

## **Abstract**

This study analyses how the society in Lithuania evaluates the ethical aspect of advertising campaigns of the three major mobile communication service providers: whether they presume these ads as ethical or unethical. The research attempts to answer the question: „To what extent the advertising campaigns of the three mobile communication service providers in Lithuania can be perceived as ethical from the consumer point of view?” Two hypotheses have supplemented our research question: 1) moral equity dimension is the most important one for the customers of mobile telecommunication operators when evaluating ethicality of ads and predicting the intention to behave in the same manner and 2) if an advertisement directly affects a consumer, it is regarded as less ethical by the society. In order to explore the hypotheses a survey is created based on the Reidenbach and Robin’s model. The results confirm that advertising campaigns of mobile telecommunication companies are presumed as unethical and the most important factor for such perception is moral equity dimension. Nevertheless, the results also show that advertising campaigns fined according to the law are judge not so severely by the customers as advertisements with erotic motives.

**Keywords:** business ethics, advertising campaigns, telecommunication, Lithuania, multidimensional scale model