



THE EFFECT OF UNETHICAL ADVERTISEMENT PRACTICES ON CONSUMERS PERCEPTION; A CASE OF PACKAGED FOODS AND BEVERAGES

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Abstract

Advertisement is the most influential promotional mix, which is also the most criticized in its unethically practicing of all promotional mix elements. Unethical advertisement is an advertisement which deliberately designed to falsify, mislead, miss represent a product and brand with the intention of cheating and exploiting consumers. The main purpose of this article is to investigate effect of unethical advertisement practice on consumer perception. Data was collected from 558 packaged food and beverage consumers found in three cities namely from Addis Ababa, Adama and Hawassa cities. The data was analyzed using exploratory factor analysis and confirmatory factor analysis. Moreover, structural equation modeling, correlation and regression model were used to test the hypothesis. The study revealed that unethical advertisement has a significant relationship with consumer perception. Moreover, unethical advertisement practice has a significant effect on consumer perception. Hence, it was recommended that the company, the government, the institution and the ultimate consumers should have to play their own role ethically and responsibly for the fair and competitive business environment and most importantly for having strong and healthy next generation in the nation.

Key words: Advertisement, Consumer perception, Packaged food and beverage, Unethical advertisement practice.

1. INTRODUCTION

Marketing is about delivering demanded product to the market and getting those products sold. Marketing communication play a vital role in getting the product introduced and in building brand image of a company. In this tough competitive business environment, it is difficult to think business without strong marketing communication. The brand image, market share and sales volume of a company is greatly determined by the capacity and attention it has towards promotional program. Through marketing communication, firms not only attract consumers who are ready to buy but also stimulate and encourage the buying intention of those who are not plan to buy. Various types of marketing communication are applying by companies. These are,



personal selling, sales promotion, advertisement, public relation, publicity, direct marketing and interactive marketing are among the commonly used marketing communication.

Advertisement is the strong and the most influential forms of marketing communication in persuading and challenging the mind of potential buyers. Due to its influential power, billions of dollars invest on it across the world to promote their products and make use of this influential power of product promotion (Najeeb U. and Mustansar H., 2015). It is an information delivering mechanism to the target consumer informing what is new in the market. Hence, advertisement is not only benefiting seller but also buyer leading and informing them where can they get the goods and service they are demanding. The main purpose of advertising should be benefiting both parties at win-win level without additional cost of any party.

Even though advertisement plays a vital role in marketing process, as the same time it is the most criticized in violating different legal and ethical values. Advertisement contributing a lot in reflecting the legal, economic, cultural and social aspect of a nation and it becomes unethical practice when it affects them. The advertisement content, the way it portray, the dressing of the model, and the spokesperson should have to meet the social, cultural, values and norms of the society in which that advertisement is broadcasting.

In practical scenario, most of the advertisements cannot meet these all requirement, values and norms. In Ethiopian context, most of the guidelines of advertisement as well as the values and norms of the society are not get proper attention. Few of unethical advertisement which practicing in Ethiopia are: giving spiritual connotation and name of saint to the brand of alcohol product, animating a product to dance as a given cultural dancer, degrading other company brand in order to make their product better than the counterpart, emotionally pressuring individuals as if life without that product is nothing and meaningless. Moreover, emotionally initiating children to have strong feeling of packaged products, pretending once own product the best quality as if it has no side effect, and bombarding audiences with repetitive advertisement throughout the day.

Now days thanks to the government, the problem associated with alcoholic advertisement is solved by restricting the advertisement time for alcoholic drinks to be after midnight in any broadcasting media of the nation. However, the problem associated with packed foods and beverage products have not yet got enough attention. It need due emphasis as the percentage of non-communicable disease rise over time. It need due emphasis to save children and have future generation of the nation healthy and bright. To be the next generation free from obesity, certain forms of cancer, diabetic, and a like non-communicable disease.

Regardless of these all problem, only few researches have conducted on the specified study area on packed foods and beverage products. Considering these issues, researchers conducted this study, which focused on effect of unethical marketing practices on consumers' perception with special emphasis on packed foods and beverage products.



2. OBJECTIVES OF THE STUDY

The main purpose of the study is to examine the effect of unethical advertisement practice on consumers' perception with the special attention of packaged foods and beverage in selected cities of Ethiopia.

2.1 The specific objectives of the study are

- To examine the relationship between unethical advertisement practice and consumer perception
- To examine the effect of unethical advertisement practice on consumers' perception

3. LITERATURE REVIEW

The literature review part consists of concepts regarding advertisement, unethical advertisement practice, the relationship between advertisement and consumer perception.

3.1 Advertisement

Advertisement is one of the promotional mix element that give reason for buyers why they prefer a given brand product over other available brands product. It is a process of persuading or creating willingness to make purchase decision by forwarding information from known source, producer or seller. It has an identified sponsor for the payment of specified amount of money for the airtime or space used in the media of disseminating information. It is through advertisement that we all get informed about the innovation and benefit of as well as usage of so many goods and service around us. Thanks to advertisement so far we are introduced of thousands of goods, services or brands regardless of where they produced or located.

Because of poor attention given by some organization regarding promotion, their product and brand image are left unknown; so that many products are declined before attaining growth and maturity stage of their product life cycle. As advertisement designed and delivered ethically with the objective of informing the true nature and real benefit of a product. In this manner, advertisement is considered as an investment for the firms that determine the future sales volume, loyal customers and high market share. However, when the advertisement is unethical, full of exaggeration and information far from the true nature of the product, it could be an expense. Not only expense it will have a negative consequence also.

3.2 The impact of advertisement

Advertisement play a great role in creating awareness, teaching, stimulating, assisting and encouraging audiences towards buying or doing something new or in repetitive manner. Fatima S. & Lodhi S. (2015) explained that advertisement is a creativity that influences the motive or desire of consumer buying a particular product and changing the perception of consumers' towards a particular brand product. Even though, the degree of influencing audience vary across a type of media, more or less all media exert un doubtable impact in the perception & buying behavior of the consumers. Multinational companies spending a billion dollar for advertisement, tries to build their brand image throughout the globe.

3.3 Unethical advertisement

Advertisement is the most influential promotional mix, which is also the most criticized in its unethically practicing of all promotional mix elements. Unethical advertisement is an advertisement which deliberately designed to falsify, mislead, miss represent a product and brand



with the intention of cheating and exploiting consumers. Moreover, according to the view of different scholars, unethical advertising drive the society to purchase worthless and unsatisfactory items, and may also manipulate behavior, exploit sex and contribute to the collapse of the entire social system (Borgerson & Shroeder, 2002; Hobbs et al., 2006; Ravinder Kaur, 2017).

Unethical advertisement is an irresponsible promotional practices revolving around advertisement program of a firm. Deceptive advertisement is an advertisement which distort the message content, the real figure, nature and benefit of a product, deliberately using false or omitted fact regarding a product (Slaughter M. & Miller R., 1983; Robert W. Kolb, 2008; Siham B., 2013).

There are different unethical advertising practices that are identified by different researchers. It is summarized in such a way. Thilakam C. and Nagarajan K. (2009) identified some of the unethical advertising practices. These are stereotyping, puffery, targeting children, bad taste, promote unhealthy products and subliminal advertising. Whereas Eagle L. (2009) recognizes that the main ethical issues that raised against marketing promotion includes untruthful allegations, offensive advertisement, deceptive advertisement, manipulative advertisement, stereotypes & unfair advertisement, causing people to make unplanned, and playing on people's fears and insecurities. Siham B. (2013), acknowledged that unethically claimed practices of advertisements are puffery, deception, making unpracticed promises, advertising targeting children, mock-ups, demonstrations, endorsements and false testimonials, negative advertisement techniques, like attack advertisement are also determined as unethical advertisement practice. While some other researchers suggests vulgar advertisements, use of children for advertisement, unfair comparative advertisements, use of women as sex symbols for promoting products, unsubstantiated claims, embroideries, surrogate, and puffery as unethical issues in advertising activities (Tamburro et al., 2004; Drumwright & Murphy, 2009; Schaffter, 2006).

Analyzing the aforementioned possible unethical advertisement practices, which identified by different researchers and the practical situation of the nation, the researchers determined seven factors that are enough to describe the unethical advertisement practices in Ethiopia.

i. Using deceptive selling tactics

Rotfeld H. (2005) defined that when firms hide important fact about a product, deliver false information instead in order to boost sales, it misleading consumers, and consider unethical practice.

ii. Hiding the detail of ingredient and its impact on their wellbeing

When labeling lack detail information with the intention of cheating consumers by hiding the real ingredients of the product, the action can consider as unethical because hiding the product related information can affect the health status of consumer.

iii. Hiding country of origin, production and expiry date

Information regarding country of origin, Production and expiry date has significant influence in consumer purchase decision. Packed products especially food and beverages need to mentioned the exact manufacturing date as well as expiry date since they are easily perishable in nature.

iv. Deceiving buyer about the nature and benefit of good

It is unethical or unfair practice giving a false impression of a product to promote or sell a product.

v. Use labeling that is not simplified, visible and easily understood



What we have write on the package should have to be simple, visible and easily understandable by the target buyer.

vi. Aggressively advertising goods that can harm buyers' health and safety

Packed foods and beverages products have low nutrition and high concentration of sugar, fat and salt which expose consumers diabetic, kidney, obesity and a like serious health problems (Legesse et al., 2016). Knowing these all side effect packed food and beverage producers and sellers are keep-investing millions of money in advertising these goods. This is an investment against the wellbeing of the next generation and youth.

vii. Using offensive message and stereotyping on vulnerable part of society

According to Tripathi, R. & Singh, V. (2014), children do not realize the manipulations that are going on through advertisement and financial pressure that come with the purchase of items. As a result of children's awareness and knowledge regarding goods, service, media usage and its impact, and selling strategies of firms are not yet as developed as adults, they are likely to be more vulnerable to unethical advertisement practices (Harrison M., 2005; Siham B., 2013b; Tripathi R. & Singh V., 2014b).

3.4 Consumer perception

Perception is the way we look things, the way we interpreting, giving meaning to the situation or action we have observe, hear/listen, touch through our sense organ. It is the feeling we develop after experiencing the situation. Our sense organ constantly feed our brain with information collecting from the environment. Yakup D. and Diyarbakirlioglu I. (2011) suggested that perception is not only just observing and collecting information about a certain events but also recognizing stimuli, processing and storing them. Therefore, whether perceiving good or bad could depend on the information we gather through our sense organ and how we interpret it based on the experience we have associated with that object. It is a very complex process to know about human psyche, which can influenced by so many factors like economic, emotional, social and cultural factors (Clark R. and Goldsmith R., 2006). Firms should recognize consumers perception and give proper attention for their needs and wants to be successful in the business. The success and failure of a business can determined by the capacity of understanding and holding the consumer perception. What a business organization produced is destined in the hand of consumers; if the receiver refuse to accept that particular product it become great loss for that business. Before consumers attain to the level of making purchase decision and even before giving attention to a particular brand's product, they should have to perceive it good and comfortable. Hence, knowing consumer perception play a vital role for attracting, satisfying or reducing dissatisfied consumer.

Scholars like Sheth J. and Parvatiyar A. (1995) believed that the knowledge and understanding regarding consumer behavior and perception developed by the marketer helps in strengthen the relationship between business and consumers. The perceptions of consumers play a great role in determining their purchasing behaviors thus marketers need to understand well the costumers' perception (Yakup D. and Diyarbakirlioglu I., 2011b).

3.5 Factors affecting perceptions of consumer

Consumer perception and the buying process can be influenced by so many factors like culture, values, society, family, thinking, feelings, personality, and attitude. Even though, the degree of influence varies from individual to individual, it can shape greatly the behavior of the individual.



Various factors affect the perception of consumers. These are broadly categorized into internal and external factors. The internal factors are based on the psychological awareness and status of consumers' lifestyle, personality, attitude, affordability, knowledge, experience, etc... Moreover, the social factors like culture, social status, norms, values, family, friends, reference group, etc... Whereas the external factors of consumer perception involve social and physical factors. Mourali et al. (2005), identified the physical factors as economic, demographic, political elements, changes in technology and globalization. The economic factor is one of the determinant factors that can affect how consumers perceive things (product or brand). When consumers are indifferent to economic level, their buying pattern and perception are quite different. Consumers in high income/economic level can undermine low branded product, low quality product, may give due emphasis for the treatment s/he get from the service provider and pay tips in response. While consumer in low economic level may not consider about the quality, ethicality, brand image and the interaction with service provider. Social and cultural factors also another factor that can influence and shape how consumers perceive products and brand. Kesic T. & Piri-Rajh S. (2003) discussed the social interaction which is the interaction individual has with his family, groups, and social class. It can greatly affect his/her individual consuming pattern and his/her perception. It is obvious that parents shape the behavior, attitude and perception of their children in the family hood interaction. As the kid grows up and joins school, s/he is lifted up to the next behavior-molding group, the peer group. Moreover, the social class also has a significant impact in determining how the member of the social group thinks, perceives, behaves, works, and dresses. Economically poor individuals perceive just like how other poor social class members perceive and the rich also thinks like how the upper class thinks.

The pattern of living standard, personality, lifestyle, eating habit, values and perception, taste and preferences of an individual can be built by the culture they grew up or adapted. Under the cultural factor, language and values of the consumer are also mentioned which can affect the interaction and acceptance of the brand and the product.

3.6 The effect of unethical advertising on consumer perception

Even though unethical advertisement is practiced with different purpose and cause, the intention of the practice is most of the time to cheat consumers and unethically attract the attention of buyers. Hence, when it is designed unethically, the main principle and values of advertisement can be violated. As the advertisement unethically designed or developed, the consequence becomes negative; even though it seems successful it may be used for short time then it will cost the firm double. Unethical advertising irritates, disappoints, demolishes the brand image, creates negative demand at the end. These all emotions and feelings of consumers reflected by refusing the product, negative word of mouth, boycotting, campaigning against the product to avoid from the market. Consumers might be cheated for the first time but he/she never exposed him or herself for cheater once again. They never believe or give attention to the company's advertisement once they recognize or identify unethical practice of a company (Andrews et al., 2000; Barone et al., 2004). Once consumers recognize the risk of being cheated, they try to activate a defensive motivation (Darke and Ritchie (2007)). It is a great loss for companies as large number of consumers switch to competitors' product. The perception of individual regarding advertisement in general and unethical advertisement in particular differ from person to person based on different factors associated with the thing advertised, the personal characteristics and culture of individuals.



3.7 Unethical advertisement in food and beverage industry

Food and beverage products are products, which need to be carefully and ethically produced and carefully delivered to the ultimate consumer. Across the supply chain of the product all the stakeholder should have to be take part ethically. Because this type of product is a serious product which can directly affect the health status of the ultimate consumer.

Baruk A. (2013) identified unethical actions of food producers most negatively affecting their image. These are unethical actions against final customers (56 %), unethical actions towards the environment (19 %), unethical actions against employees (25 %) and unethical actions against competitors (0 %). Imagine how much percent unethical action against the final customers load? From this we can consider that the most impactful action that affect the image of food producers is when the producers practicing the unethical actions against final customers. Hence, producers should have to sincerely implementing each business process from the stage of deciding which type of goods going to produce to the stage it deliver the product in ethical manner.

Because of unethical practices increasing overtime, consumers are suffering more and more of the product they are consuming. The increase in non-communicable diseases such as the cardiovascular diseases, certain kinds of cancer, osteoporosis, and hypertension all over the world become burning issue for researchers to discuss on cause of the problem and suggesting solution. These all kinds of diseases are directly or indirectly associated with the food. Low and substandard quality product overwhelmed the market. Irresponsible unethical marketers are confusing consumers with their unethical advertisement.

Children are the most targeted group in this unethical advertisement. As the participation of children has grown in consumer market, they become attractive target for advertisers (Schor J., and Ford M., 2007). Advertisers apply their maximum effort influencing children to exercise their Pester power. Pester power is a power child's attempts to influence over parental purchases in a repetitive and even in challenging way. Nagging their parents until they get a product they want to purchase. Most of the time because of immature mental capacity of children, they fail to identify what is good and what harm them. Therefore, they belief all information released in advertisement are real and true so that they are easily exposed to deceiving advertisement target which ends in affecting both children and family.

4. HYPOTHESIS OF THE STUDY

H_{01} : There is no significant relationship between unethical advertisement practice and consumer perception.

H_{02} : Unethical advertisement practices have no significantly effect on consumer perception.

5. METHODOLOGY

The study conducted to identify the effect of unethical marketing practice on consumers' perception of packed food and beverage products in selected cities namely Addis Ababa, Adama and Hawassa cities. Relevant data were collected using questionnaires based survey method, which distributed to packed food and beverage consumers. 700 questionnaires were distributed to respondents whereas 558 respondents data were analyzed which completely filled

questionnaires. The instrument used for collecting data was just subjective assessment of consumers' view using a five point likert scale which ranging from strongly disagree (1 point) to strongly agree (5 points). The study applied a quantitative research approach. A descriptive statistics applied to describe the frequency, and percentage of respondents' demographic profile. An exploratory factor analysis, confirmatory factor analysis and structured equation modeling as well as correlation and regression were used to insure the model and test the hypothesis with the help of SPSS V. 23 and AMOS V. 21.

5.1 Analysis and discussion

Table 1. Demographic character of the respondents

Character		Frequency	Percent
Gender	Male	259	46.4
	Female	299	53.6
Age	15-25 Years old	266	47.7
	26-35 Years old	217	38.9
	36-45 Years old	70	12.5
	46-55 Years old	5	0.9
Educational background	Elementary school graduate	51	9.1
	High school graduate	153	27.4
	College and above graduate	354	63.4
Monthly income	below 2000 birr	179	32.1
	2001-3000 birr	71	12.7
	3001-4000 birr	75	13.4
	above 4000 birr	233	41.8

Source: own survey (2019)

According to table 1, 54 percent of the respondents (299) were female while the rest 46 percent accounted by male respondents. Regarding age intervals of the respondents, majority of the respondents (48 %) lied under 25 years old. The educational background of the respondents concerned, 63 percent of the respondents were college & university graduate. Regarding monthly income of respondents, majority of the respondents (42 %) earn above 4000 birr monthly.

Goodness of fit test

Before directly analyzing the data, it was checked through different ways of insuring the validity and reliability of the data whether it fit for the model or not. Reliability of the data was checked using SPSS V. 23 and the result of the cronbach's Alpha value is 0.726. Hence, it meet the ideal value or minimum requirement of value of Cronbach's Alpha greater than 0.7. The ideal value for determinant of correlation matrix is 0.0001, which indicate that there is no collinearity problem in between items (Ajay Kumar, 2017a). Likewise, the determinant of correlation matrix was 0.141 which insured that there is no collinearity problem in between items. The ideal result of KMO is greater than 0.7 to indicate the analysis have sufficient items for each factor. The result of the KMO was 0.771 and the Bartlet's test of Sphersity was 0.000. Hence, according to



the rule, enough items were predicted by each factor and the variables are correlated highly enough to provide a reasonable basis for factor analysis. The variables were grouped into two factors and both factors together accounted for 57 percent of the total variance. For more see table in the appendix.

Confirmatory factor analysis

Once the construct was identified and their respective explaining variables, Confirmatory factor analysis was carried out in order to test the degree of variables explaining the related construct. It was conducted using AMOS V 21 and maximum likelihood method was chosen. A range of indices were used to assess the model fit. According to Ajay Kumar (2017b), all of the analysis result indicates good level of fit. Hence, CFI result was 0.958 whereas RMSEA result was 0.065. Moreover, all the model fit indices had the best over fit to the data with chi-square over degree of freedom (CMIN/DF) was 3.334 ($p < 0.001$), goodness of fit index (GFI) was 0.971 and an adjusted goodness of fit index (AGFI) was 0.945. For more refer the table 4.

Composite reliability and construct validity

Composite reliability of all factors were calculated and found a value of 0.781261 for the construct of unethical advertisement practice and 0.865946 for construct of consumers' perception which exceed the recommended value i.e greater or equal to the level of 0.6 as per (Fornell and Larcker, 1981), so the internal consistencies for both construct were insured.

According to Ajay Kumar (2017c), construct validity shows the degree of accuracy by which the construct is correctly measured by its variable. It can be checked by uni-dimensionality, convergent and discriminate validity. Uni-dimensionality shows whether a variable does measure multiple construct or not. It can be checked from comparative fit index (CFI), the CFA and goodness of fit indices. Value CFI was 0.958 which is far greater than 0.8 the indicative result for having strong evidence of uni-dimensionality (Ajay kumar, 2017d). Hence, the uni-dimensionality is insured. Convergent validity also needs to be checked to know the degree to which items or variables in the construct are related to each other. It measured calculating the composite reliability (CR) and average variance extracted (AVE). According to Ajay Kumar (2017e), the condition for convergent validity are $CR > 0.7$, $CR > AVE$ and $AVE > 0.5$. The values obtained for the construct unethical advertisement practice were; the CR value 0.78 and AVE value 0.76 while for the construct consumer perception the CR value was 0.87 and AVE value was 0.79. Hence, the convergent validity issue was insured. Discriminant validity is a type of validity that indicates the degree to which variables in different constructs are different from each other. The values of AVE for unethical advertisement practice and consumer perception are 0.76 and 0.79 respectively and far greater than 0.5 and the CR value of both constructs are greater than 0.7 as well as the CR value each construct is greater than the respective construct's AVE value. Therefore, the value obtained ensures the presence of discriminant validity among the constructs (unethical advertisement practice and consumer perception).

Table 2. Measure of model fitness

Model fit indices		Value
Goodness of fit indices	CFI	0.958
	NFI	0.942
	TLI	0.939
	GFI	0.971
	AGFI	0.945
	X ² /DF	3.33
Badness of fit indices	RMSEA	0.065
	LO 90	0.048
	HI 90	0.083

Source: own analysis, 2020

As we can see from table 2, Comparative Fit Index (CFI) obtained 0.96, Normed Fit Index (NFI) was 0.94, Tucker Lewis Index (TLI) was 0.94, Goodness of Fit Index (GFI) obtained 0.97 and Adjusted Goodness of Fit Index (AGFI) was 0.95 and Chi-square divided by Degree of freedom (X²/DF) value was 3.33. Moreover, Root Mean Square Error of Approximation (RMSEA) obtained 0.065, LO 90 was 0.048 and HI 90 value was 0.83. Whereas the ideal values of indices of the model fitness are CFI>0.9, NFI>0.9, TLI>0.9 GFI>0.9, AGFI>0.8, X²/DF<5, RMSEA<0.1, LO 90<0.08 and HI 90<1.5 (Ajay Kumar, 2017f). Hence, it implied that all the proposed research model fit the data more significantly.

Hypothesis Testing

In order to test the hypothesis, the measurement model was converted to structural model of AMOS V 21. Once the constructs checked for fitness of goodness of test the value of the construct computed through correlation model to identify the relationship between the variables as well as regression model to identify the effect of the independent variable upon the dependent variable. The result obtained described hereunder.

Correlations matrix

Table 3. Correlation model result

		CP	UEA
CP	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	558	558
UEA	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	558	558

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

Source: own analysis, 2020

According to the correlation result showed in the above table, the relationship between the dependent variable consumer perception and independent variable unethical advertisement practice 0.509 at significant at the 0.001 level. This means that there is a positive, strong, direct and significant relationship between unethical advertisement practice and consumer perception. Thus, the first null hypothesis i.e. "There is no significant relationship between unethical advertisement practice and consumer perception" is rejected.

To test the second hypothesis, the measurement model was converted to structural equation model using AMOS.

Table 4. Regression weight

Path	Coefficient (β)	t-value	p-value
UEAP----> CP	.823	10.8	.000

Source: own analysis, 2020

The result shows that unethical advertisement has strong effect on the consumers' perception ($\beta = .823$; $p < .001$). Hence, it means the null hypothesis was rejected. Moreover, regression analysis was also employed to test the same hypothesis. The result is explained bellow.

Table 5. Regression model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.259	.258	.51404

a. Predictors: (Constant), UEA

Source: own analysis, 2020

Table 5 shows that the result of R^2 is 0.259, and adjusted R^2 is 0.258. The regression result shows that the independent variable "unethical advertisement" significantly affect the dependent variable "consumer perception" at $p < 0.01$. The R^2 value indicates that the independent variable (unethical advertisement practice) explained 26 percent of the variation in the dependent variable (consumer perception). Hence, the second null hypothesis "Unethical advertisement practices significantly affect the consumer perception." are also rejected.

Table 6. ANOVA table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.350	1	51.350	194.328	.000 ^b
	Residual	146.919	556	.264		
	Total	198.268	557			

a. Dependent Variable: CP

b. Predictors: (Constant), UEA

Source: own analysis, 2020



The significant level in ANOVA table shows that the combination of variables significantly predicts the dependent variable. The table ensures that the model is significantly reflect the effect of unethical advertisement on consumer perception (dependent variable).

5.2 Discussion of the major findings

The study aimed at identifying unethical marketing practices as a factor that can affect the perception of packed food and beverage consumers. The study involves 558 valid questionnaires. To investigate the case 14 factors were identified under two components or constructs. The total variance explained by unethical advertisement and consumer perception is 60 percent, which implies more than half of the variance is accounted by these two variables.

By applying confirmatory factor analysis, the ten factor model had tested and overall results of the indices fit the ideal model fit that indicated by Ajay Kumar (2017g). Hence, the outcome obtained from the model is quite insured by all level of tests.

According to the finding of the study, the first null hypothesis is rejected. This insures that, there is a significant relationship between unethical advertisement practice and consumer perception. Which mean, when unethicality of advertisement practice increase, the consumers perception of the company badly changed. To the contrary as firms becoming ethical in their business and most specially in their advertisement practice, the view of consumers become changed and start perceiving them normal and in good manner. The result is also supported by the research done by Folkes V., & Kamins M. (1999). It is identified that when firms become ethical and enable consumers get all relevant information without exaggeration and falsification, the chance of consumers becoming loyal towards companies increase.

According to the regression analysis result, the causal relationships between variables were computed. As result of the regression model summery depicted R square is 0.259 while adjusted R square is 0.258 at ($P < 0.01$). It mean that unethical advertisement practice have a significant effect over consumer perception. Consumers perception in addition to factors mentioned in the literature can be easily affected by unethical advertisement practices. Consumers of this day are aware of what is going on in practice, thanks to technology. They can easily crosscheck information from different source of information. Hence, the fake advertisement released about packaged foods and beverage harm unaware consumer until that person recognized it then after the practice in return caused to damage the image of the company. The advertisement designed and practiced can determining the fate of the organization, as it can affect the consumer perception towards the product and the brand. The more firms free themselves from unethical advertisement practice, the better it could be in attracting the attention and perception of consumers for good and vice versa.

Most specially packed food and beverage manufacturer should have to do their business in most responsible manner beyond what legally expected from them. Once the consumers' aware of cheating or exploiting by the company, they might use different techniques how to punish that company. By refusing buying from that company, influencing his/her friends or colleagues not to buy a product of that particular company telling them what happened to him/her.



6. CONCLUSION

The study contributes to ethical marketing literature by identifying the effect of companies' unethical marketing practices on the consumers' perception. Companies may practice unethical advertisement due to different reason either internal feelings of selfishly maximizing its profit or when there is no binding policies or rules, which can guide advertisers. In whatever case it caused, the end result of unlawful act, immoral or unethical action firms practicing, returned in costing the image and loss of loyal consumers. We may create some hummer, attract attention of a group of individual, admirable promotion towards your company or your product. At the same time, companies are increasing the expectation of consumers which should be meet by the actual product. Hence, when the consumer test or consume the product, s/he might not get to the level told and expected, that is a great loss for the company. Unfulfilled or unsatisfied expectation of consumer drive them to search for alternatives brand and products. That is why avoiding unethical practices most importantly unethical advertisement practice cure or heal the weak relationship between firms and consumers.

An advertisement might be legally right but the same advertisement might be unethical if it does not care of the norms, values, cultures, dressing style, feeding of a particular society. Most of the time firms are striving to fulfill only the minimum requirement or up to the law. However, since they are existed to serve the society, they should go beyond what is expected from law, becoming morally responsible company.

We are in the globalized world, where products can be supplied from anywhere from any corner of the world to the other corner of the world within hours. Therefore, the competition is no more limited between domestic producers, rather with multinational companies, which make the competition tougher. It is the most difficult task to recapture dissatisfied consumers than even attracting new buyers. So firms need to be ethical. Ethical company means becoming responsible company that takes care of the workers, the internal public, the government & the law, and most importantly to the consumers.

The food and beverage industry is the industry which need more care as it directly associated with wellbeing of the consumers. Across the world, the number of individuals died in problem directly associated with excessive consumption of packaged foods and beverage increasing overtime. Most specifically children obese, food allergies, certain types of cancer, high blood pressure, decreased absorption of minerals and vitamins (Boğa A. & Binokay S., 2010). Hence, the food and beverage industry needs to be free from unethical criticism. The above mentioned problems are not only the health problem of adults or aged people but also a serious problem of teenagers and young part of the community. These are due to excessive consumption of packaged foods and beverages which have additive chemicals. Moreover, the excessive consumption of children and teenagers are directly associated with unethical advertisement practiced by packed food and beverage manufacturers.



7. MANAGERIAL IMPLICATION

Companies should have to recognize the effect of their advertisement content, advertisement appeal they prefer, the spokesperson and the dressing and other detail of advertisement on the consumers as well as on their company image in short term and long term. They should not focus only on short-term benefit and success of the company, rather think of how to maintain the satisfaction of consumers consistently. Because, maintaining the consumer satisfaction consistently determines the ability of firm's making consumers loyal and ensuring competitive advantage. Then after, the satisfied consumer by himself or herself becomes ambassador of the company who tell others about goodness of the company. In order to be ethical organization, companies should develop its own ethical code of conduct and make the code enforced in the organization or implemented by its workers.

The government also needs to be serious in enforcing the rules and regulation in practice. Most specially, the Ethiopian trade competition and consumer protection proclamation No. 813/2013 and proclamation of advertisement No. 759/2012. Having law only can change nothing unless it put into practice and create conducive environment to do so. Therefore, policies, principles, rules and regulations should have to be derived from the above proclamation in order to be functional.

As the non-communicable disease increasing dramatically in Ethiopia, people of the nation should have to recognize the root cause of the disease and try to make them safe and protected. Among the identified cause for such disease, excessive consumption of packed foods and beverage is one (Smith, 1991; Tuorama, 1994; Diehl J., 2002; Beteman et al., 2004; Wroblewska, 2009; Legesse et al., 2016; Sachithanathan V., 2017). Therefore, consumers should have to be restricted from exposing themselves to such complicated health problem by not excessively consuming packaged foods and beverages.

Moreover, institutions like ministry of health, schools and religion institutions should have to create awareness among young community, regarding the impact of excessive consumption of packaged foods and beverages. Most especially teenagers and young part of the community need to be get introduced about mischief, exaggeration, deception practices carried on the media to attract their attention towards health affecting product.

The world health organization in 2004 Geneva summit, endorse an assignment to the governments, industries and civil societies to act on reducing unhealthy marketing messages delivered through varies medias. Hence, all the concerned bodies mentioned above should have to play their own role in making the world free from food related health problems that are mushrooming across the globe.



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APPENDIX

Exploratory factor analysis

The result of exploratory factor analysis for unethical marketing practice and consumer perception

Factors	Mean	S.D	Factor load	cronbach's Alpha	Total variance explained
Unethical advertisement practice (UEAP)				.841	60.3
1. Companies use deceptive selling tactics and also make undelivered promise	4.50	.574	.664		
2. The ingredient and impact of the ingredient are not clearly disclosed in the package	4.45	.587	.715		
3. Packed foods and beverage labeling are not provide clear information about country of origin, production and expire date and side effect of the product.	4.53	.589	.697		
4. Companies provide deceptive information about the nature and benefit of their product.	4.51	.580	.662		
5. Companies use labeling that is not simplified, visible and easily understood	4.54	.582	.676		
6. Companies aggressively advertise goods that harm consumers' health and safety	4.53	.583	.700		
7. Companies advertise packed foods and beverage using offensive messages on vulnerable part of the society	4.50	.589	.713		
Consumer perception (CP)				.926	
1. I disappointed when I recognize sellers are cheating buyer in delivering below exact quality & weight of the product.	4.34	.708	.825		
2. I don't trust the quality and safety of packed goods unless I check the approval seal of Ethiopian standard authority on the package	4.36	.710	.781		
3. I don't prefer a product which doesn't clearly show the ingredients of a product on its package.	4.38	.705	.784		
4. I feel that I exposed to be cheated when price of a product is not clearly labeled on it	4.36	.705	.792		
5. I feel not comfortable to pay more for the package of a product as it can spoil the environment.	4.39	.732	.828		
6. I feel the irresponsibility of a company that aggressively advertising sweet packed foods and beverages in the media which children frequently watch	4.36	.731	.800		
7. It is not fair to hoard a product in order to create artificial supply shortage in the market	4.46	.727	.808		

Source: own analysis, 2020