



## Advertisement a necessary evil, creating dark behaviour of consumer

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### Abstract

We see and experience so many changes in so many things, and as it is known to us that the change is Sisyphean due to which, we experience change from every dimension, but as we know that commercialization has struck hard, and companies are putting their heart and soul to attract us, and this attraction is a strategy or one can say the greed of having more negating the concept of real values and happiness but now the big question is how the answer to it is Advertisement. The author of the paper has explicated in detail the concept of Advertisements creating dark Consumers in the event of getting more and creating more demand under the influence of both compulsive and impulsive buying has negated the Values at large and the sustainable development of today's scenario. The author will be bringing out all the reasons as to how in today's world consumers have been tamed in such a manner that everything to him or she is now being and should be related in some way or the other to the ad that is been broadcasted on their television or radio set, continuous fulfillment of the scorching needs, which has led to the dark behavior in them, which in turn has led to the downfall of sustainable development, the author have used primary and the secondary data to bring out the reason and also up to what degree the dark behavior has been created by the Advertisement. Figures and tables have also been added to the paper by the author to make it clearer how are the values of consumers have been decryped by the Advertisement creating a dark behaviour, due to which sustainable development is now a tough row to hoe.

**Keywords:** advertisement, values, dark behaviour, consumers

### Introduction

We all live in a world where we see too many things around ourselves, and these things are all commercialised in every aspect, it goes without saying that the world has become more prosthetic, and the reason being that so many things are being made, at the option of every individual, that values, emotions, happiness are all being related to only one angle and that is the aspect of everything measured in terms of money or to put it simply to say commercialised in nature. Now the thing is that we know that it is wrong to be so much so influence under this commercial approach but are being so well captivated by the term Advertisement, that though we try much will never be free. It is not always the world of Advertisement, creates problem but the concept is that it's a frenemy, a thing which is required at large by most or to say all the companies, but the in the event of alluring the it has nurtured a type of consumer which has dark side to almost all the need, want, desire, why it is so that on a pious occasion of Raksha Bandhan, it has become a customary to give Cadbury only, or sweets that have golden icing over it, see the thing is not that something is wrong and right, the problem which the author wants to explicate through the medium of this paper is that The author has chosen the topic so that whatever metamorphose has occurred in the society as a whole and what is the real cause of or reason behind, saying that advertising promotes the product creating a dark consumer, form behaviour point. At the same time

when we talk about the term values, the author will also be citing as to all those aspects that would be creating a change in the overall culture aspect, as for many of them the culture is a substance of value creation, they believe that whatever is there in the culture is as rigid and is absolutely true. Talking about which class it is but obvious to say that the middle class has been darker than any other, now why and what is the reason behind is also been captured by the author. The author has taken the primary data and has analysed it on the basis of pie chart and came to the conclusion, that can the sustainability is a still and dream, or else it can be achieved. The author has also used the secondary data, wherever it is needed, and have explicated the concept with the help of diagram.

### Review Literature

Advertising promotes values that are sometimes directly opposed to human wellbeing, environmental sustainability and a fair society. It ought to be considered a possible detrimental influence, and regulated accordingly. (Prof (Dr.) K R Subramanian<sup>1</sup>, 2015), in the paper the author has discussed on the grounds of detrimental value which is been produced by the Advertising company on the consumer, but the concept on how it fluctuate, with the change in their behaviour getting or making them dark is not been discussed which creates a gap in the paper, which would be filled accordingly.

Professor Subramanian, also explicated on the dimension that, the company cannot do anything without advertisement because some way or the other it has instilled into the aspect of individuals. But it has not been well explained by Subramanian sir, which creates the gap and the author have tried to fill the gap accordingly. At the same time a particular consumer has become dark in both sense that is compulsive and impulsive behaviour.

The word "value" has discrepant meanings in the marketing literature, especially between its two areas: marketing strategy and consumer behavior. What marketing strategists mean by "customer value" is quite different from the meanings of the "consumer values" discussed in consumer behavior research (Clawson and Vinson 1978; Kahle 1977; Peter and Olson 1990; Sheth, Newman and Gross 1991; Vinson, Scott and Lamont 1977; Wilkie 1990). So here we can see that there are two perspective, the author has tried to boil it down to bring out the difference between the type of value in case of marketing strategies and consumer behaviour, if we try to break it down further we can say one is a customer value that is associated with the aspect of which is done at the time of purchase like before making sauce or ketchup, ripe and fresh tomatoes are been looking for, and the other is consumer value, which focuses on intrinsic and extrinsic aspect of human emotions which he or she derives. Advertisement effect both the Values, now in the paper by *Albert Wenben Lai* the two aspects are not been delt in detail, with respect to advertisement, which is an important parameter and has resulted in formation of a gap.

Both visual routes to persuasion have serious ethical issues to confront. In what concerns the purportedly veridical images, controversies about picture retouching and framing have cast many doubts on their success in offering unmediated access to a given reality. (Grancea, 2015) the author of this paper has explicated upon the aspect of Advertisement getting so real that the people begin to think and take it as a necessary aspect of their life, involve great level of hard work to achieve the needs and be contended or to say, earlier the consumer was not so much concern about the desires and super desires, but to say our frenemy Advertisement have elevated the desires to the extent of dark behaviour leading to the above mentioned aspects, this thing was not been discussed, which in this paper the author have tried to figure out filling the gaps at every level.

**Research Problem**

Advertisement has been one of the most important concept to solve the aspect of alluring and captivating the consumers at large, but the problem is that the advertisement has captivated the consumer in such a manner that today’s consumers have been tamed, and are only following what companies are showing, and what the company wants him or her to follow, all the things together are making the consumer dark enough, in every sense and the author wants to focus upon the

fact that feelings like theft, shoplifting, deceit, greed, etc, which has negated the sustainable development in all the perspective of environment and human values, and our friend advertisement has paved the path of consumer to be dark in behaviour. The researchers have tried to figure out on the angles of what are the reasons for consumer getting dark due to Advertisement, but to boil down to a particular reason as what are the root cause and the magnitude or how this has it decryped the values in consumers and their behaviour, has not been discussed to far, and hence the problem is being identified as *Advertisement A Necessary Evil, Creating Dark Behaviour of Consumer*

**Objectives**

In this paper the author has tried to get in the mind of consumer which makes him or her dark, and result in the downfall of values, in turn will lead to the aspects of low sustainable development. The author has explicated the objectives as under –

- To examine the term Advertisement with respect to sustainable development
- To study the behaviour modification with respect to Advertising
- To analyse how or to what extent the consumer of today has grown or turned to be dark.
- To suggest some gateways for the sustainable development

**Gravity of advertising for sustainable development**

The concept of sustainability is primarily being focused upon the three basic things social progress, economic development and climate change, when there is a continuous change in the three aspects it always lead to the concept of sustainable development, indeed it is a true fact that our friend Advertisement has done pretty well, in this field of aiding the three dimensions at the same time. The author over here would like to bring some of the most important things that Advertsing has done with respect to sustainable development –



**Fig 1:** Gravity of Advertisement which makes in its unique

Therefore as shown in the above triangle that there are few advantages which make it easy for a company to compete, talking about sustainable development, yes social, economic and climate change has been a crucial thing that is been developed by the term Advertisement. The author has answered the questions, by using primary and secondary data to arrive at a right picture. Advertsing increase the quality of product, as and when the new consumer, ask or make an attempt to scorch the need for high end products, the Advertsing plays a crucial role. The author has already explicated that we are focus on the sustainable development, we have to focus on the three things economic, social and environmental aspect, and advertsing has to the best of its ability has been able to come up with all effective advantages.

Talking about the aspects of Advertsing the social applicability or one can say the society has been created in a better way in terms of sustainability development. In the modern era, when we have seen that the entire world was locked up in their homes and dwellings, the online media and the advertisement have helped us to get the right kind of product at large, if we have a look at the asked that Advertisement has effected the environment considerably, we can see that There are five things which an advertsing has promoted to make the environment clean, and there for it can be seen that the term Advertsing has done really well to make the sustainability and the development, and no doubt that the advertisement has been in a position to boost the sales aspect increasing the gravity overall, but all this good effort has led to the behaviour modification in individual considerably which the author would like to explicate in the next objectives.

**Change in behaviour, with the constant allurements by the Advertisement**

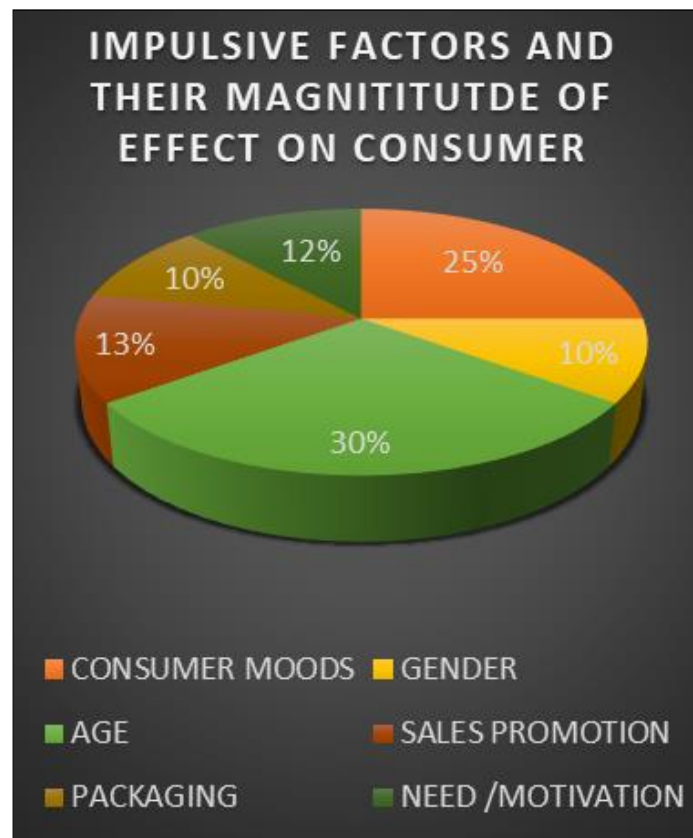
The consumers of today's is in constant urge of things and services, we can say it has developed a considerable awe for a goods and services, the term advertisement has made our consumer darker and at the same time things like impulsive and the compulsive drives have developed a dark attitude in the consumer, which has slowed down the functioning of sustainable development.

The world is changing, and so do we, but change at the rate of getting dark or adoption of a behaviour which is an outcome of compulsive and impulsive drives, can never be a part of sustainable development. In some way or the other use of plastic that will add burden to the environment has been detreated, but on the same level we can see that use of plastic capsules or polycarbonate things have increased, which is also fatal.

The author now over here has tried to laid some emphasis upon the aspect of negative and have resulted in the aspect of forming a dark behaviour in consumer. Development, along with the social, economic and environment aspect. Advertisement has created a real trouble in the mind of consumer, who is in constant momentum of rethinking and believing in what is been shown by our ads, the author would like to explicate using a diagram which shows that there is a constant momentum of thinking

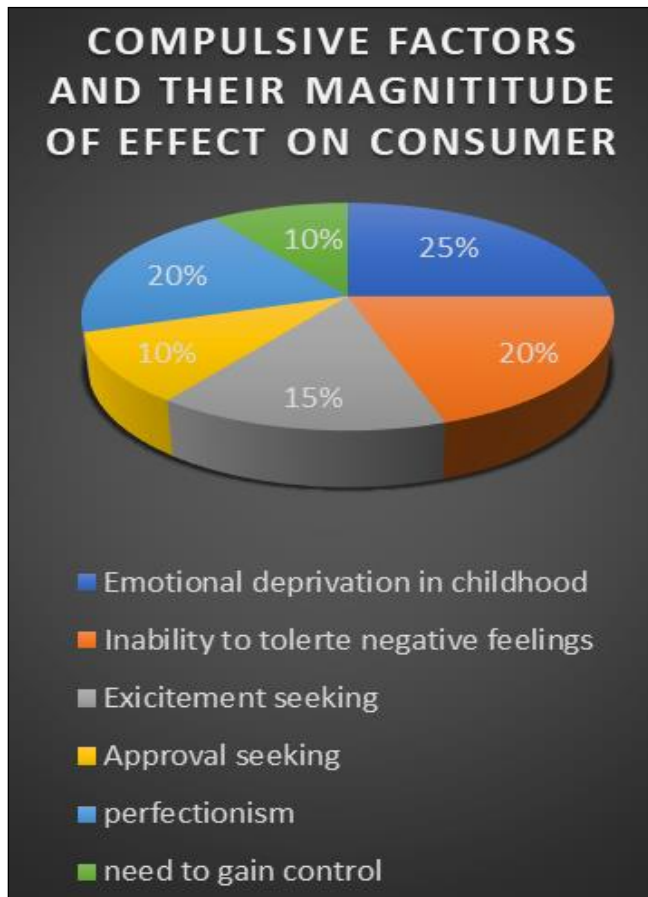
**Degree or extent to which the consumer has been turned by the Advertising**

Advertsing has made the consumer impulsive and compulsive both at the same time, fostering to the needs in such a way that a consumer either buys in spur of moment or just in the event of following the pursuit, so therefore the author would like to delineate what are the impulsive drives that the advertisement has tickled, making the process of sustainable development in a cold bag-



**Fig 2:** Effect of impulsive factors and their magnitude on the consumers

The author with the help of this would like to focus upon the percentage or the degree which the Advertisement has infected, the author is using the word infection because this impulsiveness only has detreated the aspect of less or no sustainable development and particularly we can say that the age bracket, the mood of a consumer, holding a greater degree This was something about the drivers of impulsion, let us see how are the drivers of compulsive buying is been effected by the Advertisement, which will again be their result in fall of values or human neglecting the aspects of sustainable development.

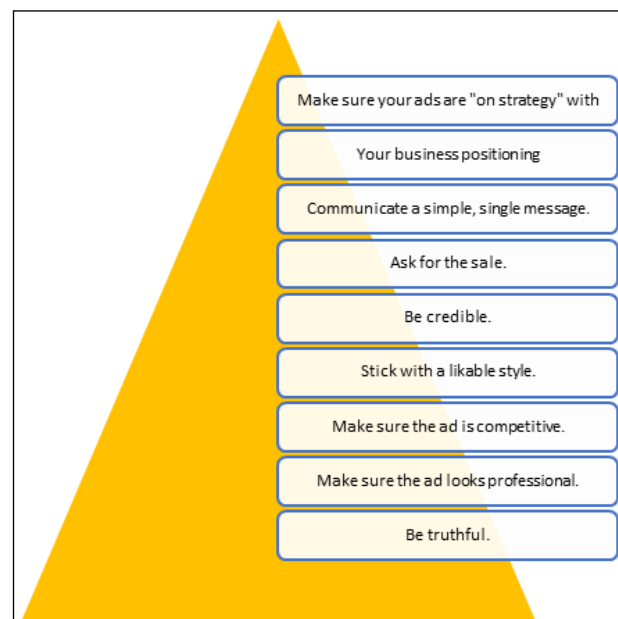


**Fig 3:** Effect of compulsive factor upon the consumer and its magnitude of effect

This pie clearly shows that emotional deprivation in the childhood plays a prominent role, but to be perfect and not able to tolerate negative feelings is an important factor for compulsive buying the consumer knows that buying such goods, will not fetch a decent satisfaction. Now the problem is that all the factors are responsible for the compulsive buying, and advertisement has done a great job to nullify the aspect and make the consumer dark, emotional deprivation starts boiling down and as a result of which dark nature automatically develops and led to negative sustainable development. Now this was some of the aspects according to the author the advertisement has led to the negative sustainable development because as author has already pointed that for sustainable. But as they say that bad days or the days of folly do not continue long same is the case of this aspect, we know that the advertisement has broken the essence of sustainable development, by rapturing the values in human, but there are some of the gateways, which if is been adopted can be of some help.

**Some gateways to eradicate the damage caused by Advertisement and working for all-round sustainable development**

- Advertise the USP, keeping in mind the concept of hyperbolism, at times the company advertise, like the company propagating of having a salt in the toothpaste is, nurturing to most of the belief which say that doing or applying oil with salt over your teeth, will make the gums strong, the company makes a false claim and this creates a consumer who is only willing as it natures that intrinsic attitude of his which creates a false claim.
- Creating the headline, which will create a positive impact in the mind of consumer like the Amul taste of India, will be more like catering to the real need of what is the taste of India.
- Consider client life time or the consumer life time to have a price which is pocket friendly, by this the author means, sometimes people indulged in shoplifting a negative behaviour of consumer, degrading the values and at the same time negating the aspect of sustainable development.
- The advertisement should not be offensive which will create a kind of image into the mind that cause fear, the world of advertisement is for all, and for all ages, now the problem is to much of stunts and too much of dreadful things like swirling around like *Shaktiman*, after eating *Parle G*, will be crating some hypothetical behaviour of superpowers in kids or sometimes even in adults.
- Javed Habib had to apologise for the ad where with the help of a cartoon once targeting the deities, and India being a religious country, it has challenged the emotions and this resulted in such a negative impact that people stated criticizing all the fraternity of the business, just to create a propaganda companies are going to an extreme which is sometimes good and always fatal
- Using more of the environment centric advertisement where in the environment and the surrounding can be developed and sustainable development can really take place in real. or else it will just be on paper but not applied,



**Fig 4:** Gateways to remove the difficulty to make a better ad for consumers

## Conclusion

Advertisement is a necessary thing which is required as a must tool, but the company has used it as a weapon to allure consumers, and as they say too much of sweet makes it sour, and that what has happened the term advertisement has been used by company to have more consumers, and no doubt that they all appeared, but the demand or the mindset has become such much so corrupt and at the same time the values has been decryped considerably. so hence it is suggested that if the gateways which have been proposed by the author is been used with ease and convince the frenemy (Advertisement) will be once again our friend making the positive values which are more humane in nature and thus making sustainable development successful.

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