Chapter-V

Conclusions and Recommendations
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CONCLUSION AND RECOMMENDATIONS

This research provided new insights for evaluating the effectiveness of Ethics in Advertising for examining how effectiveness of advertising has been evaluated, it was found that studies have treated consumers as a single homogenous group. Drawing from the fact that individual vary significantly in their personal characteristics, this study proposes that the encoding of message in an advertisement will depend to a large extent on the characteristic of the individual, namely their age, sex, residential status etc.

This study is to measure the impact of “Ethics in Advertising on Prospects’ Perception” with special reference to women in advertising, children in advertising, against consumer interest, unhealthy products as alcohol and tobacco etc.

The present study has been aimed at finding the feeling and attitude of the consumers towards advertising particularly towards those aspects which pertain to the ethics involves in it. After the detailed analysis and interpretation of the collected data, some important conclusions are drawn and some recommendation have also been given.

In the general outlook of respondents towards advertising, this study reveals that the general opinion of the respondents is that advertisements are not regulated. 81% of respondents who are from rural background feel that advertisements need to be regulated by law (Table 4.6).

As 66.4% respondents agree that advertisements make false and misleading claims (Table 4.7), female respondent feel more strongly with 76% feeling the same (Fig. 4.7). Though, most of the respondents, which is 62% of total respondent, feel that advertisement is not a waste of time (Table 4.8) and advertisements are of used to them 55.8% (Table 4.10). However, 56.41% feel that advertisement do not appeal them emotionally (Table 4.11). Respondents living in metropolitan area felt least touched emotionally by advertisement 27.5%. Generally advertisements are liked by all respondents 68.2% (Table 4.12) and 57.4% of total respondents find...
advertisements fairly interesting (Table 4.13). Study also reveals that urban population liked the advertisement most 73.5% (Fig. 4.12).

The study bought out a useful result about buying pattern and advertisement among various demographic details. It reveals that overall 71.8% of respondents buy those products which are advertised for and respondents living in metro showed more dependency on advertised product as 82.5% (Table 4.14). The study also revealed that among rural population, only 50% respondents buy those products which are advertised for. This difference may be due to lack of penetration of advertisements among rural population on non-availability of advertised products.

The study find out that most of the advertisements help people to select better product. Overall 76% respondents felt the same (Table 4.15). Further, majority of respondents 72% felt that advertisements are highly educative and informative as shown in table 4.16.

As per the research and response, 74% respondents living with rural background feel that advertisement create stereotype image (Table 4.17). The study also reveals that there is a consensus among most of the respondents that advertisement cause undue need creation among children. 73% respondents between age group 20-40 felt the same against 54% of respondents below 20 age group, which is partly because of this age group of 20-40 years being effected most due to undue need creation among children (Table 4.18).

In the detailed research of the study it was revealed that advertisement are considered as informative source of product by almost all respondent 95.5% (Table 4.19) with 98% respondent from urban background agreeing for the same. However, only 67.2% respondents felt that advertisement produce intense desire to buy the concerned product (Table 4.20). In the research to help of advertisement to respond in selecting better product. It was revealed that 78.6% of respondent felt strongly agree with 84% respondent from urban background feeling the same (Table 4.21). Most of urban respondents (64%) also felt that advertisement add psychological value to products (Table 4.22).

The study also influence the consumer to buy the product which they really don’t need, though most of respondents 62.2% felt it strongly, urban respondents felt
more strongly agreed with 70% of respondents from urban background felt strongly that advertisement influence the consumer in buying undesired products (Table 4.23). The study also depicts that though advertisement unable to fulfil respondents need 66.8% (Table 4.24).

The study reveals that 64.4% feels that advertising expenditure is not a wastage (Table 4.25). While researching an important facets of other advertisement i.e. use of sex, the study concluded that overall 79% of total respondent strongly agrees that advertisement take undue advantage of sex (Table 4.26).

The results were more or less same among different age group (Table 4.27). The study also reveals that most of the respondents 75.2% feels that sexually suggestive advertisements should be used only where there is genuine need for the same. Among the response, respondents from age above 40 felt more strongly about judicious use of sexually suggestive advertisements 82%.

Women are often being used in advertisement for various reasons. It was revealed in the study that though most of advertisement 63.2% felt that women is deemed necessary for enhancing the alcohol products. However, respondents of above 40 age group felt more strongly with 65% agreeing for the same (Table 4.28). While researching use of sex appeal in advertisement, the study revealed that almost 80% of respondent below age of 20 feels that advertisement show the sex appeal of female (Table 4.29), overall most of the respondents 72.8% agreed that sex appeal of female is shown in advertisements. In another finding of the study it was found that advertisements show that by using men's shaving product/toiletries one attracts female (Table 4.30). 77.5% respondents with age more than 40 strongly agreed with the above statement. Further it has been found that 65.2% of all respondents feels that advertisements are exaggerated (Table 4.31).

It has been found that certain ads cannot be seen / heard in the presence of children (Table 4.32). Male respondent agreed with this more strongly than females. Overall this trend of advertisement show ethical practice among advertisement whose 81% of all respondents have agreed to this statement. Advertisements sometimes mislead consumer in buying wrong product. Almost all male respondents (89.6%) agreed that sometimes they are being mislead into buying wrong products and
which shows the perception and lack of trust on advertisements by the respondents especially male (Table 4.33).

Most of the respondents felt that there should be restriction on what is portrayed by advertisements in their advertisement as per as ASCII guidelines. Though the awareness about the guidelines was found to be low. But a sense of restriction on advertisement was felt by all respondents. 82.4% with male respondents feeling more strongly 87.2% (Table 4.34).

While researching an another aspect related to ethics in advertising, smoking, and liquor advertisement, the study reveals that despite the ban on cigarette advertisement in India, it is being advertised though may be in different forms that the respondents are aware of the smoking advertisement. 70% male respondents agreed that smoking is advertised (Table 4.35).

Not only it is advertised but cigarette manufacturer have failed to tell the effect of smoking on life. With majority of respondents feels that advertisement do not tell the effect of smoking on life (Table 4.36) rural population was found least aware about ill effects of smoking as 62% agreed that affects of smoking are not told.

Advertisement of cigarette and liquor may be debatable but the study has revealed that there is an impact of these advertisements on consumption pattern of respondents towards liquor. Most of the respondents 71.4% and especially respondents with urban background 75.5% and metro background 75% strongly agree that overall consumption of liquor has increased due to advertisement (Table 4.38).

Children are important part of society and family. The study researched the impact of advertisement on children and found that children imitate action seen in advertisements. Though most of respondents 80.2% felt that children imitate, the effects was felt more among respondents with metro background 82.5% (Table 4.39), which may be due to accessibility to the medium of advertisement in metro or by ease of penetration by advertiser in metropolitan cities. It was also a startling revelation that there has been a significant impact on behaviour of children due to advertisements. Though almost all respondents (90% strongly agreed that children behaviour has changed due to advertisement, the impact was felt more by respondents with urban background 92% (Table 4.39). Imitation by children on the change in
behaviour among them again stresses the role of advertisement in society and its impact which further requires scrutinisation. While studying the role of advertisement on society there was a mixed response with only 51.2% respondents felt that advertisement have no role/utility to play in society (Table 4.40).

Few advertisements due to their presentation, lends themselves into a debatable category of being unethical in consumers’ perception. 5 advertisements belonging to different categories, when were subjected to respondents opinion, the research revealed that Axe deodorant 64.52 weighted mean is most unethical advertisement followed by Denim 63.68 weighted mean, Boomer 61.48, Macroman 59.24 and Smrinoff 52.48 (Table 4.41). Overall respondents perception considered all of these advertisement as more than 50% unethical (Fig. 4.41).

The research not only yielded result as discussed above, but also come out with some suggestive actions. Each advertisement gives a message, while reaching the importance of the types of messages. The study reveals that slogan type message (Mean 2.64) is the most important message followed by song type (Mean 2.83), Thinker type (Mean 3.05), Discussion type (3.19) and Funny type (3.27) (Table 4.42).

The study also found that presentation (2.156) is most impacting and motivating aspect to go through advertisement deeply which was followed by message used (2.956), language used (2.636), emotional appeal (3.59) and sex appeal (3.640) (Table 4.38). The study also bring out that aspects of sex appeal is least motivating viewer to go through advertisement deeply.

Regulation of advertisements being considered necessary by most of the respondents, was researched further and the study found that consumer forum (Mean 2.36) is considered most trustworthy and efficient way of regulating the advertisements which was followed by government (Mean 2.63), corporate bodies (Mean 2.69) being self-regulated (Mean 3.562) and being managed by advertising agencies (Mean 3.564) (Table 4.44).

Out of many methods being tried by advertisers to make advertisement impressive and eye catchy, the study reveals that advertisement contain information of the product are most impressive and eye catching which is followed by
advertisements with humour (Mean 2.55), advertisements containing glamour (Mean 2.60), advertisements featuring famous personalities (Mean 3.567), and advertisements which are sexually illustrated (Mean 3.86). Sexually illustrated advertisements are considered least impressive as compared to other advertisements (Table 4.45).

Portrayal of women in advertisements was an important facet of the study and the study found that respondents considered multifaceted personality of women 48% is the most important preference in advertisement to promote a brand for portrayal of women in advertisements (Table 4.46). The study also reveals that 68.8% females considered it most important reason as compared to 37.2% of males. However, it is less percentage of male respondents, but still this reason was given most valuable reason by male also. It was followed by innate quality of women to appeal with her soft, sweet and subtle approach 25% then for lending glamour to the scene 13.2%, her feminine beauty 11.2% and her sexual exploitation 2.6% (Table 4.46).

Few advertisements are remembered always due to various sectors. The study found that respondents generally remember or recall those ads which are easy to memorise (Mean 3.08) followed by the one which are attention value (Mean 3.16) suggestive mean ((3.45) then by those advertisements which impacts sentimentally (Mean 3.65) then by those advertisements which are artistic (Mean 3.724) and then by those which impart education (Mean 3.78) (Table 4.47).

**RECOMMENDATIONS**

1. The study reveals that the respondents have positive attitude towards advertising. This finding is a welcome sign for the markets because if the consumers will have negative attitude towards advertising, the marketer can never succeed in affecting their product’s sale through it. The positive attitude of the consumers indicates that the marketer may communicate with their prospective customers through this media. Another important finding of the study shows that consumers do not differ in their attitude according to differences in their personal characteristics like sex, age, marital status, income group, occupation etc. This indicates that the ad. media is a single
useful tool for all categories of buyers. Marketers may take advantage of these findings by concentrating more on advertising for the promotion of their products. By doing so they could get the maximum from the money spent on promotion.

2. In deep study, we cannot ignore the responses of some respondents who have negative attitudes, as all advertisements should be governed by law, advertisements make false and misleading claims, most advertisements are unnecessary and advertising is not of much useful to them. Marketers should keep their views in consideration and try to create belief about advertisements among them to achieve establish targets in the same way.

3. There is great need to give so much emphasis on advertisements by advertisers so that people like to buy products which are advertised. It should not only a communication method but its purpose to persuade the receiver to accept the ideas it presents should also be fulfilled.

4. The products should be fairly advertised without exaggeration of features of concerned products, so that the people who have certain assumed misconception may be removed may be removed once for all, thus resulting into greater creditability in advertisements by the maximum number of people.

5. Sex in advertisements should be used only where ever the genuine needs for the same arises e.g. in advertisements of toiletries, shaving products, underwear, panties etc. because it is quite indispensable to use sex. Such indiscriminate exploitation of sex must be avoided e.g. in products like watches, fans, cold drinks etc.

6. Television should be used as the most important medium for advertising because television network is growing very fast and it has become the prime source of entertainment for the society by its sponsored serials and other programmes. Radio and printed media are also important as far as advertising is concerned.

7. Marketers have to be all the more careful about advertisements that creating a great impact of these, presentation, message and language should be effective
and attractive. Advertisements should also carry a unique and fantastic appeal regarding the product concerned with glamorous outlook and dashing picture.

8. More attention must be paid by the marketers towards advertising so that of those people who think, that advertisements have no utility on role to play in society, wrong perceptions may be eliminated.

9. Sexually illustrated advertisements should be used keeping the society viewpoint. It should not be used from individual or personal viewpoint. For example if an adult is watching T.V. with his family he will like such advertisements personally but when he views from family side he will definitely dislike it. It should be therefore, reasonable and should be real acted to the product.

10. Advertiser will benefit more by portraying women as multifaceted personality rather than as sex symbol.

11. Brands can have the recall value better by gaining more attention keeping ethical point of view rather than concentrating on emotions.

12. Many advertisements are considered unethical by respondents and hence may have negative impact so it must be kept in mind by advertisers.

13. Surrogate advertisements are still used and advertisers are able to advertise for their products despite the ban hence stricter rules are required.

14. Some advertisements create undue need among children and impact society adversely hence advertisements need to be regulated.

15. As advertising agencies are supposed to have a better expertise in their field, so they should be approached to ensure proper and ethical advertising Governmental regulation to control improper advertising has been also considered relatively important. Thus Government can pass regulations to screen various advertisements or not, it can help in minimising the unethical practices. Censor board or consumer forum whose permission is required before any advertisements is shown or printed and the board or forum must decide on medium and time for these advertisements also.