Customers’ perception towards ethical advertisements: The mediating role of religiosity from the Malaysian perspective

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Abstract
The fact that potentially unethical advertisements are reaching the marketplace suggests that current methods of evaluating advertisements may be insufficient for some today’s consumers or innovative advertising strategies. Interestingly, customers are constantly prone to advertisements both directly and indirectly. However, the question arises whether these advertisements are perceived to be ethical in the consumer’s mind. Many researchers believe such uncertainty could be an indication of a downfall for the advertising industry. It is worthwhile to be aware of the ethical issues facing advertisments in order to reduce the negative perception toward advertisements. Data was collected from 300 Malaysian customers and Structural Equation Modeling (SEM) was used to test the research hypotheses. This research focuses on some major perceptions for customers in addressing the perception towards ethical advertising. By assessing whether the perceived factors such as religiosity and emotional appeal positively affect ethical perception, and deceptive message negatively. The study would provide marketers with a clear understanding of the ethical grounds. Therefore, if the accountable people such as advertisers and marketers work cooperatively and think about the consequences, these problems will be diminished in the future. Several propositions for future research have also been identified. © 2017 American Scientific Publishers. All rights reserved.

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Related documents
- Conceptual framework and research model
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- The influence of country of origin images, ethical advertising, and religiosity on purchase intentions: An empirical investigation on Bangladeshi consumers

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