

Chapter 5

The Economics of Advertising, Fair Marketing, Unusual Behaving, or Consuming: Contemplating a Few New Economic Paradoxes and Their Effective Leverages

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ABSTRACT

In advertising, social responsibility is a tripartite process involving three relevant actors: the corporation, agency, and audience. Omissions on the social market are most often broadcast by agencies to the detriment of consumers or with the cooperation of the first two actors. The corporation influences the agency through the audience or censorship before it reaches a socially critical effect. While in the short run unfair marketing causes exclusive harm to consumers, in the long run, invasive marketing harms corporations, causing disappointment among customers, active abstinence, or aversion. The marketing paradox speaks of the inefficiency of marketing in delivering value to the consumer of accurate, convenient, and true information. This inefficiency of marketing requires social marketing in order to protect the interests of social groups affected by these actions. Paradoxes are typical zones of adjustment of economic and epistemological (behavioral) interests.

INTRODUCTION

Global development and digital business in particular raise issues of responsible consumption as well as ethical hazard. Data privacy, net marketing, the emergence of pandemics only imposes the need for greater care and caution in the placement of data, information, and consumer advertising. Socially re-

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sponsible consumption implies responsibility on both poles' responsible consumption and responsible production (Dawking et al., 2019; Gasper et al., 2019; Perkins et al., 2021).

Governments, international organizations, the business sector and other non-state actors and individuals must contribute to changing unsustainable consumption and production patterns, including through the mobilization, from all sources, of financial and technical assistance to strengthen developing countries' scientific, technological, and innovative capacities to move towards more sustainable patterns of consumption and production (see SDG-12).

In new conceptual marketing, companies strive to overcome controversy and to conceptualize new markets, primarily through consumer behavior patterns and perceptual maps. Reset and remarketing of perceptual values, expressed primarily through consumer behavior patterns and perceptual maps. Convenient values and behavioral complexes are an essential part of a sustainable society. Sustainable marketing is everything that marketing places in society. Sustainable marketing is consumer-valued placement in a sustainable society. Sustainable marketing is a long-term coordinated activity. Coordination of individual, consumer, and entrepreneurial, economic and social acts.

Conceptual marketing looks at every need as a potential market framework that needs to be answered.

Intangible, ethical, ecological values, self-awareness, social responsibility are consumer views of specific markets at a specific points of time. The consumer sees a holistic, dynamic, interactive and up-to-date image of the market, processes, relations, clusters. And these are perceptual frameworks that are incorporated as new markets, a conceptual framework, a concept.

Conceptual marketing is the dynamic and interactive value of of a certain market at a certain point in time. Spinned, up-dated for a specific phenomenon, process or market. The concept deals with systems, relations, procedures, markets, values. The relationship between sustainable society and conceptual marketing is in the use of relations, processes, contingents as intangible market values. Sustainable marketing implements active behavioral values of phenomena, concepts and processes (Peterson & Lunde, 2016; Gierszewska & Seretny, 2019). Conceptual marketing emphasizes the fact that for every managerial point of view, there is a consumer, social point of view as a response to it and it reflects the way the consumer perceives the market.

In consumption process, the mental integrity and cognitive health of consumers are particularly important (Clement, 2020; Fisher et al, 2021). Regarding new circumstances, customers are more sensitive to appeals and public advertisements. The availability and increased receptivity of consumers in new circumstances requires a specific adjustment of company policy and marketing activities as a greater responsibility and concern for the cognitive stability of consumers.

Multitude and repetition of messages, coercive persuasion, suggestibility, personalized advertisements lead to ad learning, expressiveness and invasiveness of marketing is recognizable video messages, causing detraction and decline of attention, anxiety, cognitive exhaustion, tbr effect. But the other impact on repetitive ads may be less direct: With services like Netflix, HBO Now, and Amazon Prime, online video is becoming defined by a total absence of advertising (Newman, 2016). Hulu and YouTube have both responded in recent months with their own ad-free versions, and CBS has been considering something similar.

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