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The impact of social media on commercialization and promotion of consumer goods

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Abstract

The findings show that various age groups and genders see the problem of advertising ethics differently. This research provides strong evidence that consumers' sensitivity to ethical concerns grows in tandem with their age and level of education. When asked about their purchasing intentions, more women said they would stop buying a company's product if it aired ads that they felt were immoral. The research also found that people are more likely to have unfavorable opinions of a corporation whose ads they perceive as being immoral. Businesses in the city may use the survey as a guide to better gauge consumer taste and tailor their advertising campaigns accordingly. A market devoid of immoral ads may be created by a combination of government regulations and self-regulation by marketers.

Keywords: Advertising, consumer, effect, problems, education, government

Introduction

The promotional mix includes advertising and sales promotion. The reader-friendly fourth "P" of the marketing mix personal selling and publicity is essential. Because it encourages the creation of new products and leads to more competition and cheaper pricing, it becomes significant. Competition is heating up, wages are on the rise, and the Indian middle class is about to explode, bringing with it a plethora of new consumers with high expectations and the means to meet them. This is especially true when mass-produced and -marketed items are targeted at the almost globalized Indian customer in the world's biggest democratic nation. By raising brand recognition and encouraging consumer familiarity, advertising aims to boost sales. The advertising process leads the customer from naiveté to understanding, to a positive attitude, to conviction, to purchase, and finally, reinforcement.

As far as Asian nations go, India is one of the most rapidly growing. India, a country with over a billion people and enormous opportunities, has a distinct character. Here, vernaculars, culture, and even cuisine vary every fifteen km, and this is a country whose identity is defined by its crafts,

culture, enterprises, etc.

Now as traditional Indian corporations are fighting for a foothold in the industry, new entrants from around the world are flooding the media with advertisements. The most pressing concern for advertisers in light of the growing advertising chaos, media fragmentation, and new media development is the selection of appropriate media. As a result, this study sets out to investigate the effects of several forms of mass communication on advertising in Madhya Pradesh, namely print, online, radio, and outdoor advertising. From the exchange show at the corner store to the unsolicited handbills pushed through the letter box or the cards shown in the window of the corner newsagent, it seems impossible to avoid some form of correspondence, even if we refrain from reading newspapers or staring at the TV and instead wander aimlessly down the avenues.

Literature Review

Zourikalatehsamad, N (2015) ^[1] Online advertising in Malaysian organizations is the target of this article, which seeks to assess its impact on customer purchasing behaviour. Theoretical extensions and refinements may be

possible with this work. A total of 160 replies were obtained from students at UTM university who were polled in the winter of 2014. To verify the model's predicted correlations, regression analysis was used. The results demonstrate that the predictors-the desire to continue pursuing online advertising-are positively affected by the following factors: cost-saving factor, convenience factor, and customized product or service.

Alsamydai, M (2016) ^[2] Focusing on the trustworthiness of viral advertising messaging and how it influences customer attitude and behaviour intention, this study aims to add to the expanding corpus of research on viral marketing-based advertising messages. We employed viral marketing-specific marketing technologies and tactics to meet the study's goals. A survey consisting of 27 questions was administered to 305 consumers in order to gather the necessary data for the study's execution. Primary exploratory research served as the basis for the data acquired, which was used to build and create the study model. Literature on viral marketing, viral advertising messaging, and behaviour intention was used to develop six hypotheses. There were six parts to the research model. Trust in viral advertising messages was the subject of the first four, attitudes and the intention of consumers to behave were the subject of the fifth, and the research model's component correlations were the subject of the sixth. There were a lot of descriptive statistics tools utilized, including one-sample T-tests and Pearson's correlation, for the study. All six hypotheses were confirmed by the reported data, one for each dimension. The result was a push to get people to believe viral advertising messages, which had a profound effect on consumers' mindsets and their plans to act. Despite its limitations, this research made an effort to examine the trust impact of viral advertising messages on attitudes and consumer behaviour intention by using a number of parameters. It is seen as a potential starting point for further research this paragraph

Ur Rehman, Fazal (2014) ^[3] This research looked at how advertising and some rural region variables influence customers' purchasing decisions. In order to get information from rural regions, the research relied on questionnaires. A combination of correlation and basic regression analysis was used to examine the gathered data. The results showed that advertisements had a positive and statistically significant impact on customers' purchasing behaviour, but elements related to rural regions have a negative and statistically significant influence. Additionally, there is a positive correlation between advertising and consumer purchasing behaviour, whereas elements associated to rural regions have a negative correlation.

Genoveva (2016) ^[4] conducted a survey with 339 participants and found that environmental awareness, knowledge, concern, attitude, perceived consumer effectiveness, and perceived environmental responsibility significantly impact green purchasing behaviour (70.2%). The remaining 29.8% of the variation in green purchasing behaviour is explained by factors other than the research variables.

Ceylan, E (2018) ^[5] The goal of mobile advertising is to promote goods and services via sending text messages to customers' mobile phones, which has grown in popularity as

a consequence of technological advancements. A lot of mobile adverts employ SMS ads. Reaching more people directly in less time is one of the most crucial benefits of mobile advertisements that companies desire. Mobile advertising messages that educate customers about similar items or services may potentially lead to impulsive purchases. The primary objective of this study is to identify the factors that influence consumers' views towards mobile advertising and their impulsive purchase behaviour. The study questionnaire was administered to 395 participants as part of the methodology. In order to examine the relationship between mobile ad attitudes and impulsive purchases, we used regression and correlation analysis. Results-The study's participants tended to make impulsive purchases and had good sentiments towards mobile advertisements. Furthermore, it was shown that customers' perceptions towards mobile advertising do influence their impulsive purchases.

Research Methodology

A researcher may learn about a population by asking or testing a subset of that population, or they can perform a census and ask or test everyone in the population, or they can conduct a sampling and ask or test just some of the people in the population.

For this study, we'll be using a so-called snowball sample and other comfort measures to gather data. People who are both readily reachable and willing to participate in the survey constitute a convenience sample. We will gather 548 questionnaires out of a total of 600 for examination.

Data analysis

The data has been examined taking into consideration the respondents' gender, age, income, and degree of education. Reliability testing, frequency distribution, cross tabulation, chi-square test, and factor analysis were the statistical methods used for the study. Regarding the ethical concerns under consideration, this part presents an analysis and interpretation of the customer replies in depth. We have computed and shown in the tables the public's replies for each topic according to gender, age, education level, and income. Score comparisons have been conducted to determine the amount of agreement or disagreement with certain problems according on gender, age, education, and income.

Table 1: Cross Tabulation for 'It is unethical to use strong sexual appeals in advertisements' by gender

		Gender		Total
		male	female	
It is unethical to use strong sexual appeals in advertisements.	Strongly Disagree	3.0%	3.5%	3.4%
	Disagree	9.5%	6.0%	8.6%
	Neither Agree nor Disagree	11.4%	12.1%	13.2%
	Agree	28.4%	44.7%	35.2%
	Strongly Agree	47.8%	33.7%	39.7%
	Total	100.0%	100.0%	100.0%

Table 1 displays the replies that were given in relation to the statement. The data shows that about three quarters of men (76.2%) and nearly eighty-four percent of women (78.4%) feel this way.

Table 2: Test of Significance of Association of ‘It is unethical to use strong sexual appeals in advertisements’ with gender

	Value	df	p-value
Chi-Square	19.423	8	0.013

We reject the null hypothesis and conclude that there is a significant difference in opinion among the respondents of

Table 3: Cross Tabulation for ‘Cunningly claiming the superiority of the advertiser’s brand over the competitor’s brand by showing it in a derogatory manner in an advertisement is an unethical practice’ by Age

	Age Groups				Total
	18 – 23	23 – 28	29 – 34	Above 39	
Strongly Disagree	4.4%	9.4%	3.1%	4.3%	5.6%
Disagree	16.6%	16.3%	12.4%	10.0%	14.8%
Neither agree nor Disagree	19.0%	13.8%	13.4%	4.3%	14.5%
Agree	40.0%	41.9%	46.4%	50.0%	43.0%
Strongly Agree	20.0%	18.8%	24.7%	31.4%	22.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 3 depicts that 60% of the respondents belonging to the age group 18 – 23, 60.7% of the respondents belonging to the age group 23 – 28, 71.1% of the respondents belonging to the age group 29 – 34, and 81.4% of the respondents in the Above 39 age group agreed or strongly agreed to the statement.

Table 4: Test of Significance of Association of ‘Cunningly claiming the superiority of the advertiser’s brand over the competitor’s brand by showing it in a derogatory manner in an advertisement is an unethical practice’ with Age

	Value	df	p-value
Chi-Square	21.929	12	0.038

According to Table 4, the p-value is less than the 0.05 threshold of significance. Consequently, we are rejecting the null hypothesis. Opinions on the statement vary greatly across respondents of various ages. The percentage of people who agree or strongly agree with this statement is much greater among those in the "Above 39" age bracket than it is among other age groups.

Table 5: Cross Tabulation for ‘It is unethical to use strong sexual appeals in advertisements’ by gender

	Gender		Total
	male	female	
Strongly Disagree	3.0%	3.5%	3.4%
Disagree	9.5%	6.0%	8.6%
Neither Agree nor Disagree	11.4%	12.1%	13.2%
Agree	28.4%	44.7%	35.2%
Strongly Agree	47.8%	33.7%	39.7%
Total	100.0%	100.0%	100.0%

The results of the survey in relation to this assertion are shown in Table 5. A total of 76.2% of men and 78.4% of women who took the survey agreed or strongly agreed with the statement, as shown in the table.

Table 6: Test of Significance of Association of ‘It is unethical to use strong sexual appeals in advertisements’ with Education

	Value	df	p-value
Chi-Square	19.423	8	0.013

different education levels regarding the statement that the use of strong sexual appeals in advertisements is unethical. This is supported by the p-value of 0.013 in Table 2, which is less than the level of significance (0.05). Graduates are more likely than respondents of other genders to agree or strongly agree with this statement.

We can reject the null hypothesis and conclude that there is a significant difference in opinion among the respondents of different gender levels regarding the statement that the use of strong sexual appeals in advertisements is unethical, since the p-value 0.013 in Table 6 is less than the level of significance (0.05). Respondents with a bachelor's degree or above are far more likely to agree or strongly agree with this statement than those with less formal education.

Table 7: Cross Tabulation for ‘Respondents will continue purchasing a certain brand regardless of its benefits, if they consider the as promoters of the message that good life means material possession is independent of age group

	Age Groups				Total
	18 – 23	23 – 28	29 – 34	Above 39	
Strongly Disagree	15.1%	10.0%	6.2%	10.0%	11.3%
Disagree	33.2%	32.5%	19.6%	27.1%	29.7%
Neither agree nor Disagree	25.4%	25.0%	32.0%	27.1%	26.7%
Agree	20.0%	23.8%	36.1%	32.9%	25.8%
Strongly Agree	6.3%	8.8%	6.2%	2.9%	6.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 7 shows that among the respondents, 26.3% were between the ages of 18 and 23, 32.6% were between the ages of 23 and 28, 42.3% were between the ages of 29 and 34, and 35.8% were in the "Above 39" age group who agreed or strongly agreed with the statement.

Table 8: Test of Significance of Association of ‘Respondents will continue purchasing a certain brand regardless of its benefits, if they consider the advertisements as promoters of the message that good life means material possession is independent of age group.

	Value	df	p-value
Chi-Square	22.253	12	0.035

Table 8 shows that the p-value is less than the significance threshold (0.05). Consequently, we are rejecting the null hypothesis. The statement elicits vastly diverse responses from respondents of various ages. When compared to other

age groups, the percentage of respondents in the "39" age bracket who agree or strongly agree with this statement is much greater.

Conclusion

An overview of the study's aims, research methods, and key results are presented in the summary section, which also builds the relationship between the several chapters. Conclusions have been drawn after describing and discussing the study's main results in the previous paragraphs. We will conclude with some recommendations for marketers and researchers of the future.

The only purpose of marketing is to maximize sales to the greatest number of people. Unscrupulous methods are not something they object to. Getting there is more essential than how they get there, in their view. Although there is a system in place to prevent deceptive advertising, consumers should be aware of their rights and know when to use them. If people had more say over advertisements, businesses would have to modify the way they do things. A lot has changed in the world of advertising. Many corporations are facing legal action due to customers' increased awareness of misleading claims or claims about the product's nutritional worth or health benefits. In order for there to be mutual benefit, businesses should provide accurate and fair product descriptions.

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