

# Ethical Perspective of Customers Towards TV Advertisement

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## ABSTRACT

The objective of this research is to find the ethical perspective of customers towards the TV advertisements and effectiveness of it. The present study is based on primary data and the same has been collected through a well-structured questionnaire consisting of questions on Likert scale, objective, and open-ended type. The sample size was taken as 200 and use convenience sampling. SPSS version 20.0 and were used for statistical analysis. The study was conducted in Delhi NCR. Our findings indicated that Customers knows about the ethical and unethical messages in TV advertisements and sometimes they feel embarrass to watch with their family, for avoiding such TV advertisement they change the channels or doing anything.

**Key Words:** TV Advertisement, Ethical, Unethical, Customers.

## Introduction

Ethics is derived from Greek word "ETHOS" which means character, norms, morals, and ideals prevailing in-group and society. Ethics examines the rational justification for our moral judgments; it studies what is morally right or wrong, just or unjust. Ethics are the set of principles, rules, standard, and values that guide actions and create a sense of responsible behavior. The Code of Business Conduct is extent through Code of Ethics for Advertising to include the way in which we approach all our advertising and marketing communications.

Advertisement is an important means to grow business and to reach out to larger market of consumers. Now manufactures or service providers are spending large amount of budget on marketing. The main problem arises when advertisement is use to induce customers by way of unsubstantial claims, it is against their interests. However, when advertisements are deceptive, false, or misleading then it is a question actually of ethics of manufacturers and sellers. Various companies neglect their ethical responsibility by continually producing and airing unethical advertisements.

## Literature Review

**Mittal (1994)** revealed mixed view regarding TV advertisement. He concluded that advertisements are misleading, irritating, boring, offensive, silly and trivial but sometimes they are informative. **Priya, Baisya and Sharma (2010)** analyzed children's attitude towards TV advertisements and its impact on their buying behaviour. Findings of the study revealed that the children's demand more for the advertised products for which they have positive attitude. **Soni and Vohra (2014)** revealed in the study that majority of food advertisement broadcast during children's programs and it did not explain health related message, which is unethical. **Ajay (2014)** measuring the ethical practices of the print and television advertisement in India. Author suggested that advertisers should be cautious while designing campaign for product because consumers are aware of the laws related to advertisement.

## Objectives

Objectives of the study are as follows

1. To explore the ethical perspective of customer towards TV advertisements.

2. To explore the perception of customers towards effectiveness of advertisement in terms of ethical aspects.

**Methodology**

The primary data was collected by conducting a survey through a set of self-administered structured questionnaires in order to know the ethical perspective of customers regarding TV advertisements, effectiveness of advertisement. The sample design of the present study comprises elements Indian customer who watches TV advertisements, As it is rather impossible to examine the whole universe, the people of Delhi/NCR were considered. Population of Delhi /NCR (census 2011) is 46.07 million (46,07,000,00). Sample size of present study consists of 200 people from various regimes like students, service class, self-employed, and homemakers. For determining the sample sizes a formula given by Yamane (1967) was used which is as follows for 95% confidence level in the present study, convenience sampling method was used to gather the data from the targeted respondent.

Cronbach’s alpha ( $\alpha$ ) is used to measure the reliability of data. The value of coefficient alpha which is acceptable is 0.7 (Nunnally, 1978).Value of Cronbach’s Alpha is .761of ten items of ethical perspective and .712 for six items of advertisement effectiveness. In this study, researcher observed that any useful, relevant, and valid tool is not available to achieve the objectives

of present study. Therefore, after due consideration, as well as consultation with experts in the field, the researcher presented the questionnaire to some specialized people from the fields of marketing, commerce, and media to ensure validity of the questionnaire. Some items were change according to their suggestions in a way that is more appropriate with the aim of this study.

**Analysis and interpretations**

In this part of the study an attempt has been made to analyse the data collected and interpreting the result thereof.

**1. To Explore the Ethical Perspective of Customer towards TV advertisements**

For achieving the first objective, primary data was collected with the help of a questionnaire. The questionnaire had some negative statements related to ethical aspect of advertisements on Likert’s scale so the responses ordered in scaling and comparison. Table 1 clearly depicts the response of the respondents whether they strongly disagree, disagree, neutral, agree or strongly agree with the statements, All the negative statements were summed up, average and rounded off in Table 1 along with their percentage. From table 1 it can be stated that only 1% of the respondents disagreed with the negative statements related to ethical aspect of advertisement, 43% strongly agreed and 41.5 agreed with the statements.

**Table 1**  
**Ethical Perspective of Customers towards TV advertisements.**

	Frequency	Percent
Disagree	2	1.0
Neutral	29	14.5
Agree	83	41.5
Strongly agree	86	43.0
<b>Total</b>	<b>200</b>	<b>100.00</b>

**2. To explore the perception of customers towards advertisement effectiveness.**

The questionnaire had six statements, which were related to advertisement effectiveness on Likert’s scale. So the responses ordered in scaling and comparison. Table 2 clearly depicts the summative response of the respondents whether

they strongly disagree ,disagree, neutral, agree or strongly agree with the statements, All the statements were summed up and frequency and percentage was calculated.

**Table 2**  
**Advertisement Effectiveness**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Can't Say</b>
TV advertisements influence buying behaviour	10(5%)	14(7%)	20(10%)	120(60%)	32(16%)	4(2%)
TV advertisement create confusion in choosing the product brand	1(.5%)	6(3%)	17(8.5%)	135(67.5%)	40(20%)	2(.5%)
TV advertisements help in comparing the brands	2(1%)	15(7.5%)	17(8.5%)	131(65.5%)	26(13%)	9(4.5%)
Repetition of Advertisements Is Impactful	10(.5%)	20(10%)	91(45.5%)	46(23%)	28(14%)	5(2.5%)
TV advertisement are entertaining	4(2%)	23(11.5%)	77(38.5%)	77(38.5%)	19(9.5%)	0
TV advertisement are convincing	11(5.5%)	9(4.5%)	13(6.5%)	83(41.5%)	70(35%)	14(7%)

Table 2 depicted that 60% of the respondents agreed and 16% strongly agreed with the statements i.e.TV advertisement influence their buying behavior, it depicted from the Table 2 that 67.5% of the respondents agreed and 20% strongly agreed with the statement i.e.TV advertisement create some confusion in choosing the product brand, whereas only 3% disagreed and .5% strongly disagreed. Table 2 reflects that 65.5% respondents agreed and 13% strongly agreed that TV advertisements help in comparing the brands, however only 1% strongly disagreed and 7.5% disagreed with the statement.8.5% respondents were neutral about the statement. Table 2 revealed that 23% agreed and 14% respondents strongly agreed with the statement that repetition of advertisements is impactful, whereas 45.5% respondents were neutral about the statement. Only 5% strongly disagreed and 10% disagreed with the statements. Table 2 depicts that 38.5% of the respondents agree and 9.5% strongly agree with the statement; TV advertisement are entertaining, whereas only 11.5% disagree and 2% strongly disagree. Reasons may be their age, educational qualification, marital status, occupation etc. anything else. Table 2 depicts that 41.5% of the respondents were agree and 35% were strongly

agree with the statement that the TV advertisements were convincing.

### **Findings and Conclusion**

Findings of the study are that most of the respondent agreed that TV advertisements are somehow unethical. It influences the customers for purchasing more product, most of the customers agreed that TV advertisement create confusion in choosing the product brand, repetition of TV advertisements is impactful, TV advertisements help in comparing the brands, TV advertisements are entertaining and TV advertisements are convincing.

### **Limitation of the study**

Although every possible effort was made to undertake a representative study, still the limitations occurred in the course of the study. There may be chances of wrong reply by the respondents in the questionnaire. Time constraint also affected the study. However, the large sample base as well as the pre-testing will further reduce the chances of these errors.

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**~ Anonymous**