

Exploring Advertising Ethics: A Psychological Effect

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Abstract

Advertising plays a significant role in shaping consumer perceptions, attitudes, emotions, and purchasing behaviour. As advertising practices increasingly rely on psychological insights, digital technologies, personalized content, and emotional appeals, ethical considerations have become an important area of discussion. This study explores advertising ethics from a psychological perspective, focusing on how advertising messages influence consumer cognition, emotions, attitudes, and decision-making. It examines ethical concerns related to misleading information, manipulation, stereotyping, hidden persuasion, fear appeals, excessive emotional influence, and the use of consumer data for targeted advertising. Particular attention is given to the psychological mechanisms through which advertisements create attention, desire, brand associations, perceived needs, and purchase intentions. The study also considers the potential effects of advertising on vulnerable groups, particularly children and adolescents, whose cognitive and emotional development may make them more susceptible to persuasive communication. Ethical advertising requires a balance between commercial objectives and respect for consumer autonomy, privacy, dignity, and informed decision-making. Transparency, accuracy, responsible use of psychological techniques, and appropriate disclosure can contribute to greater consumer trust and sustainable brand relationships. The study suggests that advertisers and organizations should consider not only the effectiveness of persuasive strategies but also their psychological and social consequences. Overall, integrating ethical principles with psychological understanding can encourage more responsible advertising practices while protecting consumers from deceptive or excessively manipulative communication.

Keywords: Advertising Ethics, Consumer Psychology, Advertising Effects, Persuasion, Consumer Behaviour, Emotional Appeals, Advertising Manipulation, Consumer Privacy, Psychological Influence, Ethical Marketing.

