QUESTIONNAIRE

Dear Respondents,

I am doing Research on the topic “A Study of Ethical Issues in Advertising in India its impact on youth- the need of a regulatory framework”.

This issue is very relevant in recent scenario as it is changing the dimensions of socio –cultural values of our society, giving rise to all together a new trend of life style especially among youth. Your sincere and honest response will enable the researchers to reach the reliable findings.

Asma Farooque
Research Scholar, FMR, Department of Business Management,
Integral University,
Lucknow

Part I:

Instructions: You have to select one answer for each question in Part I and Part II.

General profile of respondents:

<table>
<thead>
<tr>
<th>Gender (M)</th>
<th>(F)</th>
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<tbody>
<tr>
<td>Age group- (a) 18-28 yrs. (b) 29-39 yrs. (c) 40- 50 yrs. (d) 51- 60 yrs. (e) 60 and above</td>
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<td>Occupation- (a) student (b) business (c) service (d) home maker (e) self employed</td>
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<tr>
<td>Qualification - (i) Technical(please specify) (ii)  Non Technical(please specify)</td>
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<tr>
<td>Family Income per month- (a) &lt; 10,000 Rs. (b) 10,000-25,000 Rs. (c) 25,000-40,000 Rs. (d) 40,000-55,000 Rs. (e) &gt; 55,000 Rs.</td>
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<td>City -</td>
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Part II

Q.1. Do you watch advertisements?
(a) Yes      (b) No

Q.2. which media do you observe the most?
(a) T.V.  (b) Newspaper  (c) Magazine (d) Internet (e) Any other

Q.3. How frequently do you watch advertisements?
(a) Daily   (b) Occasionally  (c) Never

Q. 4. How long the impact of advertisement does lasts on you?
(a) Less than a day  (b) one day  (c) one week   (d) one month   (e) more than a month
Q.5. what are the reasons to watch an advertisement.

Rank the given options in order of preference. Give 1 to most preferred and 5 for least preferred.

A) To be aware of the production (    )
B) To know the features of specific brand (    )
C) For entertainment (     )
D) To remain updated and gain knowledge about the production (    )
E) Without any purpose (    )

Q.6 Which of the following category of products’ advertisements are being followed most by youth? Rank in order of preference from 1-8.

1) Toiletries (  )
2) Soft drink (   )
3) Mouth freshener (  )
4) Cell phones (   )
5) fast foods (    )
6) garments (     )
7) two wheelers (  )
8) Any other, specify (  )

Q.7. Are you aware of any law or regulation to control media in India?
(a) Fully aware
(b) Partially aware
(c) Not aware at all

Q.8. Indian legal system is unable to keep a check and control on the ethical violation in ads being shown. (a) Yes (b) No

Q.9. Have you heard about ASCI (Advertising Standards Council of India). (a) Yes (b) No

Q.10. Have you ever decided not to buy a product/service due to an advertisement that you perceived as unethical. (a) Yes (b) No

Part III

You have to tick mark the most appropriate response in the boxes given against each statement. The codes are given on scale as SA-Strongly Agree, A-Agree, NANDA-Neither Agree Nor Disagree, SDA-Strongly Disagree, DA-Disagree

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>NANDA</th>
<th>SDA</th>
<th>DA</th>
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<tbody>
<tr>
<td>A i</td>
<td>Advertising is less reliable.</td>
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<td>A ii</td>
<td>Consumers have less degree of confidence on advertising.</td>
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<td>A iii</td>
<td>High frequency of advertisements irritates</td>
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<td>consumers.</td>
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<td>A iv</td>
<td>The message has no relevance to the product.</td>
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<td>A v</td>
<td>Ads Fails to keep promises.</td>
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<td>A vi</td>
<td>Advertising presents information that is only favorable to the advertisers without giving the whole truth.</td>
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<td>A vii</td>
<td>Ads produce incomplete information to make audience curious about the brand.</td>
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<td>B i</td>
<td>Youth like ads with sexual themes.</td>
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<td>B ii</td>
<td>Ads with sexual themes makes youth purchase a product.</td>
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<td>B iii</td>
<td>Ads with sexual themes make everyone look at them.</td>
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<td>B iv</td>
<td>There is too much sex in advertising now a days.</td>
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<td>B v</td>
<td>Ads with sexual themes promotes a general deterioration of moral and social values.</td>
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<td>B vi</td>
<td>Ads with sexual themes that show female models are demeaning to women.</td>
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<td>B vii</td>
<td>Ads show that individuals are developing more natural relationship with one’s body &amp; one’s sexuality.</td>
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<td>B viii</td>
<td>Ads with sexual theme makes everyone remember a brand.</td>
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<td>B ix</td>
<td>Ads with special themes pose a threat to the proper upbringing of children.</td>
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<td>B x</td>
<td>Watching advertisement with family members leads to embarrassment at times.</td>
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<td>B xi</td>
<td>Law should restrict or control sexually suggestive ads.</td>
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<td>B 2i</td>
<td>Shock advertising_ads with sexual appeal catch the attention fast.</td>
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<td>C i</td>
<td>Ads persuades children to buy products.</td>
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<td>C ii</td>
<td>Children are unable to distinguish between reality &amp; fantasy shown in ads.</td>
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<td>C iii</td>
<td>Ads use children to get noticed.</td>
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<td>C iv</td>
<td>Children based ads are emotionally exploitative.</td>
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<td>Unreasonable expectation of product quality &amp; performance is stimulated directly or indirectly among children</td>
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<td>C vi</td>
<td>Ads makes children go for unreasonable demand to parents.</td>
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<td>C vii</td>
<td>Ads are making children brand conscious at an early age.</td>
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<td>C viii</td>
<td>There is a need to check advertising to children.</td>
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<td>Di</td>
<td>Ads affects social values of youth.</td>
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<td>Ads affect lifestyle of youth.</td>
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<td>D iii</td>
<td>Ads affect behavior of youth in society.</td>
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<td>D iv</td>
<td>Advertising has become a kind of social guide.</td>
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<td>D v</td>
<td>Ads provide ideas for a particular kind of lifestyle.</td>
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<td>D vi</td>
<td>Ads provide ideas for a particular kind of behavior.</td>
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<td>D vii</td>
<td>Ads act as negative social influence agent.</td>
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<td>D viii</td>
<td>Ads propagate materialism.</td>
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<td>D ix</td>
<td>Ads create unnecessary needs and desires to buy goods.</td>
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<td>D x</td>
<td>Ads promote stereotyping.</td>
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<td>D xi</td>
<td>Ads exhibit the image of good life with material possession.</td>
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<td>D xii</td>
<td>Advertising suggests that material possessions are symbol of status and success.</td>
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<td>D xiii</td>
<td>Ads exhibit that use of particular brand leads to greater social acceptance.</td>
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<td>D xiv</td>
<td>Advertising creates envious culture of possessing high valued products/brands.</td>
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<td>D xv</td>
<td>Unreasonable persuasive advertising fosters discontentment.</td>
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<td>D xv</td>
<td>Advertising mostly fails to recognize the changing role of women.</td>
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<td>D xvi</td>
<td>Ads often depict the women as preoccupied with household duties</td>
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<td>D xvii</td>
<td>Women are portrayed as sexually suggestive figure.</td>
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<td>D xviii</td>
<td>Women are used in ads of a product that is not being used by them as decorative figures.</td>
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<td>D xix</td>
<td>Ads contribute to epidemic of eating disorders.</td>
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<td>D xix</td>
<td>Ads inspire for rebellion behavior among youth.</td>
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<td>D xx</td>
<td>Ads control the media operations.</td>
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<td>E i</td>
<td>Ads increase the cost of product.</td>
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<td>E ii</td>
<td>Advertising cost increases the price of the</td>
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<td><strong>E iii</strong></td>
<td>Advertising restricts the choice only to a few well known heavily advertised brands.</td>
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<td><strong>E iv</strong></td>
<td>Heavily advertised brands of soft drink are promoting healthy eating habits.</td>
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<td><strong>E v</strong></td>
<td>Advertising promotes over expenditure through brand consciousness.</td>
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<td><strong>E vi</strong></td>
<td>Huge advertising budget of big players restrict the survival of small players.</td>
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<td><strong>F i</strong></td>
<td>Advertising influences Eating habits.</td>
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<td><strong>F ii</strong></td>
<td>Advertising promotes Consumption of unhealthy products.</td>
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<td><strong>F iii</strong></td>
<td>Ads have increased the trends of visiting restaurants.</td>
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<td><strong>F iv</strong></td>
<td>Popularity of junk foods is due to ads on various media.</td>
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<td><strong>F v</strong></td>
<td>Youth aversion towards traditional food is because of ads.</td>
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<td><strong>F vi</strong></td>
<td>Obesity among children is due to ads.</td>
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<td><strong>F vii</strong></td>
<td>Ads of alcoholic products endorsed by celebrities promotes purchase among youth.</td>
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<td><strong>F viii</strong></td>
<td>Ads of fairness creams and deo often mislead youth to a world of fantasy.</td>
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<td><strong>G i</strong></td>
<td>Indirect advertising of prohibited products ultimately creates curiosity about the harmful product/brands.</td>
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<td><strong>G ii</strong></td>
<td>Ads of inner wears and sanitary products, contraceptive aids should not be shown at prime time.</td>
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<td><strong>G iii</strong></td>
<td>Stringent and comprehensive laws are required to control ads targeting the vulnerable group.</td>
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<td><strong>G iv</strong></td>
<td>Indian legislation is insufficient in dealing with unethical practices in advertising world.</td>
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<td><strong>H i</strong></td>
<td>Advertisement shows an accurate view of reality.</td>
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<td><strong>H ii</strong></td>
<td>Advertising helps to shape society’s views of the world and itself.</td>
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<td><strong>H iii</strong></td>
<td>Level of ethics in general advertising is at a low these days.</td>
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Part IV
Dear respondents,

The Young and working population of India is the biggest positive factor for India and its growth in coming years. It’s our youth today who will make our future as a nation tomorrow by leading at various fronts. This will come at a time when the rest of the developed world will be faced with an ageing population. Hence there is a need to keep an eye on our youth by observing their lifestyle, their values and behavior. Hence I request you all to give your honest opinion for our Part IV which is especially focused on youth as a segment.

Answer the following statements in yes or no only.

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<thead>
<tr>
<th>S.NO</th>
<th>Statement</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>1</td>
<td>Youth are overt</td>
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<td>2</td>
<td>Youth are becoming materialistic</td>
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<td>3</td>
<td>Youth are triggered with sexual desire</td>
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<td>4</td>
<td>Ads are motivating towards adventurous lifestyle</td>
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<td>5</td>
<td>Ads make them more confident</td>
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<td>6</td>
<td>Ads promote fast lifestyle</td>
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<td>7</td>
<td>Ads make youth get bored with use of same product and they seek variety</td>
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<td>8</td>
<td>Ads make youth more fashion oriented</td>
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<td>9</td>
<td>Ads leads to expenses and makes them earn money by any means</td>
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<td>10</td>
<td>Undesirable behavior in day to day life has been accepted as normal trend among youth</td>
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<td>11</td>
<td>Ads are making youth insensitive towards behavioral values</td>
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<td>12</td>
<td>Ads are making youth more open to discuss sexuality</td>
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<td>13</td>
<td>Ads are making youth westernized in their lifestyle</td>
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<td>14</td>
<td>Gen X (older generation) has surrendered to the stubborn behavior of youth as regards to dressing sense</td>
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<td>15</td>
<td>The desire of earning more has reduced the choice of ethical and unethical means</td>
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<td>16</td>
<td>Youth is becoming envious about the lifestyle of others</td>
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<td>17.</td>
<td>Ads make youth realize the value of family relationship</td>
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<td>18.</td>
<td>Youth has become more beauty conscious.</td>
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<td>19.</td>
<td>Ads make Youth more involved in wasteful expenditure.</td>
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<td>20.</td>
<td>Mischievous appeal in ad has lead to undesirable behavior among youth.</td>
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**Thanks for your co-operation.**
LIST OF PUBLICATIONS

1. A research paper titled “role of ASCI in regulating advertisement content in recent business scenario – a conceptual study” published in international journal of retailing & rural business perspectives; ISSN: 2279-0934 (print) ISSN: 2279-0942 (online); if-2012: 3.735, if-2013: 5.020,April-June 2014

2. A research paper titled “A study on perception of soft drinks and fast foods advertisements and its impact on youth lifestyle and eating habits” has been published in a double blind refereeing process, ZIJMR/ EIJMMS/ ZIJBEMR ,INTERNATIONAL, JOURNAL OF MULTI DISCIPLINARY RESEARCH ISSN ONLINE:22315780,Publishedby: Zenith International Research & Academic Foundation (ZIRAF), May2013.

3. Paper titled “A study on perception of soft drinks and fast foods advertisements and its impact on youth lifestyle and eating habits” presented in the XIII Annual International Seminar on “Ethics, Spirituality, and Morality”,held on January 4-5, 2012 at New Delhi. Delhi School of Professional Studies and Research 9, Institutional Area, Sector 25, Rohini, Delhi-110085, India,Phone: +91-11-2793 2799, 2706 229

Appendix III

RDC COMMENTS

Department of Business Management
Faculty of Management & Research
Integral University, Lucknow

Dear Research Scholar

This is inform to you that the meeting of 2nd RDC of the year 2011-12 was held on 8th March, 2013, Friday in the Conference room of Training & Placement cell now known as CCG&D cell in the main building.

You have received the following comments on your previous presentations:

1. Pre Ph.D over. Candidate is required to submit the modified thesis well recommended by the guide and permitted by chairman RDC in the month of JUNE 2013.

2. Failing which the candidate has to present the thesis in next RDC.

Please go through the comments and make the necessary amendments in the forth coming RDC.

With Regards,
Dr. Yasir Arafat Elahi
Coordinator – RDC
Mob: 988999933