

Impact of social and ethical issues related to advertisement affected by religious perception of controversial product in Kota City

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Abstract: Religious plays a significant role in the way of consumers perceives the advertising of controversial products. Religiosity, which describes an individual's commitment and adherence to religious values and beliefs, is also of a noteworthy relevance in how consumers appraise product advertisements. The study attempts to investigate the effect of controversial advertisements on consumer attitude, behavior and purchase intention of religious consumers. This study will analyze what influence religion and intensity of belief has on attitudes towards the advertising of particular controversial products and services. This Research design is exploratory in nature and shall contain surveys and the study is undertaken in KOTA city. The researcher has used Mean, Standard Deviation, t-test, Z-test, ANOVA test for analysis purpose. The survey was carried on around 300 respondents from different graduates' student from Kota city, Rajasthan and the investigation was completed to study the analysis of social and ethical issues related to advertisement affected by their religious perception of controversial product. It aims to make sense of the ethical decision making (EDM) that emerges from the interplay between practitioners engaged in the creation, clearance and regulation of controversial advertising campaigns.

Keywords — Advertising, Advertising standards, Advertising effectiveness, Consumer attitudes, Ethics, Religion.

I. INTRODUCTION

In topical years there has been a mounting numeral of advertisements being transmit, printed or exposed to the public that are for products measured by various to be controversial, or socially sensitive, and the description of controversial descriptions in advertisements. Advertising is used for communicating business information to the present and prospective customers. It frequently presents information concerning the advertising firm, its product qualities, place of accessibility of its products, etc. Advertisement is indispensable for both the sellers and the buyers. Religious beliefs play a significant part in sculpting social behaviour. Differences in religious affiliations tend to influence the way people live, the choices they make, what they eat and whom they associate with. According to Hirschman (1983), the religious affiliations of Catholics, Protestants and Jews significantly shaped their attitudes towards dancing, magazines, restaurants and political ideas. Religion also influences gender roles in a particular culture. In Islamic countries, both men and women must cover their torso and upper legs at all times and in the case of women only their faces' skin may be exposed (Deng et al., 1994).

The effects of religion on the advertising of controversial products remain largely unstudied to date. The aim of this study is to narrow the current knowledge gap by extending the number of religious beliefs for analysis to include

Buddhism, Christianity, Islam, and non-religious believers (see discussions on non-religious believers). The primary focus is to examine the impact of these four religious beliefs on the advertising of controversial products, and specifically:

- Whether there is an association amid religious beliefs and offence towards the advertising of certain controversial products; and.
- Whether greatness of religious belief has an impact on offence towards the advertising of controversial products.

The thoughtful of how an assortment of religious beliefs and their intensity manipulate offence towards the advertising of contentious products is of great importance to international advertisers and advertising agency managers in their efforts to improve advertising effectiveness without offending or alienating their target audience. Some implications for international marketers will be presented at the end of the paper.

II. REVIEW OF LITERATURE

In an attempt to better understand the relationship between religion and advertising of controversial products it is useful to focus upon the two aspects of religion: spiritual, and laws and regulations (Bryson, 2000). For the spiritual aspect, all religions teach us to obey the same timeless and universal

golden rule: to love our fellow “mankind”, to develop virtues, to gain control of ourselves and to avoid hate, anger and greed. However, each religion, due to the unique requirements of a specific time and place, has its own particular emphasis. The laws and regulations govern such things as food, its preparation, crime, punishment and establishment of order. These aspects vary greatly for each religion.

Unethical and moral issues will always surround advertising due to an immoral behaviour of advertisers. Advertisers want to take risks, break limits and create controversial advertisements. (Bush, Bush 1994, 40)

False advertising is also known as bait and switch advertising. It is profitable strategy used by sellers to promote low-priced product, but then suddenly replacing it with a different, more expensive product. Customers will be disappointed when they see this product. In this way companies get more shoppers. (Lazear 1995, 813)

Unethical advertising should not tell lies, cause harms, or violate moral disapprovals’ and moral values. Advertising influences individuals and society’s perceptions. Unethical advertising inserts wrong beliefs in people’s mind and make them do unnecessary consumption of products. (Phillips 1997, 7)

False promises and misguiding information promotes wrong values for the audience. People might get threaten by unethical advertisements. (Bishop 2000, 371, 376)

Unethical issues in advertising can be also economic, cultural, moral and religious issues. Unethical advertising uses rational motives when it should present differences in product quality and price. Economic harms are due to a consumption of unnecessary goods. Consumption can damage the environment. Cultural harms are due to intense competition in the market which makes advertisers to violate moral rules in advertising. Advertisers seek way to shock the audience by exploiting inappropriate content, exploiting religion or using pornographic nature. (Deviet al.2010, 51-52)

“Advertising is unethical when it refers to the distribution of societal values and norms established by the religious, governmental or political institutions to one which looks for moral and ethical guidance. It is also held to be deceptive if it has tendency to deceive a substantial number of customers in a material way. “(Srivastava, Nandan 2010, 61)

A study by Drum Wright and Murphy (2009) suggests that ethical issues in advertising have not changed much. Traditional issues are the same, but the developments of technology have brought new ethical issues regarding message ethics and business ethics. Businesses have difficulties to create and deliver truthful advertising messages. Advertisers should be given critique regularly

and public should be informed if unethical advertising appear. (Suguna 2014, 96)

Advertisers are releasing even more misleading and exaggerated claims of their products, goods or services. Companies might lose their credibility and their competitive position in the market due to unethical advertising. (Sidhu 2015, 115)

Unethical advertising is creating and misrepresenting morally wrong content to people through mass media channels. Advertising is unethical if it tries to damage competitors’ products, gives false or misleading messages and information, makes exaggerated claims, is morally corrupted or effects people’s lives damagingly. (Huq et al. 2016, 10)

Unethical advertising causes negative emotions to viewers. Unethical advertisements get consumers confused about the product. Advertisements should be truthful and ethical since consumers are the one who are viewing them. (Vaux 2018)

In the light of the differences in emphasis by each religion on the spiritual, and laws and regulations, this study will examine whether these differences have any impact on the believers’ attitudes towards the offensiveness of the advertising of specific controversial products. To begin, each religion will be examined as well as the type of controversial products. Next, the findings of the responses of 1,393 people across six countries will be presented, and finally, some implications for global marketers will be discussed.

A. *Business Ethics in Social environment:*

Ethics may be defined as a set of moral principles that distinguish what is right from what is wrong. It is a normative field because it prescribes what one should do or abstain from doing; the term most closely related to ethics in the social environment. There are several terms closely related to ethics in a social system as: goodness, righteousness, justice, truth and right, piety and so on.

B. *Advertising of Controversial Products:*

Controversial products are the products which, when advertised, create a sense of offence, disgust in the eyes of the customers. They are also called “un-mentionable” and “socially sensitive products”.

C. *Attitudes towards Offensive Advertising:*

There is increasing interest of researchers to assess the attitude of the consumers towards advertising practices. Researchers and scholars have conducted studies related to offensive attitudes of consumers towards advertising campaigns that do not conform to the norms and values of the society. A study on Malaysian Muslim attitudes towards offensive advertising found that religiosity significantly

affects the views of respondents on those advertisements which are religion sensitive and controversial in nature.

This study will attempt to identify factors that are responsible for offensive attitude of consumers towards various advertising campaigns of controversial products. It is based on the insights taken from previous studies. On one hand, it attempts to assess the level of offensiveness of consumers towards advertising campaigns of various controversial products; while on the other hand, it attempts to measure their religious perceptions and nature of advertising appeals that create offensiveness in the minds of the consumers. It also aims to see whether gender differences exist in the level of offensiveness and religious perceptions of consumers.

III. RESEARCH PROBLEM

This paper attempts to explore the ethical issues in the contemporary advertising campaigns of some of the controversial products in India (Kota city). The research aims to see the offensive behavior of consumers towards advertisements of some selected controversial products and how it is affected by their religious perception and the nature of advertising appeals used in the advertisements of controversial products.

IV. RESEARCH OBJECTIVES

1. To explain that religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.
2. To explain that males and females significantly differ in their religious perceptions.
3. The offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.

V. RESEARCH METHODOLOGY AND DESIGN

A. Aim

This research aims to investigate how level of offensiveness towards controversial advertisements is affected by the religious perceptions of the consumers and the nature of advertising appeals used in advertisements.

B. Hypothesis Development:

H1: Religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.

H2: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers.

H3: Males and females significantly differ in their religious perceptions.

VI. RESEARCH DESIGN

Type of Research Design

This Research design is exploratory in nature and shall contain surveys and detail findings and inquiries from different students included male and female in equal ratio (professional and non professional students).

Universe

The Universe in research study is finite. In finite universe, the number of items is certain. In this research study, the Universe is Kota.

Sample type: - under this study I used probability based Stratified sampling type.

Sampling unit: - Out of the finite universe the researcher has selected 300 graduates' students.

Data collection: **Primary data** are collected through fill questionnaires and **secondary data** are collected through books, journals, magazines, articles, papers, internet old survey reports etc.

Data Analysis

Data was coded into SPSS software and tested for its validity and reliability. Descriptive statistics as well as correlation and t-tests were applied to analyze the data. Descriptive statistics contain frequency distribution of each item, its mean, standard deviation (S.D.) and co-efficient of variation (C.V.).

VII. DATA ANALYSIS AND FINDINGS

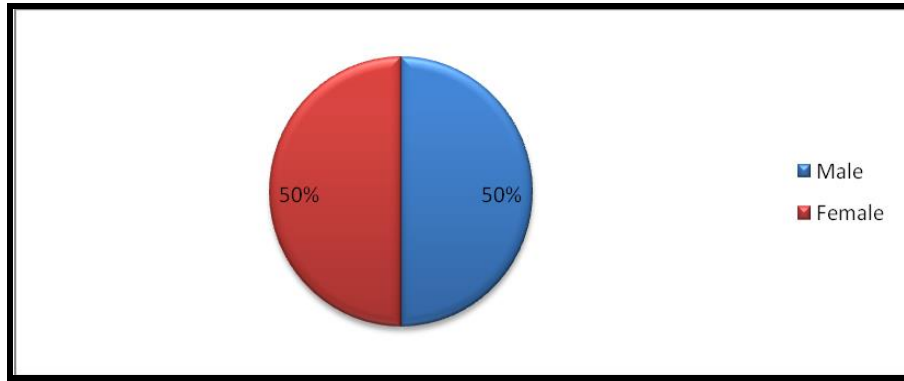
Gender of Respondents

The general profile of respondents with regards to their gender is presented in table.1. Equal number of respondents (N=150, Percentage=50) were from both the gender groups.

Table 1: Gender of Respondents

Gender	N	Percentage
Male	150	50.0
Female	150	50.0
Total	300	100

Chart1: Gender of Respondents



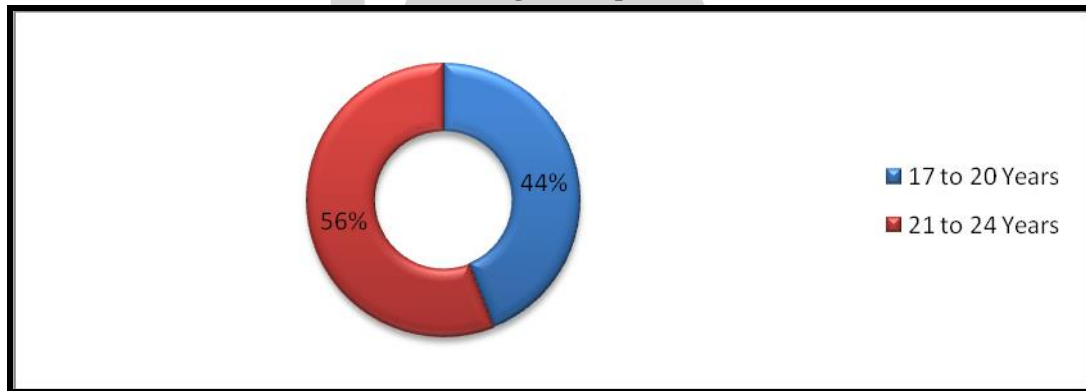
Age of Respondents

The age of the respondents was varying from 17 to 24 years so for the ease they were segregated in two age groups as presented in table 2. In terms of age majority of respondents (N=168, Percentage=56) belong to the age group of 21 to 24 years followed by 44% respondents who belong to the age group of 17 to 20 years.

Table 2: Age of Respondents

Age (In Years)	N	Percentage
17 to 20 Years	132	44.0
21 to 24 Years	168	56.0
Total	300	100

Chart2: Age of Respondents



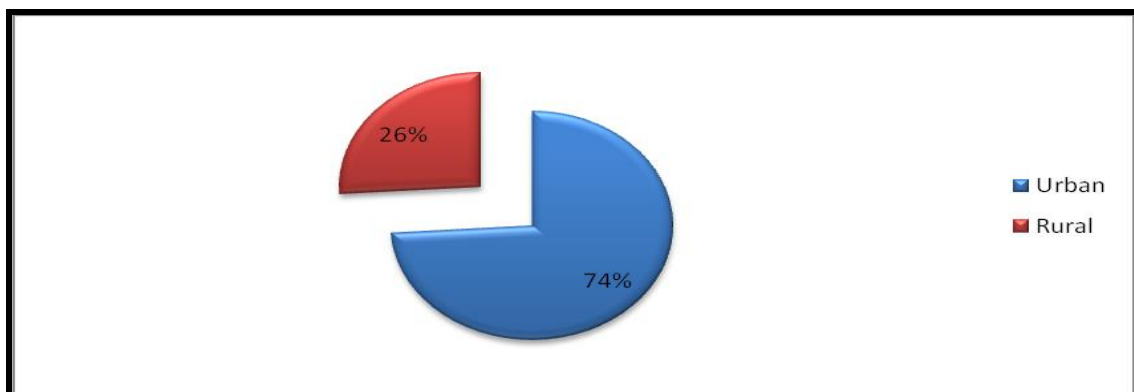
Area of Residence of Respondents

It has been observed that 74% respondents (N=222) were from urban area and rest 26% respondents (N=78) are residing in rural area.

Area of Residence	N	Percentage
Urban	222	74.0
Rural	78	26.0
Total	300	100

Table 3: Area of Residence of Respondents

Chart3: Area of Residence of Respondents



Advertisement Viewing Profile of Respondents

This section deals with the advertising media accessed by respondents and type of advertisements viewed by them as presented in following sub sections:-

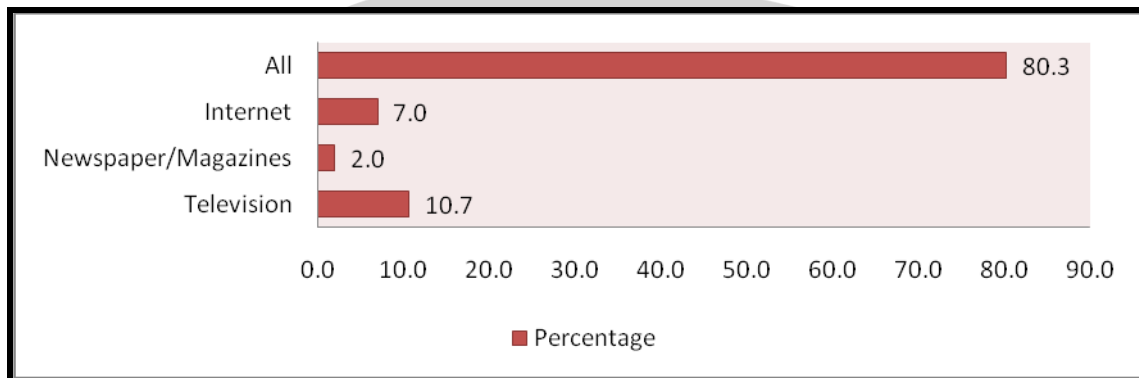
Respondents' Preferred Media to Access Advertisement

Maximum number of respondents (N=241, Percentage=80.3) indicated that they access advertisements on television, newspapers, magazines as well as on internet. 10.7% respondents (N=32) said that they view advertisements on television, 7% respondents (N=21) access ads on internet while 2% respondents (N=6) access advertisements from newspapers or magazines.

Table 4: Respondents' Preferred Media to Access Advertisement

Preferred Media	N	Percentage
Television	32	10.7
Newspaper/Magazines	6	2.0
Internet	21	7.0
All	241	80.3
Total	300	100

Chart4: Respondents' Preferred Media to Access Advertisement



Religious Perception of Respondents

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). For all the positive statements the mean score is above to midpoint 3 and for all

the negative statements the score is below to midpoint 3. It all shows the religiosity of the respondents. The respondents of this research believe in god, have faith in holy books, use to go on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles.

Table5: Religious Perception of Respondents

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	S.D.	C.V.
I believe in God	0	0	12	162	126	4.38	0.563	0.13
I respect holy books of my religion.	0	0	0	123	177	4.59	0.493	0.11
My faith in god is an important part of my individual identity	0	0	108	144	48	3.8	0.694	0.18
My relationship to God is experienced as unconditional love	0	0	153	120	27	3.58	0.652	0.18
I use to donate in religious events	0	36	156	108	0	3.24	0.651	0.20
I help poor to make my after death life better	0	36	168	78	18	3.26	0.744	0.23

I often go to the religious places (temple, Mosque, Church etc.)	0	0	90	129	81	3.97	0.756	0.19
I commit sins	117	180	0	0	3	1.64	0.593	0.36
I am afraid of god punishment form my wrong deeds	0	0	66	153	81	4.05	0.699	0.17
I always try to be honest & fair to others	0	0	81	165	54	3.91	0.666	0.17
I never doubt on the holy principles of my religion	0	0	63	147	90	4.09	0.71	0.17
No one can deviate me from my religious beliefs	0	0	0	141	159	4.53	0.5	0.11
I am proud of my religion	0	0	0	93	207	4.69	0.463	0.10
I love to participate in religious events	0	0	162	108	30	3.56	0.669	0.19
I admire those who go for teerthyatra, haz etc.	0	0	150	132	18	3.56	0.606	0.17
I never disrespect to any other religion.	0	0	0	48	252	4.84	0.367	0.08

Table 6 indicated the religious perception of males & females separately. It was found that mean scores of male & female respondents are almost same which signify the similar kind of religious perception of male & female respondents.

Table 6: Gender Wise Religious Perception of Respondents

Statements	Males		Females	
	Mean	S.D.	Mean	S.D.
I believe in God	4.28	0.603	4.48	0.501
I respect holy books of my religion.	4.66	0.475	4.52	0.501
My faith in god is an important part of my individual identity	3.6	0.635	4	0.695
My relationship to God is experienced as unconditional love	3.52	0.642	3.64	0.658
I use to donate in religious events	3.34	0.654	3.14	0.635
I help poor to make my after death life better	3.18	0.742	3.34	0.74
I often go to the religious places (temple, Mosque, Church etc.)	3.9	0.73	4.04	0.776
I commit sins	1.64	0.482	1.64	0.688
I am afraid of god punishment form my wrong deeds	4.1	0.702	4	0.695
I always try to be honest & fair to others	3.78	0.644	4.04	0.664
I never doubt on the holy principles of my religion	4.14	0.635	4.04	0.776
No one can deviate me from my religious beliefs	4.54	0.5	4.52	0.501
I am proud of my religion	4.7	0.46	4.68	0.468
I love to participate in religious events	3.5	0.61	3.62	0.72
I admire those who go for teerthyatra, haz etc.	3.44	0.607	3.68	0.583
I never disrespect to any other religion.	4.86	0.348	4.82	0.385

The overall religious perception of respondents is presented in table 7. It can be concluded that majority of respondents (N=249, Percentage=83) are moderately religious followed by 17% respondents (N=51) who were extremely religious. The mean score also fall in moderately religious category and the low S.D. value indicates the uniformity in the views of respondents.

Table 7: Overall Religious Perception of Respondents

Religious Perception	N	Percentage
Not at all Religious	0	0.0
Somewhat Religious	0	0.0
Moderately Religious	249	83.0
Highly Religious	51	17.0
Total	300	100
Mean	61.69	
S.D.	2.943	

As per the results shown in table 8 the female respondents are more religious than the male respondents but the religious perception of males is more uniform than the females. It was found that 14% males (N=21) were highly religious and 86% male respondents (N=129) were moderately religious. In female category these percentages were 20% and 80% respectively.

Table 8: Gender Wise Overall Religious Perception of Respondents

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Not at all Religious	0	0.0	0	0.0
Somewhat Religious	0	0.0	0	0.0
Moderately Religious	129	86.0	120	80.0
Highly Religious	21	14.0	30	20.0
Total	150	100	150	100
Mean	61.18		62.2	
S.D.	2.786		3.017	

VIII. Hypothesis Testing

H₀₁: Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.

H₁₁: Religious perceptions of consumers are positively associated with their level of offensiveness towards controversial products.

Karl Pearson coefficient of correlation was applied to determine the association between Religious perceptions of consumers and their level of offensiveness towards controversial products. The results are presented from table 9 to 20.

Table 9: Correlation between Religious perceptions and level of offensiveness towards Alcohol

		Religious Perception	Significance
Alcohol	Pearson Correlation	-0.050	Not Significant
	p-value	0.386	
	N	300	

Level of Significance = 5%

Table 10: Correlation between Religious perceptions and level of offensiveness towards Cigarettes

		Religious Perception	Significance

Cigarettes	Pearson Correlation	-0.045	Not Significant
	p-value	0.435	
	N	300	

Level of Significance = 5%

Table 11: Correlation between Religious perceptions and level of offensiveness towards Condoms

		Religious Perception	Significance
Condoms	Pearson Correlation	-0.018	Not Significant
	p-value	0.752	
	N	300	

Level of Significance = 5%

Table 12: Correlation between Religious perceptions and level of offensiveness towards Female Contraceptives

		Religious Perception	Significance
Female Contraceptives	Pearson Correlation	0.104	Not Significant
	p-value	0.073	
	N	300	

Level of Significance = 5%

Table 13: Correlation between Religious perceptions and level of offensiveness towards Female Hygiene Products

		Religious Perception	Significance
Female Hygiene Products	Pearson Correlation	-0.07	Not Significant
	p-value	0.229	
	N	300	

Level of Significance = 5%

Table 14: Correlation between Religious perceptions and level of offensiveness towards Female Underwear

		Religious Perception	Significance
Female Underwear	Pearson Correlation	-0.153	Significant
	p-value	0.008	
	N	300	

Level of Significance = 5%

Table 15: Correlation between Religious perceptions and level of offensiveness towards Male Underwear

		Religious Perception	Significance
Male Underwear	Pearson Correlation	-0.052	Not Significant
	p-value	0.365	
	N	300	

Level of Significance = 5%

Table 16: Correlation between Religious perceptions and level of offensiveness towards Political Parties

		Religious Perception	Significance
Political Parties	Pearson Correlation	0.059	Not Significant
	p-value	0.311	
	N	300	

Level of Significance = 5%

Table 17: Correlation between Religious perceptions and level of offensiveness towards Sexual Diseases

		Religious Perception	Significance
Sexual Diseases	Pearson Correlation	0.11	Not Significant
	p-value	0.057	
	N	300	

Level of Significance = 5%

Table 18: Correlation between Religious perceptions and level of offensiveness towards Weight Loss Programs

		Religious Perception	Significance
Weight Loss Programs	Pearson Correlation	-0.004	Not Significant
	p-value	0.95	
	N	300	

Level of Significance = 5%

Table 19: Correlation between Religious perceptions and level of offensiveness towards Religious Denominations

		Religious Perception	Significance
Religious Denominations	Pearson Correlation	-0.05	Not Significant
	p-value	0.389	
	N	300	

Level of Significance = 5%

Table 20: Correlation between Religious perceptions and level of offensiveness towards Beef & Allied Products

		Religious Perception	Significance
Beef & Allied Products	Pearson Correlation	-0.035	Not Significant
	p-value	0.543	
	N	300	

Level of Significance = 5%

At 5% level of significance it was observed that coefficient of correlation was not significant except for female underwear, it leads to the acceptance of null hypothesis so it can be concluded that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.

H₀₃: Offensive nature of advertising appeals does not affect the religious perceptions of the consumers

H₁₃: Offensive nature of advertising appeals significantly affects the religious perceptions of the consumers

To test this hypothesis the Karl Pearson coefficient correlation was calculated between various advertisement appeals and religious perception of consumers. The results are tabulated in 21.

Table 21: Correlation results between Offensive nature of advertising appeals & religious perceptions of the consumers

Advertising Appeals	Correlation with Religious Perception	p-value	Significance
Racist Image	0.022	0.699	Not Significant
Violence	-0.214	0.000	Significant
Indecent Language	0.055	0.342	Not Significant
Sexist Image	0.03	0.609	Not Significant
Nudity	-0.054	0.353	Not Significant
Anti-Social Behavior	-0.228	0.000	Significant
Western/US Images	0.128	0.027	Significant
Use of Unethical Practices	0.054	0.354	Not Significant
Health & Safety Issues	0.005	0.924	Not Significant

Level of Significance = 5%

According to results, violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.

H₀₄: Males and females do not differ in their religious perceptions

H₁₄: Males and females significantly differ in their religious perceptions

In this, it was identified that females are more religious than the males, now here he table 22 is presenting the results of t-test applied to measure significant difference in Males and Females religious perceptions.

Table 22: t-test Result to measure significant difference in Males and Females religious perceptions

Religious Perception	Males		Females	
	N	Percentage	N	Percentage
Highly Religious	0	0.0	0	0.0
Moderately Religious	0	0.0	0	0.0
Somewhat Religious	129	86.0	120	80.0
Not at all Religious	21	14.0	30	20.0
	150	100	150	100
Mean	61.18		62.2	
S.D.	2.786		3.017	
t-value	3.042			
p-value	0.003			

Significance**Significant**

Level of Significance = 5%

At 5% level of significance the t-statistic is significant which indicates the existence of significant difference in the opinion of males & females. So it can be concluded that Males and females significantly differ in their religious perceptions and the null hypothesis gets rejected.

IX. CONCLUSION AND RECOMMENDATION

After having discussed the Respondents' view about Religious Perception of Respondents here are the conclusion and recommendations of the study under the following heads:

- **Conclusions**
- **Recommendations**

Conclusion:

Firstly students were asked to disclose their demographic profile. Equal numbers of respondents from both the genders were selected. On the basis of age respondents were divided into two categories i.e. 17 to 20 years (44%) and 21 to 24 years (56%).

It has been observed that 74% respondents (N=222) were from urban area and rest 26% respondents (N=78) are residing in rural area. It was found that maximum numbers of respondents were living with their families.

Maximum number of respondents (N=241, Percentage=80.3) indicated that they access advertisements on television, newspapers, magazines as well as on internet. 10.7% respondents (N=32) said that they view advertisements on television, 7% respondents (N=21) access ads on internet while 2% respondents (N=6) access advertisements from newspapers or magazines.

After demographic profile of respondents their advertisement viewing profile was ascertained. It was observed that majority of respondent's daily access advertisements on various media which include television, newspaper, magazines, internet etc.

Respondents admitted that they use to purchase product after viewing the advertisements, which convey the significant impact of advertisements on consumer buying decision. As the sample consist of students so it was observed that instead of focusing on the product details they more focus on the endorser used in advertisement and also try to relate with them.

To measure the religious perception of respondents they were asked to indicate their level of agreement towards various statements on 5 point scale ranging from strongly disagree (1) to strongly agree (5). The respondents of this research believe in god, have faith in holy books, use to go

on religious journeys and they are afraid of committing sins. The respondents are proud of their religion and no one have power to deviate them from their religious principles. Ultimately it can be concluded that respondents were moderately religious, however mean scores revealed that female respondents are more religious than the male respondents.

From the hypotheses testing following results were drawn:-

- Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products.
- Violence, anti-social behavior and western/US images significantly affects the religious perception of respondents but rest of the advertising appeals do not have impact on religious perception of respondents.
- Males and females significantly differ in their religious perceptions.

Recommendation:

- The advertisements of political parties almost all the political parties advertisements target the religious perceptions of voters to increase their vote bank, which again breaks the ethical code of advertisements so these advertisers are advised to avoid such content.
- It is the duties of advertisers to not only advertise positive aspects of the campaign but it should also portray the limitations of the products.
- The testing of hypothesis revealed that Religious perceptions of consumers are not positively associated with their level of offensiveness towards controversial products; it means there is no space of offensiveness in the Religious perceptions of consumers. As advertisers do not have control on the Religious perceptions of consumers so better to avoid the offensive elements in advertisements to make the impact of advertisements positive.
- Again in this line it was found that western/US images significantly affects the religious perception of respondents, which conveys a precaution for the advertisers to use the images of Indian culture and avoid the western/US images.
- The violent content is treated more offensive by females as compare to males so it is suggested to advertisers to not use violent content specially to advertise female products.
- Males and females both uniformly indicated that the advertisements of male underwear are the most offensive advertisements, even though the hoardings on the roads distract the viewers just

because of its offensiveness. So it is suggested to advertisers to focus on the attributes of the male underwear instead of relating it with the nudity and sexual content.

- An advertiser should always try to understand the relationship between the advertisement message and their customers, so whenever it indicated negative relationship the corrective actions can be taken immediately.
- At last it is suggested to advertisers that advertisers should be careful about the way they carry their message as it should not go too far in challenging cultural or religious matters or opinions, in a way that could hurt the audience as these variables are really sensitive aspects of a society.

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