Ethical Dilemma and College Youth Attitudes towards Advertisements

The purpose of this study is to explore ethical issues affecting advertising, the effects of advertising on college youth, and the types of appeals used in advertising. The methodology approach implemented for this research paper is both quantitative and qualitative. A total of 150 youths aged 18 to 27 were surveyed using a questionnaire in a university in Malaysia. The questionnaire was administered to college youths who come from different backgrounds of gender, age, race and educational attainment. Evaluations from a number of literatures were used and conclusions were drawn based on the quantitative analysis of the secondary research data. Findings indicate that race, gender, education level and age have significant relationship to ethical dilemma and attitudes towards advertisements among Malaysian college youths.

The are two main components advertisers aim to effect: the affective component, where affective message strategies are applied by invoking feelings and trying to match them with the product or service offered in an effort to increase the likeability of the product; and the cognitive components. Though there have been other researches done on college students toward appeals used in advertisements, this research specific on the influence of advertisements and college youth’s attitude towards advertisements is the first of its kind. Thus, this research provides an insight into how aware students are about ethical issues in advertisements.