

Thesis Title	Business Ethics in Goods Advertising in the Television Media
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Date of Graduation	4 July B.E. 2540 (1997)

### ABSTRACT

This research had the objective to assess the ethical problems in product advertising through television media in Thailand in which five factors were found, namely (1) Product advertising offers single (one-sided) information, (2) the advertisement of products creates incorrect behaviour to society, (3) product advertising offers information or gives pictures that stimulate sexual feelings in a wrong way, (4) it makes use of children as advertisers, and (5) advertising stimulates violent behaviour. It was found that business ethics which should be used in advertisement business consist of six factors, namely (1) dhamma, which is itself moral ethics, that means the entrepreneurs do have to look at themselves from two perspectives (as producers and as consumers) (2) ethics concerning marketing plans such as good product advertisement must really be good products (3) human rights, i.e. consumers should to have the right get enough information about the product and the right to the media (4) moral and responsibility, i.e. business people should not only avoid doing bad things or being immoral but also create goodness in society and avoid

unreal behaviour (5) business people stay in society and public and they should not only produce standard goods but also possess in themselves good behaviour and good intention to do good things to society and avoid factors that society does or cannot accept (6) business people should offer justice for the consumers in the same way as they do for their business.

Business advertisers and entrepreneurs should possess such business ethics and it is important for them to remind themselves that they make products and advertisement for society as a whole. If they keep this point in mind, they create advertising work and pass it through any television media channel and will get the response for their own business – that means to purchase the product and to bring in good profits without destroying society and society will as well receive this benefit.

Nowadays, most of the product advertisement still has such characteristics. Though some commercials might be overboard but they can be accepted since these are useful for both sides, business and society.

Finally, we can say that the product advertisement through the television media of Channel 3, Thailand, is considered to be acceptable considering correctness, goodness and is not against the law. Neither is it against the right of T.V. watchers. It also brings in usefulness for the program producers and advertising industry. At the same time, T.V. watchers can get information and entertainment from the Channel 3 programs.