

Creating a Watch Dog Culture for Ethical Standards in Indian Advertising

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Abstract

Advertising plays a key role in persuading consumers to purchase a product. In India, television and the print medium are major areas of spending by advertisers. The advertising message therefore needs to be created in a manner by advertisers so that they not only create meet advertising objectives, but also meet societies standards of ethics. ‘Puffery’ and ‘deception’ are common ways of explaining the exaggeration of advertising campaigns. This paper will study the secondary research in this subject, look at primary research conducted on this issue and also evaluate some key campaigns of major advertisers and question the ethical issues in the advertising. The dimensions of ethics in advertising will be identified so that consumers when looking at advertising can develop a ‘watch-dog’ culture and evaluate advertising keeping in mind the ethical standards of society.

Key Words: Advertising, Ethics, Deceptive and Puffery.

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