

Practical Issues of Advertising Ethics

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ABSTRACT

In the article have been discussed the essence and main tasks of advertising, the features and importance of compliance with the rules of ethics, its role in ensuring conditions for fair competition and integration into the process of world economic management.

KEYWORDS

Advertising, Forms and Types, Customer Loyalty, Rules of Ethics, Requirements of International Standards, Business Ethics, Item Elements.

Introduction

In his Address to the Oliy Majlis, the President of the Republic of Uzbekistan Sh. Mirziyoev of course, in this regard, the production of competitive products, finding new international markets for them and the formation of consumers, which requires proper advertising of products and services.

The main task of advertising is to form the consumer's propensity by promoting the advantages of the product side service, that is, to turn the consumer into a buyer, and increase sales by making the customer a regular customer. In our practice we can meet different forms of advertising: through the media, outdoor advertising, brands, social networks, the Internet, transport, people's clothing. Today, innovative forms such as SMS, chat-bot, promo code, QR-code, holographic-advertising, which are elements of the digital economy, are being implemented.[12]

However, in our lives there is a situation of misinformation, that is, a mixture of false information, which does not have the specified advantages, and the abuse of consumer trust. This situation requires compliance with ethical requirements, the provisions of laws and regulations developed in our society in the conduct of advertising activities. This article discusses the possibilities of improving economic and organizational ties that ensure the effectiveness of advertising and its organization, as well as the promotion of our national values and culture.

Literature Review

Advertising has been formed as an important economic and organizational science for centuries. However, in Uzbekistan, this activity, the training of personnel to carry out this activity, has received very little attention. The science of advertising is also now included in educational standards, although sufficient theoretical and practical work has been done in this area abroad, especially in Europe and the United States. For example, Albert Lasker, who lived in the late 19th and early 20th centuries, worked for the advertising agency Lord & Thomas and founded the theory of advertising. In his advertising campaign, he said, "I did not overestimate wealth. I tried to show that I could

achieve something with my own head.”[10]

Philip Kotler, one of the founders of modern marketing theory, shows in his scientific works and textbooks that advertising and public relations play an important role in the process of delivering goods to the consumer. The book "Fundamentals of Marketing" describes in detail how to create and deliver advertising messages to consumers [5, pp. 329-332]. This appeal consists of 9 paragraphs and is based mainly on the traditions, culture and experience of the American people. Of course, F. Kotler's emphasis on the importance of a creative approach in creating advertising is one of the aspects that need to be applied in our advertising activities.

Another American marketer, Henry Assel, in his book *Marketing: Principles and Strategy*, focuses on the content and essence of advertising strategies, the role of advertising strategies in the development of large US companies, and the various ways in which they are created and competitive. focused on [3, pp. 562-569]. Emphasizing the production of international advertising strategy, his book describes global and local strategies, their differences, conditions of application [3, pp. 570-572].

Jack Traut theoretically analyzed the stages of his life. In "Big Brands - Big Problems" ("Big brands - big problems"), large corporations expressed their views on the irreversibility. With a special emphasis on the role of advertising in market leadership, Apple's introduction of the Newton product, the difficulties in creating advertising in it, and ultimately the success achieved through the correct organization of advertising [9, pp. 15-16].

We can point to the research of many Russian scientists devoted to advertising activities. For example, I.N. The textbook "Marketing Communications" ("Marketing Communications"), edited by Krasnyuk, focuses on the psychological processes in advertising [7, pp. 41-49]. In our opinion, such an approach is appropriate, considering the diversity of consumers and the need for them to have a different approach to procurement. The aggregation of advertising models in the book was later used by us in conducting a survey among consumers [7, pp. 47-48].

Other Russian marketers VA Konovalenko, M.Yu. Konovalenko, N.G. 6, pp. 100-116]. A. Nazaykin, in his practical manual, described the effectiveness of advertising, ways to identify it, the possibility of testing advertising records in practice [8, 62-80; 216-260 p.].

The research of our Uzbek scientists focuses on advertising activities, taking into account local conditions. For example, in the textbook "Marketing" prepared by Sh.D. Ergashkhodjaeva, A.N. Samadov, I.B. Sharipov, advertising is considered as an important means of communication and shows its important role in the expression of innovation processes in enterprises [10, 172-175; 190-199 p.]. Professor of the department MA Ikramov in the monograph "Role of goal orientation as a predictor of social capital" prepared by colleagues of the University of Indonesia, noted the importance of social factors in improving the efficiency of the economy, including advertising [15, pp. 74-79]. It was noted that the products of small business and private entrepreneurship in Uzbekistan are rarely sold on the international market due to the lack of sufficient advertising activities [12, pp. 96-98].

An analysis of the literature cited above shows that while the importance of advertising and its organization is widely covered, its ethical aspects are not sufficiently disclosed. For example, the negative situation with advertising in the territory of Uzbekistan is not fully analyzed, the new Law of the Republic of Uzbekistan "On Advertising" takes into account, albeit partially, the ethical requirements for advertising developed by us.

Research Methodology

The research used a dialectical and systematic approach, complex assessment, comparative and comparative analysis, statistical and economic-mathematical models to study the importance of advertising and its organization, not only marketing, but also the role of the enterprise in the targeted conduct and ethical aspects of effective advertising.

Advertising activity is to bring the product or service of the enterprise or entrepreneur to the attention of consumers, to increase their interest, to stimulate the purchasing process. However, in this process, it is important to provide false information, not to discriminate against competitors, to fight in a purely competitive environment, to constantly feel responsible to society. For this reason, the article looked at ways to achieve the goals and objectives of advertising. The peculiarities of the organization of advertising activities in the territory of Uzbekistan were

highlighted, based on oriental etiquette, our values and historical circumstances.

Analysis and Results

Society sets certain ethical standards and requirements for advertising activities. Of course, these requirements have been developed taking into account the legislation, customs, culture, perennial values of each country. Such ethical rules have existed in Uzbekistan for a long time, but in the period of formation of new economic relations, the requirements for advertising are changing. Especially in today's digital economy, the formation of "digital advertising" shows the importance of compliance with the requirements.

It is no secret that the most popular method of advertising today is the Internet, which reaches almost all segments of the population via smartphones. According to the international analysis and research agency Forrester Research, the advertising market is experiencing significant growth. That is, the share of the Internet in the global advertising market is \$ 5-7 billion (42%) per month. In 2019, the share of Internet advertising (\$ 332 billion) will almost double the share of TV advertising (\$ 192 billion) [13]. This trend shows the growing scale of the digital economy. For this reason, the Law on Advertising, adopted in 1996, has become obsolete, and there is a need to adopt a new law [1]. At present, the revision of the new law "On Advertising" has undergone public discussion and is directed to the Senate of the Oliy Majlis.

Due to the current law's lack of attention to the state language and modern advertising trends, illiterate advertising texts, clips and other forms of propaganda are increasing in the country, which has a negative impact on the literacy of the population. If our country joins the International Trade Organization, then the trademark, trademark and other objections can be increased and fined. Therefore, based on our research, we came to the following conclusion:

The effectiveness of advertising depends on the extent to which ethical norms are followed in countries around the world, including Uzbekistan. In our opinion, it is important to observe the following requirements in orderly conduct of advertising activities. These requirements are based on ethical, i.e. moral principles, rather than legal basis.

The first is to accurately convey information about the advertised product to potential consumers, without exaggerating or hiding the information. In other words, it is necessary to provide consumers with objective information on the basis of non-use of lies.

Second, it is important to take advantage of the fact that consumers do not have enough information, or are unable to verify existing information, i.e., the trust of consumers should not be abused.

Third, the advertising process should not use someone's sign of fear or discrimination, nor should it undermine religious, nationalist, or cultural values.

Unfortunately, such cases were clearly felt in the context of the pandemic, when certain "entrepreneurs" took advantage of the fear or panic of the population to sell their products or services, unreasonably increase prices.

Fourth, advertising should not contradict the current legislation, the accepted moral and ethical rules and values in our society. On the contrary, it is important to promote Uzbek values to the general public through advertising, to give a positive tone to international relations.

Fifth, advertising should not negatively affect the psyche of children, to abandon the wrong example, to serve the healthy upbringing of young people growing up.

Sixth, conditions affecting the health of people, especially young people. In particular, it is necessary to develop absolute restrictions on the impact of advertising services and products on human health.

The ethical requirements for advertising that we propose are aimed at addressing three groups of problems facing marketing. They are:

- Rules of ethics in dealing with competitors;
- Ethics of consumer relations;
- The impact of marketing on society.

In his recent speeches, President Mirziyoyev set the task of using marketing methods, including advertising, to launch competitive products in the domestic and foreign markets. Marketing, branding, advertising activities and specialties have been opened, and their share in the plans for admission to universities is growing every year. In recent years, attention has been paid to the integration of marketing specialties with technical and technological sciences to focus on the production of high value-added goods and services. In this regard, the naming of the Ministry of Economy and Industrial Development as "Economic Development and Poverty Reduction" is also in line with market principles, special attention is paid to advertising to highlight the achievements of our economy. [14].

For example, Artel and Imzo became well-known and national brands in a short period of time due to the correct organization of advertising activities.

However, we must recognize that since business ethics is not a one-stop system, no matter how well-developed the principles of ethics are, they cannot stop a person's unethical behavior. Such cases have become more pronounced, especially in the context of a pandemic. Violation or non-compliance with business ethics manifests itself in the following forms:

- By direct damage to a competitor in the market (industrial espionage, defamation, discrimination, etc.);
- Cases of gaining a monopoly through the implementation of cartel agreements between certain market participants;
- Implementation of various games with prices;
- sale of counterfeit products using trademarks of well-known companies.

Non-compliance with the rules of ethics in relation to the consumer can take the following forms:

- Unscrupulous advertising;
- Distracting consumers on the price of goods or services;
- Misleading or misinforming the consumer by misrepresenting the product description.

Unscrupulous, unethical ads are all different. In France, for example, advertising for McDonald's is banned. This is because it is common for children to be invited to watch for free and earn money from paid products. In Uzbekistan, as in other countries, the consumption of Coca-Cola is the highest among young people. No matter how much alcohol is consumed, it is said to be harmful to health, leading to diabetes in the future, but its consumption is not decreasing. This means that young people are more sensitive to advertising and do not pay attention to the slightest damage.[16]

Articles by Russian scientists have confirmed that 90% of the pocket money of teenagers in Moscow is spent on advertising. Although Russian law is child-centered and there are no limits to the use of the image of children in advertising, there is no organization that controls it. For example, the well-known Kindersurprise chocolate-toys are prohibited from being sold to children under the age of 3 because they are small pieces, but the advertisement does not say anything about it and parents are not warned.

In Uzbekistan, too, there is a growing number of types of advertising that have a negative impact on the psyche of children. These include chocolate or candies with a lot of chemical elements, commercials for consuming juice or dairy products by hitting glasses. In the context of the pandemic, the need for medicine has increased. However, the fact that the same drugs are advertised does not exclude adults and children, and is not recommended to them, also falls into the category of conscientious advertising.[17]

Today, Uzbekistan has introduced a standard of halal products. Of course, such a situation stems from the requirements of Islam and Sharia. But, to be honest, there are also cases of consumer fraud. In this regard, the fact that consumers also do not have a high consumer culture can lead to such a situation without understanding the essence of these standards. For example, in Muslim countries, tobacco and alcohol cannot be advertised. However, it does not make sense to advertise such products on television, spreadsheets and banners, claiming that 100% Muslims

live there.

According to international standards, food and pharmaceutical products must indicate the expiration date of development and consumption. Due to increased controls in the pharmaceutical industry, most drugs have these two seals. However, most food products (except foreign products) are not stamped with the expiration date. This is also one of the major shortcomings of advertising. However, as mentioned above, food safety, human health should come first.[13]

In developed countries, certain organizations are responsible for developing and monitoring the principles of business ethics, including advertising ethics. For example, in the United States, a code of ethics has been developed in the field of marketing, and compliance with this code is mandatory for everyone. A code of ethics has been developed by the American Association of Direct Marketing, which is the basis for the association to operate for 5,824 members (3,195 companies) and 603 (515 companies) from local and foreign countries [18].

There is also a code of ethics for the Association of Advertising Agencies in the United States, which includes 650 advertising companies. Advertising agencies have taken responsibility for the following:

- Use of ideas that lead to deception or misunderstanding.
- Use of situations that deny people's opinions.
- Misrepresentation of the price.
- Use of cases that deny professional and scientifically based opinions.
- The use of words, expressions and images that discriminate against the majority or minority of the population.

In our opinion, it is expedient to unite companies engaged in marketing and advertising activities in the Republic of Uzbekistan, to develop a code of ethics and to form an organization to comply with it. It would be logical for the Consumer Protection Agency of the Republic to carry out this task and be head-to-head. Today, the attitude of businesses and individuals to advertising is also different. We conducted a survey of various enterprises and businesses in Tashkent to adapt to modern requirements, to implement the basic principle of marketing - the concept of "Consumer is always right." In this survey, the majority of educated experts were involved and we tried to ensure the objectivity of the answers received (see Table 1).

The main purpose of the survey was to study the impact of advertising on procurement in Tashkent, to focus on which types of advertising, to determine which is more effective. As time and society change, the means, types, and forms of advertising naturally change.

Table 1. Attitudes towards advertising (mainly respondents with higher education)

№	Answers to questions	Percentage of answers, %
1	I don't believe in advertising	55,9
2	I get information mainly from free newspapers	54,4
3	Advertising does not affect my decision to buy a product	50,6
4	I get on another channel when I show ads on TV channels	50,6
5	I learn about the composition of the product by reading the packaging	48,4
6	I buy a product that I see ads from time to time	47,9
7	I buy an eye-catching, beautifully packaged product	47,2
8	I don't pay attention to advertising in newspapers and magazines	45,2
9	I don't care about product packaging	40,1
10	Likes interesting advertising	39,3
11	I like well-executed commercials on TV	22,0
12	Use of preferential shopping system in retail stores	21,8
13	I try to buy the products that are being advertised	15,0
14	I focus on the expression of our values and culture in advertising	13,9

The role of newspapers and magazines in the media is declining, and with the development of the Internet, mobile phones and WiFi the essence of its existence is increasing. This means that the impact of advertising and PR campaigns is both changing and expanding. However, at the same time, the table shows that those who do not believe in advertising at the end of the survey accounted for 55.9% (out of 900 respondents). In order to increase the objectivity of the schedule, our working group included mainly highly qualified specialists, mainly employees of the management and departments of the enterprise, as well as professors and teachers of the university. We came to this conclusion because we could not determine the attitude of the survey to advertising in the example of our own students. This is due to the fact that in Uzbekistan, many commercials, banners and other categories are made by imitating advertising abroad, so their effectiveness is not very high, and most importantly, the respondents do not trust it. In order to increase the effectiveness of advertising, it is necessary to improve the branding system, taking into account the housing, customs and cultural heritage of the population. For example, the fact that a woman or girl is not in open clothes in an advertisement, or that her hair is in a state of disarray, also leads to great results. In the commercial of the dairy company Dobroe derevenskoe utro, the girls spread their hair and consumed milk or yogurt, which led to the rejection of this advertisement.

It is natural that the tendency to advertising is growing, because the constant coverage of advertising in the environment is causing it to penetrate into the minds of consumers. For example, more than 50 percent of those surveyed said they would buy advertised products, while 59 percent said they would like to try a new product. For this reason, 47.9 per cent of respondents indicated a tendency to shop when they saw the ad from time to time. Economic hardship in the context of the pandemic has also affected purchasing power. Buyers tended to be familiar with previously known brands, even though they were more expensive (29%).

Consumers are increasingly paying attention to the packaging of goods, their decoration, color, fashion. Sixty percent of those surveyed said the product was packaged, while 47.2 percent said they would buy a conspicuous, beautifully packaged product. The fact that 39.3% of respondents liked interesting advertisements indicates that creative thinking is developing.

As a result of research, it is recommended to pay attention to the following elements of the product in advertising activities:

- Trademark
- Logo
- Firm block
- Firm slogan (slogan)
- Variety of branded colors
- Set of fonts
- Other peculiarities of the firm (musical background, history of the firm, famous person advertising, etc.).

Of course, in addition to such elements, the level of the advertising company, the availability of qualified personnel, the availability of modern technical and organizational tools, the effective use of information and communication technologies and programming systems play an important role. In the period of formation of the digital economy, the emergence of a new idea, its implementation and, if possible, the advantage over competitors is to reduce costs, increase the attractiveness of forms of advertising, their effectiveness. To perform such tasks effectively requires a deeper study of consumers, changes in their desires, constant monitoring of the development requirements of the times. Hence, the effective conduct of marketing research leads to an increase in the efficiency of the activities of enterprises and entrepreneurs.

As mentioned above, the organization of the movement of companies engaged in marketing and advertising, the promotion of mutual achievements, compliance with the requirements of international standards play an important role and require the integration of science, education and industry. Only then can we ensure that advertising activities comply with the requirements and rules of ethics.

Conclusions and Suggestions

In our opinion, the decisions taken by the country's leadership to ensure the implementation of the Action Strategy for 2017-2021 and the pandemic are the basis for further development of the economy, compensation for losses for objective reasons, effective implementation of social and organizational tasks.

The effective implementation of these tasks, the creation of a real competitive environment and the promotion of products and services produced in the country to the world market are of great importance, but practice requires strict adherence to ethical requirements in its organization. In this regard, we can draw the following conclusions:

- Requires the involvement of specially trained personnel in advertising activities, increasing the effectiveness of integration processes to ensure their skills, ie further strengthening the cooperation of science, education and industry;
- Demands to get rid of competitors, partners, consumer discrimination, religion, gender, social orientation, localism;
- The formation of consumer preferences by promoting the benefits of products and services as the main task of advertising, the constant study of their desires, tastes and requirements in this regard on the basis of marketing research;
- The use of the achievements of information and communication technologies and programming systems in advertising, taking into account the introduction of digital economy in society, ensuring the practical application of innovative marketing elements;
- Elimination of cases of misrepresentation in advertising activities, ie mixed with false information, lack of promoted advantages, abuse of consumer trust, guarantee of advertised products and services;
- Promotion of our national culture, traditions, history and values in the types and forms of advertising, their presentation to the world market, ensuring that they do not impair the socio-economic development of the republic;
- To pay more attention to the personnel trained in the field of marketing, PR and advertising, to ensure the targeted use of funds of existing enterprises and entrepreneurs in financing their training. In this regard, it is necessary to reduce the percentage of educational loans received from banks, strengthen funding from the state budget;
- Improving the effectiveness of integration processes in improving the effectiveness of advertising, ie the implementation of the integration of education, science and industry. Increase cooperation between the Academy of Innovative Development, the Academy of Sciences and the Ministry of Higher and Secondary Special Education in this regard.

Adherence to the rules of ethics of advertising will help Uzbekistan to enter the international market and gain prestige in the international market, promote the membership of the International Trade Organization, the successful implementation of the competition strategy, as well as deeper integration into the world community.

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