

**ETHICAL CONCERNS IN ADVERTISING: A COMPARATIVE STUDY OF  
CONSUMER PERCEPTIONS ACROSS AGE GROUPS IN ODISHA**

**Ms. Meena Nayak<sup>1</sup>**

Research Scholar, School of Management Studies, Gandhi Institute of Engineering and  
Technology University (GIETU), Gunupur, Raygada-765022.

**Mr. Saumendra Das<sup>2</sup>**

Professor, HOD, School of Management Studies, Gandhi Institute of Engineering and  
Technology University (GIETU), Gunupur, Raygada-765022

**Mr Srikanta Patnaik<sup>3</sup>**

Chairman, Interscience Institute of Management and Technology (IIMT),  
Bhubaneswar, 751013

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**Abstract**

Existing literature consistently reports that advertisements conveying misleading, exaggerated, or false claims tend to erode consumer trust and generate dissatisfaction. Practices such as pressure tactics, hidden fees/deceptive pricing strategies, false endorsements, and exploiting social issues for commercial gain are widely regarded as unethical, often resulting in adverse brand perceptions, public grievances, and, in some cases, organized boycotts. The present study investigates consumer attitudes toward such unethical advertising practices within the twin cities of Bhubaneswar and Cuttack in the state of Odisha. Through a structured questionnaire distributed among diverse age groups, the study examines and interprets respondents' views across four principal dimensions of unethical advertising. Results reveal a broad consensus of disapproval across all age groups, with statistically significant differences in the intensity of opinions among different demographic segments.

**Key Words:** Unethical Advertisement, Pressure tactics, Deceptive pricing, False endorsement, Social issues

**Introduction**

Advertising is broadly defined as a form of communication that conveys authentic benefits linked to a product or service intended for purchase (*Nicola & Petre, 2001*) 1. Its core function is to influence consumer behaviour in a desired direction—whether prompting a purchase, fostering acceptance of an idea, or encouraging specific behaviour or opinions. Effective advertisements generally aim to inform the target audience about a product or concept, persuade them of its superiority over competing options, and maintain brand visibility so it remains prominent in the consumer's mind when a need arises. In the commercial sphere, advertising serves as a critical tool for creating brand awareness, driving sales, generating revenue, attracting new customers, enhancing customer loyalty, and securing a competitive

edge. It constitutes a persuasive form of communication designed to shape attitudes toward acquiring a product or service, ideally presenting its qualities with accuracy and integrity.

Nevertheless, when organisations resort to practices such as pressure-driven persuasion, misleading pricing, fabricated endorsements, or the manipulation of social issues to promote their offerings, consumers frequently express strong disapproval of such approaches

### **Ethics in Advertising**

Ethics in advertising encompasses the adherence to moral values and principles within promotional activities (*Zinkhan, 1994*) 2. For advertising to be considered ethical, all information conveyed about products or services must be truthful and accurate. Advertisements must steer clear of false claims, exaggerations, or any form of consumer manipulation. Additionally, advertising should comply with legal standards, avoiding unfair comparisons with competitors' offerings and prohibiting discrimination on grounds such as race, gender, age, or religion.

Ethical advertising involves marketing practices grounded in principles of honesty, fairness, and transparency, aiming to prevent consumer deception and encourage responsible business conduct. Crucial elements include presenting clear and truthful product details, refraining from manipulative tactics, respecting consumer privacy, avoiding the use of stereotypes or discriminatory content, and acknowledging social and environmental responsibilities.

### **Unethical Advertising**

Unethical advertising refers to promotional practices that contain deceptive, misleading, or exploitative content, undermining consumer trust. This includes aggressive pressure tactics, hidden charges or misleading pricing, endorsements that are false or deceptive, exploitation of social causes for commercial gain, exaggerated claims regarding product benefits, use of misleading visuals, propagation of harmful stereotypes, targeting susceptible groups, and engaging in unfair competitive behaviour. Fundamentally, such practices violate ethical norms of honesty, decency, and social responsibility by misleading or exploiting consumers for profit. Numerous empirical studies emphasize that advertisers should respect the social and cultural values of their target audiences when crafting advertisements to effectively engage them (*Waller and Fam, 2000; Fam and Waller, 2003; Waller et al., 2005*) 3,4,5.

### **Literature Review**

Since advertisement influences consumers' buying behaviour and affects their lives positively or negatively, there has been a lot of research on the area. We have focused on the following four factors which are considered unethical in advertisement.

#### **1. Pressure Tactics**

Pressure tactics in advertising refer to manipulative persuasion strategies—such as false urgency, scarcity messages, and emotional coercion—intended to compel rapid consumer action. (*Awasthi, Kakkar, and Uppal, 2020*) 6 observed that Indian advertisements often employ exaggerated claims and urgency appeals that undermine consumer autonomy.

Similarly, (Singh and Duhan 2019) 7 found that repetitive urgency messages in online retailing trigger cognitive dissonance and post-purchase regret. (Kotler and Keller (2021) 8 emphasized that scarcity and “fear of missing out” (FOMO) cues, though effective for short-term conversions, erode long-term consumer trust.

From a cross-cultural perspective, (Lee and Hong ,2020) 9 demonstrated that emotional manipulation in high-pressure advertising increases anxiety and damages ethical credibility. In the Indian context, (Chakraborty and Bhatnagar ,2021) 10 highlighted regulatory gaps in defining permissible persuasion, with most consumers perceiving such tactics as misleading. Moreover, (Waller et al., 2005) noted that repeated exposure to urgency appeals causes consumer fatigue and distrust. (Patra and Sahu 2022) 11 further found that ethically positioned brands face less backlash, as ethical consistency moderate reactions to persuasive urgency.

Collectively, the literature suggests that while pressure tactics may stimulate immediate sales, they compromise ethical integrity, reduce long-term brand trust, and call for stricter regulatory oversight and consumer education.

## **2. Hidden Fees/Deceptive Pricing**

Hidden fees and deep pricing have emerged as widespread deceptive strategies, especially in the rapidly expanding Indian digital economy. These practices involve showing only partial prices upfront and revealing additional mandatory or discretionary fees—such as delivery charges, convenience fees, service surcharges, or taxes—only during the final stages of the transaction. This obscures the true cost from consumers, making price comparisons difficult and often compelling purchase decisions under distorted information.

A comprehensive study by *Local Circles (2025)* 12 based on feedback from over 230,000 consumers across 228 Indian digital platforms found that 48% used drip pricing tactics, second only to forced action dark patterns among fraudulent online behaviors. Experimental economics research by *Rasch, Thöne, and Wenzel (2020)* 13 shows that drip pricing reduces consumer surplus by fragmenting price disclosure, leading to suboptimal decisions due to underestimation of total cost. Sellers can boost profits by selectively revealing fees and competing mostly on base prices while hiding add-ons. *The Indian Institute of Management Ahmedabad (2024)* 14 conducted consumer behavior studies indicating that familiarity with drip pricing can moderate negative fairness perceptions, but transparency remains critical for positive purchase intent and brand loyalty. Lack of regulatory clarity and enforcement exacerbates consumer distrust. (Grant Thornton’s 2025) 15 analysis documents how pricing strategies involving hidden costs during peak seasons can severely affect brand equity and consumer behavior. Consistent hidden markups risk eroding trust, with consumers viewing brands as complicit even if pricing control is decentralized. Deceptive pricing—such as fictitious discounts, hidden fees, or inflated “compare-at” prices—creates an illusion of bargain and systematically undermines consumer trust (Gupta & Arora, 2021) 16. Studies show that consumers who discover pricing deceptions experience stronger negative word-of-mouth and higher complaint rates than those who feel misled by product claims (Rao & Menon, 2018) 17. Online marketplaces amplify deceptive pricing because dynamic algorithms and opaque price histories make it difficult for consumers to verify genuine discounts (Sharma & Verma,

2020) 18. Experimental research indicates that transparent pricing disclosures (clear base price, explicit savings calculation) significantly restore perceived fairness and purchase intent (*Liu et al., 2019*) 19. Regulatory analyses argue that weak enforcement and ambiguous guidelines permit borderline pricing tactics to flourish, calling for standardized disclosure norms (ASCI Review, 2022) 20. Consumer segmentation studies reveal younger consumers are more price-savvy yet more tolerant of “flash deals,” while older cohorts react more negatively to perceived deception (*Mishra, 2021*) 21. Behavioural economics work documents that scarcity-framed discounts combined with ambiguous pricing trigger impulsive choices and subsequent regret when the true cost is revealed (*Kumar & Singh, 2017*) 22. Longitudinal brand studies demonstrate that repeated deceptive-pricing episodes have a lasting detrimental effect on brand equity, outweighing short-term sales boosts (*Patel & Desai, 2020*) 23.

Across contexts, deceptive pricing yields short-term sales but long-term reputational harm; mitigation requires transparency, regulation, and consumer education.

### **3. False Endorsements**

False endorsements—celebrities or influencers promoting products they do not use—breach credibility and lead to rapid erosion of both endorser and brand trust once discovered (*Sharma & Jain, 2022*) 24. Empirical surveys find that disclosure of paid relationships (advertising labels) increases consumer scepticism but reduces the perceived deceptiveness compared to undisclosed paid endorsements (*Ritter & Hall, 2019*) 25. Platform studies show that micro-influencers with niche authenticity generate higher trust than macro-celebrities, making authenticity a stronger predictor of endorsement effectiveness (*Nguyen et al., 2020*) 26. Legal reviews highlight inadequate enforcement of endorsement transparency rules in many jurisdictions, enabling covert paid promotions to mislead vulnerable consumers (*Consumer Affairs Review, 2021*) 27. Experimental evidence reveals that mismatched endorsements (celebrity with no apparent expertise) reduce ad persuasiveness and can activate consumer scepticism toward product claims (*Lee & Park, 2018*) 28. Cross-cultural analyses suggest that charismatic celebrity endorsements work differently across cultures—where high power-distance societies may be more influenced, but also feel greater betrayal when deception is revealed (*Zhang & Li, 2019*) 28. Research on digital-age “fake reviews” linked to endorsement networks indicates that coordinated deceptive endorsements amplify perceived product value but collapse credibility when exposed (*Bennett & Cho, 2020*) 30. Studies on corrective action show that swift, transparent remediation by brands (apology, refund, clearer disclosures) mitigates damage from false endorsements more effectively than silence or defensive messaging (*Khan & Roy, 2021*) 31.

Authenticity and transparent disclosure are central; false endorsements drive short-term gains but high reputational risk, particularly in digitally networked markets.

### **4. Exploiting Social Issues**

Exploiting social issues in advertising involves manipulating sensitive cultural or political themes—such as religion, gender, caste, or protest movements—for commercial gain without

authentic social commitment. *Bhavsar (2018)*<sup>32</sup> notes that advertisers increasingly adopt socially charged content to appear progressive, though such strategies often invite ethical debate. Similarly, *Anik Das (2021)*<sup>33</sup> found that while cause-based advertising can promote awareness of campaigns like *Swachh Bharat* and *polio eradication*, misuse for profit risks undermining credibility and provoking backlash.

A review by *Makhanlal Chaturvedi University (2022)*<sup>34</sup> documented numerous Indian controversies—such as *the Tanishq interfaith ad, Sabyasachi Mangalsutra campaign, and FabIndia's Diwali and LGBTQ+ advertisements*—showing that religion and culture remain leading sources of public sensitivity in advertising. *Kaur and Verma (2020)*<sup>35</sup> argue that brand messages misaligned with local social values evoke emotional outrage, forcing companies to retract content and issue apologies. *Mukherjee (2022)*<sup>36</sup> further emphasizes that the absence of cultural empathy in marketing communication amplifies public polarization, particularly on digital platforms where reactions escalate rapidly. From a theoretical perspective, *Waller and Fam (2000)* suggest that culturally insensitive advertising violates shared moral codes and damages collective identity, while *Fam and Waller (2003)* found that ethical misalignment in socially themed campaigns diminishes brand trust and long-term loyalty. *Banerjee (2020)*<sup>37</sup> highlights that brands often engage in “cause washing,” or the superficial alignment with social causes for image enhancement, which creates consumer cynicism rather than positive association. Finally, *Chakraborty and Dutta (2022)*<sup>38</sup> demonstrate that consumers reward authenticity—campaigns genuinely addressing social change—while condemning opportunistic attempts to commodify social movements.

The literature collectively reveals that exploiting social issues in advertising generates short-term visibility but long-term reputational damage. Ethical alignment, cultural sensitivity, and genuine social intent are critical to transforming cause-based messaging from controversy into credibility.

### **Objective of the Study**

The primary objective of this study is to examine whether significant differences exist in the perceptions of customers from various age groups concerning specific ethical issues in advertising. These issues include the use of pressure tactics by companies, hidden fees or deceptive pricing, false endorsements, and the exploitation of social issues.

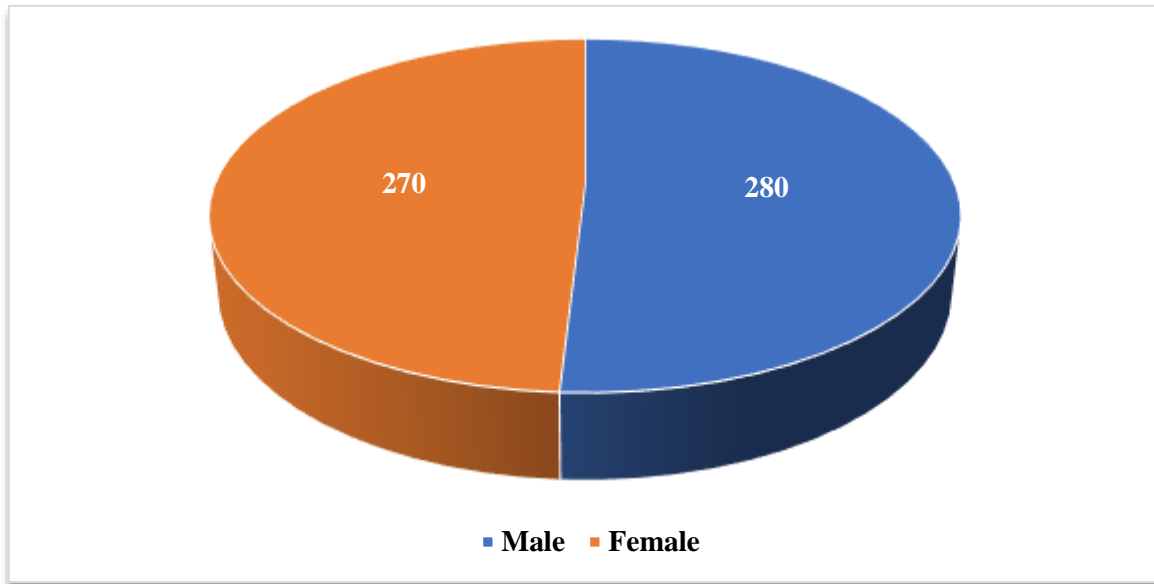
### **Research Methodology**

This research employs a mixed-method approach, integrating both quantitative and qualitative data. Primary data were collected from consumers residing in the twin cities of Bhubaneswar and Cuttack in Odisha through a carefully structured questionnaire. Secondary data were sourced from relevant published literature. The study follows a cross-sectional design and incorporates hypothesis testing.

Questionnaires were distributed via mail and social media using a convenience sampling technique, resulting in 550 complete responses that were included in the analysis. The questionnaire consisted of two sections: Part A collected demographic information of the respondents, while Part B comprised 20 statements addressing various ethical concerns in

advertising. Respondents indicated their level of agreement using a five-point Likert scale ranging from 1 ('strongly disagree') to 5 ('strongly agree').

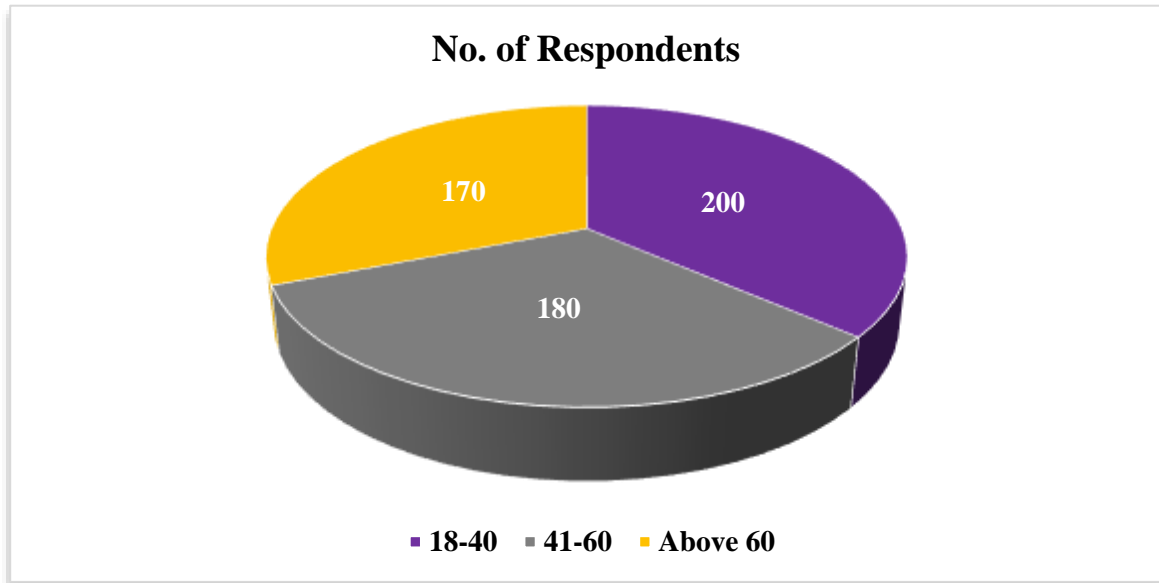
The instrument's internal consistency was assessed using Cronbach's Alpha, yielding a reliability coefficient of 0.890. Data analysis was conducted using Statistical Package for Social Sciences (SPSS) version 20, with the Chi-square test employed to evaluate the research hypotheses, as detailed in the subsequent sections.



**Data Analysis and findings/ TABLE 1 – Demographic Profile of Respondents**

	<b>No. Of Respondents</b>	<b>Percentage</b>
<b>GENDER</b>		
Male	280	50.9
Female	270	49.1
TOTAL	550	100
<b>AGE GROUP</b>		
18-40	200	36.4
41-60	180	32.7
Above 60	170	30.9
TOTAL	550	100

**Diagram – Gender-wise Respondents**



**Diagram – Age-wise Respondents**

### Test of Hypothesis

#### Hypothesis 1

H0: There is no significant difference in opinion among the respondents of different age groups that advertising through pressure tactics is unethical as that violates ethical standards, undermines fairness and transparency

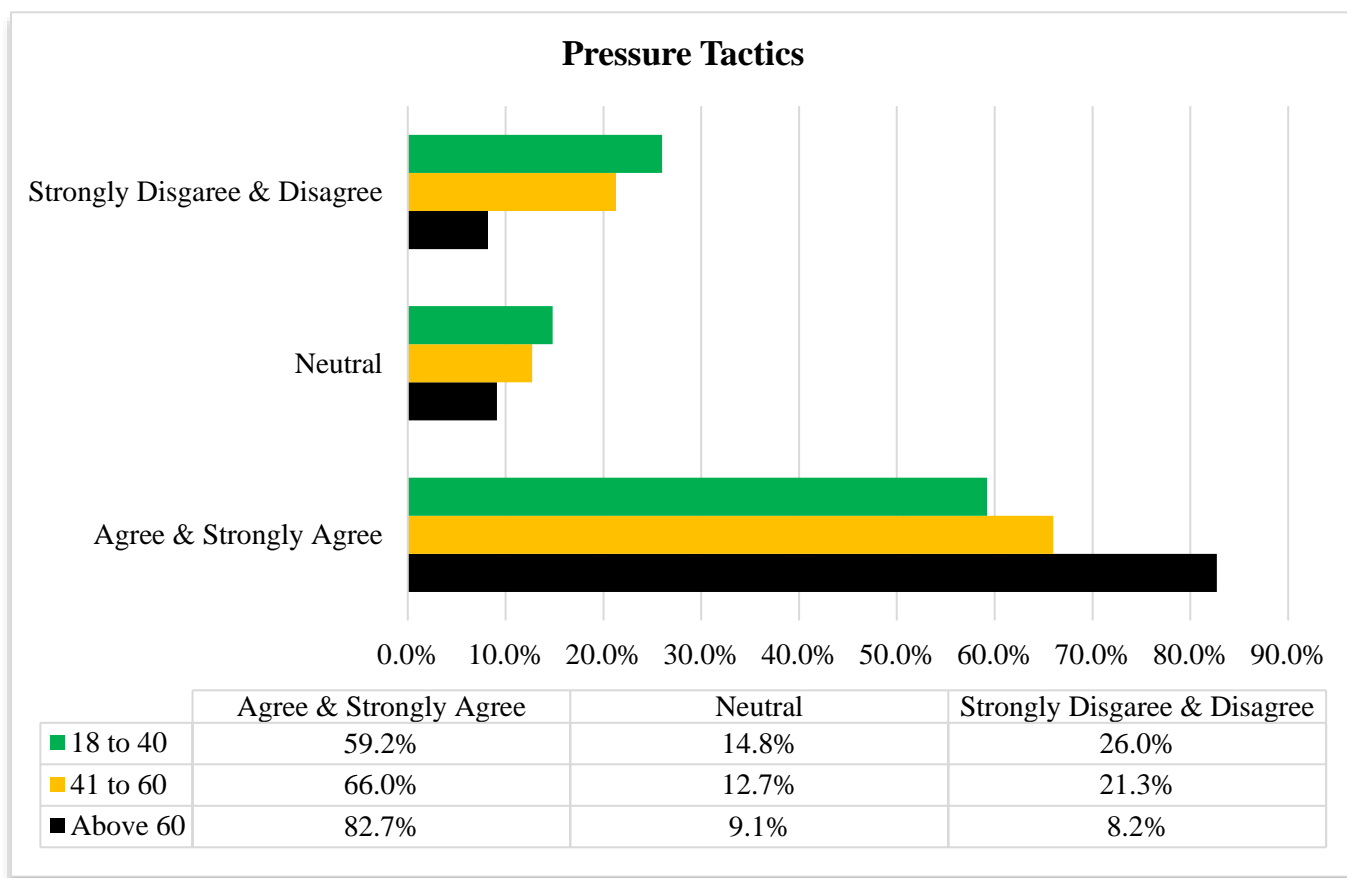
H1: There is significant difference in opinion among the respondents of different age groups that advertising through pressure tactics is unethical as that violates ethical standards, undermines fairness and transparency

Cross tabulation results and chi-square test are shown in tables 2 and 2.1 below.

**TABLE 2 – Pressure Tactics**

AGE GROUP	18 TO 40	41 TO 60	ABOVE 60	TOTAL
STRONGLY DISAGREE	4.1%	2.7%	2.5%	3.1%
DISAGREE	21.9%	18.6%	5.7%	15.8%
NEUTRAL	14.8%	12.7%	9.1%	12.4%
AGREE	41.3%	42.2%	35.3%	39.7%
STRONGLY AGREE	17.9%	23.8%	47.4%	28.9%
TOTAL	100.0%	100.0%	100.0%	100.0%

Diagram – Pressure Tactics Respondents



In Table 2 it is found that 59.2 % respondents in the age group of 18-40, 66 % in the age group of 41-60 and 82.7 % respondents in the age group of above 60 have agreed or strongly agreed that ‘advertisement through pressure tactics is unethical as that violates ethical standards, undermine fairness and transparency.

**Table 2.1:** Test of Significance of Association of that advertising through pressure tactics is unethical as that violates ethical standards, undermines fairness and transparency with Age.

**Pearson Chi-Square – p value**

	Value	df	P Value
Pearson Chi Square	34.807	12	<0.001

The p-value indicated in Table 2.1 is less than the level of significance (0.05). This rejects the null hypothesis and accepts alternative hypothesis. Thus, it can be said that there is significant difference in opinion among the respondents of different age groups regarding the statement.

**Hypothesis 2**

H0: There is no significant difference in opinion among the respondents of different age groups that ‘Hidden fees / Deceptive pricing’ obscures the true cost from the consumers ‘and is unethical.

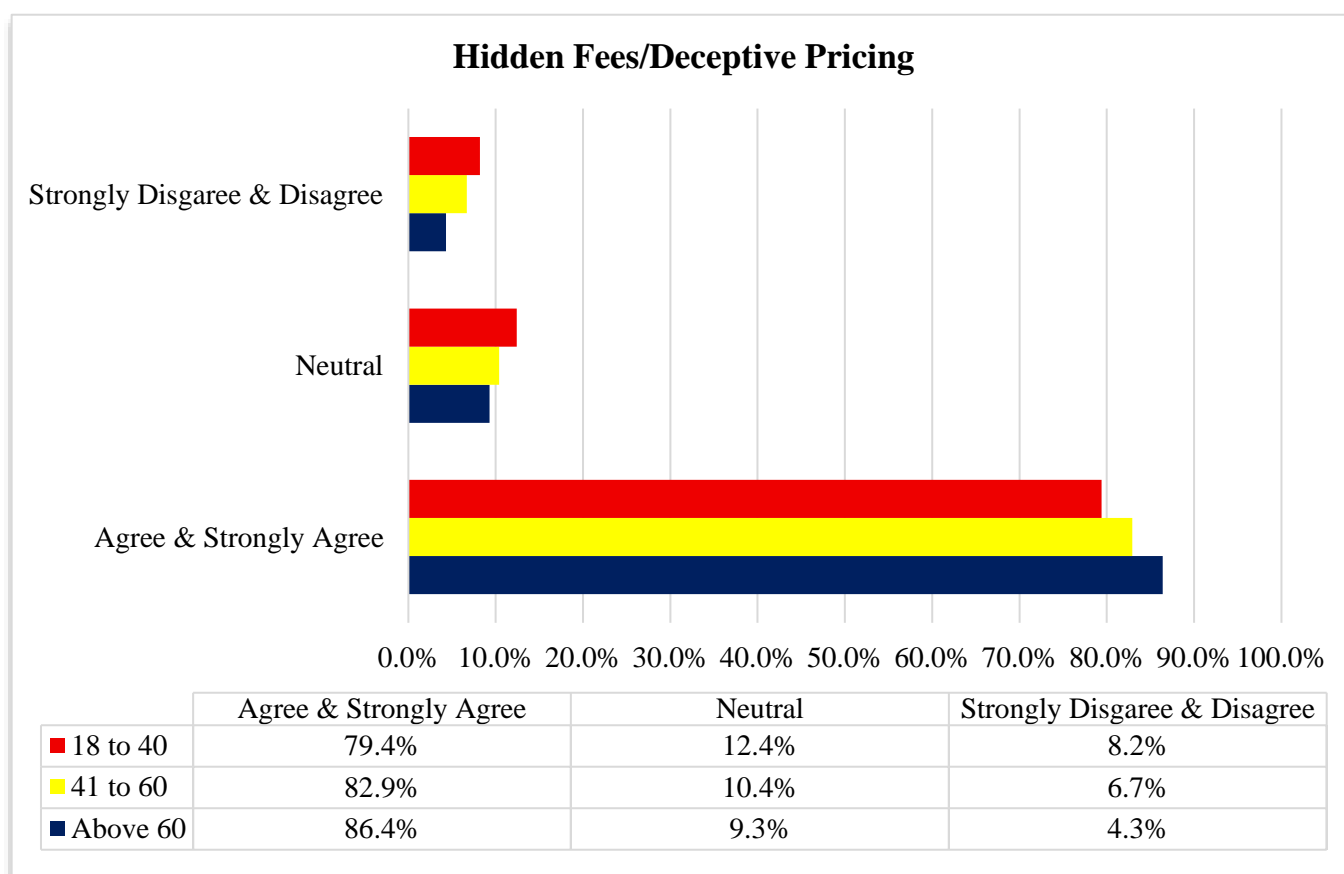
H1: There is significant difference in opinion among the respondents of different age groups that Hidden fees / Deceptive pricing obscures the true cost from the consumers is unethical.

Cross tabulation results and chi-square test are shown in tables 3 and 3.1 below.

**TABLE 3 – Hidden Fees/Deceptive Pricing**

<b>AGE GROUP</b>	<b>18 TO 40</b>	<b>41 TO 60</b>	<b>ABOVE 60</b>	<b>TOTAL</b>
STRONGLY DISAGREE	3.0%	2.1%	1.6%	2.3%
DISAGREE	5.2%	4.6%	2.7%	4.2%
NEUTRAL	12.4%	10.4%	9.3%	10.8%
AGREE	43.6%	45.2%	48.5%	45.6%
STRONGLY AGREE	35.8%	37.7%	37.9%	37.1%
TOTAL	100.0%	100.0%	100.0%	100.0%

**Diagram – Hidden Fees/Deceptive Pricing Respondents**



In Table 3 it is confirmed that in the age group of 18-40 , 79.4 % respondents , in the age group of 41-60 , 82.9 percent respondents in the age group of above 60 , 86.4 percent respondents think Deceptive pricing obscures the true cost from the consumers and is unethical.

**Table 3.1: Test of Significance of Association of Hidden fees / Deceptive pricing obscures the true cost from the consumers with Age.**

	<b>Value</b>	<b>df</b>	<b>P Value</b>
Pearson Chi Square	33.052	12	0.001

The p-value indicated in Table 3.1 is less than the level of significance (0.05), so the null hypothesis is rejected and alternative hypothesis is accepted. Thus, it can be said that there is significant difference in opinion among the respondents of different age groups regarding the statement.

### **Hypothesis 3**

H0: There is no significant difference in opinion among the respondents of different age groups that false endorsement maligns consumer trust and is unethical.

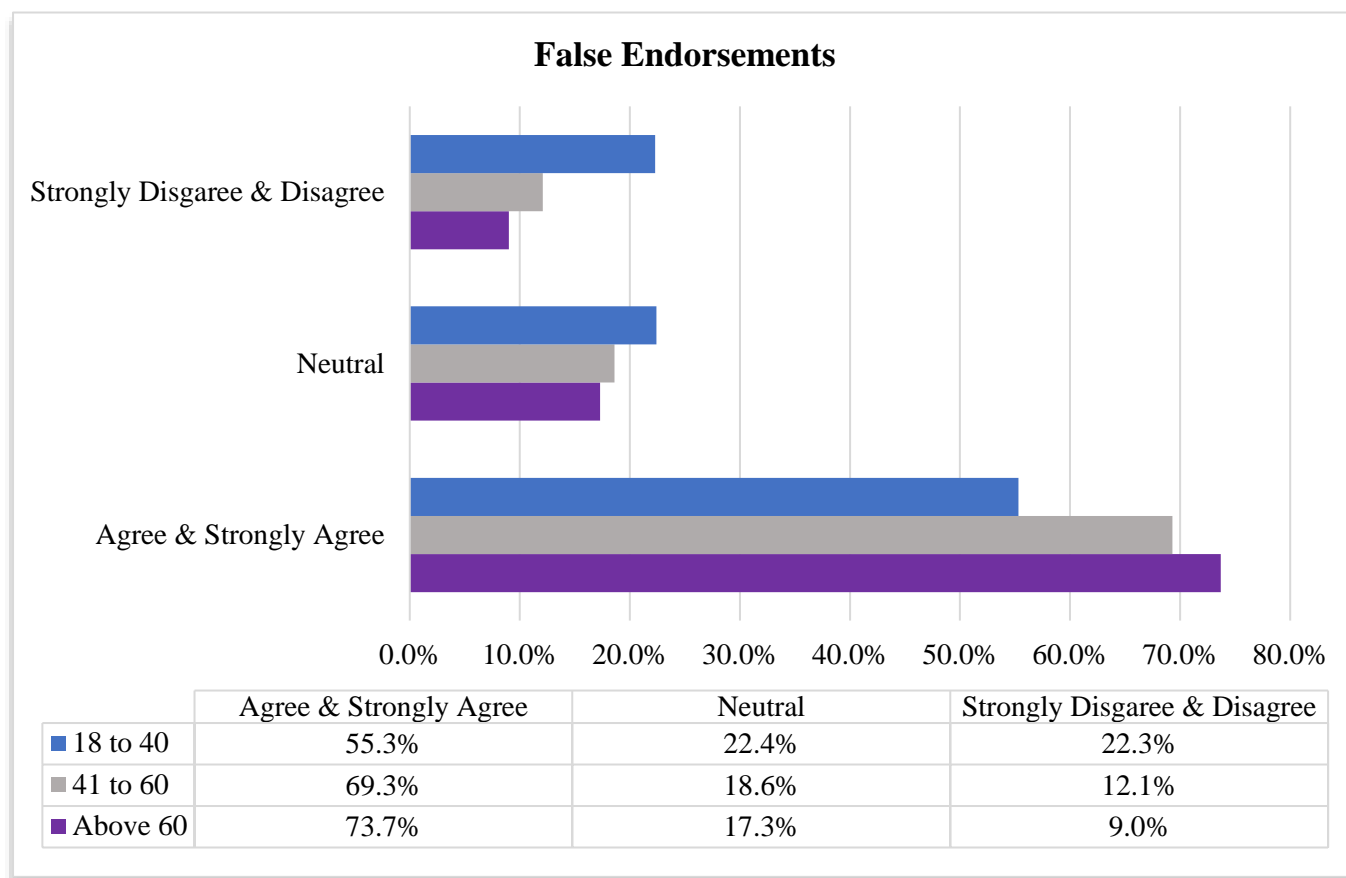
H1: There is significant difference in opinion among the respondents of different age groups that false endorsement maligns consumer trust and is unethical.

Cross tabulation results and chi-square test are shown in tables 4 and 4.1 below.

**TABLE 4 – False Endorsement**

<b>AGE GROUP</b>	<b>18 TO 40</b>	<b>41 TO 60</b>	<b>ABOVE 60</b>	<b>TOTAL</b>
STRONGLY DISAGREE	9.7%	3.7%	2.4%	5.5%
DISAGREE	12.6%	8.4%	6.6%	9.4%
NEUTRAL	22.4%	18.6%	17.3%	19.6%
AGREE	31.6%	35.2%	36.4%	34.3%
STRONGLY AGREE	23.7%	34.1%	37.3%	31.3%
TOTAL	100.0%	100.0%	100.0%	100.0%

Diagram – False Endorsement Respondents



In Table 4 it is confirmed that in the age group of 18-40 , 55.3 % respondents , in the age group of 41-60 , 69.3 percent respondents in the age group of above 60 , 73.7 percent respondents think false endorsement maligns consumer trust and is unethical.

**Table 4.1: Test of Significance of Association of Hidden fees / Deceptive pricing obscures the true cost from the consumers with Age.**

	Value	df	P Value
Pearson Chi Square	63.608	12	0.001

The p-value indicated in Table 4.1 is less than the level of significance (0.05), so the null hypothesis is rejected and alternative hypothesis is accepted. Thus, it can be said that there is significant difference in opinion among the respondents of different age groups regarding the statement.

**Hypothesis -4**

H0: There is no significant difference in opinion among the respondents of different age groups that Exploiting social issues such as religion, culture, caste, and gender in advertisement is unethical.

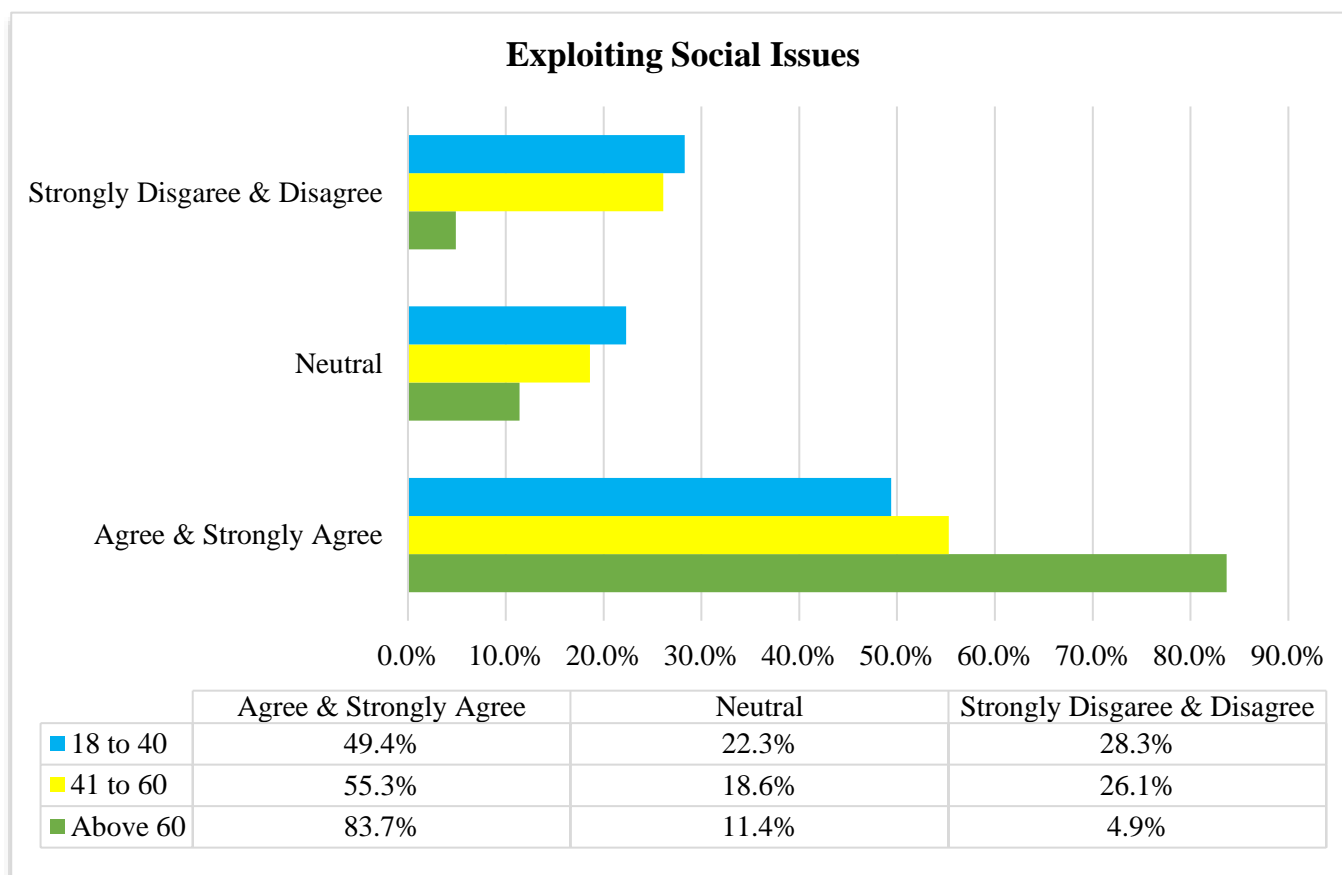
H1: There is significant difference in opinion among the respondents of different age groups that that Exploiting social issues such as religion, culture, caste, and gender in advertisement is unethical.

Cross tabulation results and chi-square test are shown in tables 5 and 5.1 below.

**TABLE 5 – Exploiting Social Issues**

AGE GROUP	18 TO 40	41 TO 60	ABOVE 60	TOTAL
STRONGLY DISAGREE	12.6%	9.7%	1.2%	8.1%
DISAGREE	15.7%	16.4%	3.7%	12.2%
NEUTRAL	22.3%	18.6%	11.4%	17.7%
AGREE	30.8%	31.5%	36.3%	32.7%
STRONGLY AGREE	18.6%	23.8%	47.4%	29.2%
TOTAL	100.0%	100.0%	100.0%	100.0%

**Diagram – Exploiting Social Issues Respondents**



In Table five it is found that 49.4 percent respondents in the age group of 18-40 , 55.3 percent respondents in the age group of 41- 60 and 83.7 percent respondents in the age group of above 60 think that Exploiting social issues such as religion, culture, caste and gender in advertisement is unethical.

**Table 5.1: Test of Significance of Association of Hidden fees / Deceptive pricing obscures the true cost from the consumers with Age.**

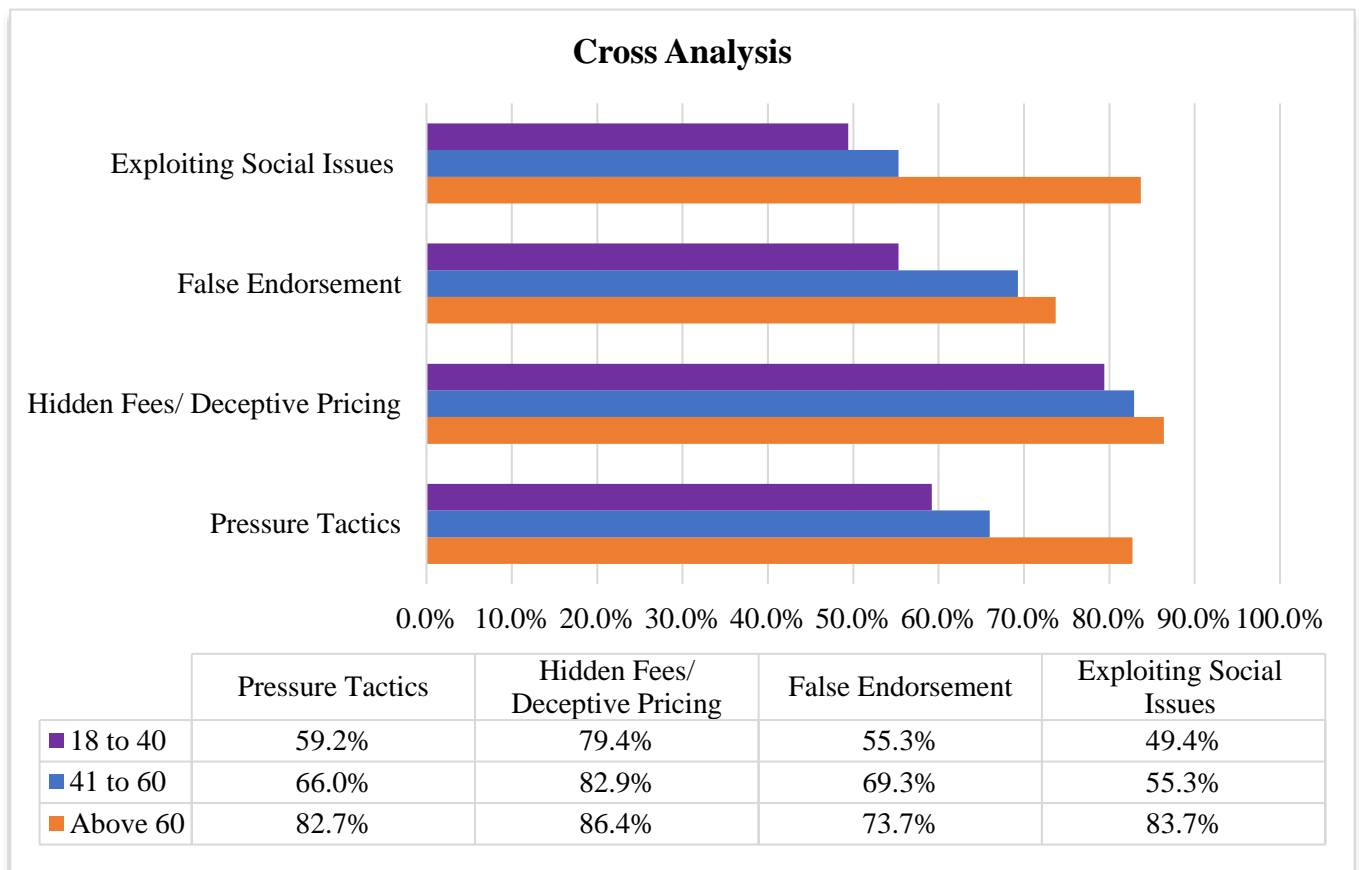
	Value	df	P Value
Pearson Chi Square	53.652	12	0.001

The p-value indicated in Table 5.1 is less than the level of significance (0.05), so the null hypothesis is rejected and alternative hypothesis is accepted. Thus, it can be said that there is significant difference in opinion among the respondents of different age groups regarding the statement.

**Cross Analysis Table 6**

Segment	Age 18-40	Age 41-60	Age Above 60
Pressure Tactics	59.2%	66.0%	82.7%
Hidden Fees/ Deceptive Pricing	79.4%	82.9%	86.4%
False Endorsement	55.3%	69.3%	73.7%
Exploiting Social Issues	49.4%	55.3%	83.7%

**Diagram – Cross Analysis**



The study also found that in all four segments – Pressure Tactics, Hidden Fees / Deceptive pricing, False Endorsement and Exploiting Social Issues in all age groups – 18-40, 41-60 and above 60 respondents agree/ strongly agree that such practices are unethical. But their degree of agreement varies and with increase of age, the percentage of agreement increases. In the segment of ‘Pressure Tactics’ the percentage is 59.2% in the age group of 18-40, 66.0% in the age group of 41-60 and 82.7% in the age group of above 60. Similarly in the segment of ‘Hidden Fees/ Deceptive Pricing’ in the age group of 18-40 the percentage is 79.4%, in the age group of 41-60 the percentage is 82.9 % and in the age group of above 60 the percentage is 86.4 %. In the segment of False Endorsement in the age group of 18-40 the percentage is 55.3 %, in the age group of 41-60 it is 69.3 % and in the age group of above 60 the percentage is 73.7 %. In the last segment ‘Exploiting Social issues’ in the age group 18-40 the percentage is 49.4 %, in the age group of 41-60 the percentage is 55.3 % and in the age group of above 60 the percentage is 83.7 %.

### **Limitations of the study**

This study is based solely on responses from the urban sector of the twin cities of Bhubaneswar and Cuttack in Odisha. Opinions from other urban regions and the rural population were not captured. The research focused on four specific ethical issues—Pressure Tactics, Hidden Fees/Deceptive Pricing, False Endorsement, and Exploiting Social Issues—to understand perceptions among residents of these two cities. While literature and industry practice recognize several other unethical advertising practices, these were outside the scope of the present study.

Future research could expand into additional ethical dimensions of advertising to gain a more holistic understanding of consumer perceptions. A larger and more geographically diverse sample covering various regions across India would provide a comprehensive view of national consumer attitudes toward ethical and unethical advertising. Moreover, incorporating the perspectives of consumers without formal education, through questionnaires in local languages and structured interviews, could enrich the findings.

The present study did not account for certain demographic variables such as occupation, religion, or socio-economic status. Including these variables in future research could yield deeper insights into how different segments of the population perceive advertising ethics..

### **Conclusion**

550 urban respondents from the twin city of Bhubaneswar and Cuttack in the state of Odisha, responded to a designed questionnaire on unethical issues on four segments – Pressure Tactics, Hidden Fees/ Deceptive Pricing, False Endorsement and Exploiting Social Issues. The respondents, irrespective of age, agreed that such methods used in advertising are unethical. In the segment of Pressure Tactics Average 69 % of the respondents agreed that such advertisements are unethical. Similarly, around 83 % respondents said use of Hidden Fees/ Deceptive Pricing in advertisement is unethical. In the segments of False Endorsement 66 % respondents agreed that such advertisements are unethical and around 62 % respondents found Advertisements exploiting Social issues are unethical.

Segmented analysis found that with increase of age respondents are more intolerant to unethical advertising. For example, in the segment of Pressure Tactics when 59.2 percent respondents in the age group of 18-40 found such advertisements unethical, in the age group of 41-60 the percentage was 66.0 % and in the age group of 60 and above it was 82.7 %. In the segment of 'Hidden Fees/ Deceptive Pricing' When 79.4 % respondents in the age group of 18-40 found such methods unethical, the percentage in the age group of 41-60 it was 82.9 % and in the age group of above 60 it was 86.4 %. In this segment there was less variance across age groups. In the third segment 'False Endorsement' 55.3 % respondents in the age group of 18-40, 69.3 % in the age group of 41-60 and 73.7 % in the age group of 60 and above found such a method in the advertisement is unethical. In the fourth segment i.e. Exploiting Social Issues' 49.4 % respondents in the age group of 18-40, 55.3 % in the age group of 41-60 and 83.7 % in the age group of above 60 a whopping 83.7 % respondents found it unethical. The conclusion is the younger generation is more tolerant to unethical practices than the elders who are more intolerant to unethical advertisements.

This study is sending a direct message to the advertising companies about the perception of target consumers, who are aware of the situation in the market. Companies should communicate the fact to the customers through their advertisements, desist from cheating, being accepted, build trust and cement the loyalty of the customers for a lasting relationship.

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