

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*
1kg
+
100 g**

100 g FREE™



8886 PLUS is the trademark of Procter & Gamble.
RIN and Yellow Fighters are the trademarks of Hindustan Lever Limited.
As per usual wash lab protocol using New Rin with patented technology (Patent Numbers: 254163, 235735, 255946) as compared to locally manufactured powders without fading ingredients. Yellow Fighters™ refers to patented fading free technology. Superior representation. Superior performance through patented technology. Superior choice.
*Offer valid till stocks last. Available in select states and cities only. Normal packs without this offer also available. *MRP (inclusive of all taxes) - Rs.67 for New Wt. 1.1kg (1kg + 100g) Power 05.

BEGIN EARLY

SHAVE YOURSELF



Gillette Safety
NO STOPPING NO HONING. **Razor**

THE W. M. R. BURKHARD CO.
REPUTED GOODS
ST. PAUL, MINN.

NEW *Fair & Lovely*

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



1 FACE POLISH

2 LASER

3 VITAMIN MASK

4 ANTIOXIDANT

5 FACE PEEL





Product:
Complan Memory

Producer: Heinz India

Charge A declaration that the drink has memory chargers is misleading



Product: Horlicks
Producer: GlaxoSmithKline Consumer Healthcare

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

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



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 "sadharaan 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 dosti" are both misleading

