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A Study on Advertisement Ethics and Viewers Perception About Surrogate Advertisements

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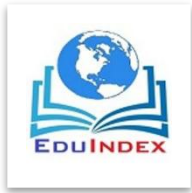
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Abstract

Advertising is an attempt to influence the buying behavior of people with a persuasive selling message about products and/or services. In Business the goal of advertising is to reach out the people with an effective campaign for the purpose of attracting new customers by defining the target market. Likewise ethics in advertising means a set of well-defined moral principles which is to be followed by the company to enhance the societal well-being. Advertising is a highly visible business activity and any lapse in ethical standards can often be risky for the company. Few examples of ethical issues in advertising are vulgarity, deception, puffery, Stereotypes, Racial Issues, Advertising controversial ads i.e. Surrogate ads. Surrogate advertising means duplicating brand image of one product extensively, in order to promote another product of same company since the original product is banned from advertising. The purpose of paper is to study the concept of advertisement ethics and viewers perception towards surrogate advertisement. For this study, the primary data was collected by using well-structured questionnaire from 120 respondents and secondary data was collected from Journals and magazines. Weighted Average rank test, Chi square analysis and factor analysis were used for analyzing data.

KEY WORDS: Advertising, Surrogate ads, Ethics in advertising, Controversial products, brand awareness, brand extension, banned products.



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INTRODUCTION

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer. Thus ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer.

The literal meaning of '**Surrogate advertising**' is duplicating the brand image of one product extensively to promote another product of the same brand. Advertisement, as a popular medium of paid communication has drawn public ire time and again for moving away from the truth and the consumers 'right to know' to providing false images. The masked creative leave it to the consumers to read between the lines.

VIEWERS

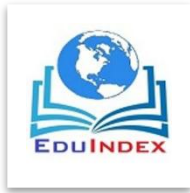
Viewers refer to the audience, those who watch certain programs. It also refers to the part of the general public interested in a source of information or entertainment. According to Collins online dictionary, viewer is defined as a person who views something.

PERCEPTION

Perception is the cognitive process which involves the organism selecting, organizing and interpreting the stimulus. Thus perception is the process of selecting, organizing and interpreting or attaching meaning to the events happening in the environment. Perception is also defined as that which is detected by the five senses; not necessarily understood; also that which is detected within consciousness as a thought, intuition, deduction, etc. (Merriam- Webster dictionary).

OBJECTIVES OF THE STUDY

- To know the viewer's opinion about advertisements
- To understand the viewer's opinion about ethics in advertisement
- To find out the awareness level about the concept of surrogate advertisement



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- To identify the type of viewers on the basis of their perception regarding surrogate advertisement.

SCOPE OF THE STUDY

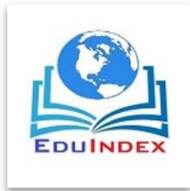
1. The study is based on the views and opinion of advertisement viewers only who were picked up through non- random sampling.
2. The present study was conducted to determine the ethicality of obtrusive and disguised advertisements in Chennai City.
3. The study was conducted keeping in mind to understand the viewer's knowledge about surrogate advertisements and also to know how these ads hit customers' mind

LIMITATIONS OF THE STUDY

- The study is confined for a specific period and hence the sample size is 170.
- The data collected is primary and hence there may be personal bias.
- The study is restricted to the advertisement viewers only.
- The study is restricted to the advertisement viewers in Chennai Region only.

REVIEW OF LITERATURE

Shourini Banerjee and Onkargouda Kakade (2016) in their article "*Surrogate advertisements in hindi news channels of India: a critical study*" surrogate advertisements indirectly harm the health of people. The surrogate advertisements promote the notion that consuming pan masala is classy and will help you achieve success in society. Some advertisements provoke a person to consume, through its captions and punch line. The captions are such that they incite a person to take up an alcoholic or tobacco substance to prove that he is superior or classy among the rest. **(Al-Shodhana-Vol. IV No. 1 January 2016)**



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Lovedeep Singh Sidhu, Jyoti Sharma, Shiny, Shivani(May 2015) in their article *Ethics in Advertising – An Indian Perspective* expressed the view that, the ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture and heritage. Indian culture is getting diluted by the western culture which influences our country to a great extent. Telecasting and publication of obscene, indecent advertisements clearly shows the percolation of western culture in India so, to save our culture, norms and ethics regulations of such unethical advertisements are extremely essential.

RESEARCH METHODOLOGY

Research design: Descriptive research

Sample design: Purposive sampling techniques

Collection of data

1. **Primary data:** Structured questionnaire.
2. **Secondary data:** Data collected through journals and magazines
3. **Sample size:** 170
4. **Sample area :** Chennai city

TOOLS USED FOR ANALYSIS

- Percentage Analysis
- Garrett Rank Analysis
- Weighted Average
- Factor Analysis

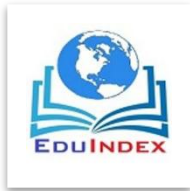
ANALYSIS AND FINDING

Percentage analysis:

It is used to find out percentage of respondents from the total number of respondents. It compares the relative terms.

$$\text{PERCENTAGE} = \frac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF SAMPLES}} \times 100$$

Demographic Profiles	Frequencies	Percentage
GENDER		

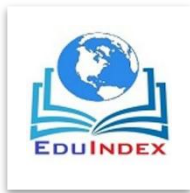


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Male	101	59
Female	69	41
Total	170	100
AGE		
Up to 25	106	62
25-35	53	31
35-45	8	5
Above 45	3	2
Total	170	100
MARITAL STATUS		
Single	138	81
Married	32	19
Total	170	100
EDUCATION		
School Level	9	5
Graduate	79	47
PG	66	39
Professional	16	9
Total	170	100
Occupation		
Student	50	29
Salaried person	112	66
Self-Employed	5	3
Others	3	2
Total	170	100
MONTHLY INCOME		
Less than 20,000	83	49
20,000-30,000	56	33
30,000-40,000	14	8
Above 40,000	17	10
Total	170	100

FINDINGS

- ✓ The majority 59% of the respondents are **Male**.
- ✓ 62% of the respondents belong to the **age group of 0-25years**
- ✓ 81% of the respondents are single.



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- ✓ 47% of the respondents are Graduate degree holders.
- ✓ 66% are salaried person
- ✓ 49% of the respondents were earning **Monthly Income of below 20,000**

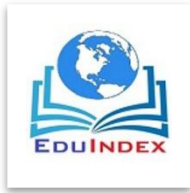
GARRETT RANK ANALYSIS

**TABLE SHOWING THE PERCENTAGE POSITION AND GARRETT'S TABLE
VALUE**

Rank	Percentage position	Garrett's table value
1	$100(1-0.5)/7 = 7.14$	78
2	$100(2-0.5)/7 = 21.43$	66
3	$100(3-0.5)/7 = 35.71$	58
4	$100(4-0.5)/7 = 50$	50
5	$100(5-0.5)/7 = 64.28$	43

**TABLE SHOWING GARRETT RANKING FOR VIEWERS OPINION REGARDING
ADVERTISEMENTS**

PARTICULARS	RANK					TOTAL	TOTAL SCORE	MEAN SCORE	RANK
I can watch good ads any number of times.	67	61	27	12	3	170	11547	96.23	I
I like to watch only new ads	24	61	38	35	12	170	10368	86.40	III

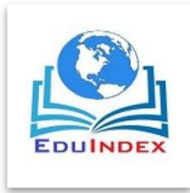


I find ads extremely annoying, no matter how interesting they may be.	13	27	63	48	19	170	9667	80.56	VI
I like offbeat ads	16	44	65	29	16	170	10060	83.83	V
I like creative but sensible ads	75	65	17	4	9	170	6331	52.76	VII
Advertisements really mean what it states	20	51	53	31	15	170	10195	84.96	IV
Advertising presents information that is only favorable to the advertisers without giving the whole truth.	57	53	38	15	7	170	11199	93.33	II

FINDINGS : The above table shows that **rank 1** I can watch good ads any number of times., **rank 2** Advertising presents information that is only favorable to the advertisers without giving the whole truth., **rank 3** I like to watch only new ads, **rank 4** Advertisements really mean what it states, **rank 5** I like offbeat ads, **rank 6** for I find ads extremely annoying, no matter how interesting they may be, and **rank 7** for I find ads extremely annoying, no matter how interesting they may be.

TABLE SHOWING THE PERCENTAGE POSITION AND GARRETT'S TABLE VALUE

Rank	Percentage position	Garrett's table value
1	$100(1-0.5)/6 = 8.33$	77
2	$100(2-0.5)/6 = 25$	63
3	$100(3-0.5)/6 = 41.67$	54
4	$100(4-0.5)/6 = 58.33$	46
5	$100(5-0.5)/6 = 75$	36



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6	$100(6-0.5)/6 = 91.67$	23
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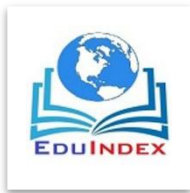
TABLE SHOWING GARRETT RANKING FOR UNTHICAL ISSUES IN ADVERTISEMENT

PARTICULARS	RANK						TOTAL	TOTAL SCORE	MEAN SCORE	RANK
Vulgarity / Obscenity used to gain consumer's attention	65	56	17	10	6	16	170	10495	61.74	I
Misleading information and deception	48	64	24	16	16	2	170	10382	61.07	II
Puffery (false praise)	17	22	69	33	22	7	170	8892	52.31	III
Stereotypes	7	7	27	67	21	40	170	7219	42.46	IV
Racial issues	8	16	13	21	75	37	170	6843	40.25	VI
Controversial products	25	11	14	23	30	67	170	7053	41.49	V

FINDING : The above table shows that **rank 1** is for Vulgarity / Obscenity used to gain consumer's attention, **rank 2** Misleading information and deception, **rank 3** Puffery (false praise), **rank 4** for Stereotypes and **rank 5 and 6** for Controversial products and Racial issues.

WEIGHTED AVERAGE

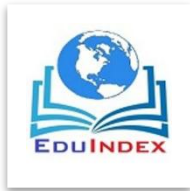
**TABLE SHOWING RANKING FOR ETHICAL PRINCIPLE IN
ADVERTISEMENTS**



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PARTICULARS	SA	A	N	DA	SDA	TOTAL	MEAN	RANK
Advertisements should be decent	112*5 560	44*4 176	6*3 24	4*2 8	4*1 4	769	51.2	1
Advertisements should not abuse the trust of consumers or exploit their lack of experience or knowledge	91*5 455	61*4 244	9*3 27	6*2 12	3*1 3	741	49.4	2
Advertisements should not be violent	82*5 410	54*4 216	29*3 87	4*2 8	1*1 1	722	48.1	3
Testimonials or endorsements that have become obsolete should not be used	39*5 195	43*4 172	59*3 177	27*2 54	2*1 2	600	40	5
Advertisements should not exploit the inexperience of children and young people.	76*5 380	64*4 256	13*3 39	4*2 8	13*1 13	696	46.4	4

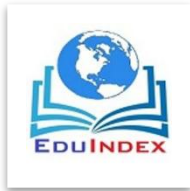
FINDINGS: The above table shows the ranks given by the respondents for various factors through “**Weighted Average**” Method. **1st Rank (51.4)** is given for the ethical principle Advertisements should be decent , **2nd Rank (49.4)** is given for Advertisements should not abuse the trust of consumers or exploit their lack of experience or knowledge, **3rd Rank (48.1)** is given for Advertisements should not be violent , **4th Rank (46.4)** is given for Testimonials or endorsements that have become obsolete should not be used , **5th Rank (40)** is given for Advertisements should not exploit the inexperience of children and young people.



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FACTOR ANALYSIS:

Factors	Variables	Factor Loading Value
Social Effectiveness	These ads are unethical way of brand advertising	.693
	These ads have a force to ruin the social status.	.517
	These ads socially affects the mentality of youth	.406
Attribute Factor	Products advertised through surrogate advertising are genuine	.835
	Surrogate advertisement is required for banned product in these competitive world	.824
	It enforces the non-tobacco/ alcohol users also.	.794
	Indirect advertising of prohibited products ultimately creates curiosity about the harmful product/ brands	.616
	Credibility of celebrity is the major one to drive the purchase of the products	.558
	Surrogate advertisements are not only misleading, but false and dishonest in many cases	.527
	Surrogate advertising leads to increase in consumption of liquor and tobacco	.475
Brand image/ positioning	Surrogate advertisement has a stronger brand identification of the main product than the covert product.	.785
	Surrogate advertising is good for the core brand	.725
	Brand image is built positive in eyes of viewers.	.722
	Trends of these type of advertisements should be increased	.642
	The government has been successful in controlling the consumption of tobacco & liquor by imposing a ban on Tobacco & Liquor advertising	.490
Negative side	The cover product (banned product) catches the attention first while watching the advertisements. (Eg: Mcdowells soda.)	.688
	Surrogate advertising defeats the very purpose of banning liquor and tobacco advertisements	.476
Positive side	Surrogate ads do not make the people to purchase the original brand, they just remind the brand existence	.770
	Surrogate ads don't have any effect until the viewers know the benefits or harms.	.637
	The government should legalize the advertisement of the products which cannot be advertised directly by the order of the government.	.750
	The actual product/brand catches attention first while watching the	.629



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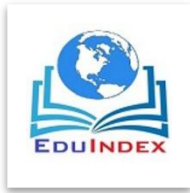
Inducement	advertisements	
	Surrogate advertising is less influencing than normal advertising	.512
Advertising Effect	Advertisements on the media will have impact on the sales of surrogate products	.830
Brand identification	Surrogate advertisement has a stronger brand identification of the main product than the covert product.	.761
	Surrogate advertisements draw greater attention than direct advertisements.	.721

NAMING THE FACTOR

S.NO	OVER ALL SAMPLE (N=170)
Factor 1	Social Effectiveness
Factor 2	Attribute Factor
Factor 3	Brandimage/positioning
Factor 4	Negative side
Factor 5	Positive side
Factor 6	Inducement
Factor 7	Advertising Effect
Factor 8	Brandidentification
% Of Total Variance	66.744%

FINDINGS

- The 1st factor is **Social Effectiveness** and it includes **3 variables** with the variance of **22.667%**.
- The 2nd factor is **Attribute Factor** and it includes **7 variables** with the variance of **35.178%**
- The 3rd factor is **Brand image/ positioning** and it includes **5 variables** with the variance of **41.959%**
- The 4th factor is **Negative side** and it includes **2 variables** with the variance of **47.751%**
- The 5th factor is **Positive side** and it includes **2 variables** with the variance of **52.967%**
- The 6th factor is **Inducement** and it includes **3 variables** with the variance of **57.940%**
- The 7th factor is **Advertising Effect** and it includes **1 variable** with the variance of **62.375%**



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- The 8th factor is **Brand identification** and it includes **2 variables** with the variance of **66.744%**

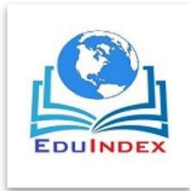
SUGGESTIONS

- ✓ Advertisers should keep the following points in their mind while advertising the products of companies in ethical way
 - They should only promote the culture of the society in which they are advertising their products.
 - They should give complete information about their products so that consumers can make informed choice.
 - They should not deceive about the features of their products or services.
 - They should not teach negative attitudes and behaviour in their ad.
 - Subliminal advertisement tools should not be used to advertise the products of well-known brands.
- ✓ Health warnings: A single health warning (“Cigarette smoking is injurious to health” or “Drinking liquor is injurious to health”) is mandatory on packets and any advertisements relating to those products.

CONCLUSION

Government need to regulate strict laws in banning surrogate advertisements which will help the society and the youngsters from unethical practices. On the one hand we accept the importance of advertising but on the other hand we can't avoid its bad impact on the society and culture. Due to the high competition today companies are accepting cheap and unethical equipment for advertising. These ads give a wrong message to the society and to the new generation who are the future of the upcoming society. If today new generation gains a wrong moral values and wrong method of living they will harm their health as well as mental analyzing power. And in future they will enable to give right message to their traits.

BIBLIOGRAPHY



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