

Impact of Shock Advertisement on Consumer Behaviour

Munish Kumar Tiwari, Jaspreet Kaur, Amit Manglik, Anshu Goel

Abstract: *The research paper analyzes the effect of shock advertising on the buying behaviour of consumer. Behavioural scientists confirmed that there is positive effect of shock techniques in advertisement influences the buying behaviour of consumer. The research paper analyzes the shock advertisement components which have a negative attitude or positive attitude of shock advertisement and its effect on buying behaviour of consumer. Literature reviews have shows that positive consumer attitudes and negative consumer attitudes related to shock advertisements are affected by cultural and socio-demographic factors such as religiosity, age, moral code of conduct, gender, individualism and collectivism, and language of high context or language of low context. The theoretical model is made related to social-cultural factors and socio-demographic factors, buying behaviour of consumer, and the perception of consumer related to shock advertisement. The research finding suggests that the content of shock in advertisement enhances the benefit memory, attention and affect the consumer behaviour.*

Keywords: *Shocking advertising, consumer perception, cultural-social factors, socio-demographic factors, consumer buying behaviour.*

I. INTRODUCTION:

Zeb and Javed (2011), states that “the unexpected factor is main part that changes a normal advertisement into a shock advertisement”. Long time ago, shock advertisement became one of the best ways to get consumer attention. Chan et al. (2007) discloses that the shock advertisement is readily available in media for last over 25 years. Sabri (2012) states that shock advertisement initiated through crisis of AIDS in 1980. Earlier the shock advertisement began through United Colours of Benetton organization. They surprised through controversial ads the entire planet. The main supporting element of the company has always been the shock advertising. Tattar & Crestanello (2010) states that in international markets, this was the significant marketing explanations and it provided the achievement for the organization. For an organization it is very much significant to know the effect of shock ad to purchasing behaviour of purchaser to enhance the profit. The link between the purchasing behaviour of purchaser and shock ad has not been explored.

Revised Manuscript Received on November 15, 2019

Dr. Munish Kumar Tiwari, Associate Professor, School of Management Studies, Mangalmai Institute of Management & Technology, Greater Noida, India, Email: munishkumartiwari2012@gmail.com

Dr. Jaspreet Kaur, Assistant Professor, School of Management Studies, Mangalmai Institute of Management & Technology, Greater Noida, India, Email: drjaspreetkaur18@gmail.com.

Mr. Amit Manglik, Assistant Professor, Management Department, Greater Noida Institute of Technology, Greater Noida, India, Email: amitmanglik123@gmail.com

Dr. Anshu Goel, Associate Professor, School of Management Studies, Mangalmai Institute of Management & Technology, Greater Noida, India, Email: anshugzb@gmail.com.

The hypothetical learning requires a complete analysis, component simplification, and proper recognition which affect the purchasing behaviour of purchasers. The research paper finds out a methodical approach for numerous researchers to the effect of shock ad to purchaser's trading performance. In the latest trend where consumers are watching more than 3000 ads/day (Lasn, 1999), ads are noticed through astonishment content. Although people's belief are different whether surprise content is genuine imaginative method (Van Munching, 1998; Shannon, 1995) or a unwarranted grabbing publicity stunt (Van Munching, 1998; Horovitz, 1992). It is obvious reality that surprise is hugely applied ad request (Schollossberg, 1991; Cosper, 1997; Vagnoni, 1999; Shannon, 1995; Wald, 1999; Van Munching, 1998).

It has got its separate own name as yobbo ad due to its creativeness in UK. It is meant as the desire to shock the audience so they can take consideration through any means (Cooper, 1996). The research paper examines the efficiency of shock ad matter in the communications of community services. Advertisements with outrageous contents are used get notice of customers. This is done with the anticipation that if the advertisement is seen then positive action will take place. Lot of organizations are using these methods quite often do so thinking that these shock demand will affect the purchasing conduct of customer. In declaration of public services, it is always expected that the astonished request will get attention, enhance cognitive dealing out and have positive result on the consumers' behaviour e.g. driving and drinking, use of condom. The research part in this research paper is to know whether these effects are produced by astonished request, and make them improved than others.

Shock Advertising:

Shock advertising is started intentionally rather than unintentionally surprise and upset all its audience (Yssel and Gustafson, 1994; Abi-Hanna and Venkat, 1995). Sin is drawn out through the development of rule violation, includes disobedience of laws or customs like obscenity, offensive sexual situations, violation of a ethical or communal signs e.g. offensiveness or blasphemy or the things that wrath the substantial or ethical senses like unwarranted violence, abhorrent images etc.

Some of the product ads purposefully violate societal norms and behaviour, to give astonishment to audience. The advertisement of Benetton and Calvin Klein which shows photographs of a dying patient with AIDS, bloodied uniform of slain soldier, and a white newborn taken care on a breast of black women.

The ads have won many honours for increasing community consciousness of community matters but it also aggravated people's annoyance and purchaser criticisms (Kalish, 1990; Graham, 1989; Tinic, 1997;). Calvin Klein's ads with outrageous graphics (Dalrymple and Goodrum, 1990) are of typical of vulgar nature were aimed by political groups and government meant for their utilization of offensive images (DeCoursey and Sloan, 1995). Promotions for Public health comprise of item of community analysis (Eisner, 2001). In a community wellbeing situation, surprise pleas have as well been used to dishearten alcohol ill-treatment, promote AIDS awareness, and encourage seat belt safety, domestic violence awareness, STD prevention, and colorectal cancer screening (Tylee, 1998; Bainbridge, 1996; Schlossberg, 1991; Marketing Week, 1995; Campaign, 1995).

II. LITERATURE REVIEW:

Shock ad thing is with the aim and efforts to disclose viewers by deliberately breaking rules for community principles and individual morals. It is the custom breach characteristics of the surprise appeal with the aim of presume to lie beneath its capability to shatter through ad disarray and incarcerate the consideration of a target listeners who then pay attention and works on the associated message. Rule infringement attainment from the breach of mutual prospect that individuals build up all the way through community knowledge progression.

When people interrelate with community groups, they find out the rule that groups classify for satisfactory and satisfactory performance (Byrne and Baron, 1977). The choice of adequate behaviours described by rules is utilized to assess individuals, conducts, objects, and information (Sherif and Sherif, 1969). Ad is estimated by rules and is measured unpleasant while its content violates rules for superior flavour, decency, artistic politeness, & individual ethical principles (Day, 1991). Sony activity used repulsive and aggressive imagery in a picture portrayed a dissected dead body on a mortuary lump and violated norms for good taste and decency (Marketing Week, 1999). Dreadful Frog Brewery violated rules by means of vulgarity in an ad with the intention of show an offensive sign completed by a frog with the intention of its middle finger increased (Advertising Age, 1996).

Research on sex in advertising presumed that the matter is unpleasant or unlikeable. It rarely finds the complete effect of how a 'sexy' ad impacts the customer (Courtney, Whipple, 1983; cf. Belch, Belch, and, Villarreal, 1987). Study on unpleasant ad concentrates on probably unpleasant goods like ad of alcohol, underwear, and womanly cleanliness than on nasty ad message (e.g., Waller, 1999). Persons believe main forms of matter unpleasant (e.g. chauvinist, xenophobic, indecent language; Waller, 1999) but not how they answer to a known ad.

Study on annoying ad demonstrate that some products classes (e.g. haemorrhoid arrangements) are fundamentally annoying and some advertising execution characteristics like personal put-downs or contrived situations increase frustration (Aaker, 1985), but it does not put forward whether annoying ad is disagreeable or what effect it may have on customer performance.

Shock ad matter and Cognitive giving out:

Advertising companies rationalize surprise demands in a publicity supposed intended for their capability towards split through the disorder, get observed, and obtain customer's attention (Vagnoni, 1999). The model of advertising information processing said that outrageous motivations pull towards you consciousness as well as make possible former basics of cognition (McGuire, 1978). Shocking stimuli should enhance message retention, make possible communication understanding as well as amplification, and persuade activities. Early dealing out of a promotion in sequence involves a cognitive assessment to uncover whether the commercial disobeys a communal or individual custom.

An occurrence or object like ad that deny an recognized anticipation or scheme like communal or private rule causes shock (Reisenzein, Martini, and Stienmeier-Pelster, 1995). Shock is a vital partition of the procedure as it begins the giving out of promotional in sequence. It attracts attention to the novel stimulus or event (Meyer, Niepel, Rudolph, and Schotzwohl, 1991). By focussing attention on the stimulus, surprise enhances additional processing of an advertising content, an idea lifted by research on expectancy disconfirmation theory. Persons engage in higher levels of attribution consideration for unforeseen i.e. amazing compared to normal procedures (Greenberg and Pyszczynski, 1981). Disclosure encourages cognitive action as persons require recognizing the foundation of their disclosure.

The extra dispensation of ad in sequence obtains the appearance of understanding, an appropriate thoughtful of the communication, description, the creation of good or information associated beliefs (Leavitt and Greenwald, 1984). The abruptness, strangeness and other extent of motivation originality shows the descriptions persuade cognitive procedures that create vigorous belongings on reminiscence (Childers and Heckler, 1992; Srull and Lynch, 1982; Jaworski, Moorman, and MacInnis, 1991). The impact of cognitive dispensation on manners are weaker and not well recognized (Ambler and Vakratsas, 1999), but the assumptions is with the purpose of appalling ad comfortable be a focus for attention and draw out cognitive giving out a improved possibility of draw out appropriate manners as evaluate to ads with the purpose of have fewer achievement or at touching individuals from side to side phases of information giving out.

Shocking Advertising Elements:

The outrageous ad varies from drawing viewers to unlawful action endorsement. Dahl et al. (2003) abridged shock advertising as sexual references, repulsive descriptions, blasphemy/obscenity, offensiveness, religious taboos, and ethical impoliteness. Dahl et al. (2003) prepared a main giving to the studies of outrageous ads.

Table 1: Different types of shock appeal

Offense Elicitor	Description
Disgusting images	References to blood, body parts or secretions, orifices, especially urinary/fecal, gases, odors, disease, parasites, bodily harm (e.g., dismemberment), death and decay
Sexual references	References to masturbation, implied sexual acts, sexually suggestive nudity or partial nudity
Profanity/obscenity	Swear words, obscene gestures, racial epithets
Vulgarity	References to crude or distasteful acts by humans or animals, such as nose picking, farting, licking, humping, or drinking from the toilet
Impropriety	Violations of social conventions for dress, manners, etc.
Moral offensiveness	Harming innocent people/animals, gratuitous violence or sex, alluding to people or objects that provoke violence (e.g., Hitler), violating standards for fair behavior (e.g., shooting a person in the back), putting children in provocative situations (e.g., sexual, violent), victim exploitation
Religious taboos	Inappropriate use of spiritual or religious symbols and/or rituals

Source: Dahl et al. (2003).

The outcome of Dahl et al. (2003), based on Paul and Vezina (1994); Bryne and Baron (1977); Pettersson and Andersson (2004), Houston and Childers (1984), shows a significant involvement to outrageous ads while the main mechanism of outrageous ads were recognized. Outrageous ads contain ambiguity, uniqueness, and disobedience of rules and unmentionables. Pettersson and Andersson (2004) shows the benefits of these three mechanisms by means of details as uniqueness is the major confront of promoters-promotions which is same as to previous ads may misplace outrageous promotional authority in spite of its substance in it. Vagueness in promotion reasons a group of ads sympathetic in purchaser's mind. According to different researchers, vagueness can increase a outrageous level and encouragement with no vagueness is not careful and discarded. Disobedience of unmentionables & rules are implicit as an exacting law that human beings have to go after. Pettersson and Andersson (2004), Dahl et al. (2003), and Paul and Vezina (1994) states that surprise methods are successful while ad shows what is normally taken as unmentionable. So, outrageous ads definitely hold these things.

The literature shows that these three things of outrageous ad results in a negative or positive outlook on outrageous ad (Sabi, 2012; Dens et al., 2008), has not arrived at a harmony. Sabri (2012) and Krstic (2007) say that outrageous ads negatively or positively persuade customers' kindness or hostility for outrageous ads. Many scientists like Pettersson and Andersson (2004), based on Paul and Vezina (1994); Sabri (2012) and Krstic (2007) interprets that outrageous promotion has optimistic poignant affect on customer insight of outrageous promotion. Dahl et al. (2003); Pettersson and Andersson (2004); Obermiller and Sabri (2011), based on Ortegá (2011); Dens et al. (2008); Tissier-Desbordes and Manceau (2006) discuss about outrageous promotion unenthusiastic poignant affect on customer insight of outrageous promotion.

According to Andersson and Pettersson (2004), an unenthusiastic sentiment comes up in relation to disobeying regulations, philosophy or careless behaviour, personal or public norms. Ortega-S (2011) had a profound methodology to outrageous ad and disputes that negative sentiments give confidence to customers to purchase promoted goods to eliminate negative sentiments. Negative customer outlook on outrageous promotion is correlated with ethical, communal customs and unmentionables. Scientists recommended socio-demographic and cultural-social issues

as the significant factors in finding outrageous promotions and customer purchasing actions.

Cultural-social factors and Socio-demographic Influence on customer insight of outrageous endorsement:

Study established that negative or positive customer approaches to scandalous promotion is affected by cultural-social factors and socio-demographic factors like ethical beliefs, spiritual, gender, age, collectivism-individualism, low-high situation verbal communication. This investigation was originated by Hwa & Prendergast (2002); Sengupta & Dahl (2008); Andersson & Pettersson (2004); Dahl et al. (2008); Sawang (2010); Hofstede's (1991); on the basis of Liu et al. (2009), Sabri (2012); Brugiere and Barry (2011). Scientists have understanding that, customer insight of outrageous promotion is affected by poignant ambivalence, religiosity, age, gender, ethical ideologies, uniqueness-collectivism enriching measurements and low-high background verbal communication. It is established that holiness persuades more unenthusiastic approach to outrageous attitude to shocking advertising while holiness shows promise to be pragmatic (Sabri, 2012) and ethical philosophy has a negative effect on purchasing activities of customers (Pettersson & Andersson, 2004). In many cases, the customer will not discontinue with promoted products, still if promotion ruptures ethical or communal philosophy (Barry & Brugiere, 2011). Sabri (2012); Hwa and Prendergast (2002); Barry and Brugiere (2011); Liu et al. (2009); states that grown-up customers decline the promoted products. Dahl et al. (2009) and Dahl and Sengupta (2008); confirmed that outrageous promotion has a unenthusiastic effect on women rather than men. Regarding social-cultural descriptions in purchasing habits of customers, Sawang (2010) established that stronger socialism affect unenthusiastic effect on purchasing habits of customers where as uniqueness has a positive effect on purchasing habits of customers. Related to traditions, a low context language influences more positive attitudes to outrageous promotion than an elevated background verbal communication (Liu et al., 2009). About the socio-demographic and civilizing-social points, customer sentiments can be unenthusiastic & optimistic or both at the same time individual emotional ambivalence.

Sabri (2012) defined individual poignant hesitation as a situation when two conflicting sentiments exhibit at the similar occasion. When studying outrageous promotion with parents or children, the customer toggle off the TV channel or go away the room to admire belief or learning. on the other hand, they do not observe anything incorrect through inspecting outrageous promotion being single-handedly. To recognize the power of socio-cultural factors and socio-demographic to customer insight of outrageous promotion, it is significant to know how customer insight of outrageous promotion influences purchasing manners.

Impact of Shock Advertisement on Consumer Behaviour

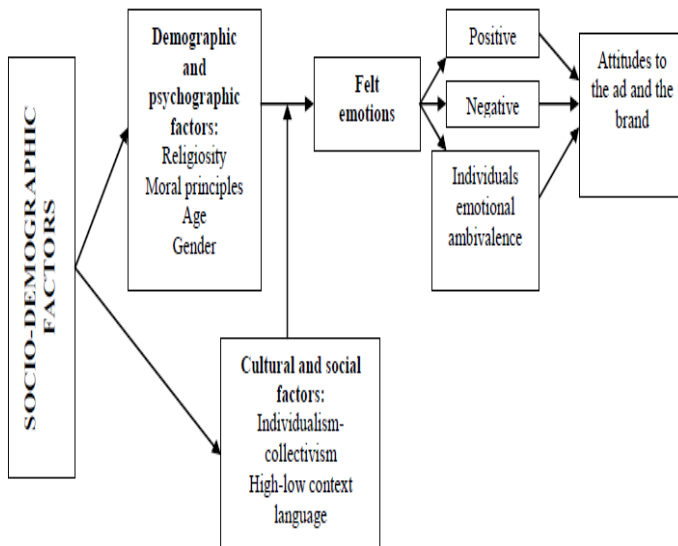


Fig 1. Socio-cultural and socio-demographic factors Influence and customer insight of outrageous promotion .

Ref: Sabri (2012), Sawang (2010), Liu *et al.* (2009), Dahl *et al.* (2009), Dahl and Sengupta (2008),

Hypothetical Approach of affect of outrageous promotion:

Sentiments due to outrageous promotion motivate the customer to decide or not to decide the meticulously promoted goods. The narrative shows that customer purchasing manners is separated into optimistic and unenthusiastic, according to customer insight of outrageous promotion. Waller (2005) illustrates that optimistic customer manners comprises procuring the promoted goods or distributed optimistic in sequence from word of mouth and unenthusiastic customer manners comes from beginning to end distributed unenthusiastic in order regarding promoted goods. Scientists have not arrived at to any harmony about optimistic or unenthusiastic affect of outrageous promotion to customer purchasing manners. Waller (2005) condemns the unenthusiastic belief concerning the affect on customer purchasing manners and disagreed to facilitate if the affect was unenthusiastic, outrageous promotion would decline to utilize one of the realize to boost manufactured goods auction.

Zeb and Javed (2011), Salimi (2012), Ortega-S (2011), Pettersson and Andersson (2004), Dahl and Sengupta (2008), Furnham and Parker (2007), described that optimistic customer purchasing manners come up to through discriminate promoted goods from former challenging products and growing auction quantities, while Newstead and Wight (2010), Obermiller and Sabri (2011), Kerr *et al.* (2012) Krstic (2007), Hwa and Prendergast (2002), illustrated that unenthusiastic purchasing manners affect diminished auctioned quantity, customer denial of using promoted goods and still customer grievances. A simplest system of knowing the effect of outrageous promotion to customer purchasing activities is the observing of enlarged or reduced sales quantities. To recognize the motives of customer purchasing activities, it is correct to appraise socio-demographic and socio-cultural features like age, gender, religiousness, ethical philosophy, high-low circumstances language, and individualism-collectivism.

1. Age: It is important factor which influence customer insight of outrageous promotion. Liu *et al.* (2009) discloses that youthful customers include more optimistic approach to outrageous promotion then the

grown-up customers. This is established by Hwa and Prendergast (2002) who started out those customers who were above 40 years were more possibly to reject promoted products than the youthful customers. Barry and Brugiere (2011) illustrated that youthful customers will have a optimistic belief to outrageous promotion and it will not include unenthusiastic affect to their purchasing activities. Grown-up customers through one accord settled that they would not similar to to be recognized with the promoted product so they will prefer erstwhile product.

- 2. Gender:** Dahl *et al.* (2009) establish out with the purpose that there are dissimilarity in eloquent outrageous promotion among women and men. Women's unenthusiastic responses to sexual perspective outrageous promotion depend on expertise and companionable of ethical and communal philosophy in outrageous promotion. On the other way, expertise and companionable of ethical and communal philosophy in outrageous promotion does not influence men's unenthusiastic insight of outrageous promotion. Dahl *et al.* (2009) also states that suitable choice of outrageous promotion substance can definitely influence the customer insight of outrageous promotion in association towards gender.
- 3. Religiousness (2012):** Sabri (2012) found to facilitate customer purchasing manners depends on religiosity. Additional spiritual individuals do not know outrageous promotion and also promoted product. This is positively there in Muslim nations. The results of Sabri (2012) states that customers of Morocco include sentiments like guilt, dishonour, and puzzlement when seeing shocking advertising. They say that shocking advertisement violates religious principles and exclamation regarding that promotion is as well unfortunate. French customers are fewer spiritual and extra moderate. Sabri (2012) established that in bid to observe outrageous promoting optimistic, customers must be fewer spiritual. It is assured that extra religious customer powers of nature have a unenthusiastic estimation about outrageous promotion and it has unenthusiastic affect on customer purchasing activities and vice versa.
- 4. Ethical philosophy:** Sabri (2012) revealed about inner divergence between ethics and personal values, and a state with the aim of outrageous promotion does not influence consumer insight of scandalous promotion. The cause why customers did not acquire promoted products is the ethical stage in their customs and nation. If the ethical stage in the nation is elevated, customers will include a unenthusiastic move towards outrageous promotion and it will unenthusiastically influence their purchasing activities. Moroccan consumers would not buy advertised goods as compared to French consumers. Ethical philosophies also affect a optimistic or unenthusiastic customer insight of outrageous promotion that put an effect on optimistic or unenthusiastic customer purchasing manners.
- 5. Individualism-Collectivism:** Ifezue (2010) and Sawang (2010) did an experiential study to analysis on customer insight of outrageous promotion in Asian and American arena. There is advanced individuality widespread in American customs, while Asian customs is additionally collectivised.

They also exposed that American customers include additional optimistic view to sexual background outrageous promotion while Asian customers have unenthusiastic view to sexual background outrageous promotion. It is described by the larger addition to ethical philosophy in Asian customs than American customs. Superior ethical philosophies persuade unenthusiastic customer insight of outrageous promotion that effect on unenthusiastic customer purchasing performance and vice versa.

6. High-Low background verbal communication: It is not as significant as erstwhile variables which persuade customer purchasing activities. However Liu et al. (2009) shown that traditions with elevated conditions verbal communication are collectivised i.e. customers arrange to get circuitous promotions whereas in individualistic civilization with a short condition verbal communication dominates – customers organize to acquire straight promotion. These tendency affect customers’ optimistic or unenthusiastic consideration to outrageous promotion i.e. a elevated background verbal communication in collectivised countries enhances unenthusiastic customer purchasing activities and a small conditions verbal communication in characteristic countries enhances optimistic purchasing activities.

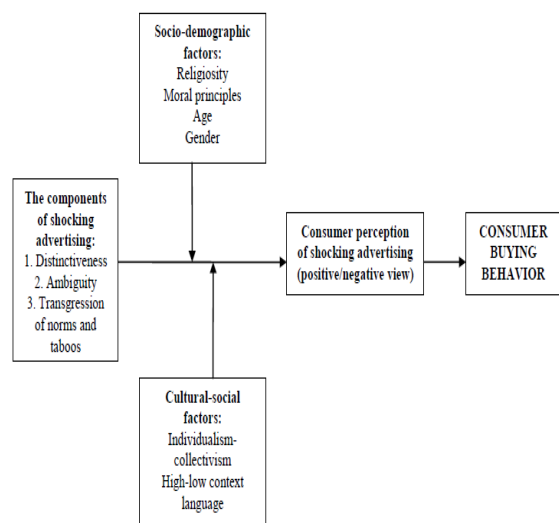


Fig 2. Effect of outrageous promotion to customer purchasing manners

This model was made with mention to the workings of outrageous promotion (based on Pettersson & Anderson (2004); Dahl et al.(2003), Byrne & Baron (1977); based on Paul & Vezina (1994); Houston & Childers (1984); Severn et al. (1990)), studies the socio-demographic and cultural-social factors which put effect on customer insight of outrageous endorsement (Liu et al. (2009), based on Sabri (2012); Sawang (2010); Dahl et al. (2009); Dahl & Sengupta (2008); Hofstede (1991)), based on Dens et al. (2008); Stevens et al. (2003); Janssens et al. (2007); Armstrong & Kotler (1987), Aaker (2002); based on Pettersson and Andersson (2004); Burke & Edell (1987); Dahl et al. (2003); based on Ortega-S (2011); Waller et al. (2005); Shimp (2003); Obermiller & Sabri (2011); based on Manceau (2006)).

III. Data Analysis:

1. Frequencies:

	Impact on Consumer By Showing Disgusting Image	Impact on Consumer By Showing Sexual Reference	Impact on Consumer By Showing Profanity	Impact on Consumer By Showing Vulgarity	Impact on Consumer By Showing Impropriety	Impact on Consumer By Showing Moral Offensiveness	Impact on Consumer By Showing Religious Taboos
Valid N	39	39	39	39	39	39	39
Missing	0	0	0	0	0	0	0
Std. Deviation	1.614	1.496	.999	1.245	1.395	1.366	1.490
Variance	2.605	2.239	.997	1.551	1.945	1.866	2.219
Skewness	-.504	.021	.227	-.571	.106	-.733	-.310
Std. Error of Skewness	.378	.378	.378	.378	.378	.378	.378
Kurtosis	-1.378	-1.480	.086	-1.030	-1.352	-.810	-1.291
Std. Error of Kurtosis	.741	.741	.741	.741	.741	.741	.741
Range	4	4	4	4	4	4	4

Source: Field Survey

Impact of Shock Advertisement on Consumer Behaviour

Fq Table:

Impact on Consumer By Showing Disgusting Images

	Fq	%	Valid %	Cu %
st +ve effect	10	25.6	25.6	25.6
Less +ve effect	2	5.1	5.1	30.8
Nu	4	10.3	10.3	41.0
Less -ve effect	10	25.6	25.6	66.7
St -ve effect	13	33.3	33.3	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 33.3% respondents have st -ve effect on consumers by showing disgusting images.

Impact on Consumer By Showing Sexual Reference

	Fq	%	Valid %	Cu %
St +ve effect	6	15.4	15.4	15.4
Less +ve effect	10	25.6	25.6	41.0
Nu	7	17.9	17.9	59.0
Less -ve effect	4	10.3	10.3	69.2
St -ve effect	12	30.8	30.8	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 30.8% respondents have st -ve effect on consumers by showing sexual references.

Impact on Consumer By Showing Profanity

	Fq	%	Valid %	Cu %
St +ve effect	2	5.1	5.1	5.1
Less +ve effect	8	20.5	20.5	25.6
Nu	19	48.7	48.7	74.4
Less -ve effect	6	15.4	15.4	89.7
St -ve effect	4	10.3	10.3	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 48.7% respondents have Nu impact on consumers by showing profanity.

Impact on Consumer By Showing Vulgarity

	Fq	%	Valid %	Cu %
St +ve effect	1	2.6	2.6	2.6
Less +ve effect	8	20.5	20.5	23.1
Nu	5	12.8	12.8	35.9
Less -ve effect	10	25.6	25.6	61.5
St -ve effect	15	38.5	38.5	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 38.5% respondents have st -ve effect on consumers by showing vulgarity.

Impact on Consumer By Showing Improprity

	Fq	%	Valid %	Cu %
St +ve effect	11	28.2	28.2	28.2
Less +ve effect	7	17.9	17.9	46.2
Nu	7	17.9	17.9	64.1
Less -ve effect	10	25.6	25.6	89.7
St +ve effect	4	10.3	10.3	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 28.2% respondents have st +ve effect on consumers by showing improprity.

Impact on Consumer By Showing Moral Offensiveness

	Fq	%	Valid %	Cu %
St +ve effect	3	7.7	7.7	7.7
Less +ve effect	6	15.4	15.4	23.1
Nu	5	12.8	12.8	35.9
Less -ve effect	8	20.5	20.5	56.4
St -ve effect	17	43.6	43.6	100.0
Total	39	100.0	100.0	

Analysis: Out of the total population 43.6% respondents have st -ve effect on consumers by showing moral offensiveness.

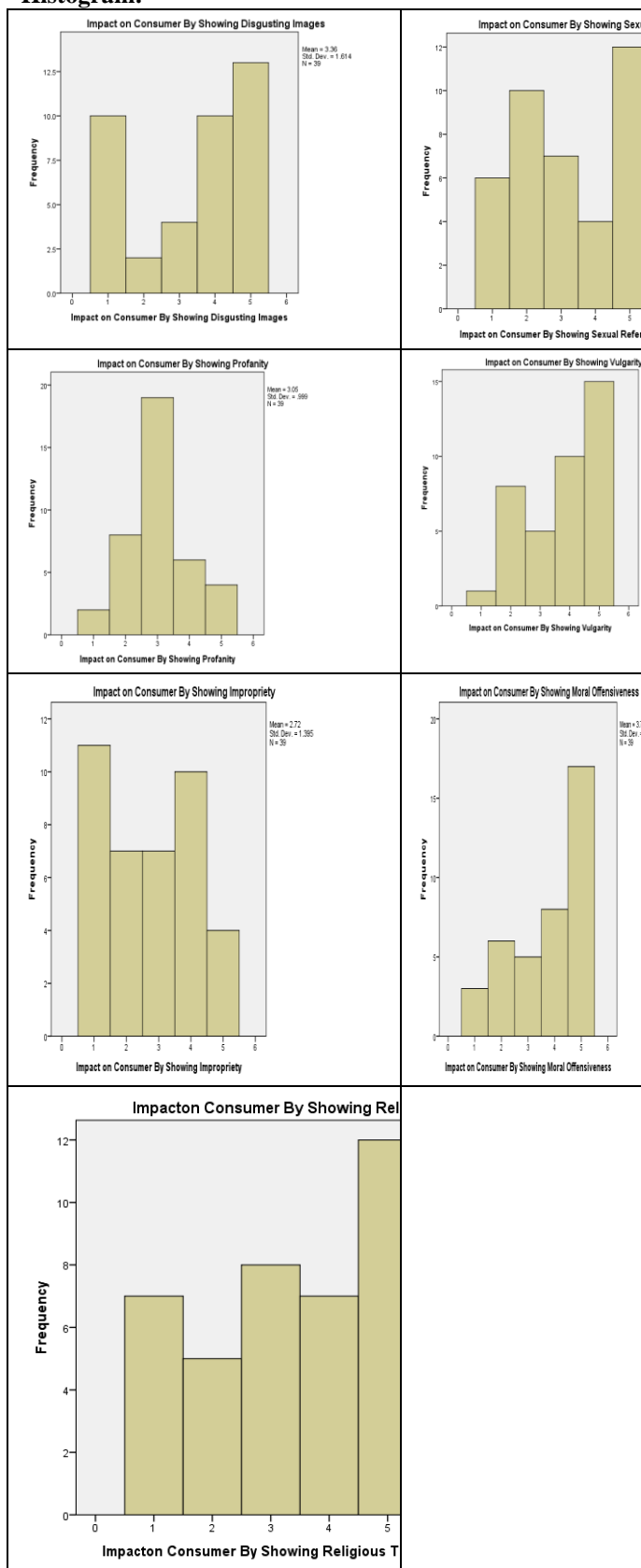
Impact on Consumer By Showing Religious Taboos

	Fq	%	Valid %	Cu %
St +ve effect	7	17.9	17.9	17.9
Less +ve effect	5	12.8	12.8	30.8
Nu	8	20.5	20.5	51.3
Less -ve effect	7	17.9	17.9	69.2
St -ve effect	12	30.8	30.8	100.0
Total	39	100.0	100.0	

Source: Field Survey

Analysis: Out of the total population 30.8% respondents have st -ve effect on consumers by showing religious taboos.

Histogram:



Source: Field Survey

2. Non Parametric test: one sample, alpha – 0.05, CI Level - 95

Source: Field Survey

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of Impact on Consumer By Showing Disgusting Images occur with equal probabilities.	One-Sample Chi-Square Test	.028	Reject the null hypothesis.
2	The categories of Impact on Consumer By Showing Sexual Reference occur with equal probabilities.	One-Sample Chi-Square Test	.264	Retain the null hypothesis.
3	The categories of Impact on Consumer By Showing Profanity occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of Impact on Consumer By Showing Vulgarity occur with equal probabilities.	One-Sample Chi-Square Test	.007	Reject the null hypothesis.
5	The categories of Impact on Consumer By Showing Impropropriety occur with equal probabilities.	One-Sample Chi-Square Test	.413	Retain the null hypothesis.
6	The categories of Impact on Consumer By Showing Moral Offensiveness occur with equal probabilities.	One-Sample Chi-Square Test	.004	Reject the null hypothesis.
7	The categories of Impact on Consumer By Showing Religious Taboos occur with equal probabilities.	One-Sample Chi-Square Test	.488	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

T-Test:

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Impact on Consumer By Showing Disgusting Images	12.998	38	.000	3.359	2.84	3.88
Impact on Consumer By Showing Sexual Reference	13.163	38	.000	3.154	2.67	3.64
Impact on Consumer By Showing Profanity	19.081	38	.000	3.051	2.73	3.38
Impact on Consumer By Showing Vulgarity	18.903	38	.000	3.769	3.37	4.17
Impact on Consumer By Showing Impropropriety	12.172	38	.000	2.718	2.27	3.17
Impact on Consumer By Showing Moral Offensiveness	17.230	38	.000	3.769	3.33	4.21
Impact on Consumer By Showing Religious Taboos	13.868	38	.000	3.308	2.82	3.79

Source: Field Survey

Analysis:

Since the sig. (2-tailed) values of above seven variables are

Impact of Shock Advertisement on Consumer Behaviour

less than 0.05 i.e. 0.000 so all the seven variables are significant. This means that these seven variables have an impact of shocking advertising on consumer behaviour.

Correlations:

	Impact on Consumer By Showing Disgusting Images	Impact on Consumer By Showing Sexual Reference	Impact on Consumer By Showing Profanity	Impact on Consumer By Showing Vulgarity	Impact on Consumer By Showing Impropriety	Impact on Consumer By Showing Moral Offensiveness	Impact on Consumer By Showing Religious Taboos
Impact on Consumer By Showing Disgusting Images	1	.314	.445**	.082	.245	.313	-.003
Impact on Consumer By Showing Sexual Reference		1	.241	.161	-.016	.417**	.226
Impact on Consumer By Showing Profanity			1	.327*	.578**	.472**	.378*
Impact on Consumer By Showing Vulgarity				1	.310	.324*	.266
Impact on Consumer By Showing Impropriety					1	.241	.258
Impact on Consumer By Showing Moral Offensiveness						1	.501**
Impact on Consumer By Showing Religious Taboos							1

Impact on Consumer By Showing Disgusting Images	Pearson Correlation						
Impact on Consumer By Showing Disgusting Images	.313	.417**	.472**	.324*	.241	1	.501**
Impact on Consumer By Showing Sexual Reference	.052	.008	.002	.044	.139		.001
Impact on Consumer By Showing Profanity	.39	.39	.39	.39	.39	.39	.39
Impact on Consumer By Showing Vulgarity	-.003	.226	.378*	.266	.258	.501**	1
Impact on Consumer By Showing Moral Offensiveness	.984	.166	.018	.101	.112	.001	
Impact on Consumer By Showing Religious Taboos	.39	.39	.39	.39	.39	.39	.39

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey

IV. CONCLUSION:

This research paper found the effectiveness of shock advertising on consumer behaviour. There are following contributions. Many respondents have strong negative effect on consumers if disgusting images are shown in the advertisement. Some of the respondents have shown strong positive effect if disgusting images are shown in the advertisement. Many respondents feels a strong negative effect if sexual references are shown in the advertisement. Some have less positive effect if sexual references are shown in the advertisement. Most of the respondents have neither positive nor negative impact if profanity is shown in the advertisement but few have positive impact if profanity is shown in the advertisement. Most of the respondents have negative impact if vulgarity is shown in the advertisement but few have positive impact also if vulgarity is shown in the advertisement. Some of the respondents have positive and some have negative impact if impropriety is shown in the advertisement. Most of the respondents have negative impact if the moral offensiveness is shown in the advertisement. Very few respondents show a positive impact if the moral offensiveness is shown in the advertisement. Many respondents show negative impact if religious taboos are shown in the advertisement.

REFERENCES:

1. Aaker, David A. "Causes of Irritation in Advertising." *Journal of Marketing* 49, 2 (1985): 47-57.
2. Advertising Age International. "Adidas Finds 'SI' Ad Cancellation Difficult to Bare." July 5, 1993.
3. Andersson, S. & Pettersson, A. (2004). Provocative advertising. The Swedish youth's response: master thesis: marketing and e-commerce / Lulea University of Technology. Sweden.
4. Belch, George E., Michael A. Belch, and Angelina Villarreal. "Effects of Advertising Communications: Review of Research." In *Research in Marketing*, Jagdish Sheth, ed. New York: JAI Press, 1987.
5. Brugiere, A. G., Barry, R. (2011). A new marketing strategy for a new luxury market: shock advertising and porno chic in social networks. The French market: bachelor thesis: business administration, marketing / Halmstad University. Sweden.



6. Chan, K., Li, L., Diehl S., Terlutter, R. (2007). Consumer's response to offensive advertising: a cross cultural study. *International marketing review*, 24 (5), p. 606-628.
7. de Chenecey, Sean Pillot. "When is it Right to Use Shock Ad Strategies?" *Marketing*, March 30, 2000.
8. Dahl, D. W., Frankerberger, K. D., Manchanda, R. V. (2003). Does it pay to shock? Reactions to shocking and nonshocking advertising content among university students. *Journal of advertising research*, 43 (3), p. 268-280.
9. Dahl, D. W., Sengupta, J., Vohs, K. D. (2009). Sex in advertising: gender differences and the role of relationship commitment. *Journal of consumer research*, 36, p. 215-231.
10. Eisner, Jane. "Nonprofit 'Shock' Ads Overdo It." *The Philadelphia Inquirer*, February 12, 2001.
11. Hall, Emma. "TBWA Simons Uses a Skeletal Model in Shock Accurist Ads." *Campaign-London*, November 7, 1997.
12. Horovitz, Bruce. "Shock Ads: New Rage that Spawns Rage." *Los Angeles Times*, March 22, 1992.
13. Javed, M. B. & Zeb, H. (2011). Good shock or bad shock: what impact shock advertisements are creating on the mind of viewers // *Marketing & Programme Leader International Business: Annual Conference on Innovations in Business & Management [London, 2011, January 26-27]. London, University of East London*, p. 1-12.
14. Krstic, T. (2007). Attitudes toward shock advertising of Western-European and Serbian university students with regard to public health context (anti-smoking and anti-HIV/AIDS campaigns): master thesis: marketing / University of Nottingham. United Kingdom.
15. Liu, F., Cheng, H., Li, J. (2009). Consumer responses to sex appeal advertising: a cross-cultural study. *International marketing review*, 26 (4-5), p. 501-520.
16. McGuire, William J. "An Information Processing Model of Advertising Effectiveness." In *Behavioral and Management Science in Marketing*,
17. Prendergast, G. & Hwa, H. C. (2002). Offensive advertising on the web: Asian insights. *BRC working papers series*, p. 1-21.
18. Rees, Jon. "Calvin Klein Makes 'Offensive' Ads Pay." *Marketing Week*, September 8, 1995.
19. Schlossberg, Howard. "AIDS-Prevention Ads Spark Battle Over What's Proper." *Marketing News*, April 29, 1991.

academics and corporate sector. He has worked in many software companies as software developer. He has published many research papers in national and international journals. He has also presented many research papers in national and international conferences. He has been teaching all HR and IT related subjects.



Prof. Dr. Anshu Goel, is completed her PhD on Consumer Behavior from University of Mysore under the aegis of BIMTECH Greater Noida. She is a Science graduate; and done post-graduation in management, M.Phil. in Marketing, diploma in Export management from IMT Ghaziabad. Her core subjects for teaching are Consumer Behavior, Services Marketing, Integrated Marketing Communications and Retail Management. She has been associated with leading management Institutions in NCR for last 17 years; and is credited for bringing in several innovative practices leading to holistic development of budding managers. The research interest motivated her to present the research papers in various International and National Seminars and conferences at the Institutes of high repute; she also contributed a book chapter "Dynamics of Underdevelopment of Uttar Pradesh" published by Bloomsbury Publishing India Pvt.LTD. recently presented a paper in IIM Ahmedabad.

AUTHORS PROFILE



Dr. Munish Kumar Tiwari, (MBA, PhD), Working as an Associate Professor, School of Management Studies, Mangalmai Institute of Management & Technology, Greater Noida, India. He has twenty two years of experience, Out of which ten years of experience in Corporate Sector and twelve years in Academics. He has worked as Regional Sales Manager with Indoco Remedies Ltd and Divisional Sales Manager with Serum

Institute of India Ltd. He has worked with Holland based MNC Organon (India) Ltd. He has published thirty two research papers in international journals and national journals. He has contributed in forty three research papers in international conferences (11 research papers in IIT's/IIM's) and eight in national conferences. Subjects which are taught by him are all Marketing specialization subjects, and General Management subjects like Economics, Production & Operation Management, Strategic Management etc.



Dr. Jaspreet Kaur, is working as Assistant Professor, Mangalmai Institute of Management & Technology, Greater Noida. She has a significant experience of eight years in marketing and management. She has obtained her Ph.D. from University Business School, Guru Nanak Dev University, Amritsar, Punjab. She has done B.Com, MBA (Finance/Marketing), PGDIBO & M.Com.

She is a member of Indian Commerce Association. Her area of interest is contemporary issues in Marketing & Services Management. She has attended numerous national & international conferences and research workshops. She has significant publications in the national journals of repute.



Prof. Amit Manglik, (MCA, MBA, M.Tech), is working as Assistant Professor, Management Department, Greater Noida Institute of Technology, Greater Noida. He has 18 years of experience in