The Impact of Shock Advertising on Consumer Buying Behaviour

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Abstract:

The subject of this research focuses on the effects of Shock Advertising on purchasing behavior. This research work adopted a quantitative research method and data was gotten through the administration of questionnaires administered to users of social media platforms using Google Forms. This paper establishes that Shock Advertising plays a very critical role in consumer buying behavior causing shifts in their product perceptions, brand attitudes and purchase intent. When asked, the nature of social media that impacted consumers the most, participants tagged Instagram and Facebook. The study also reveals the extent to which social media is used by the consumer in the quest for information about products and brands they use and recommended by those in the consumers' social circles. The work suggests that the companies use social media advertising to reach the consumers and persuade them to purchase the products. Thus, this study contributes to the knowledge of how consumers interact with social media and gives useful recommendations to enhance the practice of marketing on social media platforms to marketers.

Keywords: Shock Advertising, Consumer buying behavior, Brand perceptions.

1. Introduction

Over the past several years, coverage competition pressure and attempts to strike a consumer immediately in a world where communications are continuously evolving have been the notable forces behind the fast change in advertising. Timeless approaches that many marketers and advertisement agencies previously dismissed are being questioned by the consumers themselves using conventional instruments, and this forces the marketers and ad agencies to use sophisticated and novel techniques that demand attention. Shock advertising is one of such strategies that has developed into a persuasive technique (Boghosian, 2013). Often shocking, the primary concept of this strategy is that it needs to make the targeted audience react emotionally. These advertisements intentionally break the conventional set norms they are set to achieve the objectives of provoking shock, disregard for societal taboos or elicit discomfort within the consumers which in essence puts into consideration the buying processes of consumers (Urwin & Venter, 2014).

The aim of this research is to examine influence that shock advertising can have on the consumers' decision to purchase the advertised products, including both, the short-term consequences and the potential for future effects. To further advance the knowledge of shock adverting and its place within contemporary marketing communication efforts, the study seeks to explore the impact that shock advertising brings to the perceptual, attitudinal, and behavioral response levels of the consumer. Furthermore, this research will analyze the pros of shock advertising, correlated with the cons associated with shocks ad campaign for the societies and general interests of consumers. The study will be useful for marketers and advertisers since they will be armed with the knowledge of whether to commence a shock advertising campaign. Moreover, comprehension of the effects of shock advertising on the society could help policy makers and regulatory agencies come up with right ethics and rules controlling this type of advertisement.

This study will also analyze prior works done on shock advertising by surfacing up literatures on the subject area with regards to previous research, theories and conceptual models on the effects of shock advertising on consumers' behaviors. The third section will present the details on research methods, data collection tools/ instruments, and analysis methods. Again, the

findings and discussion will provide a rich theory on various facets of shock advertising effects on consumer purchasing behavior with explanation of psychological processes of consumer purchase behavior and ethical debate. Ultimately, this research aims to shed light on the complex relationship between shock advertising and consumer behavior, offering guidance for marketing strategies, promoting ethical advertising practices, and helping consumers navigate an increasingly dynamic and competitive market.

In Egypt's rapidly evolving consumer landscape, shock advertising has garnered attention as a potential strategy to capture consumer interest and influence purchasing behavior. However, more attention has been given about the effect and outcome of the shock campaigns in the Egyptian context in broad (Rosário & Raimundo, 2021).

In turn, the study intends to help marketers and advertisers to understand how appropriate the application of shock advertising could be in Egyptian culture and how effective such an approach may be.

Specifically, the research aim includes the following: To investigate the extent that shock advertising is an effective strategy in changing the attitudes, intentions and buying behaviour of consumers in the Egyptian market; To highlight the psychological processes through which shock advertising messaging influences decision making processes in Egypt; To study how cultural-societal factors influence responses to shock advertising within this context.

Nevertheless, the following are potential limitations of this study, which can influence its conclusions and application. One of the following limitations is related to the generalizability of a study since the conclusions will be drawn based on a sample of Egyptian participants only. Attempt will be made to address issues of sample selection, however issues such as age, gender, SES, and geographical location will have to be taken into consideration. Also, the consumer response to shock advertising depends on the various cultural factors which exist between the two regions. Religious cultures and beliefs, norms, and ethical values in the Arab nations including Egypt can either encourage or dampen the efficacy of shock advertising approaches. For this reason, the findings of this work cannot be generalized to other countries or cross-cultural settings.

2. Literature review

Advertising that uses startling or contentious imagery and messages in an effort to get the viewer's attention is referred to as shock advertising. It is a type of advertising that use shocking and divisive material to shock viewers and elicit a strong emotional response. The goal of shock advertising is to leave the audience with a memorable impression that will make them remember the good or service being sold (West, 2017). In recent years, shock advertising has gained popularity, especially in the marketing, advertising, and public relations industries. While some detractors claim that shock marketing is unethical and manipulative, supporters contend that it is a successful strategy for increasing awareness and generating notoriety for a good or service. The idea of shock advertising will be thoroughly examined in this article, along with its historical context, varied manifestations, and prospective effects on customers and society at large. We'll also look at the concerns surrounding shock advertising, as well as the ethical issues it raises.

2.1.1 Historical Background:

The use of shock advertising can be traced back to the early days of advertising, where advertisers used provocative and often controversial images and messages to grab the attention of potential customers. One of the earliest examples of shock advertising dates to the 19th century when P.T. Barnum, a famous circus promoter, used sensationalist advertising to promote his shows (Tronnes, 2020). In the 20th century, shock advertising became more prevalent with the rise of consumerism and the advertising industry. Advertisers began using increasingly provocative and controversial images and messages to attract attention and generate sales. One of the most famous examples of shock advertising in the 20th century was the Benetton "United Colors of Benetton" campaign, which used images of people from different races and cultures in provocative and often controversial poses (Pavel, 2014). Shock advertising has been a topic of interest for researchers in the fields of marketing, advertising, and psychology for several decades. In this literature review, we will examine the various studies and research conducted on shock advertising, including its effects on consumer behavior, its ethical considerations, and its effectiveness as a marketing strategy (Cockrill & Parsonage, 2016).

Several studies have examined the effects of shock advertising on consumer behavior, including its impact on attitudes, emotions, and purchase intentions. One study by Chang and

(RODGERS, Thorson, & Jin, 2014) found that shock advertising was more effective than non-shock advertising in terms of generating attention and recall. However, they also found that shock advertising was less effective at promoting positive attitudes towards the product being advertised. Another study by (Gong & Li, 2017) found that shock advertising had a significant impact on emotional responses, particularly in terms of fear and disgust. They found that these emotional responses were positively correlated with ad recall and purchase intentions. However, they also found that shock advertising could be counterproductive if it was perceived as being too extreme or offensive.

2.1.2 Ethical Considerations

The use of shock advertising raises important ethical considerations, particularly in terms of the potential harm that can be caused to consumers. Several studies have examined the ethical implications of shock advertising, including its impact on social norms and values. One study by (Urwin & Venter, 2014) argued that shock advertising could be harmful to society by promoting unrealistic and damaging social norms and values, particularly in terms of gender roles and body image. They argued that advertisers have a responsibility to promote products and services in an ethical and socially responsible manner, without resorting to shock tactics. Another study by (Parry, Jones, Stern, & Robinson, 2013) examined the ethical considerations of using shock advertising in the context of social issue campaigns, such as anti-smoking or anti-drug campaigns. They argued that while shock advertising could be effective in raising awareness of important social issues, it also had the potential to be manipulative and exploitative.

The effectiveness of shock advertising as a marketing strategy has been the subject of numerous studies and debates. Some researchers argue that shock advertising can be an effective way to grab the viewer's attention and generate publicity for a product or service. Others argue that it is manipulative and unethical, and that it can have negative consequences for both consumers and society (Hutter, Füller, Hautz, Bilgram, & Matzler, 2015). One study by Kover et al. (1995) found that shock advertising was more effective than non-shock advertising in terms of generating attention and recall. However, they also found that shock advertising was less effective at promoting positive attitudes towards the product being advertised. Another study by (Lee, Septianto, Frethey-Bentham, & Gao, 2020) examined the effectiveness of shock advertising in the

context of anti-smoking campaigns. They found that shock advertising was more effective than non-shock advertising in terms of generating attitude change and behavior change. However, they also found that the effectiveness of shock advertising was dependent on several factors, including the target audience and the specific message being conveyed.

In conclusion, shock advertising is a complex and controversial topic that has been the subject of numerous studies and debates. While some researchers argue that it can be an effective way to grab the viewer's attention and generate publicity, others argue that it is manipulative and unethical. Ultimately, the effectiveness and ethical implications of shock advertising depend on a range of factors, including the target audience, the specific message being conveyed, and the social and cultural context in which it is being used. Further research is needed to fully understand the impact of shock advertising on consumer behavior and society.

One of the most famous examples of shock advertising is the Benetton "United Colors of Benetton" campaign, which used provocative and often controversial images to promote their products. The campaign, which ran from the late 1980s to the early 2000s, was created by Italian photographer Oliviero Toscani and was known for its graphic and often disturbing images (Florio & Delle Tonnare, 2017). One of the most controversial images from the campaign featured a black woman breastfeeding a white baby, with the tagline "United Colors of Benetton." The image sparked intense debate and controversy, with some critics arguing that it was racially insensitive and exploitative. However, others defended the image as a powerful statement on race and identity (Clarke, 2017). Another controversial image from the campaign featured a man dying of AIDS, with the tagline "The end of the world." The image was intended to raise awareness of the AIDS epidemic and to challenge social taboos surrounding the disease. However, it was also criticized for being overly graphic and insensitive (Parry, Jones, Stern, & Robinson, 2013).

Despite the controversy surrounding the campaign, it was widely successful in terms of generating publicity and brand recognition for Benetton. The company's sales increased significantly during the late 1980s and early 1990s, and the campaign was widely praised for its bold and provocative approach to advertising (Murthy, 2015). However, the campaign also raised important ethical questions about the use of shock tactics in advertising. Critics argued that the images were manipulative and exploitative, and that they exploited people's emotions for

commercial gain. Others defended the campaign as a powerful social statement, arguing that it raised awareness of important social issues and challenged social norms and values (Best, 2017). In response to the controversy surrounding the campaign, Benetton eventually toned down its use of shock tactics in its advertising, focusing instead on more traditional forms of advertising. However, the campaign remains a powerful example of the potential impact of shock advertising on consumer behavior and society as a whole (Parry, Jones, Stern, & Robinson, 2013).

2. 3 Characteristics of shock advertising

Shock advertising is a type of advertising that aims to grab the viewer's attention through provocative or controversial images and messages. It is characterized by its use of graphic and often disturbing content, which is intended to shock and provoke a strong emotional response from the viewer (Arnaud, Curtis, & Waguespack, 2018).

Provocative and controversial content: Shock advertising is characterized by its use of provocative and controversial content, which is intended to grab the viewer's attention and generate publicity for the product or service being advertised. This content can include graphic images of violence, sex, or disease, as well as messages that challenge social norms and values (Heise, et al., 2019). Shock advertising is designed to have a strong emotional impact on the viewer, often eliciting feelings of fear, disgust, or anger. This emotional impact is intended to create a lasting impression in the viewer's mind, increasing the likelihood that they will remember the product or service being advertised (Tresa Sebastian, et al., 2021). Attention-grabbing: Shock advertising is designed to grab the viewer's attention and stand out from the clutter of traditional advertising. It often uses bold colors, large fonts, and other attention-grabbing techniques to ensure that the viewer takes notice of the advertisement. Shock advertising often focuses on controversial or taboo topics, such as sex, drugs, and violence. By addressing these topics directly, shock advertising is able to generate a strong emotional response from the viewer, increasing the likelihood that they will remember the advertisement (Parry, Jones, Stern, & Robinson, 2013).

Unconventional approach: Shock advertising often takes an unconventional approach to advertising, eschewing traditional advertising techniques in favour of more controversial and unconventional methods. This can include the use of guerrilla marketing tactics, such as placing advertisements in unexpected locations, as well as the use of social media and viral marketing.

Potential to offend: Shock advertising has the potential to offend some viewers, particularly those who are sensitive to graphic or violent images. This can lead to backlash and criticism from consumers, as well as negative publicity for the company or brand being advertised (Tam & Khuong, 2015).

2.4 Importance of shock advertising

Shock advertising is an important tool in the advertising industry, as it can be an effective way to grab the viewer's attention and generate interest in a product or service. By using provocative and controversial content, shock advertising is able to break through the clutter of traditional advertising and capture the viewer's attention, increasing the likelihood that they will remember the advertisement (Urwin & Venter, 2014). One of the key benefits of shock advertising is its ability to generate publicity and brand recognition. By using provocative and controversial images and messages, shock advertising is able to generate significant media coverage and social media buzz, increasing the reach and impact of the advertisement. This can be particularly important for smaller or lesser-known brands, who may struggle to compete with larger, more established brands in the marketplace (Xu, Frankwick, & Ramirez, Journal of business research, 69(5)). In addition, shock advertising can be an effective way to raise awareness of important social issues and causes. By using graphic and often disturbing images, shock advertising is able to draw attention to issues that may be overlooked or ignored by traditional advertising methods. This can be particularly important for social issue campaigns, such as anti-drug or anti-smoking campaigns, where the aim is to raise awareness of the negative consequences of certain behaviors (Dono, Miller, Ettridge, & Wilson, 2020).

Furthermore, shock advertising can be used to challenge social norms and values, and to promote new or alternative ways of thinking. By using controversial or taboo topics, shock advertising is able to challenge viewers' beliefs and assumptions, promoting a more open and diverse society. This can be particularly important in societies where certain topics or behaviors may be stigmatized or taboo, such as mental health or sexual orientation (Birnholtz, Merola, & Paul, 2015). However, it is important to note that shock advertising also raises important ethical and social considerations, particularly in terms of its potential to offend and manipulate viewers. The use of graphic and disturbing images can be emotionally distressing for some viewers,

particularly those who have experienced trauma or are sensitive to violent or sexual content. In addition, shock advertising can be perceived as manipulative and exploitative, particularly if it is used to promote products or services that are potentially harmful or controversial (Williamson, Gregory, Abrahams, Aghtaie, Walker, & Hester, Journal of Academic Ethics, 18).

In conclusion, while shock advertising can be an effective way to generate publicity and raise awareness of important social issues, it is important to use this tool responsibly and ethically. Advertisers have a responsibility to promote products and services in an honest and ethical manner, without resorting to shock tactics that may offend or manipulate viewers. By using shock advertising in a responsible and thoughtful manner, advertisers can harness the power of this tool to create lasting impact and positive change in society.

2.5 Shock advertising in Egypt

From a marketing perspective, shock advertising can be an effective tool for brands looking to generate attention and stand out from competitors in the marketplace. In Egypt, where competition is high in many industries, shock advertising has been used by several brands to create a strong brand identity and increase brand recognition. One example of a brand using shock advertising in Egypt is Vodafone, one of the country's largest telecommunications providers. In 2014, Vodafone launched a campaign called "Fakka," which used provocative images and messages to promote the company's low-cost mobile services. The campaign featured images of people with their mouths taped shut, with the tagline "Your voice is worth more than a Fakka." The campaign generated significant media coverage and helped to establish Vodafone as a brand that was willing to take risks and challenge social norms (Kemp-Robertson & Barth, 2018). Another example of a brand using shock advertising in Egypt is the clothing brand Okhtein, which has gained international attention for its bold and provocative advertising campaigns. One such campaign featured images of models wearing traditional Islamic dress, with the tagline "The revolution will be accessorized." The campaign was criticized by some for being overly provocative and disrespectful to Islamic traditions, but it also generated significant media coverage and helped to establish Okhtein as a brand that was willing to push boundaries and challenge conventional ideas of beauty and fashion. While shock advertising can be an effective marketing tool, it is important for brands to use this strategy in a responsible and ethical

manner. Advertisers have a responsibility to promote products and services in an honest and ethical manner, without resorting to shock tactics that may offend or manipulate viewers. It is also important for brands to take into account the social and cultural context in which they are operating, and to ensure that their advertising campaigns are respectful of local customs and traditions (Bachnik & Nowacki, 2018).

Shock advertising is a type of advertising that aims to grab the viewer's attention through provocative or controversial images and messages. It is characterized by its use of graphic and often disturbing content, which is intended to shock and provoke a strong emotional response from the viewer. Shock advertising has been used in Egypt by various brands and organizations over the years, with varying degrees of success and controversy. Some notable examples of shock advertising in Egypt include campaigns focused on anti-sexual harassment, anti-smoking, traffic safety, and feminist issues. From a marketing perspective, shock advertising can be an effective tool for brands looking to generate attention and stand out from competitors in the marketplace. However, it is important for advertisers to use this strategy in a responsible and ethical manner, considering the potential impact on viewers and the social and cultural context in which the campaign is being run.

2.7 Consumer buying behaviour

Consumer buying behavior refers to the actions and decisions that consumers make when purchasing products or services. It is a complex process that is influenced by a variety of factors, including personal preferences, social and cultural influences, and economic considerations. Understanding consumer buying behavior is crucial for businesses, as it helps them to develop effective marketing strategies, identify new opportunities, and stay ahead of competitors in the marketplace (Bolton, Gustafsson, McColl-Kennedy, J. Sirianni, & K. Tse, 2014).

The study of consumer buying behavior is a multidisciplinary field that draws on insights from psychology, sociology, economics, and marketing. At its core, it seeks to understand why consumers make the decisions they do, and how those decisions are influenced by a range of factors, including personal beliefs and attitudes, social norms and values, and economic considerations such as price and availability (Ertz, Karakas, & Sarigöllü, 2016). One of the key psychological factors that influence consumer buying behavior is motivation. Consumers are

motivated to purchase products or services for a variety of reasons, including personal needs and desires, social status, and emotional gratification. Understanding consumer motivation is important for businesses, as it allows them to develop products and services that meet the needs and desires of their target audience (Ertz, Karakas, & Sarigöllü, 2016). Consumer purchasing behavior is influenced by a number of social and cultural factors in addition to motive. Given that customers are frequently influenced by the beliefs and actions of their peers and social groups, social and cultural norms and values can have a substantial impact on how consumers behave. As different cultural groups may hold distinct values and beliefs that influence their purchase decisions, cultural differences can also have an impact on consumer behavior (Rani, 2014). Consumer purchasing behavior also takes into account economic issues like price and availability. Before making a purchase, consumers are frequently driven by the desire to get the most value for their money and will compare costs and product attributes. Consumers are more inclined to buy goods and services that are accessible and readily available, therefore availability and convenience are important variables in consumer purchasing decisions as well (Andreti, Zhafira, Akmal, & Kumar, 2013).

Impact of technology and other outside variables on consumer purchasing behavior is another crucial issue to take into account. Consumer purchase behavior has changed as a result of the growth of e-commerce and digital marketing, with many consumers now relying on online evaluations and suggestions to guide their decisions. External variables can also have a big impact on consumer behavior, including political events, economic difficulties, and natural disasters (Zwanka & Buff, 2021). Overall, for firms looking to thrive in today's cutthroat industry, an understanding of customer purchasing behavior is essential. Businesses can acquire useful insights into the wants and tastes of their target audience and create marketing strategies that appeal to them by researching the numerous aspects that affect consumer behavior. There are many aspects that influence customer purchasing behavior, ranging from psychological and social factors to economic and technological issues, and a thorough grasp of these factors can help firms stay ahead of the curve and prosper in the long run.

2.8 Consumer behaviour attributes

Consumer buying behavior is a decision-making process which is not easily influenced by a single factor. Knowledge of these factors is important when businesses and organizations are applying marketing strategies for their products and or services to achieve competitive advantage in the streams of marketplace. The following are the key research findings focus on consumer buying behavior grouped under psychological factor, social factors, culture, effect of technology and other external factors (Slater, Mohr, & Sengupta, 2014).

2.8.1 Psychological Factors

Stud thereby indicates that psychological factors have a relatively great influence on the consumers' buying decision. In this category the most noticeable factor is motivation. Consumers buy goods or services with some specific purpose, these being needs and wants, social and emotional, etc. To understand the concept of consumer motivation is significant for business because achieving the goals is possible only through the creation of the needed product by customers and their needs and wants (Abdullah, Musa, Maliki, Kosni, & Suppiah, 2016). The other important psychological concept is perception. Perception of consumers has a massive influence on the taking of decisions on products to be bought or services to hire. In a number of recent studies, it was demonstrated that consumers' bu studying and validating perceptions concerning the quality of a certain product and its price they are ready to purchase that product. Besides, consumers' attitude toward the brand also plays an important role and creates perception relating to the brand image of the product (Feldmann & Hamm, 2015).

2.8.2 Social and Cultural Factors

The consumers' buying behaviour can also be influenced by social factors and cultural factors. Pleasing social norms and values also affect the actions of consumers; According to this, consumers make decisions from the perspective of a group or society. Consumers' behaviour may also be influenced by cultural factors because people of different cultures may not be considerate of the same values and beliefs that affect their consumption patterns (Rani, 2014). A social influence that has been discussed by many scholars is reference group influence on consumer

behavior. Reference groups are groups of individuals with whom the consumer interacts in seeking information and/ or the evaluation of certain aspect of their consumption experience.The study on reference group has revealed that group references have considerable impact on buyer's decisions where consumers are in a higher probability to buy products that are recommended by influential people in their society (Pangarkar, Patel, & Kumar, 2023).nd social groups. Culture may also influence consumers by various factors since people from different cultures put different values and beliefs into practice when purchasing goods.

Thus, for this social factor the research work done on the topic of Reference Groups and Consumer Behavior is largely illuminating. Reference groups are those that consumers depend on for validation, and they include friends, family, and even long admired celebrities.According to pan et al, 2024 consumer behaviour is highly determined by reference groups; most consumers will prefer to buy the product endorsed by their favourite celebrities.d is the impact of reference groups on consumer behavior. Reference groups are groups of people that consumers look to for guidance and approval, such as family, friends, and celebrities. Research has shown that reference groups can significantly influence consumer purchasing decisions, with consumers more likely to purchase products that are endorsed by people they admire or respect (Pangarkar, Patel, & Kumar, 2023). This is also true as cultural factors are also known to influence consumers' behavior. It is identified from the literature that cultural factors serve as strong predictables for consumer buying behaviour with different cultural groups attaching varying level of importance to the factors that include price, quality and brand image.

2.8.3 Economic Factors

Hence price and availability of a given product are also influential in determining the value aspect of consumer buying behavior. Numerous customers have the need to maximize utility and will engage in comparison of prices, as well as product attributes, prior to purchase. Moreover, convenience was also a significant factor in the consumer choice since consumer would prefer to go for a product or service that is accessible to him or her in the shortest time possible (Andreti, Zhafira, Akmal, & Kumar, 2013).

2.8.4 The Impact of Technology

This paper seeks to establish the effect of increased e-commerce and digital marketing on the consumers' decision-making process. A study has also pointed out that consumers are shifting from traditional recommendations to online recommendations especially on the internet. Moreover, because of development in the information technologies have increased the possibilities of monitoring consumers behaviors, and marketing strategies can be adjusted accordingly.

2.8.5 External Factors

Social factors, economic factors, technological factors and even organizational factors that exist in the external environment can also create great influence on consumer behaviour. Several studies have demonstrated that there is a shift in the buying behaviour of the common consumer by experiencing cost consciousness during the economic turmoil buying only the necessities and cheaper items. Moreover, external factors such as natural disasters can affect the companies' supply chain and availability of products hence changes the consumers' preferences (Davis, Downs, & Gephart, 2021).

2.8.6 Factors influencing consumer buying behaviour

Consumer buying behavior is, therefore, affected by numerous factors among them being psychological factors, social factors, cultural factors, economic factors and technological factors. It is important for marketers to understand these factors so that having set marketing strategies with their competitors within the market, they remain relevant (Ramya & Ali, 2016). In the following paper, more information will be given on few of these critical factors that affect consumer buying behavior.

2.8.7 Psychological Factors

They also stand as fundamental to general consumer buying behavior since these beliefs affect consumer decisions. Another psych factor is motivation can be defined as the energy, direction, intensity and persistence with which a person approaches a particular mode of behavior. The consumer makes a decision on whether to buy a particular product or service out of need, want, want to arise out of one's desire toll in a particular status, or simply for the sake of it thus satisfying the psychological emotive need in him or her. Knowledge of consumer motivation is a key factor in business because it enables businessmen and women to design goods and services

that will be saleable and desired by the consuming public (Dabija, Bejan, & Tipi, 2018). Perception is also one of the fundamental psychological factors. It is believed that consumers' attitude is a major determinant of their buying behavior with regard to the products or services in question. Studied have further explained that consumers' propensity to purchase a product is highest when the product is perceived to be of high quality and relatively cheaper. Second, consumers' knowledge of the brand and the company also determines their buying decisions.

2.8.8 Social and Cultural Factors

It is also important to consider other facets of gemeinschaft to understand what increases the influence of social and cultural factors and consequently how it affects consumer buying behavior. It is noted that social opinions and beliefs influence consumers because consumers are always endangered by similar individuals and groups. Another factor related to consumers is culture or cultural background because consumers of different culture will behave differently depending on the amount of weight they give to certain culture beliefs when making their purchases (Rani, 2014). Reference groups are one of the social factors that scholars have been increasingly studying when trying to examine its effects on the buying process. Reference groups are the group of people that consumer accept the opinion of, and can include family, friends, and celebrities. Several studies have established that reference groups can really have a great impact of buyers with their buying behaviour as consumers are inclined to buy products that are associated with people they have respect for (Ding, Lin, & Zhang, 2020). Another example of external influences likely to affect consumer behaviour is culture. It has been proved that the role of culture plays a serious role in the influence of consumer buying behaviour, as far as some cultural groups prioritize some criterion indicating the conformability of the product to its price, quality and reputation (Adina, Gabriela, & Roxana-Denisa, 2015).

2.8.9 Economic Factors

Other influencer factors include the economic factors; costs and accessibility of sources. In most of the cases, consumers have the primary goal of getting the most for their money, and will therefore compare the prices and characteristics of the product in question. Furthermore, availability and convenience in this research shows the consumers tends to buy products or services they find easy to access (Sarker, Reid, and Pannirselvam, 2013).

2.8.10 Technological Factors

Development in the area of technology has had a major impact on the decision-making process by the consumer. The advance of Internet selling and others like it has provided the consumer with convenient ways to research and then purchase goods or services. Further, social media has provided a favourable ground for organizations that wish to interact with consumers to create awareness of their brands (Guven, 2020). It has also brought changes to the buying behavior where consumers are now using their mobile devices such as their smart phones and tablets to make research as well as to make purchase of products and services while on the move. This has resulted in a rise in mobile friendly websites and applications, and gave new chance for interaction to business regarding to mobile marketing communication (Shukla & Nigam, 2018).

2.8.11 External Factors

Many consumer behaviours also depend on factors outside a particular consumer's control, including the state of the economy, political events affecting a nation, or even calamities like floods, droughts or other disasters. In economic hardship, clients may cut back on their spending common place and seek to purchase only those necessities which are cheap. Furthermore, events and forces beyond the control of the organisation and the market, such as natural disasters, may affect the supply and the subsequent behaviour of consumers with regard to certain goods and services. Therefore, it is greatly evident that consumer buying behaviour is the net sum of numerous psychological, social cultural and economic factors borne out of the ever evolving technological environment. If businesses are keen to get a better understanding of all the factors discussed earlier and align their marketing strategies to ensure that they are unique and different from all the other business, then they could stand better chances of sustaining their business for a long time (Lloret, 2016).

2.8.12 Consumer buying behaviour Models

Perhaps the most famous theory in psychology is Abraham Maslow's hierarchy of needs that defines human needs in terms of five levels. In the hierarchy of needs, the highest level of need is postulated as self-actualization that involves need for creativity, problem solving, authenticity and self–expression. It is one of the most relevant concepts in the analysis of personality stating that people seek to achieve personal growth and find meaning in their lives.

Free thinking and achieving a solution to a particular problem are well elements of self-actualization. Self-actualized people are usually intelligent and creative people in their thinking process as they are in their problem solving. They are also able to make decisions and to generate new ideas into problems solving processes (Savery, 2015). Free and genuine behavior is yet another aspect of self-actualization. More so, self-actualized people are authentic, and they constantly act based on their principles and beliefs, and they have no issue with taking risk or experimenting. They are generally characterized as being ''sensitive'', especially in the contexts of openness to new experiences as well as openness to new ideas. The next component on Maslow's pyramid is esteem need which deals with self-respect as well as accomplishment. Those who develop high self-esteem have positive self-attitude and feel good about them /Themselves. They also are more likely goals to be set and an individual will do all it takes to ensure that the goals are attained leading to the achievement of satisfaction which is according to (Zia, Malik, & Ali, 2015).

Another set of needs is also essential to human beings, which is social needs. Man has social nature, which makes him want to associate with other people and create social relations. Two of the major social requirements that are crucial for purposes of emotional health and happiness are friendship and family (as cited in) (Mohamed & Thomas, 2017). Another need that has to be met is safety, the need to be safe is innate and must therefore be met. This encompasses safety in aspects such as housing and personal relationships, and social interactions (Keefer, Landau, & Sullivan, 2014). There are the physiological needs on the last step, and they represent the most important and organic instincts in human beings. Of them, the need for air, shelter, water, food, sleep, and sex are fundamental needs. And of course, for these basic needs not to be met, it is practically impossible for humans to grow to their full capabilities (Tripathi, 2018).

2.8.13 Digital Marketing and consumer buying behavior

Digital marketing is the new way in which companies communicate with the consumers and has influenced consumer behavior in an organization (Bala & Verma, 2018). In this article, potential trends of consumers' buying behavior affected by digital marketing will be also reviewed. Among the major changes in consumer buying behaviour due to digital marketing is the one that is brought about by the provision of information to the consumer. Due to the increased use of social media and other platforms, a customer can obtain a lot of information regarding a

certain product or service including customer reviews, details about the product and service descriptions, and its comparison with similar products. They are enable them to take informed decisions in consumption and has also facilitated consumers to gather information and compare between these products before having to buy them (Wang, Zhao, & Li, 2013). In another angle, digital marketing has changed consumer buying behavior by making buying easier due to enhancements. With the introduction of e-commerce and use of mobile devices, customers purchase products and hire services at convenience. This has helped the consumers to make impulse buying decisions for whatever they want due to the convenience offered by technology and decreased the hurdles in reaching consumers for the businesses (Pantelimon, Georgescu, & Posedaru, 2020). There has also been a possibility through digital marketing to customize the marketing communication and get closer to the consumer. Marketing messages can be sent to specific consumers thanks to use of data analytics and customer relationship management (CRM) software. This has ensured that properly aimed campaigns and thus a better way of reaching out to the consumers' end (Bleier & Eisenbeiss, 2015).

2.8.14 Social Media Influence

Another area where internet media has influenced consumer buying behaviour is through the social networking sites. Due to the remarkable trend of influencer marketing as well as other social media advertising, businesses are in a position of pursuing their customers through various platforms such as the Face book, Instagram and Twitter. A social media influence and brand advocate can also change consumption behaviors because consumers trust the recommendations of people they like or people of authority (Smith, Kendall, Knighton, & Wright, 2018).

2.8.15 Increased Competition

Even though new channels of communication have opened up through digital marketing, hence offering opportunities to communicate to the consumer, businesses have been faced with competition in the marketplace. The problem that arises here is how these businesses can be able to have consumers' attention given the many businesses that are established. This has resulted into pressure of business in formulating a good strategy in their marketing and overall strategy of competing with other businesses in terms of technology and innovation (Kohli & Melville, 2019).

2.8.16 Impact of shock advertising on consumer buying behaviour

Shock advertising which also refers to shock advertising is a form of advertisement techniques meant to make consumers immediately sensitive using advertisement contents that are likely to elicit a sensitive response. This approach is serve as a way of ensuring that it cuts across the various advertisement noise and etches itself in consumer's minds (Robinson et al. 2013). In the many years that shock advertising has been administered, it has become an area of interest for researchers focusing on consumer behavior with regards to consumer intentions and attitude. Some previous studies have focused on this research questions and discovered aspects of shock advertising with regards to its impact on consumer behavior (Chekima, Wafa, Igau, Chekima, & Sondoh Jr, 2016). A sample study conducted by (Virvilaite & Matuleviciene, 2013) it focused on assessing the effects of shock advertising on consumers buying behaviour by analysing their reactions concerning shocking advertisement images. However, the authors discovered that shock advertising has a positive impact on the consumers' attitudes toward the advertised brand hence its impact on the buying behaviour. Some scholars claimed that shock advertising was able to build the emotional appeal about the brand and thus improve towards the brand attitude and purchase intention. Another study which also looked specifically at psychological processes was done by (Lull & Bushman, 2015) and sought to determine how shock advertising influenced consumers, specifically their purchase intentions and attitudes towards branded products. The researchers identified that reactions to shock advertisement were profound and elicited emotions like shock or even fear among the target consumers and thus, made them attentive to the ads. This positive emotional response caused optimistic perceptions about the brand and higher predisposable purchase intentions. The two researchers pointed out that shock advertising may be useful for changing consumer behavior where the emotional reaction is consistent with the personality of the brand.

However, other authors have presented findings showing possible negative effects of shock advertisements as well. For example, in a study by (Parry, Jones, Stern, & Robinson, 2013) they explored the impact of shock advertising in consumers' attitudes where they noted that success in gaining attention and negative emotions where it can lead to negative brand perceptions. Such

negative emotions and evaluations were ascertained to have a Bear influence on consumer attitude and purchase Intention.

2.8.17 Summary of Literature review

Thus, there are many factors, psychological, social, cultural, economic, technical and outside forces which may affect the buyer's behavior in purchasing products. Such variables are critical for organizations that want to develop strong value propositions for marketing and sustain a competitive advantage against other firms in an industry. One of these factors is motivation and perception which plays a big role in consumer purchasing behavior, this also includes social cultural factors such as; conventions, values, and reference groups. Customer factors like the costs and availability of a product, coupled with technology factors such as the advent of e-business and social media play an important role in the customer purchase decision.

The particularly complex need structures can be better grasped with the help of Maslow's hierarchy of needs, which includes self-actualization, self-realization, problem-solving, authorship, authenticity, spontaneity, and self-esteem, on the one hand, and needs for social contacts, security, and safety, as well as physiological needs, on the other hand. Promotion and communication through the World Wide Web impacts consumer buying behaviour and has brought a new aspect to business marketing. More information, more convenient, marketing messages are usually more personal, social media and the addition of competitive pressures make consumers arguably more equipped than ever to be able to make the right purchase decisions. Through evaluating the impact of digital marketing on consumer behaviour, it is easier for companies to adopt the right marketing strategies to be responsive to consumers' behaviour for the sale and growth of their products in the current fluid business markets.

Therefore, it is Hypothesised as follows:

H1: Shock advertising has a significant impact on consumer buyer behaviour

H1a: shock advertising has a significant impact on consumer buyer behaviour attitudes

H1b: shock advertising has a significant impact on consumer buyer behaviour intention

3. Methods

This study focuses on the impact of shock advertising on customer purchasing behavior. College students will be the main subject of this study because it is hypothesized that they use social media heavily and are well-known for their buying habits. The qualitative research methods employed in this study will include distributing surveys to college students between the ages of 18 and 24. There will be open-ended questions in the survey that are intended to provide insight on the students' decision-making processes and the variables that affect them. There will be between 250 and 350 undergraduates in the study population. The participants will be chosen by a random sampling approach, ensuring that they represent a wide range of socioeconomic and cultural backgrounds. The survey link will be sent to participants through email, and they will have around two weeks to complete it. The results of this survey will be analyzed by content analysis to determine important themes and trends. Analyzing all of the participants' answers will help to identify patterns or differences in how people shop depending on what they see within influencers' social media posts. To avoid any form of inconsistency in the analysis of data, we will incorporate statistical tools in carrying out the analysis. Specifically, the objective of this study is to reveal the effects that shock advertising has on college students' buying behaviors. The findings of this research can be valuable to future studies in this area or to marketers and advertisers targeting this audience.

4. Data Surveys results

What is your gender?
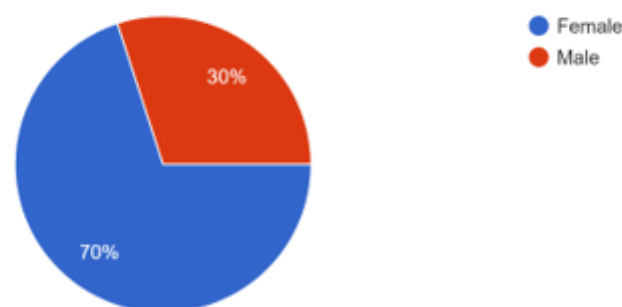
Figure.2 of Gender
Source: Based on google form

In this figure the majority of respondents were females while the minority are males.
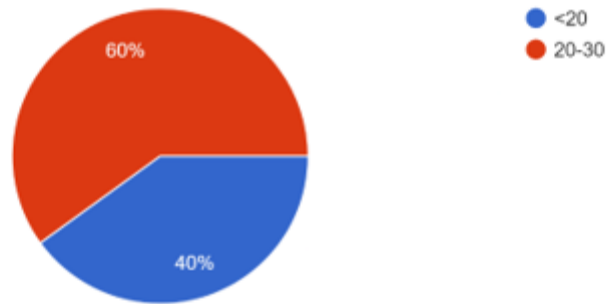

Figure.3 of Age
Source: Based on google form

It is observable that the majority of respondents are between 20-30 while the minority are less than 20.
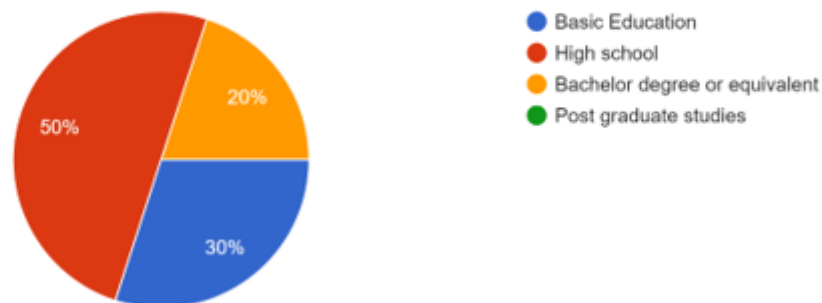

Figure.4 of Education
Source: Based on google form

The majority of respondents are High school students while the minority are bachelor degree or equivalent.
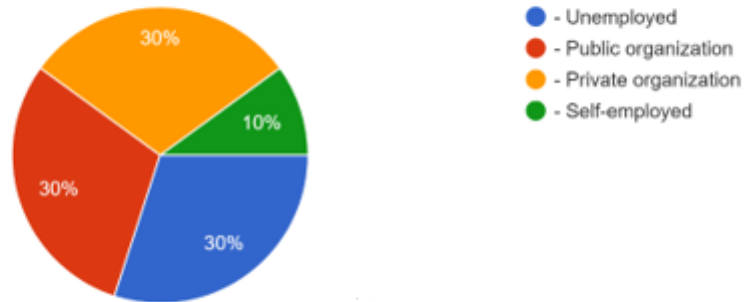
Please choose your criteria

Figure.5 of Job statement
Source: Based on google form

The majority of the respondents are equally 30% of Public organization and Unemployed

Figure.6 of Advertisement attention
Source: Based on google form

The majority of the respondents agrees that the shock advertising grabs their attention more than regular advertisement by 40% while the minority at 10% of neutral.

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Figure.7 of Brand remember

Source: Based on google form

The majority of the respondents are strongly agree on shock advertising reminder by 60% while the minority at neutral by 10%.
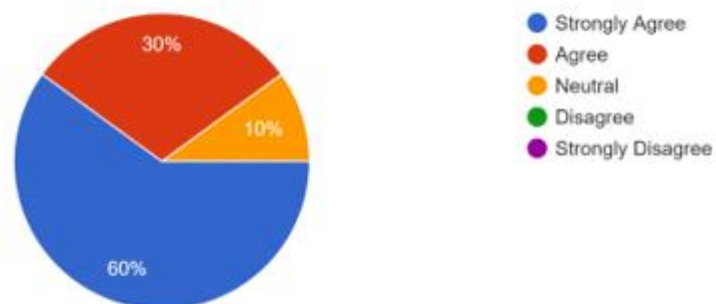
Figure.8 of Purchasing decision

Source: Based on google form

The majority of the sample agrees on purchasing decisions by 60% while the minority at 10% of neutral.
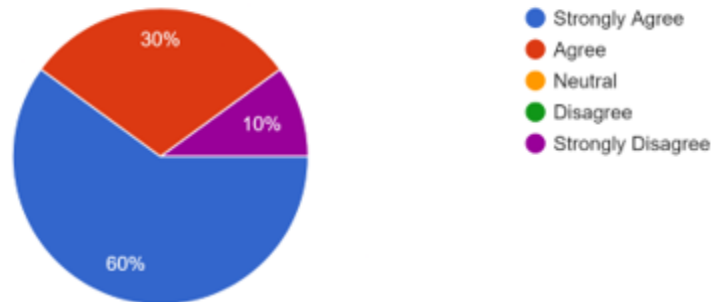
Figure.9 of Curiosity

Source: Based on google form

The majority of the sample who agrees on shock advertising curiosity increase by 60% while the minority that strongly disagree by 10%.
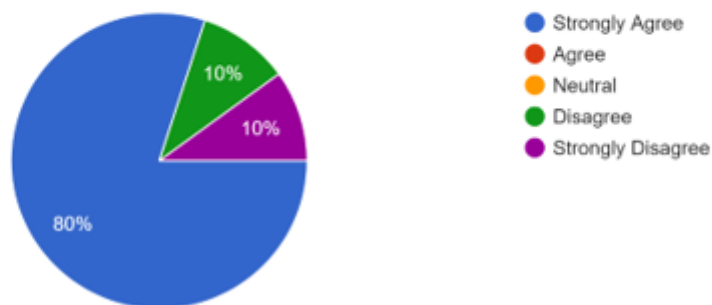

Figure.10 of lasting impression

Source: Based on google form

The majority of the sample agrees who agrees on lasting impression by 80% while the minority by 10%.

Shock advertising makes me more likely to share the advertisement with others.
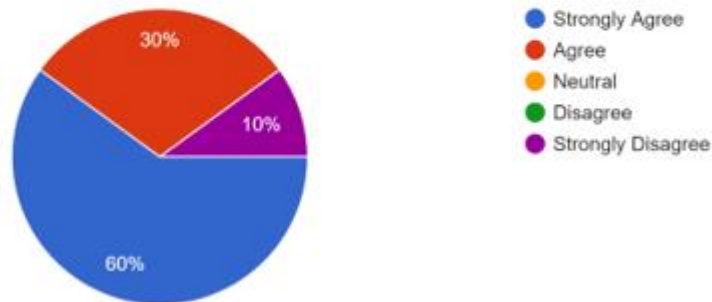

Figure.11 of Share

Source: Based on google form

The majority of the sample strongly agree that shock ads impacts on sharing the ads with other by 60% while the minority by 10%. While the minority strongly disagree by 10%.

Shock advertising is effective in capturing my attention compared to traditional advertising methods.
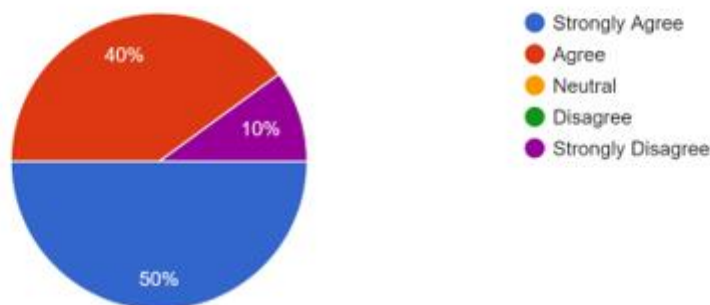

Figure.12 of Traditional ads

Source: Based on google form

The majority of the sample strongly agree that shock ads impacts on capturing attention other by 50% While the minority strongly disagree by 10%.

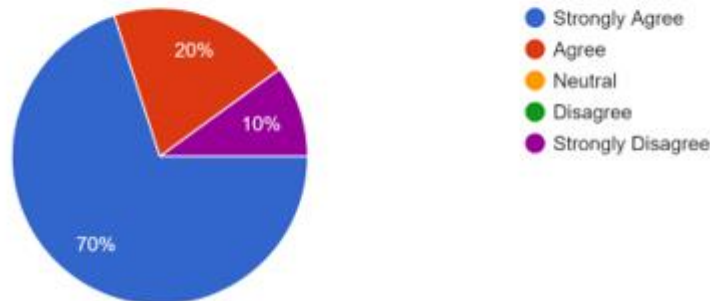Shock advertising can sometimes be too offensive or controversial.

Figure.13 of Offensive

Source: Based on google form

The majority of the sample strongly agree that shock ads are offensive by 70% while the minority who strongly disagree by 10%.
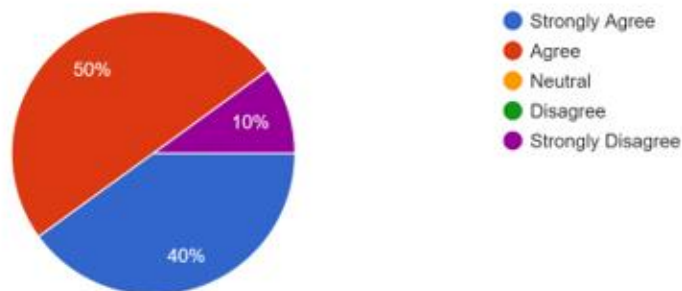

Figure.14 of purchasing decision

Source: Based on google form

The majority of the sample strongly agree that shock ads impacts on purchasing products by 40%. While the minority strongly disagree by 10%.

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Shock advertising enhances my overall brand perception and awareness.

- ● Strongly Agree
- ● Agree
- ● Neutral
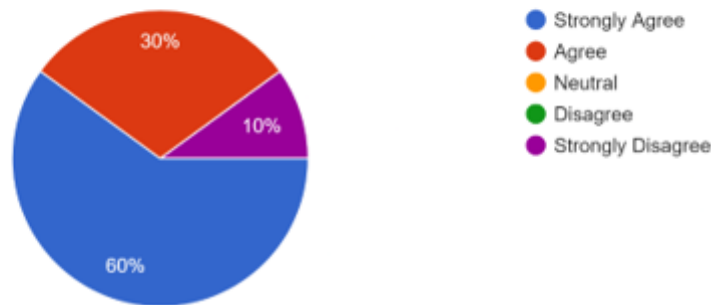- ● Disagree
- ● Strongly Disagree

Figure.15 of brand perception and intention

Source: Based on google form

The majority of the sample strongly agree that shock ads impacts on brand perception and awareness by 60%. While the minority strongly disagree by 10%.

The observation of the above stated figures indicates other interesting patterns as a result of shock advertising on the consumers' behavior. it can be described as Gender Distribution where majority of the respondents were the female while the males took the minority as is shown in Figure 2. By age, as indicated in figure 3 below, the largest proportion of the respondents was within the age bracket of 20-30 years, followed by the 31- 40, and the least proportion of the respondents was below the ages of 20 years. Educational background, as depicted in Figure 4, shows that most respondents were high school students, while individuals with a bachelor's degree or equivalent made up the minority. In terms of employment status, Figure 5 reveals an equal split between respondents from public organizations and the unemployed, representing the majority. With regard to their understanding of shock advertising, as illustrated in figure 6, 40% of the respondents were in support of the view that shock advertisements have a better attention getting effect than standard advertisements while 10% of the respondents were on the fence. Likewise, figures presented in the Figure 7 revealed the respondents' strong agreement with the statement that shock advertising plays a role in reminding the brands, as 60 % of the respondents strongly agreeing while only 10% were neutral. Regarding purchasing decisions, Figure 8 indicates that 60% of respondents agreed that shock advertising influences their buying choices, while 10% remained neutral. In Figure 9, 60% of respondents agreed that shock ads heighten their curiosity,

though 10% strongly disagreed. Additionally, Figure 10 demonstrates that 80% of respondents felt that shock advertising leaves a lasting impression, with only a small portion dissenting.

Further insights in Figure 11 show that 60% of respondents strongly agreed that shock ads encourage them to share the advertisements with others, while 10% strongly disagreed. There was also a 10% strong disagreement regarding the effectiveness of shock ads in capturing attention. In We asked the respondents whether they perceived shock ads as offensive: 70% strongly agreed with this statement, while 10% strongly disagreed with it; see Figure 12. In addition, an absolute of 40% strongly agreed while absolute of 10% strongly disagreed, as evident in figure 13. Minimally 60% strongly agreed with the statement that shock advertising affects brand image and recognition and maximum 10% of the respondents strongly disagreed, as evident from figure 14.

5. Conclusion

By using the above-mentioned figures, quite a number of conclusion could be deduced on the pros and cons of shock advertising on consumer behavior. Firstly, H1 posits that shock advertising has a significant effect on consumer buying behavior. The figures validate this as shock advertising 'captures the attention' of most respondents (figure 5), 'helps improve recall value of brands' (figure 6), 'has an impact on their buying decision' (figure 7), 'elicits curiosity' (figure 8), 'leaves an impression behind' (figure 9 and makes respondents more likely to share the advertisements (figure 10. From these findings it can be concluded, that shock advertising has a significant impact on forming consumers' decision making and behavior.

Further, H2a proposes that shock advertising has implications for the consumer's attitude. As it is depicted in Figures 8–9, the outcome establishes that shock advertising enhances the perceived strength and familiarity with the brand. This clearly shows that shock advertising not only leads to a change of behavior among consumers, but also a change in the attitude toward brands and the way the receive advertising messages.

Finally H1b posits that there is a significant effect of shock advertising on the purchase intent of the consumers. From the figures, a positive relationship between shock advertising exposure and the decision to make purchasing decisions based on the ad can be inferred.

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On balance, the presented figures suggest that shock advertising does have the desired impact on the consumers' behaviour, attitude and intentions. Thus, shock advertising is indeed effective to capture the attention, to increase brand recall and to change the purchase intention and to have lingering effects. Although, a significant portion of the participants does not support using shock advertising stating various reasons including its offensiveness, and capacity to grab people's attention.

6. Recommendations

Based on the conclusions drawn from the figures, several recommendations can be made regarding the use of shock advertising to influence consumer behavior, attitudes, and intentions. First, recognizing the target audience is essential. The figures reveal key demographic insights, including differences in gender, age, and education level. Marketers should tailor shock advertising campaigns to resonate more effectively with these target groups to enhance their impact.

Secondly, it is important to strike a balance between attention-grabbing elements and relevancy. While shock advertising is highly effective in capturing attention, it is equally crucial that it remains relevant to the target audience. The shocking elements should align with the brand's message and appeal to the intended audience to avoid alienating them. Another important recommendation is to reduce potential offense. Although shock advertising is designed to provoke and capture attention, it is essential to be mindful of the potential for offense. Marketers should conduct thorough research and testing to ensure that the shock elements do not violate ethical standards or alienate segments of the audience. Furthermore, it is important to provide clear brand messaging. While shock advertising can leave a lasting impact, it is crucial that the brand message is conveyed clearly and effectively. Consumers should be able to easily understand the brand's value proposition and benefits, enabling them to make informed purchasing decisions based on their needs and preferences.

Marketers should also continuously track and assess consumer reactions to shock advertising campaigns. This includes evaluating how the campaign affects purchasing behavior, attitudes, and intentions, as well as gathering feedback and emotional responses. This data should be used to refine and improve future shock advertising efforts. Another suggestion is special

consideration to be paid to interrelated marketing communications. Yet shock advertising should not be operated in isolation but integrated with other forms of shocks together with other forms of advertising such as social media, content marketing and experiential marketing. The overall brand experience to the consumer will therefore be consistent when this approach is undertaken. However, the actual testing and improving on shock advertising campaigns are crucial as well. In the endeavour to penetrative marketing, marketers should employ controlled trials and A/B testing of the shock elements, the kinds of messages, and the methods of delivery. It will also make it easier to refine future campaigns in an attempt to enhance their performance with the findings of these experiments.

Finally, ethical concerns should always be a criterial consideration when employing shock advertising. However, to apply shock elements appropriately, one should always check the ethical compliance and refrain from hurting sensitive people. Advertaiers should not over step the bounds of the consumer culture and be clear and specific in all their campaigns. If these recommendations are followed then shock advertisers are in the position to manage the behaviour, attitude and intention of consumers through shock advertising without compromising on ethics and with a lot of effectiveness.

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