**The Influence of Marketing on People's Purchases**

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**Abstract**

A hierarchy of communication effects review of marketing strategies used in studies to identify child-friendly marketing is now recommended as part of evaluation, according to conceptual and empirical work. Therefore, the focus of my research is on how companies entice customers to purchase their products. I also want to change how consumers shop by educating them about the methods used by businesses to market their goods. The remaining publications' full texts and/or abstracts were assessed for the factors listed below. Online images of product packaging and television advertisements were examined by the researchers. Things like the DSHEA warning in the small print, endorsements from celebrities or sports, and tying together important marketing keywords, clinical efficacy data, and health claims should make it more difficult for consumers to make educated decisions about the purchase of dietary supplements. Despite these drawbacks, the study advances our knowledge of dietary supplement marketing tactics used in bodybuilding and weightlifting. A review can be used to guide future research and inform global policymakers about the diversity of marketing strategies. A growing body of literature describes the scope and character of marketing that appeals to children across different marketing platforms. The need to ensure that all instances of child-appealing food marketing are included in restrictions is supported by lessons learned from tobacco marketing practices. Due to the lack of standardized definitions, a definition that is more inclusive in scope may be used in the future.

*Keywords:* Marketing, study, DSHEA, practices, strategies

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# ****Introduction****

Businesses in the industrial sector have an increasing problem when it comes to B2B (Business to Business) communications. Most customers are more than 50% of the way through the purchase process before they see a salesperson. In 1958, an advertising expert produced the greatest B2B ad of the 20th century. B2B businesses now provide a very different consumer experience. Frequently, it is longer, less hierarchical, and more complicated (McKinsey, 2009). When customers feel the need, they hunt for information on vendors on search engines, blogs, and business websites. This study by (McKinsey, 2009) aims to extend the GJ model in the context of advertising and examine the evolution of B2B advertising tools over the previous 20 years. This review of the literature examines the connection between emotional issues and creativity.

Childhood overweight, obesity, and chronic disease linked to diet are becoming more prevalent, claim Sadeghirad et al. (2016). This is because of marketing that targets children. The World Health Organization issued a thorough list of guidelines in 2010 regarding the promotion of unhealthy nutriment to kids. Other studies claim that a marketing campaign or food item cannot be deemed kid-friendly without exhibiting a specific set of persuasion tactics or marketing elements. Methodologies may vary based on the study site or because geographical differences in political situations or marketing strategies. Definitions of "child-appealing marketing" may differ depending on the sort of study done, according to Mulligan et al. (2020).

Child-friendly food and beverage marketing during the past 20 years has used a variety of various marketing methods, according to a 2019 assessment by Smith et al. Studies of the internet as a channel used far more marketing tactics than studies of more traditional marketing channels (such as television and packaging), which dominated the literature. This study generated a thorough list of marketing tactics that have been used in this sector.

Business-to-business (B2B) advertising has become even more significant in recent years. Since 1975, the average price of a business-to-business sales call has increased by 222%, reaching $229.70 in 1985. 1988's Hartley, S. W. & Patti, C. H. A dynamic and competitive world for marketing professionals necessitates the development of communication abilities. The goal of this research is to examine contemporary B2B marketers' communication strategies.

A hierarchy of communication impacts examination of marketing methods used in research to identify child-friendly marketing is now recommended as part of evaluation, according to conceptual and empirical study. An analysis can help direct future study and educate international policymakers on the variety of marketing tactics. A growing body of literature discusses the nature and scope of marketing to children through various marketing channels. The phrase "child appeal" hasn’t been articulated or defined in policy on a regular basis.

This study's goal is to look at how business-to-business marketers are currently communicating. The study's specific goals are to investigate and characterize current business-to-business advertising efforts, to assess current practice in light of conceptual models that are already in use, and to provide guidance for future research and practice in the field of business-to-business communications. With this in mind, the article's research question is *How does marketing influence people's purchases?*

# Literature Review

B2B communications present an ever-growing challenge for businesses in the industrial sector. Before they come across a sales representative, most buyers are more than 50% of the way through the purchasing process. In 1958, an advertising executive produced what was regarded as the greatest business-to-business advertisement of the 20th century. Today's B2B companies offer a fundamentally different customer experience. It is frequently more complex, less hierarchical, and shorter in length (McKinsey, 2009). Customers use search engines, blogs, and corporate websites to look up information about vendors when they think they need it. This study aims to extend the GJ model, specifically in the context of advertising, and to analyze the development of B2B advertising tools over the past 20 years. This literature review looks at how emotional problems and creativity interact.

According to Sadeghirad et al. (2016), marketing that appeals to children is increasing the burden of childhood overweight, obesity, and chronic disease linked to diet. In 2010, the World Health Organization issued a comprehensive list of guidelines regarding the promotion of unhealthy foods to children. Even within studies of the same media, there is a great deal of variation in how researchers have defined child-appealing marketing. Audience-based standards like the type of channel or website, airing period, or shelf placement have been used in some studies. According to other studies, a marketing campaign or food product cannot be considered kid-friendly without displaying a certain set of persuasive strategies or marketing components. The number and kinds of marketing strategies included in the definitions of child-appealing marketing used by various researchers vary greatly. A thorough synthesis of the available research would enable a deeper comprehension of this pervasive marketing tactic. Due to the lack of standardized definitions, a definition that is more inclusive in scope may be used in the future. Methodologies may differ depending on the research location or due to regional variations in marketing practices or political environments. Depending on the type of analysis done, authors' Mulligan et al. (2020), definitions of "child-appealing marketing" may vary (i.e., content analysis or using content-based criteria).

A review by Smith, et.al 2019 of the last 20 years' worth of child-friendly food and beverage marketing reveals a wide range of different marketing strategies that have been employed. While studies of more conventional marketing channels (such as television and packaging) predominated the literature, studies of the internet as a medium included many more marketing strategies in their methodologies. This is probably a result of persuasive strategies and techniques that have never been used, which reflects how complicated the Internet is as a medium. This study produced a comprehensive list of marketing strategies that have been applied in this industry, including the use of characters, freebies, or premiums, appeals to fun, games, and activities, and connections with various media or famous people.

As reported by Ethan et.al., 2016, The ads for dietary supplements, such as medications, protein bars, and beverages, were examined total of 32 well-known magazines for bodybuilders. Among the 3,311 supplement advertisements discovered, the type of item has been most commonly unnamed (total of 1,556). 79% of advertisements (n = 2621) did not state the main ingredient. Over 2 billion dollars were estimated to have been spent in 2004 on sports nutrition supplement products. These products are frequently promoted in magazines for muscle enthusiasts aimed at male readers. The repercussions include gaining a deeper understanding of those who use such products and the possible effects of supplements when used excessively.

There were 3,311 different supplement advertisements found. Table 1 lists the categories of product types. Most of the time (n=1.556), it was unclear exactly what the product was. Medications (total of 1,516) were the most popular product category among the distinguishable goods. A total of 25% (n= 833) of the advertisements mentioned a study, studies, or research, and 16% (n= 551) of the advertisements featured celebrity endorsements. 79% of the advertisements (total of 2,621) didn’t mention the primary chemical. The key phrases used to advertise the products are listed in Table 2. It should be noted that many of the ads used multiple key terms. Strength and related words (total of 1,187), muscles/muscles (total of 1,055), and energy and related word (total of 902) were the most frequently used words. Nearly 30% of advertisements (727 out of 2,630) did not include the DSHEA warning, but the vast majority (79 percent, or 2,630) did include at least one health claim. Almost two-thirds (63.9%, n=1615) of those who did so have an 8 or less font size. The much more common assertions (n = 628) referred to a modification or enhancement of a substance, enzyme, nutrients, or energizing chemical and its action in the cell. Several goods, for example, made claims about boosting "energy igniter" levels and stimulating "protein synthesis”.

Table

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Youth are influenced by advertising and promotion to start drinking alcohol when they are underage. To develop media literacy skills, this commentary offers some techniques, such as use of behavior modification theory and the inter model. One in four college freshmen report bingeing or drinking heavily on occasion (Hingson et al., 2009; Ross et al., 2014). According to Sharma, M., Batra, K., & Lakhan, R. (2020), Young teens are more inclined to indulge in risky behaviors such as unsafe sex, driving while intoxicated, carrying a weapon, using violence against others, having suicidal thoughts, and using illegal drugs. According to estimates, the cost of underage drinking is close to $24.3 billion, or nearly one-fifth of the $249 billion total cost of alcohol consumption. This estimate considers the cost of medical care, specialized treatment for abuse, lost wages, criminal justice costs, and other resource costs.

In recent years, the importance of business-to-business advertising has grown significantly. As of 1975, the average cost of a business-to-business sales call has increased 222 percent to $229.70 through 1985. Hartley, S. W., & Patti, C. H., 1988, Marketing professionals work in a constantly changing and challenging environment that necessitates the cultivation of interpersonal skills. The goal of this research is to examine current communications practices of business-to-business marketers. Specific topics such as media exposure, industry events, and direct marketing have indeed been researched, but their impact on volume sales has typically been evaluated. Today, conceptual, and empirical work suggests that evaluation should include a hierarchy of communication effects review of marketing strategies used in studies to spot child-friendly marketing. 1421 marketing strategies were extracted from 133 publications (mean 10.7 per publication; range: 1-66). The biggest theme in the last stock was the use of scenes, children, and performers., which contained 117 techniques. A review can be used to guide future research and inform global policymakers about the diversity of marketing strategies. An increasing body of literature describes scope and character of advertising that appeals to children across different marketing platforms. Policy hasn't consistently characterized or defined the term "child appeal".

# Discussion

The goal of this research is to look into current communications practices of business-to-business marketers. There have been studies on specific subjects like publicity, trade shows, and direct mail, but they are typically assessed in terms of how they affect sales volume. A hierarchy of communication effects review of marketing strategies used in studies to identify child-friendly marketing is now recommended as part of evaluation, according to conceptual and empirical work.

A marketing plan frequently includes the business's value proposition, key brand communication, info on customer target demography, and other crucial elements. Inventory of marketing strategies was tallied, arranged by popularity and topic, and totaled. As a result, it will be easier to establish a thorough understanding of child-appealing advertising that may be used to legislation that aim to forbid this form of advertising. Ads for supplements such as medications, protein bars, and beverages were examined in 32 problems of renowned bodybuilding journals.

Growing managerial sophistication, a better knowledge of the industrial customer, more media and programming alternatives, expanded product benefits and attention to various advantages, and the growth of international markets are some of the elements that have contributed to the new attention and status (Havens, 1980). Business-to-business marketers must thus adapt their communication management techniques to a dynamic and competitive marketplace. After reviewing issue-specific research, Galper and Lilien (1982) concluded that much more work must be done in the field of business-to-business communications research. The necessity for more discipline development and knowledge, as well as the financial implications of business-to-business communications decisions, both highlight the significance of such study.

This study by Galper and Lilien (1982), goal is to look at how business-to-business marketers are currently communicating. The study's specific objectives are to analyze and characterize the elements of current business-to-business advertising campaigns, to compare current usage with conceptual models that already exist, and to provide recommendations for further study and practice in business-to-business communications. The rapid review technique is deemed appropriate for this study since its main objective was to compile a comprehensive list of marketing strategies instead of to expressly assess the caliber of the related literature.

The remaining publications' full texts and/or abstracts were assessed for the factors listed below. (1) To determine the presence of the strategies, the writers of the definition of "child-appealing marketing" must have either published a list of marketing tactics or done a content analysis of real advertising. (2) Online images of product packaging and television advertisements were examined by the researchers. Each marketing strategy that the writers in the included papers detailed was carefully reviewed, then copied word for word. When the inventory was finished, it was counted how many times each marketing strategy had been used in the publications that were included.

Things like the DSHEA warning in the small print, endorsements from celebrities or sports, and tying together important marketing keywords, clinical efficacy data, and health claims should make it more difficult for consumers to make educated decisions about the purchase of dietary supplements. Despite these drawbacks, the study advances our knowledge of dietary supplement marketing tactics used in bodybuilding and weightlifting. Health claims, slogans from popular marketing campaigns, endorsements from famous people or athletes, claims of clinical success, and the DSHEA warning in tiny type are all seen to be possible barriers to making well-informed judgments about purchasing dietary supplements. Despite these drawbacks, this research fills a gap in the literature by outlining the various dietary supplement marketing techniques used in bodybuilding and weightlifting.

This study's weakness is its extremely tiny sample size, which was 32 magazine issues. Another issue could have been specific advertisements for supplements. These items can be advertised to customers even without FDA approval. More research is needed to evaluate how much DS product marketing methods influence consumer buying. General physicians, health educators, and sports dietitians must play a significant role in helping people who are considering purchasing or using dietary supplements.

Due to the lack of standardized definitions, a definition that is more inclusive in scope may be used in the future. A review can be used to guide future research and inform global policymakers about the diversity of marketing strategies. A increasing amount of research describes the scope and nature of advertising to children across various marketing platforms. Policy hasn't consistently characterized or defined the term "child appeal". Lessons learned from tobacco marketing practices support the need to make sure that over incidences of child-appealing marketing practices are included in limitations.

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