Executive Summary

The study recognizes the need to evaluate the attitude of customers and marketers towards the wrong portrayal of women and children in advertising and suggested uncontroversial, non-traditional, entertainment driven advertising strategies over traditional ones to companies/industries. This kind of problem is prevalent these days, therefore researcher decided to work upon it. The study would be helpful to understand the ethical and moral problems that today’s advertising is creating and suggested various creative, cost efficient and infotainment advertising strategies that can contribute to the authentic, integral, development of customers and marketers and to foster the well-being to the society by uplifting, inspiring, motivating them to act in ways that benefit themselves and others and brightening their lives simply by being witty, tasteful and entertaining.

The researcher founded some unconventional advertising strategies which can eliminate unethical usage of women and children in advertising. If researcher gets some success, it would be a meaningful contribution to society. More specifically, the purpose of the study was to discover the new advertising vehicles which intend to coerce in the fun components to draw consumer’s attention.

The reason to work on the theme was simple. Unethical advertisements are often found to have negative outcome, ranging from unfavourable publicity to diminished corporate repute, to buyer boycotts & even legal sanctions, whereas, an ethical advertisement can contribute to a good corporate reputation, highlight morale & thus boost repeat business.

About 1600 customers and marketing department executives (senior/middle level) divided on the basis of age, gender, occupation etc. from rural and urban places of North India like Uttar Pradesh, Rajasthan, Punjab, Haryana and Uttrakhand were targeted. In era of online tools like Google-docs Survey
monkey, Facebook, Twitter, Linkedin etc reaching respondents was not difficult. Judgement sampling which is a non-probabilistic technique was used. Primary as well as secondary data was used in the present research. The researcher and supervisor believe that the outcome of the study will immensely help the various business organizations/ companies to devise new uncontroversial strategies, add to existing knowledge base and encourage researchers to conduct further studies on the theme.

The research spans over five chapters:

Chapter 1: Introduction and Problem Identification: Introduction to Unconventional and traditional advertising and Problem Identification of traditional advertising and how one should be ethical while portraying women & children in advertising. The study is exploratory in nature. It explores the various unconventional advertising strategies, emphasis on examples of various unethical traditional advertisements on women and children and highlights the types of unconventional advertising strategies which can eliminate the unnecessary usage of women and children in advertising. Further this chapter also discussed the ELM model used for further analysis.

Chapter 2: Review of literature: Provides the thorough review of existing literature relating to various aspects of Unconventional advertising. The chapter begins with significance of review of literature in any study and then provides review of various themes of studies on Traditional and Unconventional advertising and various methods of unconventional advertising. The chapter concludes the research gap in existing studies after review of literature and highlights the research objectives, question and hypothesis after the key observations.

Chapter 3: Research Methodology: This chapter provides the statement of design of the study, population of the study, sampling size and its justification,
survey questionnaire, methods of data collection and data analysis tools and techniques.

**Chapter 4: Data Analysis:** Provides detailed empirical analysis of advertising under study. To answer the research questions, suitable model and tests have been applied using softwares like MS Excel, SPSS. The methods of data analysis include descriptive statistics, t – test, correlation analysis, multiple regression analysis, chi-square test, analysis of variance (ANOVA One-Way classification) were performed to analyze the data.

**Chapter 5: Findings, Conclusion and Results:** Provides answers to research questions of the study for advertising under the study. The chapter also provides recommendations and future direction to the advertisers for advertising in FMCG sector under the study and results of the proposed hypothesis. The study concludes with scope for further study for new research in this area.

Besides these five chapters mentioned above, the research work also includes references at the end of each chapter and a comprehensive list at the end of the research study.