobody responded to strongly disagree. On the next question, respondents were asked if they would buy the product if the price is cheaper than others. In response, 2 of Bangladeshis strongly agreed and 12 agreed. However, 21 were neutral, 25 disagreed and only 1 strongly disagreed with the notion. In the next section, respondents were asked to share their views on the opinion that they do not care as long as the product is good. In reply, 2 strongly agreed, 15 agreed. However, 16 were neutral. Yet, 28 disagreed and only 1 strongly disagreed with the opinion.

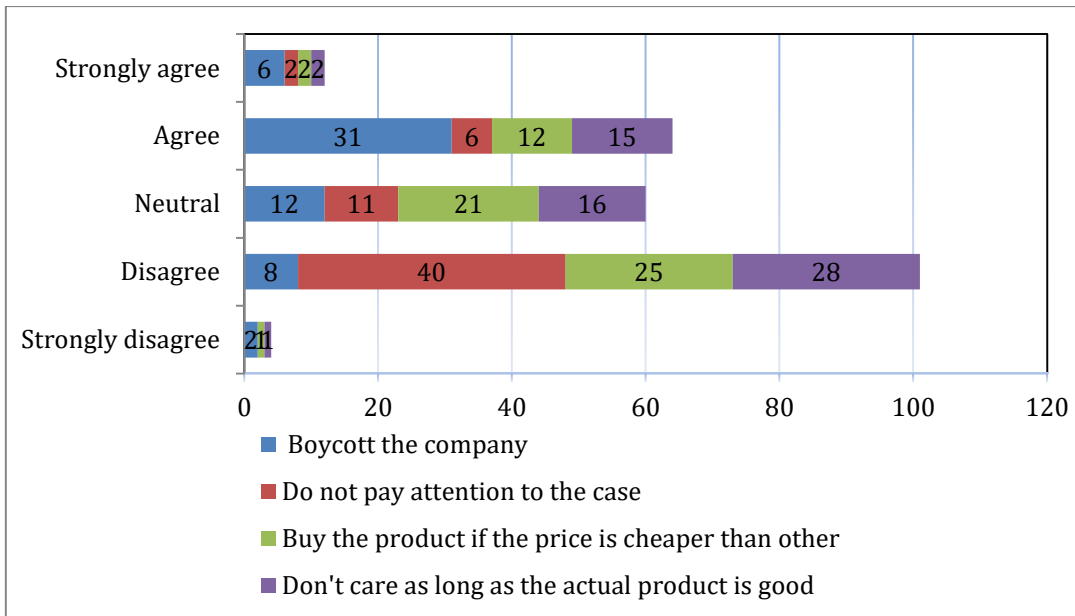


Figure 16. Bangladeshi respondents attitude towards unethical stands of new companies (n=59)

Source: Composed by author (Appendix 18.)

In question 13, respondents were shown a video commercial from Samsung on their smartphones which openly humiliated their all-time smartphone competitor brand Apple. The commercial was very popular and created a lot of noise around the consumers. Figure 17 illustrates the response from both countries' respondents that indicates 21 Estonians found the video offensive where 34 of respondents from Bangladesh found it offensive. On the other hand, 18 Estonian respondents did not find the video offensive where 25 Bangladeshi respondents did not find the video offensive.

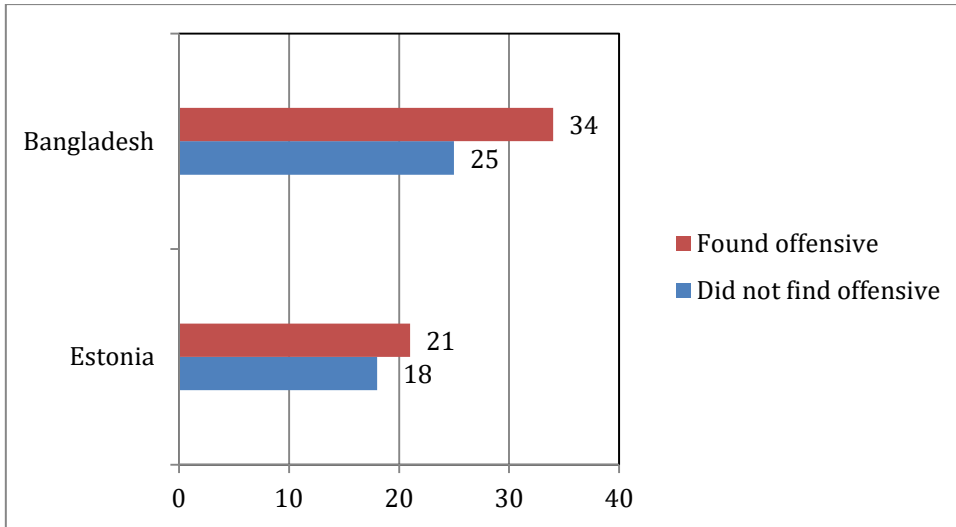


Figure 17. Respondent's reaction to Samsung's aggressive commercial, (n=99)

Source: Composed by author (Appendix 19.)

In question 14, respondents from both countries were shown five different advertisement posters which represented different aspects of an unethical advertisement. The opinions were different throughout the counties and the gender of the respondents as well. Table 1 show that advertisement 1 got a 5 response as unethical and 12 responses as ethical from male respondents, where it got 14 responses as unethical and 9 as ethical. Advertisement 2 got 9 responses as unethical and 8 responses as ethical from male sample. However, for the same advertisement, 18 of Estonian women vote it as unethical and 5 as ethical. Advertisement 3 got 10 responses from males as unethical and 7 as ethical. On the other hand, 20 women found it unethical and 3 women found it to be ethical. Advertisement 4 got quite similar responses from both genders. 3 of a male found it unethical, and 14 male found it ethical, where 4 female found it unethical and 19 found it ethical. Advertisement 5 got 3 responses as unethical and 14 ethical from males and 8 unethical and 15 ethical from women.

Advertise Number	Attributes	Male	Female
		Ethical/Unethical	Ethical/Unethical
1	Unverified claim	12/5	9/14
2	Showing excessive skin	8/9	5/18
3	Using baby in an inconvenient way	7/10	3/20
4	Puffery	14/3	19/4
5	Competitor's clash	14/3	15/8

Table.1 Advertisement that Estonians think are unethical (n=40)

Source: Composed by author (Appendix 20.)

In the Bangladeshi respondent's section for the same question, Table 2 shows that advertisement 1 got a 32 response as unethical and 14 responses as ethical from male respondents, where it got 11 responses as unethical and 2 as ethical. Advertisement 2 got 30 responses as unethical and 16 responses as ethical. However, for the same advertisement, 10 of Bangladeshi women vote it as unethical and 3 as ethical. Advertisement 3 got 35 responses from males as unethical and 11 as ethical. On the other hand, 10 of women found it unethical and 3 of women found it to be ethical. For the advertisement 4, 11 of males found it unethical, and 35 male found it ethical, where 3 female found it unethical and 10 found it ethical. Advertisement 5 got 18 responses as unethical and 28 ethical from males and 8 unethical and 5 ethical from women.

Advertise Number	Attributes	Male	Female
		Ethical/Unethical	Ethical/Unethical
1	Unverified claim	14/32	2/11
2	Showing excessive skin	16/30	3/10
3	Using baby in an inconvenient way	11/35	3/10
4	Puffery	35/11	10/3
5	Competitor's clash	28/18	5/8

Table 2. Advertisement that Bangladeshis think are unethical (n=59)

Source: Composed by author (Appendix 21.)

In question 15, respondents were asked about their opinion for companies to stop unethical advertisement practices. 22 persons from the Estonian respondents replied with their advice and some of the most common advice are: companies should pay more attention to what consumers really want, produce a quality product, and properly inform about the product. Also, some of the respondents showed their concerns towards kids and suggested companies to more responsible in enhancing good behavior in the up growing of kids, which is very important for future generations.

From the Bangladeshi respondents, there were 29 total responses as a suggestion to the company. Many people expressed their thought about companies should pay more attention to people's emotions and suggested not to harm anyone's sentiment. Also, they wanted companies to be as transparent as possible in terms of product information and quality, and market the product with utmost honesty.

3.2. Discussion

Respondents from both destinations prefer to watch online advertisements which are almost double the times of watching an advertisement on television. After years of development, technology is now in a very advantageous position worldwide. So believably people will encounter advertisements mostly from electronic media. Though, it is seen from the response that billboards still have a good capability to draw people's attention to both destinations.

The reasons for viewing these advertisements are to stay notified and pay attention to the product. Advertising can help people better understand the product and sometimes new offers. People also view them for entertainment and to view their favorite celebrities, but it is hardly a top priority for them. People are usually forced to watch advertisements in various platforms, so it is very normal that people would like to see advertisements on their preference.

In this research, different types of advertisements were shown to respondents and it got a mixed response. More than half Estonian respondents and more than 2/3 Bangladeshi respondents strongly believe that unverified claims by the companies are unethical. Respondents want to see more clarity from companies. Around half of the respondents from both countries think that hiding terms & conditions are also very bad and companies should be more transparent in this regard. Promoting alcohol and tobacco is not seen very much unethical in Estonia, as less than half respondents agreed to the notion and only a few were against it. However, there is also a big amount of respondents from Bangladesh that represents almost half of the total respondents that did not find it to be unethical. Although the culture, society and religious beliefs do not allow them to consume it openly, the respondent's opinions indicate that they are being more frank about it.

Except few Estonian respondents, objectifying women is seen very unethical by Estonian respondents. On the other hand, responses from Bangladeshi respondents were mixed as many of them strongly believe that it is not very unethical and most of these respondents were female. Although women in Bangladesh are known to be more conservative in nature. Using minor in an advertisement is seen the least unethical from both segments of respondents but definitely it has to be in a convenient setting.

When they were asked about the video commercial from Samsung, 21 and 34 of respondents from Estonia and Bangladesh found the video offensive, which means more than half of the respondents do not like companies to be aggressive. Also, it indicates that the consumers may want to see something funny and humorous, but it has to be at a limit.

When respondents from both sides were asked about promotional images that have unethical elements on them. It has been observed that Estonian male respondents are more tolerant of unverified claims than female respondents. It could be that the male respondents are not much bothered about this type of claim unless it does not cause any harm. But for the same advertisement image, both Bangladeshi male and female respondents have shown a huge response against the image, and 32 male and 11 female respondents considered it to be unethical. Estonian male respondents were also shown their tolerance for showing women as a sex symbol, using a baby in an inconvenient way, puffery, and competitor's clash resulting in 9, 10, 3, and 3 responses for mentioned advertisement types as unethical. On the other hand, male respondents from Bangladesh had slightly different opinions. They responded with 30 answers for showing skin as unethical. 35 of male respondents thought using a baby in an inconvenient way is unethical, but both puffery and competitor clash was considered to be on the more ethical side for them.

It is noticeable that there are respondents from both countries who are used to buy a product if they like an advertisement. Many of them would always buy a product if they are in need of them and if they liked the advertisement. And also 22 Estonian and 24 Bangladeshi would buy the product sometimes after liking the advertisement, which also creates big possibilities in purchasing. It means if the consumer liked the product with the information given, they enjoyed the message of the advertisement with humor and not offended by any sequence of the visual; they would like to buy the product if they are in need of them.

26 Estonian and 38 Bangladeshi respondents answered that they would not buy a product from a company that uses unethical promotions. However, the rest of them would still buy which represents 14 respondents from Estonia and 21 from Bangladesh. One of the reasons behind that is if the product is really better than what currently exists on the market. Many of them would still buy if the price is cheaper; this is a reflection of the previous researches on the same topic that indicates the price of being unethical.

When they were asked about the company they already love begins to use unethical advertisements, only 9 Estonian and 15 Bangladeshi respondents suggested that they would boycott the company. Respondents from Estonia were more loyal to the brand as only 11 disagreed to continue to be loyal to the brand where 29 of Bangladeshi respondents disagreed to be a loyal customer if the company uses unethical forms.

Nevertheless, More than half of the respondents from both sides would like to boycott the company, if the company is new. Even the response was more towards the neutral or not interested even if the product is good, or the price is cheaper which means newer companies have a very narrow space to take any risk of being unethical.

On both sides, a bigger number of respondents believe that companies are aware of the ethical practice, they know which is correct for society. Some of them however are not sure about the standpoint of companies on this matter.

Moreover, unethical advertising is not profitable for a longer time frame for the business. Because most of the respondents expressed their concern about the future of the upcoming generations that might be in danger for changing social values and norms by unethical advertisement of companies. Also in most cases, it does not make a great impression among consumers when they try to establish their product in an exaggerated way, which means the consumer will consciously or unconsciously choose the more sensible company in the long run.

CONCLUSION

The purpose of the paper was to find appropriate variables that determine to what extent unethical marketing influences consumer behavior whether in the short or the long term. Firms practice unethical advertising to attract customers to their company. Advertisers need to start to think more about how to produce and provide ethical content through positive social messages.

The intention of marketing ethics is to inform the morally sound rules and policies of right and wrong. Companies need to follow ethical rules to keep a fair, reliable, and respectable business environment. Ethical promotion is keeping moral beliefs in branding choices. Customers also have some rights that include surety, right to be informed and choose, right to environmental health, right to be respected and practice their own culture and values, and consumer education. Ethical advertising is accurate, genuine, and truthful advertising of products and services. Companies should understand people's sentiments before having expectations from consumers.

The main findings of the study are that consumers from both sides either from Estonia or Bangladesh have different yet meaningful responses when it comes to unethical marketing. They definitely do not like unethical stands of companies based on their own beliefs. Sometimes they are similar to each other. However, companies that break ethical principles will not lose consumers from buying goods or services from them in near future, but it will definitely not be consumers' first choice. The results also confirm that customers from Bangladesh and Estonia both are tolerant of puffery. But other types of advertisement that has unethical elements on them are considered to be unethical by most of the consumers. Although, Estonian male consumers seem to be more patient about advertisement.

Another Finding is that Estonian consumers are more concerned about the baby and the future generations and expect companies to be more understanding towards them as well. While consumers from Bangladesh expect companies to be more respectful of people's emotions, culture and be more focused on their product quality.

Some consumers also do not think that companies are doing it purposefully, or they might be not aware of the unethical sides. This might recommend that consumers feel like unethical marketing

is unintentionally produced by companies and therefore believe unethical marketing happens by chance. This may not make the customer leave a product or specific brand.

In this case, companies should be more aware and be more responsible towards their existing and prospective customers. They should also think from a customer's point of view. Also every employee of the company should remember that they also live in a society and they should have at least some positivity to contribute. Also, the committee who controls the advertisements should encourage ethical advertisement practice among companies. Some recognition could be done every year to the most ethical companies.

There were few limitations in the study. The sample size could be bigger to represent more profound responses with more in depth data. Only people with an internet connection could answer the questionnaire. Also, a web survey does not certainly guarantee that every people will answer it. Since people may reply or miss a message at different times, the questionnaire needs to be kept on the Internet for a long time. Nevertheless, empirical analysis and its theoretical adaptability provide support for the sample.

There should be more investigation and conversation about the topic to make people more conscious of unethical issues in advertising. Also, Advertising should be controlled with more sensibility and responsibility. The rules and regulations of advertising should be followed as much as possible. Committees should support ethical advertising and protect the interest of customers. Advertising should be moral, truthful, and respectful, and companies should always remember that they are also a part of society and they also have huge responsibilities.

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APPENDICES

Appendix 1. Questionnaire

Ethical issues in advertising, and its impact.

I am Mohammad Mainul Islam, a final year student at Tallinn University of Technology, Tallinn, Estonia. I am conducting a research on 'Ethics in advertising and the Influence of unethical advertising on consumer behavior'.

This would only take 5 to 10 minutes of your time and the information you provide will be treated with utmost confidentiality and the answers will be used only to this research. Thank you for taking part in this survey.

1. What is your nationality? *

Other nationals please select if you are currently living in any of them.

Estonia



Bangladesh



2. What is your gender? *

Female

Male

Prefer not to say

Other...

3. How old are you? *

- 18-25
- 26-35
- 36-45
- 46-55
- 55+

4. Where do you encounter advertisement mostly? *

- Billboard
- Newspaper
- Television
- Online
- Radio

5. What types of advertisements do you like to watch? *

- Emotional
- Informative
- Humorous
- Creative
- Offensive



6. What do you look for in the advertisement?

	Never	Maybe	Sometimes	Priority	Top priority
Features of the ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment b...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch your fav...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information tha...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Have you bought a product/service after watching an advertisement? *

	0	1	2	3	4	5	
Never	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always

8. You find the following advertising unethical:

	Strongly disagr...	Disagree	Neutral	Agree	Strongly agree
False or Unverif...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting alco...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portraying wom...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mocking/makin...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiding terms & ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using children a...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

:::

9. Do you think companies are not aware of ethics? *

- Yes
- No
- Maybe

10. Would you still buy a product who's advertisement is not ethical? *

Please specify if yes.

- No
- Yes

Why would you buy?

Short answer text
.....

11. If you are a loyal customer of any brand, and they begins to advertise unethically:

	Strongly disagr...	Disagree	Neutral	Agree	Strongly agree
You will boycott...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You do not pay ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You are disapp...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You don't care a...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You will change...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. If a new brand/product violates ethical conducts according to you:

	Strongly disagr...	Disagree	Neutral	Agree	Strongly agree
You will boycott...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You do not pay ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You buy the pro....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You don't care a...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Competitions



13. Did you find this video commercial offensive?

- Yes
- No

14. Select ads you think are unethical: *

(You can select multiple)

1



2



3



4



5



15. What would you advise companies to stop unethical advertising?

Long answer text

.....

Appendix 2. Unethical advertisement examples

1



2



3



4



5



Source: <https://www.thedrum.com/news/2017/09/15/skin-whitening-cream-sales-still-boom-india-despite-rules-against-ads-deriding>, 15 September, 2017

<https://www.peta.org/blog/angela-simmons-bares-big-apple/>, 28 September 2011

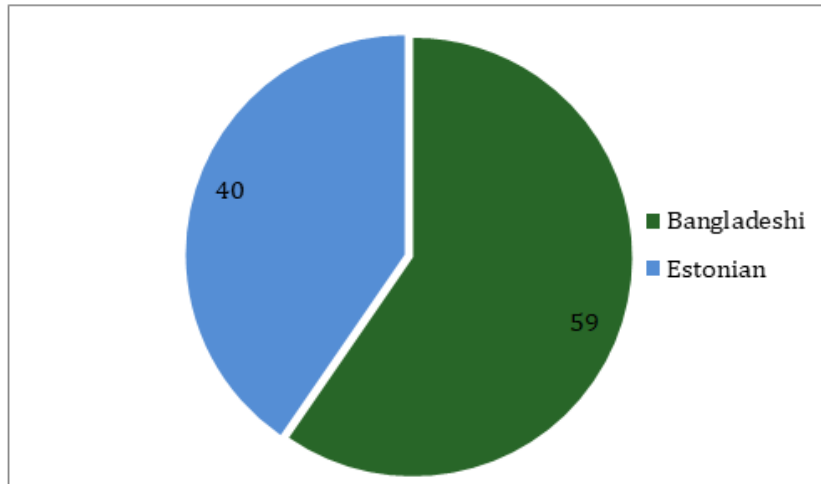
<https://www.unp.me/threads/disturbing-old-ads.73563/>, 23 March 2010

<https://gmofphotoshop.com/top-5-examples-of-photo-manipulation-in-print-advertisements/>, 2
December 2017

<https://bulldogdigitalmedia.co.uk/blog/5-brands-roasted-competitors-with-marketing-campaigns/>, 10 November 2017

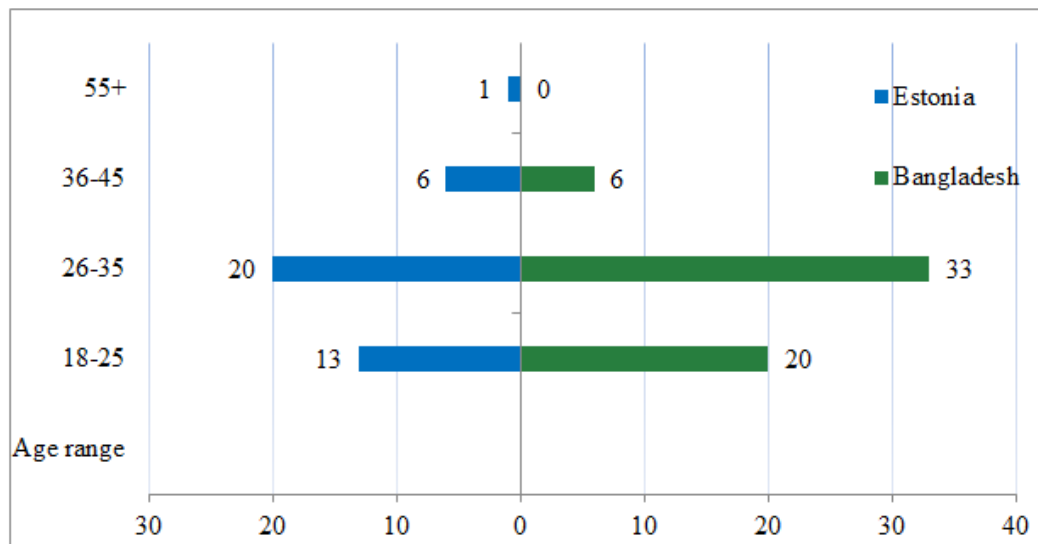
<https://www.youtube.com/watch?v=s8AmkizQ39s>, 6 November 2017

Appendix 3. Nationalities of attendants



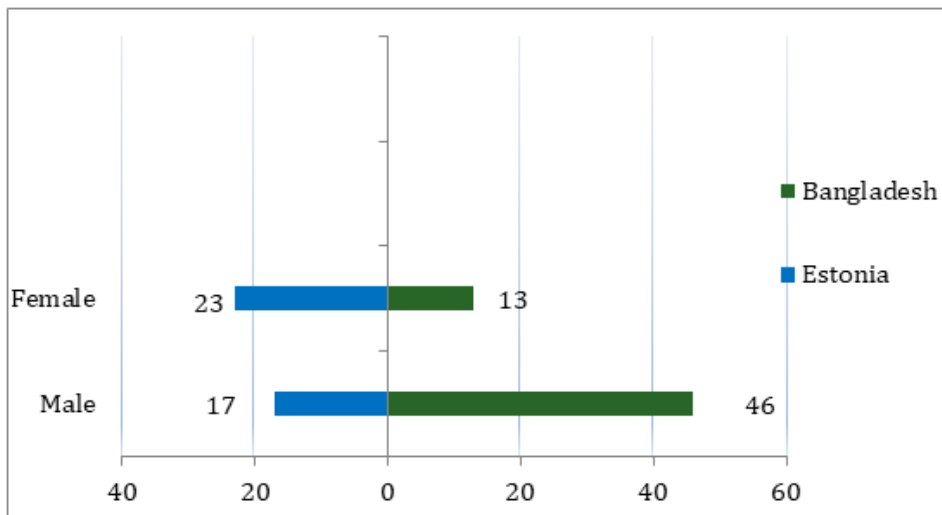
Source: Islam (2021, 21)

Appendix 4. Age range of respondents



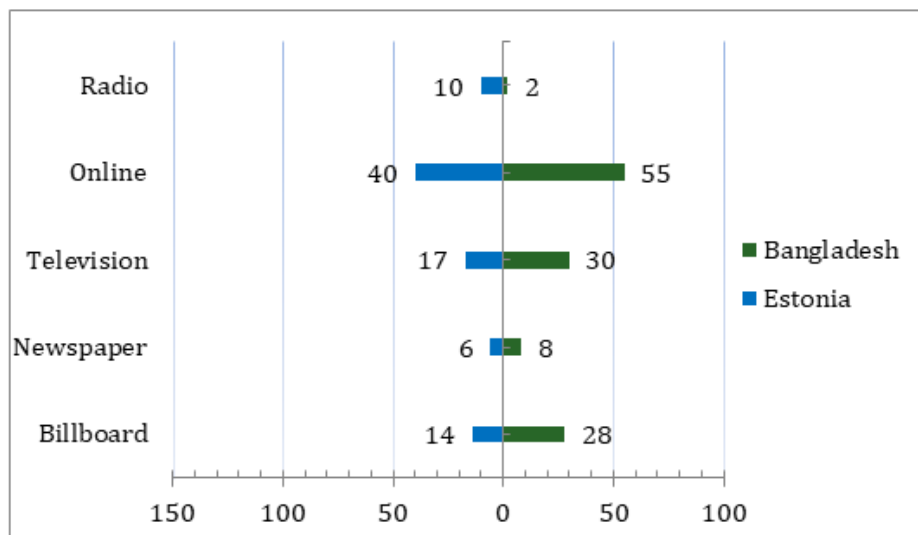
Islam (2021, 22)

Appendix 5. Gender of respondents



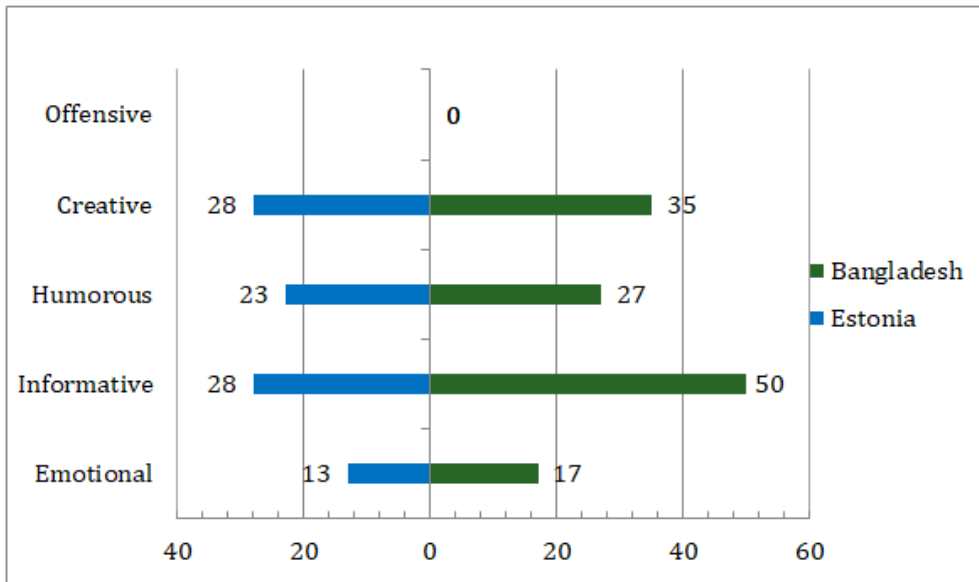
Islam (2021, 23)

Appendix 6. Most viewed advertising platforms



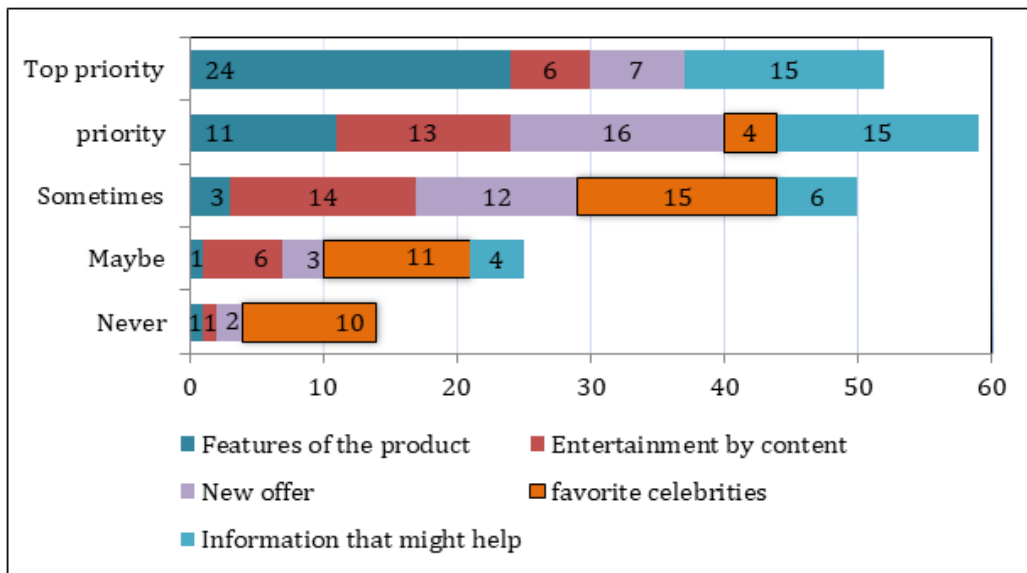
Source: Islam (2021, 24)

Appendix 7. Most liked advertisement type



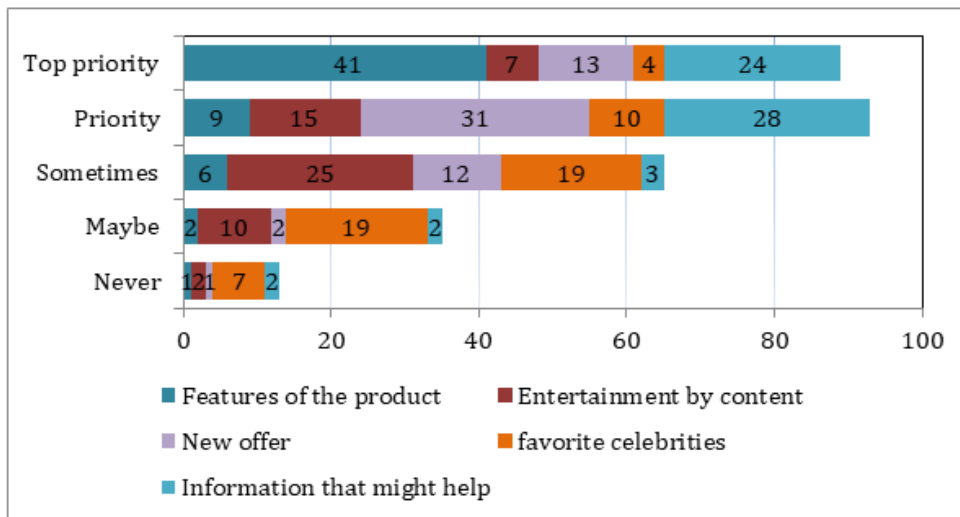
Source: Islam (2021, 25)

Appendix 8. Advertisement preference for Estonians



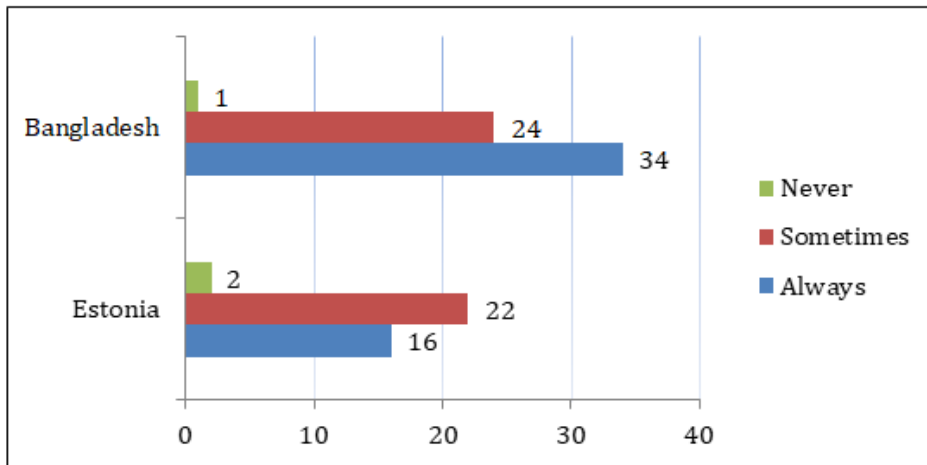
Source: Islam (2021, 26)

Appendix 9. Advertisement preference for Bangladeshis



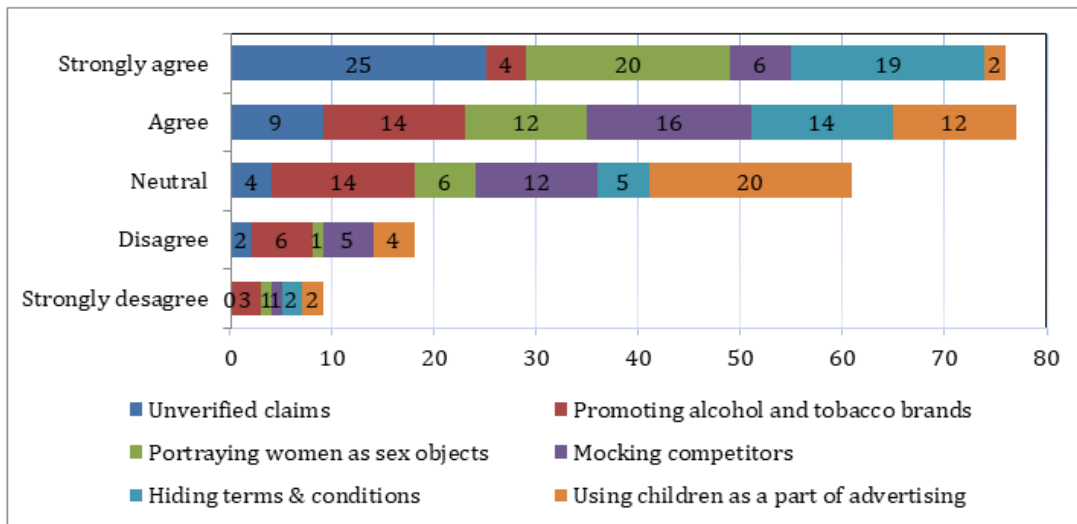
Source: Islam (2021, 27)

Appendix 10. Buying product after liking an advertisement



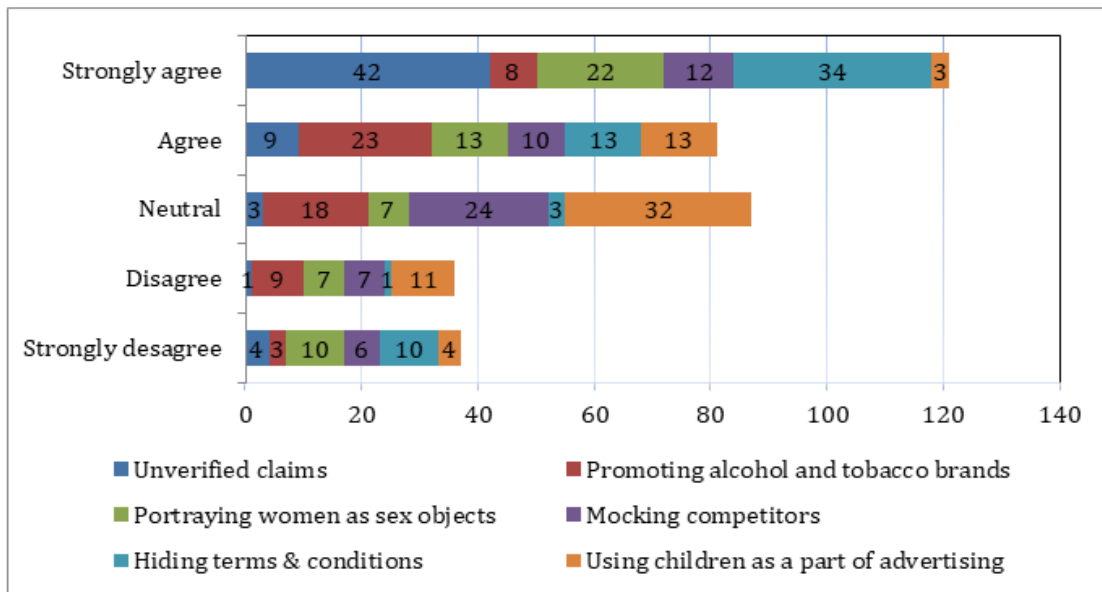
Source: Islam (2021, 28)

Appendix 11. Estonians response about unethical advertising types



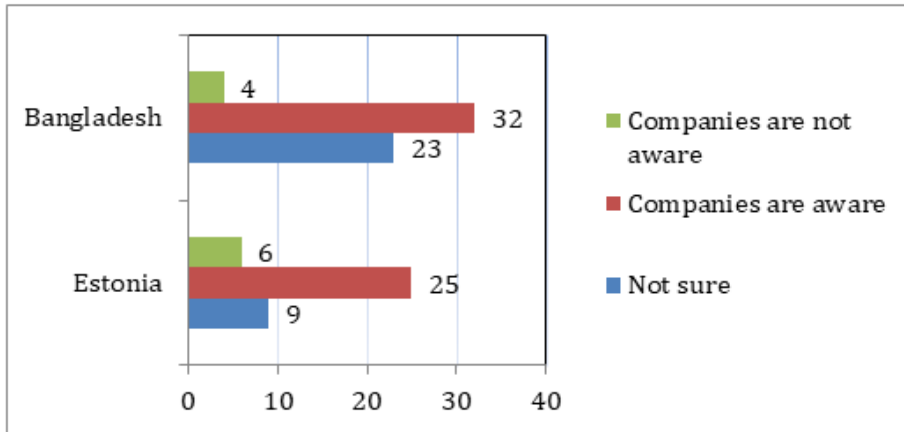
Source: Islam (2021, 29)

Appendix 12. Bangladeshi responses about unethical advertising types



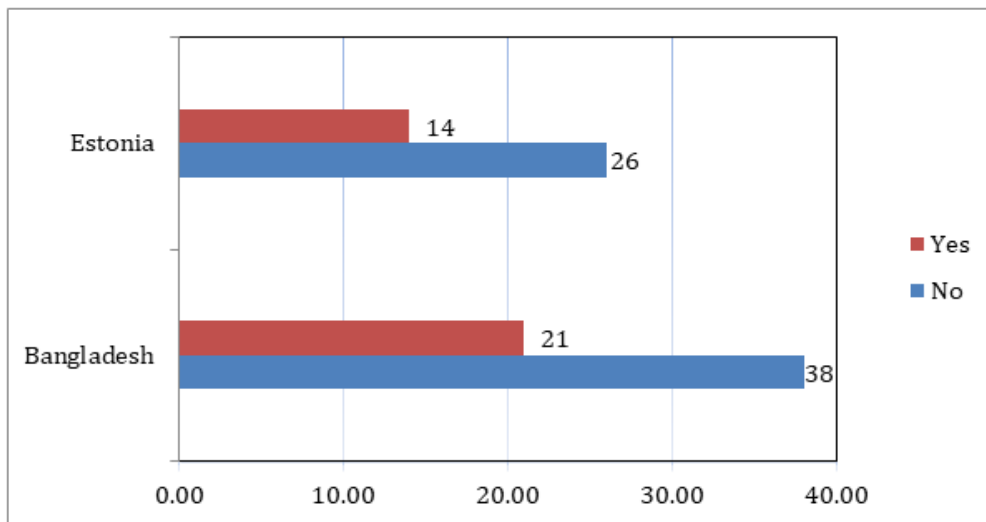
Source: Islam (2021, 30)

Appendix 13. Respondent's thought about company's ethical awareness



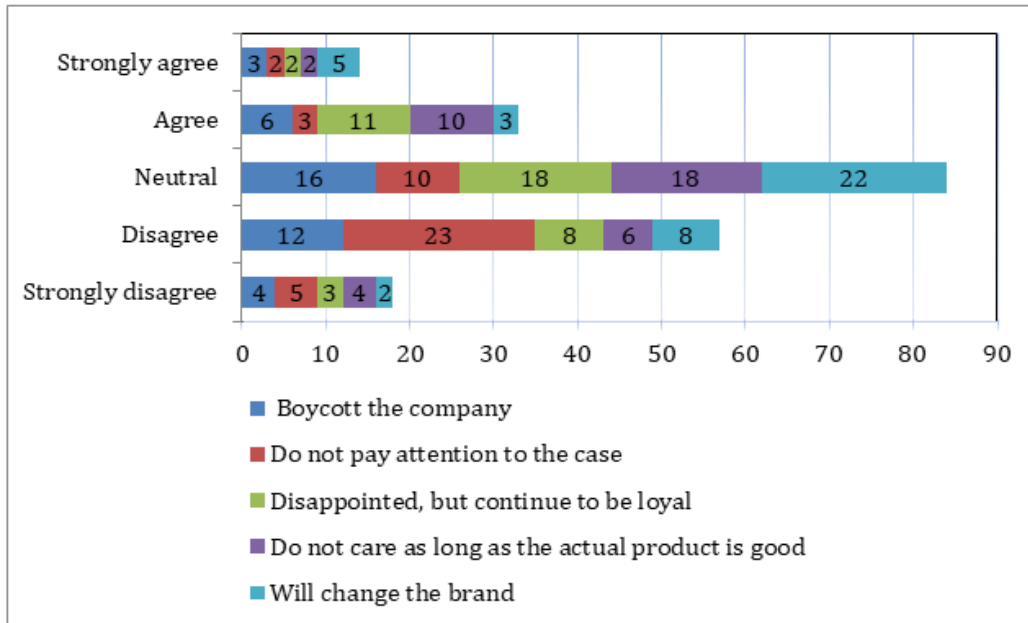
Source: Islam (2021, 31)

Appendix 14. Respondent's buying pattern from unethical advertised companies



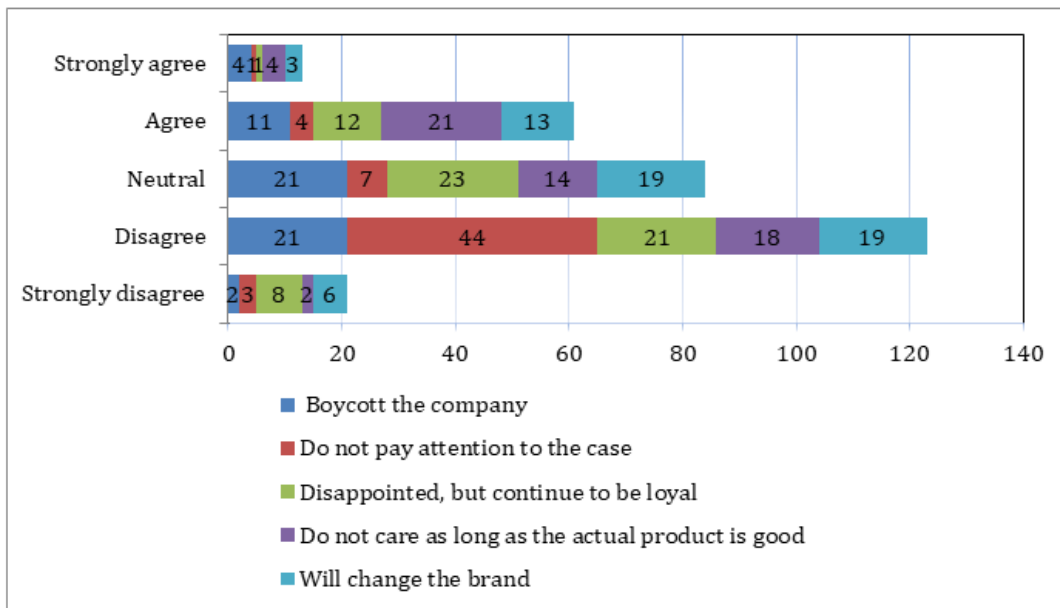
Source: Islam (2021, 32)

Appendix 15. Estonian Loyal customer's attitude towards unethical stands of companies



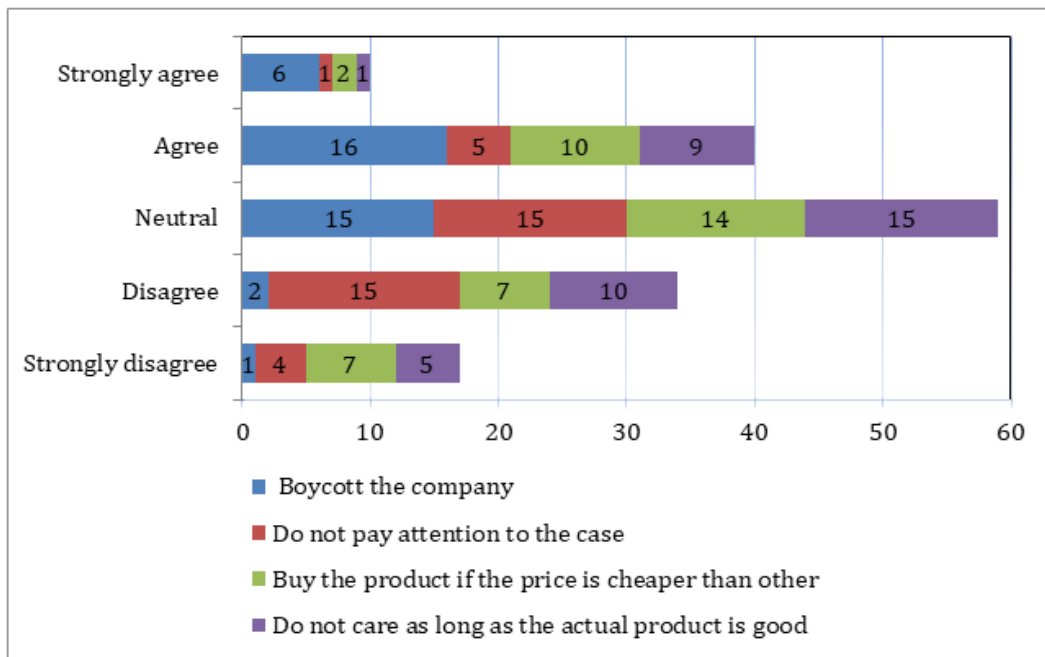
Source: Islam (2021, 33)

Appendix 16. Bangladeshi Loyal customer's attitude towards unethical stands of companies



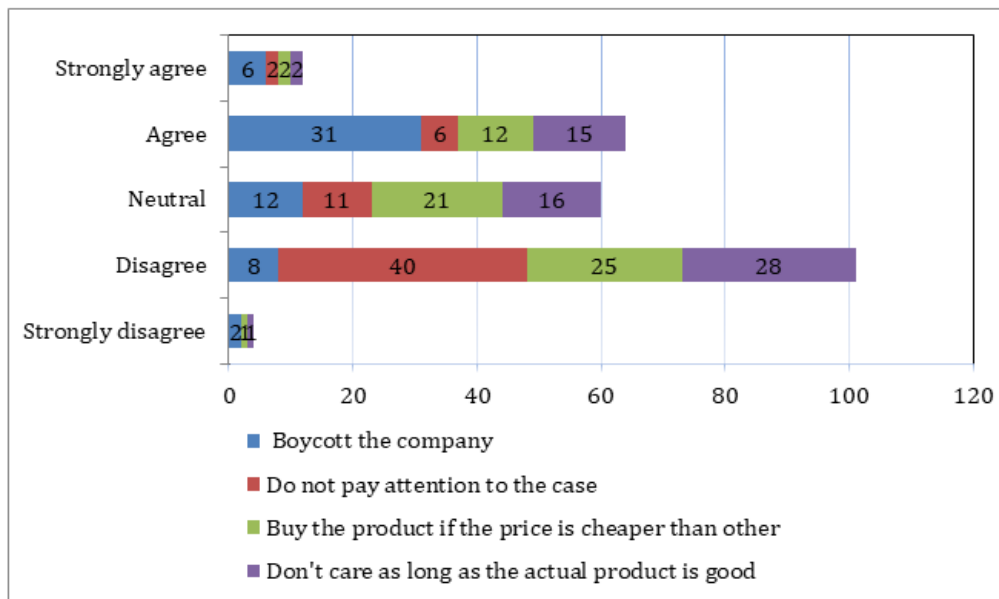
Source: Islam (2021, 34)

Appendix 17. Estonian respondent's attitude towards unethical stands of new companies



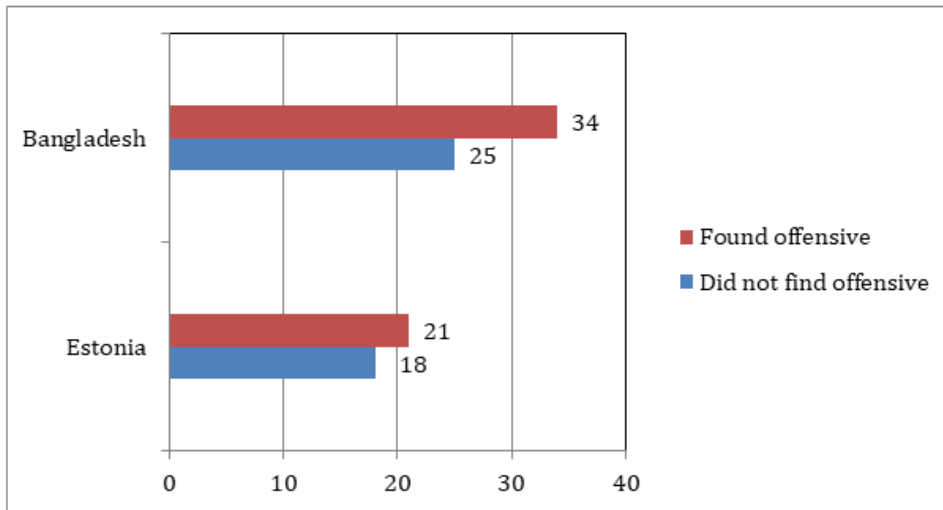
Source: Islam (2021, 35)

Appendix 18. Bangladeshi respondent's attitude towards unethical stands of new companies



Source: Islam (2021, 36)

Appendix 19. Respondent's reaction to Samsung's aggressive commercial



Source: Islam (2021, 37)

Appendix 20. Advertisement that Estonians think are unethical

Advertise Number	Attributes	Male	Female
		Ethical/Unethical	Ethical/Unethical
1	Unverified claim	12/5	9/14
2	Showing excessive skin	8/9	5/18
3	Using baby in an inconvenient way	7/10	3/20
4	Puffery	14/3	19/4
5	Competitor's clash	14/3	15/8

Source: Islam (2021, 38)

Appendix 21. Advertisement that Bangladeshis think are unethical

Advertise Number	Attributes	Male	Female
		Ethical/Unethical	Ethical/Unethical
1	Unverified claim	14/32	2/11
2	Showing excessive skin	16/30	3/10
3	Using baby in an inconvenient way	11/35	3/10
4	Puffery	35/11	10/3
5	Competitor's clash	28/18	5/8

Source: Islam (2021, 39)

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