

1 ayozie Daniel

2 *Received: 15 December 2012 Accepted: 1 January 2013 Published: 15 January 2013*

3

4 **Abstract**

5 When we consider corporate morality we must conclude that no price is too high, for in the
6 long run we have no alternative to ethical business behaviour? Fred. T. Aller. If I were to
7 name the deadliest subversive force within capitalism, the single greatest source of its waning
8 morality ?. I would without hesitation name Advertising and Integrated Marketing
9 Communication (IMC)?. How else should one identify a force that debases language, drains
10 thought and undoes dignity. (Heilbroner .R. (1981). are prone to scrutiny by those who are
11 concerned about the methods marketers use to sell their products and services.

12

13 **Index terms**— ethics, ethical conducts, law, morality, integrated marketing communications, advertising and
14 promotions

15 **1 I.**

16 Introduction n integrated marketing communications program is based on the foundation provided by the
17 communications model. Some marketing scholars argue that the integrated communications (IMC) approach
18 is a recent phenomenon. Others suggest that the name might be new, but the concept has been around for a
19 long time. They note that the importance of effectively, coordinating all marketing functions and promotions
20 activities has been described in marketing literature for many years ??Hutton G. 1996).

21 Although IMC has been described in so many ways, the consensus is to first define marketing communications
22 and then integrated marketing communication.

23 "Marketing Communications is the sharing of information concepts and meanings by the source and receiver
24 about products and services and the organizations that sells them". ??Stanley .B. 1993).

25 "It is the term indicating description or relevance to communication techniques used for marketing purposes"
26 (Baker M.J. 1998).

27 While integrated marketing communications (IMC) is defined as "IMC is the coordination and integration
28 of all marketing communication tools, avenues, and sources within a company into a seamless program that
29 maximizes the impact on consumers and other end users at a minimal cost" (Clow .K, Baack D. 2004).

30 **2 Ethical Issues Involve in Integrated Marketing Communica-**
31 **tion in Nigeria**

32 This integration affects all of a company's marketing Channel, customer -focused and internally directed
33 communications.

34 "IMC is the process of developing and implementing various forms off persuasive communications programs
35 with customers and prospects over time. The goal of IMC is to influence or E This paper will define the concepts
36 of law, ethics and morality, it will critically examine ethical issues in Advertising, public relations, targeting
37 of integrated marketing commu nications efforts, public relations, sales promotions, personal selling, packaging
38 and Telemarketing. It will also discuss the external constraints that influences the choice of product adverts
39 and promotions and will provide practical examples directly affect the behaviour of the selected communications
40 audience. IMC considers all sources of brand or company contacts which a customer or prospect has with
41 the product or service as potentially delivery channels for future messages. IMC makes use of all forms of
42 communications which are relevant to the customer and prospects and to which they might be receptive. In sum
43 the IMC process starts with the customer or prospect and then works back to determine and define the forms
44 and methods through which persuasive communication programes should be developed" (Gilson .C., Berkman
45 H.W 1980).

4 III. ETHICAL ISSUES INVOLVED IN INTEGRATED MARKETING COMMUNICATION IN NIGERIA

46 There is a need for synergy in IMC. All of the communication elements (eg Advertising, Sales Promotion, Public
47 Relations, Personal Selling, Publicity and Event Marketing) must speak with a SINGLE VOICE. Coordination is
48 very critical to achieving a strong and unified brand image and moving consumers taking action. The failure to
49 closely coordinate all communications elements can result in duplicated efforts or contradictions. The marketing
50 mix contains four basic elements of product, price, promotion and place (Kolter .P. 2004). Promotion is one of
51 the four components and traditionally promotional activities includes, advertising, sales promotion (sales and
52 trade promotion) direct marketing, public relations, personal selling and publicity in most cases.

53 There is a belief in IMC that successful communications requires building relationships between the brand and
54 the customer. Relationship building is the key to modern marketing, and IMC is the key to relationship building.
55 A relationship is an enduring link between a brand and consumer. It entails repeat purchases and loyalty.

56 3 II. Maintaining and Fostering Ethical Marketing Communi- 57 cations

58 As alluded to throughout the preceding discussion, primary responsibilities for ethical behavior resides within
59 each of us when placed in any of the various marketing communications roles. We can take the easy route and
60 do those things that are most expedient, or we can pursue the moral high road and treat customers in the same
61 honest fashion that we expect to be treated. In large part, it is a matter of our own personal integrity. Integrity
62 is perhaps the pivotal concept of human nature. Although difficult to precisely define, integrity involves avoiding
63 deceiving others of behaving purely in an expedient fashion. integrity is the quality of being morally good (Oxford
64 Dictionary 2009)

65 4 III. Ethical Issues Involved in Integrated Marketing Commu- 66 nication in Nigeria

67 Law is defined as the written and unwritten rules on human conduct derived from enactments, customs, and
68 judicial precedents which are recognized as generally binding in a human community in the sense that the state
69 enforces it directly on all members of the community through the imposition of appropriate sanctions. (Obeng
70 .S. 1990).

71 Law is contrasted with other normative systems or recognized standards of behaviour such as ethics and
72 morality, in that it differs in some respects.

73 "Morality refers to certain general standards of behaviour which is regarded by his/her community, as being
74 virtuous or upright in character" (Obeng .S. 1990).

75 " Ethics consists of certain rules and standards of conduct recognized as binding in a professional body
76 or association. Legal, marketing and advertising ethics are examples of rules which specify the duties the
77 practitioners of the respective professions owe to themselves, to each other, and the general public in practicing
78 their professions (Obeng. 1990).

79 Ethics are principles that serve as guidelines for bolt individuals and organizations". (Clow K.E, and Baack
80 .D. 2004).

81 The concept of morality does not only differ in interpretation and application from culture to culture, but
82 seems to have changed over the period of time within the same culture. With reference to the changes in the moral
83 values over time in America, a study conducted by US News and World Report and the Guardian Newspaper
84 in Nigeria showed that on certain subjects, American and Nigerians, have simply changed their minds about
85 morality. For example, gambling used to be widely condemned. Now, even churches run Bingo and Baazar
86 games, which are a form of gambling. Drinking alcohol also used to be widely condemned. Now over two-third
87 of Nigerians or Americans do drink. Premarital sex was taboo. Today couples live together before marriage (live
88 in lover couples). DeGoerge (1998) has defined ethics as, "a theory of morality which attempts to systematize
89 moral judgements and establish and defend basic moral principles". As this definition suggests, moral principles
90 and moral judgements are also subjective in nature and depend much upon the value system of the individual.
91 But, how do you determine the validity of the value system of the individual or the judgement about his ethical
92 behaviour. For example, lying in itself may be unethical, in some Y 2013 ear () religions and acceptable in
93 others as a means of entering heaven, but lying to save a life might become ethical. A terriost to a government
94 may be an immoral criminal but to his own people he is a hero. Killing someone may be religiously unethical but
95 war heroes are decorated on the basis of the number of 'enemies' they killed. Based upon these controversies.
96 Chandan J. ?? (1990) asked a number of question relative to ethical behaviour. For example, if there a set
97 standard against which the ethical standards can be measured" Or is there a situational code of ethics according
98 to which the ethical merits of an activity can be evaluated? Is the evaluation of ethical and unethical conduct
99 consistent among cultures and countries? Does it vary from individual to individual? Who decided what is right
100 and what is wrong? Is it the individual, family, organization or the community?

101 As far as IMC, advertising and marketing ethics are concerned, the concept of right and wrong, fair and
102 unfair, just and unjust, is reflected either by organizational policies or by social reactions to a given advertisement
103 marketing communication or a marketing strategy. Kenneth E.C(2004) considers some of such issues as follows:
104 1. Suppose a firm is advertising for vegetable soup on television. Is it ethical to put small food seasoning like

105 maggi or Royco at the bottom of the bowl of soup so that the soup will look thicker and tastier?. 2. A salesman
106 for an electrical machine is anxious to sell his equipment. Is it ethical for him to offer a bribe to the purchasing
107 agent as an inducement to buy? Suppose that instead of bribe, he gives some money out of his own commission,
108 does it make the transaction ethical? It is a very common practice among travel agents to give back a part of
109 their commission to the customer so that the customer can save some money. Is this transaction unethical since
110 nobody is hurt and everybody is happy, since the travel agent gave a part of his own commission back to the
111 client out of his own free will? These controversial opinions make it extremely difficult to reach an agreement
112 on a common and acceptable definition of the ethics and morality. Considering these conflicts (Baack 1988),
113 Ayer has proposed a novel idea. He suggests that morals and ethics are just the personal viewpoints and "moral
114 judgments are meaningless expressions of emotions". The concept of morality is personal in nature and only
115 reflects a person's emotions. He called this view as "emotional theory". It proposes that if a person feels good
116 about an act, then in his view, it is a moral act. For example, using loopholes to cheat on income tax may be
117 immoral from societal point of view, but the person who is filling the income Ethics are moral principles and
118 value that govern the actions and decisions of an individual or group (Berkowitz E.N. 1992). An action may be
119 within the law and still not ethical. A good examples of this involves target marketing. No laws restrict tobacco
120 companies from targeting advertising and promotion of new brands to Nigeria Youths.

121 However given the high levels of lung cancer and smoking related illnesses among the Youths, many people
122 would consider this as an unethical business practice.

123 Ethics in the context of this paper involves matters of right and wrong or moral conduct pertaining to any
124 aspect of marketing communications in Nigeria. The specific ethical issues can be found in the code of conduct of
125 the professional bodies that regulate and control some aspects of marketing communication in Nigeria. Specific
126 references can be deduced from the Advertising Practitioners Council of Nigeria (APCON) code of conduct, and
127 that of other professional bodies like the Nigerian Institute of Public Relations (NIPR), the National Institute of
128 Marketing of Nigeria and the Nigeria Medical Association

129 For the purpose of this paper, ethics and morality are used interchangeably and considered synonymous with
130 societal notions of honesty, honour, virtue and integrity in matters of integrated marketing communications
131 conduct in Nigeria. Marketing and marketing communication are activities in which ethics and morals play key
132 roles. Some major ethical concerns regarding marketing programs generally are that; -Marketing causes people
133 to buy more than they can afford. -Marketing increases the costs of goods and services -Marketing perpetuates
134 stereotyping of males, females and various ethnic minorities. -Marketing creates offensive advertisements -
135 Marketing creates advertisements linked to bad habits and intimate object subjects. -Marketing prepares
136 deceptive and misleading advertisements -Advertising of professional services is unethical.
137 -Advertising to children is unethical -Sales people use too many deceptive practices.

138 Today's business ethics actually consist of a subset of major life values learned since birth. The values business
139 people use to make decisions have been acquired through family, educational, and religious institutions. Ethical
140 values are situation specific and time oriented. Nevertheless everyone must have an ethical base that applies to
141 conduct in the business world and in personal life. One approach to developing a personal set of ethics is to
142 examine the consequences of a particular act. Who is helped or hurt? (How long lasting is the consequences?)
143 what actions produce the greatest good for the greatest number of people? A second approach stresses the
144 importance of rules. Ethics is probably the most difficult concept to define. It is intangible to assess the idea
145 of morality or the concept of right and wrong. "Nothing is good or bad but thinking makes it so" does not
146 leave much grounds for a universal definition of what is ethically right and what is morally wrong. The concept
147 many have some facets that are universal in nature, but much of it may be defined with reference to the values
148 established by a particular society. Sex before marriage in Nigeria may largely be considered as immoral, while
149 it is conceded as desirable in America and in England. Kissing is forbidden in the Indian films, but rape is a
150 part of its story. Artificial birth control techniques may be a taboo in Catholic Christian societies, and may be
151 mandatory in Russia, India and China. Thus ethical conduct is not easy to understand and the determination of
152 ethical conduct is subjective and vague, varying among different cultures and different environmental conditions.

153 5 Global Journal of Management and Business Research

154 Ethical issues must be considered in all integrated marketing communication decisions. Advertising and promotion
155 are areas where a lapse in ethical standards or judgement can result in actions that are highly visible and damaging
156 to a company.

157 6 a) Ethical Issues in Public Relations and Publicity

158 Public Relations consists of all forms of planned communications, outward or inward between an organisation
159 and its publics for the purpose of achieving specific objectives concerning mutual understanding (Jenkins . ??.
160 1983, 1976).

161 It is a deliberate planned and sustained effort to establish and maintain mutual line of understanding between
162 an organisation and its publics (BIPR in Jenkins .F. ??1974).

163 Publicity, is any form of commercially significant news item about an organization, goods, medium that is
164 not paid for by the sponsor, it is news carried in the media by the Editor or Reporter, and which has significant

news value (Ayozie 1992), PR is the establishment and maintenance of good image, good works well told and doing good and getting credit for it. Publicity, the one aspect of public relations that relates primarily to marketing communications, involves disseminating positive information about a company and its products. Because publicity is like advertising in that both are forms of mass communications, many of the same ethical issues apply.

PR is a distinctive management function which helps to establish and maintain mutual lines of communication, understanding acceptance and cooperation between an organization and its publics. It involves the management of problems or issues, helps management to keep informed on an responsive to public opinion, defines and emphasizes the responsibility of management to serve the public interest, helps management to keep abreast and effectively utilize change, serving as an early warning. There have been a number of celebrated cases in recent years in which companies have been widely criticized for marketing unsafe products. The way firms confront negative publicity has important strategic as well as ethical ramifications. The primary ethical issue concerns whether firms confess to product shortcomings and acknowledge problems or, instead, attempt to cover up the problems.

The ethical issues were the initial denial by Pfizer Pharmaceuticals that led to various court case in Nigeria over a long period of years. Consider the case of Pfizer Pharmaceutical in Nigeria where many children died as a result of the Pfizer children drugs. It took several court cases over many years before the company admitted its fault and agreed to pay compensation to the victims.

There is also the case of my PICKIN teething powder, which when used by mothers in Lagos state caused a lot of deaths among new born babies. The company initially denied, until NAFDAC decided to prosecute the company. The ethical issue is the denial of the company alleging that its product did not cause the death of new born Babies.

7 IV. Market Targeting/Target Marketing Targeting to Children

Market targeting requires the evaluation and selection of one or more market segments to enter. Target marketing is the concentration of a firm's marketing effort on a clearly defined target market (Baker M.)

Market targeting (or targeting) consists of evaluating each market segment's attractiveness and selecting one or more market segments to enter (Amstrong/Kotler 2011).

According to widely accepted dictates of the marketing concept and sound marketing strategy, firms should direct their offerings at specific segments of customers rather than use a scatter or shotgun approach. Nonetheless, ethical dilemmas are sometimes involved when special products and corresponding marketing communications efforts are directed at particular segments. Especially open to ethical debate is the practice of targeting products and communications efforts at segments which, for various psychosocial and economic reasons, are vulnerable to marketing communications -such as children minors, minorities and adults physical with disabilities. various products and brands. Critics often contend that many of the products targeted to children are unnecessary and that the communications are exploitative. system, to help anticipate trends, and uses research and sound and ethical communication techniques as its principal tool (Kaelow .R.)

8 V. Ethical Issues in Personal Selling and Telemarketing

Personal selling is a concise effort on the part of the seller to induce a prospective buyer to purchase something that he had not originally decided to buy, even if he had thought of it favourably.

It is the personal and impersonal process of assisting or persuading a prospective customer to buy a commodity or service or to act a favourably upon an idea that has commercial significance to the seller.

Personal selling is something called the "last 3 feet" of the market function, because 3 feet is the approximate distance between the sales person and the customer on the retail sales floor as well as the distance across the desk from the sales representative to a prospective business customer (Clow .E.K. Baack D.

9 2004).

Telemarketing involves selling products and services by using the telephone to contact prospective customers.

Telemarketers use the telephone to make sales calls and presentations. Inbound telemarketing occurs when employees only handle inbound calls, they do not make initial contacts instead they respond to telephone orders or inquiries. Outbound telemarketing means sales representatives call prospective customers or clients (Clow E.K., Baack Donald 2004).

Telemarketing is the use of telephone and call centers to attract prospects, sell to existing customers and provide service by taking orders and answering questions (Kotler and Keller 2009.)

The possibility for unethical behaviour is probably greater in personal selling, including telemarketing, than any other aspect of marketing communications. This is because much of personal selling occurs on a one-on-one basis in the privacy of a customer's office or via the telephone. It is easier under such circumstances, compared to the case of mass communications, to make unsubstantiated claims and undeliverable promises. In other words, a salesperson is in a position to say things that are not subjected to public scrutiny. Each person's moral fibre is

223 the primary determinant of how truthful she or he is behind a customer's closed doors or when delivering a sales
224 pitch by telephone. Companies' penalty and reward structures also have some effect on sales people's ethical
225 conduct, but it is most often a personal matter.

226 Four aspects of packaging involve ethical issues(i) label information, (ii) packaging graphics (iii) packaging
227 safety, and (iv) environmental implications of packaging.

228 Label information on packages can mislead consumers by providing exaggerated information or by unethically
229 suggesting that product contains more of desired attributes or less of desired attributes that is actually the case.
230 Packaging graphics are unethically when the picture on a package is not a true representation of product contents
231 (like when a children's toy is made to appear much bigger on the package than it actually is). Another case
232 of unethical behaviour is when a store brand is packaged so that it looks virtually identical to a well-known
233 national brand. Unsafe packaging problems are particularly acute with dangerous products that are unsafe
234 for children and the package is not tamper-proof. Packaging information is misleading and unethical when it
235 suggests environmental benefits that cannot be delivered. companies must endeavour to take not of the ethical
236 issues and strive to minimized occurrence, and where it eventually happens, if is necessary to accept the faults,
237 take conceptive measures and where necessary pay damages.

238 10 VII.

239 11 Ethical Issues in Sale Promotions

240 Sales promotion is the function of marketing which seeks to achieve given objectives by the adding of extrinsic
241 tangible value to a product or service (AMA -American Marketing Association 1967).

242 It is a short time incentive means devices, methods, apart from personal selling, advertisement, public relations
243 and publicity which stimulates demand for products and services (Kolter P. 2004). It concerns the making of a
244 featured offer to a defined customer group within a specific time limit.

245 Ethical considerations are involved in all areas of sales promotions, including manufacturer promotions directed
246 at the trade (wholesalers and retailers) and to consumers.

247 Consumer-oriented sales promotions (including practices such as coupons, premium offers, rebates, sweep-
248 stakes,) are unethical when the sales promoter offers consumers a reward for their behavior that is never delivered.
249 Sweepstakes and contest are potentially unethical when consumers think their odds of winning are much greater
250 than they actually are.

251 As matter of balance, it is important to note that marketers are not the only ones guilty of unethical behavior
252 in the area of sales promotion. Consumers also engage in untoward activities such as submitting coupons at the
253 point of checkout for items not purchased or submitting phony rebate claims, and making false claims so as to
254 win the prizes. One of the major problems in advertising and promotion is the lack of a clear and acceptable
255 code of conduct. Advertising codes vary from country to country. Since the primary objectives of any advertiser
256 is profit oriented, social concerns HAVE SIGNIFICANT IMPACT on the long-term economic environment of the
257 advertiser. Advertising is primarily meant to influence the E VI.

258 12 Global Journal of

259 13 Ethical Issues in Packaging

260 independent thinking of the consumer and change his behavior. In a way, advertising can be considered as a
261 brain-washing catalyst, which is intended to manipulate the consumer into thinking that the advertised product
262 is the best for him, and it does not matter much whether the consumer really needs the product or not. In that
263 respect advertising can be considered manipulative with its accompanying social significance. On the other hand
264 advertising is a major force in society, providing valuable service to its members as well, so that, it 'tends to help
265 us understand the products, services and institutions that we encounter in our culture and provides us with some
266 understanding of our relation to theme". However, it is the manipulative aspect of advertising that is considered
267 the socially detrimental aspect. This manipulative aspect is responsible for leading consumers to purchase things
268 they do not need or should not need. This, the critics contends, is the misallocation of economic resources.

269 In this regard advertising has a social responsibility to inform the people of various choices available and
270 educate them about the superiority of a given product by putting forth hard facts about the characteristics of the
271 product. Thus the consumers can freely decide for themselves as to which products to buy and which products
272 to avoid. There are some areas of concern, where advertisers need to be more responsive to community needs.
273 These areas are: 1. Advertising is considered to be an environmental pollutant. Most advertising is resented by
274 people because it is simply too much to absorb. There are too many messages on the Radio and TV, too many
275 billboards and many print Adverts, hence we have advertising clutters. It is too pervasive and too interfering
276 in people's, personal lives. In that respect it is considered to pollute the mental environment. This is specially
277 true about TV, Radio and Billboard Advertising However, because of advertising's acknowledged economic and
278 competitive role in a free enterprise economy, it is almost impossible to limit its role in the total marketing mix.

279 **14 The issues of morals and tasks in advertising:-**

280 Since advertising is unavoidable, the same forms of it may become a burden on the consumer. Such advertising
 281 may be offensive, misleading and simply annoying. For example, some people who do not drink alcohol e.g.
 282 Christian/Muslims may consider all liquor advertising as morally offensive. Similarly, in some countries where
 283 prostitution is legal, prostitutes are permitted to advertise their services. In Nigeria, the U K or America, it
 284 would not only be illegal, but also morally offensive. Sex is considered to be such a private affair in India and
 285 Saudi Arabia and Northern Nigeria. All advertisement concerning feminine hygiene, deodorants are likely to be
 286 considered by majority of people as offensive and tasteless (eg NIVEA deodorant TV Advert in Nigeria) On the
 287 other hand, the product itself may not be morally offensive, but its presentation may be tasteless. Too noisy
 288 commercials, overtly repetitive commercials and commercials that disrespect consumer intelligence are considered
 289 to be in bad taste. Even though some proponents of advertising argue that the advertising is directed towards
 290 the audience which is the average mass of people and not the chosen elite. Hence they advertise what they believe
 291 the audience wants to see and hear and they are willing to absorb the dissatisfaction of a few who may find some
 292 advertising below their expected standards of decency.

293 However, in spite of the cultural and educational level of the recipients of such advertisements, it still remains
 294 the responsibility and civic duty of the advertiser to truthfully and sincerely inform the consumer of the
 295 characteristics and qualities of a product and let the consumer make the decision about buying the product,
 296 rather than manipulating the consumer to believe in a product in order to buy it.

297 London is the first and the most common stop for all American, African and Asian tourists coming to England.
 298 A tourist walking on oxford street or knights bridge would find some stores with large signs saying "Going Out
 299 of Business Sale: 40% -60% off. This would be a great temptation to buy some electronic fashion and House hold
 300 products. The tourist would be very happy thinking that he got a last minute bargain before the store closed
 301 for good. What the tourist does not know is that the "Going Out of Business Sale" has been on for the past 25
 302 -30 years, and he could get the same item cheaper at some more reputable stores. Is it ethical for the store to
 303 advertise falsely and lure the customers in such manner? Is it morally acceptable to mislead the client, as in this
 304 case, where the only favourable argument is that nobody forced the customer to buy the merchandise? To buy
 305 or not to buy was his/her and his/her choice alone, but his/her thinking was indeed manipulated into believing
 306 the advertisement and trusting the advertiser. At best, the ethics of such selling techniques are debatable.

307 According to Rahul Bhatnagar in Chandan J.S et ?? (1990) the objective of advertising is to change the Y
 308 2013 ear () personality traits of the consumers and effect the desired buying behaviour. It is a very strong
 309 stimulant and if effectively channeled, its full potency could be realized. "But is it channeled effectively? Is it
 310 employing fair means to change the personality traits of the consumers?" In general, is advertising useful or is it
 311 manipulative as discussed above?

312 The role of Advertising in a society is controversial and has sometimes resulted in attempts to restrict or ban
 313 advertising and other forms of promotion to certain groups or to certain products. A lot of Nigerian Youths
 314 are engaging in binge drinking and many on abuse alcohol. There are laws in Nigeria which tends to ban
 315 alcohol related advertising and promotions e.g there are specific restrictions banning sponsorship or support of
 316 any athletics, religious or Academic events of universities, polytechnics and colleges by any alcohol beverage
 317 company. Decisions to ban advertising of alcohol or tobacco involve very complex economic considerations and
 318 social issues. Some Nigerian companies have recognized the need to reduce alcohol abuse and drink driving
 319 particularly among the Youths, hence they have produced many Adverts designed to address this problems.

320 The Adverts promote responsible behaviour among adults and youths of legal drinking age. Some companies
 321 with their promotions promote sexual permissiveness and objectify women in their Adverts; and this has brought
 322 a lot of criticisms of such product by women pressure groups.

323 Many companies have been criticized for running adverts that are insensitive to certain segments of the society.

324 Based upon the accepted concept of ethics, any advertising that traverses the truth or uses questionable
 325 means would be considered unethical. The only thing that remains is about the relatively of ethics rather than
 326 the ethical absolutism. According to Lacznaiak, in Chandan J.S et ?? (1990) an action is relatively ethical if
 327 it is based upon either the theory of justice, which means protecting the interest of all involved or on a theory
 328 of utilitarianism which provides the greatest possible balance of values for all persons involved. The fact still
 329 remains that whether it is the "theory of justice" or the "theory of utilitarianism" it is not possible to satisfy
 330 all people. If the objective of advertising was simply to inform the people about the qualities of a product and
 331 give the complete freedom of choice, then certain ethical standards in advertising could be maintained. But the
 332 objective of advertising is to "persuade" people to buy the product and change their buying behaviour, then it
 333 might need some manipulative tactics to achieve such objectives. In that case, emphasis on psychological benefits,
 334 slightly exaggerated claims or ever puffery might be accepted by our society as ethically acceptable.

335 That is why products advertised as "best" or "most oftenly used" or "most often recommended by doctors"
 336 or "long lasting" etc. may be morally acceptable. But claims that are designed purposely to mislead and deceive
 337 the customer would be considered unethical. Some of these unethical practices are controlled by law in terms of
 338 "truth in advertising" laws. Undocumented false claims are prohibited by law. For example, a skin cream cannot
 339 be advertised in the form of, "your skin will look 20 years younger if you our use cream" unless such claims
 340 can be medically proven. To get around it, the advertisers might create a message rather than a claim, even
 341 though this promise also be considered as manipulative advertising. Advertising has been previously defined as

342 "any paid form of non-personal presentation of ideas, goods or services by an identified sponsor ??AMA 1969).
343 This definition suggests that advertising is simply a "presentation" and the prospect is totally free to chose and
344 decide. Some very specific general principles of Advertising by the Advertising practitioners council of Nigeria is
345 added in the appendix (i) below as it explains on what is ethical or unethical in advertising.

346 In other words, in order to choose freely, a person must be free of external constraints that control or even
347 influence the choice of one alternative over another. These outside controlling influences have been categorized
348 by Tom Beauchamp in Ayozie .D. (2004) as follows:

349 1. Coercive influences that are always controlling. 2. Persuasive influences that are generally noncontrolling.
350 3. Manipulative influences that are sometimes controlling. These tactics are explained in more detail; a) Coercive
351 Tactics

352 Coercive tactics are relatively rare but often used in public advertising. It involves threatening negative
353 sanctions to those who do not choose the dictated alternative. Most of the penal legislation requires coercive
354 tactics while informing the public about laws. "Belt up", says one advertisement requiring passengers in the
355 cars to fasten their seat belts. "It is the law" pay your taxes to the correct internal revenue office you can go
356 to jail if you patronize the illegal offices This advertisement could be considered as using coercive influences, as
357 the prospect is not free to choose whether to belt up or not, and he is threatened with negative consequences if
358 he choose not to fasten his safety belt, which is against the expectations of the advertiser-which in this case is
359 the government. Similarly, coercive techniques may also be used in merchandise marketing in controlled societies
360 where the people's choices are controlled by the Government. But in a free enterprises system, coercion is neither
361 successful nor desirable.

362 15 b) Persuasive Influences

363 On the other end of the continuum is persuasion which is a deliberate and successful attempt at bringing the
364 prospect to your point of view. While

365 16 Global Journal of Management and Business Research

366 Volume XIII Issue IX Version I Y 2013 ear () coercion is considered ethically unacceptable, persuasion is
367 an accepted technique specially if it is rational persuasion in which good and objective reasons are given to
368 the prospect for accepting the desired outcome. On the other hand, irrational persuasion which plays on the
369 emotions of the people rather than objective judgments, may be considered as manipulative and thus ethically
370 unacceptable. For example, does a toothpaste e.g Dabur and Macleans really improve sex close-up appeal? Using
371 the sex appeal angle could be considered irrational persuasion. Rational persuasion is defined by in Chandan J.S
372 et at (1990) as follows' "Persuasion is rational so far so the persuasiveness lies in the substance of the argument
373 rather than in the manner of presentation, the authority susceptible to suggestions from other". This means that
374 a favourable change in the prospects behaviour is brought about but by the strength of the argument and the
375 merit of the reasons rather than the manner of presentation, or the style of the presenter. The basic idea in
376 accepting rational persuasion as an ethical ploy is that the prospect fully understands and accepts the reasons
377 given as good and just and makes the ultimate choice of his own free will. It is still not clear, however, what
378 "good reason" means. Are these good reason measure against the utilitarian advantages of the chosen alternative
379 or purely psychological and emotional advantages? Do good reasons have to be absolute or simply as perceived
380 by the prospect? Secondly, it is also not clear as to why irrational persuasion must be considered ethically wrong.
381 For example, if an advertiser persuades a person to buy a new car for his wife whom he loves very much, even
382 when it is not necessary to buy her a new car, it could be considered irrational persuasion. But is it unethical
383 for the advertiser to play on a man's love for his wife? This debate seems to be unending.

384 17 c) Manipulative Influences

385 Manipulation is a very area which includes a deliberate effort by the advertisers to deceive people. Manipulation
386 is considered subtle coercion in so far as the presentation is such as to leave the prospect with no real choice.
387 Manipulation, as defined by De George in Chandan J.S et at (1990) as; "playing on a person's will by trickery or
388 by devious, unfair or insidious means". In more general terms, manipulation can be considered an attempt to get
389 someone to believe in what is not correct and such belief would result in some form of harm to the deliver. For
390 example, if a brand of toothpaste is advertised stating that it reduces cavities more than the brand of competitor,
391 and this statement is backed a survey of dentists where figures conclusions of the survey are misleading and the
392 claims being incorrect, then it would be considered a deliberate attempt to make the customer believe in what
393 is not correct. Such a process would be categorized manipulative advertising.

394 Magazines and Newspapers in Nigeria are full of advertisements enticing people to lose weight fast by using
395 some miracle drugs offered by the marketers or some miracle Healers. Some manipulative photographs of "before
396 and after", appealing language of the message, emphasis on scientific breakthrough in the development of these
397 drugs take full advantage of the readers' vulnerability. "Lose up to 20 kilogrammes a day" says one advertisement
398 "Look 20 years in one week", says another advertisement for a herbal cream. Any rational buyer would know
399 right away that these claims are false. Yet, millions of people buy these drugs and herbs and these creams with or
400 no little effect. Some good luck charms which promise instant money, instant success on the job, instant success

401 in love, are sold by the Advertisers in the print media and seen in smaller signboards. If people are so gullible,
402 should we blame the advertisers for using these misleading techniques.

403 Advertising, really, is informational manipulation. Even if the claims of advertisers are correct, they are
404 packed and presented to the public in such a manner so as to leave the person with now real choice. The appeal
405 is emphatic, forceful and compassionate so that the person can no longer resist the temptation to buy the product,
406 thus limiting his choices to only one alternative.

407 While manipulation is deception in presentation and incorrectness of claims, a more subtle form of manipulation
408 is known as "low balling". Low balling involves inducing the person to buy a product by highlighting the most
409 favourable aspects of the product and withholding the less favourable aspects until the prospect has made
410 his decision to buy the product. ??Ayozie D.O (2004) This technique could be considered as psychological
411 manipulation rather than informational manipulation, but never the less, it is manipulation. For example, a
412 customer sees an advertisement about a 'Sony" camera that he knows is too good to miss, wants to buy one.
413 He has known of Sony cameras of being highly reliable and the advertised price appears to be very low. The
414 prospective buyer makes a special trip to the store to buy it an the salesman tells him of all the benefits of
415 owning a Sony camera and emphasizes the tempting price. The customer is most impressed and decides to buy
416 it. Only then does the salesman inform him that the camera case will cost extra and so would the batteries,
417 making it much more expensive than what he was willing to buy it for in the first place. Now the customer is
418 too embarrassed to back out and is more or less compelled to buy the camera at the higher price. Thus once
419 again, the customer's choice was not free due to lack of total information about the camera.

420 Some laws have been passed as seen in the APCON code of conduct attached as appendix i below Y 2013 ear
421 () that protect consumers from such false advertisements where the claims cannot be substantiated. Many grey
422 areas remain where society has to play a major role in ensuring that advertising sticks to purely informational
423 roles giving the prospect an intelligent and rational way of making choices. If consumers are misled or enticed
424 into a choice by deception, then advertising is delinquent in its role based on ethical or moral justification.

425 18 IX. How do we Improve Ethical Conduct in Nigeria

426 In order to improve the ethical climate of an organisation, a plan of action is called for and this plan can be
427 categorized into two different levels and areas where each level has a significant contribution towards the formation
428 of the entire ethical system. Some of these measures are contained in various advertising laws and many code
429 of conducts of in Advertising and promotional related professions in Nigeria (i.e APCON, NIPR, NIMN, DMAN
430 etc) These levels are; a) On an Individual or Personal Level What can the individual consumer in Nigeria do to
431 protect himself from the effects of unethical and misleading advertising and IMC influences? It is necessary to
432 understand, however, that all consumers do not react to the same stimulus in a similar manner. Hence, morally
433 offensive advertisements must be so considered after an objective evaluation of the intent and content of the
434 message. This means that the advertisement must be explicitly manipulative and the consumer morally and
435 ethically balanced so as to be consciously aware of such intended manipulation. Based on this assessment, a
436 consumer has a number of alternatives to choose from. these are; 1. If the consumer believes that the advertising
437 has mislead or deceived him/her, he or she may stop buying the product and advise his friends likewise. Simply
438 they will engage in consumer boycott of the product or services. If there are a sufficient number of people
439 thinking in the same manner, then the advertiser would get the message and change the message to win back
440 the loyalty of the consumers as it happened in the MTN's advert in "Mama, my wife born boy i.e. gave
441 birth to a boy". 2. Write to the company. The consumer, individually or in consortium with other consumers or
442 consumers groups may write to the company raising the issues in a specific manner. Most reputable companies
443 and particular national ones would take such complaints seriously and take the necessary action in order to keep
444 their goodwill and loyalty. 3. Write to a newspaper. Many newspapers and magazines have consumer-oriented
445 columns and sections e.g PUNCH, the SUN and CHAMPION and if the company does not respond favourably
446 directly, some newspapers will publicly take up the cause on behalf of the consumers. 4. See a lawyer about an
447 individual group or a class action suit. This is an expensive and timeconsuming route, but if the complaint is
448 serious, this can be useful action. For example, If an advertisement is sexually explicit or has negative religious,
449 personal or cultural undertones that it will have a negative effect upon children, a legal route can bring results.
450 Similarly, if an advertisement is demeaning to women or an affront to certain religious beliefs, legal action may
451 be desirable. Sometimes, just a letter from an legal practitioner or lawyer brings about the desired results. 5.
452 File a complaint with the proper regulatory agency.

453 There are several legal bodies which oversee the legality and decency of advertising messages. In Nigeria for
454 example, a self-regulatory agency, such as APCON, NAFDAC, CBN, NIMN, DMAN, NIPR BON, NBC could
455 assist in getting some action from the advertisers, if there is a justified reason for it. b) Organisational/ Company
456 Level This is the most important level at which the management can play an important role in shaping the ethical
457 climate of the organisation. Top management should play a strong ethical role model so as to see that sound
458 ethics permeates through all levels of the organizational hierarchy. One way to achieve high standards of ethical
459 conduct is to set goals that are objectively achievable, because setting too high goals might induce some employees
460 to use unethical methods to achieve them. This specially true at the salesman's level. These ethical concepts
461 must be clearly defined and communicated at all levels and the management must ensure that these concepts are
462 respected and followed through responsibly.

463 Hence, if the top management establishes a policy of ethical conduct for all members of the organisation and
464 enforces this policy then the best opportunity exists for proved ethical conduct in advertising and integrated
465 marketing communication (IMC). In addition, within the framework of general organizational policies, the
466 advertisers themselves should develop personal standards of ethical or professional conduct and abide by these
467 norms. The development of a strong moral or professional code on the part of advertisers further strengthened
468 by certain motivations which are both internal and environmental. Some of these motivations are; 1. Civic
469 responsibility:-An advertiser is a part of the society around him and is presumably a respected member of the
470 community. Any unethical advertising would be an adverse reflection on his integrity and credibility. Since it is
471 not always possible to separate social life from business life, a conflict between the social role and business role
472 would have a negative impact on the advertiser's civic role. Hence advertisers consider it their civic duty not to
473 offend any segment of the community around them.

474 2. Legal Obligations:-In order to protect the defenseless consumer, some laws have been enacted which make
475 it a criminal offence to deliberately mislead the consumer by false claims e.g consumer right protection laws and
476 consumerism. The fear of punishment itself would act as a deterrent to most advertisers who would then abstain
477 from untruthful or deceptive advertising. The advertiser would also like to be known as a law-abiding citizen
478 which is a kind of E motivation for ethical behaviour. APCON, NAFDAC AND the Nigerian Broadcasting
479 commission enforces certain laws to protect the Nigerian consumer groups also assist in protective defenseless
480 consumers.

481 3. Profit motive:-Most organisations are in business to make money over a long period of time. This money
482 can only be made if consumers keep on buying their products. Thus no credible advertiser would want to mislead,
483 deceive or offend consumers to point when they will stop buying the products. Someone in a position to make
484 one sale and thereafter not care whether he ever gets the buyer's business again. Thus achieving maximum profit
485 over the long run is a high motivation for any organisation to keep away from deception or misrepresentation.

486 19 c) Self-Policing Activities

487 Even though all these motivations are adequate in encouraging ethical standards among advertisers, there are
488 some self-policing activities that further ensure that advertisers operate within the accepted code of conduct.
489 These self-policing activities include; d) Writing And Blowing The Whistle On The Competitor If an advertiser
490 does indulge in misleading, the competitor can either blow the whistle on him directly by pointing to these
491 untruthful aspect in his own advertisement or complain about to the related regulatory body against the claims
492 of the competitor.

493 20 X.

494 21 Conclusion and Summary

495 It is reach difficult to identify what is or not ethical conduct in integrated marketing communicating as it varies
496 from country to country. Ethical values as situation specific and time oriented. Nevertheless everyone either
497 in business, marketing and specifically in integrated marketing communications most have an ethical base that
498 applies to conduct in the business world and in personal life morals and Ethical have been viewed as personal
499 viewpoints and moral judgments are seen as meaningless expressions of emotions. Not minding the viewpoints,
500 sound ethical and moral considerations is very relevant both for the IMC practitioner, the consumers and four
501 business as an entity. The debate still persists whether advertising simply influences the behaviuor or controls it.
502 Authors have come to the defense of advertisers by proposing that "an advert influences more than controls an
503 audience. Most often, advertising induces a desire for a particular product, given that the purchaser already has
504 the basic desire. "Even if puffery and exaggerated claims can be considered manipulative, according to Levitt,
505 ??1969). "these efforts are not fundamentally different or as controversial as the efforts of artists, politicians,
506 lecturers and editorial writers to manipulate ideas in the minds of citizens. "Hence such techniques which simply
507 influence the buyer's behaviour are acceptable to society. bibliography ^{1 2}

¹"It is Not What You Say That Matters, But How You Say it" Sing the Same old Song "Advertising and Integrated Marketing Communications (IMC) is Manipulative and Deceitful" © 2013 Global Journals Inc. (US)

². LEVIT .T. (1969) Marketing Principles Harvard Business Review. Harvard USA.



Figure 1:

2013
ear
Y
Volume XIII Issue IX Version I
()
VIII. Ethical considerations in Advertising
(Specific Details on Code of Conduct
to be Found in Apcon Code of
Conduct) Appendix Attached

Figure 2:

-
- 508 [Jefkins F ()] , Jefkins F . 1974. Marketing and Public Relations Media Planning Oxford Press Uk.
- 509 [Dyer ()] *Advertising and Communication Prince hall INC USA*, G Dyer . 1982.
- 510 [Belch G and Belch ()] *Advertising and Promotion*, E Belch G , M A Belch . 1996.
- 511 [Gilson -C ()] *Advertising concepts and strategies*, Harold E Gilson -C . 1980. Random House, New York USA:
512 Banden Publishers.
- 513 [American Marketing Association Offers Definitions of Marketing And Advertising in] *American Marketing As-*
514 *sociation Offers Definitions of Marketing And Advertising in*,
- 515 [Alexander R ()] *And The Committee on Definition of the*, S Alexander R . 1964. American Marketing Association
516 Marketing Definitions AMA USA.
- 517 [Ayozie ()] *Buy and Read this Book Developing, Implementing and Managing and Effective Integrated Marketing*
518 *Communications Danayo Inc Lay Ilaro Nigeria*, D O Ayozie . 2002.
- 519 [Helbroner R ()] *Demand for the supply side New York Review of Books USA p*, L Helbroner R . 1981. p. 40.
- 520 [Oxford English Mini ()] *Dictionary The Edition Oxford*, Oxford English Mini . 2007. University Press.
- 521 [Chandan et al. ()] *Essentials of Advertising, Moham Primilar for Oxford and IRH Publishing Company PUT*
522 *LTD Indie*, J S Chandan , Singh J , Machan P . 1990.
- 523 [Clow K and Baack ()] *Integrated Advertising, Promotions and Marketing Communications Pearson Education*
524 *Inc Upper Saddle Rwer*, E Clow K , D Baack . 2004. New Jersey USA.
- 525 [Hutton G ()] 'Integrated Marketing Communications and the Evolution of Marketing through'. J Hutton G .
526 *Journal of Business Research U.S.A* 1996.
- 527 [Obeng ()] *Introduction to the Nigerian Legal System Calvary Publishers GD Lagos Nigeria*, S Obeng . 1990.
- 528 [BarkowitzE (ed.) ()] *Marketing 2nd Edition*, BarkowitzE . Burr Redge Il Richard D. Lrwim P. 90 (ed.) 1992.
- 529 [CoulsinJ ()] *Marketing Communications*, CoulsinJ . 1979. CIM Berkshine Maiden lead UK
- 530 [Kotler Philip ()] *Marketing Management: Analysis, Planning and Control*, Kotler Philip . 1980. Prentice Hall
531 USA.
- 532 [Otuokere ()] C Otuokere . *Modern Public Relations Theories, Principles and Practice. S & T Books Festec Town*
533 *Lagos Nigeria*, 1996.
- 534 [JefkinsF ()] *Public Relations for Marketing Management*, JefkinsF . 1983. Uk: Macmillan Press Limited.
- 535 [Ayozie ()] *Successful Advertising Danayo Co. Inc Ilaro*, D O Ayozie . 1997. Ogun State Nigeria.