

“Analyzing the uses of shock advertisement strategy on consumer products: A study on Dhaka city.”

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Abstract:

A marketer is crucial to growing customer understanding and interest. The only advertisements and knowledge that are conscious or compliant with the expectations and attitudes of consumers of social value are for consumers. The advertising practitioners implement a technique that triggers the exposure shock that is attracting additional attention. For market a consumer product, it is very important to draw the attention of the target audience to unusual content or themes.

To our view, a shock is vital, essentially linked to the view, and is highly successful in preserving it. Indoor and outdoor advertising is also effective. The city of Dhaka in Bangladesh has a significant number of inhabitants who are ultimate buyers and affects the strategy of shock marketing. Different companies and businesses use this technique to attract consumers' attention to their products. Yet very little work on this policy has been carried out here. This paper aims at providing a clear understanding and study of the effect of this strategy on consumer goods, how this strategy affects customers and how it pays that attention to certain products or brands, the choice of shock advertising influences, which media play an important part in this strategy, and what impression this consumer marketing strategy is giving to consumers. The key purpose of this study is to examine the uses of the shock marketing strategy for consumables. The details and knowledge are collected in a formal survey and depth interview person-to-person. This study shows that using shock marketing tactics in consumer goods affects the desire of customers for better, life-related ideas.

The research's major results are that companies use the shock marketing strategy and its impact on consumers to attract attention to the product and brand. The research is mainly positive. For the next days in Dhaka City, positive content in advertising with a shock that is ignored by the consumer is crucial. Many TV centers and magazines and the radio station are used to advertise the media with many billboards in Dhaka. Creating attention shock with optimistic content helps across these outlets. The research has shown a greater use of the shock advertisement in consumer products, and the option of advertising and creativity should be emphasized.

Keywords: Shock advertisement, Consumer products, Marketing

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I. Introduction

With the increasing competition and marketing strategies so difficult to sustain in the market competitiveness, the world business is becoming more crucial. Marketing functions for selling the consumer product and for developing a solid, very important relationship. There are policies in place to make the consumer more involved and to engage in positive communications and goods. The fundamental role in making customers inside a brand or company is played by advertising. (Spanish version Noel, 2010).

The concept of marketing is the most advanced field and belongs to the rising consumer's demand and needs. Over the course of the time, advertising changes significantly. When conventional advertising fails to attract the attention needed by a client, shock marketing strategy is established through the delivery of promotional messages, and consumers are made aware of them. Effective businesses ensure that the improvements, change of vision, expectations, and needs of the consumers are met over longer periods. A shock marketing campaign or shock advertisement has been developed by the Italian clothing company, Benetton at the end of the 20th century (Wikipedia, 2019).

In a culture that is alarming for us, our planet is confronted by a few serious issues such as environmental change and pollution, humanity, poverty, fatal illness, and rising obsession. This marketing

technique is used to educate and present relevant content to consumers in their ads. Shock or terror is something people don't get used to. Shock marketing tactics in consumer products are effective in catching our attention by using different advertisement channels such as TV ads, radio, billboards, magazines, and others.

In the current market scenario of social anomalies, taboos, religious values, sexual harassment, environmental disasters, safety, and photos that are right to the consumer's meaningful life is successful. Where conventional ads cannot capture your mind 's attention longer, marketing advertisements don't help it, it's successful to shake the unconsciousness of consuming goods.

1.1 BACKGROUND OF THE STUDY

Companies struggle to thrive and to function in the market, maintaining a good picture of their goods and brand here, in the fastest growing marketing environment and its evolving strategies. Marketing strategy is very important to gain potential market share. The method of communicating marketing with the time demand and customer request should be more effective here. Modern marketing calls for access to and genuine communication of the product is a huge benefit (Akter, A., 2014). It is highly necessary to draw the consumer with your content and messages. The process of shock marketing or shocking advertising creates efficiency by utilizing the concepts that sometimes violate social norms and contrary to the usual beliefs of a society or geographical structure (Wikipedia, 2019). These advertising remove the monotony of conventional commercials, makes the listener nervous and leaves the commercial humming. Not only does this form of publication appeal to Liana, but also frightens them by using frightful techniques and fear-making ingredients to sell or deliver messages to the public that have a significant effect. The use of scary, gory, or offensive and unusual content in the advertisement cycle is known as shock advertising. In 1982, Benetton used stunning ads from the Italian Fashion Group. This technique is also used by Kelvin Cline and several other successful campaigners. Therefore, numerous top brands have effectively implemented this approach. Dhaka City also has experience in the field of consumer advertising such as the Qazi Group and various cigarette and fabrics. AIDS, multiple deadly illnesses, earthquakes, pollution, or disasters are currently at high levels. In this case, the shock advertisement has been able to gain customer interest by adapting contemporary concepts to particular consumer goods. Different forms are essential for the role of shock advertising players, such as television, radio, billboards, magazines, etc. Consumers, were surprising or scary, look carefully at it at first. Shock publicity must be a better strategy to attract and most influential clients to buy content, pictures, sounds, celebrities' actions, place and decorum and articulation imagination, etc. (Andersen, 2009).

1.2 SIGNIFICANCE OF THE STUDY

In the advertisement market for consumer goods, this research would be a significant undertaking. This would increase the versatility of consumer demand ads. With a greater understanding of the goods, the marketing process for advertisement campaign would have an impact. This study would support the public, students, and advertising management instructors as well. The variety is more successful in marketing campaigns. Efficient tactics in consumer product shock ads may be explained by public companies and agencies. It would be better to know the students' need to learn the efficiency and focus of shock ads.

In this context, it would be beneficial to consider the needs of students to learn about the efficacy of shock ads and to gain more publicity. The study supports some businesses who would like to use shock ads for their products. (Goddard, 1998)

This research also lets retail and business people educate their customers unconventionally and inefficiently about their ideas, something that is even better than other promotional activities.

1.3 OBJECTIVES OF THE RESEARCH

Primary Objectives:

The main objective of the research is to analyze the uses of shock advertisement strategy on consumer products on consumer products in Dhaka city.

Secondary Objectives:

1. To identify the uses of shock advertisement strategy on consumer products in Dhaka city.
2. To analyze the uses of shock advertising on consumer products in Dhaka city.
3. To recommend some guidelines for marketers to use shock advertisement strategy on consumer products in Dhaka city.

1.4 RESEARCH QUESTIONS

Following are the research questions of the study:

- i. What are the uses of shock advertising strategy on consumer products in Dhaka city?
- ii. How to analyze the uses of shock advertising strategy on consumer products in Dhaka city?

- iii. What are the guidelines for marketers to use shock advertising strategy on consumer products in Dhaka city?

1.5 LIMITATIONS OF THE STUDY

As the limitation or shortcuts of the study, the researchers have faced the following problems:

- i. The key drawback of the study was that the information required for the study was inadequate.
- ii. The respondents' area is only the city of Dhaka, which is not another restriction.
- iii. The biggest obstacle was a short duration. Adequate time is required for an analytical purpose. Nevertheless, the thesis time was not adequate to allow such a detailed analysis for the researcher.
- iii. The researcher had few tools to work with, as the internet library was small.
- v. In the case of obstructions, the respondents are not aware of providing the details correctly.

II. Methodology

2.1 RESEARCH PURPOSE

The research objective shows that both exploratory research and descriptive research was stated in the research. This was explained by a formal questionnaire when the data was analyzed. The analysis of the data through an in-depth interview was then exploratory. The primary objective of the research is to identify consumers of shock ads, then evaluate the usage of shock ads and propose guidance to marketers in the event of shock advertising on consumer goods in Dhaka.

2.2 RESEARCH APPROACH AND STRATEGY

The researcher found the quantitative and qualitative approach adopted in this study. By gathering the data through a systematic questionnaire the researcher took a quantitative approach and a qualitative approach through a comprehensive interview. In collecting data, here the researcher opted for the questionnaire approach and a comprehensive interview with marketing experts to find some specific statements on the use of shock publicity in the city of Dhaka. The survey method had the questionnaire form, which is part of a few statements and a few open questions, as well as on shock advertisement. (Chan, 2007)

2.3 TARGET RESPONDENT

The questionnaire was distributed here across more than 50 shopping malls, universities, schools, and on the street where the shock marketing material was displayed by the advertising media. The participants were from the city of Dhaka. The question was asked of both men and women, which is why a multi-segmentation of the research can be found by the researcher.

2.4 DATA COLLECTION

Data is primarily about two types, primary and secondary. If primary data collected by the researcher is collected or secondary ones, other information is collected. Data is one of two types (Anderson, 1998), both secondary and primary data are needed to produce a completed research paper. Secondary data has been collected from various publications in related books, journals, newspapers, magazines, and websites, and a variety of sources. To obtain primary data, the respondents personally interviewed marketing experts through a structured questionnaire and also face-to-face conversation. Shock marketing strategy users are also identified and analyzed to make the information available.

2.5 SAMPLE SELECTION TECHNIQUE

In the case of an audience with shock advertising that had been asked for questionnaires and an in-depth interview with marketing experts, the improbability sampling method was used. Questions and details from this interview were given to the respondents. The target market of the shock announcement was estimated with the non-probability quota sampling technique.

2.6 SAMPLE SIZE

In Dhaka city, the researcher distributed the questionnaire to 550 shock advertising viewers and marketing experts. Thus the sample size is 550. The questionnaire was distributed in Dhaka city with 100 young-age male students, 100 young-age female students, 75 male students from the various professional and 75 middle-aged female jobholders, and middle-aged housewives. The researcher further distributed this questionnaire for in-depth interviews with 200 hundred marketing experts and executives from different organizations. This questionnaire was distributed only in the Metropolitan area of Dhaka, as in colleges, malls, banks, and in places of citizens belonging to Dhaka everywhere.

2.7 SAMPLE SCALING

The Likert scaling technique used here for questions ranging from 1= strongly agree and 5= strongly disagree one by one. It was easy to get insights from the respondents through the technique.

2.8 ANALYSIS OF THE DATA

Data were collected through questionnaires and analyzed through the SPSS (Statistics Package of Social Sciences). The researcher used the measurement of the frequency and demonstrated this in the illustration.

III. Literature Review

The literature review provides a detailed overview of previous studies. This provides a theoretical framework for the study and helps to understand the scope of all work in the same field. A review of the literature is a process and also the product. In this context, the researcher analyzes the uses of the shock marketing technique in Dhaka city on consumers. To order to explain the study, impacts and responses on the customer are considered.

3.1 THEORETICAL FRAMEWORK

The shock publicity method is focused on various experiments and inquiries. The definition of shock in ads differs from attracting clients to affecting them through an organization's promotional activity. Dahl et al. (2003) summarized and highlighted as grotesque images, sexual references, defiance/obscenity, vulgarity, religious taboos, and unjust moral offensive. The study is based on several research studies on shock advertising and how they react to them and attract attention from these promotions. The premise of this study is based on the theory of a few subcontinental types of research related to the subject. The research subject for this study is concerned, as in the city of Dhaka, 'Impact of Shock Ads on consumer behavior (Tiwari, Kaur, and Goal).' Shock marketing works to draw the consumer to the goods. In the city of Dhaka, sales of consumer goods are increasing in various ways with different advertisement processes. Shock ads have a role to play in the promotion of current phenomena. The researcher is also responsible for defining and assessing the effectiveness of the consumer goods strategy in terms of gender, age, profession, etc. The work wasn't finished yet. (Dahl D. W., 2003)

3.2 SHOCK ADVERTISEMENT



Figure 1 Cigarette Ad Source: (Shock Tactics in Advertising, 2015)

If right, it can have a big payoff for marketing communication. Companies will contact the public and existing and future stakeholders (Kotler, Keller). An announcement plays an important function to communicate brands' messages in communication processes. Shock advertising moves knowledge to the logical part of consumers and induces cognitive reaction with the advertisement appeal. The most significant thing here is that the viewer is influenced by emotional aspects. Advertisers create content that is exclusive and compelling. There are intense thoughts.

Shock advertising is such a promotional process and in this regard, the term shock to the stimuli of the consumers is very important. In this way, marketing theorists show the surprise in different words. They have distracting, indescribable, offensive, taboo, surprise, disruptive, and contentious frames in their conceptions of surprise ads. Nadein and Petrova (2002) have stated that such a shock reaction is due to the emotional appeals in the ad. TV advertisements and outdoor media ads personally revealed the appeal of their case.

3.3 OBJECTS OF SHOCK ADVERTISEMENT

Content and messaging are important for the right responses in advertising. Advertising where items such as cigarettes, contraceptives, hunger, and rescuers are promotional, Wilson and West (1995) have expressed their opposition. We are described by Katsanis (1994) as being inappropriate to certain sectors: provocative, humiliating, socially disregarded, harmful, and controversial. For reasons of morality, honesty,

modesty, or even terror, Wilson and West said it would produce reactions of tragedy, horror, crime, or indignation when they are mentioned.

Condoms, famines, grooming products, male and female clothing, alcohol, and woman contraception are problematic as far as TV advertisement is concerned (Dotson, 1999). The principles are more linked to a consumer's life and emotions in billboards or other display media for ads. The promotion of gender/sex goods, social or political classes, health products, and addictive products are a major factor in the advertising of shock. By the study of shock emotions in Dahl et al. (2003), shock appeals were identified. For marketers dealing with these, it is useful.

3.4 IMPORTANCE OF SHOCK ADVERTISEMENT IN TERMS OF GRAB THE ATTENTION OF CUSTOMER

The latest studies have found shocking content used to induce behavioral change in the Journal of Advertisement Science. In conjunction with AIDS and HIV, focus, memory, and consumer behavior have dramatically increased. Shock publicity contributes to a cognitive cycle that influences the understanding of the customer. Within this research, surprising contents with swear words and partial nudity to convey a message gave rise to outrage as social norms were being violated. The graphic versus nongraphic content, another study published in February 2016, creates a different picture in the mind of our customers. The material with the knowledge ad is emotionally affected.

The people of Bangladesh are much more sensitive and influenced by such messages that break the ethics and social rules. Italian fashion designer Sisley has launched an unusual ad as many fabrics seek to get their attention in Dhaka. The subjects and social problems that we usually neglect to deliberately draw public attention and provoke a strong reaction. The outcome is an outstanding ad that generates more visibility of the brand (Tiwari, 2008).

3.5 IMPACT OF SHOCK ADVERTISEMENT

Shock advertisement has a major effect on the buying behavior of consumer goods. Researchers have demonstrated this advertisement mechanism that influences consumers concerning a product. This strategy of advertising shaped cultural and social factors such as political, age, class, religiosity, low-cultural language, and socio-demographic individualism-collectivism (Prendergast and Hwa, 2002).

The purpose of the advertisement is to draw the attention of its custodians. Some academics claim that shocking material in advertising is the very best and most successful strategy for hitting the target audience, as such a message is infiltrating human consciousness and evoking or even incredible (Javed, Zeb 2011).

4.1 GOODS IN WHICH SHOCK ADVERTISING CAN BE USED

Consumer products and other main products to support every company and advance society are all favorable to shock ads. Human medical products, tobacco products hazards, foods, cosmetics, services, and other products are not prohibited by the authority concerned to develop social awareness and awareness. For business or agency, consumers are also aware of fashion products, alcohol, food, and vehicle marketed with Shock content (Taga 2013).

4.2 USES OF SHOCK ADVERTISEMENT IN DIFFERENT COUNTRY

Here is a German poster ad that will spit the good people in their green tea at the Advertising Standards Office. Here you have to find others which may have a similar effect, examples of shock-oriented advertising. Much of this ton is disturbing. Others could have been scammed. Yeah, however, with Cannes around the corner and awards in view, why should we avoid the gratis pursuit of infamy from boring old responsibilities? Shock works, like it or not (Prendergast, 2002).



Figure 2: Shock Advertisement Source- (mumbrella.com, 2012)

Another advert that will make this ad great for people for animals. The printing processes the image is almost as bad as "Don't treat animals the way you don't want it to be handled."

Throughout Australia, some strong anti-smoking lobbies like the Cancer Council use their shock ads. Moreover, they go so far as to argue that smoking in society is as harmful as child violence.

Manscaped Lawn Mower Trimmer Shock Advertisements: This waterproof, cable-less trimmer has a 6,000 rpm power motor that can safely pull or pull thick and curly hair. The ceramic blade module is replacement able, hygienic, and corrosion-resistant, using the technology of SkinSafe™ for avoiding nicks and snags. This trimmer is waterproof and skin-friendly, they have been very successful in applying this Shock ad. This trimmer is waterproof and has been used extensively in shock advertising that has brought attention to all the men.



Figure 3: Manscaped Lawn Mower Trimmer
Source- (manscaped.com, 2019)



Figure 4 Manscaped The Lawn Mower waterproof Trimmer 2.0.

PETA, a protest on live boiling of chicks at KFC, has ruined the credibility of the culture jam by the opportunity to prevent people from reading the bath message filled with two semi-naked women.

In Singapore, there are more strong advertisements (that's not an assault), from the government that seeks to frighten people's crap to make them suit. The Singapore government did not make the best effort to display this anti-tobacco poster, which seems to encourage the people of smoking to become zombies. (The Singapore Health Promotion Board Marketing Director told researchers that he tried to use milder approaches, including fun, but nothing is as efficient as a shock – at least to raise awareness). The commercial fits with Singapore's cigarette package that holds horrific pictures of gangrene feet and faces riddled with oral cancer.



Figure 5: KFC Shocking Ad Source: mumbrella.com, 2012

5.1 USES OF SHOCK ADVERTISEMENT STRATEGY ON CONSUMER PRODUCTS IN DHAKA CITY

Dhaka uses shock promotional tactics to attract consumers' attention to their products and brands. Through their advertising, many social issues were seen. The crisis in the health sector is the most important content. Because Dhaka's environment pollutes a large number of people every day. Specific fatal diseases affect people. And that should be fulfilled with surprise coverage. The company's Qazi groups use shock ads for their offering, the Eagle mosquito coil. Such TV ads show health issues. The fear was that the shock was caused by the night darkness and that the family was worried. This attempted to mean that we are worried about your surprise (enterprise, 2016).



Figure 3: Eagle mosquito coil TVC.
Source: www.google.com

Few mode fabrics in outdoor media use shock advertising strategy. Those attract more attention than a conventional commercial. Here are the attention and other active emotion which touches the audience's emotion about the product. Tobacco producers and smokers also use this advertising to raise questions and build a social consciousness.



Figure 7: Cigarette Shock Ads. Source: www.google.com

Other Dhaka products also use this strategy, where traditional advertising has failed. What goods and brands have been signed?

Superstores in Dhaka city: Supermarkets such as MeenaBazar, Agora, and Swapno only implement shock advertising successfully. We use the late-night tactic of exclusive offers to make consumers surprise to threaten to buy them, which are surprising and good publicity.



Figure 8 Unconventional Ad. Source: www.google.com

5.2 SUMMARY OF THE USAGE OF SHOCK ADVERTISING IN DHAKA CITY

Shock ads would be important for Dhaka's consumer goods. For shock ads, the marketer full favors. Like other countries, nudity or other issues are not used here as a shocking commercial. Unconventional issues use a severe degree but not one. Dhaka has a strong religious feeling. This isn't in the marketer's heart. Shock advertisements on consumer goods such as food, cosmetics, alcoholic drinks, cigarettes, and other goods use shock to raise awareness. By showing a shock of these issues, they are trying to create a positive image with increasing concern. The nature of shock ads often makes social crimes and backwardness special. Yet consumers are constantly involved in their products and brands. The advertising and other awareness advocacy are combined for social networks.

The traditional ad sometimes reduces sales. Then companies try differently and think that shock advertising works here. Dhaka is a growing hygiene problem for shock publicity in food products. The shock material of consumer goods is often fatal diseases. It is due to everyday dangers for human beings. Shock ads will be successful in Dhaka, as consumer goods' business environment shifts. Today, this approach is much more productive than conventional ads with content and other advertising requirements.

5.3 ANALYSIS FROM STRUCTURED QUESTIONNAIRE

5.3.1 RESPONSE REGARDING GENDER STATUS OF RESPONDENTS

Table 1: Gender status of respondents (source: survey)

	Frequency	Percent
Male	175	50.0
Female	175	50.0
Total	350	100.0

Table 1 indicates that the respondents are 50% (n=175) male and the respondents are 50% (n = 175) female.

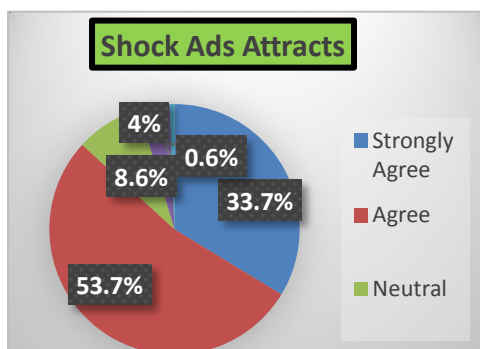


Figure 4: Shock Advertising Attracts Customers attention
Source: Survey (Author)

That is why the outcome is without discrimination.

Figure 9 shows that more than 33.7 percent strongly agreed (n=118) and more than 53.1 percent agreed (n=186) that shock advertising attracts customer attention. Some people overall don't realize that shock advertising is effective in attracting attention in the city of Dhaka. The information shows clearly that shock advertising attracts the audience's attention.

Table 2: Frequency of different factors of Shock Advertisements

Image	Frequency	%	b. Media	Frequency	%	c. Usefulness	Frequency	%
Strongly Agree.	42	12.0	Strongly Agree.	98	28.0	Strongly Agree.	49	14.0
Agree.	221	63.1	Agree.	154	44.0	Agree.	173	49.4
Neutral.	60	17.1	Neutral.	71	20.3	Neutral.	87	24.9
Disagree.	27	7.7	Disagree.	24	6.9	Disagree.	38	10.9
Strongly Disagree.	0	0	Strongly Disagree.	3	.9	Strongly Disagree.	3	.9
Total	350	100.0	Total	350	100.0	Total	350	100.0
d. Awareness	Frequency	%	e. Attention	Frequency	%	f. Influence	Frequency	%
Strongly Agree.	44	12.6	Strongly Agree.	33	9.4	Strongly Agree.	40	11.4
Agree.	179	51.1	Agree.	157	44.9	Agree.	126	36.0
Neutral.	78	22.3	Neutral.	94	26.9	Neutral.	113	32.3
			Disagree.	59	16.9	Disagree.	64	18.3

Disagree.	46	13.1	Strongly Disagree.	7	2.0	Strongly Disagree.	7	2.0
Strongly Disagree.	3	.9	Total	350	100.0	Total	350	100.0
Total	350	100.0						

Source: Survey (Author)

Here, Table 2.a shows that creative content in advertising bi shock creates different images for different clients' minds. Most of the audience agreed with the statement that Shock Advertising with Creative Content creates different images for the messaging provider. The researcher found that 63.1% (n=221) of the audience agrees with this and that 17.1 percent are in a neutral position. They have not taken any position here to be agreed upon or disagreed with. A further 12 percent of audiences strongly believe that they are creating different images with different contents and messages that are effective for the purpose of advertising.

Table 2.b above shows that 44 percent (n=154) of respondents agreed that different media would help to attract the attention of the customer and 28 percent (n=98) of respondents strongly agreed that yes, it would be helpful to them to increase their attention to specific products or brands. The rest of the audience, only 9 percent strongly disagree and only 6.9 percent disagree, which is not significant to say that the difference and variance in the choice of media for shock advertising have an impact on increasing customer attention.

Table 2.c exposes that 14% of respondents strongly agreed that contains messages of shock advertisement is useful for the products and brands. And a big number of the audience mostly 50% believe in here and 24.9% are in the neutral position. It means the messages in shock advertisements are useful to grow the positive for the products. So shock advertisement is in favor of companies in terms of consumer products.

From table 2.d above, 12.6 percent of the total respondents strongly agreed with the statement, but most of the audiences ensured that 51.1 percent (n=179) agreed. This means that shock advertisements increase awareness about the use of products, which is crucial. Here, 22.3 percent did not give an opinion. In terms of positivity to increase awareness of any products, shock advertising is effective for consumer products in this area.

The above table 2.e shows that 44.9% of respondents (n=157) are agreed with the statement that shock advertisement significantly increases customer attention and stays in mind with bringing awareness where 9.4% of the audience strongly agreed with this. And 26.9% audience is in a neutral position that they are not in any conclusion. Its mean most of the customers think positive about shock advertisement to increase attention about any product and stay longer in mind.

Table 2.f shows that the majority of respondents (n=126) agree with the statement that a shocking advertisement has a positive influence on the customer behavior of a product or brand. Strongly agree that respondents are also 11.4%, which means that most people are positively affected by bi shock advertising. But there are also some against the opinion. The researcher may decide in favor of shock advertisements that have positively influenced customer behavior.

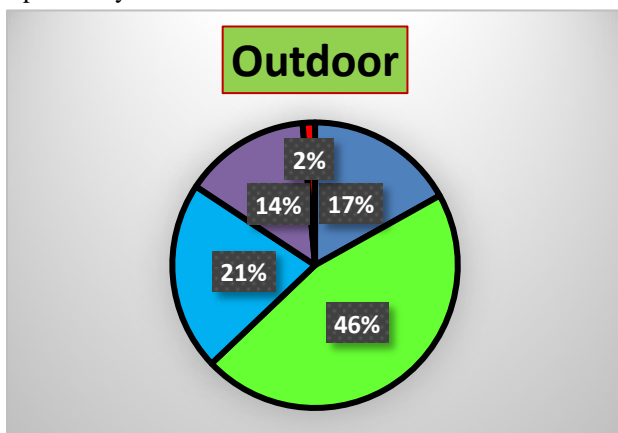


Figure 5: Outdoor Shock Advertising is more useful to provide the messages of a product or brand Source: Survey

From Figure 10, the researcher may have the idea that 46% of the audience (n=161) are more attracted to bi-shock billboards, magazines, and posters that have an impact. More than 16.9 percent of the audience strongly believes that. There is very little percentage against this statement than positivism. There are many audiences in a neutral position. So the right side of the statement with target audiences is in favor of the statement, the outdoor media is more effective for shock advertising.

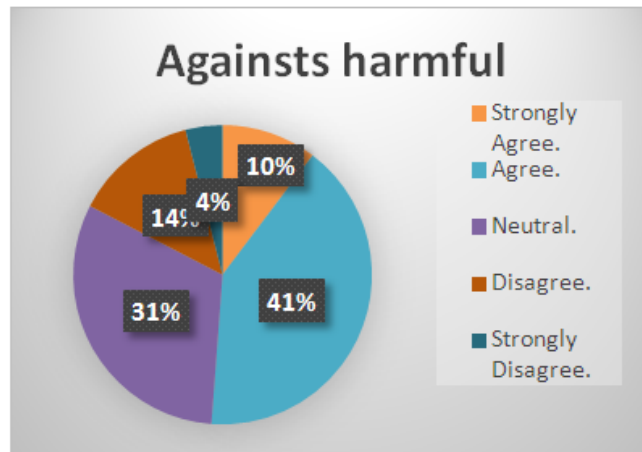


Figure 11: Customer Rating about Shock Advertisement contents is against harmful practices, life-taking diseases, and social illness. Source: Survey

Here the figure 11 shows that 10.3% of the audience, agree with the statement, 40.9% of the audience (n=143) agree with the statement, and another significant number of the audience 31.4% are not in any position of agreeing or disagree. So the researcher can take place to the side of the statement that shock advertisement is against harmful practices, life-taking disease, and social illness. The advertisement strategy shows the mirror of the society we belong to. That touches the emotions of customers with their consumer products. The pie chart shows the contents of a shocking advertisement in consumer perception.

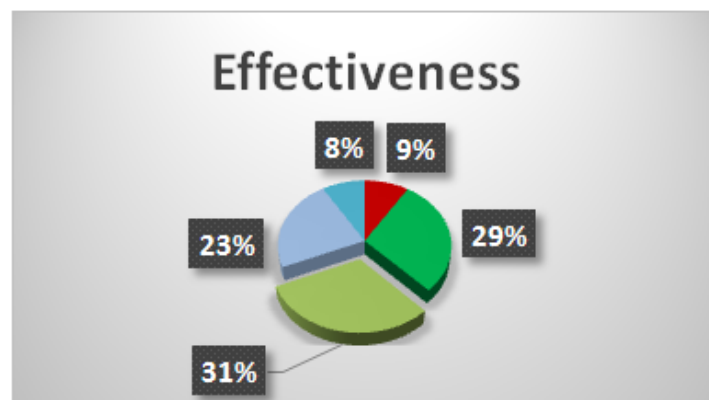


Figure 12: Customers rating about Shock advertisement's effectiveness for everybody. Source: Survey

Figure 12 shows that the result is a bit confusing for the researcher to decide that 8.9 percent of the audiences strongly agree with the statement where 8.6 percent of the audiences are strongly opposed to the statement. Most customers agree that this shock advertising strategy is effective in five ways. With 30.9 percent of the customer taking no part in this statement. 22.9 percent of audiences believe that shock advertising is not effective for everyone. The different perception in the minds of consumers that it is not to go anywhere is effective or not. Customer's bit suffering from indecision to take the side off. The diagram shows that most consumers agree and disagree parallel in neutral positions.

The pie chart indicates that 9.1% of respondents agreed strongly and 44.9% agreed that the nature of shock-advertising has long-term effects on product and company perception that demonstrate how effective advertising works. The table indicates that the quality of shock ads is actually useful to support consumer goods. In support of the argument, the researcher will get the results.

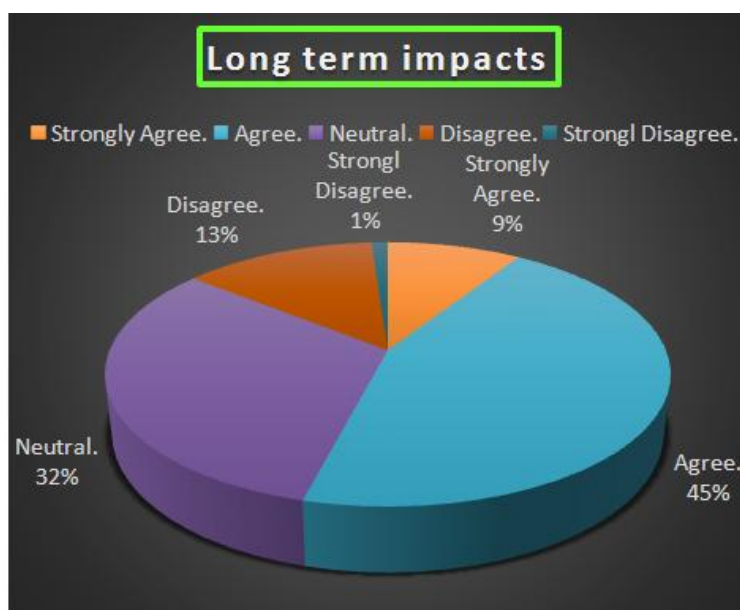


Figure 13: Customers Rating about Shock Marketing contents sustainability in the Consumer Mind. Source: Survey (Author)

Table 3: Frequency of customer rating about shock advertisement strongly increase customer’s attention by specific product (source survey).

Buy product	Frequency	%
Strongly Agree.	23	6.6
Agree.	154	44.0
Neutral	108	30.9
Disagree.	58	16.6
Strongly Disagree.	7	2.0
Total	350	100.0

Table 4: Frequency of Customer rating about Shock advertisement’s offending consumers

Offending	Frequency	%
Strongly Agree.	22	6.3
Agree.	99	28.3
Neutral	105	30.0
Disagree.	104	29.7
Strongly Disagree.	20	5.7
Total	350	100.0

Table 5: Frequency of customer ratings about Shock Advertisement creates scare and awe those Consumers ignore sometimes

Score	Frequency	%
Strongly Agree.	53	15.1
Agree.	143	40.9
Neutral	107	30.6
Disagree.	43	12.3
Strongly Disagree.	4	1.1
Total	350	100.0

Source: survey (Author)

In Table 3, 44 percent (n=154) of respondents believe that shock advertising increases the emphasis on a certain commodity. Another 6.6% of the audience believes this is true. Yet 30.9% of the audience is supportive and denies the amount is not being taken into account. The researchers will support the argument that the consumer product in particular is always given greater attention.

Table 4 shows that the statement is not supported by 29.7 percent (n=104) of respondents. An often unorthodox content ad irritates viewers with unfitting content. The customer is offended. In this case, the investigator can take the negative side of the statement that shock advertising does not offend customers.

Table 5 indicates that 15.1% of those surveyed agree strongly with the argument, and 40.9% agree with the statement and that more than 30.6% of citizens are supportive. Here the researcher can decide that shock advertisement’s shock is suppository to send the messages to the audience. Ignoring fear and causes are very effective for using the shock strategy in the advertisement. This is ignored by the customer sometimes.

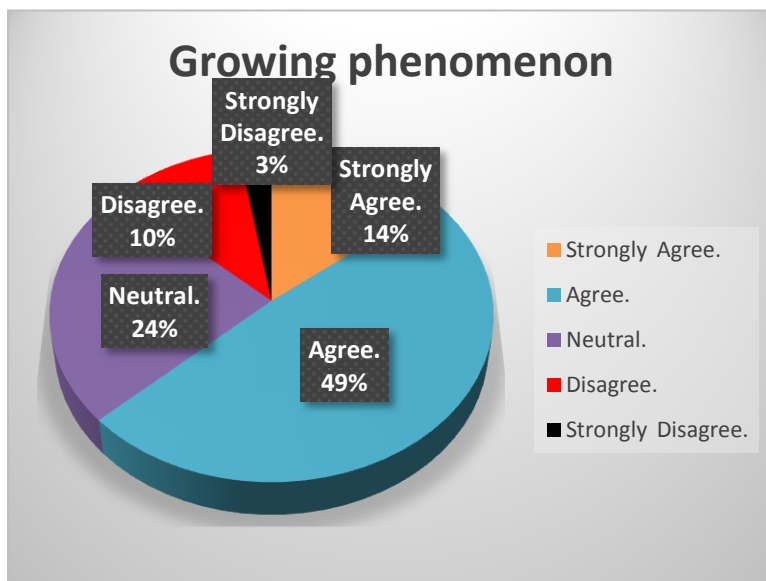


Figure 14 indicates, in this case, that 14.3% of respondents are very much in support of the assertion. This assertion is supported by over 48.9% of the public. This means that the researcher can easily define the growing phenomenon in shock promotion to attract customers. The bulk of the diagram (blue) is in favor. This is how the customer reacts more.

Figure 6: Customers rating about Shock marketing Strategy with growing phenomena contents is most effective to grab the Customer Attention.
Source: Survey (Author)

5.4 ANALYSIS FROM FACE-TO-FACE INTERVIEW QUESTIONNAIRE

The researcher provided the following details after the face-to-face interviews with 200 marketing experts from different companies.

5.4.1 RESPONSE REGARDING WHAT COMPANIES THE MARKETING EXECUTIVES WORK FOR.

The problem here is to remain secret. Managers are not mainly interested in revealing their names and not exposing them. In the survey, the names of companies and the category were not significant.

5.4.2 RESPONSE REGARDING WHAT DO YOU THINK THAT SHOCK MARKETING IS IMPACTFUL FOR OUR COMPANY? AND WHY?

Different companies and organizations answered this question differently, whether or not the shock marketing strategy had an impact. One company that reaches consumer products is that shock publicity is very effective in raising awareness of the product in question. As normal ads, customer interest has not been captured and the marketing messages have not been delivered as they please. It's impactful to create a shock in the advertising. Few other people aren't on the side of shock advertising because they believe the shock doesn't affect every situation in life. We want to give the basic knowledge that is joyful to take into account. Humor is important in ads, altruistic behavior and joys are necessary for sending messages. Few marketing experts agree that ads should be the fundamental knowledge of the rival to make the consumer more appropriate. Shock is not necessary to give the user their messages. Since they think it is important to pay attention to fairly simple items. Another group of marketing managers thinks that shock, but not for every occasion, is important. This should be a conceptual and customer-friendly basis. Shock advertising causes shock and various media react according to age and gender. The majority of respondents do not agree with using shock ads to send their marketing messages concerning consumers' goods. The total number of respondents yet they can use shock advertising based on context. Ultimately, the investigator may have an impact on the improvement of any business as this shock advertising.

5.4.3 RESPONSE REGARDING WHAT IS THE IMPACT OF SHOCK MARKETING STRATEGY ON CONSUMER AND WHY.

Some factors in the given list were found by the leading consumer product companies to believe in the effect of the shock marketing strategy on goods. Most marketing experts agree that shock advertising attracts more than conventional attention. The value they feel is not paid for the monotonous ads. The development of a shock in ads makes the shock distinct and catches consumers' attention and real marketing messages can be sent here. As for the content of shock advertising, more than 50% of the experts said it is better to create shock in advertising and to supply product messages with unconventional content. The customer is influenced by nudity, fatal diseases, environmental disasters, and religious content. Various views have come from various experts to raise visibility using drug bi-shock advertising. There are few people in favor, and others do not. But most of them think it's understood which messages were sent on the ad. Most marketing experts agree that shock

advertisement does not favor companies but instead increases their exposure to social factors. Marketing experts offer an opinion on the use of outdoor devices and display media to deliver promotional messages on shock advertisement sites. They think that indoor and other advertisement instruments are more effective. But they also endorse TV advertising to gain more publicity from people. Shock advertising creates positive pictures for goods and brands, but most Advertising Experts do not necessarily think so because it can also create a misleading picture for a long time. Experts have voiced their opinion on the negative effect of age-specific shock-advertisements on consumer goods in Dhaka City. Here the researcher can take advantage of the effectiveness of shock ads but it should not be applicable for consumer goods.

5.4.4 RESPONSE REGARDING THAT DO EXPERTS THINK THAT SHOCK MARKETING STRATEGY HELPS TO ATTRACT THE CUSTOMERS VIA DIFFERENT MEDIA IN DHAKA CITY AND WHY?.

Marketing experts are thinking of advertising media that should send their product messages most efficiently. The target market of consumer goods in Dhaka is an enormous community. The busy life and the current situation here are difficult to interact properly. Contact to submit goods and company news would be easier in marketing. Here, the experts expressed their views to use external media and displays for shock advertisements. In different colors and sizes, it is easy to display actual messages with a different view of the picture. Billboard is effective at communicating goods to consumers in large sizes in various areas of the city. Journals and magazines also work here. However, TV marketing in another time is better suited for shock advertisements, because the sound and imagery of one produces a different consumer impression and makes the goods aware of it. The experts endorse posters and leaflets for the production of surprising goods and healthy items in use. The researcher may, therefore, conclude that the technique of shock marketing aims to draw consumers' interest, both indoors and outdoors, across various media. (Ortega-S, 2011)

5.4.5 RESPONSE REGARDING WHAT IDEAS OR CONTENT MARKETING EXPERTS THINK MOST EFFECTIVE IN SHOCK MARKETING THAT CAN GIVE A POSITIVE RESPONSE FROM CUSTOMERS.

It is said that marketing messages can be thought of longer with emotional views and contents. Announcement and marketing announcements should be more rigorous and essential to clients in the changing market and social climate. The experts shared their opinions on the contents of shock advertising which should be more emotional with the consumer. Various incidents of today such as earthquakes, floods, and malnutrition, water, and air pollution are the reason that the quality of publicity shocks should be taken into account. Consumer product expectation is to be sound and free from any hazards as the customer wants. The products should be linked to this and have to prove that our product is against those and danger elimination. Ghost or alien who is bad to us may also be happy and harm to our everyday life. The contents of shock publicity in Dhaka City, as the experts said, can be Accidents, nudity, darkness, AIDS, social illness, and religious infirmities.

5.4.6 RESPONSE REGARDING WHAT DO MARKETING EXPERTS THINK THAT SHOCK MARKETING STRATEGY IS USEFUL FOR CONSUMER PRODUCTS IN VAST MARKET.

Specific marketing experts have shared a different opinion here that shock publicity is useful for catching or not the large market. No analysts think it is very useful to take shock ads to the huge market because of the conventional consumer failure. Shock advertising is special and provides a positive image of products or brands in a large market. It is embraced by customers and goods are increased in sales. But many experts do not think that shock publicity will last long, as they have to preserve the reputation of the brand if they want to grab the huge market. And with our plan, we can't do anything wrong because a big competitor was present. Here, the researcher notes that shock advertising raises sales in a brief period but cannot be measured to take up the vast consumer market.

5.4.7 RESPONSE REGARDING PROVIDE ANY ADDITIONAL INFORMATION.

Only a handful of experts received additional shock advertising knowledge. They indicated that shock ads should not be more dismayed concerning TV and advertisement because they can mentally influence the viewer. This can adversely affect companies. We suggested that material would be enhanced for the social system and customer acceptance.

VI. Research Findings

The advertising today would be more necessary to draw the customer's attention. Publicity media also play a significant role. Various platforms such as radio, broadcast media, internet, and social networking function enormously as various marketing instruments. The most critical aspect of advertisement content is here to catch attention and to give messages to consumers. Shock advertising theory communicates the relationship in the identification of consumables and the analysis of the theory by the results of research.

It is possible to conclude that shock advertising as a marketing tool is effective for consumer goods, based on the results of the study. It draws customer interest and influences the conduct of the individual product or brand positively.

The findings have revealed that different firms use consumer product shock marketing strategies. Because people used such goods in their everyday lives, consumer products are more important for customers. Shock ads draw customer attention rather than a conventional ad. The method of shock ads varies from and attracts the customer. The interviewees respond positively by advertising shock.

The second most significant aspect of shock publicity is creating content that produces different images and positively sends messages about individual goods. In Dhaka, several target customers and the busiest city plays a crucial role in their advertising for consumer products. As the research has said, its content is beneficial to the consumer and to the businesses.

In shock ads, different media are the third most important thing. The advertising media are important today. Media is very popular for outdoor shock ads and displays. It visualizes different ingredients that influence consumers' perceptions and make sense of the product. Different image views are displayed on the Dhaka point billboard. So TV advertisements are relevant when it comes to shock advertising. A sound system video creates shock in the mind and emotion of the consumer. Women are very familiar with television and it works to attract them.

Fourthly, the content of shock ads is aimed at risky behaviors such as risk-taking and diseases and social disease. In shock ads, numerous disturbing social issues are included. People are conscious of the surprise in the ad and create a positive impression of the drug. Such contents are useful for brand awareness-raising items and photos.

Fifthly, nobody is hurt by Shock ads. Shocking events often irritate the viewer and make them wrong. But it generates constructive and offers the customer to impact them in a surprising commercial. Shock advertisement significantly raises the interest of the customer, but also the actual product.

Sixth, shock advertisements raise consumer interest dramatically and hold in mind for longer and heighten customer focus. The picture is more sustainable with shock and unconventional views. That is why shock advertisement is a reality that holds the consumer in mind for a long time to buy goods.

The seventh most important thing is that shock advertising causes shock that clients ignore and this discomfort and uncertainty will disrupt their lives. Shock advertising is used to remind you of your product message.

At no 8, Shock marketing strategy is very successful, as it illustrates the rising trend in which consumer focus is drawn. Different things have touched on our nerves and we become emotional. Surprise with the trend of ads calls consumers for more time. The surprising commercial is key to the use of bi shock advertisements for cigarettes, alcohol, junk foods, and other consumer goods.

Ninthly, in this Dhaka city, Shock ads should not be against the feeling of religion because they could be bad for companies. Various media must use the commercial on various target audiences in different words.

Tenth, shock advertisement has a positive impact on a customer's behavior. Because the messages are relevant and affect the customer's nerves. And mentally, the message on those supports buying that kind of product.

At the eleventh, much of the time shock advertisement campaign used to raise awareness about a social or personal problem that could easily affect a customer and make the companies involved feel good.

At twelve, we illustrate the unusual matter here. These can become conscious and receive attention. Customers here can't avoid those mentally so this is very successful.

Finally, shock marketing is useful for taking note, but conventional advertising is beneficial when collecting in a huge market. Consumer goods from various categories require specific consumer material.

VII. Recommendation

There will be more recommendations on when and how this work can be useful here. The results would be based on earlier conclusions. The following are recommendations aimed at consumer products firms, the theory, and further research.

7.1 RECOMMENDATIONS FOR SHOCK MARKETING STRATEGY PROVIDERS

Recommendation to marketers and advertising firms who work on shock advertising in Dhaka should be seen as recommendations for the followers of the shock marketing strategy. You must find a way to best shock and get the attention of the customer. The conclusions of this thesis are based on empirical evidence, observations, and tests.

- The Shock ad can contain more product-related principles where real messages are delivered to attract consumers and be deliberate.
- Shock ads should be florid and material should be lighter in display media. The messages on the products will be given clearly.

- The location and positioning of outdoor shock ads should be planned and the vision of the client should be transparent. Clarity should be charged for indoor media advertising.
- Otherwise, the consumer's demand should be taken into account. A notification that includes products and labels should be applied to unique messages.

7.2 RECOMMENDATION FOR FURTHER RESEARCH

In this research, the use of shocking advertisements on consumer goods is granted a deeper future. This offers more lucrative study opportunities, according to the results of this analysis.

For further study, the researcher makes the following suggestions:

- To investigate the perception of the behavioral trends of shocks ads to enable target audiences to be more precise.
- To check the assumption of a much broader random sample to obtain more reliable results.
- To further examine shock advertising tools in the product segment.
- Use of observational research to investigate whether an area-based shock advertisement attracts the attention of the customer to which level.

VIII. Conclusion

It can be said, according to the findings, that shock advertisements on consumer products have more influence on customers and increase attention, except for indoor and outdoor sexual emotional stimuli. Respondents want information in shock that is important to know about products and companies. Unconventional and not casual content is useful for capturing customer attention through different types of media. The contents are very effective for a shocking advertisement, and the content should be a life-related phenomenon. Present and historical incidents, which are terrible in perception, that kind of content has the shock value of advertisements. Shock advertisements are most effective for increasing consumer interest by broadcasting and displaying media. Marketers should think more about their customers to attract attention and create a positive image for the organization. Shock advertising is effective but capturing vast market shock marketing is positive to build a positive image for products or brands in terms of consumer products in Dhaka.

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