Advertising ethics as ruling standards in competitive advertising

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Abstract:
Advertising play a n important role in promoting goods and services, and impacting on purchasing decision, consuming behavior, social and moral behavior of the recipient. The effectiveness of advertising is sometimes affected by the extent of advertiser ethical commitment towards both of competitors and recipients, and commitment to ethical principles, standards which governs the form of competition between both of them and affects the mental image of products and the interaction of the recipient with it. Since advertising’s first goal is Directing the competitive advertising message to the recipient in the appropriate timing to reach maximum degrees of persuasion, whereas Compliance with the advertising covenants and its laws is extremely important to ensure the effectiveness of these competitive ads ensuring the respect of recipients for both competing parties. The use of competitive advertising has developed recently especially ads that show competitor negatively and deliberately highlight the weakness in the competing products either directly or implicitly. Hence the study dealt with studying the ethics of advertising in competitive advertising and its nature and characteristics.

Methodology: analytical descriptive methodology

Statement of the problem: How can advertising ethics be used for ruling standards for competitive advertising?

Objectives: The research aims to study the negatives and positives of competitive advertising, its characteristics, mechanisms of its application, and concluding ethical standards for competitive advertising.

Results: The research concluded that: Competitive advertising is an advertising technique in which the advertiser claims preference and surpasses of the products which he is promoting over the interest of his competitors by using direct and indirect compactivity. Also competitive advertising should reflect ethical principles and values, not to be misleading and do not cause controversy on generally agreed ethical values. commitment to ethical values in competition between institutions Helps to activate them positively and improve the mental image of the institution which recipient has. Competitive advertising helps in forcing brands to improve the quality of their products as well as been a strategy which helps to reduce barriers and break into new markets.

Keywords:
Advertising ethics, competitive advertising