

Project Dissertation Report On

“Impact of Unethical Advertisements on Various Stakeholders”

**Submitted by:
GAURI ADVANI
2K17/MBA/030**

Under the Guidance of
Mr. VIKAS GUPTA
Assistant Professor



**DELHI SCHOOL OF
MANAGEMENT**

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that that the Project Report titled “**Impact of Unethical Advertisements on Various Stakeholders**” is an original and bonafide work carried out by Ms. Gauri Advani of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

(Mr. Vikas Gupta)

Signature of HOD (DSM)

(Prof. RajanYadav)

Place : Delhi

Date :

DECLARATION

I, Gauri Advani, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, hereby declare that Project report on “**Impact of Unethical Advertisements on Various Stakeholders**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

(Gauri Advani)

(2K17/MBA/030)

Place : Delhi

Date :

ACKNOWLEDGEMENT

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to Mr. Vikas Gupta (Assistant professor) for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project. I really appreciate their involvement in the project and their regular advices that helped me refine the project as I went along and also inculcate all the points that help significantly with the growth in my learning.

I extend a vote of thanks to my Project Mentor Mr. Vikas Gupta for valuable suggestions also on completing the project report.

Finally, a note of thanks is due to all those, too many to single out by names, who have helped in no small measure by cooperating during the project.

Gauri Advani

2K17/MBA/030

EXECUTIVE SUMMARY

Advertising is a paid form of communication aims to notify the customers about the product in the mass market. The impact of these advertisements has substantially increased in India and within a time, the industry has carved a niche for itself where various advertisers are so engrossed to outsmart their competitors or to seize the market through different practices that they have overlooked its impact on the customers. The goal of any organization should be to attain profits through fair practices but this greed has led them towards unethical practices. This is the reason that the issue of ethics and ethicality have become a major talking point and play an important role in today's era of marketing. Ethics in advertising affect the consumer's trust on the advertisements, promotes negative behavior targeting children and women, as today marketers can go to any length to persuade their audience to purchase the product and rely on it. Therefore, various commissions and acts were formed to protect the interest of consumers through implementation of proper code of conduct, code of ethics and policies where they were given the rights to claim against the false and misleading statements and acts of the marketers. The focus of this paper is to study about the unethical advertisements, types of unethical advertisements, the consumer behavior and their actions against the unethical advertisements. The attention lies on how the competitors act on such misleading acts and what effects do these claims and complaints will result on the brand credibility. The issues and challenges faced by the Commission and Governing bodies to take action against the companies and how the companies react to such decisions. The focus will lay on the new ways of advertising ethics to build consumer trust. The aim of the paper is to study the scope and limits of ethics in advertising through primary and secondary research. The secondary research was made through the questionnaire to identify customers opinion towards unethical advertisements, how do they respond to such types of ads, their perspective about the companies awareness when they visualize these ads, their opinion regarding types of unethical advertisements, reason why do they watch advertisements and do they take decision the basis of those ads, how easily they get influenced by such types of ads. The primary research is done through various research papers available on the internet, various case studies and the actions taken by ASCI on those cases. Companies should focus on the brand credibility for a long time rather than focusing on to capture the market share and attain profits for a short term period. Various cases will be discussed where big brand like HUL, P&G went into various unethical means to fight competition and capture the market share. The theses will be then followed by the discussion on audience responses gathered through the questionnaire and then the findings and recommendation to safeguard the interest of the consumers and stop the unethical paths followed by the companies.

TABLE OF CONTENT

S.N.	CONTENT	PAGE NO.
1.	Student Declaration	iii
2.	Acknowledgement	iv
3.	Executive Summary	v
4.	Chapter-1 Introduction	1
	1.1.Overview	1
	1.2.Objective of the Study	2
	1.3.Significance of the Study	2
	1.4.Introduction of Ethics	2
	1.5.Business Ethics	3
	1.6.Marketing Ethics	4
	1.7.Unethical Advertising	5
	1.8.Unethical behaviour and Consumer Attitudes	9
	1.9.The Advertising Standards Council of India	10
5.	Chapter-2 Literature Review	11
	2.1. Deceptive Advertising	12
	2.2. Definition of Misleadingness	13
	2.3. Stereotyping Sex and Gender Stereotype	15
	2.4. Customer Satisfaction	16
	2.5 Word of Mouth	17
6.	Chapter-3 Research methodology	18
	3.1. Hypothesis	18
	3.2. Data Collection Method	18
	3.3. Methodological Part	19
	3.4. Limitations of the Study	21
7.	Chapter-4 Data Interpretation and analysis	22
	4.1. Analysis of the Result	22
	4.2. Discussion	28
	4.3. Case Studies	29
	4.4. Some case examples by ASCI	31
8.	Chapter-5 Findings , Conclusion	36
	5.1. Conclusion	36
	5.2. Findings & Recommendations	37
9.	References	38
10.	Questionnaire	39

LIST OF FIGURES

S.No	Figures	Page. No
Fig 1	Gender of Respondent	22
Fig 2	Age of Respondent	22
Fig 3	Ads that respondent see frequently	22
Fig 4	Ads liked by respondents	23
Fig 5	Reason of watching advertisements	23
Fig 6	Buying decision based on the advertisements	24
Fig 7	Effect of unethical advertisements on respondents	24
Fig 8	Type of advertisements considered unethical	25
Fig 9	Buying decision based on unethical advertisement	25
Fig 10	Buyers decision after company advertise in unethical way	26
Fig 11	Companies are aware when they advertise unethically	26
Fig 12	Ads considered unethical by respondents	27
Fig 13	Responses as an employee whose company indulges in unethical ad	27
Fig 14	Tide v/s Rin	29
Fig 15	Redbull “gives you wings”	31
Fig 16	Bajaj Pulsar	32
Fig 17	Axe Dark Temptation	32
Fig 18	KFC unethical advertising	33
Fig 19	Big Bazaar “isse sasta aur kahin nahin”	34