



A STUDY ON CONSUMER BEHAVIOUR TOWARDS ETHICAL ADVERTISEMENT

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Abstract

Ethics is a set of morale values that govern the behaviour of people and organisations in a society. Companies are increasingly adopting ethical advertising practices by incorporating morale values. Ethical advertisements try to attract people towards them by encouraging them to adopt the ethical values promoted. Advertising has often been criticised for disrespecting the ethical values of the society. The fact that potentially unethical advertisements are reaching the marketplace suggests that current methods of evaluating advertisements may be insufficient for some of today's controversial or innovative advertising strategies. Interestingly, customers are constantly prone to advertisements both directly and indirectly. However, the question arises whether these advertisements are perceived to be ethical in the customer's mind. Many research experts believe such uncertainty could be an indication of a downfall for the advertising industry. It is worthwhile to be aware of the ethical issues facing advertisers in order to reduce the negative perceptions towards advertisements.

Keywords: - Consumer Behaviour and Perception, Ethical Advertising, Mindset, Age, Influence.

Introduction

Consumer behaviour

Consumer behavior is the study of when, why, how, where and what people do or do not buy Goods. It blends elements like sociology, psychology etc. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as behavioral variables in an attempt to understand people's wants. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions. Each method for vote counting is assumed as a social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a

social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer (Kioumars et al., 2009).

WHAT IS ETHICS?

Ethics means “Good Conduct” or “Conduct which is right in view of the society and the time period”. By common consent, various modes of behavior and conduct are viewed as “good” or “bad”. In other word, we can say that Ethics are the guideline principles and values that govern the actions, behavior and decisions of an individual or group. Ethics is a choice between good and bad or between right and wrong. It is governed by a set of principles of morality at a given time and at a given place and in a given society.

WHAT IS ADVERTISING?

Advertising is a promotional activity which aims to sell a product or service to a target audience. It is one of the oldest forms of marketing which attempts to influence the actions of its target audience to either buy, sell, or do something specific. Using a highly tailored message the advertisement can be niche (targets a small audience) or general (targets a large audience).

WHAT IS ETHICS IN ADVERTISING?

. It is governed by a set of principles of morality at a given time and at a given place and in a given society. Ethics is related to group behavior in ultimate analysis, thus setting norms for an individual to follow in consistence with the group norms. A particular action may be within the law and still not be ethical; Target Marketing is a good example for this. There is no law to restrict tobacco companies from promoting their brands to Africans & American, though it is in India but for Doordarshan only. Similarly the alcoholic – beverage companies promote their brands & target not only college students but underage drinkers as well. These advertisements have increased alcohol related problems. Advertisements exposing pornography is another serious issue in advertising industry today. Advertisements promoting permissiveness & objectifying women are heavily criticized in the society. Therefore, even advertising has ethical value. The mixing of Art and facts in advertising communication are subservient to ethical principles. In today’s competitive and buyer’s market, an advertisement has to be truthful and ethical. If an advertisement is misleading, the credibility of the organization is lost. To view the truth in advertisement, it has to be seen from to consumer’s point of view rather than from legal point. The advertising industry has been frequently criticized for putting out misleading or exaggerated claims in respect of product, goods and services advertised. It is also perceived as guilty of glorifying certain habits or tendencies regarded as undesirable and encouraging consume rest culture. However, it is very difficult to demarcate a clear line of difference between what is true and what is untrue. But the advertisement as such is judged by its impact and by its acceptance by the consumers. The product must fulfill its advertised claims. Advertisements should be decent and not be obscene. It must be truthful. Gambling is also unethical. Sometimes, celebrities endorsing the product and spreading falsehood is also criticized. Advertising is a social process, thus it must follow the time-tested norms of social behavior and should not affront our moral sense. In short ethics are rules of conduct or principles of morality that point us towards the right or best way to act in a situation. Ethics vary from person to person, society-to-society point of view. Remember that the various people have different backgrounds, values and interests. You may see nothing wrong with the advertisements for cigarettes or beer or sexually suggestive ads, but other students; many oppose these actions on moral and ethical grounds. You will have to draw your own conclusions as to what is right and what is wrong.

IMPORTANCE OF ETHICS IN ADVERTISING

- Ethics in advertising means a set of well-defined principals which governs the way of communication taking place between the seller and the buyer and it is the most important feature of the advertising industry.
- Customer want to feel confident that they can trust the seller and seller's company before any kind of commitment is made. Without ethics, no one would like to buy products or services from the seller.
- In today's competitive and buyer's market, advertisements have to be truthful. If an advertisement is misleading, the credibility of the organization is lost.
- Honesty is another crucial part of an advertisement. Any company that makes exaggerated claims about their products can't be trusted and therefore should be avoided.
- Hence the ethical aspect is just as important as brand's image. Therefore ethics and advertising have a lot to do with each other.
- Ethics in advertising is important, because by acting ethically with their advertising, a company is being responsible towards the needs of the customer.
- Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising, there are also some points which don't match the ethical norms of advertising.

LIMITATIONS OF ETHICS IN ADVERTISEMENT

- Complying with regulation is isn't enough. For example, customers might feel mistreated if your advertisements exaggerate your product's effectiveness, even if your claims remain within legal boundaries. Consumers will expect you to present yourself as well as possible without misleading them. Explain the benefits of your products or services clearly and without fabrications or pertinent omissions.
- **Ambiguity** In advertisements can border on the unethical. For example, hidden fees and misleading pricing might be manipulative. Leaving out important details -- such as a need to purchase separate components to use a product -- leaves customers essentially misinformed. If they learn about unexpected costs after purchasing a product or service, you may have breached an ethical limit by effectively cheating them from their point of view, even if you have not technically broken any law.
- **Controversy** Some businesses intentionally choose controversial themes to market their products or services because they want to target a specific clientele. For example, a lingerie shop might use provocative advertisements to draw customers. But in certain contexts, these strategies might appear unethical to some. For example, if you post controversial advertisements on billboards or in public locations, some passersby might be offended. While you might not agree with their assessments, you must recognize that your reputation can suffer if you promote products or services using controversial themes.
- **Children** The issue of marketing to children is contentious. Children ages 2 to 11 are estimated to see 25,600 advertisements a year, according to the book "Advertising and Integrated Brand Promotion." Some child psychologists claim the advertising industry advocates violence, causes childhood obesity, breaks down early learning skills and damages parental authority, according to research cited by the book. Whether and to what degree such effects occur might not be settled issues, but businesses should be aware that the potential for damage exists and ensure their advertisements avoid promoting unwelcome behaviors in children.

Different theories and models in advertisement: - One of the main goals of advertising is to deliver convincing messages to targeted consumers and market. The best way to deliver these messages can depend upon the situation. Advertising theories and models-based outlines for delivering messages, can be helpful for the marketing communication plan.

There are number of theories on advertising. Some of the commonly used and referenced advertising models are the DAGMAR model, and the AIDA model.

The popular theories and models that are used to understand the customers mind and to create effective persuasive messages by understanding the decision-making process, the psychology, the motives and emotions. The process of persuasion through communication will seem simple as we go through these models and theories.

A. The DAGMAR Model: -

Russell Colley created DAGMAR which stands for **Defining Advertising Goals for Measured Advertising Results**, to measure objectives at each stage of communication. He created this for the Association of National Advertisers. DAGMAR helps in identifying the objectives of advertising and focuses to measure the results of an advertising campaign.

B. The AIDA Model: -

AIDA, a behavioural model was created by Strong in 1925 to define the purpose of advertising as: to create awareness, stimulate interest with leading the consumer to desired action. The AIDA model proposes five cognitive stages through which a consumer moves to and for before finally purchasing the product.

AIDA Stands for?

- Awareness: creating brand awareness among the target market.
- Interest: generating interest among the targeted market so that they are encouraged to buy the that product.
- Desire: forming an emotional connection and a relationship with the brand and thus creating a desire for the product, helping the consumer move from 'liking it' to 'wanting it'.
- Action (CTA): the ultimate purchase of the product.

One more attribute added to this model over the years is:

- ✓ Retention: keeping the consumer thread alive by bonding with them so that they can spread word of mouth, share their positive reviews, act as referrals and so on.

These are the models and theories which I will be using on my research work on the topic consumer behaviour towards ethical Advertisements.

Literature review

Some ethics in advertising is a controversial topic, there has been considerable research in this area.

Arruda and Arruda (1999) observe that there is lack of an ethical perspective “in advertising campaigns for products, services or ideas because of a limited conceptual knowledge of ethics”.

J.J Boddewyn (1994) in his article expressed concern over the increasing number of indecent advertisements in many countries. His study assessed the “worldwide magnitude” of the problem and also provided suggestions to the advertising practitioners on how deal with the issue.

Chan K. et al. (2007) draw attention to the fact that it is difficult for the consumers with different cultural and social backgrounds to accept global advertising campaigns.

Many empirical studies have indicated the advertisers should consider the social and cultural values of the targeted consumers while designing advertisements to attract their attention.

Ethical issues considered for the study: -

Advertising to children: Advertising has been accused of causing serious health problems such as childhood obesity (Bakir and Vitell, 2010) when the children crave for junk food, candies, sweetened cereals, unhealthy snacks, soft drinks seen in Advertisements.

Nairn and Fine (2008) addressed the issue – “When are it fair to advertise to children?”. Their study tried to find out the age at which children are able to understand the persuasive intention of the marketers and evaluate

advertisements. Their research points out that all children, young or old, are vulnerable to advertising and can be easily influenced by advertisement messages.

Advertising of controversial products: Belch and Belch (1996) comment that the advertising of products like contraceptives and personal hygiene products are offensive. Fam and Waller (2003) conducted their study on students of four different Asian countries. Emphasizing on the value system of Asian countries the authors opined that as the Asian markets are flooded by foreign advertisements and media, Asians have a great opportunity of being exposed to offensive advertisements.

The study by Henthorne and LaTour (1995) indicated that the use of high levels of erotic contents in advertisements is not culturally tolerable to the viewers and they do not consider them as morally correct. The viewers develop negative feelings towards the advertisement and the brand.

Surrogate advertising: Consumption of tobacco and alcohol causes serious damage to health. Advertisements of these products are thus prohibited in the country. To attract the attention of consumers towards their products, the manufacturers bypass the restriction imposed on the advertisements through surrogate advertising. Considerable debate always revolves around surrogate advertising as the products which are injurious to health are indirectly promoted through different techniques adopted by the sellers. A study by Singh and Sandhu (2011) points out that surrogate advertisements for such products “encourage the masses to experiment with them and enhances their consumption”.

Neuromarketing studies have demonstrated that they can identify ads that annoy viewers or cause them to tune out, which could be a major boon to consumers. While the dangers of neuromarketing studies have been overblown, neuromarketing techniques can produce useful results when properly used. By prioritizing ethical marketing practices, businesses can not only avoid negative consequences but also reap the benefits of a positive brand image and consumer loyalty.

Manish et.al.,(2010) : The authors in their paper “Creativity and Ethical Dimensions – Media Space” discussed about various factors like stirring humor in creativity in advertisements, Masquerading Effects and the Squabble between the Giants. They have suggested the ad makers to be more responsible as a major part of the Indian viewers are emotional and hyper-sensitive.

Brown and Taylor (2016) analyzed the influence of ethical advertising on consumer purchase intentions, offering valuable insights into the decision-making process. The research revealed that consumers are more inclined to buy products from brands that showcase ethical considerations, such as promoting fair trade, eco-friendly practices, and social justice initiatives. By conducting surveys across various market segments, the study showed a direct correlation between ethical advertising and heightened consumer trust. It also emphasized that ethical advertising positively impacts the emotional connection between consumers and brands, making products appear more desirable. The research further noted that brands adopting ethical advertising were perceived as more credible, leading to stronger consumer-brand relationships. Brown and Taylor concluded that ethical advertising serves as a powerful tool for differentiating brands in competitive markets, encouraging companies to integrate ethical values into their marketing strategies to boost sales and consumer loyalty.

Jackson and Smith (2020) investigated the challenges and opportunities of ethical advertising in the digital age. The study revealed that transparency and consumer privacy are crucial factors influencing the success of ethical advertising online. With increasing concerns about data security, the authors found that consumers are more likely to trust brands that prioritize ethical practices in their digital marketing strategies. The research also highlighted the effectiveness of interactive and personalized content in engaging consumers and promoting ethical values. However, the study cautioned that unethical practices, such as misleading advertisements or misuse of consumer data, can severely damage brand reputation. Jackson and Smith concluded that in the digital landscape, ethical advertising strategies must not only convey socially responsible messages but also ensure transparency and respect for consumer privacy to build trust and foster deeper connections with audiences.

Significance of the study

In today's world, advertisements have a larger impact on consumers of all age groups. Advertisements have a powerful effect on consumers as they very much exaggerate the product and also have hidden messages. Even the children's are used to promote advertisements though the product has harmful contents present in it. Therefore, there is a need to understand how advertisements have impact on them in positive or negative way.

Consumer behaviour towards ethical advertising is a critical area of research, with ethical considerations playing a pivotal role in shaping consumer decisions. This paper will explore the significance of ethical advertising and consumer behaviour research, focusing on the ethical considerations that guide consumers and marketers.

Ethical advertising can significantly impact consumer behaviour influencing purchase intentions and brand loyalty. While unethical marketing practices can lead to negative consequences, ethical marketing practices can foster positive brand images and consumer trust. A study examining how ethical components of the marketing mix and environmental consumerism influence consumer purchasing decisions found that consumers' age, gender, and income level have a substantial impact on their purchasing decisions.

Statement of the problem

A problem statement is an explanation in research that describes the issue that is in need of study.

This study will be done to identify the solution of the problems and these are as follows: -

1. To understand and study customer behaviour towards ethical advertisements.
2. To analyse the impact of ethical advertisements on consumers, Childrens and among Youths.
3. To know whether the advertisements influence the consumers positively or negatively.
4. To Identify Factors That Influence Consumer Behaviour Towards Ethical Advertisements.

Scope of the study

The current research on advertising ethics is focused on issues such as deceptive advertising, subliminal advertising, sex, age and gender manipulation, celebrity endorsement, industry regulation and self-regulation, advertising to children and a few studies on practitioners and advertising stakeholders. The study will be attempted to analyse the consumers perception towards ethical aspects of advertising. In such a scenario, this study will focus on the highlighting the views of consumers and Children towards the advertisements being made through various media. The study has concentrated on idealizing the consumers awareness, perception and level of satisfaction towards advertisements. But the study will be refrained from the effects or consequences of unethical advertisements on a greater extend. Apart from that, the perception of consumers will be considered generally without any target grouping of consumers.

Research Methodology

This section will illustrate the way of the research and it will be conducted by presenting the methodologies and theories used. The technical details of the research will be described and detailed in following sections. Important issues such as, philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision will be covered below.

- **Research Design**

A research design is basis frame work, which provides guidelines for the rest of research process. It is the map or blueprint according to which, the research is to be conducted. The research design specifies the method of study. Research design is prepared after formulating the research problem and need to be most suitable to solve the problem. This study will utilize a survey of research design and will be qualitative in nature. A self-administered questionnaire will be developed and the same will be used to measure the response of target consumers and Childrens ethical advertisements.

- **Data Collection**

The success of an inquiry depends upon proper data collection. The data will be collected by making use of Primary Data. Primary data consists of original information for the specific purpose at hand. In the case of primary data, questionnaire would be used.

- **Population and Sample size**

POPULATION

The population for this study includes consumers aged 18 and above, residing in urban and semiurban areas, who are exposed to advertising in various media formats (television, online platforms, print, etc.).

SAMPLE SIZE

The study involves a sample size of **100 respondents**, respondents who are residing in Lucknow Uttar Pradesh and Bajpur Nainital Uttarakhand will be chosen on convenience basis chosen to provide a manageable yet statistically relevant representation of the target population.

- **Sampling Technique**

A convenience sampling method was used for selecting participants. This approach was chosen due to its practicality and the limited resources available for the study. Respondents were selected based on their willingness and availability to participate in the survey. While convenience sampling has limitations, such as potential bias, it is suitable for exploratory studies like this one.

- **Data Collection Methods**

Data was collected through a primary sources. Structured questionnaire was distributed for data collection.

Data analysis is done by using simple percentage analysis on Excel will be used to determine the impact of ethical advertisements on the consumer's mindset. Significant results:- The simple percentage analysis shows that ethical advertisements inspire, attract and entertain consumers.

- **Type of study**

This research study is descriptive in nature.

- **Hypothesis of the study**

There is no significant difference in opinion among the respondents of different age groups that advertising to children is unethical as children are unable to understand the company's intention to sell.

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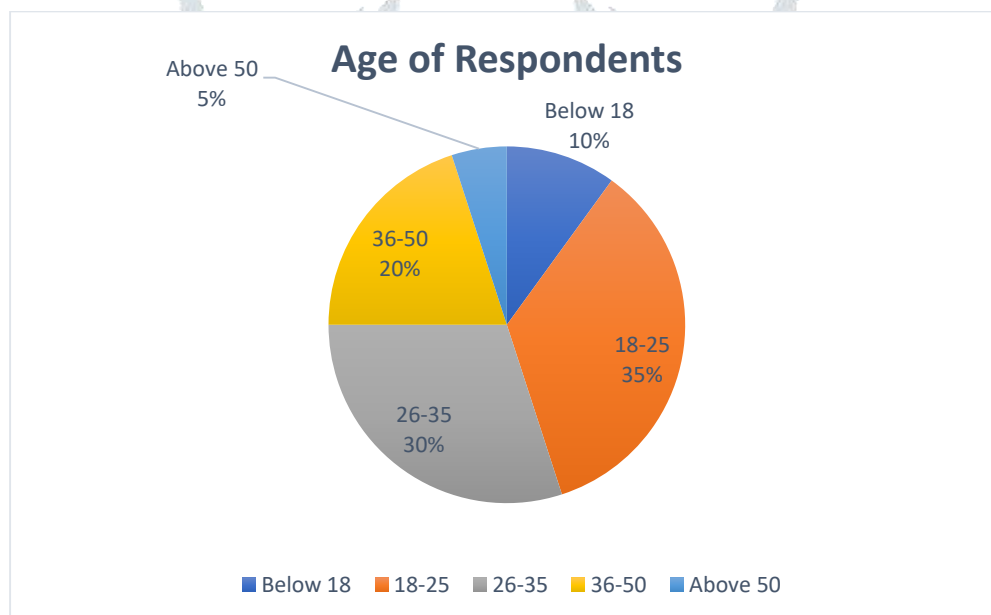
There is no significant difference in opinion among the respondents of different age groups that using strong sexual appeals in advertisements is unethical.

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Data Analysis and Interpretation

1. Age Group Distribution

Options	Respondents	%
Below 18	10	10.00%
18-25	35	35.00%
26-35	30	30.00%
36-50	20	20.00%
Above 50	5	5.00%

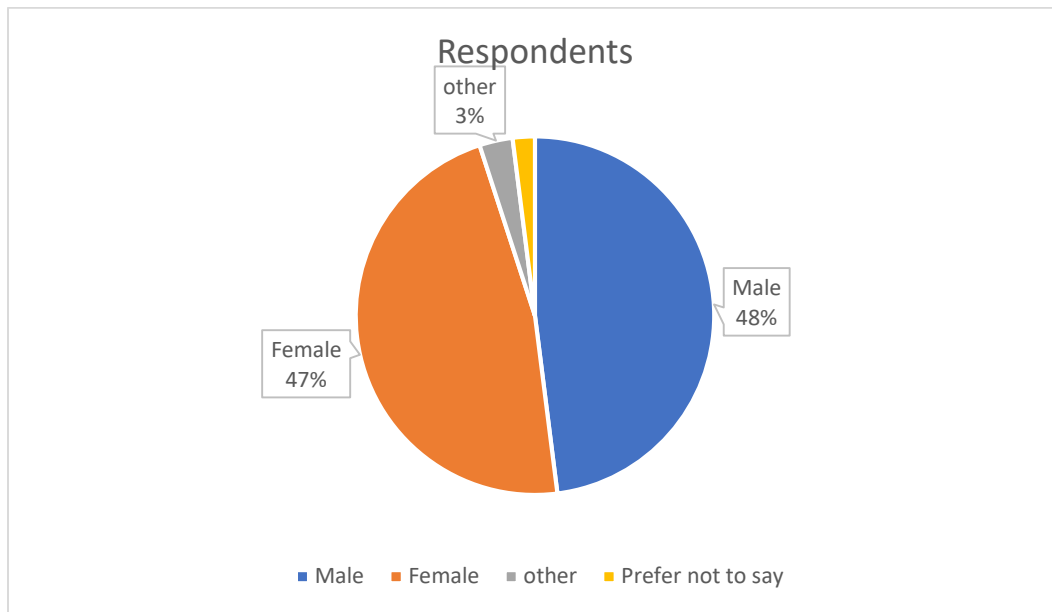


Interpretation

The majority of respondents (65%) fall within the 18–35 age group, indicating a younger demographic's views on ethical advertising. The older age groups (36+) make up only 25% of the sample.

2. Gender Distribution

Options	Respondents	%
Male	48	48.00%
Female	47	47.00%
other	3	3.00%
Prefer not to say	2	2.00%

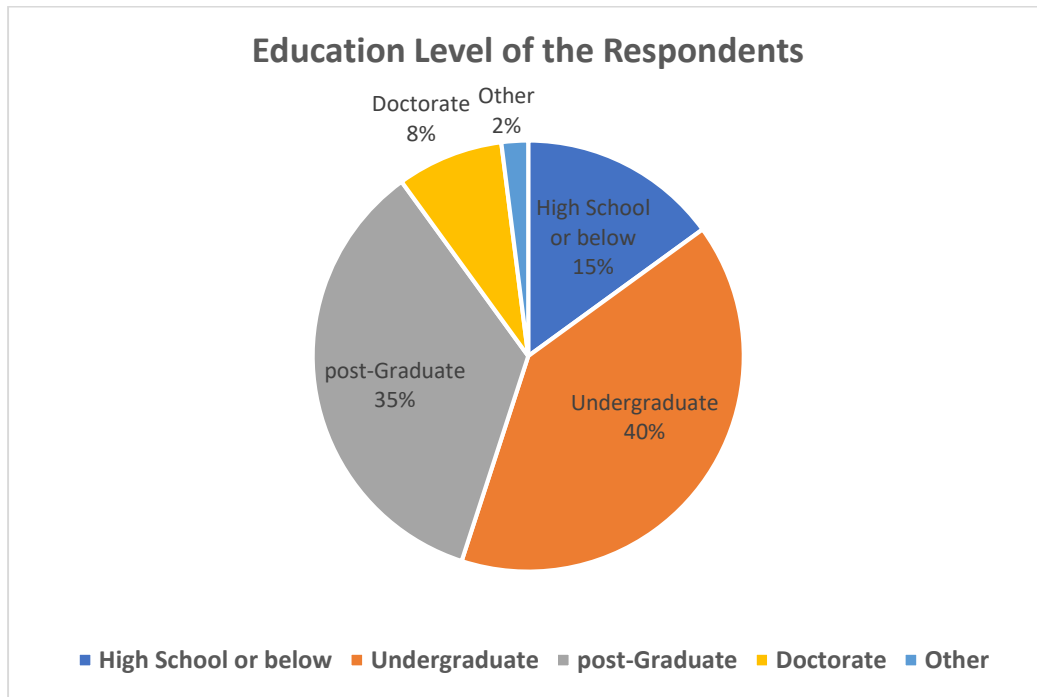


Interpretation

The sample is almost evenly split between male and female respondents, with a small representation (5%) from non-binary individuals and those preferring not to disclose their gender. This balance ensures diverse perspectives.

3. Education level

Options	Respondents	Percentage
High School or below	15	15.00%
Undergraduate	40	40.00%
post-Graduate	35	35.00%
Doctorate	8	8.00%
Other	2	2.00%



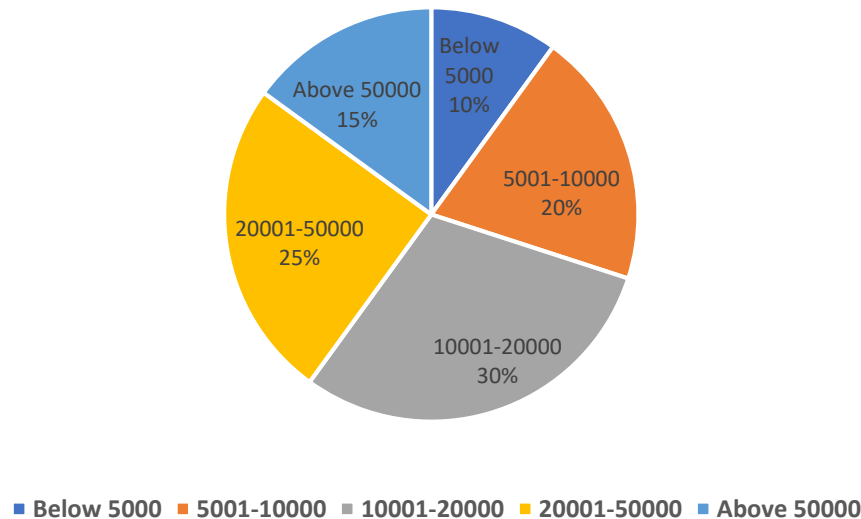
Interpretation

Most respondents are well-educated with (83%) holding at least undergraduate degree. This suggests that perception of ethical advertisements might be influenced by higher education levels.

4. Monthly Income

Options	Respondents	Percentage
Below 5000	10	10.00%
5001-10000	20	20.00%
10001-20000	30	30.00%
20001-50000	25	25.00%
Above 50000	15	15.00%

Monthly Income of the Respondents



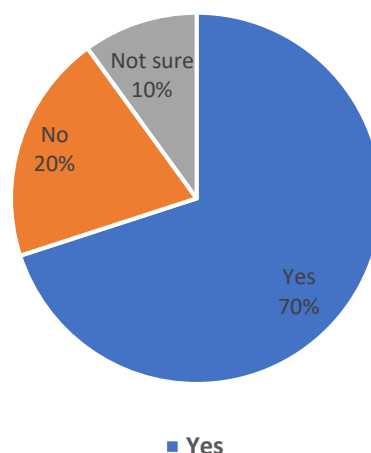
Interpretation

The Income distribution shows a broad mix with the largest group earning between Rs.10001-Rs.20000 (30%). This range reflects a middle-income sample, offering insights into purchasing behaviour across economic strata.

5. Awareness of Ethical Advertising

Options	Respondents	Percentage
Yes	70	70.00%
No	20	20.00%
Not sure	10	10.00%

Awareness of the Respondents

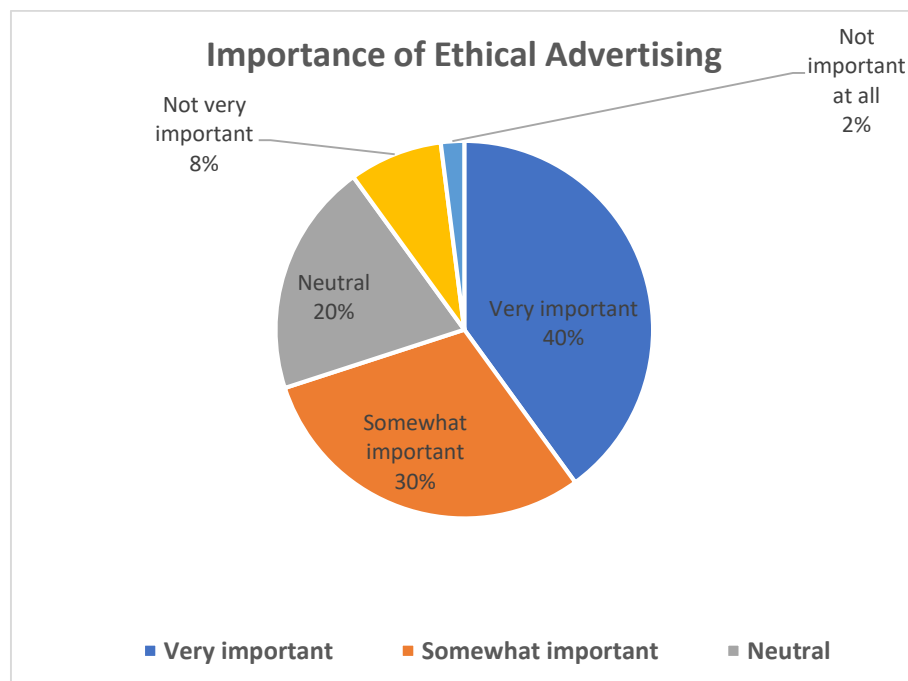


Interpretation

A Majority (70%) of respondents are aware of ethical advertising, suggesting that the concept is widely recognized. However, (30%) combined “No” and “Not sure” indicate a need for increased awareness.

6. Importance of Ethical advertising

Options	Respondents	Percentage
Very important	40	40.00%
Somewhat important	30	30.00%
Neutral	20	20.00%
Not very important	8	8.00%
Not important at all	2	2.00%

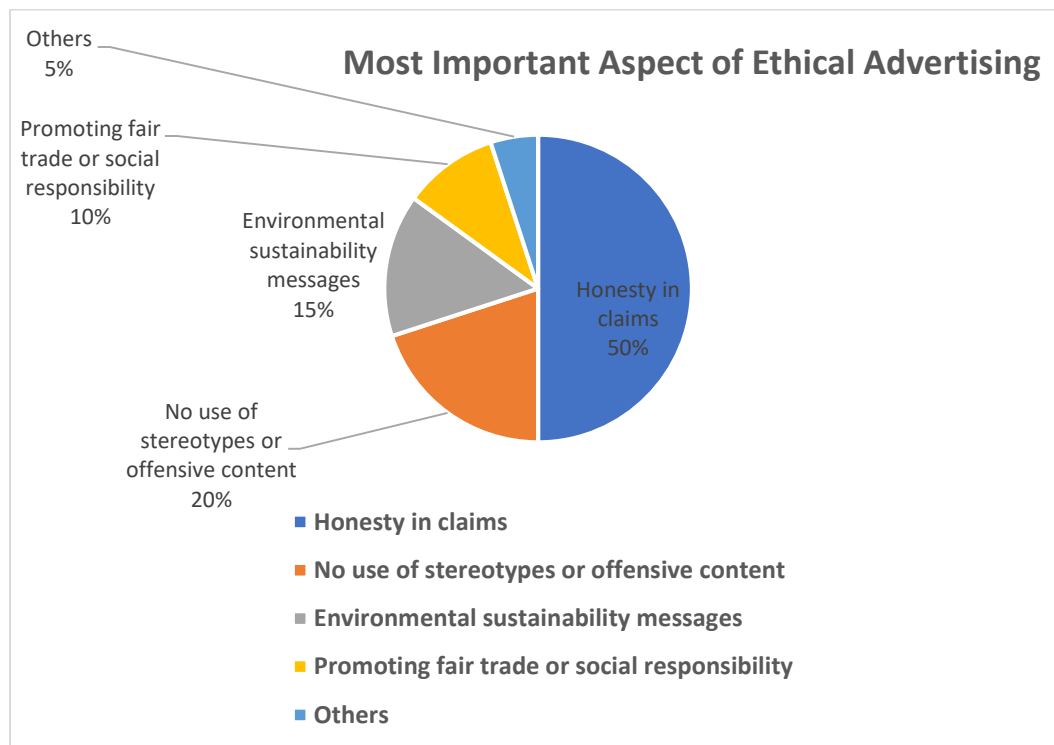


Interpretation

(70%) of respondents consider ethical advertising important in purchasing decisions, while only (10%) deem it unimportant. This indicates a strong inclination towards ethical considerations among consumers.

7. Most Important Aspect of ethical Advertisement

Options	Respondents	Percentage
Honesty in claims	50	50.00%
No use of stereotypes or offensive content	20	20.00%
Environmental sustainability messages	15	15.00%
Promoting fair trade or social responsibility	10	10.00%
Others	5	5.00%

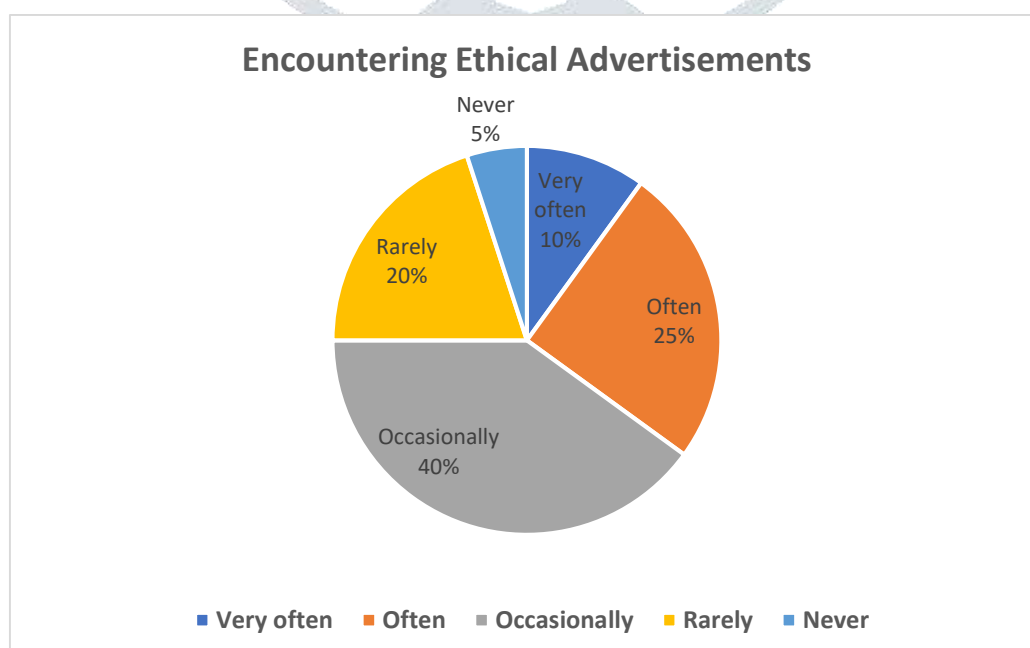


Interpretation

Honesty in claims is the most valued aspect (50%) reflecting consumer demand for transparency. Social and environmental aspects, while significant, rank lower indicating room for growth in awareness.

8. Frequency of Encountering Ethical Advertisement

Options	Respondents	Percentage
Very often	10	10.00%
Often	25	25.00%
Occasionally	40	40.00%
Rarely	20	20.00%
Never	5	5.00%

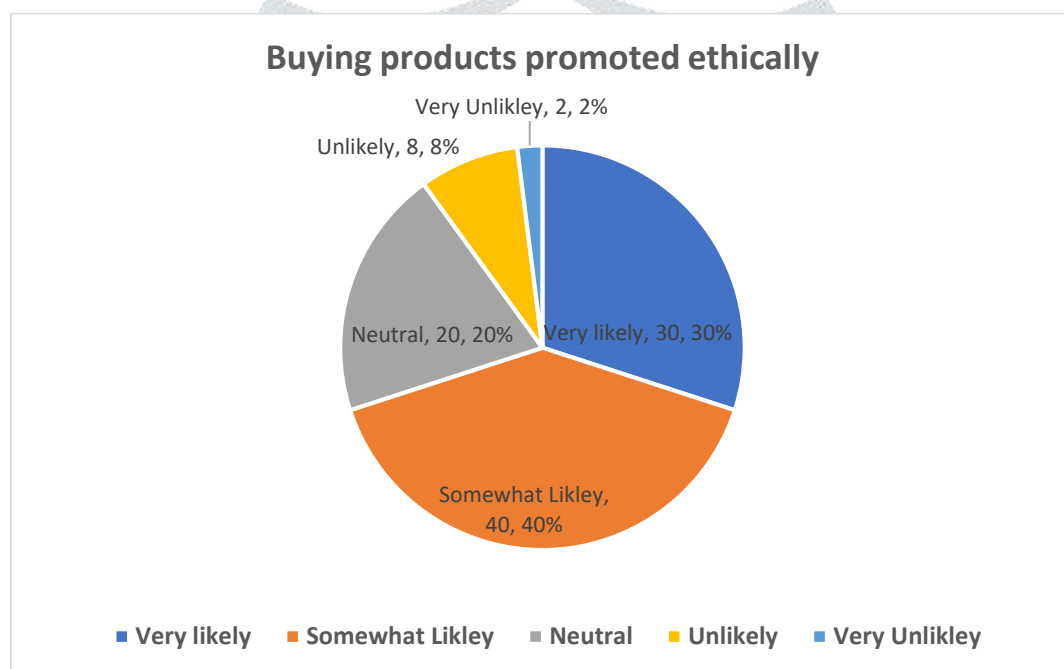


Interpretation

The majority (60%) encounter ethical advertisements only occasionally or rarely. This suggests that ethical practices in advertising are not yet widespread or noticeable.

9. Likelihood of buying Products promoted ethically

Options	Respondents	Percentage
Very likely	30	30.00%
Somewhat Likley	40	40.00%
Neutral	20	20.00%
Unlikely	8	8.00%
Very Unlikley	2	2.00%

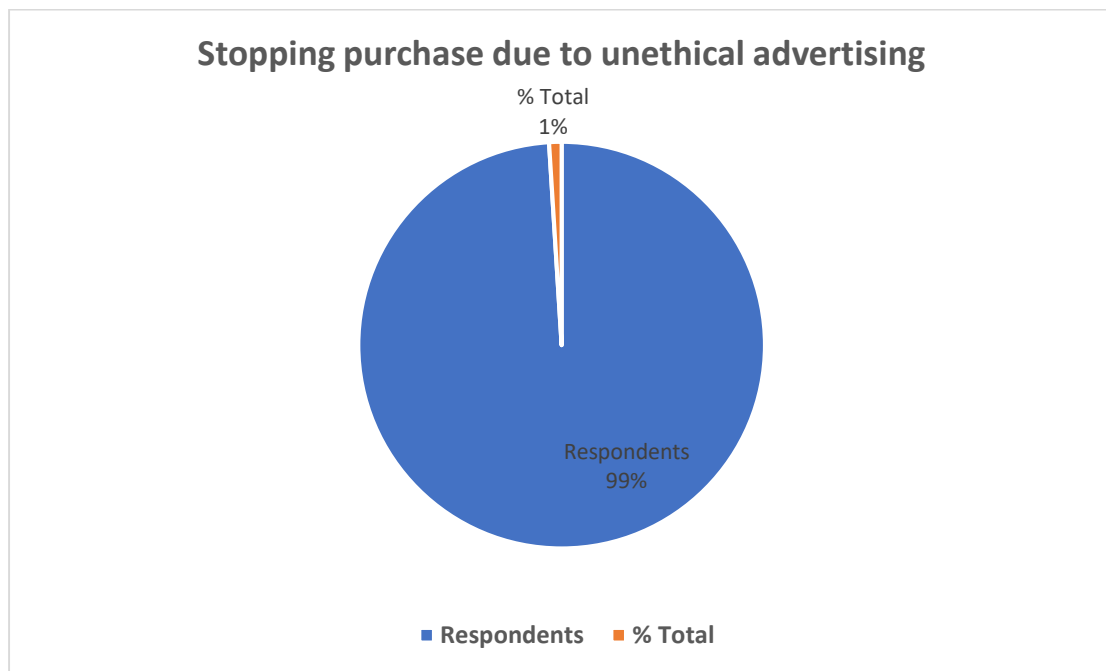


Interpretation

(70%) of respondents are inclined to purchase products promoted through ethical advertisement, emphasizing its impact on consumer behaviour.

10.Stopping purchase due to unethical advertising

Options	Respondents	% Total
Yes	65	65.00%
No	35	35.00%



Interpretation

A significant majority (65%) have boycotted products due to unethical advertising, highlighting the risks brands face when engaging in unethical practices.

Findings of the study

- The majority of respondents (65%) are in the 18–35 age group, indicating that younger individuals are more engaged or aware of ethical advertising. Older age groups (36+) account for only 25%, suggesting that their perspectives might be underrepresented in this study.
- The sample exhibits a near-equal representation of male (48%) and female (47%) respondents, ensuring gender diversity. A small portion (5%) identifies as non-binary or preferred not to disclose their gender, adding inclusivity to the analysis.
- A significant majority (83%) have at least an undergraduate degree, reflecting a highly educated sample. This educational background might influence their awareness and preference for ethical advertising, as educated individuals tend to be more socially and environmentally conscious.
- The income distribution is diverse, with the largest group (30%) earning between Rs.1,001–Rs.2,000. This middle-income sample reflects a consumer base that balances ethical concerns with affordability. The higher-income groups (Rs.2,001+) show potential for ethical product adoption driven by values rather than cost considerations.
- A significant majority (70%) are aware of ethical advertising, demonstrating its growing prominence in consumer consciousness. However, 30% (those who are unaware or unsure) highlight the need for better education and marketing of ethical practices.
- 70% of respondents believe that ethical advertising plays a key role in their purchasing decisions, with only 10% finding it unimportant. This demonstrates that ethical considerations are a significant influence on consumer behavior, though not universal.

- Honesty in claims is the top priority (50%) for respondents, emphasizing the demand for transparency and truthfulness. Environmental and social messages rank lower, suggesting that while these aspects are valued, they are secondary to honesty in the advertising context.
- Ethical advertisements are encountered only occasionally or rarely by 60% of respondents, indicating a gap in the market. This presents an opportunity for businesses to stand out by prioritizing ethical advertising practices.
- 70% of respondents are inclined to purchase products promoted through ethical advertisements. This highlights the tangible impact of ethical marketing on consumer decision-making, presenting a strong business case for adopting such practices.
- A notable 65% of respondents have stopped purchasing a product due to unethical advertising. This underscores the potential risks for brands that neglect ethical standards, as consumer backlash can lead to significant losses in customer loyalty.

Limitations of the study

There are some limitations or constraints that do not validate the research but made to be acknowledge.

- This study is restricted to the region of Lucknow and Nainital only.
- This evaluation is based on primary data generated through questionnaire and collected from the respondents, so the findings depend on accuracy of data provided by the respondents.
- The sample consists of only 100 consumers. So this study can't be generalized to whole of India.
- Certain issues in the Study concentrate on perceptions of respondents.

Conclusion

In recent years, there has been a growing recognition of the importance of ethical considerations in advertising, and consumer behavior has shifted in response to this change. Ethical advertising refers to marketing strategies that are transparent, socially responsible, and adhere to moral principles, aiming to avoid exploitation, false claims, and misleading tactics. As consumers become more conscious of social, environmental, and ethical issues, their responses to ethical advertisements have evolved significantly.

This study reveals that consumers increasingly value transparency and authenticity in advertising. The growing interest in sustainability, social justice, and corporate social responsibility has driven this shift. Ethical advertisements are seen not only as a reflection of a brand's values but also as a way for consumers to engage with businesses that align with their personal beliefs and ethics. Consumers are more likely to support brands that demonstrate a genuine commitment to social and environmental causes. This shift is especially prominent among younger generations, who are more likely to demand ethical behavior from the companies they choose to patronize.

Furthermore, the impact of ethical advertising on consumer behavior extends to purchasing decisions. When faced with ethical advertisements, consumers tend to have a higher level of trust in the brand, which in turn enhances brand loyalty. Ethical advertising also fosters positive word-of-mouth, as satisfied consumers are more likely to share their experiences with others. Brands that engage in ethical advertising often see increased consumer satisfaction and improved public image, leading to long-term financial benefits.

However, the study also highlights challenges in the ethical advertising landscape. Some consumers may view ethical advertisements as insincere or as part of a "greenwashing" effort, especially if there is a disconnect between the brand's actions and the messages conveyed in the advertisements. Therefore, it is crucial for businesses to ensure that their ethical claims are backed by real actions and long-term commitments. Authenticity is key to ensuring that ethical advertisements have a lasting impact on consumer behavior.

In conclusion, ethical advertising plays a crucial role in shaping consumer behavior by fostering trust, enhancing brand loyalty, and influencing purchasing decisions. As consumers continue to prioritize ethical considerations in their consumption patterns, businesses must align their marketing strategies with these values to build strong, lasting relationships with their audience. The future of advertising lies in its ability to reflect the growing ethical concerns of society, balancing profitability with social responsibility.

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