Abstract: In India, advertising as a means of sales promotion gained acceptance only two or three decades ago. However, today advertising has emerged as one of the most effective tools in the hands of producers and consumers. Advertising medium is a tool in the hands of manufacturers to exhibit their Products. From morning to night, advertising messages reach the consumers through newspapers, journals, magazines, television, and internet. Advertisements are a part of market communication and act as a powerful tool in transmitting an effective message regarding a Product or Service from the market to the public and the prospective buyers. Advertisers regularly design strategies to attract attention of the public towards their communication and they persistently think upon distinguishing their products from other competing products with the hope of influencing the purchase of their products by the prospective buyers. Thus, advertisements are convincing and motivating tools which can leave a deep impact on the minds of the viewers and play a major role in molding the culture and attitude of the people.

Keywords: Ethics, Advertisement, Manufacturers, Products, Market Communication, Service, Buyers.

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