Unethical Practices in Marketing

SUBJECT : COMMERCE V
TYBCOM
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Unethical Practices in Marketing

- Targeting to Children
  Adverse effect on personality, materialistic values.
- Dramatisation of Children
  Super Kids
- Unhealthy Products
- Predatory Pricing
- Exorbitant prices
- Privacy concerns
- Trade marks violations
- Data piracy
- Expiry date concerns
• Unethical sales promotion
• Celebrity endorsement (Emotional Blackmail)
• After – sale – service concerns
• Artificial shortage
• Unfair practices
YOU DECIDE

Rs.80
950 g

Rs.67*
1 kg +
100 g

100 g FREE
BEGIN EARLY

SHAVE YOURSELF

Gillette Safety Razor

NO STROPPING NO HONING

THE WM. R. BURKHARD CO.
SPORTING GOODS
ST. PAUL, MINN.
NEW Fair & Lovely

Not just a Cream, it’s a Fairness Treatment!

FACE POLISH  2 LASER  3 VITAMIN MASK  4 ANTIOXIDANT  5 FACE PEEL
**TEST OF CLAIMS**

Some of the alleged violations for which prosecution proceedings have started, according to a written reply in the Rajya Sabha by the Union information and broadcasting ministry.

**Charge** A declaration that the drink has memory chargers is misleading

**Product:** Complan Memory
**Producer:** Heinz India

**Charge** A claim that kids can become “taller, stronger, sharper” is misleading and deceptive

**Product:** Saffola
**Producer:** Marico

**Charge** The use of the word ‘osorb’ technology among other claims in advertisement is misleading

**Product:** PediaSure
**Producer:** Abbott India

**Charge** A claim on product label that it helps a child’s growth and development is misleading

**Product:** Britannia Nutri-choice Biscuits
**Producer:** Britannia Industries

**Charge** Advertisement about product being diabetic-friendly with complex carbohydrates and no added sugar is misleading

**Product:** Kellogg’s Special K
**Producer:** Kellogg India

**Charge** A claim that those who eat the cereal tend to be slimmer is misleading and deceptive

**Product:** Bournvita Little Champs
**Producer:** Cadbury India

**Charge** A claim about the presence of DHA in the product and its benefits is deceptive

**Product:** Kissan Creamy Spread
**Producer:** Hindustan Unilever

**Charge** Claim that it contains three times more essential nutrients than “sadharan butter” is misleading

**Product:** Engine Mustard Oil
**Producer:** Hari Vegetable Products

**Charge** The claim of health and vigour and zero cholesterol is misleading

**Product:** Rajdhani Besan
**Producer:** Rajdhani Flour Mills

**Charge** A heart logo and the claim “karlo dil se dost” are both misleading