

Understanding the Literature on Advertising Ethics

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Abstract

This study reviews the literature on advertising ethics and identifies research gaps to provide scope for future work. The relevant literature was identified by searching Scopus and Web of Science. The final sample of 119 articles was carefully read to determine dimensions and variants, which were used in morphological analysis (MA) to construct a cross-consistency matrix (CCM) and obtain a comprehensive understanding of the domain of advertising ethics. The CCM was used to identify explored and unexplored areas of study. A comprehensive MA framework of 6 dimensions and 27 variants of advertising ethics research was constructed and led to the identification of 87 research gaps. This study contributes to the literature by identifying research gaps to be pursued in subsequent work. In addition, this study is the first in the advertising ethics literature to construct an MA framework.

Subject Areas: *Advertising;Promotion*