Unethical Practices in Marketing

SUBJECT : COMMERCE V
TYBCOM
PREPARED BY - MS. DHVANI RATHOD

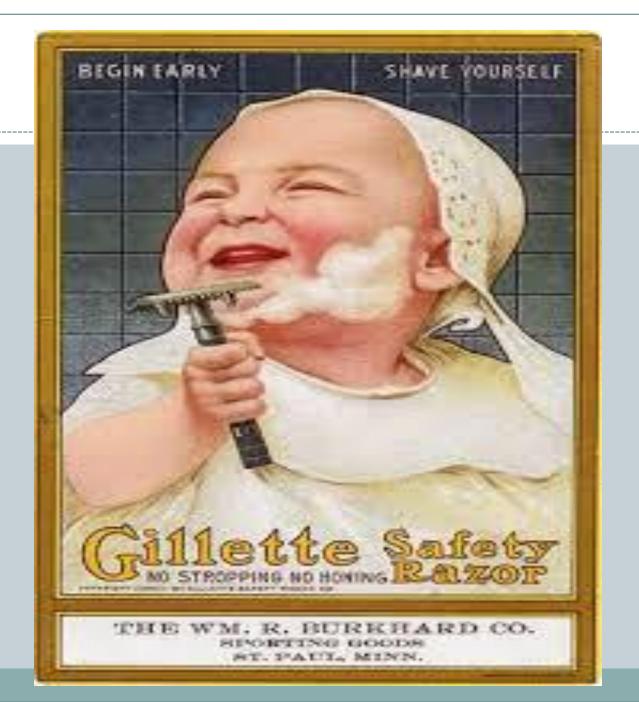
Unethical Practices in Marketing

- 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







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



ICE 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: Britannia Nutrichoice Biscuits

Producer: Britannia **Industries**

Charge

Advertisement about product being diabetic-friendly with complex carbohydrates and no added sugar 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 'losorb' technology among other claims in advertisement is misleading





PediaSur

Producer: Abbott India

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



Producer: Kellogg India



Special

Charge

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

TESTOF

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: 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: Raidhani Flour Mills

Charge

A heart logo and the claim "karlo dil se dosti" are both misleading

