
ETHICAL ISSUES IN ONLINE ADVERTISING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

Online advertising is increasing day by day for trapping consumer's attractions towards their products and services. This study aims to reveal the consumer perception towards the ethics in online advertising. Unverified claims, ads for social cause and surrogate ads these are the three factors that affecting consumer buying behavior (CBB) consider particularly this study. Data is collected by a modified questionnaire five point Likert scales was administered to a sample size of 223 students who were enrolled in different universities. This study also reveals that whether consumers are care about ethical purchase or not. Surrogate advertising is now considering an important trend in the field of advertising. The findings show that ad for social cause, surrogate ads and unverified claims have an impact on consumer buying behavior (CBB) and also explain the value of truth, social responsibility and consider human dignity in advertising. Further work is needed to explore the other factors and understand the possible effect of those factors on consumer buying behavior (CBB).

Key Words: Advertising; Online Advertising; Ethical Issues in Advertising; Buying Behavior

Introduction

Today we are living in the Era of advertisement and all business activities and commercial success is based on advertising. The main purpose of advertising is to create awareness, ideas, information and new associations that are linked with products and services. There are different marketing weapons, but advertising is considered an important weapon because it has a leading impact on consumers buying perceptions (Katke, 2007). Advertising is considered a subset of promotional mix and it is used to create awareness, or used as a medium of communication through this channel consumer reached to purchase behavior. The main purpose of the ad is to influence the nature of the purchase; however, the impact of this sign changes or is reinforced by the memory of most people. Remember that the logo is made up of organizations associated with the client's name. Such barriers affect consideration, evaluation and ultimately purchase (Romaniuk & Sharp, 2004). Advertising business landscape increased tremendously due to rapid change in technology, media and communication channels (Tarkianen, 2014). Advertising benefits the society in various ways but as we know that a coin has two sides, that means there are certain things that cannot meet the ethical conduct of advertising. Advertisement refers as "paid form of non-personal communication of goods, ideas or services offered by an identified sponsor (Shaharudin, 2013).

Years of research is required to understand the issues that are related to the marketing ethics and social responsibility as they are highly conflicting and require different views, which are challenging to marketing activities Romu, H. (2009). Advertising plays an important role for creating awareness. Advertising also increasing the economies of the developing countries. The first types of advertisements were signs and scripts on the walls of famous buildings. Sampson (1874) tells the story of advertising, which was published in 1874, shows "signs in stores and takulada that appear to be the first in the direction of advertising and become many parts of the world's history" 1880 unfortunately, advertising began to accelerate, unfortunately becoming a medium-sized player in the first half of the 19th century, being able to be more effective an unprecedented place until the 20th century television but important for advertising, creating relationships with people and services, they simply saw the increase.

Since the Internet is of medium size, it is one of the largest and most important international marketing markets (Sami, 1998). The Internet boom has ended the era of electronics, all the changes in everyday life, how customers communicate and learn to buy, buy and buy goods and services (Kim and Lennon, 2008). As expected, Internet advertising is now an important source of customer information. According to Kim and Lennon (2008), the Internet is the fastest growing retail market, with sales nearly three times higher than total retail sales in 2004 (US Bureau of Statistics, 2004). Online tickets are set to reach \$ 331 billion in 2010 (Kim and Lennon, 2008). Despite the current economic crisis of global restrictions, the growing popularity of the Internet seems to be the Web client of future customers. According to Kang et al., More and more users are using the Internet to collect electronic coupons and create digital coupons.

(2006), stating that clients can access different types of online receipts, from food to food and theater. Internet advertising has become popular in the 20th century in the United States. Internet advertising will continue to grow and capture the meaning of marketing and newcomers. For the first time, luxury products are purchased online (Bakshi and Gupta, 2013).

With knowledge, consumers now buy in the store. For the first time, luxury items are purchased online. For example, laptops, cameras, etc. But more and more people in developing countries often buy their own food rations. A card called the pioneer magazine that received "online advertising" in 1994 when it was sold to Ad & AT (Rimalet et al., 2009).

The show, which has been used by the company for almost a decade, has also been marketing magazines, as coffee beverages can improve customer response and more quickly. The ads are "bidirectional communication, because the mediators serve advertisers and customers. First, ads are paid according to the "owner's price," known as the "CPM" contract signed in 1998 by Procter & Gamble that the CPC will pay. "The version of the version is known as the" web version "for the most commonly used ads. The main features of online ads are advertisers and advertisers, customers are offered through their customers and their services, while advertisers they earn money (Padel, S., Foster, C. 2005).

Many studies have been conducted for more than 30 to 40 years and they discovered that nobody really described the social responsibility of marketing. There were hundreds of international organizations and institutions charged with promoting ethics of ethics and community marketing. The discipline was crucial for future research. Laczniak (1995) argued that community commercialization and response capacity is expected in the markets. There is always a distinctive disorder that is always a problem, it also argues that the client would prefer to buy ethics instead of unfair. Lyon (2008) argued that clients have found ways to behave in a way that acts ethically as opposed to those who do not behave like Kay. The director, Rohini (2002), argued that markets behave ethically because ethical behavior favors sales and the opinions of customers in their businesses.

It's fair to say that without advertising there would be very little variety in products and most products would not sell as much as they do now. Advertising is perfectly ethical but some advertising techniques are not. If you want to keep your customers for long term then you want to make sure that advertising adds to and does not detract from the user experience. This study is based on theory, which is used to study the relationship between variables. Then the results, conclusions were presented. Finally, the limitations of the study were listed. The basic objective of this research is to study the effects of ethics on the behavioral nature of client behavior and to determine the effects of online advertising on the behavioral behavior of consumers.

Literature Review

Internet is considering important assets to achieve competitive advantage because a rapid change in online technology (Kiang-et al.2000).marketing is not all about advertising

(constantinides 2002).but advertising is consider an key component of marketing (Kiang et al.2000).Diverse aspects of online advertising can be studied by many scholars to check their purchase intentions.Wu (2003), argued that online reviews have a positive relationship with consumer buying behavior. Personal, social cultural and psychological characteristics might change the purchase behavior of an individual (wu,2003).In marketing environment a lot of attention is achieved by gender (palanisamy,2004).key factor in shopping is age korganarn (kar&wolin,2002).Rate of expenditure is derived from income (Cunningham,et al .,2000).In online advertising, banners, pops-ups and pop under are considered annoying for internet users McElfresh ,c.;Mineiro,p. and Rodford ,M.2007).A business success depends upon consumer loyalty (oliver,1997),because the quality of willingness to pay is related to them (Reichheld and Scheffler,2000).

It is very important to understand the unethical conducts in advertising and how consumers perceive these unethical conducts in advertising. Dean (2005), argued that there are three different approaches named as idealism, pragmatism and relativism that are used by consumers to judge advertisements. Idealism is referred as the universal statement of right and wrong through this people consider advertising as a whole right or wrong. Secondly, pragmatism is based on time, culture and audience of advertising and not consider as whole right or wrong by the whole universe. It might be accepted by one culture and immense rejection from the rest of the cultures. The Main difference between idealism and pragmatism is that in idealism a universal statement that is accept or rejected as a whole but in pragmatism not accepted as a whole it may differ from culture to culture and also depending upon time and audience.

According to (Hunt and vitell ,1992), Importance is given to market marketing practices that include this topic, up to the point of sale. Providers are encouraged to behave ethically because of information about the active and active ethical behavior of the company (Hunt and Vitell, 1992: Friends and Kamins, 1999). it does affect sales of consumer goods and services (Mascarenhas, 1995). Although it seems that customers have a good attitude towards companies in terms of non-profit corporations (Folkes and Kamins, 1999).However, a study by Boulstrige and Carrigan (2000) examined the consumer's response to behavior, ethics and behavior. What has happened is that most customers do not have information to know if they own a business or if they do not behave ethically (Nestlé and Exxon). Early research suggests that negative information affects the client's point of view on better data (Herr et al., 1991: Amine, 1996). Por Forte and Lamont (1998) find that customers are buying more and more as a basis for the active role of the community

The Cone study and the non-formal study (Simon, 1995) showed that 85% of respondents had a positive image of what they were looking for.

H1: unverified claims have negative impact on consumer's buying behavior.

Proper advertising is one of the problems that arise in advertising. The respondents were very negative from the point of view of temporary ads and those considered an extraordinary skill. The best computer marketing will lead water customers, but the choice is for the customer if he

accepts the applications in Devi Prasad Kotni (2011). The Jyotsana Haran penalty (2013) can be a big challenge for big players. The best marketing software brings customers water, but customers can accept what they offer. V.V. Devi Prasad Kotni (2011) Online advertising systems pose a major threat to traditional methods of different causes. First, increase the effectiveness of the sellers and suppliers acquired and transmit the advertising messages of buyers, which is less time than to reduce the economic importance of cultural mediators such as advertising. In 2000, new content providers were included on websites such as YouTube, social networking sites such as Facebook, and blogs such as Huffington Post.

The United States analyzed more than 458 billion pages in 2007, each of which may have to buy many ads and many more. The overall image rate of the site increased by an average of 21% between February 2004 and February 2008 (according to the comScore Media Metrix report in February 2004 and February 2008). This has increased the supply of advertisements to reduce the negative pressure on advertising prices, promised to reduce the revitalization of the media in the commercials, which reduces the quality of the media. (Increasing the quality of advertising may increase or decrease the demand for advertising, which could partially affect the price.) Third, the ability to return to online advertising encourages, for example, Yahoo! and MSN, like traditional media, to introduce different types of Internet that customers use to improve the overall image. In addition, of course, viewers leave the sites to access Internet media because, just like radio and television, they simply like their content to a special, simple, flexible and medium size. So far, consumers seem to have changed radio and newspaper, but it's not a television. People over the age of 12 spend 32% more time watching television and satellite TV, as well as radio and work in 2001. The use of traditional newspapers has decreased by 3% and 15%, respectively (United US Census Bureau, 2009, Table 1089).

H2: Surrogate ads has positive impact on consumer's buying behavior.

Forte and Lamont (1998) estimate that clients increase their purchasing power according to the role of the community. Vershoor (1997) suggests that 75% of the customers in the follow-up study will replace the retail stores to support a good reason for the product. Simone (1995) and Roper's (1995) found 85% one. Respondents have a good image of a company that supports something that matters to them, while 51% said they would probably offer many things or services that interest them. Roberts (1996) also recognizes the responsibility of customers to listen to customers, while Creyer and Ross (1997) find that the level of ethical companies is an important consideration in the sales decision.

H3: Ads for Social Cause has positive impact on consumer's buying behavior

Individuals use different cues for different occasions to recall the brand and these attributes are linked with brand and referred to as brand associations (Romanivk & sharp, 2004). Emotional response is also linked with different products and services (brassington & pettitt, 2001). Emotional response has a positive relationship with visual, verbal and text (Bezjian et al., 2008). Beliefs and norms are a part of environmental attitude and is derived from individual perception that is an individual opinion not an attitude. (Heberlein & Wisconsin, 1998). Consumer buying behavior is affected by environmental attitude (Stern, 1962). While market

research suggests that the environment offers a special customer experience, which is used for the development and sale of goods or services (Adelaar et al., 2003). In particular, a market study was developed to define the impact of the different senses when buying (Morris and Boone, 1998). Buyers who can not decide what to buy use the purpose of buying a purchase (Goldsmith & Lafferty, 2002). The purpose of the purchase means that the customer buys the product without intention or planning (Adelaar et al., 2003).

The purchase of a consumer lifestyle describes the behavior of the customer who wants to buy and provides a good response to the product (Tirmizi et al., 2009). In this case, you only receive information about the retailer's decision (Stern, 1962). However, the environmental psychology of the environment provides good ideas about emotional response rather than traditional cultural research (Hitchon, 1994). Emotional characteristics and the value of information constitute the method of local psychology. The senses are sound, visual and tactile that can affect the user's experience. Data prices may affect the use of advertising information. Then the video, the photos and the songs are closely related. The type of local brain suggests an environment (such as retail stores) that produces emotional sensory emotional disturbances, excitement, or the ability to handle different types of acquisition (Adelaar et al., 2003).

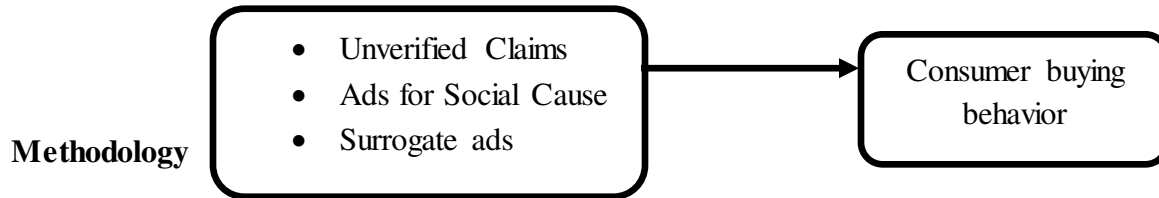
The Engel-Kollat-Blackwell (EKB) model extended John Dewey's (1910) original five-stage problem-solving process and applied it to consumer behavior. Using the EKB model as a backdrop, the focus is on the five core stages of the decision-making process (i.e., problem recognition, search, alternative evaluation purchase, choice, and outcomes). Neal and Questel (2006) supported that need recognition occur when an individual differentiates what he exactly wants. The second stage related to when consumer wants to get the information related to the desired product or service (Schiffman and Kanuk, 2007). Information about desired product or service are of two types internal and external. When personal qualities of judgment involved that is internal and when information can get through different external source like social media, television etc is referred as external source of information (Rose and Samouel, 2009).

The third stage related to analyze the possible alternative this is consider one of the most important stage in buying process in this consumer is conscious about price quality and different attributes related to product take in consideration Kotler and Keller (2005). next stage is related to make a purchase decision means traction is involved in this stage, Backhaus et al (2007). last stage is related about the feedback of the products many authors skip it but many consider it as important as other four stages of the decision making. It is important to keep in mind that the fifth annual edition is not the only way to deal with clients, and that there are many types of competition, including the 1950 stimulus-agency-response model of Hebb decision-making improvement. feelings (Bagozzi and Warsame Warsaw, 1990), established process methods (Perugini and Bagozzi, 2001) and others.

The factors through which consumers acts in a particular way but considering situations are different is identified by consumer buying behavior (Ayanwale et al., 2005). Emotional response is also linked with advertising and referred as an ability of consumers to recall the brand (Goldsmith & Lafferty, 2002). Devi Prasad Kotni (2011), a study conducting in Indore city and

88% of respondents buy products after watching the ads .According to a survey 88% children doing smoking just because of surrogate ads.

Research Model



Research Design

In order to determine the relationship and recognize the effect of ethical issues and consumer buying behavior statistical tools is used on data such as, Pearson correlation and regression analysis with the help of SPSS. Conveyance sampling technique based on easy availability and accessibility dimension of data collection were used based on suggestion of(Singleton & Straits, 2005)(Lynch & Baker, 2005).The data was collected on questionnaire based on 5 point liker scale from 315 students in AJK public universities.

Data Analysis

This study used SPSS (Statistical Package for the Social Sciences) version 20.0 for data analysis. Pearson’s Correlation and regression analysis were run to draw the valid results for this study. One section of the questionnaire contains the information about the respondents demographic including age, gender, institutions, and qualifications. Nominal scale was used to measure this section of the questionnaire. The second section contains the information related to the research variables. The independent variables unverified claims have 5 items, surrogate ads have 4 items and ads for social cause contain 5 items was taken from (Evangelical alliance.,2015).there were used six scales of Tseng and Huang (2011) for consumer buying behaviour and the scale was taken from the previous studies.

RESULTS

Table 4.1 Descriptive analysis

	<i>Mean</i>	<i>Std. Deviation</i>
<i>ASC</i>	3.2653	.92949
<i>So</i>	2.4507	.87722
<i>UFC</i>	2.5523	.72769
<i>CBB</i>	3.1394	.81198
<i>Gender</i>	1.2511	.43463
<i>Age</i>	2.1839	.98973

<i>Education</i>	1.8969	.97405
<i>University</i>	2.6502	1.04130

*N=223*ASC: add for social cause SO: Surrogate ads UFC: unverified claim, CBB: consumer buying behavior.

Table 4.1: shows that the mean and standard deviations, so ads for social cause were mean 3.2653 and the standard deviations .92949,hence surrogate ads were mean 2.4507 and standard deviation .87722,unverified claims were mean 2.5523 and standard deviation .72769,consumer buying behaviour were mean 3.1394 and standard deviation .81198,gender were mean 1.2511 and standard deviation .43463,age were mean 2.1839 and standard deviation .98973,education were mean 1.8969 and standard deviation .97405,universities were mean 2.6502 and standard deviation 1.04130.

Table 4.2 Correlations

	ASC	So	UFC	CBB
ASC	1			
So	.091	1		
UFC	-.148*	.155*	1	
CBB	.356**	.059	-.069	1

*. Correlation is significant at the 0.05 level (2-tailed).

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

N=223, ASC: add for social cause SO : Surrogate ads UFC: unverified claim, CBB: consumer buying behavior.

Table 4.2 shows that The Pearson correlation value add for social cause and consumer buying behavior ($r = .356^{**}$, $p = 0.000$), this indicates that there is a positive correlation between add for social cause and consumer buying behavior, for surrogate ads and consumer buying behaviour ($r = -.069$, $p = 0.000$),this indicates that there is a positive correlation between surrogate ads and consumer buying behaviour and for unverified claims and consumer buying behaviour ($r = -.059$, $p = 0.000$), this indicates that there is a negative correlation between unverified claims and consumer buying behaviour.

Table 4.3 Regression

	B	R²	ΔR²	Sig
<i>Indirect effect</i>				
<i>Control variables</i>	.195	.038	.020	
<i>Direct Effects</i>				
<i>Add for social cause</i>	.433	.188	.169	.000
<i>unverified claim,</i>	.211			.000
<i>So</i>	.216			.000

Hypothesis. 1: unverified claims have an negative impact on consumer’s buying behaviour.
 Results supported this relationship and found that Unverified Claims were related to consumer buying behaviour as indicated by regression coefficient ($\beta = .211, p < .05$), supporting Hypothesis 1 so hypothesis is accepted.

Hypothesis.2:Surrogate ads have an positive impact on consumer buying behaviour.

Results supported this relationship and found Surrogate Ads were related to consumer buying behaviour as indicated by regression coefficient ($\beta = .216, p < .05$), supporting Hypothesis 2 so hypothesis is accepted.

Hypothesis.3:Ads for Social Cause has positive impact on consumer’s buying behaviour.

Results supported this relationship and found Ads for social cause were related to consumer buying behaviour as indicated by regression coefficient ($\beta = .433, p < .05$), supporting Hypothesis 3 so hypothesis is accepted.

Table 4.4 Summery of hypothesis

NO	Hypothesis	Result
1	Add for social cause has positive effect on consumer buying behaviour.	Accepted
2	Unverified Claims have negative impact on consumer’s buying behaviour.	Accepted
3	Surrogate Ads has positive impact on consumer’s buying behaviour.	Accepted

Results and Interpretations:

Overall 72.6 percent of the respondents were male, 28.4 percent of the respondents were females. Study participants ranged in ages from 15-35 years with 34.1 percent in ages from 21 to 25 followed by 29.6 percent between ages of 15 and 20. The four major universities of AJK like University of Kotli (UoK), University of Poonch (UoP), University of Azad jammu & Kashmir (UAJK) and Mirpure University of Sciences and Technology (MUST) were represented the sample size ranged in the percentage like 17.0 percent from UoK, 26.5 percent from MUST, 30.9 percent from UoP and 25.6 percent from UAJK. The participants were from different disciplines ranged in graduation 42.6% , masters 35.4% , mphil 11.7% and phd 10.3%. The value of cronbach alpha for variables like Consumer buying behavior (.713), unverified claims (.775), ads for social

cause (.741) and surrogate ads (.735). The value of mean and standard deviation for ads for social cause is 3.2653 and .92949, for surrogate ads 2.4507 and .87722, for unverified claims 2.5523 and .72769 for consumer buying behavior 3.1394 and .81198, for gender 1.2511 and .43463, for age 2.1839 and .98973, for education 1.8969 and .97405 and for universities 2.6502 and 1.04130.

The person correlation values for ads for social cause and consumer buying behavior is ($r = .356^{**}$, $p=0.000$) that indicates there is a positive relation between ads for social cause and consumer buying behavior, for surrogate ads is ($r = .069$, $p=0.000$), that shows there is a positive relation between surrogate ads and consumer buying behavior and lastly the value Pearson correlation for unverified claims is ($r = -.059$, $p=0.000$), that means a negative relation between unverified claims and consumer buying behavior. Results showed the regression coefficient value for unverified claims that is ($\beta = .211$, $p < .05$) that supporting our first hypothesis that means there is unverified claims have a negative impact on consumer buying behavior (CBB). Secondly, surrogate ads have a positive impact on consumer buying behavior that is supported by the results ($\beta = .216$, $p < .050$). And thirdly, the value of regression coefficient for ads for social cause is ($\beta = .433$, $p < .05$), that supports third hypothesis which is there is positive relation between ads for social cause and consumer buying behavior (CBB).

DISCUSSION AND CONCLUSION

The main objective of this research was to examine the ethical issues in online advertising and its impact on consumer buying behaviour among graduate students studying in higher educational institutions of Pakistan. The Primary data was collected by questionnaire modified from past studies. Pearson association and regression examination were useful to analyse the facts and hypothesis. According to current literature that there is a negative relation between unverified claims and consumer buying behaviour. This hypothesis is supported by the past studies that more positive attitude of consumers towards those companies that behave ethically and studies also indicates that negative information influence consumers attitudes more than positive (Herr et al., 1991; Amine, 1996). Mason (2000), one third of the consumers are seriously concerned with ethical issues in cooperative bank of the UK. Secondly the current literature also supports the hypothesis of this study that indicates there is positive relation between surrogate ads and consumer buying behaviour. Advertisement can grasp our attention by using slogans and it may even cause us to make new associations or cause some of our values to change. The main objective of this is to compensate the loss that is faced by companies due to ban on certain products but this ban is not completely obey that is associate to an term called proxy war (Mary McMahon, 2009).

A study conducting in Indore city by Devi Prasad Kotni (2009), that may shows that 88 % of the respondents will buy the products after watching the ads. According to the inferences drawn from several surveys and interviews, 42 out of 50 people can understand the actual liquor or tobacco product being advertised. Surrogate advertisements do impact a consumer's buying decision as well. They also inform consumers about the leading liquor brands and thus promote sales. With government now enforcing ban on surrogate advertisements, companies are turning

surrogate ads to event sponsorship. According to Goyal (2009) these tobacco campaigns are responsible for the various smoking related issues and diseases in the younger population. The number of population drinking alcohol has significantly increased in the past 20 years.

Thirdly ads for social cause show a positive relation with consumer buying behaviour. These types of ads are ethical in nature and are highly accepted by the society. But the products like pills and condom are consider unethical due to many reason one of them is due to lack of information about these products. As ethical behavior is under consideration while making a purchase by Creyer and Ross (1997).

The findings of this study show that ethics matter a lot in purchase decision. Consumers do care about ethics in advertising. Social behavior directly affects the purchase of consumers or helps them in taking purchase decision. The findings show that companies should promote ethical behavior of the companies that affects consumer buying behavior. Hunt-Vitell proposed a theory in (1986), that based upon ethical purchase behavior of individuals, but later on in 1993 the theory was revised. And how hunt-vitell theory can be used to teach marketing and business ethics . as a general model of ethical decision making and behavior in marketing, the hunt-vitell theory illustrates how ethical decisions are predicated not only upon estimates of potential benefits or outcomes, but also deontological evaluation which invoke norms and values.

FUTURE DIRECTIONS

The dimensions of ethical issues were tested with consumer buying behavior in Kashmir for the first time, and these dimensions have not found a considerable consideration in literature. These dimensions could be tested with other variables. Other variables might be use of children, use of women, controversial ads as independent variables and consumer buying behavior as dependent variable.

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