

demands and
income.

(3) Ethical Objections

(i) **Consumer's Deficit** : It is argued that people with less purchasing power cannot afford to buy goods though advertisement creates a strong desire to purchase the advertised goods. This makes a section of the society remain discontented and frustrated.

(ii) **Birth to Social Evils** : Advertisement gives birth to social evils. They appeal to people to buy such articles which are injurious to their health. For instance, advertisements speak, "Wine is a symbol of friendship" or "Smoking adds to personality". After getting influenced by such advertisements an innocent person starts drinking wine.

(iii) **Promotes Quackery** : It is argued that advertising promotes quackery as in the sale of patent medicines and cosmetics. They point to the various ineffective and sometimes dangerous nostrums foisted upon the public as 'cures' for diseases, real or imaginary, by means of tainted testimonials and unfounded claims.

(iv) **Moral Degrading** : Nowadays, advertisements contain excessive use of outraging sentiments, exciting emotions, nude poses of beautiful girls etc. Some of them are full of sex appeal and cupidity; others are vulgar, silly, stupid and are offensive to public decency, therewith lower the cultural and moral base of the new younger generation.

From the above study, it is evident that there is a good deal of truth in all these criticisms, although the benefits of advertising override all its critics. However, an attempt is made to initiate reforms and "to clean up advertising from within".

Legal Restrictions on Advertising in India

It is now an open secret that some of producers use advertising to deceive the customers. However, we do not have any direct legislation for preventing deceptive advertisements in India. The M. R. T. P. Act is also silent on these matters. That is why open fraud is committed through misleading advertisements in India. For instance, "our TV sets would guarantee lifelong, troublefree service", "our magic rings will fulfil your all desires overnight", "our detergent cake washes 50% more clothes whitest, brightest and safest" etc. That is why consumers are demanding stern action against such type of false and misleading advertisements in India. In this connection, Sachar Committee has recommended that the following acts of the sellers should be declared as Unfair Trade Practices and thus be punished accordingly.

(1) **Misleading Advertisements and False Representations** : A seller should not falsely represent :

(i) That the goods are of particular standard, quality, grade, style, composition or model.

(ii) That the re-built second-hand goods are new goods.