Tallwood High School Global Studies and World Languages Academy

**Extreme Effects of Marketing in a 21st Century Global Prospective**

GSWLA Senior Project Thesis Proposal

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**Tentative Chapter Outline**

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**Introduction**

There is a common feeling among numerous people that marketing is just a normal function to sell the products produced or acquired from a certain company for profits. The importance of marketing has to be looked at multiple perspectives. Marketing develops an individual's character. Based on an individual's exposure to a certain market period, for example the Great Depression, an individual or multiple individuals can act in a way that destroys an economy. Furthermore, marketing relates to the development of a culture. Marketing distributes items or ideas that influence the development of a culture based on consumer demand, like a rice dish from Asia that an American wants to eat for dinner. In addition, the common consumer demands can determine the state of the economy. The economy in a global sense since 2008 had been going down in a recession. One subject matter that influence this recession can be based on people's type of character and consumer demands. Maybe marketing has negatively influenced individuals to make wrong decisions that connect to the economy.

In this projected thesis I pursue to attain evidence demonstrating that the global society in the 21st century is negatively affected in the terms of marketing. Marketing can be commonly put in the terms of advertisements, commercials, and the desire for consumer acceptance for purchasing an item or idea. I predict that with the heightened popularity of the internet, fashion consciousness, and towering consumer wants, marketing negatively affects a global individual physically and mentally.

Moreover to this hypothesis, marketing may influence an individual's mindset to accept a drastic concept that may alter a government's strength, the economy's trend, or change a society's ethics. In the 21st century, youth and old are accepting the horrors of aesthetic surgery, counterfeit items, sex slaves, and etc.

**Literature Review**

In "Understanding Consumers Attitude Toward Advertising," Wang, Zhang, Choi, and D'Eredita analyzes the interactivity of consumer's perception of Internet-based advertising.

The intrusive tactics advertisers employ when competing for consumers' attention can be bothersome to the audiences. Therefore, studies tend to show a generally negative public attitude towards advertising. The importance of an advertising strategy that is used displays the consumer's overall mood and character. Wang, Zhang, Choi, and D'Eredita explain that the internet provides more capabilities for consumers compared to traditional media. Unlike most traditional media where consumers rely on what sources say with minimal control, users may constantly and voluntarily take action, for example, by clicking hyperlinks in a Web ad due to its nonlinear structure, which directly influences their experience. The internet influences the consumer's encouragement of information learning, entertainment, personal identity, parasocial interaction, companionship, and escape. However these variables can be put in a negative matter, and can be lead to identity theft, plagiarism, sex slaves, government overthrow, and more.[[1]](#endnote-1)

In the American Academy of Pediatrics Communication's policy statement, advertising in American corresponds to a "big business" and can have a significant negative effect on children's and adolescent's health . In contrast to Europe's no tolerance in children's exposure to advertisements, research has shown that American children younger than 8 years old are exposed to 40,000 advertisements per year that contributes to childhood and adolescent obesity, malnutrition, and cigarette and alcohol use. This horrid exposition occurs despite the fact that the Children's Television Act of 1990 limits advertising on children's programming. American companies cleverly sneaks ads into multiple cracks and corners. Even though movie theaters have agreed to not show trailers in R-rated movies, children continue to see advertising for violent media in M-rated video games and in toys in fast food restaurants. In 1997-1998, FTC discovered that 8 alcohol companies cunningly positioned there alcohol products in 233 motion pictures and in 1 episode or more of 181 TV series. According to the Consumer's Union, young people see 45% more beer ads and 27% more ads for hard liquor in teen magazines than adults do in their magazines. Furthermore the wide connected world of the internet has made children exposed to "virtual bars" that expose drink recipes, games, contests, and merchandise catalogues. Billions of dollars are spend by beer companies to make sport advertisements, and it is very likely that grade school children decide to drink because of these sport advertisements. Increasingly, fast food movie tie-ins and ads for sugar and salt desired cereals and high-calories snacks influenced child obesity. In one study, the amount of TV viewed per week correlated with requests for specific foods and caloric intake. Surprisingly, schools' bathroom stalls are being tackled by soda companies, and with school's signing to these soda ads, schools lose federal aid for free breakfasts and lunches for students.[[2]](#endnote-2)

Craig discusses that the production of many American goods and services are dependent on the exploration of fears and anxieties. In the terms of economic motivation in America, advertisers manipulate gender stereotypes by exploiting whichever gender images best fit the product offered and the audiences targeted in television commercials. Advertises and their agencies heavily rely on demographics with the age and sex of the consumer generally considered to be the most important predictors of purchasing behavior. In John Fiske's book, Television Culture explains that the television industry successfully designed gender-specific commercials that allows advertisers to portray different images to men and women that exploits the different deep-seated motivation and anxieties connected to gender identity. The variation of gender portrayal can be named in four categories; Men's Men, Men's Women, Women's Men, and Women's Women. American stereotypes are simply created by a gender's desires and wants. Advertisers in result accept these desires to conjure commercials to motivate each gender to buy a specific product. 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. Furthermore, cars are frequently represented as a means of freedom and escapism. Also sports portrays 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 is put as a women who has the desire to attain and maintain her physical attractiveness because of America's 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. 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.[[3]](#endnote-3)

In "Does Attack Advertising Demobilize the Electorate," Ansolabehere, Iyemgar, Simon, and Valentino contradict with the stimulation of political campaigns' advertisements as a communication cord to boost citizens' involvement in government. The argument that campaigns are inherently "stimulating" experiences can be questioned on a variety of views. In the 1988 and 1990 campaigns, the National Journal discovered that attack advertisements had become the norm rather than the exception in a survey of campaign advertisements. In a 1991 experiment reported by Basil, School, and Reeves has determined that negative advertisements reduced positive attitudes towards both candidates in race, thereby indirectly reducing political involvement. Ansolabehere, Iyemgar, Simon, and Valentino's analysis of negative advertisements simply states that campaigns can be either mobilizing or demobilizing events, depending upon the nature of the messages that the campaign parties generate. In an analysis of their experimental data of various senatorial studies, gubernational study, and mayoral study, Ansolabehere, Iyemgar, Simon, and Valentino have concluded that more people vote in a positive campaign of 64% versus the negative campaign of 61%. Overall, the experimental results demonstrate that exposure to negative advertising depresses intention to vote by 5%. The most important implication from this of these results is that in the era of media campaigns, both surges and declines in turnout can be generated in high intensity elections. Candidates with sufficient resources can through the use of negative messages, keep voters away from the polls.[[4]](#endnote-4)

In " Youth fashion and changing beautification practices," Miller surveys the fashion and beauty trends that adolescents wear in Japan adopted in the 1990s and into the new millennium. Current fashion trends are indefinably intertwined with media industries, especially styles worn by popular music entertainers, and in result has determined the taste and products of girl-centered subcultures in a convoluted feedback loop. In addition, new micro-markets of fashion contributes to a stronger sense of generational identity and norms that are more egalitarian. One frequent norm in Japanese beauty is that the older generation are more resigned in natural looks and the youth of Japan popularly prefer to be under the knife and be cosmetically changed with the possibly of a self-transformation. Japanese fashion innovations are based on a selection of items from different eras and cultures, and theses adaption are looked upon as a comic or inept perspective. The suprahistorical and cultural amalgamation found in Japan's youth doesn't solely depend on American 's cultural imperialism. Japan warps outfits by playfully incorporating theme that retains aspects of ambiguity. All of this eclectic fashion statements in Japan are mainly influenced by media based on over-boarder communication of specific individual county's outlooks of true beauty. One beauty secrets of ordinary Japanese women is eyelid tapes and eyelid glue. This common used early morning procedure requires to pull the eyelid with think tooth-pick size stick and use tape and glue on the eyelid. Another extreme eye beauty solution is called "double eyelid surgery," and is thought to be the most commonly performed cosmetic procedure in Japan youth and older women. Surgery in Japan is fully accepted by the public, and in news articles from Mainichi Shinbun (2002) suggested that "skyrocketing numbers" of younger women between the ages of 10 and 15 are getting their eyes done. Japan's culture on full-focus beauty in every aspect of the body has increased the profits of cosmetic and surgically clinics in Japan, and in each day youth's fashion is getting more extreme based on foreign media and the upheaval of past foreign fashions.[[5]](#endnote-5)

Ruth Holiday explains the prevalence of aesthetic surgery in Korea primarily in terms of Westernization or by prioritizing gender as an explanatory category through demonstrating the pressures on woman's bodies to conform to patriarchal cultural norms. Korea compared to its Asian neighbors are the extremeness and the pros in surgery. The public masses and government accept aesthetic surgery as a large positive and in Korean there is a term for this called *ssaeng’ǒl* or "natural beauty." Korean women are generally happy to admit that they had some surgical attention because a good quality surgery displays a sign of affluence and class status. Existing research stately puts that Korean cosmetic surgery is a feminine issue and is located within a women's desire to conform to patriarchal power structure in order to maximize chanced to succeed within Korea's economy. Also in a strict Neo-Confucian decorum, the environment of a clean, high-class look is a necessity and a contemporary manifestation to "discipline their bodies" and be willing to endure physical pain. Also, a high percentage of men get facial surgery by the skewed women's perception of a suitable partner and women's extreme interest for outer looks. The most common motivation in essentially all Asian countries is the desire to conform to Western beauty ideals. Western host nations as subject to hegemonic racism frames surgery in Korea in the terms of the high percentage of double-eyelid surgeries, nose re-shaping, and skin lightening. However, Korea calls this Western surgery as a desire to "enchance the Korean body without losing the '"Koreanness" of the subject who undergoes surgery, and after all, the "natural" look is still the overall favorite among the public. In addition, beauty in Korea has become not simply the issue of vanity but of commonsense; the body has become an investment to gain competitive advantage. In conclusion aesthetic surgery in Korea emerges as a practice of negotiation between globalised standards of beauty, official and nonofficial religious and traditional discourses and practices, national identity, and also a symbolic practices of coming of age, caring for the self, and marking social status and seeking success. [[6]](#endnote-6)

In "Knocking Out Knock-Offs: Effectuating the Criminalization of Trafficking in Counterfeit Good," Amendolara explains the continuing acts of China's counterfeiting from America's multinational companies. The United States Congress reported that counterfeit merchandise has been connected with organized crime, poses health and safety threats to the U.S. consumers, deprives legitimate trademark and copyright owners of substantial revenues and consumer goodwill, and established a multibillion-dollar drain on the United States economy. Today, U.S. government agencies estimate that trafficking in counterfeit goods and services has

increased to a $500 billion per year business for criminals. In addition the IACC states that tens of thousands of jobs and tax revenues are lost because of counterfeit goods. The main reason for this continuation of the escalation of counterfeit goods is of the interconnected, fast, and cheap marketing of the internet. The internet cannot be fully filtered to recognize the fake Chinese counterfeit websites from the real brand companies. The overall problem for the United States is how to regulate and stop counterfeit Chinese companies.[[7]](#endnote-7)

Vit Klusak and Filip Remunda, two Czech film students of Prague, conjured a film called Cesky Sen (The Czech Dream) that included their promotion of the opening of a fictitious hypermarket. Klusak and Remunda used a state grand totaling up to 1.5 million Czech crowns to produce this scam. These 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 were 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 reaction 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. Moreover, this film helped promote the Czechs to vote in favor of EU accession and become in effect a part of Europe's common market.[[8]](#endnote-8)

Reader discusses in a research paper that the advertisement industry in the European Union is very flawed and not constricted enough in regulations. This lack of attention in the European marketing system does not provide sufficient guidance for companies seeking to advertise in a pan-European basis. Even though the policies of the EU unifies the economic standpoint with the conformation of the universal Euro, the EU doesn't unify marketing laws for each member. The upcoming problem addressed in Reader's paper is that since the EU allows open-trade barriers between members, one trade transaction from one member state to another can be a forbidden and illegal practice in that receiving member state. In 1990, the ECJ 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. In conclusion, Reader want to state that the unification of a marketing industry is important in the case that multiple people/members would be greatly affected and would damage the European economy and governments.[[9]](#endnote-9)

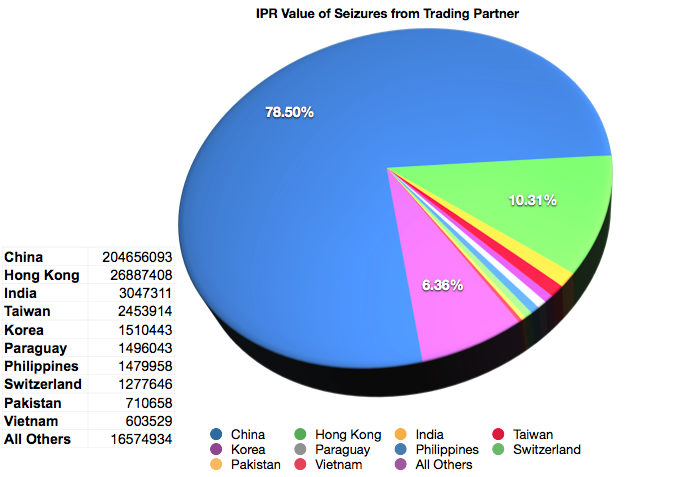
Beecher researches the sex trafficking of women from the former Soviet Union in result of a past visit of Israel with her friend. Her friend was called Natasha by a group of men selling their merchandise. The men shouted “Natasha, Natasha, tri ryblya, ti nasha” (translation: Natasha, Natasha three rubles (less than three American dollars) and you are ours). Years later in researching European sex trafficking, Beecher discovered that Natasha is a universal term for calling for a prostitute. The Internet is a globalized network that connects people all over the world and in result Beecher analyze how women and their bodies are marketed as sexual objects through Internet pornography. The sexual construction of Eastern European women online helps feed the stereotypical image of these women as sexually available. These stereotypes produce a demand for such women and they become valuable commodities. Beecher argues that Eastern European women and their bodies are sexually marketed through Internet pornography, and that this marketing contributes to the growth of the sex industry. Sexuality in Eastern Europe has developed a innovative direction in the expansion of the sex industry on the Internet. Pornographic images of Eastern European women are internationally available through the Internet. The Internet provides such images of women for economic purposes. Such images advertise these women as sexually available and suggest that the women and their bodies hold an economic value. These images of women help contribute to the sex industry by marketing these women as sexual objects that can easily be bought, sold and traded worldwide.[[10]](#endnote-10)

**Research Design**

In my initial research design, I seek evidence demonstrating the negative impacts of marketing in the terms of the global society with their individual cultures and governments. I will examine multiple cases of negative impact upon the global sections of the United States or the Eastern Hemisphere, Asia, and Europe. I will discuss the current and new variables that are produced from marketing and how these variables spread and escalate in our world today in the 21st century.

In my senior project I will address my research question as, "How extreme is marketing in the global society today?" This research question is very broad enough for me to have a long, very focused paper with individual sub-topics. Even though this question can be answer in multiple ways, I will answer the question with interesting topics for my audience who are youth, but very analytical for teachers and judges. I know for a fact that I will address cases in 3 sections; Asia, American, and Europe. The only limitations in this research paper is that I can't address to all the various cases that seemed extreme to the global masses. In the layout of my paper, I will only address three cases of each section of Asia, American, and Europe. These nine different topics will be summarized and then analyzed by me to compare and contrast to each other. I will also address the how and why of these topics upcoming into the world.

In answering to my research question I have multiple hypotheses to play with. I presume that America's marketing encourages gender stereotypes, lower voter turnouts, and causes children and adolescents to be either obese, have low nutrition, and use alcohol or drugs. Europe has problems of a nature of over buying, a low regulation for marketing, and increased sex slaves. Also, I have a presumption that Asia has the products of surgery and counterfeit ideals based on Western influences. There is evidence from multiple papers from Miller's in Youth fashion and changing beautification practices paper, and Amendolara's paper about China's counterfeit nature.

(Table 1.4: Sources of Counterfeiting)[[11]](#endnote-11)

The chart above shows the intellectual property rights (IPR) seizures from the top ten contributors of the world. The highest ratings overall are in majority from Asia. The highest is China with 78.50%. This high level of counterfeit items goes hand in hand with the data displayed with Amendolara's paper about China's counterfeit nature. Amendolara explains that in America in the middle of 2003, the Department of Homeland Security reported 3117 seizures of counterfeit goods from China, a forty-two percent jump in seizures from the previous year. By the middle of 2004, 3693 seizures of counterfeit goods were reported, and by end of September 2004, “counterfeit goods" valued at $138 million were seized at the country’s borders.

**Action**

In partnership with my research paper and presentation, I will commit to two internships in expanding my knowledge and sureness of my future major for marketing and business. These two internships will take place either in a local business, marketing company, or with a business teacher in a neighboring college. The local businesses will encompass either technology, fashion, graphic design, or advertising. The neighboring colleges would be either ODU or TCC. My desire for internships relates to my research paper by including the factors of business and the environment of marketing. I will learn the nick and knacks of business and learn the essence of a true business and how marketing is used in that business's case. I would compare the internship's way of marketing to my discoveries in my research paper. Even though a internship seems like an individual beneficial case to me, the knowledge obtained from the internship will enhance my research paper. Future seniors in the Global Studies and World Languages Academy will use my paper as a tool for deciding their senior project or whether to take a business major stance in their future. In addition, the people that I will intern for will have a better understanding of the youth in the world now and discover how to train or what to expect from future young employees.

**Conclusion**

At this stage of outlining my senior project for a better understanding of my overall topic, I hope to have established that marketing in a global stand point has an overall negative effect and should be known to individuals for caution and better well-being. Generally, the world is run by the economy and businesses. Marketing is used as a power-gainer for businesses by luring consumers into their hands of greed. Another by-product of marketing is the spread of culture and the negative mutations that encourage bad actions and changing of physical appearances. I will discuss and analysis all these topics and generate a college-worthy paper in line with an interesting yet informative presentation as a by-product.

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