

Effects of Graphic Art on Consumer Behaviour : A Sociological Appraisal

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ABSTRACT

This article examines the ways in which marketing and the visual arts have a profound impact on contemporary consumers' actions. Customers' preferences and purchasing habits are profoundly affected by graphic, motion graphic, and similar activities, especially in the industrialised world. Because more items enter the market as a result of consumption, the owners of those products strive to have more graphic art advertising to sell more goods. As a result, consumers are constantly exposed to numerous graphic ads. Even in undeveloped nations, markets are increasingly embracing this practice. Just like that, manufacturers use graphics in general to encourage the acquisition of freshly designed and manufactured products and services. Economic institutions including department shops, taste development, family budgets, food consumption, etc. are the major focus of consumer behaviour scholars. The patterns of cultural change and inequality may be studied via consumption research. To illustrate how the proliferation of standardised fast food contributes to cultural and behavioural homogeneity, the term "McDonaldization" is used when addressing consuming behaviour. Standardised consuming habits like this expanded globally from their Western origins in the form of pervasive ads and visuals. The role of socioeconomic class is prominent in a number of the graphic art pieces. Advertising uses consumer psychographic profiles to target certain audiences and entice them to make purchases. On the other hand, the corporation gains money when customers purchase products because of the graphic ads.

Keywords: Graphics, Consumption, Products, Consumption behavior, Standardized consumption.

INTRODUCTION

Visual art has a significant impact on consumer tastes and buying habits. That is to say, as graphic art quality declines, consumption rates do as well, and vice versa. Consumer behaviour and decision-making are so significantly impacted by art marketing. The goal of graphic design is to persuade viewers to take action, such as reading more about the advertised goods and services or making a purchase, via the use of visually attractive messages that combine text and visuals. The culture of consuming is promoted and consumer behaviour is influenced by it. Consumption and consumer behaviour are closely related. Similarly, there is a strong correlation between production, distribution, and consumer behaviour when looking at comprehensive consumption surveys.

Graphic design and other forms of advertising help producers get the word out about their freshly created products and services. Financial market forces such as supply and demand are so significantly impacted by graphic art marketing. Graphic art and consumer behaviour are said to be interdependent in this article. It is important to recognise that the advertising business and graphic representations have a significant impact on and motivation for behaviour. Graphic art, graphic language, and advertising all have an impact on consuming, which is both an expressive behaviour and a rational maximising behaviour.

Researchers in the field of consumption behaviour examine a wide range of economic institutions, including supermarkets, restaurants, budgets, advertising in the media, and the development of consumer tastes. These include works by Miller (1981), Rosenzweig (1983), Tiersten (2001), Mintz (1996), Lears (1994), and Horowitz (1985).

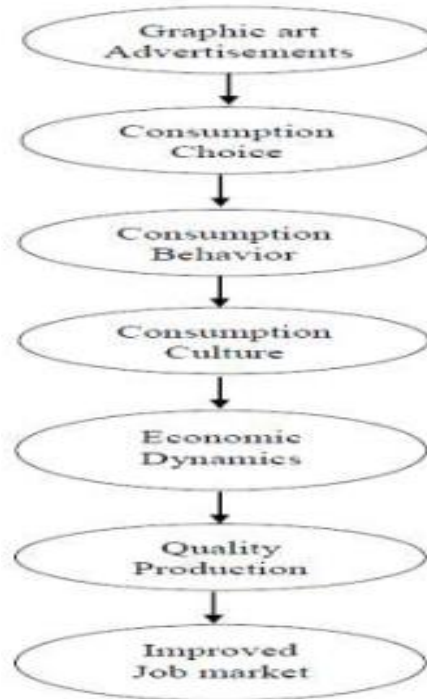
Miller (1998) found that people who spend time with others, participate in cultural activities, and buy products all tend to buy more of those things, while those who spend more time alone tend to buy less of those things. To better understand the societal ramifications and participation of consumer behaviour, arts researchers might do well to consult experts outside of their field, especially sociologists, for insights into consumption trends.

Several philosophers have approached the topic of consumption from various angles, including (T. Veblen: 1953), (George Simmel: 1957), (Lynd; 1929), (Lazarsfeld: 1957), and (Riesman: 1964). One of the most important syntheses in the last few decades was proposed by sociologist Pierre Bourdieu (1984). Bourdieu integrated a vast array of empirical investigations into consuming behaviours, such as photography and real estate markets, with an expansive theoretical programme (2000). Cultural and social capital were concepts that Bourdieu brought to the study of consumption and consumer behaviour. According to Bourdieu, consumerism is dictated by class culture.

Consumption studies were also used by British sociologists to investigate cultural shifts and patterns of inequality. All the way from production to consumption, they zeroed in on economic research (Campbell: 1995; Slater: 1997). Similarly, manufacturing, distribution, and consumer behaviour are all interconnected (du Gay: 1996).

George Ritzer (1996) has also begun an independent examination of the effects of what he terms "Mc Donaldization"—the proliferation of standardised fast food that results in consistent practices on consuming behaviour and culture—in this context. Therefore, such standardised consumption habits were first popularised via heavy advertising. But purchasing helps perpetuate modernity, consumer culture, social structures, and culture (Ritzer and Slater 2001).

MODEL OF RESEARCH: MOTIVATIONS OF GRAPHIC ART EFFECTS



RESEARCH PROBLEM

Picking a research issue is crucial, so give it plenty of thought before you go in. The first criterion is that the issue has to be both controllable and amenable to inquiry. The need to gather data, satisfy the researcher's natural curiosity, influence policy decisions, or conduct a factual review of a programme are all examples of research problems. Whether it's the public or private sector, research may be a headache for industries that want to know how the public feels about their product, how many people might be interested in trying out new brands, how to increase sales of certain products, and so on.

In this case, the researcher is hoping to get some notoriety thanks to the study challenge and subject. A target researcher will always make sure that their study issue and subject will provide a desired report within a particular time frame, and that they can effectively gather and organise data since research is good-directed. Similarly, it is the researcher's responsibility to ensure that the issue is well described.

What does one want to know?, why is one wanting to know?, and what are some potential solutions to these questions? These are the components of a research issue. That is, according to Merton (2010), the process begins with a question, then moves on to the question's why, and last, viable replies.

Nevertheless, this study's goal is to acquaint the audience with the significance of the subject under investigation. In order to do so, we set up the environment of the study, which consists of the issue and the inverse variables of consumption and ads. In the end, the results provide

us the predicted information on the influence of graphic art on consumer behaviour in Iran, particularly among students and young.

METHODOLOGY

The technique used in the present research is a quality- quantity method to generate a comprehensive and detailed description of the relationship between graphic art effects on consumer behavior of students/ youth. To conduct the present research, 470 students of various disciplines in different universities in Tehran City were approached and interviewed through the tool of questionnaires. The present research is based on the main hypothesis that: "graphic art values motivate and affect consumer behavior within the youth in the society". To conduct the research, theoretical arguments as well as empirical considerations were used. As it was not possible to reflect the full 21 extracted tables, they were presented in abridged form. The questionnaire was also initially pretested on 25 students.

Consumer Behavior

The term indicates that modern societies are distinctive in that they are increasingly organized around consumption. There is a growing debate about the characteristics of consumer societies which include:

- Rising affluence leading to spending more on consumer goods, holidays, leisure etc.
- In a consumer society, working hours usually fall, and that permits more time for leisure pursuits.
- People usually acquire a new identity in the form of a consumer culture following the industrial development in their society.
- Due to aestheticization of everyday life, there is more interest in the presentation of an image and construction of a lifestyle; both of which involve the purchase of commodities and services of various kinds.
- Consumption-based behavior, and development of such a lifestyle are used as markers of social position.

In consumer societies, consumers gain power and authority through consumption of goods and services, and through offer in services by professionals such as doctors, teachers, lawyers etc. However, increasing numbers of goods and services have contributed to such a transition.

Under such conditions and through increasing graphic art effects, shopping becomes a leisure activity, and a new culture (Lury: 1996). Despite the increasing power of graphic art advertisements, many contributors debate about the consumer society in which more attention is paid to production rather than consumption. It is worth mentioning that graphic art advertisements affect all regardless of class, race and gender differentiations.

It must also be noted that consumer society results in empowering of consumers. However, in such circumstances, the market extends into all areas of activity. Similarly, many thinkers

doubt that the consumer society results in the empowering of consumers and argue that it simply represents the extension of capitalist values, and further divides the rich from the poor (Boudieu:1993).

Consumption Divisions

In much graphic art works, social class has been taken to be the source of important social divisions. Recently, however, a number of graphic art thinkers have argued that, for a variety of reasons, class divisions are not nearly as important as they were. Social divisions are increasingly based on differing patterns of consumption which is highly influenced by graphic art advertisements.

Another version of the argument may be found in those writers who suggest that identity in modern societies is increasingly founded on differences in consumption. People therefore do not derive their identity from their class position, or from their work lives, but rather from the tastes, habits and consumption patterns that they share with others (Saunders:1990).

Influencing Patterns

The way of living or lifestyle of the students/ youth is widely influenced by the physical, psychological, social, cultural and graphic art icons; values which are reflected in advertisements. In other words, lifestyle is a composite of motivations, needs and wants influenced by factors such as culture, family and social class. However, quality of consumption itself highly impacts lifestyle.

Similarly, graphic art through advertisements determine how consumers make their purchase decisions (Retrieved from Business Dictionary.com).

Psychographics, or the study of personality, values, attitudes, interests, and lifestyles affect the students/youth and their way of living. Therefore, psychographic studies of individuals can be valuable in their consumption behavior.

Psychographic profile or make-up of a person is constructed and used in advertising, and as a means to encourage consumption behavior.

Graphic Art, Consumption and Economy

Diffusion of graphic art through advertisements and consumption highly impact the citizens to purchase goods and services. Even, when they do not have cash, they use credit to buy things that they cannot afford. The action sometimes causes a situation in which they cannot pay their debts, and therefore, they have no money to purchase more goods, resulting in less money for everyone. In such conditions, manufacturers have to lay off workers as more goods are not needed.

Therefore, graphic art advertisements motivate people to buy things, and in this process the company makes profit. This leads the company to hire more workers ___ those workers buy more things, and as a result, the government collects taxes on.

On the other hand, in case of shortage of graphic art advertisements and shortage of consumption, the economy would collapse, and the government would not receive taxes enough. However, people who see motivating advertisements based on graphic art, have more chance of buying the advertised products, and in this way the economy functions as well. So, in this way, jobs are created, and that helps the entrepreneurship and economy boost forward.

Positive Effects of Consumerism

There are positive effects of consumerism on economy and society. That results in more industrial production, higher growth rate of the economy, more goods and services available, and more employment opportunities. Similarly, there will be more goods and services to choose from, and eventually more comforts for a better living style (Retrieved from Shukla). However, the circulation of cash in its essence is necessary in a vibrant consumer society, and the appropriate cultural behavior for the people of which is necessary.

DISCUSSION

Both the impacts of graphic art and consumer behaviour are influenced by one another. Graphic art commercials influence consumer behaviour, and more graphic art advertisements are necessary to increase consumption. The graphic art advertising of today's industrialised society has a profound impact on consumer culture and behaviour. Alterations to the economy are another result. Good graphic art reflections in ads, meanwhile, are certain to be an issue for forward-thinking customer behaviour.

Graphic art advertising also has an effect on consumption. To rephrase, graphic ads usher in a new form of contemporary civilisation via the use of massive, trendy images. For the most part, graphic arts are used in graphic art advertising, which aims to convince audiences to buy items, ideas, or services. Especially when it comes to the younger generations, advertising is seen as crucial to economic progress in today's society. Ads and the media are becoming tougher to avoid. Schools, airport lounges, doctor's offices, hospitals, petrol stations and many other places display graphic art advertising that impact various demographics (Mc Chesney: 2008). But as a whole, graphic art advertising causes people to buy more.

Its purpose is to normalise consumption (Lasch: 1994). Ads that are visually appealing encourage individuals to purchase things they do not really need, which helps to establish and sustain a consumer culture. Graphic billboards, along with other forms of visual advertising, are a ubiquitous feature of modern society in Iran and many other modern nations. Consequently, it might have a role in shaping consumer culture and behaviour (Dyer:1982).

CONCLUSION

A prevalent misunderstanding is that consuming is an autonomous cultural phenomenon, despite the fact that cultural differences do have a substantial role in consumer behaviour. On the other hand, graphic art ads may subvert cultural differences. Recognising the pervasive impacts of advertising on production, acquisition, and usage of products and services leads to a far greater understanding of these processes. For an economic cycle to be sustainable, it is necessary to promote and stimulate consumption as much as production via graphic art advertising. However, the problem remains: rising consumption may lead to consumers' increasingly poor living conditions.

The modern world is rife with graphic art pieces that influence consumer behaviour. It helps shape a consumer culture by convincing individuals, especially young people, to purchase things they don't really need. On the other side, tax revenue falls when economies are stagnant or contracting.

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