1.1 Introduction

Ethics are a subdivision of philosophy that includes proposing, defending and recommending concepts of right and wrong behavior. The term is derived from the ancient Greek word "ethikos", which in turn is derived from the words attribute (habit, "custom"). As a branch of philosophy, the question of ethics is, "What is the best way to live for people?" And "what actions are appropriate or inappropriate in certain circumstances?"

In a practical sense, Ethics attempts to address human moral issues, by explaining things about good and bad, right and wrong, legal or illegal. As a field of study, it is related to moral psychology, descriptive ethics and value theory.

The major areas of study of ethics identified and studied are,

1. Meta-ethics, regarding the theoretical meaning and orientation of moral intentions, and how their truth values can be determined.
2. Normative ethics, regarding the practical means of shaping a moral course of action
3. Applied ethics, regarding what a person is obligated (or permitted) to do in a specific situation or a particular area of action

Business ethics is part of the applied ethics, and its importance in researchers has increased and their attention has also increased. The study of moral values of the business is both from a normative and descriptive ethical perspective. In recent years, normative studies has been emphasized to determine the right and wrong rules to provide business support.

The main business of the business is to inform consumers their need to buy their products, remind and persuade them. It has been done through advertising. Message to consumers is one of the challenges facing marketers. To achieve the same, professional organizations are using different ways and means to communicate. Recent focus is on the emotions or the customer's feelings. Professional organizations have used various means to communicate with customers.
In recent times, the use of child in communication is increasing. The topic of child participation in advertising culture always generates intense concern about morality and ways to address it rather than the curiosity of the conceptual and analytical significance of the subject. This is understandable if we consider that nothing in our culture generates the hyper moral intensity when children are the issue.

Now technology is becoming part of our life, marketers have succeeded in learning a shift from ‘Marketing for children' to 'Marketing Through children'. If we are to employ children in to work, we are reducing their future outcomes by reducing their current welfare or their future income earning potential or reducing their future personal productivity. Generally it is said that due to financial problems, children are forced to forego educational and other development opportunities and get jobs, where most of time they used as an object. One of the main aspects is that children are sent to work at the cost of their education.

### 1.2 Concept and context of the study - The main role of marketing

The huge production of products and services needs large-scale consumption, this is possible only with the help of mass promotion of the products and services. Promotion is done through different components. The element of promotion are, publicity and PR, personal sales and advertising. The most visible element of promotion is advertisement. This medium is done through channels like print media, Herning, television, internet and so on.

Marketing promotion is a significant feature of commercial life. Research often provides support for promoting information and services as a source of information. The promotional information is in the role of providing information and much more. Promotion appeals to different values, emotional and rational, different desires and ideas. The advertisements we are experiencing carry their separate messages. Yet on deeper level they all share a common message - they are selling the joys of buying, promoting the idea that purchasing things is, in itself, a pleasurable activity. Goodwin et al, (2008: 7-8).
In this way, the advertisement only plays the role of generating desire, demand, needs and wants for products and services that promoted and sold.

The key roles can be understood if we look at different definitions of promotion and advertising over periods of times. The advertising has evolved from Active roles (persuasion) and dream creation role (attitude change).

However, all academic feedback acknowledges that not all the advertisement works in an informative-stimulating attitude-change sequence. Krugmann (1965: 353) made it clear that most of the TV advertising material did not include traditional persuasion model. He commented: "If we have enough knowledge about the product on TV, would you believe it?"

**Table 1.1 – Sales turnover and advertising spend – India** (All vales in INR crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>Ad. Spend Public Sector</th>
<th>Ad. spend - Private Sector</th>
<th>Sales Turnover - Public Sector</th>
<th>Sales Turnover - Private Sector</th>
<th>As % of Sales Turnover - Public Sector</th>
<th>As % of Sales Turnover - Private Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-06</td>
<td>441.67</td>
<td>12666.53</td>
<td>700262.79</td>
<td>931528.48</td>
<td>6.00</td>
<td>1.36</td>
</tr>
<tr>
<td>2006-07</td>
<td>464.96</td>
<td>13963.98</td>
<td>834994.52</td>
<td>1180017.21</td>
<td>6.00</td>
<td>1.18</td>
</tr>
<tr>
<td>2007-08</td>
<td>476.83</td>
<td>16299.42</td>
<td>943483.02</td>
<td>1385984.95</td>
<td>5.00</td>
<td>1.18</td>
</tr>
<tr>
<td>2008-09</td>
<td>587</td>
<td>40060.93</td>
<td>1080907.03</td>
<td>1509958.76</td>
<td>5.00</td>
<td>2.65</td>
</tr>
<tr>
<td>2009-10</td>
<td>494.92</td>
<td>40608.83</td>
<td>1041362.59</td>
<td>1658749.34</td>
<td>5.00</td>
<td>2.45</td>
</tr>
</tbody>
</table>

Government resources data is only available for the year 2009-10. Data presented in tables show the increasing growth of advertising in terms of value and percentage of total sales in India. This trend shows increasing advertising through the private sector.

Promotion and advertising are spread through various media such as print, billboards, radio, and television. In all these media, television is very universal. It has been reported that Television has made a unified increase in the culture, dress, traditions and language. (Robinson: 1972, 419).

Television advertising is a powerful medium in Indian economy, then it is printed. Since the television media is the main medium for advertising in many countries, advertisements occupy significant amounts of broadcast time and as total ad expenditure and the amount of television viewing increase people face allocating an increasing amount of time to watching ads. (Davies and Roses-Mendez: 2002)
Table 1.2 magnitude of advertising expenditure in India (For Calendar Years)

<table>
<thead>
<tr>
<th>Overall industry size</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>24100</td>
<td>20700</td>
<td>29700</td>
<td>32900</td>
<td>37010</td>
<td>41720</td>
<td>47490</td>
</tr>
<tr>
<td>Print</td>
<td>17200</td>
<td>17520</td>
<td>19290</td>
<td>20880</td>
<td>22410</td>
<td>24310</td>
<td>26340</td>
</tr>
<tr>
<td>Films</td>
<td>10440</td>
<td>8930</td>
<td>8330</td>
<td>9290</td>
<td>11240</td>
<td>12530</td>
<td>12640</td>
</tr>
<tr>
<td>Radio</td>
<td>840</td>
<td>830</td>
<td>1000</td>
<td>1150</td>
<td>1270</td>
<td>1460</td>
<td>1720</td>
</tr>
<tr>
<td>Music</td>
<td>740</td>
<td>780</td>
<td>860</td>
<td>900</td>
<td>1060</td>
<td>960</td>
<td>980</td>
</tr>
<tr>
<td>OOH</td>
<td>1610</td>
<td>1370</td>
<td>1650</td>
<td>1780</td>
<td>1820</td>
<td>1930</td>
<td>2200</td>
</tr>
<tr>
<td>Animax &amp; VFX</td>
<td>1750</td>
<td>2010</td>
<td>2370</td>
<td>3100</td>
<td>3530</td>
<td>3970</td>
<td>4490</td>
</tr>
<tr>
<td>Gaming</td>
<td>700</td>
<td>800</td>
<td>1000</td>
<td>1300</td>
<td>15.30</td>
<td>1920</td>
<td>2350</td>
</tr>
<tr>
<td>Digital Advertising</td>
<td>600</td>
<td>800</td>
<td>1000</td>
<td>1540</td>
<td>2170</td>
<td>3010</td>
<td>4350</td>
</tr>
<tr>
<td>Total</td>
<td>58000</td>
<td>58700</td>
<td>65200</td>
<td>72800</td>
<td>82100</td>
<td>91800</td>
<td>102600</td>
</tr>
</tbody>
</table>

Source: KPMG in India analysis IAMAI; Zenith Optimedia (All values in INR crores)

1.3 Ethics in advertising

Textbooks on Marketing and Advertising now include a chapter on advertising ethics policy. Research on moral values of advertising is large, studies motivated by various factors. Research on promotional subjects is mainly based on two courses: multiple-discipline and multi-dimension

Majority of, psychologists, sociologists, cultural anthropologists, media, markets, consumerism, economists, and even philosophers have studied this area. Psychologists have focused on the feeling and motivation of advertising. Philosophers, sociologists and anthropologists are mainly focused on the materialistic outlook of society. Economists have focused on the financial impact of advertising.

The multi-dimension approach includes an examination of the advertising policy run by marketers. Practical marketers come closer to the psychological perspective However,
the academic researchers of marketing, consumerism and advertising have done extensive research on advertising ethics mainly ‘attitude towards advertising’ (Polly and Mittal: 1993).

The studies focuses first on the advertising side with brand approach and behavioral studies. The underlying factor influencing the direction of research on attitude towards advertising has been the favourable or unfavourable belief (Barnes: 1982).

Overall, published research shows that customers' approach to advertising shapes according to their individual personal experiences and their beliefs. Researchers have suggested that the approach to advertising is based on your personal use (product information, social role and image) and its social impact, such as its impact on economy and materialism, the extent to which it reduces value and is seen as false. In fact, what we find in research on marketing and promotional ethics is that there is no specific limit in which the advertising policy is researched.

1.4 Statement of the problem

In any marketing campaign, there are various scenarios structured to attract and keep customers' attention and increase the number of customer responses and move them as a commercial unfolds (Alwitt: 2002). Advertisers are certain that advertising "works"; As a result, they increase their marketing budget in various media to compete for space and time for advertising. (Wongabeez and Freeoff: 2000)

Most customers contact the ads, the more their impression, way of thinking, value, and behavior are affected, conditioned, influenced or manipulated by them (Wongabeej and Freeoff: 2000). This means that consumer attention to TV advertising is diminishing. For example, two recent studies have shown that 13 percent (Siddhartha and Chattopadhyay: 1998) and 81 percent (Tse and Lee: 2001) avoid advertisements on commercials on televisions (Grüssel: 2006, 87). This has resulted in marketers bringing new changes in methods to getting attention of customers. One of them is to use children to get the attention. Some debates and discussions also appear on "positive
influences”, although international research shows that people’s relations with advertising can be described as mixed.

Even if there are different opinions about advertising, it is well documented that marketing promotion creates debates as well as stimulates people to form opinions about it. Therefore, this means that advertising, as well as media, has a self-evident place in our everyday life. Since media use is one of our most common practices, the everyday exposure to advertising increases. [Grusell, Marie (2006)]

1. What are the ethical factors influencing consumer on promotion done using children by commercial organisation.

2. Are there benefits of using children in marketing promotion.

1.5 Objective of study

1. To understand the conceptual bases of marketing promotion ethics and study the benefit and cost of using children in marketing promotion.

2. To measure the perception of women and men towards the use of children in marketing promotion.

3. To analyse the influence of age on the perception towards the use of children in marketing promotion.

4. To Study the relationship between the town of residence and perception towards use of children in marketing promotion

1.6 Need for the study

Most psychology researchers have adopted a unidimensional definition of attitude as 'summary evaluation'. Even though attitudes include affective, behavioral, and cognitive responses, most researchers feel that these three response classes are not different from each other and they do not necessarily represent three distinct components (Bohnar and Wake 2002).
Some consumer behavior researchers have claimed that attitudes are referred to affects or general evaluative reactions, and recent research trends in the area have linked the concept to affective construct rather than cognitive one. (Mowen 1995). Further, it has been found that the word 'Aad' is a common word and therefore advertising ethics denoting an ethical perspective of rightness or wrongness should be adopted for research (Bohner and Wanke: 2002).

Overall, global evidence shows that marketing and advertising ethics have been studied in a piecemeal approach. Notable contributions by Sing and Vij (2007), Navette, Gawande and Detha (2007) have been made from the perspective of Indian scenario on promotional ethics. The study by Singh and Vij, views of 873 people in six states of North India were studied. While the study by Navathe, Gawande and Dethe (2007) focused on the study of television advertising content, with focus on purchase requests by children. An analysis of these two studies shows that both suffer from aggregate analysis. It means that the variables have not been prepared for meaningful conclusions on different aspects of advertising ethics and benefits and cost of advertising.

Thus, it is necessary to adopt a methodology of cost and benefit analysis. Organizations use cost and benefit analysis to evaluate the attractiveness of given strategies. This is an analysis of the expected balance of benefits and cost. Cost benefit considerations help to estimate whether the benefits of a policy are higher than its cost. Generally, accurate cost-benefit analysis identifies such options that increase welfare from a suitable perspective.

The present study has been taken up due to the following gaps in the empirical research

(i) International and Indian studies focus only on informational content, women's abuse, stereotyping, professionalism and falsity (legal opinion), and thus lack the study on promotion ethic on a comprehensive basis.

(ii) There is virtually no research done on the different perspectives of the impact of advertising, the ethics of falsity, the cultural degradation of society, the exploitation of consumer psychology and the advertising regulations.
(iii) There is virtually no empirical explanation use of children for promotion by commercial organisations and consumer perceptions towards advertising ethics.

(iv) A research on issues of ethics is use of children in marketing promotion from perspective of benefits and cost has been nonexistent.

As a result, the current study is attempting to track the ethics of the stake-holder framework, analyzing ethical issues in use of children for marketing promotion from benefit and cost dimensions.

1.7 hypotheses for the study

On the basis of the objectives of the study, the following hypotheses were identified:

**H1** There is no significant relationship between responses on benefit and cost of using children in marketing promotion

**H2** There is no significant difference in responses based on gender on use of children in marketing promotion

**H3** There is no significant difference in responses based on age of the respondent on use of children in marketing promotion

**H4** There is no significant difference in responses based on respondent’s town of residence on use of children in marketing promotion

1.8 Pilot study

A pilot study was conducted from two different perspectives of marketers and recipient of marketing promotion to evaluate ethical views.

The objective was to see the need and importance of the study of ethical issues regarding the use of children in marketing promotion. A questionnaire was used for the survey. The sample was drawn using convenient sampling method for individual
respondents. Responses were used to design and structure the questionnaire used for the study survey. Personal and interviews were made to understand the opinions of the marketers and advertising professionals as makers of the campaign and the users of children in these campaigns.

Industry responses were more aligned to the regulatory aspects of child being use in marketing campaigns rather than individual ethics.

The response of industry professionals was identical in terms of compliance with the law, especially Child Labor Act. The responses were "The primary focus is on ensuring child labor laws and other rules as they apply to use of children in the campaign. The most important factor is for us to comply with the regulations rather than personal moral perspectives."

It was found that the response to the survey conducted by the industry was giving similar responses. Thus the concern or important questions related to regulation were included in the questionnaire used for personal responses.

1.9 Limitations of the study

Study carried out with following limitations thus the validity of broader conclusions is limited:

1. This study was based on the views of respondents selected from divisional headquarter towns of Maharashtra State and the methodological assumption that the quality of representation of population may not be true in practice. This factor limits the generality of the result. Focused samples of household should be taken based on the independent factors taken in this study to replicate and expand the research study.

2. This study does not include responses of children, because the sample survey included people aged 20 or above. This was done due to the possibility of them not able to comprehend the subtlety of marketing ethics.
3. Only three demographic variables of gender, age and town of residence were included in the study and the inclusion of other variables influencing perceptions could have led to different results, but such inclusion would have resulted in the study being unwieldy.

4. Another methodological assumption is that all respondents have a similar exposure to external variables. Which may not be true. That may have influenced the responses.

5. It is assumed that the statistics obtained on interval level meet the need for statistical verification.

6. Even though due care has been taken to check the problem of intervening variables. The biases of individual respondent might have affected the responses.

7. Availability of authentic and validated data on various components of marketing promotion. The publicity and public relations, sales promotion, personal sales and advertising was limiting factor.

8. Any study involving real world literature in relation to abstract compositions will have to face the impact of uncontrollable influences. Two such influences will be pre-exposing and brand identification. However, the researcher do not feel these effects to be critical.

9. The method using questionnaires as an instrument poses a problem. Even though this method has been used in earlier research, there was some difficulty in tapping on the information on advertising features because the respondents did not have exposure to live commercial or promotion at the time of giving responses.

10. It is assumed in relation to the credibility and validity, the tools used are sufficient to measure the responses.

11. The questionnaire for customer's survey was somewhat long and complex, which needed more time than the normal attention span of the respondents.
Since the administration of questionnaires and data collection is complete over a nine month period. There is a possibility that the promotional techniques were somehow saturated at the time of the administration of the questionnaire.

**Constraint**

This study is limited to the state of Maharashtra. The populations being very large the same has been restricted to the towns of Maharashtra. Experimental studies done on the subject of ethics in the promotion of marketing by the professional organization have not been defined more than the parameters have been defined based on the study results.

The absence of data on sales figures and other advertising technologies, sales ads, publicity, and personal sales is a limiting factor. About seventy two percent of the media industry is in TV and print. This study has focused on these two mediums of marketing promotion.

**1.10 Unique contributions to the study**

1. It is a comprehensive study of the moral issues of children's use in marketing campaigns by Indian business organizations, which is an emerging economy and the issue of promotional issues is in the pre-evolutionary phase.

2. It takes 47 variables under advertising ethics.

3. 47 questions have been statistically categorized and presented under nine factors, in which both positive and negative effects have been included.

4. Demographics and geographical variables of gender, age and town have been identified as independent variables influencing responses towards 47 variables under 9 factors. So it seems to be a unique contribution to India's limited empirical evidence.

5. A framework is provided marketers for the purpose of studying the ethical issues in use of children or other medium in advertisements and its results.