

## **FONDNESS OF MEDIA FOR ETHICAL ADVERTISEMENT - A STUDY OF UDAIPUR CITY**

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### **ABSTRACT**

Advertisement is a tool to inform and to persuade information about products and services in a positive manner that will contribute to the integral development of person as well as fosters economic development of the nation. It is an important vehicle which is pervasive, powerful force in shaping attitude and behaviour of today world. At the same time it calls attention to moral principle and norms relevant to social communication. In recent times advertising has become increasingly regulated by codes of practice. These codes may be adequate to curb the worst excesses of advertising. It has profound impact on people outlook towards life, especially towards their own values. It is very broad and diverse area for study. Hence the objective of our study is to focus on customer preference for various advertisement media based on ethical values. Honesty, integrity and quality are the important features of ethical advertising. In this research paper primary data is collected through questionnaires which are distributed randomly to the sample size of 120 respondents of Udaipur city. Data collected was analysed using chi-square test and percentage analysis. The study reveals that nowadays customer are preferring that whatever media advertisers are using should be based on moral standards and should also contribute to the betterment of the society by uplifting and inspiring common people.

**KEY WORDS:** Advertisement media, Customer preference, Chi-square and percentage Analysis, Ethics.

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