Tallwood High School Global Studies and World Languages Academy

**Extreme Effects of Advertising and Promotions in a 21st Century Global Prospective**

Senior Project Research Paper

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**Abstract**

Advertising and promotions are extreme in the global society today. Particularly, with the importance of businesses providing jobs and stimulating the economy, consumers are blind to see the direct and indirect negative effects of businesses’ advertisements and ways of promotions. Also, since the world is connected with globalization, a comparison and contrast of countries’ advertising and promotional tactics are logical. In achieving quality comparisons, the paper covers the marketing sectors of the United States, Asia, and Europe. Each case study of a country was selected by the level of extreme and negative outcomes to the consumer; either mentally or physically. In the United States, psychological marketing tactics are used to tap into consumers’ desires to increase spending. Multiple factors of an uncensored internet and the benefits of globalization causes American businesses to easily use unethical marketing tactics towards the American public. In consequence, American consumers are obese, easily swayed by emotions and desires, and unhappy by the increased levels of outsourcing. In Asia, marketers saturate a wide assortment of tactics surrounding the ideal of beauty. Asia is the quintessence of tradition and community, and with the popularity of Westernization, the public and media is obsessed in fashion and beauty. In result, the main incomes of Asian companies are beauty practices of extreme cosmetic surgery and consumers’ health are more in danger. In Europe, the citizens are exposed to a variety of indirect and direct factors of marketing. Europe is direct in the common activity of uncensored advertisements, and indirect in the consequential outcomes of a flawed market regulation within the European Union. In result, European consumers are easily in danger by being easily swayed in consumer spending and multiple European countries’ economies can result into a bad position and affect multiple citizens’ lives. In conclusion, the universal mindset of greed, power, happiness, beauty, and fright influences negative, global advertising and promotional companies. Consumers need to realize these dangerous direct and indirect marketing concepts to live better lives.

**Introduction**

Marketing is not just a way to sell the products produced or acquired from a certain company for profits. Marketing is an umbrella, a concept, and a necessary tool needed by companies. Marketing is said to be represented by customary four P's; Product, Place, Price, and Promotion. Predominantly, promotion is the most dangerous tactic to a consumer. The main aim of advertisers is to attract a consumer's attention to construct a mindset to a product. There are intrusive advertisements for example those on the TV; in such a case a viewer understands the aims of advertisers easily and is difficult for them to make persuade a consumer buy their product. The only scheme is to formulate a persuasion for the consumer with the help of pleasing, logical arguments. However there is another type of advertising, called surreptitious, hush-hush advertisements. Have you ever paid attention to a great amount of sugary concoctions and other small nick-knacks near the cash registers in supermarkets? It goes without saying that while standing in a long queue and examining all these goods that any bored, impatient consumer would certainly buy at least one. Experiments have shown that this trick works with 97 percent of customers![[1]](#footnote-1)

Advertising and promotions are extreme in the global society today. Particularly with the heightened popularity of the internet, fashion consciousness, and towering consumer wants, advertising and promotions have negatively affected a global consumer physically and mentally. Countries vary display extreme wavelength, and this paper will cover the United States, Asia, and Europe. In the United States, American marketers tap into consumers’ perception of what they are buying by taking advantage of psychological marketing tactics to increase consumer spending. In Asia, idolizing the Western *look*, the marketers saturate a wide assortment of tactics surrounding this ideal of beauty. In Europe, marketing plays a direct and indirect role in the European society. It is direct in the common activity of cybersex trafficking, and indirect in the bad outcomes of a flawed market regulation within the European Union.

**United States** The United States of America has become one of the richest and the most idealistic country with the focus of high consumer variety in merchandise. In the United States, advertising and promotions are highly intense in GDP per capita.[[2]](#footnote-2) The product placement of high-saturated food in multiple technologies and entertainment has openly attacked children and adolescents into obesity. In the prospective of a growing mind, commercials in the United States has encouraged and influenced gender stereotypes in both sexes. At the same time, electronic sweatshops have become an overbearing, pinnacle economic headache for the American economy, government, and citizens. Overall, the United States has had multiple hangovers from the over reliance of the internet and having the bad habit of heartening cheap morals.

Product placement is an intentional consciousness of a product towards a consumer. Products, like high-saturated and sugary concoctions have become a common haven mainly for numerous children and adolescents in America. A number of these high-saturated and sugary products are intently placed in movies, video games, commercials, internet websites, and tangible marketing tactics, like billboards. Nearly 22 percent of pre-school children in the United States can be defined as overweight and ten percent as obese with the help of technological presence.[[3]](#footnote-3) Furthermore, the Bogalusa Heart Study showed that 60 percent of overweight five to ten year old children had one cardiovascular risk factor, such as high blood pressure or hyperlipidemia[[4]](#footnote-4). The rationale for these young age consumers are not from a common addiction of a sweet tooth, but is caused by power hunger in businesses with the cheapness and time-saving production of junk food and fast food. Sugary junk food is cheap because sugar can be cheaply produced, and the chemical structure of sugar can be manipulated different ways. Fast food places, like the iconic McDonalds, uses cheap, minimal products into their food menu. Also, the high paced, on-the-go lifestyle of Americans has influenced the repetitive buying of high-saturated foods. Time, jobs, income, impatience, stubbornness, and laziness are other common reasons to lean to the unhealthy side. Senator Hilary Clinton in the 2006 Children-Now Program labeled America as "advertising-saturated media intense."[[5]](#footnote-5) Annually, 500 billion dollars are spending on fast food, junk food, toys, and advertising products by American television advertisements.[[6]](#footnote-6) In *Business Week*, 98 percent of children’s sites in 2001 permitted advertising, and two-thirds of websites designed for children rely on advertising as their primary revenue source.[[7]](#footnote-7) In entertainment websites, like YouTube, advertisements, either in pictures or small videos, are embedded. To watch any video on the internet, the viewer is required to watch an advertisement for ten seconds before watching the video. Markedly, online activities are commonly monitored and data is collected by marketers to remember what a child frequently goes to place them to similar websites and help businesses gain profit. In essence, the internet has made children and adolescents interactive in one area of intangible space that can be easily reached by businesses. Marketers hook onto this opportunity happily like a leech. Marketers create brands or become sponsors in instant messaging, virtual worlds, social networks, and video games. Overall, the tactic of 360-degree marketing engages kids in a continuous cycle to marketers' advertisements, and encourages an elongated desire for sugary, fattening food.[[8]](#footnote-8) On the contrary, as the children and adolescents mature into adults, these adults will have an influential problem of gender stereotypes in American commercials and movies.

In the terms of promotion and advertisements, marketing agencies heavily rely on demographics with age and sex of the consumer. In American television commercials and movies, American advertisers commonly use gender stereotypes. In general, advertising campaigns are set upon the ideal of message execution, or a way to influence consumers. AIDA or Attention, Interest, Desire, Action is the approach used commonly in advertising. In the case of gender stereotypes, attention in low self-esteem encourages interest and desire to become more attractive. Another point of view is to be interested in a new product and change based on interest. In John Fiske's book, *Television Culture* explains that the television industry successfully designed gender-specific commercials that allow advertisers to portray different images to men and women that exploit the different deep-seated motivation and anxieties connected to gender identity.[[9]](#footnote-9) The variation of gender portrayal can be named in four categories; Men's Men, Men's Women, Women's Men, and Women's Women.[[10]](#footnote-10) In a Men's Men ads, the layout of the commercial surely includes cars and sports. In psychological research men are more adventurous and technology-savvy, and have an appearance of having a lean, muscled figure. Furthermore, cars are frequently represented as a means of freedom, and portray the escapism and male camaraderie in which men enjoy and vicariously participate in male-bonding times on the weekends. Men's women are portrayed as physically attractive, slim, and usually young and white, frequently blonde, and almost always dressed in revealing clothing. Women's women commonly are put as a woman who has the desire to attain and maintain her physical attractiveness because of the United States' patriarchal society. Women's Women has high anxieties in the terms of weight in body mass. Entire industries are predicted on the assumption that men and women will continue behaving according to their stereotypes.[[11]](#footnote-11) Commercials for women therefore act to reinforce patriarchy and to co-opt any reactionary ideology into it. Commercials for men need only reinforce masculinity under patriarchy and, at most, offer men help in coping with a life plagued by women of raised conscience. These stereotypical commercials have infused negative stigmas into the American community, and cause the increased responsiveness for tanning beds, weight-loss pills, Botox injections, and high-chemical hair and skin products. Overall, American adults' health and self-esteem are negatively affected by a fake, stigmatic "look" by commercials and Hollywood media. An image of oneself may be majorly important, but jobs are one important factor that encourages economic security in the United States.

Electronic sweatshops are a gargantuan threat in the job security of Americans and unbalance the American economy consequently. An electronic sweatshop is when information technology jobs are transferred into countries, like India and China. This is commonly called outsourcing. Americans are especially concerned about this job threat and William Onley, in *Offshoring, Immigration, and the Native Wage Distribution*, agrees by stating that: “Off shoring and immigration are the two factors that are of most concern to American workers, and 77% of Americans think that off shoring has hurt them and 55% of

Americans believe immigration has hurt them.[[12]](#footnote-12)” Chiefly, American businesses turn to electronic sweatshops because of low wages encouraged in labor-intense countries. In the age of globalization, the United States has become stingy and greedy to reap more profits for itself. The problem is that companies in result are downsizing in American workers, which causes the elimination of part-time and low-skill workers, the increased monitoring of employee effort, and the reduced quality of work life in America. Also, in consequence, fewer jobs within American reduce the natural flow of revenue gain, and the poverty percentage of America increases greatly because of job loss. According to the U.S. Debt Clock, about 23 million people are unemployed currently, and we have a national debt of 15 trillion dollars.[[13]](#footnote-13)

**Asia**

Asia is the quintessence of tradition and ancestral culture. However, technology has manipulated some Asian countries to see the West as the epitome of beauty and wealth. In result, Asian advertisement and promotions encourages the parallel relation of beauty and wealth. However, the Asian interpretations of these parallel concepts are extreme based on the products of beauty procedures and illegal transactions. Japanese youth have gone to extremes by over exaggerating adornment, identification, and degrading modesty in their fashion styles because of the promotion of pop culture, anime, and manga. On the other hand, South Korea has revolutionized their youth by giving them the mindset that beauty is the only prospect to success in life, and thus both girls and boys, have gone into extreme aesthetic surgery. Wherefore, China as the sweatshop of cheap consumer products for the international community has increased counterfeiting, where a seller produces a knock-off of a popular brand and sells the product way cheaper to a consumer, over trade barriers and jeopardizes American economy. Asia is negatively impacted by advertising and promotions in the terms of fashion, beauty, and cheap labor.

Fashion is the international model to encourage beauty in the terms of promotion and advertisements. In general, fashion varies based on the strength and boldness of the culture and the influence of the media. Japan, at the high end of the spectrum, has a culture that embraces the over exaggeration of fashion in youth. Animation, comics called manga, computer games, fashion, pop music, and TV dramas — a variety of Japanese popular culture has been embedded into the lifestyle of Japanese youth. Particularly, Japanese adolescents believe that self-transformation within the mind and body is only possible through cosmetic or surgical means. Fashion in Japan is not only clothes and accessories, but the face is a major part of the look. This type of fashion subculture has made the mindset of Japanese girls and women that the body as "*shikikata ga nai*" (it cannot be helped or it is inevitable) to transform the body for fashion.[[14]](#footnote-14) The process of normalization, an aspect that media has created by narrowing and selecting certain images to promote a "natural" look of a culture, has created the sense that beauty in Japan is modeled as big-eyed, pale-skinned, pointy nose, *kawaii* (very cute and girly), and bold in hair color and patterns for youth.[[15]](#footnote-15) The normalization for Japanese is contradictory because Japanese are small-eyed and have round noses. Particularly, the influence of contradictory beauty has pushed adolescents and Japanese women to be under the knife. A common procedure in Japan is double eyelid procedure, mainly for younger women in the ages from 10 to 15 year-old.[[16]](#footnote-16) Normalization occurs not because of western media, but comes within the Japanese media. For example, a Japanese girl adolescent would not be thinking of Britney Spears but of the large eyes of Hamasai Ayumi, a popular Japanese model. Strangely, an 18-year-old university male got double-eyelid surgery, plucked his eyebrows, and shaved his chest so he would look cute like the celebrity called Nakai Masahiro. These actions would not be considered good attributes as males in America.[[17]](#footnote-17)

On the other hand, manga and anime have influenced fashion in precarious way for youth. Manga, a Japanese comic book, and anime, Japanese animation, display fashion that triggers low modesty and a plethora of adornment.[[18]](#footnote-18) Frequent appearances for female protagonists are big breasts, short skirts, and big eyes. In consequence, middle and high school girls are getting breast implants and cutting or pulling up their uniform skirts. This unethical action has led into numerous incidents of rape and sexual harassments in school environments, trains, and public areas. Moreover, different types of characters displayed in manga, like gothic, *yanki* (violent girl gangs), and *gyaru* (over tanned, over bleached hair, and over makeup girl), have influenced middle and high school girls to model these manga characters.[[19]](#footnote-19) Japanese girls become these characters to stand out or hide their flaws as a person. Hence, a number of middle school and high school girls are mistreated based on a girl's style of manga character. On the same token, South Koreans are influenced by the media, but into a more singular concept of beauty equaling ultimate success.

The promotion and advertising of beauty in South Korea is extreme by promoting desire and need for cosmetic surgery in the South Korean community. Generally, beauty can be enforced in a way that can negatively impact a community of consumers and please a community at the same time. Outer acceptance plays equally with inner acceptance, and fully accepting oneself can be a gateway for happiness, love, and success. But how far can a community go to feel and obtain success? Surgery is a relief for South Koreans who strive for success. Aesthetic surgery in South Korea has become a significant phenomenon and a regular news item. The latest aesthetic enhancements carried out on the nation’s favorite stars are headline news, and cosmetic surgery has reportedly become so commonplace that even 12-year-old girls now have their eyelids enhanced in South Korea. There is pressure on both women and men to transform their physical appearance to conform to South Korea's popular ideals of beauty. In South Korea, citizens believe that only beauty can equal marriage and high status in life. In South Korean news reports, up to 50 percent of South Korean women undergo procedures ranging from double eyelid surgery to more invasive surgery such as calf-muscle trimming because beauty is emphasized in their society.[[20]](#footnote-20) In 2002, South Korea's cosmetic surgery is worth up to 600 million won, or up to 450 million dollars in America. A recent study among high school girls found that nearly 80 percent were unhappy with their appearance and viewed aesthetic surgery as a remedy. Based on this statistical evidence and cultural acceptance, aesthetic surgery seems like a heaven.

Aesthetic surgery is a Pandora's Box for South Korea. Surgery, in general, takes away the natural pride in a consumer. Natural looks displays a person's heritage and individualism in the world. In result, a common practice of surgery degrades ones historical culture. South Korea is deluding its true culture by conforming to the face of the West. Korea compared to its Asian neighbors is the extremist and the most professional in aesthetic surgery. This pride has prompted the public masses and government to accept aesthetic surgery as a large positive and in Korean there is a term for this called *ssaeng’ǒl* or "natural beauty." This pride has turned into an obsession, and cosmetic surgery and skin treatment clinics are now in common places in urban shopping stores.[[21]](#footnote-21) Above all, since South Korean's have the best "beauty" transformation; South Korean's have the most invasive procedures. South Koreans say that aesthetic surgery is worth the while and is an understandable investment in the body. The types of surgeries that South Koreans have are each end of the spectrum. In the lower end, "quick fixes" like laser removal of facial blemishes is a minimum treat. However, Botox, breast implants, liposuctions, blepharoplaty, and rhinoplasty are at the high end for caution. The most popular are the cheap nose jobs and jaw reshaping with the procedure of using oscillating saws that cut and shape the desired look. Botox injections are used to reduce wrinkles and to shrink the jaw muscle for a desired v-shape. Blepharoplaty is the widening of the eye or lifting of the eyelid. This procedure is most detailed and different from the double eye-lid treatment of the Japanese. This procedures does give a double eye-lid effect, but blepharoplaty is more complicated with three procedures; the suture (stitch), the partial-incision, and the full-incision technique. Blepharoplaty is aimed to give more prominence to the upper eyelid or a wider gaze without the upper eye appears "unnatural." On the contrary, rhinoplasty is the procedure of implanting silicone (autogenous cartilages) or bone harvested from the septum (rib) to create a tip of the nose to construct a desirable "pointy" tip to the nose like the West. Furthermore, we must contemplate why and how aesthetic surgery became of national interest to South Korea. Beauty in South Korea has become not only the issue of vanity but of commonsense. The body has become an investment to gain a competitive advantage in South Korea.[[22]](#footnote-22) On the other hand, China has menaced the United States' economy and national security based on its gain in quick profit.

China is harmfully affecting the United States by counterfeiting American brand products. The promotion and advertisement of these illegal products encourages untrustworthy websites, defected products, and IPR seizures. China is the leader for the illegal trade of counterfeiting in America. Popular brands are losing profits from these counterfeit sellers. United States businesses and industries lose about $200 billion a year in revenue and 750,000 jobs due to the counterfeiting of merchandise. China is the U.S.'s top trading partner for IPR (Intellectual Property Rights) violations. China totaled $204.7M and accounted for 79% of the total domestic value for all IPR seizures.[[23]](#footnote-23) Some related concepts are forgery, copyright infringement, and trademark infringement. China's main reason to counterfeit excessively is to make-up the loss of America's unwillingness for sweatshops. Also, globalization has encouraged counterfeiting because of increased technology, increased communication, and demand for expensive American products. Moreover ACG comments that:

“Foreign manufacturers only see the opportunity to capitalize on globally-recognized brands by doing very little and by marketing directly to the consumer, thereby removing the costs of going through the legitimate supply chain.[[24]](#footnote-24)” Chinese counterfeit vendors are the best illegal sellers because of their mentality. Vendors believe that the profit gained illegally overcomes the fine of being caught in America. Subsequently, Chinese counterfeit businesses have become very sneaky and intelligent in their methods of counterfeiting. Vendors can hide their forbidden stash quickly and efficiently if given a 10 minutes' notice. On the internet, vendors can construct a fake website and sell their knock-off products that cannot be traced by America's national security. Also, vendors can be very smart in hiding products in oversea shipping containers. The whole container would contain real products and random counterfeit products mixed in. Overall the real problem on hand is that consumers are receiving dangerous, health-hazard products. Commonly, counterfeit products are made with fewer materials that are made for safety. A number of consumers who use electronic counterfeit products are burned, poisoned, or shocked. Also, American businesses are losing profits. American businesses, like Nike, use a ton of their time and money to produce a better, safer brand for consumers. However, Chinese counterfeit vendors copy their brand and sell their products in a cheaper, unsafe way. In a number of cases, consumers blame the authentic companies for flawed products. In another prospective, Chinese workers who make these counterfeit products suffer in an unhealthy work environment of sweatshops.

The overall problem with sweatshops is that the overall goal of fast, cheap labor goes hand in hand with horrible work conditions and bad health for the workers. Sweatshops are where manual workers are employed at very low wages for long hours and under poor conditions. In consequence, sweatshops encourage air pollution, water scarcity, water pollution, land degradation, soil erosion, and environmental injustice. Chinese workers commonly live in a community where lung cancer, diarrhea, and death are frequent as the common cold. Taken as a whole, sweatshops are made by the upcoming of greed for more profit in businesses, and greed overcomes the safety of workers. Currently, China still encourages sweatshops because China wants to become the top producers for developed countries. China wants to become a developed country by taking advantage of developed countries and reap profit.[[25]](#footnote-25) China has the world’s largest human population, and China's citizens are motivated to work since 21.5 million of the rural population lives below the official absolute poverty line, which is approximately $90 per year.[[26]](#footnote-26) Chiefly, the Chinese government has no input into making healthcare laws and regulations within the sweatshops. According to Dale Web in *China Copes with Globalization*: “A 2001 study showed that 21.6 percent of impoverished rural households fell below the poverty line due to medical expenses. The average cost of hospitalization is over 1500 Yuan, about half of the average annual rural income, or more than twice the rate of the government’s poverty line.[[27]](#footnote-27)” In consequence, the reliance of sweatshops has pushed China into a corner for counterfeiting in America.

**Europe**

European promotion and advertising has gone extreme directly by the over exaggeration of shopping in European hypermarket and by the encouragement of uncensored advertisements. A hypermarket is superstore combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof, including full groceries lines and general merchandise. In result, two Czech Film students with an abundance of tax funds made a fake hypermarket to experiment if the right look would manipulate consumers into coming into the fake hypermarket, and shows that marketing could danger a consumer. In an extreme level, uncensored images are allowed on the internet, public, and on television. Thirdly, European promotion and advertising has gone extreme indirectly by the lack of a structured marketing regulation in the EU. This flaw can cause multiple severe economic and political damage within the EU.

The advertisement industry in the European Union is very flawed in regulations. This lack of attention in the European marketing system does not provide sufficient guidance for companies seeking to advertise on a pan-European basis. Even though the policies of the EU unify the economic standpoint with the conformation of the Euro, the EU does not unify marketing laws for each member. The upcoming problem is that the EU allows open-trade barriers between members, and one trade transaction from one member state to another can be a forbidden and illegal practice in that receiving member state. In 1990, the European Court of Justice issued a decision that has affected advertising regulation in the EU significantly. In GBINNO-BM, a Belgian supermarket, advertised one of its sales in Luxembourg. Leaflets advertising the sale identified the regular retail price of the sale items, a practice forbidden under Luxembourg's unfair competition law. Overall if the EU unifies all the markets in Europe for marketing, a ton of small businesses and companies will fall and a number people will be jobless. Also, the lack of unification of laws calls for the problem of self-regulation in each member state. Because self-regulation does not carry the force of law, many parties perceive self-regulation as too lax. For instance, consumers may believe that a code of practice drafted and policed by the advertising industry itself would sacrifice consumer protection for the sake of the industry. If the EU fixed their flawed market-system then multiple members would be greatly affected in economics and governments.[[28]](#footnote-28) Nevertheless, the open market of the EU has produced another flaw, a manipulating giant named the hypermarket.

Hypermarkets are a major build up in Europe. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip. For a Czech film college senior project, Vit Klusak and Filip Remunda, conjured a film called Cesky Sen (The Czech Dream) that included their promotion of the opening of a fictitious hypermarket. At first, the two film makers started this project to see if the overall “look” of technological images can motivate people to do something, but in fact underline the hidden truth that the European public is heavily reliant on advertisements and promotions. Klusak and Remunda used a state grand totaling up to 1.5 million Czech crowns to produce this scam. The film students used multiple tools to generate the perfect environment of a real hypermarket by employing the services of a top Czech advertising agency, visiting high-end style consultants at Hugo Boss for their makeovers as "directors" of the hypermarket, and invested in psychometric tests aimed at determining consumer preferences. The absurdity of this film was their marketing tactics to lure their consumers. In a period of two weeks, the two fake directors advertised multiple commercials with a catchy jingle, radio talks, attractive flyers of outrageous low prices, and huge, colorful billboards that displayed slogans as "Don't Go There," "Don't Spend Your Money," "Don't Stand in Line," and "Opening may 31st at 10 A.M. - Where? You'll find out soon." The hoax hypermarket was located in a huge, open field and the hypermarket was distanced far in the field to trick the consumers' eyes. Cesky Sen in actuality was just a ten-meter-high, one-hundred-meter-wide billboard raised up with multiple metal poles. The reactions of the visiting consumers were from resentment to understanding. One would-be customer commented, "I thought the era of lies was over, but it's not." Cesky Sen as a whole displayed a treatise on consumerism gone wild in Europe and flaunts the overall power of marketing if used professionally. Cesky Sen has wasted European citizens' tax money and time.[[29]](#footnote-29) On the extreme end, promotion and advertising can waste and hurt a European women's life in sex trafficking.

**Conclusion**

Promotion and advertising certainly can hurt the current international community today. To recommence, marketing in the terms of promotion and advertising does have a negative impact in the global society with the heightened popularity of the internet, fashion consciousness, and towering consumer wants. A universal mindset of greed, power, happiness, beauty, and fright influences the overall production and consequence of negative promotion and advertising. The models who take these mindsets are company owners, workers, or individuals, and could be intentional or unintentional. Occasionally, an advertisement or action has no intension cause a stir in a community and seems beneficially to the community, but in the shadows, an advertisement or action can cause inadvertent threat to an individual's health.

The United States is easily using psychological marketing tactics to increase consumer spending because of the easy access of the internet and the active globalization of outsourcing. They also extenuate the desire for beauty and better lifestyle. Asia is saturating a wide assortment of tactics surrounding this ideal of beauty by manipulating the community focus of wealth and celebrities. Europe is extreme in that the citizens are exposed to indirect and direct factors of marketing, and the citizens can be easily swayed into conflict.

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