

CONTEMPORARY MARKETING TECHNIQUES AND IMPACT ON HUMAN THINKING

A need to educate consumer

Vidya Aswath

M.Com Bangalore University and M.B.A Osmania University.

Abstract: The Concept of Marketing that began as a source of information about products for the consumer to make an informed decision in their purchase, has now evolved in to tool that gives less of information and more of a compulsive brand positioning that influences requirements of men/women irrespective of whether they need a particular product or not.

This evolution of Marketing in to a brand positioning tool is already resulting in the end consumer to select a product more on the visual appeal of the product and minimizes the opportunity to think on the actual necessity of the product to him/her. Some of this goes to the extent of impacting the lifestyle of men and women in the society.

This scenario does not augur well for an intellectually healthy thinking society and there is a Social necessity to educate the public on the importance of not falling prey in to purchasing products just based on the branding or visual effects and actually getting in to detailed contents of the products and making an informed decision based on the merit of purchasing a product that would meet the absolute necessity of purchase for each Individual / family.

I. INTRODUCTION

The impact of contemporary marketing techniques on Human thinking and the effect it has on the ability of public to make an informed decision when going for purchase of multiple products is such that the common man is fed information in a way that purchase of some products are mandatory, to avoid risks that is expected to occur in the immediate / short term or long-term future.

Possession and consumption of products are being positioned as an absolute necessity by the brand managers who market those products as a single point remedy in their raespective areas which the product falls under.

Given this scenario, this thesis becomes a relevant document that intends to capture the urgent need on the part of academics and social enthusiasts to come forward to work on creating mass awareness on the approach that is needed to be taken by the common man to decide whether or not to purchase a product based more on his absolute necessity and product composition rather than on the compulsion created by marketing techniques used by multiple Brands.

The widely used technique of providing mandatory vital product information as a subsidiary minor part in terms of labelling / positioning and simultaneously providing more visibility to the brand and appearance of the products, makes it mandatory for human resource management professionals to take this as an opportunity to deep dive in to this approach and work on educating the general public on being more aware of the scientifically correct method of selecting and purchasing a product.

II. SCOPE OF THE THESIS

The Scope of this thesis is to study the impact marketing has had on the human thinking and approach with specific focus on Household consumer Goods Sector , focusing largely on FMCG , Cosmetics , Medicinal , Food ,Personal care , Electronics Items.

III. THESIS STATEMENT

To bring out the ground reality on the impact on human thinking from modern day marketing techniques by capturing relevant data points through a survey and driving home the importance of educating the consuming public on not getting swayed away merely by the visual attraction of products and develop an inherent habit of making informed decisions on both the absolute necessity to buy a product that meets quality criteria which every individual / group / society needs.

IV. PERCEIVED IMPACT FROM MODERN MARKETING TECHNIQUES

The kind of competition that exists in grabbing all the available market space in each area of product that can be sold forces companies to employ various methods to sell their products ranging from providing basic product information and extend to the range of making it appear that the future will be in jeopardy if certain products are not purchased as sold by the companies.

This makes us to believe that there is a realistic possibility of the human mind succumbing to these marketing tactics and going in for products that, given a choice of their own, they would rather not be purchasing.

The impact is so powerful that it makes a significant section of the society believe that starting from their cleanliness, attitude, education, academic progress, physical and mental growth, social status , appearance have all been already factored in to various product that are manufactured and the consumer just needs to purchase and use those products and they automatically achieve worthy goals in life.

In reality there is no substitute for hardwork and sincere efforts to achieve one's own ambition / goals and things don't work the way it is depicted in the advertisements.

Given this reality, it can be safely considered that a concerted effort is needed to drive home the importance on being ware of risks posed by over commitment and capabilities of many products that the marketing tactics apply to sell their products and educating the society on not missing out on their basic instincts of smart thinking and informed decision making in every purchase in their life.

V. SAMPLE REPRESENTATION OF PRODUCTS CONSIDERED IN THE THESIS



fmcg Items



Medicinal and Electronic Items



Grocery and Packed Food items

Disclaimer: The above images are for representation purpose only and does not convey any decision on the particular brand of items that may have been inadvertently displayed in these images.

VI. APPROACH TO VALIDATE THE THESIS

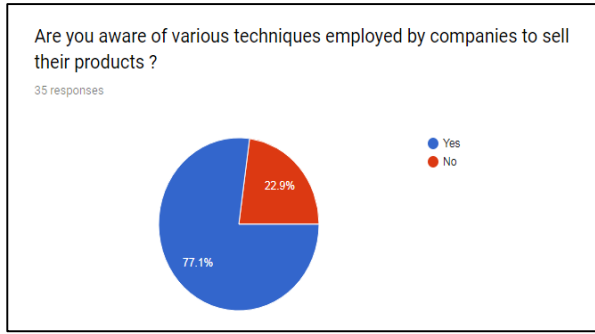
Considering the reality of situation where products are purchased by a wide variety of common, public coming from varied backgrounds, I found it fit to go for a survey with relevant questions to capture the actual public sentiment. Accordingly, A set of 15 relevant Questions was prepared to capture the wide variety of impact that marketing has on human thinking. The Questionnaire was uploaded in a sharing platform and shared amongst the public of varied backgrounds to capture responses. The respondents come from varied age group of 20 till 65 and professional background, covering major Cities across South India. The summary of all the responses has been captured, studied and provides a very good insight on the importance of the suggestions made in the conclusion of this thesis

VII. QUESTIONS PUT FORWARD IN THE SURVEY:

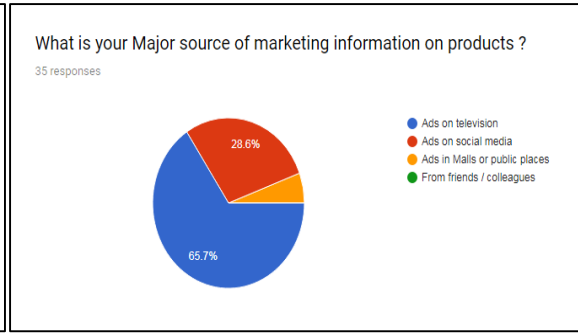
- 1) Are you aware of various techniques employed by companies to sell their products?
 - a) Yes
 - b) No
- 2) What is your Major source of marketing information on products?
 - a) Ads on television
 - b) Ads on social media
 - c) Ads in Malls or public places
 - d) From friends / colleagues
- 3) What attracts you to a particular product that you need?
 - a) the contents of the product

- b) the visual appeal of the product from advertisements
- 4) Have you felt the marketing is compelling you to purchase products that you may not actually need
- 1) yes
 - 2) no
- 5) Have you ever purchased a product due its appeal rather than your need to purchase it?
- a) yes
 - b) No
 - c) Rarely
- 6) Do you feel marketing these days focusses more on the visual appeal of a product and less on the product content?
- a) Yes
 - b) No
 - c) Not sure
- 7) Do you confident that the complete contents of a product are transparently shared by companies in their marketing programs?
- a) Yes
 - b) no
 - c) Not sure
- 8) Have you felt that there is a urgent necessity to regulate marketing techniques and limit them to focus on the product contents and leave the choice to customers?
- a) yes
 - b) no
- 9) Have you experienced using products that are not publicly visible but are meeting your requirements better than products that are widely publicized?
- a) yes
 - b) No
 - c) Rarely
- 10) Do you feel modern day Marketing platforms provides a level playing field to all types of manufacturers to get their products made visible to public?
- a) yes
 - b) No
 - c) It can never happen
- 11) Do you stick to particular brands for items that you regularly purchase, just because of the visual appeal or due to endorsements by famous personalities whom you like?
- a) yes
 - b) No
- 12) Do you feel endorsements by famous personalities makes you focus less on the contents and go ahead and purchase products?
- a) Yes
 - b) No
- 13) Do you go through the contents of the products before you purchase it?
- a) Yes
 - b) no
 - c) Not always
- 14) For which of these products do you mandatorily go through its contents/specifications before purchasing and not limit it to the brand alone?
- a) Medical and food items
 - b) electronic items
 - c) Home consumables
 - d) Decorative Items
- 15) Do you feel there is a need to educate the consumers to make a informed decision on choosing a product and not just go by brand positioning or visual appeal of a product?
- a) Yes
 - b) No
 - c) Long Overdue

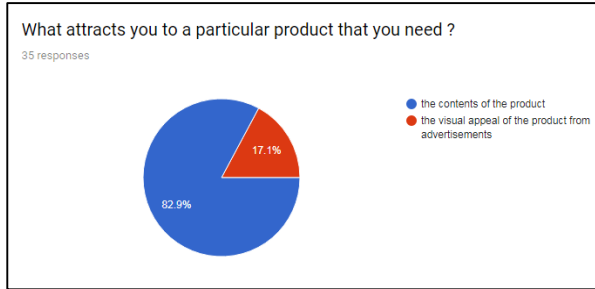
VIII. SUMMARY OF RESPONSES



Question 1



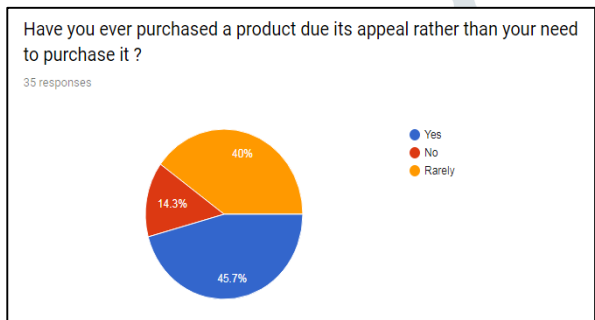
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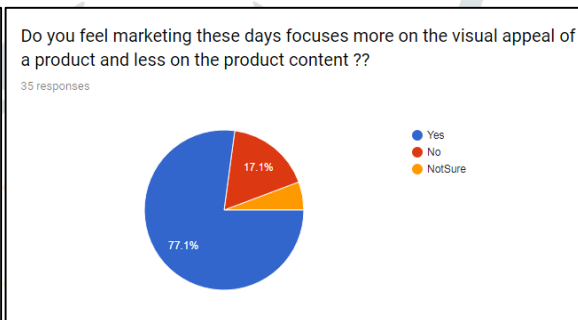
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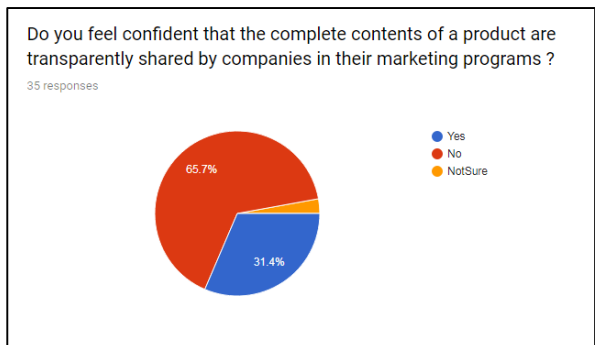
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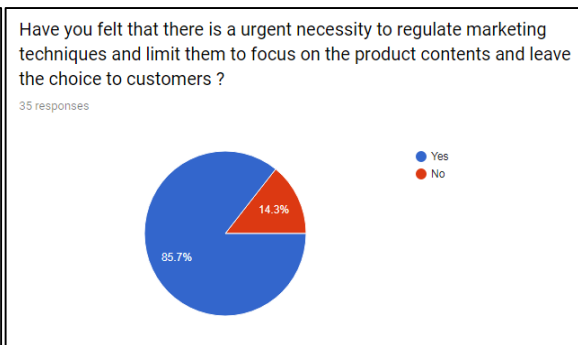
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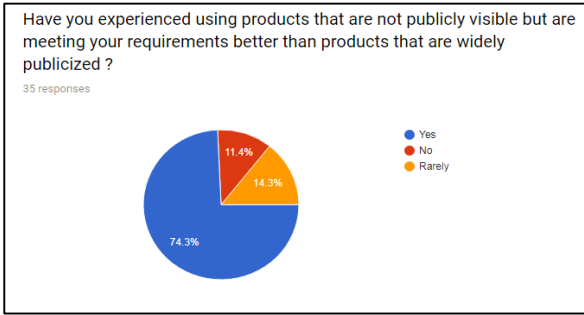
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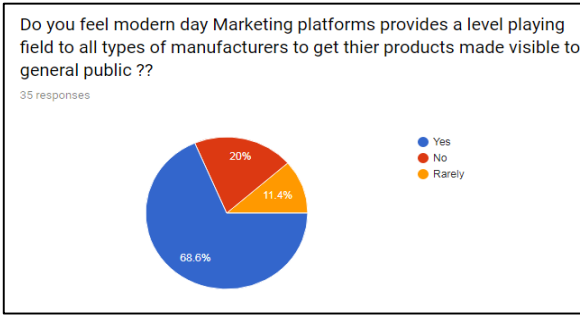
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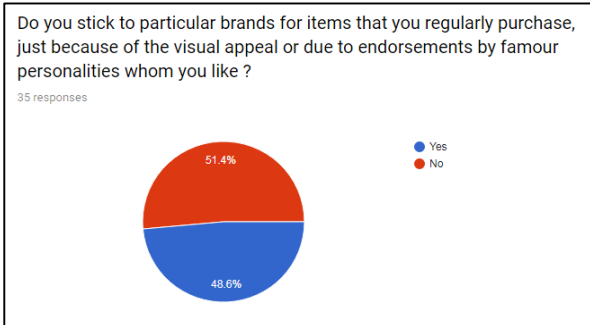
Question 8



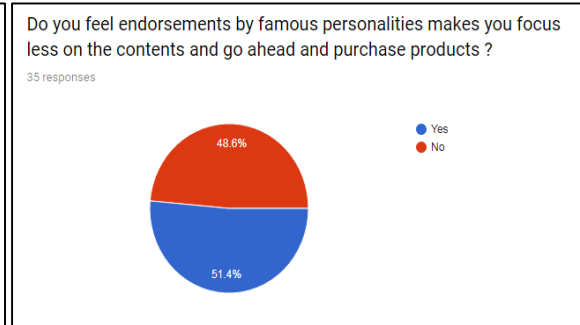
Question 9



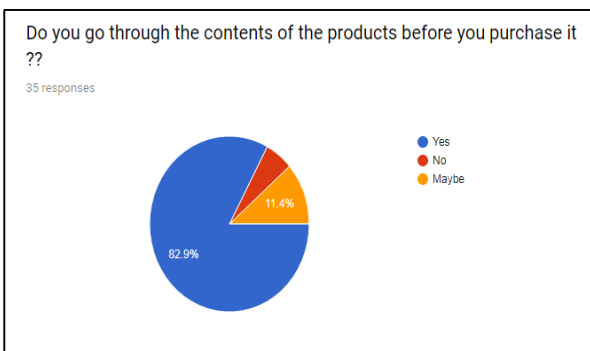
Question 10



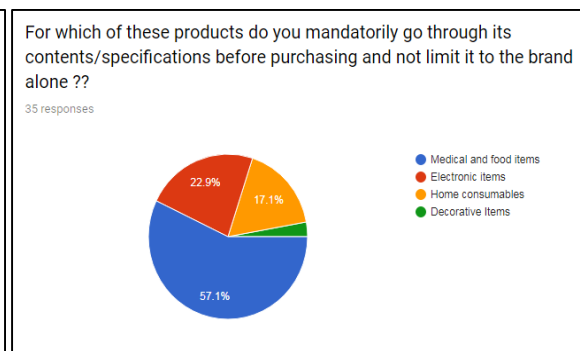
Question 11



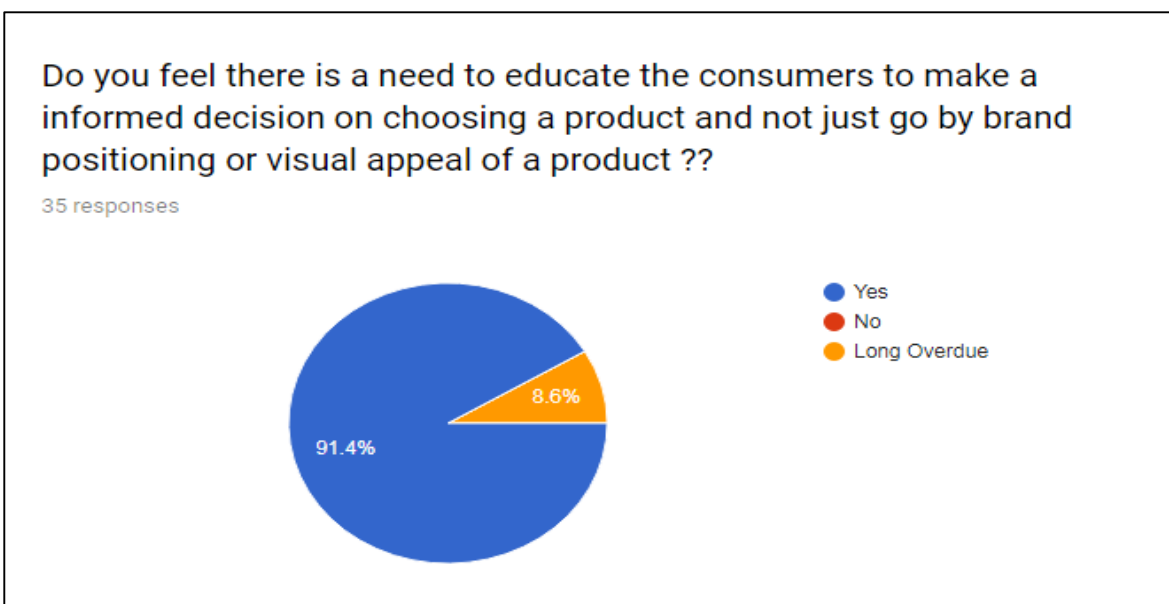
Question 12



Question 13



Question 14



Question 13

IX. MAJOR INFERENCES FROM THE SURVEY

The consumers largely are aware of the marketing techniques adopted by companies to sell their products

While there is a sense of awareness on the importance of going for a purchase based on the contents, the extensive marketing techniques and brand positioning and visual appeal seems to override this aspect of purchase.

The survey (Questions 5 and after) clearly shows that the visual appeal and brand positioning supersedes the decision making process using an intellectual approach a consumer would have otherwise taken.

The Survey clearly points towards the urgent necessity to make stronger regulatory guidelines on marketing tactics and also very clearly shows the overwhelming necessity for a strong educational program to be run to appraise the consumer on what is the correct approach in decoding a product and making a decision on purchasing it or not.

X. CONCLUSION

The facts captured through the survey clearly shows that while the consumer mind looks for a intellectual approach to decide on the merit of a product the modern marketing techniques makes the consumer go for a emotional decision based on the appeal and branding of a product. Growth of these marketing techniques lies in the success they have achieved by pushing the consumer in to an emotional bonding with the visual appeal and branding and making them feel safe only if they purchase products as prescribed by the advertisements.

This poses a serious threat to the very existence of consumer freedom in choosing the right product that meets his or her absolute personal or family needs and not go by the compulsion or hypothetical situation risks / threats created by companies selling their products.

Hence it will only be a fair and an informed decision to conclude that, there is a urgent need to educate the consumer on going beyond visual appeal and branding , every time they go for a purchase and only choose those products that suit their individual or group requirements in absolute terms in all aspects including content, usability, longevity, no side effects etc and not fall prey to visual appeal and brand positioning alone in deciding to purchase one or other products.

XI. REFERENCES:

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