

Exploring the Factors Involved in Questioning Ads Ethical Standpoint according to Egyptian Consumers' Perspectives

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Abstract. The use of unethical practices in marketing has been happening for decades although most people agree that a set of moral principles, values and ethics should govern the actions of marketing decision makers, even as most marketers would also agree that their decisions should be made in accordance with accepted principles of right and wrong (Ferrell and Gresham, 1985). What is considered as ethical or unethical comes down to personal judgments and only a fine thin line can be drawn to distinguish between ethical and not ethical. This study explored that factors involved in questioning ads ethical standpoints according to Egyptian consumers' perspectives. This research is exploratory in nature. It adopts a mono qualitative method (focus group discussions) to explore and explain the research problem. Themed analysis was used to analyze the focus group descriptive data. Findings are clearly provided and summarized to indicate the current state of ethical advertising in Egypt and whether ethics matter to consumers in Egypt in TV advertising. Finally, the criteria which consumers judge upon the ethical nature of the TV commercial was introduced in order to be able to conduct and develop a conceptual framework to measure the ethicality of TV ads in Egypt.

Key Words: Advertisements, Consumer Perception, Ethics, Unethical Dimensions

1 INTRODUCTION

Ethical issues are complex and multifaceted. They have long ruled the human civilization and all various humanity aspects including business. Therefore, it is important to study what is legal and allowed under the societal marketing concept in order to develop standards based on personal integrity, corporate conscience, and long-term consumer welfare (Dubihlela and Dubihlela, 2011). Because business standards and practices vary from one country to another, international marketers are confronted by special challenges when it comes to ethical issues. Therefore, today's marketers worldwide agreed that it is important to be committed to a common set of shared standards worldwide (Kotler and Armstrong, 2006).

A recent study by Blair et al. (2006) stated that while ethics play a role in advertising, it continues generating a great deal of attention, and therefore the role of the educator is becoming an important factor for advertising. Consequently, this study intends to determine what is acceptable and unacceptable from consumers' point of view towards the wide variety of TV ads invading their daily time spent in front of the TV; and to explore the variables that would affect consumers' judgments regarding their moral standpoint in evaluating ads that are either ethical or not. Therefore,

the research question in this study is: *what are the factors involved in questioning ads ethical standpoint.*

This research will contribute by offering useful findings and compelling guidance to the Egyptian market, as Egypt is considered to be Hollywood of the Middle East. Previously, researchers examined several variables. Such as lack of truthfulness and honesty, offensiveness, discrimination, unfairness in competition and being unacceptable to the society as factors making an advertisement unethical. But despite all of the profound models that have been developed by previous researchers and literature, no convincing model was found useful in addressing the main problem of exploring the ethical nature of TV advertising from the consumers' perception in Egypt. One of the main goals of this Study is investigating consumer attitudes. Attitude is the driving force of perception, intention development, and behavior (Rogers, 2003). Hence, attitude toward an advertisement is known as a learned tendency to respond in a favorable or unfavorable manner toward advertising in general (MacKenzie and Lutz, 1989).

2 THEORATICAL FRAMWORK

Many textbooks on advertising and marketing ethics now include a chapter on advertising ethics. However, the ethicality of ads has been examined variously among researchers recently varying from using exploitive appeals (LaTour and Zahra, 1989) to persuasive appeals (Crisp, 1987) and stereotyped actors (Green, 1993; Peterson, 1992). Others examined the ethicality of ads for professional services (Bullard and Snizek, 1988), politicians or political causes (Banker, 1992), and questionable products such as cigarettes and alcohol due to their harm (Pomeroy *et al.*, 1992). Still others examined the ethicality of targeting ads to children (Federal Trade Commission, 1981).

In the literature review of this study, researchers found several practices that consumers might perceive as unethical if exercised in Advertising. The coming section discusses separately the most debatable dimensions or factors found common among previous researchers in details. These dimensions are sex appeal, nudity, female portrayal, advertising towards children (violence and targeting children), and finally advertising of harmful products (LaTour and Pitts, 1990; Miller and Ford 2005; Zailckas, 2006; Boyse, 2010; Dubihlela and Dubihlela, 2011).

2.1 Sex appeal in TV advertising

Sex appeal is the "Physical attractiveness or personal qualities that arouse others sexually" (American Heritage Dictionary of the English Language, 2003). Sex happens to be one of the top three reasons consumers complained about advertising in 2004 (Harris, 2005). It comes in different types and is used in advertisements using a variety of elements (Kilbourne, 1999) often represented in visuals such as attractive models with different degrees of nudity and suggestiveness (Zailckas, 2006).

The uses of suggestive appeals include verbal elements (Bergadaa, 2007) as well as other elements such as suggestive music and aromatic smells in "scent strip" advertising (Kilbourne, 1999). Considering such elements is essential as they resolve what consumers think of them either as ethical or unethical (Courtney and Whipple, 1974). In relating sexual appeals to ethical concerns, one must consider not only sexual appeals but also the specific forms and elements of those appeals (Zailckas, 2006). Sometimes acceptability comes under the term "good taste", which often refers to the level and extent of sexual explicitness in an advertisement (Rotfeld and Parsons, 1989).

Sexual appeals can be differentiated in terms of degrees of explicitness used by the advertiser. As consumers are surrounded by this huge number of sexual images, researchers against the major influence of the obsession with the display of sex in societies, that could eventually cause a transformation in society. In addition, researchers suggest that watching forms of sexually explicit material that are combined with violence may lead to negative behavioral outcomes such as sexual

violence and hostility towards women, while such outcomes are less likely to occur in response to watching non-violent erotica. "Erotica", is what sex researchers' categorizes as violent and corrupted forms of pornography (Petzer and Cherian, 2000; Reichert *et al.*, 2007)

2.2 Female Portrayals

With the increasing social awareness of the female portrayal in today's advertising, the advertising industry is accused of serious misconduct and misbehavior, including the adoration of violence against women, the unrealistic lowliness of anything less than "ideal beauty", women's insufficiency to men, and an increased emphasis on women as sex objects. Along with the continual advertising's treatment of female roles and the use of traditional female stereotypes, for example, women as primarily domestic types, sex objects, subservient and obedient to men (Ford *et al.*, 1991; Lundstorm *et al.*, 1999).

Research has found that feminists in particular are more sensitive to the portrayal of women in advertising and expect a greater emphasis on contemporary workingwomen in ads. In contrast, a study reported in The Marketing News (1981) revealed that many traditionalist women thought current advertising focused too much on the working, "liberated" woman. Accordingly, a study by Miller and Ford (2005) stated that the female brain is wired differently than the male brain. This causes women to apply emotional memory and feelings to experiences in ways that men cannot. This could explain why women may be offended by advertisements where men may not be offended (Ford *et al.*, 1991).

2.3 Children and TV advertising

Advertising to children has been one of the most controversial areas of marketing; therefore, understanding how parents view and make decisions about ethical issues targeted at children is important to marketers, because kids are likely to learn things from TV that parents do not want them to learn. TV can affect kids' health, behavior and family life in negative ways as that time spent watching TV replaces time spent interacting with other children and certainly social interaction is critical to a baby's healthy development. Several factors might influence the ethical decision-making, including situational factors and individual differences (Hunt and Vitell, 1986; Jones, 1991).

The effects of advertising on children have been highly debated among various groups including parents, researchers, industry experts, and government agencies, especially the parents' concerns, which have risen radically towards the impact of advertising directed at their children in the last decade (Hydson *et al.*, 2008) as children in the United States see on average tens of thousands of TV commercials each year. This includes many ads for unhealthy snack foods and drinks. Children and youth see, on average, about 2,000 beer and wine ads on TV each year. Besides watching their favorite characters smoking, drinking, and involved in sexual situations and other risky behaviors in the shows and movies they watch on TV (Boyse, 2010). The debate ranges from whether or not it is even ethical to advertise to children and include the types of advertising practices that might be considered ethical (Gorn and Goldberg, 1977). Moreover, the findings of previous studies included the fact that low-income children exposed to a commercial just once had favorable attitudes towards the advertised product (Gorn and Goldberg, 1977).

2.4 Aggressive and violent behavior in TV advertising

Several studies since the 1950s have asked whether there is a link between exposure to media violence and violent behavior. According to the American Academy of Pediatrics Website - AAP, "The Extensive research evidence indicates that media violence can supply and contribute to aggressive behavior, nightmares, and fear of being harmed." Watching violent shows is also linked with having less empathy toward others. Because even "good guys" beat up by "bad guys" gives a message that violence is normal and okay. Therefore, children will imitate the violence they see on TV (Dubihlela and Dubihlela, 2011).

2.5 Harmful products

In Kilbourne's book (1999), a logical and a bright argument was made connecting the principles and foundations of advertising and the curse of addiction together. Most alcohol advertising falsely links alcohol with specific attributes and qualities such as feeling happy, being wealthy, being prestigious and sophisticated, having achievements and success, feeling mature and having athletic abilities, owning creativity and attaining sexual satisfaction without demonstrating how the misuse of alcohol can destroy. These products are harmful for consumption (Kalichman *et al.*, 2008) and advertising professionals should be focusing more on portraying their negative consequences in an attempt to discourage these habits (Athens, 2004).

In conclusion, previous studies have determined important aspects and dominant dimensions found in unethical TV advertising and the nature of commercials. Advertising and its ethicality has profound consequences due to its frequency in airing, its portrayals of the roles of both females and males, the persuasive use of alcohol and nudity appeal, the obsession with materialism and consumption, frequent use of sex appeals, and finally the lack of information (Pollay, 1986). Moreover, Advertising provides visual images that cause unintended social consequences and seduction (Reichert *et al.*, 2007). For these reasons, this study plans to explore the ethical nature of TV advertising. It plans to determine and describe the dimensions found in ads that impact the consumer attitude in Egypt. The following model shows the major dimensions found in previous literatures that have the dominant authority to impact the viewers' attitude when it comes to unethical ads.

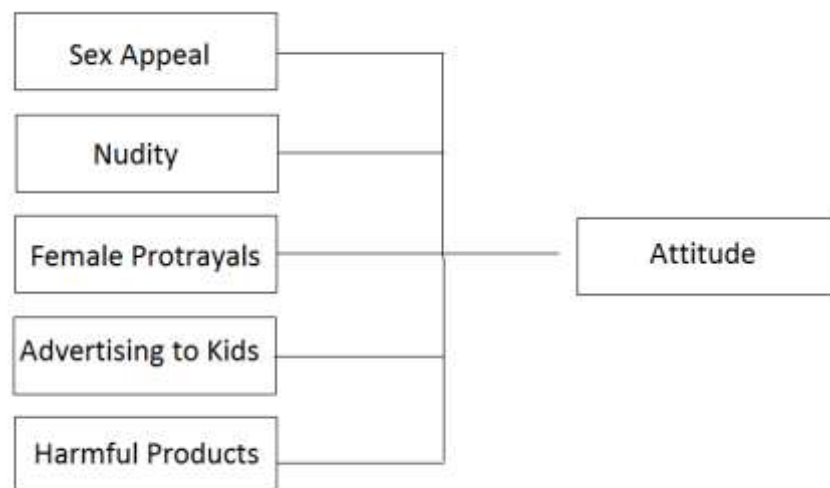


Figure 1: The Dimensions in Commercial Ethics that Impact Viewers Attitude

3 RESEARCH DESIGN

To gain further understanding and insights on the topic, this research is exploratory in nature. It adopts a mono qualitative method, focus group discussions, to explore and explain the research problem. The formation of focus groups is a **qualitative** technique. The main objective of conducting these focus groups is to provide Egyptian consumers with the opportunity and the space to clarify and explain which dimensions and based on what criteria they judge a TV ad as ethical or not. Qualitative research is the “*process of enquiry that draws data from the context in which events occur, in an attempt to describe these occurrences, as means of determining the process in which events are embedded and the perspectives of those participating in the events, using induction to derive possible explanations based on observed phenomena*” (Gorman and Clayton, 2005, p.3). This study will explore the Egyptian consumer's perspective of what factors or variables govern and determine ethical judgments of an ad, which is a contribution to the literature review and advertising practitioners in Egypt.

The sampling method was based on **nonprobability** sampling (according to convenience). The consumers who participated in the focus groups were in total of 39. Participants come from two main

cities in Egypt; namely, Alexandria and Cairo. Each focus group included a range of minimum 7 to maximum 9 participants.. The selected sample in this study is **adults** of different demographic backgrounds (age, gender, marital status, career, and income) in order to ensure a large enough variety in the studied population. The grouping of participants together facilitates discussion and allows for a variety of viewpoints at once (Babbie, 2007).

The focus group sessions were recorded and transcribed. Listening to the recordings several times and noting the tone (pauses, enthusiasm, and unwillingness) projected by the respondent would become part of the notes. The researcher wrote down key information needs; categorized the information; and gave meaning to the words and phrases said by the respondents (identify trends, general themes, and patterns including ideas, concepts, behaviors, terminology, or phrases used).

4 DATA ANALYSES

During Spring 2012, the researcher conducted five different focus groups to collect data concerning the ethical advertising subject matter. The focus groups were carried out with Egyptian consumers from both Cairo and Alexandria. A total of 50 consumers were asked and invited to join or become one of the focus group members, which have resulted in a total of 39 participants; average of eight members in each of the five groups. Every focus group composed of volunteering participants who had either similar demographic characteristics or diverse demographic characteristics.

Focus Group	No. of Participants	Age				Gender		Education	
		20-25	26-30	31-35	Above 35	Male	Female	Graduate	Post Graduate
1	8	4	2	1	1	2	6	5	3
2	7	6	1	0	0	2	5	5	2
3	7	5	2	0	0	0	7	0	7
4	9	2	4	3	0	9	0	8	1
5	8	0	1	4	3	3	5	6	2
Sub Total		17	10	8	4	16	23	24	24
Total Attendants		39				39		39	
Percentage		44%	26%	21%	10%	41%	59%	62%	38%

The focus groups' discussion began by examining and illustrating the most common tools of ads that are viewed by individuals; consumers were asked about the advertising tool that grabs their attention the most. Results showed that all 39 respondents believe that TV advertising or television commercials are the best tool to grab the audiences' attention (100 percent). Other tools were mentioned, the radio (14 percent) and then billboards (3 percent). People chose the radio as the second most effective tool to attract a person's attention due to the fact that the participants are spending a long time in automobiles when driving to work and when going back home.

Succeeding, the researcher asked about the frequency of TV ads viewership. This question is intended to measure the viewership level of TV ads. According to the outcomes of the focus groups, almost all the participants watch television commercials on a daily basis 89% (whether intentionally or not). The minority mentioned that they only watch the good ads, mute advertising breaks, those recommended by friends, only during Ramadan, only watch if advertising breaks are limited. Some supporting quotes cited by the participants were as following:

- *"I follow all TV ads."*
- *"When a commercial comes, I watch it. I love commercials."*
- *"If the ad is funny, I watch it over and over."*
- *"I don't search for them, but if I was sitting and one was showing, I watch it."*

The participants in the focus groups watch various channels. However, the main common channel watched was MBC. Other channels that are watched correspondingly are: Moga Comedy, Hayat Channel, El Jhazera Sports, NBC, Panorama Drama, Rotana, ART, music channels, cartoons, movie channels, modern, and Fox Movies. Other channels mentioned were, Nile Comedy, Time Movie, Super Movie, OSN Network, Dream, El Ahly, and El- Mehwar.

Thereafter, the researcher began to investigate the participants' perception of the current state of TV advertising. Results showed that participants' responses could be grouped into negative and positive replies. Some believe that advertisers often play tricks to get people to buy a product and make people buy products they do not really need. Other believe that ads are misleading, not adding value to the product, low budgeted, unethical, westernized (not reflecting our culture), lack taste, not persuasive and finally only inform people of the good aspects of the product. Other positive thoughts were stated some viewers perceive ads as for more developed creative, entertaining, persuasive and influential than in the past. Besides being more socially responsible and funny. The majority of participants mentioned that TV ads are *"over promising, misleading, and cheating."* The minority stated that ads on television are *"entertaining and informative."*

The participants varied in their opinions about how they feel towards TV ads. The majority believed that the ads that are aired nowadays are humorous. Other respondents believed that some of the ads are joyful, silly, depressing, and finally westernized. These results are believed to show that Egyptians do not trust ads when describing their products and offerings. In addition, viewers dislike ads that express stupidity and goofiness. But they do like to watch humor in advertising. They enjoy watching funny commercials that express creativity and professionalism. Some supporting quotes cited by the participants were as following:

- *"I believe advertising main goal today is to trick people."*
- *"Ads are more westernized; they no longer fit into our culture."*
- *"Ads became radical and goofy."*
- *"Ads nowadays exaggerate a lot, they even lie. They mention that a product has a feature, but when I buy it I didn't find it."*
- *"I see today ads as very developed than in the past."*
- *"I believe today ads are full of new ideas, especially those based on humor...but the problem is that they are only entertaining and not convincing."*
- *"I never saw advertising as misleading. I don't think that today consumer is no more immature or naïve to be easily fooled and misled."*

This huge variation among the participants' opinions could be a logical and a required result of debates due to the sample of the chosen groups of respondents. As debates came mainly from the female versus male groups and extreme retorts resulted from the parents' focus group. Due to these opinions, the researcher concluded *"Egyptian viewers perceive TV as entertaining, humorous, westernized, and creative. Negatively, they perceive ads as being deceiving, exaggerating, silly and goofy."*

Next, the researcher began to go in depth regarding the consumers' criticism of Egyptian advisers. The discussions were intended to measure the positive and negative dimensions of advertising and are focusing on the accuracies and the pitfalls made by Egyptian advertisers. Consumers were asked to specify particular positive or negative things that are being done by advertisers in Egypt. Participants believe that ads today have more negative than positive aspects.

Various criticisms that the participants mentioned in the focus groups concluded that the majority of the participants, 25 out of 39, had negative remarks. They believe that Egyptian advertisers do not focus on the product promoted and concentrate only on the creative elements of the ad, by which they distract the consumers from recognizing the brand or knowing what the product is about. Many agreed that these results from overexerted creativity, which makes them lose focus on the required objective

and the message to be delivered through the ad Others specified that some ads are typically annoying, because of the high budgets spent on them and in the meanwhile are irrelevant to the product or use situations that are irrelevant to the Egyptian culture.

Finally, the rest of participants all agreed on the same point. Their argument was that nowadays advertisers in Egypt are acting unethically and irresponsibly towards the society. They declared that they get embarrassed to watch many ads in company of others, due to the indecent images and offensive language used. For the sake of being creative, advertisers are surpassing the limits of acceptable behavior regardless of who will be offended by them. They are not considering the societal morals in some of their ads and are ignoring culture or undermining it.

In contrast, the minority of respondents mentioned other positive aspects of advertising today. Mainly, they believe that not all ads are bad. Egyptian advertisers create and use characters in their ads a lot, which is preferred by many of them because it attaches them more with the product promoted; for example, the lemonade characters of Sprite campaign. Finally, they agree that Egyptian advertisers still have not lost track of what their job is about and for and that besides entertaining the audience, they are also informative and provide consumers with product awareness.

Due to these insights the researcher concluded that Egyptian viewers criticize TV advertisers for excessively focusing on the plot, neglecting both the product and the culture in order to be creative. However, Egyptian TV advertisers were flattered by the use of characters in advertisements as preferred by most of them. Some significant comments that were mentioned by the participants that support this outcome were as following:

- *"Ads today exceed in their creativity so that they distract viewers from the brand recognition."*
- *"Ads are not informative anymore and are irrelevant to the product."*
- *"Ads provide sites, images, events and state of affairs that do not match the Egyptian culture. The ad is more westernized."*
- *"Egyptian advertisers are not considering the societal morals in their ads. They are ignoring the cultural aspects when they plan for an ad."*
- *"What I love about Egyptian TV advertisers are the campaigns in which they use characters to be attached to the brand or product."*
- *"I cannot watch some advertisements with my family members. I get embarrassed to watch them when someone is around."*
- *"Ads are beginning to talk about topics that are not suitable to hear, use offensive language and show indecent images."*
- *"Ads misuse appeals. They violate the ethical norms in order to be attractive, creative and successful."*

The participants were also asked about their definition regarding the concept of ethics. This interrogation was requested in order to state a clear definition of ethics in the Egyptian contexts, and to understand how ethical advertising is defined from each consumer's perspective. In order to test this dimension, consumers were asked to define ethics from each point of view. The majority of the participants, who defined ethics, define it using various factors such as *"culture, values, norms, the principles of right and wrong, society's habits, the code of conduct, rules of religion, and personal values."* Other statements (supporting quotes) mentioned by the participants regarding the definition of ethics were as following:

- *"Right vs. wrong, norms and what are right in our society."*
- *"Code of conduct."*
- *"Same definition...It's what our parents taught us to be acceptable by the society."*
- *"What is acceptable and not acceptable in our society."*

- *"The rules of our religion."*
- *"Standardized values that differ from a country to another."*
- *"I think that ethics are our personal values, which differ not just by the country but by each person's demographics like education, age and religion."*

Nonetheless, the majority of the participants does consider and agree that ethics is the general principles of what behaviors are right and wrong in society, as a result comes both values and culture. The minority believes that ethics are defined as personal values. Hence, this means that the majority of consumers believe that "ethics" is a public concept brought about from common values and the code of Egyptian conducts, and therefore all society members including advertisers know "ethics". The researcher concluded Egyptian consumers define ethics as the principles of what is wrong and right together with values in their cultural context.

Further interrogation occurred in the discussions to measure the factors of consumer ethical evaluation of TV advertisements. Participants were asked to mention the criteria upon which they judge an ad's ethical nature. Flash cards were displayed for the participating audience to help them determine which criteria they use in their evaluation. The following table summarizes the participants' opinions, ideas, and judgments regarding the factors for ads ethical evaluation.

Table 1: Factors for ads ethical evaluation

Factor / Criteria	Approving
- Use of sex appeal	84%
- Nudity level	87%
- Violence level	58%
- Advertising to children	51%
- Advertising of harmful products	57%
- Use of offensive language	46%
- Use of indecent images	49%
- Unrealistic conceptions of beauty	5%
- Female portrayal	31%
- Comparative advertising as misleading	36%
- Exaggeration as deceptive	59%

Towards the end of the discussion, the researcher concluded that Egyptian consumers judge a TV ad ethical nature depending on a various set of criteria, dominated by the level of nudity, use of sex appeal, female portrayal, violence level and advertising of harmful products. According to the response, each variable mentioned have different degrees of significance. According to the themed analysis, the variables that impact consumers' attitude towards an ad's ethical standpoint are correspondingly as following: nudity level, sex appeal, deceptive exaggeration, violence level, harmful products promotion, advertising to children, offensive language, comparative advertising, female portrayal, indecent images, and unrealistic conceptions. These factors are considered the main variables determining the ethical standpoint of questioning any ads ethical position in the market in the eyes of consumers.

5 DISCUSSIONS

After reviewing previous literatures and past researches concerning the judgments of ethical ads, ranges of dimensions were identified. This study has taken the mixture of variables that were found to be associated in the creation of unethical ads and tested them on the Egyptian context. Results of this current study revealed that some of the outcomes were similar to previous studies and some were different. The result illustrated that in Egypt, the strongest dimensions that lead to viewers judging an ad as unethical are: the nudity of the models, the sex appeal, the exaggeration (deception) of the

product or service, the level of violence, the attention grabber to harmful products, the targeting of children, and finally the use of offensive and rude language.

The other dimensions that were found in this context but in moderate strength relates to the ads that compared its products or services with competitors and the ads role in female portrayal. This study moreover showed that the dimension found in ads concerning indecent images and the unrealistic conception of beauty were not relevant in Egypt. These variables were weak and insignificant to the viewers who participated in this study. As a result to these outcomes, a model was developed to show the level of importance of each dimension that transmits the ad to become unethical in Egypt. Figure 2 is the developed model.

Ethical issues are complex and are noticeable in all aspects of humanity, including marketing and advertising. As ethics play a definite role in advertising, yet it is unclear for advertisers what is ethical and what is not when it comes to the Egyptian context. This creates dilemmas for professionals who design advertisement campaigns. Hence, this study is primarily concerned with ethical issues in advertising, specifically, in examining the Egyptian consumers' evaluation of TV ads' ethical nature and what criteria they use for their judgment. The study reveals that many of the discussed dimensions of unethical practices are often used in Egyptian TV advertising.

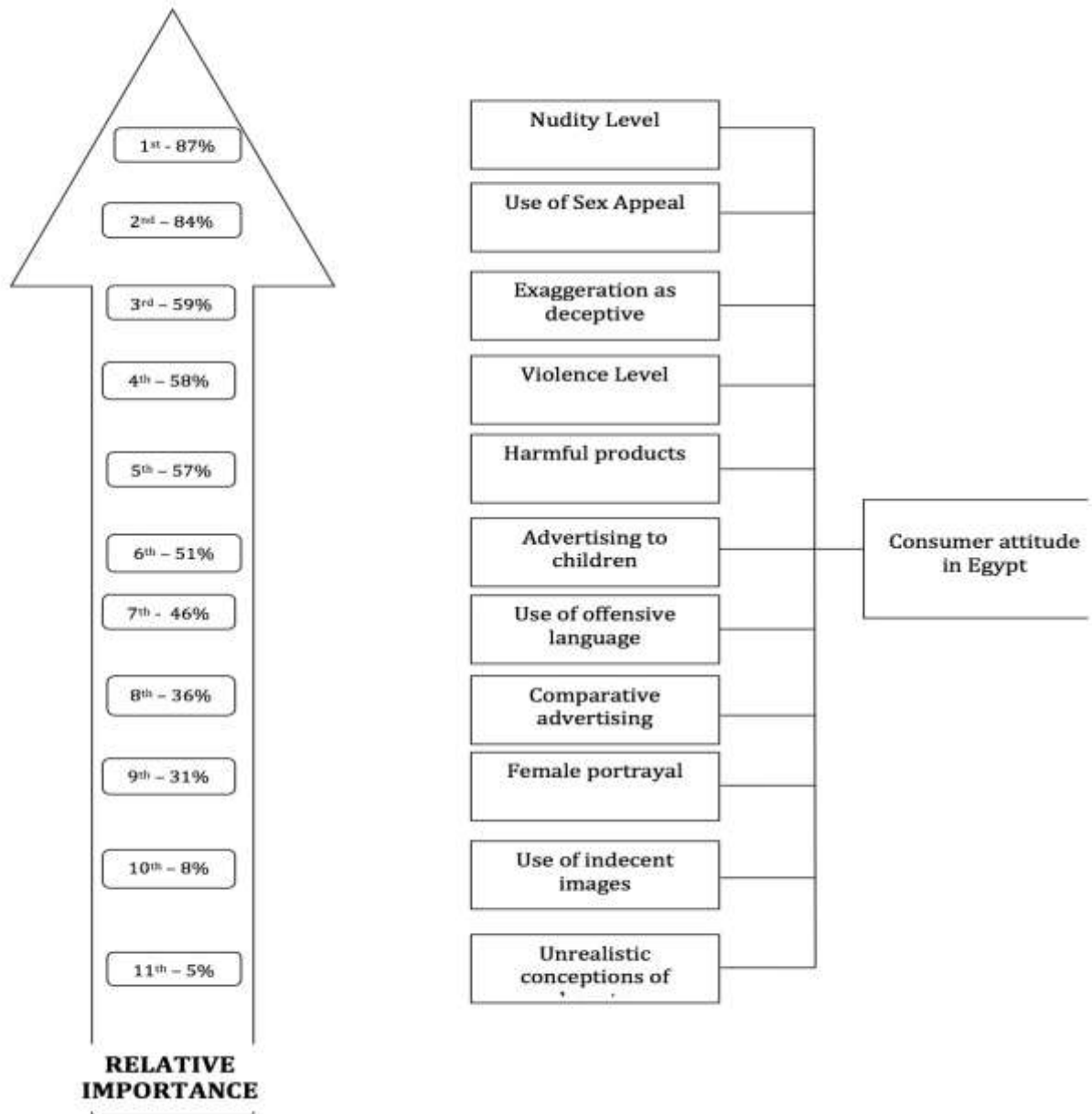


Figure 2: The Proposed Conceptual Framework

6 CONCLUSIONS

This study concluded that Egyptian viewers perceive watching TV advertisements as entertaining. Most participants find TV commercials today as humorous, westernized, and creative. The other minority has negative perceptions of TV ads as being deceiving, exaggerating, silly and goofy. The problem as seen from the respondents of this study is that in order to be creative, advertisers in Egypt focus excessively on the plots and sexual icons (as the center of attention), ignoring both the product and the culture. Interestingly, Egyptian consumers have low awareness about ethical advertising as a term. For them ethics are the principles of what is wrong and right together with the values in their cultural context. Almost all consumers are considering culture and social norms as their prior concern.

In order to discover the main dimensions upon which Egyptian consumers judge the ethical nature of a TV ad, respondents were asked to approve or disapprove the dimensions that were found to be vital in

previous literature. In this study, the researcher found that nudity level and use of sex appeal are significant dimensions for consumers' judgments. The dimensions varied in their contribution and significance to the ads' ethical evaluations and attitude formation. The dimensions that followed were violence level, exaggeration as deception, advertising of harmful products and, finally, the use of offensive language. The least important dimension that matters to respondents is the indecent images, because they felt that it does not apply to the Egyptian ads they watch. Comparative Advertising as misleading and finally the female portrayal in TV ads are not of the top mentioned criteria, but still they weigh respectfully in consumers' judgments.

Concluding from previous results, Egypt still counts as a religious country. It is open to westernization and adoption of global cultures, but accepting or rejecting a thought is still controlled and dominated by the fundamental religious rules. Therefore, the use of nudity and sex appeal are ahead of other dimensions, because they are religiously forbidden. This fact was supported by the respondents answer on the source of their personal norms, where culture and religion (an element of culture) along with upraising were the most important sources. This proves that religion or culture in general is complementary for consumers' ethical evaluations of TV ads in Egypt. Correspondingly, consumers showed concern with Violence and offensive language, also due to a cultural force, which is imitation and adoption. As Egyptians and especially Kids have surrender to imitate or adopt and revealed behavior that they are exposed to, specifically on TV. For that reason, using offensive language in TV commercials can have imperative consequences that could lead to a change in the general code of ethics of the society, indicating that its use is becoming acceptable and passable. This impact could lie on all; children, teens as well as grownups. Same concerns apply to the use of violence on TV, too.

This research revealed that sexual appeals are attention getting, arousing and affect inducing. But, it has also demonstrated that sexual appeals attract attention to the ad, without typically a corresponding advantage for brand information processing. The previous results were found consistent with what respondents have supplied throughout the study. Respondents find that the female portrayal in Egyptian TV ads is changing to the better and mirroring reality. They also indicate that today ads are more westernized as well as creative and are becoming more entertaining over the years. However, some believe that sex is controlling the advertisers' minds in Egypt.

Morally and ethically it is desirable that marketers strive to be more ethical in our business activities; it is just that it may not always be commercially beneficial. A company with integrity will pursue an ethical marketing policy despite that limitation, and indeed many have done so for many years. Perhaps in time new generations of consumers will not only think more ethically, but also act more ethically, and while product value, price and quality will always be key consumer issues, future consumers may also consider good ethics to be equally crucial.

This study had several limitations. The first was the small size of the sample and the fact that participants were in certain area of Cairo and Alexandria. Hence, the results may not be generalized or accurate regarding other cities in Egypt. The present study needs to be supported by quantitative research that assesses the range of suggested antecedents as well as the overall model that was suggested. Finally, this study only focused on the receivers' viewpoints not the influencer.

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