A study on the effect of controversial marketing on brand reputation- A systematic literature review

[1]Prof. Aradhita Deb, [2]Prof. Swarnadeep Maity

NSB Academy

***Abstract*- In the field of advertising, controversial marketing frequently blurs the distinctions between ethical obligation and artistic expression. This abstract explores the intricate world of contentious marketing techniques, showcasing its many parts, repercussions, and discussions. Marketing strategies that are controversial are intended to grab people's attention, start a debate, and increase consumer participation. However, they typically entail crossing lines and perhaps invading ethically and socially delicate areas. This abstract analyses the spectrum of contentious marketing tactics used by companies as well as the moral issues they pose. Shock advertising, in which businesses utilize provocative, shocking, or even offensive content to encourage conversation, is a pervasive example of contentious marketing. This strategy has the potential to create attention and increase brand visibility, but it also runs the danger of alienating customers, damaging the company's reputation, and igniting public indignation. The core of the debate is the conflict between the possible benefits and the moral disadvantages of shock advertising. The phenomena known as "cancel culture" is likewise directly related to controversial marketing. Campaigns by brands that violate moral or social norms may result in backlash, boycotts, and demands for brand accountability from customers and activists. This abstract looks at case studies of businesses that have successfully sailed over the perilous waters of the cancel culture and provides insight into the long-term effects of contentious marketing. The use of evocative narrative to manipulate emotions is another problematic marketing practice. Some businesses use delicate topics like mental health, poverty, or discrimination to appeal to customers' emotions. Although this strategy might be viewed as genuine and empathic, it also calls into question the dedication of a company to social problems. In this abstract, the ethical issues surrounding the use of emotional triggers are discussed. This paper aims to do a systematic literature review from some of the National and International research papers in order to understand what kind of application of controversial marketing has been done till date and what can be done in future.**

***Keywords*: Controversial Marketing, Ethical Marketing, Emotional triggers, Advertisement, Marketing strategies, Shock Advertisement, Problematic Marketing.**

INTRODUCTION:

Controversial marketing is an activity of doing the buzz things by using controversial slogans to attract and to be highlighted by customer attention. To make awareness of the product controversial marketing is done and whereas the brand intentionally surprise audience by violating the norms of the social and personal value and morals. The main aim of the controversial marketing is to generate the debate and discussions. Controversial marketing is also known as shock advertisement. Shock advertisement is prepared to shock the audience by creating a controversy that the audience remembers. With the advantage of internet, the brands are increasingly using social media and other online platforms to get consumers looking and talking. The idea of questionable controversial marketing is an easily proven wrong one. From one perspective, allies of questionable controversial marketing conviction that discussion is important for business. On the opposite side of the discussion, hold that questionable it is generally overstated past satisfactory to showcase crusades normal practices. Not with standing, either side of the discussion is upheld with strong models that suit each contention.

These advanced age questions sum up the substance of this paper. More than that, this paper will dig further into the issue of dubious controversial marketing by investigating the issue from the client's viewpoint. In particular, this paper investigates clients' predominant discernments and mentalities toward disputable controversial marketing efforts.

Various sponsors have utilized the methodology of controversial pictures or advanced their controversial item in a manner to stand out enough to be noticed and a positive response. Not with standing, the utilization of controversial publicizing can likewise possibly irritate individuals and make a negative response. This article talks about controversial publicizing and proposes a theoretical model of reactions to controversial promoting. Publicists attempt to "slice through the messiness" to acquire mindfulness in the marketplace, some have effectively utilized controversial pictures, mottos and topics Some creators have guaranteed that the utilization of provocative or questionable pictures in publicizing has become more normal throughout the course of recent years The utilization of controversial pictures has been fruitful for various associations before.

As of late there has been an expansion in how much controversial publicizing in the media. Some of purposes behind this incorporate that society has become more intricate, expanded consciousness of the unsafe impacts of certain items and as offices attempt to turn out to be more inventive to "slice through the messiness" to acquire consideration and brand mindfulness. One approach to dissecting this increment is to notice the figures of true grumblings with respect to ads.

In that time the media drawing in the most objections has been TV with a normal of 69.3% of grievances over the course of the years 2000-2003, and 80.6% of grumblings in 2003. Outside promoting was positioning second, with a normal of 17.9% of grievances. This mirrors an expanded utilization of outside announcements for controversial pictures and items throughout this time which has brought about a lot of exposure for the brand, specifically lobbies for hair item JOICO, Pizza Hut adultshop.com,

Gucci's scent "Jealousy," and Windsor Smith shoes. The methodology for the sponsors is put a controversial advertisement on broad display to be seen by general society on the loose with the expectation to create additional exposure through controversial and grumblings. Concerning the purposes behind objections, the primary issues were in regards to the depiction of sex/sexuality/nakedness and depiction of individuals.

This research centers around three perspectives; negative, positive or unchanged. In such manner, four meetings were led to decide the predominant insights and mentalities among consumers. Controversial marketing is the demonstration of utilizing gruff trademarks or realistic symbolism to catch shoppers' consideration, achieve mindfulness a specific item or make a buzz. Controversial marketing appears as shock publicizing. As the name proposes, shock commercials are intended to stun the crowd by making a contention that the crowd recalls. Customarily, standard notice and announcements were utilized to execute these missions, yet with the coming of the web, brands are progressively utilizing virtual entertainment and other internet-based stages to get purchasers looking and talking.

LITERATURE REVIEW:

Controversial marketing is the demonstration of utilizing obtuse trademarks or realistic symbolism to catch purchasers' consideration, achieve mindfulness a specific item or make a buzz.For brands, Controversial marketing is a fundamental promoting strategy that can possibly increment brand mindfulness, brand commitment, and even deals (Controversial, n.d). The fear manipulation impacted the two expectations and conduct, with higher dread creating more noteworthy consistence with the proposals.In the investigations of dental cleanliness rehearses, Janis and Feshbach revealed diminished conduct change under high dread, while Singer tracked down no primary impact of fear.Relationships among Responses Only inside the high-dread condition did announced dread connect with aims to make efforts (Dabbs & Leventhal, 1966).

The central issue from these examinations isn't that high dread, low dread, or no dread was fruitful. While showcasing all in all would in general overlook dread exploration, the American Janis, in a phenomenal survey covering research from physiological brain science through dread messages to calamity circumstances, reasons that there is little impact on mental effectiveness inside the reach Fear's Effect on Action The genuine focal point of showcasing interchanges is on evoking some type of wanted conduct, and significant dread exploration on activity has been directed. Social exploration on dread demonstrates that dread delivers a few results which are working with and some which are hindering to crowd acknowledgment of proposal (Ray & Wilkie, 1970). Specialists contrasting the organization model and complex scaling approaches really do bring the issue up in giving 3-space or less MDS arrangements. Earlier variable examinations lessening trait records to three credits for model incorporation are accounted for by Hughes and Guerrero, and Lutz, a component logical sort technique decreasing seven ascribes to two and one aspects is introduced by Sheth (Wilkie & Pessemier, 1973) While the possibility of making another model is surely an engaging one, the two examination articles didn't have that as a goal. These beyond seven years have proven more noteworthy interest in perspectives by the two scientists and specialists, propels in the investigation of mentalities, and consistently broadening uses of mentalities (Hovland et al., 1964). The Single Exposure Condition was utilized as a proportion of introductory Ad' the promotions were arranged into four gatherings of advertisements with fundamentally unique mean in general proportions of advertisement. In view of our information we can't express out loud whatever will happen when the reused advertisements are seen more than once, as in an ordinary mission.The outcomes show that Ad diminishes over thelong haul and that after a time of no openness, Ad for popular promotions is the same as the underlying level (Burke & Edell, 1986). Given elective deduced models, a cross-approval record can be determined for each model and the subsequent qualities can measure up to evaluate the relative cross-legitimacy of the models.Rather, the model showing the best cross-legitimacy will be a component of both model intricacy and test size, with less difficult models having a tendency to give better cross- legitimacy in more modest examples, and more perplexing models having a tendency to yield better cross legitimacy in bigger examples (Cohen & Miniard, n.d.). The consequences of this exploratory review, consequently, upheld a two-layered development of hostile promoting, those aspects named here as Offensive Products and Offensive Execution (Barnes et al., n.d.). The aftereffects of this exploratory review, subsequently, upheld a two-layered build of hostile publicizing, those aspects marked here as Offensive Products and Offensive Execution (Edell & Chapman Burke, n.d.).Defense is given for three halfway methodologies. Ordinary and elective methodologies for cross-approval are examined as techniques for assessing the general disparity of a model fit to a specific test, where by and large error emerges from the joined impacts of the inconsistency of guess and inconsistency of assessment (Cudeck and Henly, 1991). Consequences of an inspection concentrate on utilizing exact information show that for more tight methodologies fewer complex models are liked in more modest examples. Nonetheless, when incomplete cross-approval is utilized, a more complex model might be upheld even in a little example. Suggestions for model examination and assessment, as well as the issues of model intricacy and test size, are examined (Holbrook & Batra, 1987). Account of the evenness of the PLO connection, we again need to pressure the distinction between consistent and mental viewpoints. The inquiry emerges whether, with a ternion, one can make any speculations about offset cases with negative relations (Heider, 1946). A conceivable however untested hypothesis is that there is a methodical connection among excitement and contribution, with the end goal that the ideal excitement level should there belevel-explicit proportions of promoting viability for each degree of inclusion? A ramification of our examination is that no single measure can give a general file of promoting adequacy (Greenwald & Leavitt, n.d.). The ideal rating is typically a base level with higher Altering the Perception of Existing Product Characteristics-Strategy Three Increasing Salience The publicist who sees that his image rates well on an item class trademark that buyers don't consider too striking might wish to attempt to impact an expansion in its remarkable quality (Boyd et al., 1972). A few scientists have recommended that wandering starts as something new is made, others accept that wandering starts when a thought has been changed over into a business application, yet others would in general characterize wandering as the showcasing of another creation. Are there, for instance, certain hierarchical factors that can cultivate or block corporate wandering in laid-out firms? Sandberg and Hofer propose that corporate wandering might be connected with industry structure (Firms & Seaman, n.d.). In such circumstances, the exhibition of a critical addition in fit

because of the meaningful model over the invalid model would give confirmation that the information is sufficient for the errand of model assessment (Holbrook, 1978). The total level investigation revealed here is significant in that regard; notwithstanding, more definite trial of the model's legitimacy ought to be led at the singular level to decide whether the numerous characteristic models is genuinely intelligent connection between changes in a person's mental design and changes in his mentalities (Lutz, 1975).

The perspective of this study is that an essential methodology approval the two contending models is to inspect how homogeneously purchasers answer the parts utilized for each model and to look at how well model polynomial math for every one of the two models relates to customers' clear mental variable-based math, given the parts utilized by each model (Hovland et al., 1964).Promotion might reflect impressions about brands which are not isomorphic to mark benefits, like inductions about the brands' buyers (Lutz, 1975). Utilizations of Emotion in Advertising Emotions and Brand Attitudes Although we can think about practically boundless applications, the feeling of enthusiastic responses by promoting seem to play three independents, yet interrelated utilizes (Mizerski & White, 1986).

These records show that the covariance matrix generated by the DMH formative example boundary gauges is a superior guess of the approval test covariance grid than the covariance lattices produced by any of different models, and that the covariance network created by the DMH approval test boundary assesses better approximates the formative example covariance framework than do the networks created by different models (Mackenzie et al., 1986). The outcomes support the contention that mental prompts produced by the message beneficiary, as opposed to message contentions, are the essential go between of message acknowledgment (Belch, 1982). The main contrast is that wear out in the assessment of the boost business doesn't happen with numerous executions (Belch, 1982). Hierarchical Models provided that models can be outlined in order to be progressive or settled, that is to say, with one model ready to be considered as a specialization of another model, both summed up least squares and most extreme probability assessment accommodate a chi-square contrast test that assesses the measurable meaning of the boundaries that separate between two contending models (Bentler & Bonett, 1980). The responses of interest in our review are the sentiments produced by a person in light of a promotion. These sentiments are not seen as a forerunner state. The commitment of sentiments is notwithstanding the commitment of decisions of the advertisement's attributes and varies for the various components of sentiments (Chapman Burke & Edell, 1989). In such classifications the item is well on its way toward turning into a ware; even while brand promoting proceeds, the genuine contest is increasingly more one of cost and conveyance. What is deficient in the required "assessment" of TV publicizing is any huge assortment of exploration explicitly relating promoting to mentalities, and these thus to buying conduct or deals (Klapper & Bauer, n.d.). They directed two investigations to inspect whether sentiments happen because of survey TV plugs, the overall significance of sentiments and decisions of the advertisement's attributes on a few publicizing results, and the variety in the significance of sentiments given different promotion qualities (Edell & Chapman Burke, n.d.).

STATEMENT OF THE PROBLEM:

For customers, controversial marketing techniques boost crucial moral troubles in particular whilst such campaigns advocate dismiss for personal ideals or appear to violate social values. There is evidence to expose that organizational ethics have a huge impact on the way customers understand manufacturers and how they reply to controversy inside the quick time period. Also, the impact of controversial advertising and marketing has been considerably explored using the idea of selective perception. According to this people choose, arrange and evaluate outside stimuli to reap significant and pleasing studies. In other phrases, human beings understand certain functions in the person-environment uniquely, assigning different stages of importance to each. However, there appears to be a gap within the literature approximately how clients' perceptions and attitudes closer to controversial marketing affect brand reputation. Therefore, that is the primary recognition of the modern takes a look at.

Objectives:

This paper will show how consumers perceive brands that use controversial marketing campaigns, whether it is more positively, negatively or unchanged after controversial marketing.

Research Question:

What is the effect of controversial marketing on the brand reputation as Perceived by customers?

FRAMEWORK BASED REVIEW:

Intersectionality theory:

In the current research, the theoretical element is used to understand the mechanisms underlying stereotypes such as racism and religious insensitivity. Intersectionality asserts that distinctive classes of social identification which includes sexuality, gender, and race are interdependent and function concurrently to create both marginalization and privilege. Intersectionality idea is beneficial in conceptualizing a social difficulty that a set of humans or a man or woman faces. This approach considers the people' overlapping reviews and identities to comprehend the character of a selected social trouble (Collins & Bilge, 2016). The proposed paper will utilize the theory of Intersectionality in exploring the use and effect of the usage of racial and gender-based totally stereotypes in advertising.

Selective perception:

Potential customers are daily encountered with lots and various advertisements. With help of sift through the Clutter, people use selective attention to attend to the most attention-grabbing messages (Taylor, Franke & Bang, 2006). This means that the role of marketers is to grab the attention of viewers by emphasizing to the target audience. The theory of selective attention also explains the reasoning behind repetition in marketing to ensure that customers do not overlook your product. Selective perception frequently results in enhanced purchase intentions although this does not usually guarantee the actual buy. It is up to the

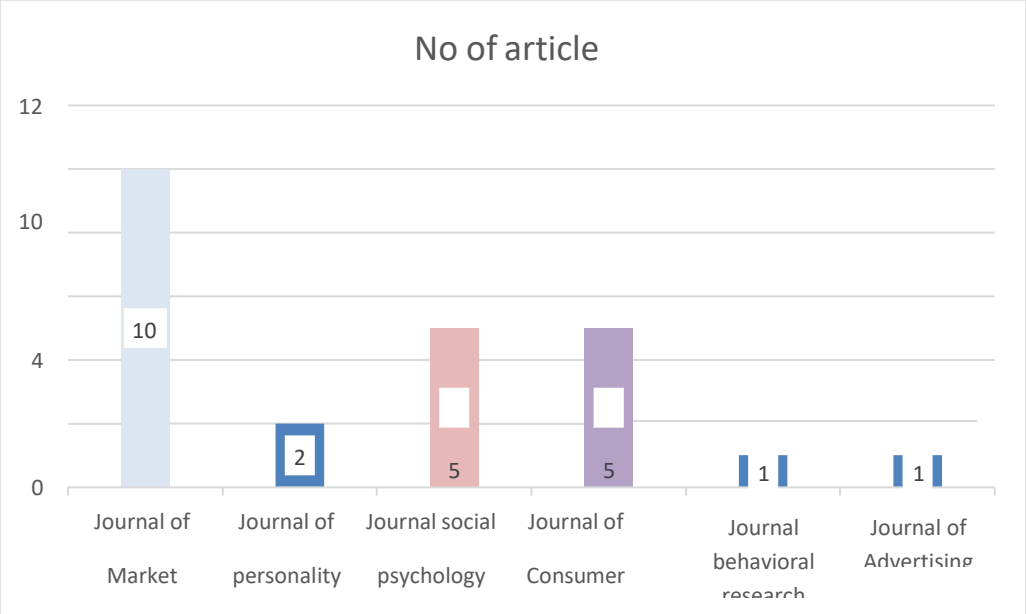
marketing brand to ensure that customers act on their purchase intentions by closing deal; this is achievable in various ways (Taylor, Franke & Bang, 2006).

ANALYSIS AND DISCUSSIONS:

Table 1.1: Journals based on number of articles cited

Journal Name	No of article	Total citation	Citation /article
Journal of Market Research	10	9388	938.8
Journal of personality	2	1608	804
Journal social Psychology	5	32176	6435.2
Journal of Consumer Research	5	7114	1422.8
Journal behavioural research	1	329	329
Journal of Advertising	1	145	145

Chart 1.2: Top 10 journals based on number of articles cited



Interpretation:

From the above chart we can see that the most number of articles are publish in area of marketing. And the least number are publishing in the behavioral research and in advertising so clearly we can see that if we go with marketing research we will get chances of getting the articles publish then those two.

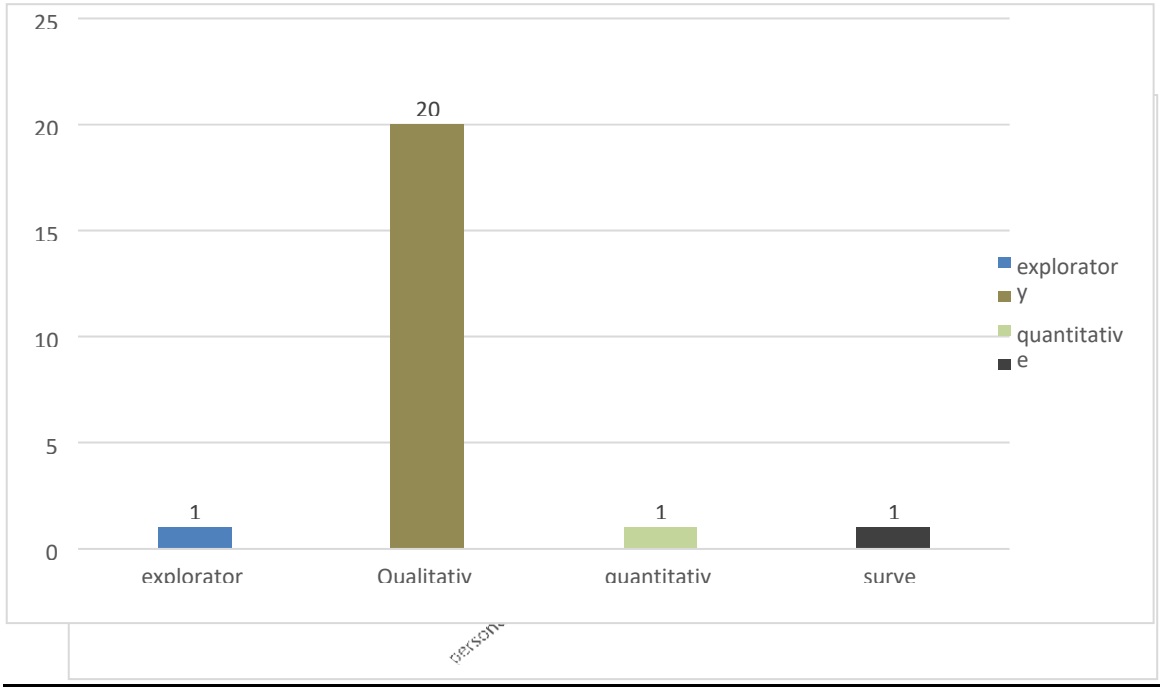
CHART 1.3: Top 10 Author based on number of articles cited

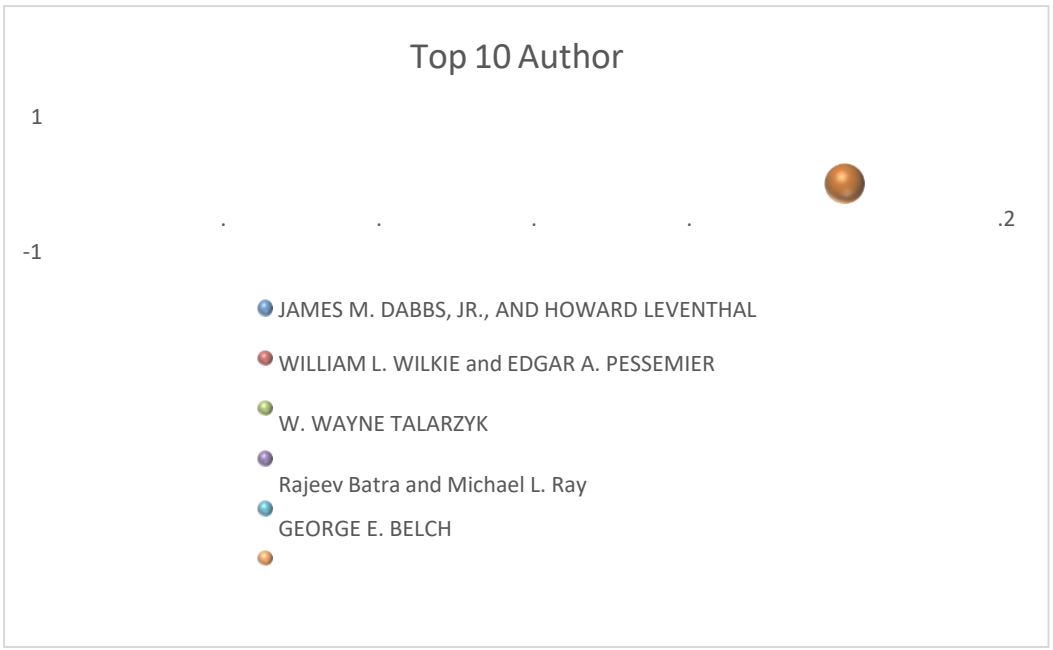
0	0	2	4	6	8	1

Interpretation:

From the above chart we can see that the most number of articles are written by Andrew a. Mitchell and jerry c. Olson and rest authors have written only one articles.

CHART 1.4 : Area of Research based on number of articles cited





Interpretation:
From the above chart we can see again that marketing research have the most number of articles then others and the advertising research and attitude research and two more are having one articles. So from above chart we can say that the area of research has been done in marketing area.

Findings:

- From the results we can see that the most number of articles are publish in area of marketing. And the least number are publishing in the behavioral research and in advertising so clearly we can see that if we go with marketing research we will get chances of getting the articles publish then those twos.
- From the results we can see that the most number of articles are written by Andrew A. Mitchell and jerry c. Olson and rest authors have written only one articles.
- From the above chart we can see the most number of articles are publishing in the year 1980, 1970 and so on.
- From the results we can see again that marketing research have the most number of articles then others and the advertising research and attitude research and two more are having one articles. So from above chart we can say that the area of research has been done in marketing area.
- From the results we can see that type of research has been done in qualitative. So most of the articles are having qualitative research.

Conclusion:
Business can't work without advertising exercises. Also, dubious promoting is abnormal practice, particularly in businesses where bringing issues to light is the highest plan. For model, condom and cigarette promotions quite often incorporate shock messages or debate. Be that as it may, shock or questionable showcasing is additionally utilized in different businesses, in which case the main role is to catch the crowd's eye and to make them ponder specific advertising message. For brands that take part in such advertising rehearses, it is fundamental to embrace the dangers that are related with dubious advertising, a declaration that is especially significant in the advanced business space by which it is hard to anticipate results as far as clients' receptiveness to promoting messages. Since as this paper has shown questionable showcasing efforts don't necessarily in all cases accomplish their expected aim and some of the time brands have endured antagonistic side-effects like harmed standing. In any case, it is obvious that brands can constantly acquire by pushing the limits of discussion as long as they stay inside satisfactory cutoff points. In any case, this air circulation presents one more situation on the premise that various individuals answer diversely to various messages. So then, at that point, the inquiry is: what is the OK breaking point? Indeed, discoveries from this examination propose that different elements impact how individuals answer various dubious messages. Among these, the most prevailing incorporate particular discernment, individual viewpoints, and culture.The consequences of this study show the way that advertisers can utilize discussion to pass on strong messages that trigger explicit and certain progressions in insights and shopper conduct.
Notwithstanding, this isn't all; to make an enduring impression and long - term mentality changes, convincing correspondence should contain solid contentions that can be immediately handled by the beneficiary. All things considered; social clinician's individuals concur that individuals' activities are underlined by their mentalities which structure a biased reaction in a way that is reliable with people's convictions.

REFERENCES:

- Barnes, J. H., Michael Dotson James H Barnes, J. J., Doston DBA, M. J., & State, M. (n.d.). *An Exploratory Investigation into the Nature of Offensive Television Advertising*.
- Belch, G. E. (1982). The Effects of Television Commercial Repetition on Cognitive Response and Message Acceptance. In *Source: Journal of Consumer Research* (Vol. 9,Issue 1).
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, *88*(3), 588–606. https://doi.org/10.1037/0033-2909.88.3.588
- Boyd, H. W., Ray, M. L., & Strong, E. C. (1972). An Attitudinal Framework for Advertising Strategy. *Journal of Marketing*, *36*(2), 27. https://doi.org/10.2307/1250974
- Burke, M. C., & Edell, J. A. (1986). Research in Brief Ad Reactions Over Time:Capturing Changes in the Real World Downloaded from. In © *JOURNAL OF CONSUMER RESEARCH* (Vol. 13). http://jcr.oxfordjournals.org/
- Chapman Burke, M., & Edell, J. A. (1989). The Impact of Feelings on Ad-Based Affect and Cognition. In *Source: Journal of Marketing Research* (Vol. 26, Issue 1).
- Cohen, J., & Miniard, P. (n.d.). *A comparative analysis of attitudinal predictions of brand preference*. http://www.jstor.org
- *controversial*. (n.d.).
- Dabbs, J. M., & Leventhal, H. (1966). Effects of varying the recommendations in a fear- arousing communication. *Journal of Personality and Social Psychology*, *4*(5), 525–531.https://doi.org/10.1037/h0021190
- Edell, J. A., & Chapman Burke, M. (n.d.). *The Power of Feelings in Understanding Advertising Effects*. http://jcr.oxfordjournals.org/
- Firms, F., & Seaman, S. L. (n.d.). *SOF NEW BUSINESS FOLLOWING EMPIRICALSTUDY OF ESTABLISHED*.
- Greenwald, A. G., & Leavitt, C. (n.d.). *Audience Involvement in Advertising: Four Levels CONSUMER BEHAVIOR CONCEPTIONS OF INVOLVEMENT*.

- Heider, F. (1946). ATTITUDES AND COGNITIVE ORGANIZATION. In *The Journalof Psychology* (Vol. 21).
- Holbrook, M. B. (1978). Beyond Attitude Structure: Toward the Informational Determinants of Attitude. In *Source: Journal of Marketing Research* (Vol. 15, Issue 4).
- Holbrook, M. B., & Batra, R. (1987). Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *Journal of Consumer Research*, *14*(3), 404. https://doi.org/10.1086/209123
- Hovland, C. I., McGuire, W. J., Abelson, R. P., Brehm, J. W., & Wayne Talarzyk, W.(1964). Studies in the Generality of Affective 465 Meaning Systems. In *Journal of Abnormal and Social Psychology* (Vol. 3, Issue 2). Wiley.
- Klapper, J., & Bauer, ; * Raymond. (n.d.). The Limits of Persuaiion. In *Harvard BusinessReview* (Vol. 8). Free Press. http://poq.oxfordjournals.org/
- Lutz, R. J. (1975). Changing Brand Attitudes Through Modification of Cognitive Structure. In *Source: Journal of Consumer Research* (Vol. 1, Issue 4).
- Mackenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The Role of Attitude toward the Adas a Mediator of Advertising Effectiveness: A Test of Competing Explanations. In *Source: Journal of Marketing Research* (Vol. 23, Issue 2).
- Mizerski, R. W., & White, J. D. (1986). Understanding and using emotions in advertising. In *Journal of Consumer Marketing* (Vol. 3, Issue 4, pp. 57–69). https://doi.org/10.1108/eb008180
- Ray, M. L., & Wilkie, W. L. (1970). Fear: The Potential of an Appeal Neglected byMarketing. *Journal of Marketing*, *34*(1), 54. https://doi.org/10.2307/1250296
- Wilkie, W. L., & Pessemier, E. A. (1973). Issues in Marketing's Use of Multi-Attribute Attitude Models. *Journal of Marketing Research*, *10*(4), 428. https://doi.org/10.2307/3149391