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**ASSESSMENT ON ETHICS OF ADVERTISING IN ETHIOPIAN
TELEVISION AMHARIC PROGRAM**

TEWODROS KASSAYE

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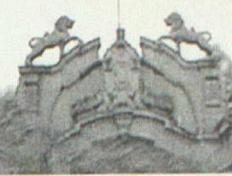
January 2010

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**Assessment on Ethics of Advertising in Ethiopian Television
Amharic Program**

**A Thesis Submitted to the School of Graduate Studies of Addis
Ababa University in Partial Fulfillment of the Requirement for the
Degree of Masters of Art in Marketing Management Education**

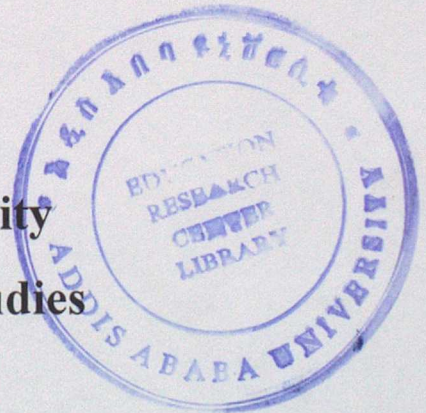
By

TEWODROS KASSAYE

Advisor:

Dr. Wanna Leka

**Addis Ababa University
School of Graduate Studies**



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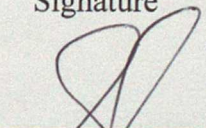
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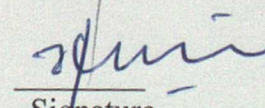


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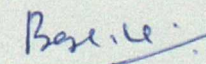


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1 March 2010
Date

K. SRINIVASA BOSE
External examiner

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Date

3. March 2010
Date

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This thesis has been through a lot of phases. With support, discipline and an immense amount of reading, I have been able to shape my fragmented thoughts into this thesis.

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Acronyms/Abbreviations

Ads	Advertisement
ASA	Advertising Standards Authority
CSA	Central Statistics Agency
ERTA	Ethiopian Radio and Television Agency
ETC	Ethiopian Telecommunications Corporation
ETV	Ethiopian Television
ICC	International chamber of commerce
TV	Television

Abstract

Advancement in technology has expanded the number of television options advertisers can use to deliver their messages to audiences. Advertising ethics as a terminology was characterized as an oxymoron. Yet companies do not have to compromise in being ethical or profitable, but the ideal situation would be to combine both elements. For advertising to be effective, consumers must have confidence in it. So continued deception, as it seems common in ETV promotion, is self-defeating. This research is aimed at investigating Television Advertising in Ethiopia with special emphasis to ethics of Advertising. This study has some purposes like, to provide information in the area at least to encourage other researchers, and to help advertisers change their view of ads on their ethical sides and making them less deceitful and ethically sound, and also to help Ethiopian television program editors to evaluate messages emphasizing on their ethical soundness. Descriptive study for the assessment of ethics on television advertising has been conducted by using questionnaire and interview as major data collection instruments. Accordingly, the study reveals that ETV ads have been conducted with out any strong regulations and considering ethics of advertisement has not got the necessary attention. The study also indicates most advertising agencies enter to the advertising business just for the sake of obtaining income without any knowledge in the area. As a result most of the advertisements transmitted in Ethiopian television do not fulfill the ethical standards of advertising since they are exaggerated and are full of deceitful information. Based on this indication, the study concludes that there are problems of Ethics in ETV resulted from many factors. Finally the study recommends some solutions to be practiced by the government to enact strong code of conduct, advertising agencies and customers of ETV to minimize the violation of ethics of adverting by providing training for agencies and consulting contemporary theories on advertising which are most applicable for international media and adapting it to Ethiopian context.

CHAPTER ONE

Introduction

1.1. Background of the study

In today's dynamic world, when information becomes the lifeblood of people almost in all walks of life, it is quite common to hear about promotion and to be affected by it directly or indirectly (Pope Paul V: 1997). What has been secret for many years in a company will be public the moment it is advertised. In market oriented economy competition is very high. Thus, business organizations operate under continuous operations to sell their products or services. Competition involves provision of quality products/services low price and better customer handling. More over informing the public that their organization provides better products/services than that of others play a vital role in market-oriented economy. Advertisement is the most common way of informing and persuading the public at large through electronic and print media. Advertisement should be exercised with in some standards of conduct (i.e. ethics) otherwise; it may act immorally and loses customers' confidence (Aschalew: 2006). As the very and rational reason of Advertising is telling the truth and make the product, service, or idea known to the public, ethics of advertising should be the governing principle, the violation of which is subject to moral and social critics.

In Ethiopia the concept of marketing and competition is at its infant stage, therefore, there are many advertisements on Ethiopia Television that are violating the norms and cultures of Ethiopians (Yosef. G: 2005). Besides the poor media selection, the actual advertising being made is confusing. That is, what is advertised (the message already transmitted) and what is

supposed to be transmitted are two different unrelated things. In general, most of the advertisements made in Ethiopia, mission of advertisements is not yet met. This may attribute to the non-existence of professionals in advertising arena. So we can say that the advertising scenario needs radical reformation taking in to account the economic situation of the country and the awareness level of potential viewers by taking their norms and culture in to consideration.

It is all convincing and easy to blame ETV advertising for creating social ills instead of trying to find real cures. This is done by mainly two ways; social disruptive and stereotyping. In Ethiopia where millions are under poverty, it is socially disruptive to show continuously on TV commercials for the good life many people can't afford. Although it seems sound to depict a naked or semi-nude woman to advertise some products where it is judged to be "relevant" by the society, such portrayal is unnecessarily common to other products unconnected with nudity (Aschalew: 2006). This may reinforce stereotyping idea on the part of some men that women are sex objects and can legitimate some of the sexual harassments and suggestion which often common in work or other places.

This research is aimed at investigating Television Advertising in Ethiopia with special emphasis to ethics of Advertising. It tries to identify factors affecting ethics of Television advertising in the country.

1.2 Statement of the Problem

The real question is not whether Television advertising is desirable. It is virtually impossible to avoid it, but assessing how it has been done by Ethiopian Television (ETV), taking ethics

of advertising in to consideration. Numerous laws and ETV advertising guidelines determine what advertisers can and can't do, but they also allow a significant amount of flexibility. This is where ethics come in to play. An advertiser can act unethically and not yet break any laws (Bov'ee and Arens 1994:43).

For advertising to be effective, consumers must have confidence in it (Bov'ee and Arens 1994:41). So continued deception, as it seems common in ETV promotion, is self-defeating. Even meaningless but legal puffery claiming to be the "best", "greatest", or "premier" is sometimes believed and can therefore become deceptive.

Realizing the above major ethical irregularities which seem common on ETV advertising, the researcher believes that ethically sound and ethically unsound promotion lies on the publics' mind and the result of persuasion to the people in general not on the products kind and persuaders benefit in particular.

Indeed ETV promotion will turn out to be very boring if all what it does is to deceive or bombard people with clinical facts about the product on offer. This research is, therefore, on time investigation of the problem which attributed to all these ethical irregularities. It will help both the public and the advertisers by providing some ethical issues advertisers should follow and will give feedback to advertisers and ETV advertising agency what their advertisements are and how they are perceived by the intended customers. It is also important to recommend important solutions to alleviate if not eliminate the existing ethical problems.

1.3 Objective of the Study

The overall objective of this research is to investigate how ethical the advertisements in Ethiopian Television Amharic program are. And the assessment is intended to be done specifically from marketing students' and marketing professionals' point of view.

Specific objectives

The objectives of the study are to:

1. Describe how ETV advertising is done in line with its guideline.
2. Assess ETV advertising on the bases guidelines of ethics of advertising
3. Identify common social criticisms on ETV advertisements by professionals and students in the field
4. Recommend ethical issues advertisers and consumers and ETV should follow.

1.4 . Major Research Questions

The researcher believes that pressing issues relating to ethics of advertisement is worth studying and addresses the following basic questions;

1. To what extent does ETV advertisement satisfy ethical standards of advertising?
2. What are the common criticisms on ETV Advertisement from the general public with regard to ethics of advertising and how many of them are really happen?
3. What ethical issues should advertisers follow in order to make ethically sound messages?
4. Do customers (Viewers) rely on the messages released through ETV?
5. Are all advertisements that have dramatic way of presentation pleasing to viewers and ethically sound?

1.5 Significance of the Study

The significance of conducting this study on TV advertising in Ethiopia with special emphasis to ethics of advertising lies on the following important points.

- ❖ There is no detailed investigation of research on this issue which is open and accessible to the public and hence this research will provide information on the area and at least will encourage other researchers to do more on this.
- ❖ This research will help advertisers change their way of advertising at present in such a way that people perceive what is advertised is true, and to avoid deceitful and unethical acts.
- ❖ It will also help the ETV advertisement program editors to edit advertisements, especially to evaluate the ethical soundness of the message to the society before broadcast.

1.6 Scope of the Study

Promotion is wider in scope and can be done through different means (Advertising, sales promotion, personal selling and publicity) and channels (print media and broadcasting media). To do a nationwide promotion research, there will be a need for a lot of manpower who are experts in the area, a large sum of money to cover all relevant costs and plenty of time for detailed investigation. Because of lack of all the above three factors, and above all its unmanageability to be entertained on this research paper, the researcher limited this study to TV advertising in Ethiopia with special emphasis to ethics of advertising in Ethiopian television Amharic program in which ETV entertains most of the advertisements by this language given that it is the official language of the country.

1.7. Definition of Terms

Advertising: None personal communication of information, usually paid for and usually persuasive in nature about products or idea by identified sponsors through various media

Ethics: refers to the set of moral principles or values. It also refers the rightness of wrongness of moral behavior

Ethics of Promotion: a system of moral behavior, which governs promotion to be in consistent with people's culture, belief and state of mind

Persuasion: the act of influencing someone by appealing to some psychological senses to buy a certain product or to act in a certain way

Promotion: any identifiable effort on the part of the seller to persuade buyers to accept the seller's information and store it in a retrievable form

Marketing professionals: those who have knowledge of marketing particularly promotion and advertising. Which include, marketing managers and advertisers who are working in advertising agencies having the required skill and professional experience and certificate).

Boringness (noun for boring): lacking in interest stimulation or variety

Offensiveness (noun for offensive): upsetting, insulting, or irritating: causing anger, resentment, or moral outrage.

1.8. Limitation of the Study

The researchers faced some difficulties in collecting data especially from Advertising agencies. Some of them were not totally willing to give information and some others deliver only limited amount of information and did not return on time. In addition lack of source materials, previously conducted studies in the area were the limitations for the study. Finally it would have been better if the attitudes business people were incorporated in the study.

CHAPTER TWO

Review of Related Literature

2.1 Television Advertisement

2.1.1 Introduction

Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through the various media. (Bov'ee and Arens, 1989:6)

On the other hand advertising is defined as a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service.¹ According to *Ray Hudson* (2007), Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Television advertising can be a powerful medium for communicating advertising messages but is unsuited to providing consumers with detailed, permanent information about products and services. Advertising is part of the marketing and a communication that informs, interprets and persuades consumers. Therefore it is logical to attract high levels of criticism concerning its practice and its impact on consumer behavior.

Advances in technology have expanded the number of television options advertisers can use to deliver their messages to audiences. Kotler, (1993) States the following;

¹ <http://en.wikipedia.org/wiki/Advertising>

“Television, the fastest growing of all major media, is also the most versatile. TV advertising makes its appeal through both the eye and ear. Products can be demonstrated as well as explained. It offers considerable flexibility, in terms of geographic market covered and the time of message presentation. By making impression thorough the ear, television can take advantage of the personal, dramatic impact of the spoken world”.

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States for example is known as the most prominent advertising event on television. The average cost of a single thirty-second TV spot during this game has reached US\$3 million (McCarthy and Michael, 2002). This study is going to concentrate on the ethical issues of advertising and the ethical theories applied to the advertising profession.

Advertising ethics can be defined as what is good or right in the conduct of advertising function. It is concerned with question of what ought to be done, not just what legally must be done.(John Phillip Jones, 1999)

Firstly the ethics applied to business will be examined, because it is important for organizations to consider the moral values of the society in the course of marketing profit. Consumers, being more sensitive to moral issues, are expecting organizations to act ethically. Advertising ethics as a terminology was characterized as an oxymoron. Yet companies do not have to compromise in being ethical or profitable , but the ideal situation would be to combine both elements. Ogilvy & Mather (2004) states the following.

“Eighty percent of American companies have a written Code of Ethics. And probably 100% of you do too, if you gave it some thought and wrote it down. Ethics happen, or don't, in our relationships with others. Advertisers are in the business of communicating with thousands, even millions, of "others" all the time. That gives us thousands or millions of chances to practice what we believe every day. And try to get it right.”

Limburg, Val E. (1994) states Television ethics are derived from early professional codes of broadcasting that began in the late 1920s and are grounded in problems and issues identified in early radio. For television these ethical systems came in to their own and grew rapidly, in conjunction with the development of the new medium, during the 1960s. But they now no longer exist as they once did.

Limburg also argues like radio for a previous generation, television had the ability to penetrate the private home and its potential obtrusiveness was the subject of concern. It was, after all, a "guest" in the home and in that capacity it was able to serve the public interest--informing, instructing and enlightening.

Enormous human and material resources are devoted to advertising. Advertising is everywhere in today's world, so that, in the second Vatican council as Pope Paul VI, (1997) remarked, "No one now can escape from advertising's influence." Even people who are not themselves exposed to particular forms of advertising confront a society, a culture-other people-affected for good or ill by advertising messages and techniques of every sort. Some critics view this state of affairs in unrelieved negative terms. They condemn advertising as a waste of time, talent and money an essentially parasitic activity. In this view, not only does advertising have to value of its own, but its influence is entirely harmful and corrupting for individuals and society. This is true to the criticisms.¹ In many cases, benevolent social institutions, including those of religious nature, use advertising to communicate their messages-messages of faith, of patriotism, of tolerance, compassion and neighborly service, of charity toward the needy, messages concerning health and education, constructive and

¹ www.vatican.va/.../rc_pc_pccs_doc_22021997_ethics-in-ad_en.html,

helpful messages that educate and motivate people in a variety of beneficial ways (Foley and Pierfranco Pastore, 1997).

2.1.2. Background of Ethiopian Television

Ethiopian Television was established in 1964 with assistance from the British firm, Thomson. It was created to highlight the Organization of African Unity (OAU), the present African union (AU) meeting that took place in Addis Ababa that same year. Color television broadcast began in 1982 in commemoration of the founding of Workers' Party of Ethiopia (WPE). The current structure and goals of ETV were established 1987 with Proclamation 114/87.¹

On the other hand Ethiopian television started its service on the emperor's coronation day, on October 23, 1965 E.C. In 1969 E.C. the Advertising and Distribution Agency was founded under the then Ministry of Information and Tourism. Its purpose was "to promote the advertising industry and to promote trade" in the country. However, after two years without doing much the agency was contracted to Ethio-marketing, a private enterprise (Yosef. G: 2005).

According to African Media Development Initiative (2009), the Ethiopian Radio and TV Agency has overall responsibility for the state run channels but radio and TV have their own organization and management. ETV is completely supported by Government money and advertising. There is no license fee. Two channels: ETV which carries ads and ETV 2 which does not. ETV covers about 47% of the population whereas ETV2 covers only the capital

¹ ([http://en.wikipedia.org/wiki/ETV_\(Ethiopia\)#cite_note-1](http://en.wikipedia.org/wiki/ETV_(Ethiopia)#cite_note-1))

Addis Ababa. The programming schedule is built around new bulletins throughout the day. These channels show around 12 hours (ETV2) 24 hours (ETV) programming a day.

The majority of programming is in Ethiopia's most widely spoken language Amharic and the majority of programs are made by ETV which has its own studios. A standard quality 20 minute program would cost between 50-70,000 birr an hour. There is a small independent production sector but it has little chance of growing in current circumstances.¹

Advertising is very cheap at around 1,000 birr a minute. The main advertisers are cleaning products and government organizations like the Anti-Corruption Agency. As the country still has a monopoly phone company (ETC), there is not the volume of mobile phone advertising found in other African countries. That said, ETV has been able to buy some of the premium sports rights by attracting sponsors (Russell S. : 2009).

According to the Ethiopian central Statistics Agency, statistical abstract (2004), the number housing units with television sets for the country total in general and both in urban and rural housing units in particular are sated. As a result there are about 504,761 housing units with television sets in the country total. Among these, 479,114 television sets are found in urban areas of the country and other 25,647 television sets are found in rural areas. Compared to the total number population available in the country, the number of television sets is quite less. From this we can see that even though it is not as expected Television access is better in towns than in rural areas. So Television advertisement is better effective in towns for countries like Ethiopia.

¹ ([http://en.wikipedia.org/wiki/ETV_\(Ethiopia\)#cite_note-1](http://en.wikipedia.org/wiki/ETV_(Ethiopia)#cite_note-1))

2.1.3. Importance of Television Advertisement

To be successful today, you need to do more than just open your doors and hope that customers will come in. Why did you get into your business? How are you different or better than your competitors? How do your potential customers know about that difference if they haven't done business with you? What is advertising going to tell people? It's going to communicate what's special about your business to people who may want or need it. ¹

According to D. Amarchad and Varadlarajan (1979), the importance of TV-advertisings includes the following;

- It helps the retailers to stock goods, which are better known and therefore have better sales possibilities. The retailer's time and effort need not be spent in introducing the product to the consumers since they already knew the product through advertisements.
- It promotes competition and therefore many advantages of competition may follow.
- Advertising is a peculiarly attractive alternative to price competition; fluctuating prices are more likely to damage a firm's market position than fluctuating advertising expenditures. Similarly, a price reduction as a means of increasing sales may evoke identical or similar behaviors on the part of the company's competitors. On these situations, concentration on advertising can offset for price changes.
- It reduces the task of salesman. Since the audiences are already familiar with the advertised product, the sales man's task becomes easier and his appeal will be effective for price changes.

¹ <http://www.ad-buying-secrets.com/importance-of-advertising.html>

- It reduces the task of sales man by shouldering the activities of the product future portrayal, leaving only clinching as a task to the sales man.
- Finally, advertising encourages the creative arts and the artists. In the process, it even develops an aesthetic sense in the society. Advertisement is presumed to be done mostly by sellers, but it need not be always. Sometimes competition among buyers may become far keener than among sellers and hence it is buyers' turn to advertise to obtain scarce suppliers. Generally, now a today television advertisements have more outstanding importance like awareness, branding, creating an image create a s sense of urgency.

2.2. Ethical Criticisms of Advertising

According to Bov'ee and Arens (1994:37), advertising is the most visible activity of businesses. What a company may have been doing privately for many years suddenly becomes public the movement it starts to advertise. By inviting people to try their products, companies also invite public criticisms and attack if their products do not live up to the promised benefits. Unlike the practice western world, in Ethiopia word of mouth advertising plays important role than advertisings in different media. Defenders of advertising say it is therefore safer to buy advertised than unadvertised products. Because makers of advertised items are putting their company name and reputation on the line, they will try to fulfill their claims and promises (Bov'ee and Arens, 1994:38).

Cunningham (1999:500) defined advertising ethics as follows;

"What is right or good in the conduct of the advertising function? It is concerned with questions of what ought to be done, not just with what legally must be done." Although ethics is considered a mainstream topic in the advertising literature (Hyman, Tansley, and Clark 1994), the amount of academic research on it has not been commensurate with its importance.

Bov'ee and Arens (1989) also discuss that Advertisement is widely criticized not only for the role it plays in selling products but also for the way it influences the society. As a selling tool, advertising is attacked for its excesses. Some critics charge that, as its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Aschalew, 2006).

2.2.1 Advertising makes people too materialistic

Critics claim advertising adversely affects our value system because it suggests that the means to a happier life is the acquisition of more things instead of spiritual or intellectual enlightenment. Advertising, they say, encourages people to buy more automobiles, more clothing, and more appliances than they need, all with the promise of greater status, greater social acceptance and greater sex appeal.

Bov'ee and Arens (1989:47) stated frankly, all of us have needs and desires beyond the basic of food, clothing, and shelter. One benefit of a free society is that we can choose the degree to which we wish to indulge our desires, needs and fantasies. Some people prefer a

simple life without an elegant house, fancy cars and trips abroad, while others enjoy the material pleasures of a modern technological society. There are advertising sponsors at both end of that spectrum. Food companies offer natural products as well as convenience packaged goods. Shoe companies offer simple sandals as well as formal foot wear.

Defenders of advertising also point out that material comfort is necessary before a person can devote time to higher culture and spiritual values therefore, the stress on material things doesn't rule out spiritual and cultural values. In fact, they believe it may create a greater opportunity for attaining such values since the satisfaction of a person's higher desires is more likely when the person's lower, more basic desires have been met. They also like to point out that through its support of the media; advertising has brought literature, opera, drama, and symphonies to millions who would never have seen them otherwise (Bov'ee and Arens, 1989:48).

2.2.2 Advertising is Deceptive

According to Bov'ee and Arens (1989:53), perhaps the greatest criticism of advertising is that it attempts to deceive the public. Deception in advertising has also received the greatest regulatory scrutiny. Critics define deceptiveness not only as false and misleading statements but also any false impression conveyed, whether intentional or unintentional. Advertising deception can take a number of forms, and many of these are highly controversial with no hard-and-fast rules.

Judith William (1978:13) argues the following;

Advertisements must take into account not only the inherent qualities and attributes of the products they are trying to sell but also the way in which they can make those properties mean something to us. Advertisements are selling us something besides goods, in providing us with the structure in which we, and these goods are interchangeable, they are selling us ourselves.

Advertisements must have the confidence of consumers if it is to be effective. Continued deception is self-defeating because, in time, it causes consumers to turn against a product. Further more, there is little evidence that deceptive advertising actually helps sales any way. Advertising puts the advertiser on record for all who care to look. Because of greater analysis by consumers and government, it is the advertiser's own interest to avoid trouble by being honest.

2.2.3 Stereotyping in Advertising

As indicated by (Aschalew 2006:15), Critics of ethics claim that many advertisers stereotype large segments of population, particularly women and the elderly. In advertising, stereotyping involves presenting a group of people in an unvarying pattern that lacks individuality. The issue of stereotyping is connected to the debate about whether advertising shapes society's values or simply mirrors them. Either way, the issue is crucial. If we believe that advertising has the ability to shape our values and our view of the world, then it is essential that advertisers become aware of how they portray different groups. Conversely, if we believe that advertising mirrors society, advertisers have a responsibility to ensure that what is portrayed is accurate and representative. Advertisers struggle with this issue every time they use people in advertising.

In Ethiopian case, According to Ethiopia Press, Media, TV, Radio, Newspapers forum 2007, those few Ethiopians who can watch TV, most of whom live in Addis Ababa, have only one channel's worth of state-controlled programming to watch during their evenings and weekends; before and ETV tries to extend service hours time to time. But still there is a single television channel for all programs (Including all forms of advertisements) transmitted through out the country and out of the country with out any customized form for different age and sex groups.

2.2.3.1 Women in Advertisements

The representation of women in advertisements has received much attention overtime. Many studies Involved with women's advertising, and argues that ads can be successful in generating sales without portraying women as things or as mere sex objects, and without perpetuating various weakness stereo-types. A model shift in advertising appears to beat hand. This new model replaces images of women as submissive or constantly in a need of alteration, with a move to reinstate beauty as a natural thing, not an unattainable ideal (John Alan Cohan, 2009).

Critics complained that advertising shows women as preoccupied with beauty, household duties, and motherhood. Stereotyping can be argued to be a subtle form of conditioning; subtle because it is often unrecognized, when it is noticed, it can be thought to be unimportant and not worthy of comment or compliant. To many women, however, the advertising industry forms part of the overall conditioning process with in society which causes women to be downgraded, to be subservient to their husbands, and to settle for second-rate jobs or even for life in front of the kitchen sink (Aschalew: 2006).

2.2.3.2 Advertising to Children

Concerning the Ethical Problems of Advertising to Children, Margaret J. Haefner (1991:83.) from Illinois State University argues that Children are considered by many one of the most vulnerable of all media audiences. Advertising to children has been and continues to be one of the most controversial topics in advertising. One side favored regulation because of children's inability to evaluate advertising messages and make purchase decisions. Turning to the first view, advertising exploits children's sense of loyalty and encourages bad eating habits and thus affects children's health. Young children do not understand the purpose of advertising, and are therefore, more vulnerable than adults. Children are far more sophisticated than most people imagine, and all but the youngest are perfectly capable of evaluating advertising messages. The ability to evaluate advertising messages increases with age, and by the age of seven the majority of children are competent in this respect. The other major criticism centers on the advertising of specific products: food such as sweets, sugar cereals, crisps and biscuits which, it is argued, are bad for children because they cause tooth decay or obesity. (Dorr 1986:51)

According to Questia Media America Inc, because the debate has primarily focused on advertising specifically aimed to children, one might think that this is the only or at least the most essential issue.

However, during prime-time television hours and other hours of the day, children watch programs intended for other target audiences and thus are exposed to commercials also. Unlike the practice in developing countries like Ethiopia most developed nations have Television channels specifically transmitting messages for children. These messages are

highly customized and expected to fulfill ethical standards of advertising to children. For Example Commercials promoting nudity, violence, dating, or having sexual connotations will not be accepted in children's programming or on children's channels - or before 22:00 family viewing on any DStv channel.¹

2.3. International Chamber of Commerce (ICC) Regulation and Advertising Standard Authority (ASA) on Misleading Advertisements

The ASA (advertising standards authority) is independent regulator for advertisements, sales promotion and direct marketing in the UK.² It works to keep *advertising* legal, decent, honest and truthful. The *ASA* judges advertisements, direct marketing and *sales* as it has been amended to correctly reflect the Consumer Protection from Unfair Trading Regulations 2008. On the other hand, ICC – the world’s business organization, whose membership is composed of thousands of enterprises from all sectors in every part of the world – is uniquely positioned to provide balanced and insightful input to marketing and advertising developments in the world. ICC has been a major rule-setter in the field of international marketing and advertising since 1937 when the first ICC code on advertising practice was issued. To deal with new challenges and new technologies, ICC has revised and extended its range of self regulatory instruments to assist companies in marketing their products responsibly.

The new ICC Code addresses the current need for a single “Consolidated ICC Code of Advertising and Marketing Communication Practice.” Through business self-regulation, the code promotes high standards of ethics in marketing (ICC, 2006).

¹ www.questia.com

² www.asa.org.uk/

Television advertising can be a powerful medium for communicating advertising messages but is unsuited to providing consumers with detailed, permanent information about products and services. The rules in this Section are therefore designed (amongst other things) to ensure that advertising does not misrepresent the nature, benefits and limitations of advertised offers.

Advertising standards Authority (ASA) in United Kingdom made some rules for an advertisement not to be misleading. The following rules are taken from site¹ by Evaluating some rules what is practically being done in developing countries like Ethiopia.

No advertisement may directly or by implication mislead about any material fact or characteristic of a product or service

- ❖ Advertising is likely to be considered misleading if, for example, it contains a false statement, description, illustration or claim about a material fact or characteristic. Material characteristics include price, availability and performance. Any ambiguity which might give a misleading impression must be avoided.
- ❖ Even if everything stated is literally true, an advertisement may still mislead if it conceals significant facts or creates a false impression of relevant aspects of the product or service.
- ❖ Scientific terms or jargon, statistics and other technical information should not be used to make claims appear to have a scientific basis that they do not possess. Equally, statistics of limited validity must not be presented in such a way as to

¹ http://www.asa.org.uk/asa/codes/tv_code/tv_codes/Section+5+-

mislead, for instance by implying that they are universally true. We can take advertisements of dental clinics in Ethiopia as known examples for these type of advertisements.

- ❖ An advertisement may be misleading even if it does not directly lead to financial loss or a misguided purchasing decision. It may also regard an advertisement as misleading if, for example, it causes viewers to waste their time making enquiries, only to find that offers are unavailable or that there are important limitations. This could involve encouraging viewers to visit shops, or to make lengthy telephone calls (including free phone calls).

In addition to its delegated powers under the Communications Act 2003, the ASA has a duty to enforce the Control of Misleading Advertisements Regulation.

An advertisement is misleading if:¹

- a) It is likely to deceive those who see it and
- b) As a result of that deception, is likely to affect consumers' economic behavior or
- c) For the reasons given in (a) and (b), it injures or is likely to injure a competitor of the person whose interests the advertisement promotes.

- ❖ No advertisement may directly or by implication mislead about any material fact or characteristic of a product or service
- ❖ No advertisement may mislead by omission about any material fact or characteristic of a product or service or advertiser

Advertising must not omit, hide or provide in unclear, unintelligible, ambiguous or untimely manner material information if that omission or presentation is likely to affect

¹ www.asa.org.uk/asa/how_to_complain/

consumers' decisions about whether and how to buy the advertised product, unless the information is obvious from the context.

For advertisements that quote prices for advertised products, material information includes:¹

- a) The main characteristics of the product
- b) The identity (eg trading name) and geographical address of the advertiser and any other trader on whose behalf the advertiser is acting
- c) The price of the advertised product, including taxes; or where the nature of the product is such that the price cannot be calculated in advances, the manner in which the price is calculated. In our country case some trading companies try to state the price of items but hiding the main characteristics of products.

2.3.1. Qualifications

All important limitations and qualifications must be made clear. Important limitations and qualifications include those on availability, particularly where failure to mention such conditions is likely to lead viewers to assume that an advertised offer is available on equal terms to all who might see it. Such restrictions might include geographical restrictions, limited numbers of purchases per person, age or sex restrictions etc (ASA, 2008).

2.3.2. Use of the word 'free'

- a. Advertisements must not describe an offer as 'free' if there are costs to consumers other than actual postage or carriage, non-premium rate telephone charges or reasonable travel required to collect the offer. Advertising must make clear the extent of the consumer's liability for any costs

¹ www.asa.org.uk/asa/how_to_complain/

- b. Trials can be described as free even if the customer has to pay the costs of returning the goods, provided this is made clear in the advertising.
- c. Making clear the extent of liability would include, for example, explaining the need to collect tokens, or to travel a considerable distance to redeem an offer.
- d. No element of an offer may be described as 'free' if viewers are likely to be misled as to whether it is genuinely additional to the offer. These kinds of advertisements are more common in Ethiopia in the print media and mostly practiced by some language and computer training centers.

It is also stated in ICC regulation 2006 that the term "free", e.g. "free gift" or "free offer", should be used only

- where the offer involves no obligation whatsoever; or
- where the only obligation is to pay shipping and handling charges which should not exceed the cost estimated to be incurred by the marketer, or
- In conjunction with the purchase of another product, provided the price of that product has not been increased to cover all or part of the cost of the offer.

2.3.3. Animal testing

Claims that a product has not been tested on animals are unlikely to be acceptable . Even though a finished product has not been tested on animals, it will normally be very difficult to prove that none of the materials used in its manufacture have ever been tested in that way (ASA, 2008).

2.3.4. Pressure to purchase

- a) Advertisements must not falsely claim that the advertiser is about to cease trading or move premises. They must not falsely state that a product, or the terms on which it is offered, will be available only for a very limited time in order to deprive consumers of the time or opportunity to make an informed choice .
- b) Advertisements must not mislead consumers about market conditions or the possibility of finding the product elsewhere in order to induce consumers to buy the product at conditions less favorable than normal market conditions
- c) Advertisements must not explicitly claim that, if consumers do not buy the advertised product or service, the advertiser's job or livelihood will be jeopardized (ASA, 2008).

These rules reflect the Consumer Protection from Unfair Trading Regulations

2.3.5. Exaggeration

- a. Advertisements must not present rights given to consumers in law as distinctive features of the advertiser's offer
- b. Advertisements must not mislead about the nature or extent of the risk to consumers' personal security if they do not buy the advertised product. From the researchers personal observation, significant amount of television advertisement in Ethiopia are protested for being exaggerated.

2.3.6. Visual techniques and special effects

Advertisements must not use any technique that is likely to give a misleading or unfair impression of the product or service

This does not prevent the use of techniques to overcome technical problems in filming: for example, the use of a visually identical material as a substitute for ice cream which would melt under lights. But it would prevent the use of glass sheeting to exaggerate the effects of floor polish.

2.3.7. Denigration

Advertisements must not discredit or unfairly attack other products or services, advertisers or advertisements either directly or by implication

2.3.8. Testimonials

Testimonials or endorsements used in advertising must be genuine and be supported by documentary evidence. Fictitious testimonials must not be presented as genuine. Any statement in a testimonial that is likely to be interpreted as a factual claim must be substantiated.

In ambiguous cases it may be necessary to indicate, for example, that an advertisement features actors presenting the advertiser's opinion, or that those giving testimonials are employees or relatives of employees of the advertiser (ASA, 2008).

2.3.9. Subliminal advertising

No advertisement may use images of very brief duration, or any other technique which is likely to influence viewers, without their being fully aware of what has been done. Generally, it is assumed that messages are seen and heard consciously. However, it is possible to communicate symbols that convey meanings but are below the threshold of normal perception. These kinds of messages are called subliminal. On television, a common technique to influence a viewer is to flash messages or images for so little time, that it almost seems like

a flicker that really never happened. Ways that this has been used is by flashing images that are pleasing to the eye, like a flashy color, or maybe even a picture.¹ A subliminal message is transmitted in such a way that the receiver is not consciously aware of receiving it. This usually means that the symbols are too faint or too brief for the consumers to clearly realize. (ASA, 2008) In Ethiopia especially the currently increasing film industry producers are using subliminal advertising to promote their films.

Wilson and West (1981) state that subliminal “embodies” are placed in advertising to manipulate purchase behavior, most often through appeals of sexuality. For example, he suggests that 99 percent of advertisements for alcohol use subliminal embodies that are buried so skillfully that the average person doesn’t notice them unless they are pointed out. As stated by Aschalew (2006), advertising frequently emphasizes the sensational aspect of a product particularly a book or motion picture. Shock value may be used to gain attention, especially by inexperienced copywriters. However, this sensationalism is often a reflection of the taste and interests of the people. If the advertisements do not attract the people they seek, the advertising campaign will falter and die. The audience, therefore, has the ultimate veto authority by ignoring offensive material.

2.4. Harms of Advertising

The second Vatican council, (1997)² categorizes harms of advertising in the four major areas: economic harms, political harms, cultural harms, and moral and religious harms of advertising.

¹ 123HelpMe.com. 2000-2007 free advertising ethics essays

² www. Vatican. Va/roman-curia

2.4.1. Economic Harms of Advertising

Advertising can betray its role as a source of information by misrepresentation and by withholding relevant facts. Sometimes, too, the information function of media can be subverted by advertisers' pressure upon publications or programs not to treat of questions that might prove embarrassing or inconvenient. More often, though, advertising is used not simply to inform but to persuade and motivate to convince people to act in certain ways: buy certain products or services, patronize certain institutions, and the like. This is where particular abuses can occur (John Paul II, 1997).

2.4.2 Political Harms of Advertising

Political advertising can support and assist the working of the democratic process, but it also can obstruct it. This happens when, for example, the costs of advertising limit political competition to wealthy candidates or groups, or require that office-seekers compromise their integrity and independence by over-dependence on special interests for funds. Such obstruction of the democratic process also happens when, instead of being a vehicle for honest expositions of candidates' views and records, political advertising seeks to distort the views and records of opponents and unjustly attacks their reputation (John Paul II, 1997). In this case what the researcher has got from the interview of the study is that in developing countries in general and in Ethiopia in particular political customers, especially of the ruling party are given priority.

2.4.3 Cultural Harms of Advertising

According to Pontifical Council for Social Communications, (1992) advertising also can have a corrupting influence upon culture and cultural values. It has been spoken of the

economic harm that can be done to developing nations by advertising that fosters consumerism and destructive patterns of consumption. Consider also the cultural injury done to these nations and their peoples by advertising whose content and methods, reflecting those prevalent in the first world, are at war with sound traditional values in indigenous cultures. Today this kind of “domination and manipulation” via media rightly is “a concern of developing nations in relation to developed ones,” as well as a “concern of minorities within particular nations”.

2.4.4. Moral and Religious Harms of Advertising

Advertising can be tasteful and in conformity with high moral standards, and occasionally even morally uplifting, but it also can be offensive and morally degrading. Frequently, it deliberately appeals to such motives as jealousy, status seeking and hunger for. Today, too, some advertisers consciously seek to shock and titillate by exploiting content of the dark, wicked, pornographic nature. What this Pontifical Council said several years ago about pornography and violence in the media is no less true of certain forms of advertising (Paul VI: 1989).

2.5 . Ethical and Moral Principles of Advertising

2.5.1. Ethical Principles of Advertising

Ethics in general is defined as Branch of philosophy concerned with the nature of ultimate value and the standards by which human actions can be judged right or wrong. The term is also applied to any system or theory of moral values or principles. Ethics is traditionally subdivided into normative ethics, meta-ethics, and applied ethics. Normative ethics seeks to establish norms or standards of conduct; a crucial question in this field is whether actions are

to be judged right or wrong based on their consequences or based on their conformity to some moral rule, such as "Do not tell a lie." Theories that adopt the former basis of judgment are called consequentialist those that adopt the latter are known as deontological (see deontological ethics). Meta-ethics is concerned with the nature of ethical judgments and theories. Since the beginning of the 20th century, much work in meta-ethics has focused on the logical and semantic aspects of moral language. Some major meta-ethical theories are naturalism intuitionism, emotivism, and prescriptivism. Applied ethics, as the name implies, consists of the application of normative ethical theories to practical moral problems (e.g., abortion). Among the major fields of applied ethics are bioethics, business ethics, legal ethics, and medical ethics.¹

As stated by (Aschalew, 2006), it is morally wrong to use manipulative, exploitive, corrupt and corrupting practices or methods of persuasion and motivation. In this regard, it is noted special problems associated with so-called indirect advertising that attempts to move people to act in certain ways- for example, purchase particular products without their being fully aware that they are being persuaded.

2.5.2 Moral Principles

The techniques involved here include showing certain products or forms of behavior in superficially glamorous settings associated with superficially glamorous people; in extreme cases, it may even involve the use of subliminal messages. Within this very general framework, it could be identified several moral principles that are particularly relevant to advertising. Truthfulness, the dignity of the human person, and social responsibility are

¹ <http://www.answers.com/topic/ethics-legal-term>

major moral principles, according to American Marketing Association guidelines for ethical advertising that every advertisement should stick to.

2.5.2.1 Truthfulness in Advertising

Even today, some advertising is simply and deliberately untrue. Generally speaking, though, the problem of truth in advertising is somewhat more subtle: it is not that advertising says what is overtly false, but that it can distort the truth by implying things that are not so or withholding relevant facts. As pope John Paul II (1997) pointed out, on both the individual and social levels, truth and freedom are inseparable; without truth as the basis, starting point and criterion of discernment, judgment, choice and action, there can be no authentic exercise of freedom.

2.5.2.2 The Dignity of the Human Person

Advertising can violate the dignity of the human person both through its content-what is advertised, the manner in which it is advertised and through the impact it seeks to make up on its audience. It has been said already of such things as appeals to desire, pride, and greed, and of techniques that manipulate and exploit human weakness. In such circumstances, advertisements readily become “vehicle of a deformed outlook on life, on the family, on religion and on morality-an outlook on life, on the family, on religion and on morality-an outlook that does not respect the true dignity and destiny of the human person” (Aschalew, 2006). The problem is especially acute where particularly vulnerable groups or classes of persons are concerned: children and young people, the elderly, the poor, the culturally disadvantaged.

2.6. Eligibility requirements for customers in Ethiopian Television Advertisements

The messages customers want to be aired should not contain information that:

- ❖ Are misleading and exaggerated
- ❖ Underestimate human rights, other products or services and culture of the society
- ❖ Underestimate children's' right and view

In addition Ethiopian radio and television agency does not transmit advertising of the forms:

- ❖ That encourages bad sexual habits
- ❖ That is prohibited by law
- ❖ That contains religious message
- ❖ Alcoholic drinks of above 12% alcoholic contents

(Ethiopian radio and television agency flying pamphlet :2008).

CHAPTER THREE

Research Methodology

3.1. Study population

The population for the study is regular graduating class marketing degree program students of selected private university colleges (St. Mary's university college, Admas university college) and Addis Ababa University (college of commerce and 6 kilo campus), on one hand and instructors who teach marketing courses in various government universities who are currently post graduate marketing students at Addis Ababa University. Because, it is believed that they have better know-how about advertising ethics than the ordinary consumers to evaluate advertising from its' ethical point of view as viewers and professionals as well.

3.2. Design of the study

Since the purpose of the study is to assess the practice of advertising ethics in Ethiopian television, descriptive statistics was employed in this research for discussion and interpretations. Tables, Graphs charts and percentages are used to present the result of the study.

3.3. Sample Size and Sampling Technique

The sample size for the first group was 120 graduating class marketing management students randomly selected from some selected private colleges in Addis Ababa such as St. Mary's University college, Admas University college and Addis Ababa University College of commerce and department of Business Education. And the sample size for the other

group is 30 randomly selected marketing management teachers who are currently marketing postgraduate students of 3 different batches in Addis Ababa University.

On the other hand, Head of promotion and sales department of ETV who is familiar with editorial/advertorial policy was selected for an interview; in addition four major advertising agencies in Addis Ababa namely Anbessa advertising and public relation and the other three who are not willing their name to be written in this study were also deliberately selected using purposive sampling for an interview because of their popularity in television advertising.

3.4. Data Collection Instruments

The instruments used for data collection were questionnaire, interview, and observation of TV advertisements by the researcher himself. To insure the appropriateness of the items, a pilot study was carried out in one of the selected campuses though questionnaire.

Based on the responses obtained from the pilot study, correction and revision was made in order to avoid ambiguity of the questionnaire items and to maintain reliability of items.

3.4.1. Questionnaire

Two sets of questionnaire were prepared and administered to Marketing teachers and Graduating Class marketing students who were the target of the study. The questionnaires include both closed ended and open ended questions for both teachers and students.

3.4.2. Interview

Face-to-face interview was conducted with head of Ethiopian Radio and television agency promotion and sales department and four popular advertising agencies in Addis Ababa. To

this end a set of semi-structured interview open ended questions were prepared in Amharic and administered finally, it was translated in to English.

3.5. Data Analysis Technique

This part of the study mainly deals with presentation, analysis and interpretation of the data gathered through questionnaire, interview, observation, as well as reviewing different documents. Because the nature of the data collected through various instruments calls for the use of mixed methods, both qualitative and quantitative methods of data analysis were used in the study.

CHAPTER FOUR

Data Analysis and Interpretation

In this chapter analysis and interpretation of data collected from the research participants through questionnaires and semi structured interview guides are discussed. A total of 150 questionnaires were prepared and distributed to 120 students and 30 instructors. Out of the 120 questionnaires that were distributed to students 115 (95.83%) were filled and returned on the other hand out of the 30 questionnaires that were distribute to instructors 27 (90%) were filled and returned.

4.1 General Background of Respondents

In order to give an over view of the general background of the respondents involved in the study, factors such as sex, age, educational background, income level and students learning institution are discussed in Table 1.

Table 1: General Characteristics of Student Respondents

	Frequency	Percent
Sex		
Male	54	47.0
Female	61	53.0
Total	115	100.0
Age		
19-21	56	48.7
22-24	33	28.7
25-27	11	9.6
28 and above	15	13.0
Total	115	100.0
Learning Institution		
Private	51	44.3
Government	64	55.7
Total	115	100.0

As shown in Table 1 out of 115 students 54 (47%) of them were males while 61 (53%) were females. The number of female students in marketing department especially in private colleges that were included in the study is higher than that of males.

Concerning the age of students out of the total 115 students 56 (48.7) were between 19-21 years followed by 33 (28.7%) of students whose age group was between 22-24 years. Other 11 (9.6%) and 15 (13%) were between 25-27 and 28 and above years respectively. This indicates most of the students are enrolling in colleges in their younger age.

In terms of learning Institutions 51(44.3%) of students who participated in the study were from private colleges, while the other 64 (55.7%) students were from Government Institutions. Here the only Government Institution in Addis Ababa having many number of students in both regular and extension programs for marketing management is Addis Ababa University in its two campuses college of Commerce (former Addis Ababa of Commerce College) and Business Education Department prospective graduates of 2010.

Table 2: General characteristics of Instructors respondents

Item	Frequency	Percent
Sex		
Male	21	77.8
Female	6	22.2
Total	27	100.0
Age		
20-29	18	66.7
30-39	9	33.3
40-49	-	-
50 and Above	-	-
Total	27	100
Educational level		
Diploma	-	-
BA/BSc	25	92.6
MA/MSc and above	2	7.4
Total	27	100
Income level		
1000-1500	2	7.4
1501-2000	16	59.3
2001-2500	1	3.7
2501-3000	6	22.2
Above 3000	2	7.4
Total	27	100.0

In accordance with Table 2 when we consider sex of respondents, out of the total 27 instructor respondents, 21(77.8%) were male and 6 (22.2%) of them were female. This shows the number of female instructors in higher institutions included in the study is lower than that of their male staffs.

Concerning their age, 18 (66.7%) of them were between 20-30 years while 9(33.3%) of them were between 30-39 years. No instructor more than age of 40 years participated. From this we can see that most of the Instructors join higher institutions in relatively younger age. It may also be helpful for the study that, young instructors are more accessible for the ever

changing goods and services advertisements believing they are eager to know what is new in the world.

On the other hand educational level of Instructors being the case, 25 (92.6) % of Instructors are in the level of BA/BSc. While 2 (7.4) of them are Masters Degree level. But from the researcher's personal observation many instructors have started postgraduate courses even though they cannot be considered as masters degree holders until they will have graduated.

Income level of Instructors in (Eth. Birr) is another item to be seen. Accordingly 2 (7.4%) of them earn 1000-1500. Majority of the respondents that were 16 (59.3%) earn 1501-2000 which includes most Graduate Assistants who are studying post graduate courses. Only 1 instructor earns 2000-2500 and other 6 (22.2%) earn 2500-3000. On the other hand only 2 instructors earn above 3000 and they are believed to be those instructors already have taken their masters degree. Most instructors especially of private colleges earn their income not only from a single college in which they are permanently employed but also doing other part-time jobs in other colleges.

Analysis Concerning Ethics of Advertisement and related issues

In this part of the study all the points that are related to ethics of advertisement are discussed using graphs tables.

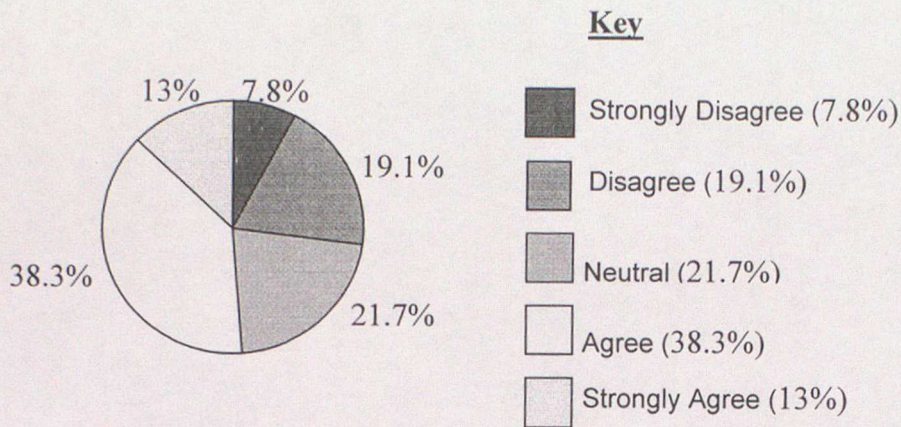


Fig. 1 Time conveniences in which advertisements are released in ETV to watch

As indicated in figure 1 and figure 2, when time convenience to watch Advertisements is taken in to consideration, among 115 students and 27 teachers (see fig.2 below), 22(19.1%) of students and 6(22.2%) instructors disagree with time convenience. Other 25(21.7%) students respondents and 4(14.8%) of instructors choose neutral which means neither agree nor disagree on this item. But other significant number 44 (38.3%) and 11(40.7%) student and instructor respondents respectively agree on the time convenience on which advertisements released in Ethiopia Television. Other 15(13%) students and 6(22.2%) instructors also strongly agree.

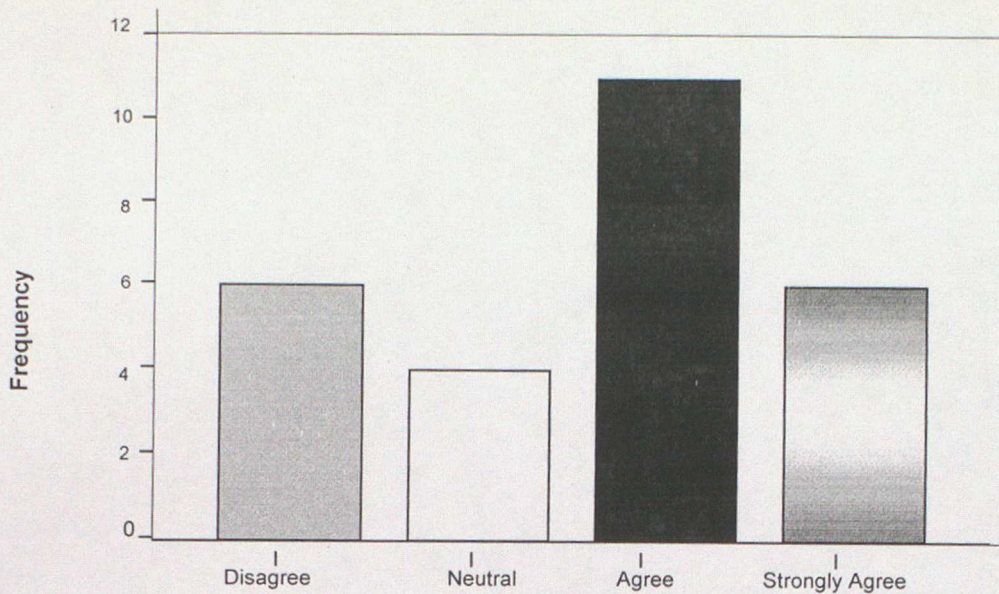


Fig. 2 Instructors' response on time convenience to watch ads

In this case, Ethiopian Radio and Television Agency (ERTA) classified the time allotted for commercials into three categories; Prime time I, (8pm-10pm), Prime time II (During Sunday entertainment program), and normal time, which includes all the air time allotted for advertisements other than the above two. And according to the data recorded in the department, most advertisers prefer their advertisements to be broadcasted during prime time one and two. The result in this study also shows most viewers agree with convenience of the time allotted. So, exaggerated problem regarding this issue is not observed. Mostly many viewers returned home from their work or other places at night and in weekends when advertisements are put on air.

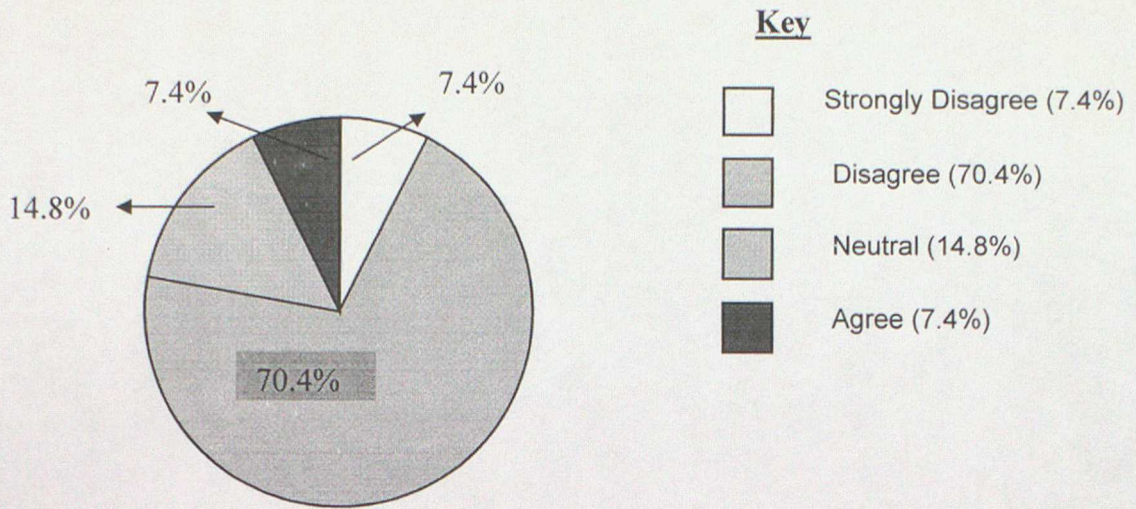


Fig. 3 Instructors view on message reliability

In terms of message reliability most respondents contest the existence of reliability of TV ads in Ethiopia, 2(7.4%) instructors and 22(19.1%) of students strongly disagree. And large number of respondents, 19(70.4%) instructors and 65(56.5%) of students disagree with the presence of reliable messages followed by 4(14.8%) instructors and 18(15.7%) students who are neutral concerning reliability of messages. The rest 2(7.4%) instructors and 6 (5.2%) students agree with the presence of reliable messages in ETV ads. Because the same items produced and owned by different individuals are likely to be advertised by the same promoter who is common for many consumer goods for example soap and detergents mineral waters and the like. From this we can conclude most consumer and some luxury goods advertisements are not reliable.

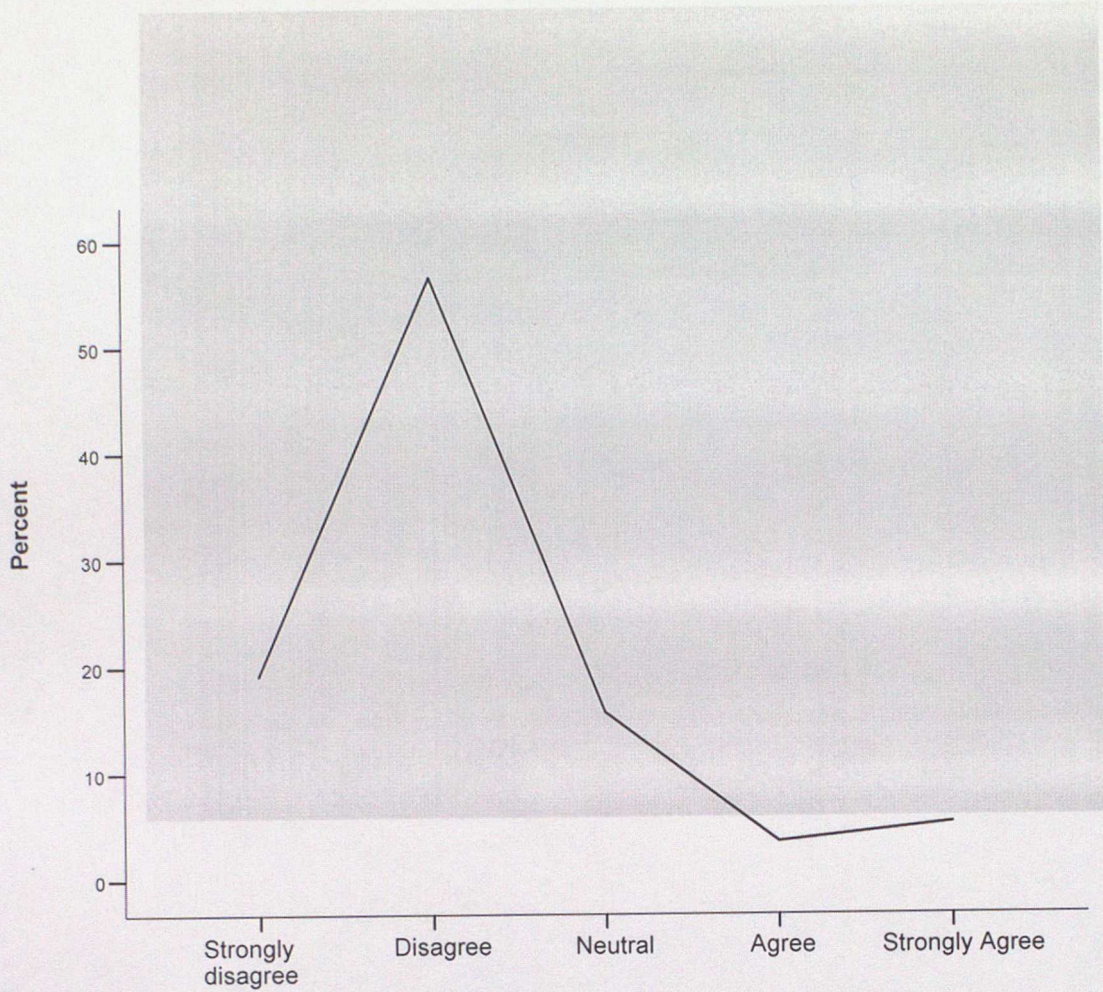


Fig 4. Students' Response on Message Reliability

The above figure is discussed in the previous page with the chart that indicates instructors' response on message reliability.

Table 3: Responses on ethicality of goods

Ethicality of Goods and Services ads	Frequency		Percent	
	Instructors	Students	Instructors	Students
Consumer Goods				
Strongly Disagree	4	15	14.8	13.0
Disagree	14	56	51.8	48.7
Neutral	3	15	11.2	13.0
Agree	4	20	14.8	17.4
Strongly Agree	2	9	7.4	7.9
Total	27	115	100.0	100.0
Mfg. goods				
Strongly Disagree	3	21	11.1	18.3
Disagree	12	53	44.4	46.0
Neutral	4	19	14.8	16.5
Agree	8	16	29.6	13.9
Strongly Agree	-	6	-	5.2
Total	27	115	100.0	100.0
Luxury Goods				
Strongly Disagree	6	17	22.2	14.8
Disagree	12	56	44.4	48.7
Neutral	4	16	14.8	13.9
Agree	5	15	18.6	13.0
Strongly Agree	-	11	-	9.6
Total	27	115	100.0	100.0
Service Ads				
Strongly Disagree	3	16	11.1	13.9
Disagree	15	63	55.6	54.8
Neutral	5	10	18.5	26.1
Agree	3	16	11.1	13.9
Strongly Agree	1	10	3.7	8.7
Total	27	115	100.0	100.0

Concerning the extent of ethicality of Goods and Service advertisement released in Ethiopian television Amharic program, both instructors and students have asked similar questions and it was tried to compare responses of both groups if there is any difference in their view. The respondents were asked the extent of violation of ethics in advertisements of different categories of goods. As shown in Table 3, 15(13%) students and 4(14.8%) of

instructors expressed their strong disagreement on the ethicality of consumer goods ads. Other 14(51.8%) instructors and 56(48.7%) students also disagree with the ethicality of consumer goods ads in Ethiopia television. Three (11.2%) instructors and 15(13.0%) students didn't state their agreement or disagreement, rather they prefer choosing neutral. This might be caused by their attitude of consumer goods ads which some of them are ethical and others are not. In addition 4(14.8%) instructors and 20(17.4%) students agree with ethicality of consumer goods ads.

With regard to manufacturing goods, it is obvious that when it is compared with consumer goods or luxury goods the number of ads released in Ethiopian television is less. Taking its ethicality in to consideration 12(44.4%) instructors and 53(46%) students disagree with the ethicality of manufacturing goods ads. Other 4(14.8%) instructors and 19(16.5%) of students were neutral with this issue. On the other hand 8(29.6%) instructors and 16(13.9%) students agree with the ethical transmission of consumer goods ads in ETV.

From the category of goods, respondents were also asked about ethicality of luxury goods. Six (22.2%) instructors and 17(14.8%) students strongly disagree. On the other hand 12(44.4%) instructors and 56(48.7%) students disagree with this issue. Other 4(14.8%) Instructors and 16(13.9%) students and also 5(18.6%) instructors and 15(13%) of students respectively respond as they are neutral and they agree with the issue. This indicates since marketing students and teachers are believed to have better know-how than the ordinary viewers, about ethics of goods advertisement most of goods advertisements are not transmitting ethically in Ethiopian television.

Service advertisement is some what different from goods advertisement, because, unlike products services themselves are not observable but their results. Regarding service advertisements, 3(11.1) instructors and 16(13.9) students and also 15(55.6%) instructors and 63(54.8%) of student respondents strongly disagree and disagree respectively with the ethicality of service ads in ETV. Five (18.5%) instructor and 10(8.7%) of student respondents express their neutral feeling. Only 3(11.1%) instructors and 16 (13.9%) of students express their agreement saying that service advertisements in Ethiopia is ethical. One instructor and 10(8.7) students expressed their strong disagreement on ethicality of service advertisements.

Table 4: Respondents' view on influence of Advertisements on purchase decisions

Influence on Purchasing Decision	Frequency		Percent	
	Instructors	Students	Instructors	Students
Strongly Disagree	2	14	7.4	12.2
Disagree	8	22	29.6	19.1
Neutral	6	30	22.2	26.0
Agree	9	32	33.3	27.8
Strongly Agree	2	18	7.4	15.7
Total	27	115	100.0	100.0

Asked how much they are influenced by television advertisements to shift their purchase decisions of different products, 2(7.4%) instructors and 14(12.2%) students strongly disagreed and other 8(29.6) instructors and 22(19.1%) students disagreed. That means the influence of television advertisements can have little or no influence on purchase decision for them. In addition 6(22.2%) instructor and 30(26%) student respondents answered neutral. Regardless of the level of offensiveness of ads they abstained from expressing their agreement or disagreement on the influence of Ads on their purchase decision. Other 9(33.3%) instructors and 32(27.8%) students and also 2(7.4%) instructors and 18(15.7%)

students have expressed their agreement and strong agreement respectively as they were influenced by television ads for their purchase decision. From this we can conclude that influence of advertisements on purchase decision for viewers depends on the product kind and the demand they have.

Table 5: Responses on Boringness of goods and service ads

Boringness of ads	Frequency		Percent	
	Instructors	Students	Instructors	Students
Consumer goods				
Strongly Disagree	1	16	3.7	13.9
Disagree	3	10	11.1	8.7
Neutral	3	14	11.1	12.2
Agree	7	23	25.9	20.0
Strongly Agree	13	52	48.1	45.2
Total	27	115	100.0	100.0
Manufacturing Goods				
Strongly Disagree	1	11	3.7	9.6
Disagree	3	36	11.1	31.3
Neutral	7	21	25.9	18.3
Agree	12	18	44.4	15.6
Strongly Agree	4	29	14.8	25.2
Total	27	115	100.0	100.0
Luxury Goods				
Strongly Disagree	-	16	-	13.9
Disagree	15	39	55.6	33.9
Neutral	4	27	14.8	23.5
Agree	4	13	14.8	11.3
Strongly Agree	4	20	14.8	17.4
Total	27	115	100.0	100.0
Service Ads				
Strongly Disagree	2	15	7.4	13.0
Disagree	5	26	18.5	22.6
Neutral	4	15	14.8	13.0
Agree	10	29	37.0	25.3
Strongly Agree	6	30	22.3	26.1
Total	27	115	100.0	100.0

Table 5 shows boringness of goods and services ads on television. Taking consumer goods in to consideration 1(3.7%) instructors and 16(13.9%) students and also 3(11.1%) instructors and 10(8.7%) students expressed their strong disagreement and agreement

respectively. Other 3 (11.1%) and instructors and 14(12.2%) students were neutral about boringness of consumer goods ads. In addition, 7(25.9%) instructors and 23(20%) students agree with an idea of boringness of consumer goods ads. Other significant number, 13(48.1%) instructors and 52(45.2%) students strongly agree that consumer goods ads are boring. The number of consumer goods advertisement in television is more than other goods ads in ETV. This indicates as the number of ads released in a certain media including television increases, its' quality may be questionable.

Since the number of manufacturing goods advertisements is less in number and type than that of consumer goods, 3(11.1%) instructors and 36 (31.3%) students disagree with boringness of manufacturing goods ads. Seven (25.9%) instructors and 21(18.3%) students also expressed their neutral feeling. Twelve (44.4%) instructors and 18(15.6%) students followed by 4(14.4%) instructors and 29(25.2%) students stated their agreement and strong agreement respectively.

As it is also indicated in the above Table questions concerning luxury type of goods ads were responded by 15(55.6%) instructors and 39(33.9%) students as strongly disagree followed by 4(14.8%) instructors and 27(23.5%) of students expression of neutrality. Other 4(14.4%) instructors and 13(11.3%) students and also 4(14.4%) instructors and 20(17.4%) students state their agreement and disagreement respectively on this issue. From this we can infer that, since most of the respondents are grouped under the young age group, they may not find luxury goods ads as boring as other frequent ads like consumer goods ads. In open ended questions respondents were asked about the potential of ads in making people materialist. This is specifically practical for luxury type of goods in which some ads of this nature may lead people love lavishness, comfort extravagance and so on by overlooking cultural and spiritual values.

Regarding, boringness of services ads it is responded by 2(7.4%) instructors 15(13%) students and also 5(18.5%) instructors and 26(22.6%) students as strongly disagree and disagree respectively. On the other hand 10(37%) instructors and 29(25.3%) students followed by 6(22.3%) instructors and 30(26.1%) students replied as they agree and strongly agree respectively. In this case similar and repeated or frequent appearance of service ads in television is the cause for the boringness of service ads.

Table 6: The extent of offensiveness of ads

Offensiveness of Ads	Frequency		Percent	
	Instructors	Students	Instructors	Students
Educational Institutions				
Extremely Offensive	1	12	3.7	10.4
Very Offensive	7	27	25.9	23.5
Not Decided	4	29	14.8	25.2
Not that much offensive	12	36	44.4	31.3
Not at all offensive	3	11	11.1	9.6
Total	27	115	100.0	100.0
Health Institutions				
Extremely Offensive	3	13	11.1	11.3
Very Offensive	5	24	18.5	20.9
Not Decided	2	25	7.4	21.7
Not that much offensive	13	43	48.1	37.4
Not at all offensive	4	10	14.8	8.7
Total	27	115	100.0	100.0
Alcohol				
Extremely Offensive	5	38	18.5	33.0
Very Offensive	16	24	59.3	20.9
Not Decided	3	15	11.1	13.0
Not that much offensive	2	23	7.4	20.0
Not at all offensive	1	15	3.7	13.0
Total	27	115	100.0	100.0
Cosmetics				
Extremely Offensive	1	8	3.7	7.0
Very Offensive	6	12	22.2	10.4
Not Decided	4	14	14.8	12.2
Not that much offensive	11	55	40.7	47.8
Not at all offensive	5	26	18.5	22.6
Total	27	115	100.0	100.0

Continued

Females Underwear during ads				
Extremely Offensive	10	33	37.0	28.7
Very Offensive	8	44	29.6	38.3
Not Decided	3	17	11.1	14.8
Not that much offensive	3	14	11.1	12.2
Not at all offensive	3	7	11.1	6.0
Total	27	115	100.0	100.0
Condoms				
Extremely Offensive	8	32	29.6	27.8
Very Offensive	9	37	33.3	32.2
Not Decided	2	13	7.4	11.3
Not that much offensive	6	22	22.2	19.1
Not at all offensive	2	11	7.4	9.6
Total	27	115	100.0	100.0
Ads of Dramatic presentation				
Extremely Offensive	2	13	7.4	11.3
Very Offensive	5	13	18.5	11.3
Not Decided	4	6	14.8	5.2
Not that much offensive	12	49	44.4	42.6
Not at all offensive	4	34	14.8	29.6
Total	27	115	100.0	100.0
Price telling Ads				
Extremely Offensive	2	18	7.4	15.7
Very Offensive	8	13	29.6	11.3
Not Decided	7	33	25.9	28.7
Not that much offensive	6	34	22.2	29.6
Not at all offensive	4	17	14.8	14.8
Total	27	115	100.0	100.0

Taking the extent of offensiveness (meaning rudeness or impoliteness) of ads in to consideration, different categories of goods, services and ads of service giving organization were included. Among the popularly known service giving organizations privately owned educational and health institutions are the dominant especially in television advertisement in Ethiopia. Accordingly, among the 27 instructors and 115 students that were included in this study 7(25.9%) instructors and 27(23.5%) students replied that educational institutions ads are very offensive. Other 4(14.8%) instructors and 29(25.2%) students did not decide on the issue. The reason for their indecision is probably because some ads are very offensive and others are not even for institutions giving the same service. On the other hand 12(44.43%)

instructors and 36(31.3%) students replied as not that much offensive. On top of that 3(11.1%) instructors and 11(9.6%) students totally disagree with the proposition and said it is not at all offensive.

Like educational institutions, respondents view on the offensiveness of health institutions is also discussed as 3(11.1%) of instructors and 13(11.3%) of students agree with extreme offensiveness of ads of health institutions, plus 5(18.5%) instructors and 24(20.9%) students said these ads are very offensive. Two (7.4%) instructors and 25(21.7%) of students did not express the extent of offensiveness of these ads. In addition, 13(48.1%) of instructors and 43(37.4%) of students, and also 4(14.8%) of instructors and 10(8.7%) of students replied as not that much offensive and not at all offensive respectively.

Pertaining to alcohol advertisements Ethiopian Radio and Television Agency editorial policy in relation to ethics of advertisement states drinks having alcoholic content of more than 12% are forbidden to be advertised. Coming to attitudes of respondents, 5(18.5%) of instructors and 38(33%) of students articulate the extreme offensiveness of alcohol advertisements. Other 16(59.3%) of instructors and 24(20.9%) of students said alcohol ads are very offensive. In addition to this 3(11.1%) 15(13%) of instructor and student respondents have not decided on the offensiveness of alcohol ads. Choices that are not that much offensive and not at all offensive are selected by 2(7.4%) of instructors and 23(20%) of students and also one instructor and 15(13%) of students respectively. In this regard it seems on the extent of personal consumption of alcohol in which the personal offense depends.

Cosmetics are of the dominant products which are widely used especially by youngsters. In the ever changing world these type of wide variety of products are being produced, promoted and distributed in an alarming rate. Six (22.2%) of the instructors and 12(10.4%) students state cosmetics ads as very offensive. Other 4(14.8%) instructors and 14(1.2%) students also not decided on the extent of offensiveness of these cosmetics ads. Considerable number of respondents, 11(40.7%) of instructors and 55(47.8%) of students said cosmetics ads as not that much offensive. Finally 5(18.5%) instructors and 26(22.6%) students argue as cosmetics ads not at all offensive. From this it can be inferred that, regardless of the frequency of appearance in television, cosmetics ads are not distasteful compare with other goods mentioned in the above Table.

The other critical issue from the researchers' observation and the ordinary viewers' day to day criticism of ads is females' underwear during advertisement even with goods and services advertisements which are unrelated to use underwear as a means to attract viewers. Of the total 27 instructors and 115 students included in the study, 10(37%) of instructor respondents and 33(28.7%) student respondents stated extreme offensiveness of females' underwear during ads. Other noteworthy number, 8(29.6%) of instructors and 44(38.3%) students replied these kinds of ads as very offensive. On the other hand only 3(11.1%) instructors and 14(12.2%) students argue it as not that much offensive followed by 3(11.1%) instructors and 7(6%) of students who answered not at all offensive. From this we can say that the increasing numbers of ads accompanied by females' underwear are distasteful for viewers do to different causes like inconsiderable of cultural concerns of the country and so on.

Due to the prevalence of Sexually transmitted diseases (STD), Condom advertising is increasing in speedy rate. In Ethiopia, especially DKT Ethiopia, a Non Government organization operating with a motto of “social marketing for better life” imports, promotes and distributes different kinds of condoms throughout the country. In this case, the way this organization is promoting condoms in television is more than informing, it may also push many people to have sex. Among the total number of respondents included in the study, 8(29.6%) of instructors and 32(27.8%) of students said condom ads are extremely offensive. Similarly, 9(33.3%) instructors and 37(32.3%) of students replied very offensive. Two (7.4%) instructors and 13(11.3%) students were undecided about the issue. On the contrary, 6(22.2%) instructors and 22(19.1%) of students agree with not that much offensiveness of condom ads followed by 2(7.4%) instructors and 11(9.6%) students claiming condom ads as not at all offensive.

From the researcher’s personal communication with viewers, most people enjoy the dramatic presentation of ads over the goods advertised. In Ethiopia television Editorial policy concerning ethics of advertising, it was stated that, ads that are intentionally formulated to entertain the public without misleading them are allowed (Ethiopian television Editorial policy from the point of view of Advertising ethics, 2002). But some ads promoted by some agencies are overlooking the main idea and focusing only on the way they present the ads. In this regard, only 2 (7.4%) and 5(18.5%) of instructors answered ads having dramatic presentation are extremely offensive and very offensive respectively. Then again 13(11.3%) of students said extremely offensive and the same number of students state very offensive. On the contrary considerable number of respondents 12(44.4%) of instructors and

49(42.6%) of students replied dramatically presented ads are not that much offensive. Likewise, 4(14.8%) instructors and 34(29.6%) students responded as not at all offensive. In the open ended questions, most viewers replied that even though they are happy with the dramatic presentation, most ads done by artists as a spokesperson are under question with their ethical part. Other points raised by respondents include, exaggerated types of ads, repeated appearance of same promoter in different categories of goods and services and also in the same categories of goods and services as well. This may lead viewers not to have trust on ads told by such artists. Some others commented problems related to artists performing TV ads as a spokesperson that, those artists living in a town may not be believed and not convince viewers advertising products used by people in rural area. Some artists use same style while advertising different categories of goods.

Even though the existence of price-telling ads in Ethiopian television is not many compared against the total number of ads released, there are some advertising agencies that are practicing it. From the researcher's personal observation, a particular advertising agency namely Samson Advertising is widely practicing this system. This system may give pleasure for some individuals and ill for others. Coming to respondents to this study, price telling ads are extremely offensive for 2(7.4%) instructors and 18(15.7) students. In addition it is very offensive for 8(29.6%) of instructors and 13(11.3%) of students. Seven (25.9%) instructors and 33(28.7%) students have not decided on the issue and on the contrary these advertising types that are price telling are not that much offensive for some 6(34%) of the instructors and 34(29.6%) students. And again price telling ads are not at all offensive for other 4(14.8%) instructors and 17(14.8) students included in the study. The extent that the issue

can make viewers ill or good might be dependent on their extent of price sensitivity and income level.

Table 7: Frequency of existence of unethical ads in Ethiopia television

Frequency of unethical ads	Frequency		Percent	
	Instructors	Students	Instructors	Students
Deceptive ads				
Not at all	-	11	-	9.6
Sometimes	14	65	51.9	56.5
Often	4	31	14.8	27.0
Always	9	8	33.3	7.0
Total	27	115	100.0	100.0
Subliminal Ads				
Not at all	2	14	7.4	12.2
Sometimes	9	50	33.3	43.5
Often	12	35	44.4	30.4
Always	4	16	14.8	13.9
Total	27	115	100.0	100.0
Stereotyping Ads				
Not at all	1	19	3.7	16.5
Sometimes	16	48	59.3	41.7
Often	5	31	18.5	27.0
Always	5	17	18.5	14.8
Total	27	115	100.0	100.0
Underwear during Ads				
Not at all	2	24	7.4	20.9
Sometimes	10	50	37.0	43.5
Often	5	28	18.5	24.3
Always	10	13	37.0	11.3
Total	27	115	100.0	100.0
Animal testing				
Not at all	8	49	29.6	42.6
Sometimes	11	44	40.7	38.3
Often	5	15	18.5	13.0
Always	3	7	11.1	6.1
Total	27	115	100.0	100.0
Pressure to purchase				
Not at all	3	12	11.1	10.4
Sometimes	3	17	11.1	14.8
Often	8	37	29.6	32.2
Always	13	49	48.1	42.6
Total	27	115	100.0	100.0

Continued

Exaggeration				
Not at all	-	2	-	1.7
Sometimes	2	11	7.4	9.6
Often	5	43	18.5	37.4
Always	20	59	74.1	51.3
Total	27	115	100.0	100.0
Visual technique				
Not at all	3	5	11.1	4.3
Sometimes	16	53	59.3	46.0
Often	2	41	7.4	35.7
Always	6	16	22.2	13.9
Total	27	115	100.0	100.0

Frequency of existence of unethical advertisements is the other component to be discussed in this chapter. The above Table shows that how frequent these unethical ads are appearing on ETV. One of the different characteristics of unethical ads is deceptiveness in which false and misleading messages are displayed. As a result among the total number of respondents which were asked in a four scaled questions to express the extent of appearance in television advertisements, no instructors and 11(9.6%) of students select not at all. On the other hand 14(51.9) instructors and 65(56.5%) students agree that some times deceptive ads appear in television. Four (14.8%) students and 31(27%) students said often deceptive ads appear in television. Finally 9(33.3%) instructors and 8(7%) students agree that there are always deceptive ads released in ETV. As mentioned by large number of respondents and from researcher's personal observation there are deceptive ads some times released in Ethiopia television on some goods and service ads.

Above and beyond the other characteristics of unethical ads that affect customers' decision is its subliminal ness which means displaying messages in a brief time subconsciously. This

is especially critical for people that do not know about the technical nature of the product to be advertised. In this regard, 2(7.4%) instructors and 14(12.2%) students express their feeling as subliminal ads not at all appeared in Ethiopian television. Other 9(33.3%) instructors and 50(43.5%) students agree some times subliminal ads are being released in Ethiopian television. In addition to this, 12(44.4%) instructors and 35(30.4%) replied often there is subliminal ads followed by 4(14.8%) students and 16(13.9%) instructors who said always there is subliminal ads. From this we can see that as majority of respondents said the frequency of occurrence of subliminal ads in ETV are more. It can also be concluded that there are significant number of ads having subliminal messages in ETV..

Stereotyping ads are another main component of unethical ads. It is really meant that an over simplified standardized image of a person or group. Advertisements released in television without considering the age and gender of viewers may have their own side effects. Respondents of this study also forward their view in the following way. Only one instructor and 19(16.5%) of student respondents stereotyping ads are not at all in existence in Ethiopia television. Another 16(59.3%) instructors and 48(41.7%) students replied sometimes there are such types of ads released in ETV. Often there are stereotyping ads are released by ETV pointed out by 5(18.5%) of instructors and 48(41.7%) students followed by 5(18.5%) instructors and 17(14.8%) of students saying always there are such type of ads in ETV. As we know Ethiopian television is the single state owned station controlled by government and is the sole to entertain advertisements of all kind without any competition. So there is no channel broadcast programs in a customized way. All children, youngsters and the elderly are served with the same channel weather they like it or not.

Many television ads even that can not be benefited from underwear are being displayed. To promote products of any kind seducing females are engaging. Concerning underwear during ads 2 (7.4%) of instructors and 24(20.9%) of students occurrence of nudity as not at all in ETV ads. Other 10(37%) instructors and 50(43.3%) students agree with some times such kinds of ads appear in ETV ads. Some other 5(18.5%) instructors and 28(24.3%) students followed by 10(37%) instructors and 13(11.3%) students have selected often and always respectively. We can understand from here that there are countable number of ads in ETV that show underwear on some products that sometimes deserve and sometimes not.

Animal testing as unethical ads is considered very essential especially in developed countries, which the rule was supported by International chamber of commerce (ICC) code of conduct (ICC regulation Geneva 2006). In Ethiopia, this is a new concept that using Animals to test the successful functioning of medicines fabricated for human being. The respondents were asked about the extent of using animals for testing laboratory examinations particularly citing medical colleges those use rats and rabbit for demonstration to teach some medical courses. Eight (29.6%) of instructor and 49(42.6%) student respondents said as far as their knowledge is concerned they did not see any ads of like this. Some other 11(40.7%) instructors and 44(38.3%) of students agree as sometimes there are such kind of ads in ETV. Another group of respondents replied as often and always in which numerically expressed as 5(18.5%) instructors and 15(13%) students and also 3(11.1%) instructors and 7(6.1%) students respectively. From the researchers personal observation, the above mentioned ads using animals to test medicines and for other different purposes especially in private medical colleges namely Bethel medical college and Universal medical college are repeatedly observed in television ads.

Pressure to purchase discusses about falsely stated products or misleading consumers about market conditions the possibility of finding the product elsewhere in order to induce consumers to buy the product at conditions less favorable than normal market conditions. In this regard ads released in Ethiopia television are evaluated by viewer respondents included in this study. Therefore, 3(11.1%) instructor and 12(10.4%) student respondents said no ads of this kind are released. On the contrary, large number of respondents which accounts for 8(29.6%) instructors 37(32.2%) of student respondents have selected often and other 13(48.1%) of instructor and 49(42.6%) of student respondents agree as there is always such kind of ads in ETV. From this we can conclude that there is high pressure to purchase even by providing misleading information.

Exaggeration is another crucial issue which is always criticized by most viewers of television ads (professionals and ordinary viewers) observing from different perspectives. According to the Ethiopian television editorial policy that is concerned about advertising ethics, which is almost direct copy of ICC regulation, advertisements must not present rights given to consumers in law as distinctive features of the advertiser's offer and in addition advertisements must not mislead about the nature or extent of the risk to consumers' personal security if they do not buy the advertised product. This issue is undoubtedly replied by 20(74.1%) instructors and 59(51.3%) students as there is always exaggeration in ads released by ETV and similarly followed by 5(18.5%) instructors and 43(37.7%) of students who selected often there is exaggeration in ads released in ETV. We can definitely say there is exaggeration in TV ads in Ethiopia.

Advertisements must not use any technique that is likely to give a misleading or unfair impression of the product or service. This does not prevent the use of techniques to overcome technical problems in filming: for example, the use of a visually identical material as a substitute. In this regard, respondents were asked to select the extent of frequency of occurrence of visual techniques and other special effects in TV ads. Considerable number of respondents, 16(59.3%) instructors and 53(46%) students agree that sometimes there are ads accompanied by visual techniques. Other alternatives, often selected by 2(7.4%) of instructors and 41(35.7%) of students followed by always that was selected by 6(22.2) 16(13.9%). In this case even though it is not in greater frequency like some other unethical ads, sometimes there are ads of this nature appearing on ETV.

Many of the open ended questions which are related with scaled questions are discussed above. Some others added by respondents are other unmentioned points as unethical ads like unfair competition, undermining others' product, ads that do not respect culture and living conditions of potential viewers specially the low income group for whom different channels are not accessible. Unfair expression of product features like 'tasty' for condoms is also raised by many respondents.

Table 8: Mean and t-test result for responses of students and instructors

No	Items	Respondents	N	Mean	SD	t-test	Sig. (2 -tailed)
1	Time Convenience To watch Ads	Students	115	3.2957	1.15450	-1.369	.173
		Instructors	27	3.6296	1.07946		
2	Message Reliability	Students	115	2.4348	.97450	1.069	.287
		Instructors	27	2.2222	.69798		
3	Ethicality of consumer Goods ads	Students	115	2.5826	1.15457	.111	.912
		Instructors	27	2.5556	1.08604		
4	Ethicality of Mfg goods ads	Students	115	2.4174	1.10010	-.911	.364
		Instructors	27	2.6296	1.04323		
5	Ethicality of Luxury good ads	Students	115	2.5391	1.17941	.985	.327
		Instructors	27	2.2963	1.03086		
6	Ethicality of Service Ads	Students	115	2.4870	1.15747	.331	.741
		Instructors	27	2.4074	.97109		
7	Influence on Purchasing Decision	Students	115	3.1391	1.24172	.391	.696
		Instructors	27	3.0370	1.12597		
8	Boringness of Consumer goods ads	Students	115	3.7565	1.46054	-.927	.355
		Instructors	27	4.0370	1.19233		
9	Boringness of Mfg goods ads	Students	115	3.1565	1.36106	-1.432	.154
		Instructors	27	3.5556	1.01274		
10	Boringness of Luxury goods ads	Students	115	2.8435	1.30176	-.166	.868
		Instructors	27	2.8889	1.15470		
11	Boringness of Services ads	Students	115	3.2870	1.40653	-.660	.511
		Instructors	27	3.4815	1.25178		
12	Educational Institution	Students	115	3.0609	1.16444	-1.104	.272
		Instructors	27	3.3333	1.10940		
13	Health Institution	Students	115	3.1130	1.17552	-1.007	.316
		Instructors	27	3.3704	1.27545		
14	Alcohol	Students	115	2.5913	1.45032	1.914	.058
		Instructors	27	2.0370	.80773		
15	Cosmetics	Students	115	3.6870	1.14221	.839	.403
		Instructors	27	3.4815	1.15593		
16	Females Underwear during ads	Students	115	2.2870	1.18296	-.036*	.972
		Instructors	27	2.2963	1.38160		
17	Condoms	Students	115	2.5043	1.33360	.210	.834
		Instructors	27	2.4444	1.33973		

* Significant: P< 0.05 level (2-tailed)

continued

No	Items	Respondents	N	Mean	SD	t-test	Sig. (2 -tailed)
18	Ads of Dramatic Presentation	Students	115	3.6783	1.31488	.980	.329
		Instructors	27	3.4074	1.18514		
19	Price telling ads	Students	115	3.1652	1.26997	.339	.735
		Instructors	27	3.0741	1.20658		
20	Deceptive ads	Students	115	2.3130	.74180	-3.015	.003
		Instructors	27	2.8148	.92141		
22	Stereotyping Ads	Students	115	2.4000	.93471	-.603	.548
		Instructors	27	2.5185	.84900		
23	Subliminal Ads	Students	115	2.4609	.88146	-1.103	.272
		Instructors	27	2.6667	.83205		
24	Females' Underwear During Ads	Students	115	2.2609	.91849	-2.941	.004
		Instructors	27	2.8519	1.02671		
25	Animal testing	Students	115	1.8261	.88120	-1.482	.141
		Instructors	27	2.1111	.97402		
26	Pressure to purchase	Students	115	3.0696	.99756	-.366	.715
		Instructors	27	3.1481	1.02671		
27	Exaggeration	Students	115	3.3826	.73249	-1.863	.065
		Instructors	27	3.6667	.62017		
28	Visual technique	Students	115	2.5913	.78243	1.048	.297
		Instructors	27	2.4074	.97109		

* Significant: $P < 0.05$ level (2-tailed)

As indicated in Table 8, containing many items it was tried to compare answers of instructors against answers of students to see if there is significant difference between their responses. In almost all of the items except one item (females underwear during advertising) instructors and students have almost the same response, namely Boringness, Offensiveness and frequency of occurrence of unethical ads in Ethiopian television. Statistically significant difference is observed in an item student and instructors asked the frequency of existence of females' underwear/ during advertisements. The t-test value revealed that the difference between means is statistically significant ($p < 0.05$) which is 0.036. In this regard, especially on luxury goods females' underwear is frequently noticeable subject. Age might be the

determinant factor between instructors and students to consider females' underwear as fair or unfair.

During the interview session as indicated in the methodology part of the study, promotion and sales department head of ETV and 4 purposely selected advertising agencies were interviewed.

Coming to the questions asked, Ato Habte Gemeda from promotion and sales department of ETV, the first question was the time when ads was started in ETV, he replied even if the primary establishment of ETV was to inform, educate people and in order to promote the political propaganda, there was no fixed time in which advertisement started. But it progressively came to inexistence with minimum tariff of about 100 birr per minute in prime time.

Secondly asked when and how advertising guideline had been established, he answered there was no policy established from the very beginning even when this progressive political and some commercial ads were on air. In 1960's the first rate card (brochure) was established and then a more liberal media or editorial policy was established in 1995 E.C. In 1987 E.C. with proclamation number 114/87 advertising ethics was taken from International chamber of commerce in terms of legality, ethics and marketing as parts of advertising policy. In addition to this for the question raised the extent of relation between ETV advertising guideline with internationally known ones. He replied 'yes it is and ours is almost direct copy of international chamber of commerce (ICC) found in Geneva and from England with little modification to customize in accordance with Ethiopian culture. With regard to problems in practical implementation of the established guidelines in ETV, Ato

Habte said members of the editorial policy and other technical assistants do not understand the said meaning and its implication. On the other hand customers' limited level of understanding also is a problem.

Asked how much influential and effective ETV's Editorial policy is to evaluate ethically sound and unsound messages, he answered, 'had it not evaluating and sending back for modification, many surprising and highly exaggerated advertisings would be displayed on ETV. Even though there are still problems with regard to editing we can say that it is more or less effective.

Another question presented for the same person is who will take the responsibility if unethical messages are released through ETV and why? He said definitely the media, because in proclamation number 191/91 messages before broadcast must be edited. In addition to this about the kind of criticisms received from viewers, Ato Habte admitted as there are lots of criticisms they have received, among those, ads that always using females as a model accompanied by nudity, and alcohol ads that viewers repeatedly raised that what is the meaning of allowing ads of alcohols produced locally and forbidding alcohols coming from abroad, why do you allow ads that do not consider culture and norms of the country and that spread plagiarism and so on.

Additionally, four popular promoters repeatedly appearing in TV ads were interviewed. Of these, except one (Lion advertising and public relations), the other three were not willing that the name of their organization be cited in the study. In terms of number of employees they have, ten permanent and others by part time for lion and 12, 8, and 5 permanents and 4 part time employees for others. Among the total 35 employees these agencies have, except

some employees having diploma for supportive technical aspects like camera, editing and the like. No employee of these agencies has training skills in advertising. But three of them claimed that they have taken short term trainings on promotion related issues.

Asked as how they entered in advertising business, all of the respondents replied it was a matter of chance. Most of them are artists and they are popular in acting, in drama and films. This experience helped them much to enter and progressively the business generated sound revenue especially prior to 1994 when there was 15% commission given by ETV to advertising agencies. Concerning the ethical guidelines or code of conduct, more or less all of them have not any written code of conduct, but they consider some commonly known ethical issues, lion as a member of international advertising association is guided by it. Some others say they have motto to serve the truth, though they have not written guidelines of making ads.

Asked if they have customers that wish advertisements to be done by their preferences, all of them answered yes and the mechanism they use to convince such customers is more or less similar that telling and advising them as it should be done by the given code of conduct, otherwise as it will be rejected by ETV editorial department. Invited to evaluate the nature of Advertising messages transmitted through ETV from the Ethiopian culture and norms point of view, most of them agree that there are ethical problems on ETV some of them are:-

- ❖ Focusing on show/action, art (in which some of them rude) of advertisers, rather than quality of products on what makes the products unique,
- ❖ There is lack of professionalism in the advertising agencies in knowledge related to marketing and advertising

- ❖ Lack of knowledge to customize copied acts and ideas to the culture and norm of the country
- ❖ Unfitness of narrators and the message to be addressed

Asked if they have ever suggested to the government to produce code of conduct on advertising, two of them replied that once when there was a general assembly of promoters they suggested to have a standard guideline for advertisements. Because they are in trouble by hesitating “will it be acceptable or not” for the reason that ETV editors rejected many ads that they feel rough.

In addition to this, advertising agencies show their complain to ETV for its officers’ turnover and disposition in which time to time they are exchanged by new employees who are not familiar with the process held there.

CHAPTER FIVE

Conclusion and Recommendations

5.1 Conclusion

Since Ethiopia is a developing country, there is no question for Ethiopia to have competent marketing and advertising strategies for products produced in the country or for goods imported from abroad. In this case since ETV is the only government owned Ethiopian broadcast television media through which advertisements are released, there are dozens of problems observed specially related to ethics. As indicated in the study most of the respondents agree that there are problems in ETV which are related with ethics of ads having different causes. There might be different causes of unethical ads, but the main ones which are emphasized by most respondents that gave their response through questionnaire or interview are frequent occurrence of unethical ads like overstating the product quality, service and duration, which is roughly indicated in a particular unethical form of ads called exaggeration. Providing misleading information is frequently being practiced by promoters. The main cause that is indicated by many viewers as a major reason for the frequent existence of unethical ads in Ethiopian television is lack of strong and standardized advertising code of conduct that can keep promoters within its boundary. The Ethiopian television editorial policy has also a room to entertain some messages only by focusing on the revenue ETV collects from customers and overlooking the offensiveness and boringness of ads for the general public. Other important factors that are indicated in the study as the cause for the frequent existence of unethical ads in Ethiopian television include:-

- Lack of knowledge and experience of promoters in marketing and advertisements. Due to this they are more focusing on the revenue they collect by dramatically trying to impress viewers with exaggerated and unethically created messages.
- Absence of strong consumer organizations to protest some unethical acts resulted by absence of knowledge of the society about ethics of advertising and to evaluate ads as ethical or not. The society, in this case, prefers carrying the ill dumped by ETV ads selectively enjoying the dramatic presentation of some ads and blaming for the boringness and offensiveness of some others.
- The state-owned/controlled ETV remains the only Ethiopian free-to-air TV broadcaster.

5.2 Recommendations

On the basis of the results derived from the literature of study and the analysis of the data, the following recommendations are proposed to make television advertisements in Ethiopia ethically sound and to address the society less offensive and interesting and competent with the global market.

- The government should enact strong advertising code of conduct that regulates advertising, the present Ethiopian television code of conduct which is direct copy of the consolidated International Chamber of Commerce code, needs to be more customized in accordance with the Ethiopian culture and norms and with the understanding level of the Ethiopian society as a whole.
- Marketing and advertising awareness should be created in parties involved in marketing and advertising business by the concerned parties.
- Awareness must be created in the minds of the society about the ethicality of advertising prior to its informative role they know traditionally, Consumers should

organize to protest when some thing offensive that does not fit with their useful culture and norms appears

- Advertising agencies should consult contemporary theories on advertng which are most applicable for other international popular medias and adapting with Ethiopian context
- Even if artists can take acting part, the message should be designed by or in consultation with marketing and advertising professionals who probably have better know how about the ethical concerns of advertising and more precise messages to be presented with in short period of time.
- Because the appropriate media for some products can be other than television, pre advertising research should be conducted on some categories of goods and services ads before rushing to television media for all types of products.
- As pointed by advertising agencies, the government in collaboration with other stakeholders should arrange relevant training concerning the issue.
- As raised by advertising agencies, minimizing turn over of employees (officials) in Ethiopian television promotion department may alleviate the problems related to unclear procedures in the department. Because it takes some time until the newly appointed officials familiarized with the multifaceted problems faced by customers in the department.

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**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS EDUCATION**

**Assessment on Ethics of Advertising in Ethiopian Television Amharic
program**

Questionnaire to be filled by marketing Students

Dear respondents! With this questionnaire, the researcher intends to assess the attitude of 4th year marketing students to wards Ethiopian television advertisement ethics.

Hence, knowing that your response will be used only for research purpose, you are kindly requested to fill the questionnaire

Thank you in advance

N.B. No need to write your name,

Part I. Personal information

1. Sex male female

2. Age

19-21 22-24

25-27 28 and Above

3. The institution you are learning

Private government

Part II. Questions regarding advertising ethics

By putting an "X" mark, please indicate your level of Agreement on the listed statements

	Statements	Alternatives				
		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Television advertisements in Ethiopia Television are released in a convenient time to watch					
2.	Advertising messages releases in ETV are reliable					
3.	Consumer goods are being advertised ethically					
4.	Manufacturing goods are being advertised ethically					
5.	Luxury goods are being advertised ethically					
6.	Services and others are being advertised ethically					
7.	ETV advertisement messages influence my purchasing decision.					
8.	Consumer goods advertisements in Ethiopian television are boring.					
9.	Manufacturing goods advertisements in Ethiopian television are boring.					
10	Luxury goods advertisements in Ethiopian television are boring.					
11	Services advertisements in Ethiopian television are boring. (Entertainment/theatre and film)					

By putting an "X" mark, please indicate to what extent ethics of advertisement do you think are violated by messages released by ETV in the following advertisements?

NO	Types of unethical advertisements	Alternatives			
		always	often	Sometimes	Not at all
1	Deceptive Advertising/false and misleading				
2	Stereotyping/lack of individuality				
3	Subliminal advertising/displaying unknown messages				
4	Under wear while advertising				
Regarding Misleading Advertisings					
5	Use of the word 'free'				
6	Animal Testing (Specially in medical colleges)				
7	Pressure to purchase				
8	Exaggeration				
9	Visual techniques and special effects				

By putting "x" mark Please indicate your level of personal offence on the following listed items

No	Ads of Goods and services giving organizations	Not at all offensive	Not that much offensive	Not decided	Very offensive	Extremely offensive
1	Educational institutions					
2	Health institutions					
3	Alcohol					
4	Cosmetics					
5	Females' underwear during advertisements are on air					
6	Condoms					
7	Advertisements those have Dramatic way of presentation					
8	Advertisements those display the prices' of items					

9. What ethical problems have you ever seen or heard when Artists as a spoke-person are doing television advertisements Ethiopia?

10. As a viewer, what ethical problems have you noticed and claimed on messages released through ETV advertisements?

11. What is your attitude towards the potential of advertising messages released by Ethiopian Television in making viewers materialistic?

12. What solutions you recommend that advertisers and ETV should follow in order to make advertising messages transmitted through ETV ethically sound?

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS EDUCATION

**Assessing Ethics of Advertising in Ethiopian Television from the
professionals' and marketing students' point of view**

Questionnaire to be filled by marketing teachers

Dear respondents! With this questionnaire, the researcher intends to assess the attitude of marketing teachers to wards Ethiopian television advertisement ethics.

Hence, knowing that your response will be used only for research purpose, you are kindly requested to fill the questionnaire

Thank you in advance

N.B. No need to write your name,

Part I. Personal information

1. Sex male female

2. Age

20-29

30-39

40-49

50 and Above

3. Educational level

Diploma

BA/BSc.

MA/Msc or above

3. Monthly income level

1000-1500

1501-2000

2001-2500

2501-3000

Above 3000

Part II. Questions regarding advertising ethics

By putting an "X" mark, please indicate your level of Agreement on the listed statements

	Statements	Alternatives				
		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Television advertisements in Ethiopia Television are released in a convenient time to watch					
2.	Advertising messages releases in ETV are reliable					
3.	Consumer goods are being advertised ethically					
4.	Manufacturing goods are being advertised ethically					
5.	Luxury goods are being advertised ethically					
6.	Services and others are being advertised ethically					
7.	ETV advertisement messages influence my purchasing decision.					
8.	Consumer goods advertisements in Ethiopian television are boring.					
9.	Manufacturing goods advertisements in Ethiopian television are boring.					
10	Luxury goods advertisements in Ethiopian television are boring.					
11	Services advertisements in Ethiopian television are boring. (Entertainment/theatre and film)					

By putting an "X" mark, please indicate to what extent ethics of advertisement do you think are violated by messages released by ETV in the following advertisements?

NO	Types of unethical advertisements	Alternatives			
		always	often	Sometimes	Not at all
1	Deceptive Advertising/false and misleading				
2	Stereotyping/lack of individuality				
3	Subliminal advertising/displaying unknown messages				
4	Under wear while advertising				
Regarding Misleading Advertisings					
5	Use of the word 'free'				
6	Animal Testing (Specially in medical colleges)				
7	Pressure to purchase				
8	Exaggeration				
9	Visual techniques and special effects				

By putting "x" mark Please indicate your level of personal offence on the following listed items

No	Ads of Goods and services giving organizations	Not at all offensive	Not that much offensive	Not decided	Very offensive	Extremely offensive
1	Educational institutions					
2	Health institutions					
3	Alcohol					
4	Cosmetics					
5	Females' underwear during advertisements are on air					
6	Condoms					
7	Advertisements those have Dramatic way of presentation					
8	Advertisements those display the prices' of items					

9. What ethical problems have you ever seen or heard when Artists as a spoke-person are doing television advertisements Ethiopia?

10. As a viewer, what ethical problems have you noticed and claimed on messages released through ETV advertisements?

11. What is your attitude towards the potential of advertising messages released by Ethiopian Television in making viewers materialistic?

12. What solutions you recommend that advertisers and ETV should follow in order to make advertising messages transmitted through ETV ethically sound?

***ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS EDUCATION***

**Interview for Ethiopian television marketing and advertising
service department heads**

Date _____

Time interview started _____

Time interview ended _____

Experience _____

Age _____

Qualification _____

Position _____

My name is Tewodros Kassaye. I am a graduate student of Addis Ababa University. As part of my program requirements, I must complete a thesis for graduation. I have chosen to study ethics of advertising in Ethiopia television with the intention to understand how advertising is done in Ethiopian television from ethics side.

Your cooperation by participating in this study would be greatly appreciated.

1. When did ETV start advertising service besides other services like news and entertainment?
2. *When and how had ETV advertising guide lines been created to consider ethical issues?*
3. *How much is ETV advertising guideline related with the internationally known advertising ethics guide lines?*
4. *What is your opinion with regard to the fulfillment of ethical issues in Ethiopian television in accordance with the advertising guide line? What factors hinder ETV from satisfying the ethical standard of advertising?*
5. *How much influential and effective do you think the censorship department of ETV is to evaluate ethically sound and unsound messages?*
6. *Who will take the responsibility if unethical messages are released through ETV and Why?*
7. *What common criticisms have you ever received from viewers with regard to ethics in advertising?*
8. *What kind of measures do you think should be taken from the side of ETV Administration in order to solve problems related with advertising ethics?*
9. *If you have any suggestion in general you can forward.*

**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS EDUCATION**

Interview for advertising and promotion agents

Guide for interview

Date _____

Time interview started _____

Time interview ended _____

Experience _____

Age _____

Qualification _____

Position in the organization _____

My aim here I conduct this interview is to collect information, ideas, and opinion of advertising and promotion agencies about the current status of ethics of advertising messages released through Ethiopian Television. To this end, you are given an opportunity to express your opinion pertaining to the existing status of Television advertisement ethics in Ethiopia. Your contribution will have a great value to the success of this study. There fore you are kindly requested to extend your cooperation by frankly responding questions.

Be sure, the responses will be kept confidential and will be used only for academic purpose.

Thank you for your cooperation.

1. Name of the advertising agency you are working or /are owner
2. How many employees are there in your agency?
3. How many of them are skilled in advertising?
4. How do you enter in the advertising business?
5. Do you have ethical guidelines to make advertising in your organization?
If “Yes”, what initiates you to make the guideline?
6. Do you have customers that order advertisements to be done in accordance to their preference? If “Yes”, what mechanisms do you use to convince them as you are following the ethical standards of advertising?
7. How do you evaluate Advertising messages transmitted through ETV from the Ethiopian culture and norms point of view?
8. Do you think that there are exaggerated problems in Ethiopian television with regard to advertising ethics? If yes, what are those problems?
9. Have you ever suggest the government to produce code of conduct on advertising? If yes what was your reason to say so?
10. What solutions do you want to recommend to make advertising messages transmitted through ETV more ethical?

Thank you!

**የኢትዮጵያ ቴሌቪዥን የማስታወቂያ ክፍል ሃላፊ ጋር የሚደረግ
ቃለ መጠይቅ**

1. ከዜና መዝናኛና ሌሎች አገልግሎቶች በተጨማሪ የኢትዮጵያ ቴሌቪዥን የማስታወቂያ አገልግሎትን መቼ ጀመረ?
2. አሁን ያለው የኢትዮጵያ ቴሌቪዥን የማስታወቂያ መመሪያ መቼና እንዴት ሊወጣ ቻለ?
3. አለም አቀፍ የቴሌቪዥን ሚዲያዎች ከሚጠቀሙበት የማስታወቂያ ስነምግባር መመሪያ ጋር የኢትዮጵያ ቴሌቪዥን የማስታወቂያ መመሪያ ምን ያክል ተዛማጅነት አለው?
4. የኢትዮጵያ ቴሌቪዥን ምን ያህል ባወጣው የማስታወቂያ መመሪያ መሰረት ማስታወቂያዎችን ያስተላልፋል በመመሪያው መሠረት እንዳይሠራ የሚያግዱትስ ምን ዓይነት ችግሮች አሉ?
5. የኢትዮጵያ ቴሌቪዥን የማስታወቂያ ስነምግባርን ያሟሉና ያላሟሉ መልዕክቶችን መለየት መከልከልና መፍቀድ የመሳሰሉትን የሚሠራ የሳንሱር ክፍል አለው? ካለው ምን ያክል ጠንካራና ውጤታማ ነው?
6. ባጋጣሚ ወይም ሆን ተብሎ በኢትዮጵያ ቴሌቪዥን ስነምግባር የጎደለው ማስታወቂያ ቢተላለፍ ሃላፊነቱን የሚወስደው ማነው? ለምን?
7. የማስታወቂያ ስነምግባርን የተመለከተ ከተመልካች ምን ዓይነት ቅሬታና ተቃውሞ ደርሷችሁ ያውቃል?
8. በኢትዮጵያ ቴሌቪዥን አመራር በኩል ከማስታወቂያ ስነምግባር ጋር የተያያዙ ችግሮችን ለመፍታት ምን ዓይነት ርምጃ መውሰድ አለበት ብለው ያምናሉ?
9. የማስታወቂያ ድርጅቶችን ደምበኞችንና ባጠቃላይ የማስታወቂያ ስነምግባርን በተመለከተ ሊያነሱት የሚፈልጉት ነጥብ ካለ ቢነግሩኝ

አመሠግናለሁ

DECLARATION

I, undersigned, declare that this thesis is my original work and that all sources of materials used for the thesis have duly acknowledged.

Name: TEWODROS KASSAYE

Signature: _____

AAU January, 2010

This thesis has been submitted for examination with my approval as a university advisor.

Name: Dr. WANNA LEKA

Signature: _____

Date of approval:

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