

## Impact of Ethics on Advertising Effectiveness among Youth

Syed Adil Mahmood<sup>1</sup>, Saad Wasim Siddiqui<sup>2</sup>, Muhammad Junaid<sup>3</sup>

<sup>1</sup>MS Scholar, Department of Management Science, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Islamabad, Pakistan,

<sup>2</sup>MS Scholar, Department of Business Administration, Air University, Islamabad, Pakistan,

<sup>3</sup>Lecturer, Department of Management Science, COMSATS Institute of Information Technology, Sahiwal, Pakistan,

Received: February 26, 2014

Accepted: June 14, 2014

---

### ABSTRACT

This research paper attempts to explore the ethical problems that are found in advertisements in Pakistan. This paper aims to evaluate ethical misconducts in celebrity endorser's claims, ethical issues advertising appeal and theme and ethical problems in content and message of the advertisement. A survey of 200 students was conducted in eight universities in Islamabad. The questionnaire consisted of four sections, first section consist of question related to celebrity endorser and ethical issues. Second section consisted of question related to advertising appeal, third part consisted of question related to advertising message and in last part question were asked related to advertising effectiveness. Data was coded in SPSS and reliability, validity, demographic results, descriptive statistics, correlation, normality and regression test were applied. Advertising appeal and advertising message ethics were found significantly effecting advertising effectiveness whereas celebrity endorser's ethics were insignificantly affecting advertising ethics. The research leads to important academic and managerial implication and identifies issues in ethical advertising which are against societal values of Pakistan.

**KEYWORDS:** Advertisement Ethics, Endorser's Credibility, Consumer Behavior

---

### 1. INTRODUCTION

Gallup conducts a poll in which people are asked to rate the honesty and ethical integrity of practices of people of different industries. The result shows that car salesman on ethical chart are given lowest score just above them were advertising companies and professionals [1].

Limited research has focused on the ethical dilemmas faced by advertising practitioners. While consumers are increasingly emphasizing on responsible and ethical advertising practices, advertising practitioners are not doing well in addressing the ethical challenges that is creating unrest among consumer circles and marketing scholars. The problem arises when marketers uses controversial themes, sexist images, inappropriate and immoral language to gain popularity among the public. The advertisement that contains any of the themes are said to be unethical advertisement. It has been found lately that companies are using scandalous themes in their product to create artificial buzz. They also employ means that are deemed controversial by many industry experts and scholars.

For consumers the product is the sum of its material use to build that product and the image that is created to position in the mind of customers, the problem nowadays is the part of product that is concerned with the image building is getting more importance in media advertisements Literature suggests that moral and ethical issues in marketing should be attended with sincerity as marketing as a discipline is charged with recognition, anticipation and satisfaction of the needs and wants of customer at the same time keeping the business profitable. Some of the ethical problems are due to lack of unified explanations of what is ethics. Cultural also creates problems for marketers as there is no single definition of marketing ethics and varies from culture to culture.

John Mill's advocates utilitarian's principles when it comes to ethics [2]. He said ethics should help the people in increasing their happiness and pleasure and minimize their worries and woes thus increasing number of beneficiaries of the service. His ideas are of basic nature of human needs and he says that we should encourage people to do good for public rather than only company interests. Advocate of ethics [3] accept that moral issues cannot be benchmarked against any social norm in today's multicultural societies. Therefore social norms are the value setters of fragile issues related to ethical conducts. Hence it has been found that there is no single definition that summarizes moral standards for this global world. Especially in marketing, different stances and philosophical definition of ethics are accepted in various cultures. So research is needed in different societies specially societies with diverse population determining how advertisement is perceived.

---

\*Corresponding Author: Syed Adil Mahmood, MS Scholar, Department of Management Science, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Islamabad, Pakistan, syedadilmahmood@hotmail.com

Ethical and moral issues in marketing are of vital importance as marketing functions is to foresee, identify, provide and satisfy consumer requirements at the same time maintaining profitable business. Thus marketing functions as the line that connects consumers with companies products. Many of the issues that arises from marketing activities are the lack of information and philosophical content telling that what is good for consumer and ethical and whether the thing that is deemed good is also ethical [4]. This research paper will attempt to translate and further explore the ethical misconducts prevalent in Pakistani society from the perspective of young consumers. Further the research is broken into three variables that are, ethical issues in advertisement appeal, inappropriate product endorser, and unethical product type.

This research will serve as a bridge between advertisers, marketers and consumers. In Pakistani market there is a perception building about negative image and impact of advertising. People are found discussing the adverse effects of such advertisements on different forums and there is a discussion prevailing declining values portrayed through advertisements. The result of this study will immensely help in translating the ethical perceptions of advertisements through the eyes of young consumers. The aim of the study is to measure the extent to which people like or dislike celebrity endorser's practices in advertising industry, the advertising appeal being used including sex appeals and fear appeals, and the message that is being communicated through the advertisement and effect of these variables on advertising effectiveness.

This research paper will attempt to translate and further explore the ethical misconducts prevalent in Pakistani society from the perspective of young consumers. As there is expanding competition in market, the marketers are using different means to reach to customers. Some of the means used are perceived as unethical by the intellectuals of the society and consumers have started to raise their voices. The objective is to evaluate the detected problems. The research is divided into 4 variables discussed above. The objective is to find and generalize the result taking youth of Islamabad and Rawalpindi as sample. This study addresses

- 1- What are the sources of unethical advertisements?
- 2- What steps are taken to prevent unethical use of advertisements?
- 3- How celebrity endorsers, advertising appeals and advertising message are contributing to ethical problems in Pakistani environment.

This study only focused on three variables that are found most in unethical advertisements in Pakistani advertising industry. The researcher through his study on this field thinks that there are some other variable that can be included to extend the result of this study. Supplementing qualitative techniques in this study will further validate the result of this study.

## **2. LITERATURE REVIEW**

Credibility refers to the quality of being trusted and believed in. Endorsers credibility is the amount or degree to which target audience thinks that the endorsers has the relevant expertise and critical judgment on the subject [5]. As it's further explained that source credibility isn't objective quality, rather its perception in the minds of customers [6]. Research has shown that about 25percent of the advertisement in America uses celebrity to endorse and advertise their product [7]. Research has shown that endorsers with a positive reputation can increase rating and product evaluation of the company's product and can increase the financial performance in the longer run [8, 9].

Research has proved that celebrity endorsement is proven tool and is used extensively by many leading brands all over the world [10].Celebrity endorsements help builds positive reputation, brand recognition, purchase behavior, brand recall and advertisement effectiveness [11]. Although previous research shows that consumers and viewers believe in the motives of celebrity endorsers but this trend seems to vary. A study showed that celebrities with a habit of endorsing variety of product or changing product or brands are viewed as less effective and credible in comparison to the endorser who sticks to a brand or a product for a longer run [12]. A study conducted showed that celebrities blamed or involved in negative events can have harmful and disadvantageous results for himself as well as the brand he or she is endorsing [13].

In this research we will be exploring personal attributes of the endorsers which enhance his persuasiveness. We will be exploring different variables related to source credibility of the endorser. Source credibility of endorser is typically determined by the trustworthiness and expertise of the endorser [14, 15, 16].Research have emphasized the importance of attractiveness and compatibility or link of the endorser with the product or service he is endorsing [17]. Trustworthiness is the extent to which audience have faith in his words whereas expertise is the product knowledge and technical expertise regarding his field.

Research based on match up hypothesis has claimed that how much the product is perceived attractive by consumers depends on the degree to which it fits with the endorser [18, 19, 20]. From above point we can thus infer that physical attractiveness is helpful when selling products of fashion category but not much when the product are technical items such as computers. In addition endorser attractiveness studies has focused on physical attractiveness, attractiveness can also be the result of positive attitude associated with the endorser because of many other reasons. Positive attitudes can be a result of admiration or perceived similarity [21]. Advertisements that is more accepted by consumers are due to the status as role model and attractiveness is a part of it [22].

Advertising appeal should be according to the defined ethical laws and moral values that reflect the societal and religious principles that are used in a society. Advertisers are using different appeals to draw in consumer's attention; current media is also using sex appeals, which by many scholars are said to be unethical and immoral [23, 24, 25, 26, 27]. Research shows that frequency and explicitness of advertisements with sexual cues is increasing, models with provocative dress are common in advertisements with the goal of targeting young audiences [26, 27, 28]. Researches of recent decade has shown that sex appeals in advertisements has become one of the most used and effective tactics in advertising in majority of western countries including USA [29]. On many occasion these appeals do not cause the consumer to purchase the product but these type of advertisement appeal helps some advertisement stand out more from other advertisements. The young people who have more open views and who are more receptive are the primary targets of such advertising appeal.

Past researches have confirmed that sex appeals helps brand catching initial much needed attention, increasing persuasion enhancing recall as well as buying intention [30, 31, 32, 33, 34]. Using sex appeals in ads also helps in getting consumer initial attention, enhancing brand recall ability and strengthening brand image with positive persuasion towards the brand [35]. Some advertisements campaigns started in china were found negative and explicit. This may have happened due to two reasons. One being the cultural sensitivity of China population and two may be an effort by advertisement professional to gain attention by using controversial themes. In the second case advertisers often employ notorious method and many times crosses the offensive boundaries [36].

There is vast literature available of controversial advertisements in the past 25 years; the topics covered consist of advertisements that are embarrassing to be spoken about, ethical problems in advertisements, sexual and decency issues, advertisement appeals that are appalling [37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47]. A simple point of view was proposed by Dahl et Al. (2003). He proposed that any study will be taken as offensive in which consumer law and norms and values of a society is broken. These include ads in which human rights laws are disobeyed, breaking moral and social norms of society with inappropriate language and blasphemy or showing outrage such as the use of violence and disgust [41]. This definition is comprehensive as it pin points the issues despite the cultural differences. Studies of past decades have identified the factors that offensive advertisements are made of, Starting from the matter and content of the product being advertised, secondly what is the manner in which the product or service is being advertised and its execution and the last being the advertising vehicle or the media channel used to promote the product [48]. The above discussed points are the crucial element that makes an advertisement appropriate to be displayed at a public channel.

Work on European countries on this topic has shown that offensive advertisement appeals and racial discrimination is of major concern in their research [39]. Racial discrimination is about bias that is shown on television ads based on their sex and their color. While, Sex appeals contains women that are projected inappropriately and as an object for selling the product [49]. These advertisements are prevalent in our society when women are shown as a product themselves and advertisers use them to lure customers to their product [50]. If an ad, product service elicits bad taste, hatred, dishonesty and anger among masses then it should be bad and unethical advertisement [39]. Culture and orientation is also connected. People from collective cultures are more decisive of sexual content and controversial advertising appeals. People from individualistic culture are less severe, when it comes to the evaluation of advertisement.

Cultural factors also play an important role in perceived ethical value for example; people of Chinese culture are more sensitive to bad language, indecent images and anti social themes in advertisement [46]. Studies conducted in Asian region has shown that sexual appeals, fear appeals and not taking into consideration cultural factors when devising advertisements were the reasons for perceived offensive advertisements from a historical perspective, the experts have taken ethical problems as soft issues and did a very little research to highlight it [48]. Research has shown that bad ad affects both the sale of the product and the image of the product in the market. A study found that people induce meanings and relates to advertisements then they transfer those meanings when evaluating the brand so positive feeling means positive point for the brand [51]. Generally speaking, consumers from high-context and collective cultures are more critical of sexually oriented products and

advertising appeals, as well as advertisements of products that may have negative social impacts. Consumers from low context and individualistic cultures are more accepting of sexually oriented products and advertising appeals, as well as advertisements believed to be bad for society.

Fear appeals are made up of fright, terror and alarm. Fear is an emotional state that provokes unpleasant feeling that stimulates autonomic feeling in human nervous system. Most countries across the world discourage the use of fear in their ads. Fear appeals are composed of perceived self worth, threat and fear. Advertisers usually first make the customer afraid by the content of the ad and then propose the solution for the customer thus pressuring them to use their product [52]. Societies not only dislike this kind of ad but also the impact of these ads is found negative [52]. Fear appeals nowadays are commonly used in marketing communications. The fundamental meaning is "if you don't do according to what is told in the ad (purchase, choose, think, maintain etc) something negative to you will happen [53]. Products for entertainment purpose are specially designs in fear themes to attract the customer with thrill to use such as movies and computer games for youngsters [54]. Violence is also getting more popular among media circle to gain people attention [55]. Research conducted by Bushman shows that people remember ad content in which joy and happiness is shown rather than ad with violent content [56].

There is also vast literature available contemplating that media fear and violence produces many harmful feelings such as violence [56] minimizing emotional feelings, reduces compassion, builds attitude towards violence and negative feelings association with world (Gerbner et al., 1980) [56, 57, 58]. Lacznia and Murphy developed test questions that should be review before and after launching any advertisement [59]

The test questions include;

1. The advertisement should not transgress law. (Legal Test)
2. The advertisement should not violate the moral standards of the society. (Duties Test)
3. The intention or the results of such advertisement should not be harmful for any viewer. (Motive Test)

If we explore about perceptions of consumers and ethics of advertisements we would have different results as the perception of every individual is different. However the attitude, expectation and ethics towards advertisements seem to be declining. The consumer expect advertisers to create such advertisement that increases their knowledge while at the same time not evoking irresponsible and dangerous feeling that are overly dramatic, lacks social responsibility, stimulates unneeded demand and should be done through appropriate and morally right techniques [52]. The balance between persuasiveness and ethics should be maintained to make the advertisement socially responsible and acceptable to everybody including the children who are exposed to different ads. Malhotra and Miller in their study discussed about philosophical theories of ethics, they categorized ethics as teleology, deontology, hybrid approaches, and objectivism [60]. From the teleology point of view ethics depends on the outcomes and actions that results from decision or ad i.e., the ends justifies the mean. Deontology main focuses is on the mean, method, intention and humaneness used to pursue a decision rather than the outcome of the decision. The hybrid theory is the combination of both of the above discussed two approaches focus is on both the mean and ends and ethicality of the decision. Objectivism is based on current situation as what is happening in the real world. One deals with the ethical behavior that exists rather than what ought to be.

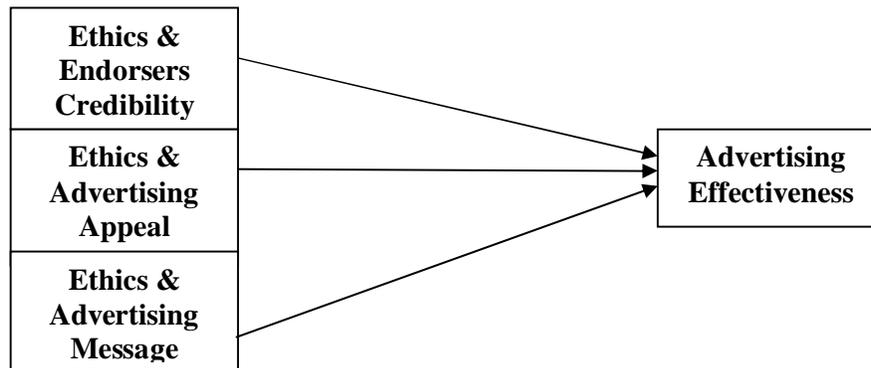
The best advertising message focuses on finding and creating common grounds with customers. The perception in consumers nowadays is companies are not loyal to them by heart and their objective is selling the good for profit and not for the welfare and common good of customers as they shows in advertisements. It is vital to build the bridge of trust before selling your product. But on many occasion advertisers uses the short cut and evoke consumer emotions with the use of messages that are deemed controversial by many expert of the industry. When consumers are less motivated to towards a brand, the advertisers try to gain attention by providing cues that will draw and induce attention through the use of cues that are controversial, these cues include sexual sources, explicit themes, harsh messages to gain consumer attention Various researchers confirms the positive effects of these messages to gain consumers attention [61, 62, 63]. With the advent of new technology like smart phones it is now easier especially for children to reach and connect to anything they want to. Many families now believe that media is the major source of children violence and sexual behavior. There is also a debate going on the unhealthy messages that are telecasted through media such as attention deficit order and obesity among younger's. At the same time people appreciate the educational programs that are telecasted for the development and education of the audience. It is found that especially children have better verbal skills, increased knowledge and attention.

Advertisers also need to take into account children as they are also part of the viewer either they are directly exposed to it or through their social connections. Research has shown that children till the age of are cognitively and psychologically defenseless against advertising. Children do not understand the intent of advertiser and accept the claims of advertisers at face value. In many countries it is illegal to advertise to children's less than 6 years concluding that it is deceptive and manipulative to target children's at the age of innocence.

It has been found from recent research that up to 50percent advertisement fails. Measuring advertising effectiveness is important part. It works as a feedback channel of the advertisement. It can measure whether a specific media campaign has achieved the objectives or not. Most of the business world is governed by a strong feedback mechanism but advertising has none such mechanism and advertisers are found reluctant to establish one. When there is little or no barrier or benchmark for advertising then there is little or no improvement in ads over the time. Majority of companies gauge the effectiveness of advertisement with the sales of the company products not taking into account there are numerous other economical factors that works. Advertising testing can provide a fair response about its content match with social and cultural factors. The advertising agencies should test the advertisement through public schools, universities and with the population that would exposed to it. Through the evaluation they can get a fair response about consumer liking and disliking. On many occasion the self belief of advertisers that they don't need to ask customer is wrong and must be discouraged. To make the advertising message effective and ethical, the advertisers should follow these simple points.

1. The advertised product should have unique feature.
2. The advertisement should be simple and persuasive.
3. The advertisement should try to educate consumer about the product.
4. The advertisement should not play with feeling, emotions and specially children.
5. The ad should target customer with rational appeal not emotional.

Review of literature on the subject leads to these hypotheses and with following theoretical framework.



H1. Product endorser who is ethical and responsible will be more effective in communicating the matter of advertisement.

H2. The manner and appeal in which message is communicated to target population will determine the advertising effectiveness.

H3. Ethical and responsible advertising message will make the advertisement more understandable for all the customers and more effective for the company.

### **3. RESEARCH METHODOLOGY**

Deductive research approach is employed in this research which will help the researcher in developing hypothesis based on literature. The questionnaire used in the study is adaptive. The present study is exploratory research using deductive approach of methodology in which advertising effectiveness is measured through research. After adapting the research questionnaire quantitative analysis has been employed using regression and correlation to obtain result of survey questionnaire. The population consists of youth of cities of Islamabad and Rawalpindi. Questionnaire was used to collect data. The target sample was youth of universities of Islamabad and Rawalpindi including people serving in different organizations in twin cities. The data was collected from a sample of 200 students. Turn rate for the questionnaire was 150 respondents. As the purpose of the research is to record the

opinions of people more vulnerable to ethical problems in advertisements, so random sampling technique was applied to record opinions of people from different universities that belongs to different cultural background. This will help to record different opinions in this study. The questions for instrument were adapted from various studies. The questions for endorsers credibility were adopted from the study of Ohanian (1990; 1991)) [64, 16]. The research question for the other variables are taken from the literature of advertising ethics.

#### 4. DATA ANALYSIS

In order to have a look on the characteristics of the respondents, demographic analysis has been carried out. This shows that out of 148 respondents 68% are male and 32% are female. Among the gender 91% are young people who are not married and 9% respondents are married people. About their education, 36% were enrolled in their bachelors program, 48% in their masters program and 14% in their M-Phil program.

**Table. 1**  
*Descriptive Analysis*

	Frequency	Percent
Gender		
Male	101	68
Female	47	32
Marital Status		
Single	121	91
Married	11	9
University		
Bachelors	49	36
Masters	65	48
MS	19	14

Table 2 demonstrates that advertising appeal and advertising message ranks higher in respondent's choice for advertising effectiveness that is the dependent variable. Endorser's credibility got the lowest value near neutral that shows consumers think that endorsers are acceptable if with their current image. The standard deviation of each critical success factor (CSF) shows the mean deviation of each critical success factors (CSF) from their respective mean.

**Table.2**  
*Mean and Standard Deviation*

Rank	Variables	Mean	Standard Deviation
1	Endorsers Credibility	3.3352	.47665
2	Advertising Appeal	3.7324	.50597
3	Advertising Message	3.8859	.64115

Cronbach's alpha coefficient is determined for analyzing reliability, which shows the degree to which factor's are linked with each other. Table 3 demonstrates the reliability results. The reliability results are above 0.60 which shows that instrument is reliable for further study [65].

**Table. 3**  
*Result of Reliability Analysis*

Variables	No of Items	Cronbach's Alpha
Advertising Endorser	17	.742
Advertising Appeal	10	.681
Advertising Message	6	.720
Advertising Effectiveness	7	.762

There is both graphical and statistical method for measuring normality of the data. Graphical method included histogram and normality plot. Statistical method includes checking skewness and kurtosis of the variables and if the value of skewness and kurtosis lies between +1 to -1, we can assume that the data is normal. We checked the skewness and kurtosis of variable and all the values lies between +1 and -1 from which we can assume that out data is normal.

**Table. 4**  
**Normality Test**

	End Credibility	Adv Appeal	Adv Appeal	Adv Message
Skewness	-.178	-.216	-.609	-.142
Standard Error of Skewness	.199	.199	.199	.199
Kurtosis	.685	.214	.278	-.447
Standard Error Kurtosis	.395	.395	.395	.395

To find the association between variables the Pearson product-moment correlation method is used. The result that is shown in table 5 demonstrates the correlation advertising effectiveness (AE) have with other variables. All the variables are less to medium correlated as shown in the table.

**Table. 5**  
**Correlation**

	EC	AP	AM	AE
EC	1	-	-	-
AP	.317**	1	-	-
AM	.314**	.545**	1	-
AE	.193**	.470**	.626**	1

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.01level (2-tailed).

Table 6 shows the result of regression analysis of this study. Endorser’s credibility is found insignificantly affecting advertising effectiveness. For endorsers credibility  $B=-.034$ ,  $t=-.508$  and  $p=.612 > 0.05$  so we can conclude that this variable is statistically proved insignificant, which means it negatively contributes towards the advertising effectiveness (H1).For advertising appeal (AA)  $B=.177$ , $t=2.475$  and  $p=.014 < 0.05$  they were statistically significant, so we can conclude that advertising appeal (AA) positively contributes towards advertising effectiveness (H2).Third variable, advertising message (AM) have  $B=.390$ ,  $t=6.928$  and  $p=.000 < 0.05$  which proves that advertising message (AM) have significant effect on advertising effectiveness.

**Table. 6**  
**Regression Analysis**

Independent Variables	B	t	Sig
Constant	2.187	8.107	.000
Endorser Credibility (EC)	-.034	-.508	.612
Adv Appeal (AA)	.177	2.475	.014
Adv Message (AM)	.390	6.928	.000

The model summary table shows R value of .645 which shows medium correlation in the model. The next come R2 value which is .404, this shows that dependent variable which are endorsers credibility. Advertising appeal and advertising message is 40.4% explained by the dependent variable advertising effectiveness.

**Table. 7**  
**Model Summary**

Model of Estimate	R	R2	Adj R2	Standard Error
1	.645(a)	.416	.404	.36225

a. Predictors: (Constant), Adv Message, Endorsers Credibility, Adv Appeal

**5. CONCLUSIONS, RECOMMENDATION AND LIMITATION**

**5.1 Conclusion**

From the statistical result it is found that people are less caring of what celebrity endorsers own background is and they are more concerned with what he is selling. In the descriptive analysis we can see the mean value of endorser credibility ethics which is just over three, that shows that people on

most occasions remained neutral and disagreed to the questions asked about endorser credibility ethics. The question that were asked to measure the ethics related to celebrity endorsers included quality and celebrity endorser, reputation of celebrity endorser, claims made by celebrity endorser and endorsers past behavior. The result that is generated shows that people support and consider the claims made by the endorsers and rejects the researcher assumption that people negatively perceive the celebrity endorsers character.

The second variable that is advertising appeal, which is further subdivided into two categories fear appeals and sex appeals. The questions that was asked are about marketers involvement in sexual appeals to seduce customers to buy things through advertisement campaigns, are marketers using body to sell products, advertising and female glamour to sell, are they pushing consumer to buy thing and warning them of social and emotional consequences if they don't buy their products. The result shows that it is significantly impacting advertising effectiveness and people think that marketers and advertisers are using controversial appeal in which females are being misused, they are not taking into consideration the impact of their ads on children and respondents agreed that advertisers are using fear appeals to push consumer to buy things by using social and emotional clues. All those appeal mentioned above are against the basic laws and against the ethical standards of Pakistani society.

The third variable of this research study is ethical advertising message. In this variable the researcher asked question related to content of advertising as opposed to the appeal or theme. The researcher asked about controversial ads versus ads with educational content that will educate customer with rational state of mind, should children's be taken into consideration when making the advertisement as children are directly and indirectly exposed as they are part of every family. The mean of their result is close to four, which shows that people agree to the questions asked. The statistical result also showed that there is significant effect of advertising message with advertising effectiveness. From the result of this study it is shown that among Pakistani younger segment, there is little value of what celebrity endorser own past is and they are more inclined towards what are they selling. The results of advertising appeal and advertising message shows that people rejects the current practices of Pakistani media and advertisers and they are of the opinion that marketer and advertiser should be more ethical and follow the cultural values of Pakistani society

## 5.2 Implication

The result of this research will provide advantage to academia in two ways, it will help in conducting future research on the basis of the variable identifies and researcher can further add qualitative aspects to the methodology to explore and validate the findings. Secondly, the research will help the teaching bodies to better identify and debate new points that will further help in explaining ethical trends in Pakistani advertising industry. Ethical misconducts has been widely discussed in academic literature but little is being applied to practical world that we are seeing around. To help the difference of opinion between public and companies in charge the academic intellectuals now have to step in. We have to step out of general discussion and start a specific issue based argument. The problem that is faced by academic students is the wide gap. They study about everything that how it is suppose to be but application tells us something else. In universities, governing bodies have to provide sufficient resources so that researchers can impart the results of their studies with the students of media sciences so that they can balance the weight of advertising effectiveness and multiply its effectiveness through ethics.

The motto of marketers should be like "whatever we are doing for business, our customer well being should be our first priority". The advertisers should think socially not only materialistically. The advertising companies should take into account the religious factors, cultural factors and social factors. One reason of why people have started disliking the standard of advertisements is the ideas and their projections are done in the same way as in the European and American countries. They should apply Pakistani model to ads taking local culture as base. The majority of ethical problems noted by common person are because of the western advertising themes that sometimes go against Pakistani cultural standards. This research show that people have negative reaction to the advertising appeal and advertising content and it is not only just dislike about the ad it is ethical problem found in majority of advertisements.

## 5.3 Future Direction

There is lot of work that is needed for research on this field in Pakistan. Future researches can start with qualitative interviews of consumers and managers, so that researcher can better know the opinion and perspective of both stakeholders. Researcher can also take opinion from children consumer of their perception of products as the future generation is technology savvy and they are most exposed to the electronic advertisements channel in Pakistan. The students of media science can also be helpful in the research for future. The scope of research and analysis was restricted due to non-availability of data of previous research studies. The future researches can use data and results that is provided in

current study. The research was time bounded so data was collected from 8 universities only future researches can expand the population to other region as well.

## REFERENCES

- [1] Moore, D. 2004. Nurses top list in honesty and ethics poll. The Gallup Poll Tuesday Briefing, (December), 34.
- [2] Mill, J. 1998. *Utilitarianism*, Oxford University Press, Oxford.
- [3] Crane, A. and Matten, D. 2004. *Business Ethics*, Oxford University Press, Oxford.
- [4] Vezina, R. and Paul, O. 1997. Provocation in advertising: a conceptualization and an empirical assessment", *International Journal of Research in Marketing*, 14 (2), 177-92.
- [5] Barnes, J.H. and Dotson, M.J. 1990. An exploratory investigation into the nature of offensive television advertising, *Journal of Advertising*, Vol. 19(3), 61-9.
- [6] Adler, R.B. and Rodman, G. 2000. *Understanding Human Communication*, 7th ed., Harcourt College Publishers, Ft Worth, TX.
- [7] Shimp, T.A. 2000. *Advertising Promotion: Supplemental Aspects of Integrated Marketing Communications*, 5th ed., Dryden Press, Fort Worth, TX.
- [8] Aaker, D.A. and Bruzzone, D.E. 1985. Causes of irritation in advertising, *Journal of Marketing*, 49(2), 47-57.
- [9] Hyman, M. R., Tansey, R., & Clark, J. W. 1994. Research on advertising ethics: Past, present, and future. *Journal of Advertising*, 23(3), 5-16.
- [10] MarketWatch 2006. A-list celebrity endorsements are failing to dazzle consumers, *Market Watch: Global Round-Up*, 5(9), 29-30.
- [11] Till, B.D., Stanley, S.M. and Priluck, R. 2008. Classical conditioning and celebrity endorsers: an examination of belongingness and resistance to extinction, *Psychology and Marketing*, 25(2), 173-6.
- [12] Tripp, C., Jensen, T.D. and Carlson, L. 1994. The effects of multiple product endorsements by celebrities on consumers attitudes and intentions, *Journal of Consumer Research*, 20(4), 535-47.
- [13] Manceau, D. and Tissier-Desbordes, E. 2006. Are sex and death taboos in advertising? An analysis of taboos in advertising and a survey of French consumer perceptions, *International Journal of Advertising*, 25 (1), 9-33.
- [14] Bartos, R. 1981. Ads that irritate may erode trust in advertised brands, *Harvard Business Review*, July/August, pp. 138-9.
- [15] Ma, R. 1996. Language of offense in the Chinese culture: the creation of corrosive effects, paper presented at the 1996 Convention of the Speech Communication Association, San Diego, CA, November.
- [16] Lafferty, B.A., Goldsmith, R.E. and Newell, S.J. 2002. The dual credibility model: the influence of corporate and endorser credibility on attitudes and purchase intentions, *Journal of Marketing Theory & Practice*, 10(3), 1-12.
- [17] Friedman, H.H. and Friedman, L. 1979. Endorsers effectiveness by product type, *Journal of Advertising Research*, 19(5), 63-71.
- [18] Kahle, L.R. and Homer, P.M. 1985. Physical attractiveness of the celebrity endorser: a social adaptation perspective, *Journal of Consumer Research*, 11(4), 954-61.
- [19] Till, B.D. and Busler, M. 1998. Matching products with endorsers: attractiveness versus expertise, *Journal of Consumer Marketing*, 15 (6), 576-86.
- [20] Saeed, R., Nisar, F., Lodhi, R. N., Ahmad, M., & Arshad, H. M. 2013. Impact of Sales Promotion on the Consumer Loyalty in the Telecommunication Industry in Pakistan. *Journal of Basic and Applied Scientific Research*, 3(5), 901-907.
- [21] McGuire, W.J. 1985. Attitudes and attitude change, in Lindzey, G. and Aronson, E. (Eds), *Handbook of Social Psychology*, Random House, New York, NY, pp. 233-346.
- [22] Raven, B.H., Schwarzwald, J. and Koslowsky, M. 1998. Conceptualizing and measuring a power/interaction model of interpersonal influence, *Journal of Applied Social Psychology*, 28, 307-32.
- [23] Reichert, T. 2007. Does sex in advertising work? A review of scholarly research informed by professional opinion, *Advertising & Society Review*, Retrieved from: <http://muse.jhu.edu/journals/asr/v008/8.2reichert.html>, (accessed October 30, 2007).
- [24] Streitmatter, R. 2004. *Sex Sells!: The Media's Journey from Repression to Obsession*, Westview Press, Cambridge, MA.
- [25] Severn, J., Belch, G.E. and Belch, M.A. 1990. The effects of sexual and non-sexual advertising appeals and information level on cognitive processing and communication effectiveness, *Journal of Advertising*, 19(1), 14-22.

- [26]Reichert, T. and Carpenter, C. 2004. An update on sex in magazine advertising: 1983 to 2003, *Journalism & Mass Communication Quarterly*, 81(4), 823-37.
- [27]LaTour, M.S. and Henthorne, T.L. 1994.Ethical judgments of sexual appeals in print advertising, *Journal of Advertising*, 23(3), 81-90.
- [28] Lafferty, B.A. and Goldsmith, R.E. 1999. Corporate credibility's role in consumers attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad, *Journal of Business Research*, 44(2), 109-16.
- [29]Price, H. 2002.Sex and advertising: an 'organic' experience'', Retrieved from: <http://serendip.brynmawr.edu/biology/b103/f02/web2/hprice.html>.
- [30]Reid, L.N. and Soley, L.C. 1983. Another look at the "decorative" female model: the recognition of visual and verbal ad components, Leigh, J.H. and Martin, C.R. (eds), *Current Issues and Research in Advertising*, The University of Michigan, Ann Arbor, MI, pp. 122-33.
- [31]LaTour, M.S. 1990. Female nudity in print advertising: an analysis of gender differences in arousal and ad response, *Psychology & Marketing*, 7 (1), 65-81.
- [32]Saunders, D. 1996.Sex in Advertising, BT Batsford Ltd, Singapore.
- [33]Steadman, M. 1969. How sexy illustrations affect brand recall, *Journal of Advertising Research*, 9(1), 15-19.
- [34]Grazer, William, F. and Keesling, G. 1995. The effect of print advertising's use of sexual themes on brand recall and purchase intention: a product specific investigation of male responses, *Journal of Applied Business Research*, 11(3), 47-58.
- [35]Reichert, T., Heckler, S.E. and Jackson, S. 2001.The effects of sexual social marketing appeals on cognitive processing and persuasion, *Journal of Advertising*, Vol. 30 No. 1, pp. 13-27.
- [36]Fogul, P. 2002. The fine line between edgy and offensive advertising, Retrieved from: [www.ihaveanidea.org/articles/entries/00000038.htm](http://www.ihaveanidea.org/articles/entries/00000038.htm).
- [37]Wilson, A. and West, C. 1981.The marketing of unmentionables, *Harvard Business Review*, January/February, pp. 91-102.
- [38]Treise, D., Weigold, M.F., Conna, J. and Garrison, H. 1994. Ethics in advertising: ideology correlates of consumer perceptions, *Journal of Advertising*, 23(3), 59-69.
- [39]Boddewyn, J.J. 1991.Controlling sex and decency in advertising around the world, *Journal of Advertising*, 20(4), 25-36.
- [40]Boddewyn, J.J. and Kunz, H. 1991. Sex and decency issues in advertising: general and international dimensions, *Business Horizons*, 34(5), 13-20.
- [41]Dahl, D.W., Frankenberger, K.D. and Manchandra, R.V. 2003. Does it pay to shock? Reactions to shocking and non-shocking advertising content among university students, *Journal of Advertising Research*, 43(3), 268-80.
- [42]Wood, R.E. 1990. Attacking ageism in advertising: at AARP, senior stereotypes give way to active advertising, *Media & Values*, 45, Retrieved from [www.medialit.org/reading\\_room/article523.html](http://www.medialit.org/reading_room/article523.html).
- [43]Zhang, J. and Shavitt, S. 2003. Cultural values in advertisements to the Chinese x-generation: promoting modernity and individualism, *Journal of Advertising*, 32(1),23-33.
- [44]Kilbourne, J. 1990. Beauty . . . and the beast of advertising, *Media & Values*, 49, Retrieved from: [www.medialit.org/reading\\_room/article40.html](http://www.medialit.org/reading_room/article40.html).
- [45]Seger, L. 1990. How to evaluate media images of women, *Media & Values*, 49, Retrieved from: [www.medialit.org/reading\\_room/article44.html](http://www.medialit.org/reading_room/article44.html) (accessed 11 September 2006).
- [46]Waller, D.S. 1999. Attitudes towards offensive advertising: an Australian study, *Journal of Consumer Marketing*, 16(3), 288-94.
- [47]Li, H., Edwards, S.M. and Lee, J.H. 2002. Measuring the intrusiveness of advertisements: scale development and validation, *Journal of Advertising*, 31(2), 37-47.
- [48]Phau, I. and Prendergast, G. 2001. Offensive advertising: a view from Singapore, *Journal of Promotion Management*, 7(1), 71-90.
- [49]Ford, J.B. and LaTour, M.S. 1993.Differing reactions to female role portrayals in advertising, *Journal of Advertising Research*, 33(5), 43-52.
- [50]White, B. 1990. Sexist advertisements: how to see through the soft sell, *Media & Values*, 49, available at: [www.medialit.org/reading\\_room/article41.html](http://www.medialit.org/reading_room/article41.html).
- [51]Burke, M.C. and Edell, J.A. 1989.The impact of feelings on ad-based affect and cognition, *Journal of Marketing Research*, 26(1), 69-83.
- [52]LaTour, M. S., Snipes, R. L. and Bliss, S. J. 1996. Don't Be Afraid to Use Fear Appeals: An Experimental Study. *Journal of Advertising Research*, 36(2), 59-68.
- [52]Witte, K. and Allen, M. 2000. A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Health Education and Behavior*, 27(5), 591-615.

[53] Glascoff, D. W. 2000. A Meta-Analysis of Fear Appeals: Implications for Effective Public Health Campaigns. *Marketing Health Services*, 20(4), 35+.

[54] Saeed, R., Tufail, S., Lodhi, R. N., Ahmad, M., Arshad, H. M., & Saeed, R. 2013. Antecedents of Cigarette Brand Loyalty in Pakistan. *Journal of Basic and Applied Scientific Research*, 3(5), 969-975.

[55] Trend, D. 2007. *The Myth of Media Violence: A Critical Introduction*, Blackwell, Oxford.

[56] Bushman, B.J. 2005. Violence and sex in television programs do not sell products in advertisements, *Psychological Science*, 16(9), 702-8.

[57] Courtney, A. and Whipple, T. 1983, *Sex Stereotyping in Advertising*, Lexington Books, Canada.

[58] Hoyer, W.D. and MacInnis, D.J. 2001. *Consumer Behaviour*, 2nd edition, Houghton Mifflin Company, Boston, MA.

[59] Laczniak, G. R. and Murphy, P. E. 1993. *Ethical Marketing Decisions: The Higher Road*, Needham Heights, MA: Allyn and Bacon.

[60] La Tour, M.S., Pitts, R.E. and Snook-Luther, D.C. 1990. Female nudity, arousal, and ad response: an experimental investigation, *Journal of Advertising*, 9(4), 51-62.

[61] MacInnis, D.J., Moorman, C. and Jaworski, B.J. 1991. Enhancing and measuring consumers' motivation, opportunity, and ability to process brand information from advertisements, *Journal of Marketing*, 55, 32-53.

[62] De Pelsmacker, P. and van Den Bergh, J. 1996. The communication effects of provocation in print advertising, *International Journal of Advertising*, Vol. 15(3), 203-21.

[63] Lombardot, E. 2007. Nudity in advertising: what influence on attention getting and brand recall, *Recherché et Applications en Marketing*, 22(4), 23-42.

[64] Nunnally, Jum C. 1978 (second edition). *Psychometric theory*. New York: McGraw-Hill

**Appendix**



I am student of MS (Management Sciences) program in SZABIST, Islamabad. I am doing a study on the **“Impact of Ethics on Advertising Effectiveness among Youth”**. I request you to take 5 minutes of your time in participating in my study. The results will greatly benefit the society.

Kindly fill in the blank field with appropriate answers.

I am thankful to you for your precious time and I am indebted to you for this favor.

Regards,

Syed Adil Mahmood

[syedadilmahmood@hotmail.com](mailto:syedadilmahmood@hotmail.com)

<b>Gender :</b>	<input type="checkbox"/> Male	<input type="checkbox"/> Female		
<b>Age:</b>	<input type="checkbox"/> <20	<input type="checkbox"/> 20-25	<input type="checkbox"/> 26-30	
<b>Marital Status:</b>	<input type="checkbox"/> Single	<input type="checkbox"/> Married		
<b>Qualification:</b>	<input type="checkbox"/> Bachelors	<input type="checkbox"/> Masters	<input type="checkbox"/> MS	<input type="checkbox"/> PhD

**Scale:** *Strongly Disagree (SD) - Disagree (D) - Neutral (N) - Agree (A) - Strongly Agree (SA)*

#	Statements	SD	D	N	A	SA
<i>I think that</i>						
1	Celebrity endorsers affect my purchase decisions.	SD	D	N	A	SA
2	Product that celebrity endorses ensures quality.	SD	D	N	A	SA
3	Endorsers in our advertising industry have the reputation that I can depend on.	SD	D	N	A	SA
4	Product endorser in Pakistan is honest in their line of work.	SD	D	N	A	SA
5	In our country, claims made by product endorser are trustworthy.	SD	D	N	A	SA
6	The claims made by endorser are so reliable that I can pass the word to my friends and family.	SD	D	N	A	SA
7	In our advertising industry, product endorsers are usually reputable enough to endorse a product.	SD	D	N	A	SA
8	I believe more in the endorser claims if he is expert in the field of product he is endorsing.	SD	D	N	A	SA
9	Endorsers with negative history have less credibility in their message.	SD	D	N	A	SA
10	There are not many celebrity endorsers who qualify for being an endorser due to lack of					

	relevant knowledge.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
11	In our advertising industry, endorsers are skilled in their field.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
12	I favor celebrity who is skilled rather than beautiful in looks.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
13	I favor celebrity who has good reputation rather than just attractiveness.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
14	People give preference to beauty rather than celebrity behavior.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
15	Celebrity endorser should act like role models rather than just sell the product.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
16	I believe in good human being rather than attractiveness.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
17	Marketers through sexual advertising are exploiting consumer's emotions.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
18	It is fair to use human body to advertise their product.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
19	Advertisers in Pakistan use female glamour unnecessarily to sell their product.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
21	Advertisers are using fear and terror in ads which is affecting children's negatively	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
22	Advertisers are promoting un-Islamic values through advertisements.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
23	Advertisers shows model in objectionable dresses against our ethical standards of society.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
24	Advertisers are using models in charming fashion to tempt people to buy things that they would not have bought otherwise.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
25	Showing pain and suffering in advertisement to promote a product is ethically correct.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
26	Fear is more powerful than reason in advertisements.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
27	Fear can be an effective motivator in preventing use of product like smoking.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
28	Some advertiser warn consumers of about unpleasant consequences if they do not use their product	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
29	Use of warning and fear to promote a product is against the basics laws.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
30	Use of fear and caution can reduce free choice of consumers by limiting their ability to make a rational choice.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
31	The main purpose of advertising is to promote and create awareness, but not to the extent of creating extreme and controversial ads.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
32	Controversial products will automatically make the advertising message inappropriate for viewers?	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
33	Violent advertising message may be allowed in advertisements.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
34	Advertisers should keep in mind that children's are also viewers of the advertisement message.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
35	Nowadays females are misused in advertising message.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
36	Females should be used respectably as a mean of transferring the advertising message.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
37	Advertisers should avoid making advertisements of private personal products.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
38	Advertised product should have unique features for the customers.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
39	When making the advertisement there should be clear communication between company and advertisers.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
40	I think that message should differentiate the product from competitor's product in an acceptable manner.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
41	The advertisement should be simple and persuasive.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
42	Research and development should study the characteristics & needs of target market.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
43	Advertisers should make educational ads that are socially responsible.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
44	Advertisers should keep in mind that ads are played and viewed by families.	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>