5.1 INTRODUCTION:

Once the advertisers are fully aware about classification of consumers, their strength and weaknesses, they try to make large scale efforts to channel their thinking patterns and purchasing decisions. But actually these efforts take place at the sub-conscious level, so the appeals which motivate consumers are more often 'hidden' and which grab them when they are off-guard. The outcome of this hidden activity is that we, who are part of the market, are being influenced and manipulated for more than we realise. The task of the advertisers to manipulate becomes easier with the higher percentage of illiterates.

5.2 NEED OF PSYCHOANALYSIS IN ADVERTISING:

'Psychoanalysis' is used as a guide for persuasion by the advertising industry. Variety of new techniques are invented and implemented to evaluate various factors that influence consumer behaviour. These techniques give a fair idea to the producers about consumers 'mental frame', which help them to eventually design strategies. Advertisers, with the help of psychiatry and other social sciences, try to increase their skill at engineering consumer's consent.
to whatever they put forth. The efforts of advertisers to probe
the consumer's day-to-day life and hidden thought-patterns are often
interesting. These come to the consumers as revelations. Many times
these findings surprise the consumers.

What these probers are looking for, is the answers for
the 'whys' of consumer behaviour, so that they can more
effectively manipulate.

Some of the probes can be summed up thus:

a. Why are people generally tense, while buying a new
   house or land ?.

b. Why are consumers nervous, while investing their hard
   earned savings ?.

c. Why do men smoke ?.

d. Why do women get into a trance when they enter
   the market place and see the boards of sale &
   discount etc?.

The list of these 'whys' is endless. These probers come handy
in shaping advertisement portfolios.

These investigations can be summed - up in a quote
of the President of Public Relations Society of America - "The
stuff with which we work is the fabric of human minds. In their
attempts to work over this unique fabric of mind, the professionals
are getting direct help and guidance from reputed social scientists").
All such probe conclusions have amusing and constructive aspects for the advertisers. But in many cases they have serious antihumanistic implications too, from the society's point of view. Some of these disclosures represent regress of the human mind in the long-run.

5.3 **MOTIVATIONAL RESEARCH**:

The twin brother of 'Psycoanalysis' is 'Motivational Research'. However 'Psycoanalysis' is senior and 'Motivational Research' is the junior. Motivational Research studies the motives of the people in making choices. It employs techniques designed to reach the unconscious and subconscious levels of the mind. In a buying situation, the consumers are generally motivated to act emotionally, compulsively and unconsciously relating to the images and designs which are associated with the product.

The motivational analysts, along with the help of persuaders are adding depth to the selling of ideas and products. They are trying to sell-us, considerably more than just the item involved. For instance, when women are buying cosmetics, they are buying the ad-model's image. When people are buying an automobile, they want to buy status. When a family buys a washing machine, it is buying a convenience or may be 'women liberation'. When we buy television, we buy 'owner's pride and neighbour's envy'. In brief, motivational analysts try to give different meanings to the common and familiar objects of daily use.
These motivational analysts and symbol persuaders at times, manipulate consumers and can make a dangerous team. Gradually they will acquire an immense hold on the minds of Indian consumers. With their power of persuasion, in the years to come, it may become a matter of justifiable public scrutiny and concern.

5.4 CONCLUSIONS OF MOTIVATIONAL ANALYSTS:

The marketers have felt increasing dissatisfaction with their conventional methods of sizing-up the consumer. The trouble with this approach is that, what people report have only a remote bearing on how they behave in a buying situation. Even though all think that they know what they want, there are very few instances, when they really know what they want.

These motivational analysts have come to certain conclusions about human behaviour. They are:

1. Firstly, advertisers cannot assume what people will buy, because even if the basic needs are the same, the ways in which these needs are fulfilled keep on changing.

2. Secondly, advertisers cannot assume, that people will tell them the truth about their likes and dislikes even if they know them. People give answers in such a
way, that analysts start thinking that the world is full of sensible, intelligent and rational beings. In one experiment, an interior decorator consulted all the flat owners in the new up-coming building. All of them were shown two pictures of sitting rooms, and were asked which one they liked --- one with gentle tone but with modern appearance and another designed with relaxed feeling but with ethnic touch. Almost everyone instantly liked the first design. But when asked "Which of those two rooms, they will prefer for their own house?" a large majority preferred the second one.

3. Lastly, it is dangerous to assume that people can be trusted to behave in a rational way. One of the detergent manufacturers was shocked by the irrationality of the samples while testing the packet designs for new detergent. The company was testing to see if a women is influenced more by the package then she thinks, in her opinion of a product. The company gave the housewives three different boxes filled with detergent and requested them to report to the company, their choice for delicate clothing. One box was designed with predominantly bright yellow colour, another was with predominantly fresh blue and the third with blue, but with splashes of yellow. The housewives were given the impression that they had been given three different types of detergents. In reality, only the designs of the boxes were different and detergents inside were identical.
The yellow colour was selected because it has strong visual effect. But housewives reports alleged that detergent in that box ruined their clothes in some cases. The blue colour was selected for its freshness, but in many cases housewives felt that instead of turning out clean and fresh, it left their clothes dirty-looking. The third box, in which blue and yellow were balanced, the package design received overwhelmingly favourable responses. The housewives used the words 'fine' and 'wonderful' to describe the detergent in the third box.

One advertising agency, puzzled over the irrational behaviour of consumers conducted a thorough study of the reasons why we brush our teeth?. It concluded that we are motivated by different reasons based on our 'personality'. Some brush because they are concerned about the germs and are swayed by a 'decay' appeal. Another group is concerned about appearance and brush their teeth with the hope that they will look bright and shiny. Another group brush because they want to get rid of the bad taste that has accumulated overnight. So we may say that they are looking out for taste sensation and brush the teeth as a part of their daily ritual of starting a day fresh. Keeping in mind irrationality of consumers, tooth-paste manufacturers take into account more than one appeal to net the maximum consumers for their brands.
'Business Week*,' while commenting on the irrational behaviour of consumer says :- "People do not seem to be rational and reasonable. But people do act with purpose. Their behaviour makes sense, if you think about it in terms of their goals, their needs and motives. But still, there is a secret of understanding and manipulating people". Another aspect of people's behaviour that disturbs the advertisers is that they are too easily satisfied with what they already have. Advertisers are constantly worried with the thought as to how to stimulate consumers in buying new things or to fulfil the old wants in a new way or to totally create new wants.

Earnest Dichter, an analyst is well known as a founder of Motivational Research. According to him - "The successful advertising agency is the one which manipulates human motivations and desires and develops the need for those goods, in which public has no interest or are unfamiliar or even at times, they consider it undesirous to purchase because the goods are outdated and old fashioned. So psychology not only holds the promise of understanding people, but even ultimately for controlling their behaviour". He emphasised the emotional factor in advertising. He suggests that any product must be good and must appeal to our feelings deep down in the psychological recesses of our minds. He insists that advertisers should sell emotional security and find 'out emotional hooks to peg their products on.
Another analyst, who brought respectability to motivational research was Mr. Cheskin. As early as 1948, Cheskin published paper in the Harvard Business Review, titled "Indirect approach to Market Relations". This is certainly a landmark in the research movement. With all this interest in manipulating the customer's subconscious, the old slogan - "Let the buyer beware". began taking new and profound meaning.

5.5 CONSUMER'S MENTAL FRAME AND BRAND IMAGE:

The major dilemma that is forcing the advertisers to search for more powerful tools of persuasion is the growing sameness of the products with increased standardisation. What is real difference among Colgate, Promise, Prudent, Pepsodent, Close-up or any other brand of tooth paste ?. Is there any obvious difference between Camy, Lux, Rexona, Ponds ?. Is there any real difference in the taste of Coke and Pepsi ?. Many competitive brands are virtually identical in terms of taste, qualities and price. Many a time, even the experts are unable to tell the difference. So which way is advertising going when the difference becomes trivial or even non-existent ?.

David Ogilvy commented on this problem - "I am astonished to find how many advertising men, even among the new generation, believe that women can be persuaded by logic and argument to buy one brand in preference to another, even when the two brands
concerned are typically identical ........ The greater the similarity between products, the lesser part reason really plays in brand selection. There really is not any significant difference between the various brands of soaps, detergents, cigarettes. They are all about the same.”?

The decision to choose 'A' rather than 'B' is rarely made on the grounds of reason. As a matter of fact, it is made on the basis of image. Now what in advertising is new that helps to create the image, to sell product ?. Today advertising is product itself. What people are buying, whether its drink, jeans, medicines or any electronic gadget, is the perception of the product that they have absorbed from advertising, and it is this perception that makes a difference between success or failure in the market place.

Advertisers study the persuasion techniques before they try to develop psychological hooks for their products. They create distinctive and highly appealing personality of the products, so that, with mere mention of the name of the product, that product comes-up before the inner eyes of the consumers.

If people cannot discriminate reasonably, then they should be assisted in discriminating in some easy, warm and emotional way, though at times, these ways are unreasonable. So there is no need for discussing the product's merit. Basically, what marketers try to do, is to create an illogical situation, so that, the consumers can fall in love with their product and develop a profound brand loyalty.
A compelling need for such images arises because of growing standardisation and complexities of the ingredients in most of the products. In one research, three hundred smokers, loyal to one particular brand of cigarettes were given three different brands to smoke with labels taped and were asked to identify their own favourite brand. Result was that only 35% were able to identify their own brand. Under the law of averages, pure guesses would have accounted for a third of the correct identifications. In short, less than 2% could be credited with any real power of discrimination. So we can safely conclude that what consumers were smoking was just an image.

Such an approach of giving an image to the product, gives a different status or personality to the product, where actually there is no such difference. Of course, this does not imply that all the brands of the product are the same. In some lines, the substantial differences do exist. We cannot compare Dove with Hamam or Lifebuoy. Surf Ultra or Ariel with Nirma. And it is also true, that most companies strive mightily to develop product differences. But often, even where such differences exist, it is better to sell the image. The reason for this is simple -- product can easily lose its real edge if a competitor comes-up with something better. It cannot lose its image because it is not dependent on any entity. With rapid technological advances in manufacturing methods, a product does not hold its advantage for very long. In fact, the product advantage is ripped off quickly. So the only choice left to an advertiser to survive in the market is to convince the consumer through image. An image, which only the advertiser can offer and no one else can do so.
Image is much more difficult to imitate, than the quality of the product. So it is more trustworthy than any other factor of product personality. In image building someone may use non-symbolism or some may give personified living image. But image builders have begun to give great thought to the type of images that would have strongest appeal to the greatest number of people. The general traits which are used in image building are - generosity, courtesy, cleanliness, patience, sincerity, honesty, sympathy etc. Out come is that these images get special aura, thus giving them an added undefinable value. Charles Revlon, founder of Revlon Cosmetics, is often quoted in this context - "In laboratory, I make cosmetics. But in stores I sell dreams".

5.6 DEPTH APPROACH TO CONSUMER MIND:

In finding the solution for the marketing problems, advertisers have started thinking seriously why on earth consumers act irrationally giving an impression to advertisers that they are rational?, why do they insist on buying particular brands or particular products?, OR why do they refuse to buy ?. In this exploration advertisers have found an approach road to human mind known as 'Depth approach'. Advertisers themselves feel, that there are some deep unconscious and subconscious factors that motivate people.

The triggers are needed once the real motivations are diagnosed. Advertisers get guidance on this matter of triggers from Professor Clyde Miller's book -
"The process of Persuasion". In his book he has pointed out that persuaders always use 'word triggers' and 'picture triggers' to evoke desired responses. Once the response pattern is established in terms of persuasion, then they can persuade people in en-mass because all of us are creatures of conditioned reflex. In his view, all the persuasion jobs, whether selling soft-drinks or political philosophy are to develop these conditional reflexes by flashing on 'trigger words', symbols or acts.

One of the advertising columnist has commented on this up-to-date line of thinking by reporting that advertisers were seeking the ways to precondition the customer to buy their product by getting the product story "engraved on consumer brain". Advertising men, in this zeal have started thinking about different levels of human consciousness. As they see, there are three levels of interest to them"10.

The first level is the conscious, rational level, where people know what is going on and are able to tell why. The second level and lower level are called pre-conscious and subconscious, but involves the area, where a person may know in a vague way, what is going on within his own feelings, sensations and attitudes. But he would not be willing to give reasons for it. This is the level of prejudices, assumptions, fears etc. Finally, the third level is where, we not only are not aware of our attitude and feelings, but would not discuss them. Exploring our attitudes towards products at these second and third level requires the assistance of motivational research.
5.7 CONSUMER REFLEXES TO COLOUR AND TO PACKING:

Consumers have to choose from very many products. When they enter the market place, they feel lost or attacked from all the directions. So they want some help or guidance from some authority to select appropriate item for themselves, their personality or their family. But this problem is solved by the advertisers. Advertisers, with the help of motivational researchers, have found out the kind of packing that hypnotizes the consumers and forces them to purchase immediately rather than losing time in thinking or may be switching over to rival product or returning without buying in a confused state of mind.

If we glance carefully at any shelves of any stores, selling consumer products, we can easily notice that Indian Consumer products market is flooded with goods packed in yellow and red or combination with either bright green or dark blue, which are closer to their hearts, being ethnic colours. Have we ever thought seriously about the colours of packing and the dominance of red and yellow in the market ?. But advertisers and motivational researchers have. They use these two colours with perfect business calculations in their minds. These colours create hypnotic effect on our inner-eye, much faster than dull colours. To read the name of the brand or the name of the company, requires picking-up of the pack in the hand and requires some time. But even before picking-up and reading what advertisers want very much is to catch the consumer unaware. And that purpose is served by packings.
So many products of daily consumption are dominated by their colours - Red Label, Colgate, Kit-Kat, Bimbo, Nescafe and so on.

So it is the package that makes or breaks the sales. In one survey conducted by self service departmental stores, the shoppers collected three to four items but eventually bought only one or two and kept back the rest. When asked why they have particularly selected those particular items, their general answer was that they liked the package. Very often the packages were yellow and red.

According to some psychologists, women's eyes are more quickly attracted to the items packed or wrapped in red, whereas men notice blue colour faster than any other colour. According to their logic, most of women shoppers forget their glasses at home or will avoid wearing glasses in public. So the package to attract attention and to be successful with them should stand out from the blurred confusion.

It has been noticed that people with higher education or income, who have many emotional outlets, tend to favour neutral colours. In contrast the poor and uneducated people generally prefer strong and bright colours like orange or red. People living in slums or tiny houses like a mixture of many bright colours or any colours closer to the rainbow because the aim is to be attracted and make life brighter in dull and suffocating environment.
5.8 SECRET MISERIES OF CONSUMERS:

Advertisers have started understanding or researching the subconscious minds of the consumers. They have explored another area of consumer's mind involving secret miseries and self doubts. The advertisers have realised that they can achieve sales worth crores of rupees by successfully persuading, manipulating or coming-up with guilt feelings, fears, anxieties, loneliness or inner tension.

In one research related to smoking\textsuperscript{12}, the researchers have found out dozens of reasons, why people continue to smoke despite the fact that many of them feel guilty about their habit. People smoke to relieve tension, reduce loneliness, express sociability, lessen the out-coming stress, prove daring and as a ritual and so on. They found many people will like to have a cigarette in the fingers as a support when they enter the room full of people, because the presence of so many people in the room, make them nervous or makes them feel out of place. Young people who smoke, try to prove that they are grown-up and the old try to prove that they are still young !. And all these feelings working behind the closed doors of the mind!. As such feelings are hardly voiced.

Similarly, in another study conducted about women\textsuperscript{13}, it was noticed that it is difficult to read their secret miseries. According to motivational researchers, if you tell the housewife, that by using a washing machine or a kitchen machine or by using any other
kitchen or home appliances, you become a perfect housewife, then advertisers are rubbing the educated urban woman atleast on the wrong side. Some of the housewives who have financial ability to buy have a guilt feeling of being non-working or of being dependent on their husbands. But if the advertisers attach the words like 'women liberation' as used for instance by Onida washing machine or Maharaja mixies, then it works wonders. These concepts touch their sentiments and their miserable feelings and makes them feel that by using the products they may get some extra time for themselves from daily routine. So it can pay really high dividends for advertisers.

Even our small fear and anxiety, like our guilt feelings offer many opportunities for depth approachers to persuade us or to manipulate us and to conduct successful campaigns for advertisers.

5.9 CONCLUSIONS :

Researchers try to understand human psychology to generate additional profits. Such research manipulates the consumers minds even emotionally to such an extent that the consumers remain totally unaware and go for their products. Indian consumers may think that they are consuming the goods at their own free will, but actually at subconscious level they are caught in a trap, so that they are forced to buy the products.
No one is against information and persuasion aspects of advertising. But at times, the level of persuasion is also serious. Indian producers are trying to develop heavy demonstration effect, with the help of psychological hooks. There is a need to exercise caution in using these motivational research and psycholanalytic techniques. They cannot be applied in a similar fashion as applied in developed countries, for various reasons. The understanding, the education and awareness in these countries is far superior when compared to India. It is impossible to alert the illiterate masses against this kind of manipulation practised by advertisers. It will require years to make these consumers conscious and be able to read between the lines.

Those who have a general impression that illiteracy is only a rural phenomenon will be shocked to know the findings of Fifth Indian Readership Survey. It is a fact that 47% of rural population is illiterate and a more disturbing aspect is that of the total urban female population. 32% is illiterate and therefore they provide a 'readymade' target for the advertisers. These are the people who are easily hooked and so required maximum protection. This manipulation process of advertisers has adversely affected their life-styles, consumption patterns and economy. One of the shocking examples of this is the shifting of mothers from breast feeding to tinned milk for their new borns and babies.
REFERENCES