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An Anthropological Understanding of Consumerism in the Eye of Corporates

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Introduction

It all started at the Eden Garden where the first woman was trapped by her own desire and became victim of the serpent's motive. Yes. Obviously, desire is something which is uncontrollable, unmeasured, and impossible to scale its length, width, breadth and depth. Desire is independent, invisible and identical. It is in every human's blood. As human desire undergoing a constant changes influenced by various factors, this acts as an underlying principle upon which the corporates build the business empire.

The very utmost and deep-down motive of any business is to make profits in whatever way possible. Corporates identified the desire of the consumers must be influenced and by which promotional strategies are designed. Creation of impulsive buying in each consumer is predisposed when the interest of buyer is high and that triggered by the inner desire.

In this paper, the researcher explains how this desire is made of by the corporates to be more successive in the market and their perspective consumerism with the anthropological limitations of a consumer. The work is in a position to explain that the consumers are the victims of the corporate world.

Anthropological Understanding of Human

Anthropology is the study of humans and their biological and behavioural aspects. It is a philosophical narrative of humans and what are they made of. Human are made of various qualities, feelings, emotions and desires. Even the study of human would rightly prove to us that human, as we are, are truly a being which have desires that are changing, growing and unfulfilled.

Human Anthropologists do make analysis of human verbal and nonverbal communication, their traditions and beliefs, the social environment in which they live in, theirgenetic and physical remains, theirbiology and behaviours, the very nature of their own buying habits. It isentirely diverse discipline that continuouslyacquiresdeveloped technologies and thoughts. Even as todaysadvanced technologies are developed, they help in detecting the related concepts and to be studied in greater detail. By this very act, the study of human may eventually enlarge to comprise the learning of civilizations unlike humans.

Out of the discoveries, only the concept of man with a lot of unquenched desires is discussed. In fact, it should be accepted that man has bundle of desires. He is a social animal who cannot but live in

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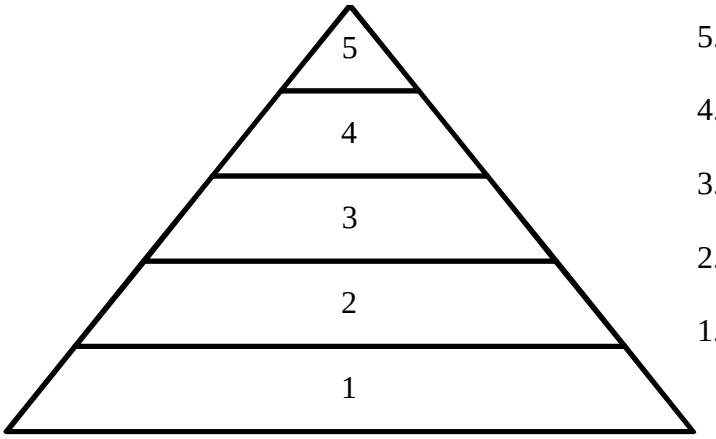
society. He has in himself any number of feelings like sadness, joy, angry, disappointments, frustrations and even willingness or want of acquiring things.

There are globally defined five principal human desires that majorly impact human behaviour.

1. Desire to Acquire: the desire to collect material and immaterial things, like a car, or influence.
2. Desire to Bond: the desire to be loved and feel valued in our relationships with others.
3. Desire to Learn: the desire to satisfy our curiosity.
4. Desire to Defend: the longing in order to safeguard oneself, one's beloved and one's own property.
5. Desire to Feel: the desire for sensitiveunderstandingsto any incidents, for people and even to things for pleasure or excitement.

The same concept was dealt by one of the greatest psychologists Maslow who redefined and regulated various needs of human being into five major classifications. He, as psychologist, had studied the behaviour of the mankind – their behavioural aspects, emotional aspects. His well appreciated and accepted works given the insights.

Maslow Theory of Needs



Maslow's hierarchical need theory explained in five stages

The great psychologist Maslow recognized that people are instigated to attainand fulfill their wants and wishes that are not fulfilled and that some needs take precedence over others. He has given the hierarchy of the needs based on the motivations that human have.

The most basic needs for anyone are physical endurance for this is the most fundamental thing for a human being that motivates ones conduct. To make a living is prior to anything else. When the basic need is satisfied,thehierarchy of human needs laddershigh and that is what stimulates a person to keep desiring. As said earlier, the need of the human is constantly changing and growing.

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1. Physiological needs - For any human, the primary and rudimentary needs are thephysiologicalnecessities for survival. The biological needs are the immediate necessities for the human. E.g. water, nourishment, housing, things to wear, sex and a peaceful nap.Uncertainly those basic needs are not fulfilled or gratified the mankind will not be having their existence any longer. Maslow reflectedthese biological needs to be the undoubtedly inevitableofrest of the various requirementsand until the primary is achieved the restbecome inferior.

2. Safety needs –Human, generally, would like to lead a happy life and live in serenity. The peaceful condition has to prevail and the environment is made conducive to people. Hence, protection from the fearful elements is eliminated. Safety is ensured throughprotection from danger, systems, rules and regulations, constancy, liberty from all sorts of evil.

3. Love and belongingness needs –this third last stage follows once thephysical and safety needs have been fulfilled. Thirdly, falls the social need and involves feelings of affliation. It describes dependency to the place, persons and to things. The prerequisite for socialaffiliationspersuadeshuman actions and creates need. For instancesrelationship with friends, closeness with spouse, reliance of the other person, and recognition, receiving and giving affection and love to children. Getting connected and being one in a large social environment tied with love (family, friends, work) explains this third stage.

4. Esteem needs – The fourth stage of Maslow iscategorized into two types:

(i) Respect for oneself (self-esteem, realization, mastery, individuality)

(ii) The desire for status or high opinion from others (e.g., status, reputation).

Maslow pointed out that the need for respect or reputation is most important for children and adolescents and precedes real self-esteem or dignity.

5. Self-actualization needs - realizing individualprospective, self-fulfillment, pursuingindividualprogress and peak experiences. It is a deep desire of everyone to become all that we want in whatever way possible.

Desire Theory

The desire theory goes beyond the understanding of Hedonism. Hedonism is referred as the doctrine that says a belief that pleasure or happiness is more important and that is the goal of life to be achieved. While the theoryembraces the perceptionthat pleasuremeans acquiring the things or fulfilling the wish of what the person wishes to satisfy himself with. It is only a matter of the content that matters to the person who wishes. The theory incorporatesthe concept of hedonism that says that man ultimately is seeking more pleasure and some amount of sufferings. It will be even more satisfying if

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there is no such thing called sufferings.Similarto hedonism, the theory clearly states the reason why a piece of cake is preferred to a pinch of salt. It is the choices and preferences which are influenced by the desire of a person that helps to attain what is needed.Nevertheless, these two concepts go parallel to each other. At the end, this theory explicits that attainment of what a person wishes irrespective of the level of satisfaction is what desire.

Consumerism

Consumerism is a social and economic order that encourages the acquisition of goods and services in ever-increasing amounts. With the industrial revolution, but particularly in the 20th century, mass production led to overproduction—the supply of goods would grow beyond consumer demand, and so manufacturers turned to planned obsolescence and advertising to manipulate consumer spending.In 1899, a book on consumerism published by Thorstein Veblen, called The Theory of the Leisure Class, examined the widespread values and economic institutions emerging along with the widespread "leisure time" in the beginning of the 20th century. In it Veblen "views the activities and spending habits of this leisure class in terms of conspicuous and vicarious consumption and waste. Both are related to the display of status and not to functionality or usefulness."

In economics, consumerism may refer to economic policies which emphasise consumption. In an abstract sense, it is the consideration that the free choice of consumers should strongly orient the choice by manufacturers of what is produced and how and therefore orient the economic organization of a society. In this sense, consumerism expresses the idea not of "one man, one voice", but of "one dollar, one voice", which may or may not reflect the contribution of people to society.

Five Common Factors Influencing Consumer Desires

The growing consumer world is expanding everyday with an advancement of digitalized methods of doing business. There is no end to the growth of the consumer world. There are elements and factors which determine the increased consumption of the consumers. Consumer being the centre of the business market, total business is revolving around the consumers. The influencing factors are given below.

1. Advancement of Technologies

Consumers, out of willingness to consume a product, buy products from the market or general stores. The willingness that instigates them to buy a product is called as desire. With the advancement of technologies, the consumer is exposed to a new market environment where everything is impressive and attractive. Unlike the conventional market, now everything is made digital. Products are available in the online stores.

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The apt examples are Amazon and Flipkart. These two online platforms of selling goods have entirely redefined the consumer behaviour. The desire of every consumer is provoked to accumulate goods more and more. The eyes are always deceptive that it says the other is even better then what we have in hand.

Knowing, examining and maintaining records of consumer's desires and the interests are very critical for these marketing giants. It is really hard to holdfirst position effectively in the market. There can be also many other factors that may effectively affect the behaviour of the potential consumers.

2. Group Influence

As said on the introductory lines that human is a social animal and is greatly influenced by the environment and the living surroundings. This perceivedimpact is also very muchconsidered as it affects the choices that the consumer makes. The prime and forefrontpersuasive group consist of members of the family, friends and peers, relatives and of these children are the most effective influencers. The other influential groups involve the neighbours who live around and other acquaintances who consumer encounters in the day today happenings. By all these influential groups a consumer's desire for better purchase of products is increasing on the ladder top on high.

Take for instance; the most of the people prefer android mobiles to the ordinary keypad mobiles.

3. Personal Preferences

At this point, userdesire is affected by various elementssuch as likes, dislikes, importance, ethics and principles and the self-disciplined life that a person leads. In some of theactive industries such as fashion, food and personal care, the personal view and opinion of the consumer relating to elegance and fun can become the centraland most influencing factor. However, advertisements through digital modesserve help in manipulating these factors to certain extent thatconsumer's personal factors of likes and dislikes put onmore influence on the end purchase made by a consumer.

It is obvious that personal desires of the consumers have high influence in the purchase of the goods and accumulation.

4. Economic Conditions

Consumer expenditurechoices are acknowledged to be prominentlyaffected by the economic conditionexisting in the market. This is true especially when it comes to the purchases made of automobiles, households and other domesticor industrial appliances. A conducive economic condition is morelikely to make consumers more desirable and willing to involve in buying habitsirrespective of the economic background of the purchaser.

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The country's economic condition is briefly denoted in two-Inflation and Deflation. When inflation prevails in the economy, the buying habit is increased and that consumer's desire is also influenced by this very factor.

5. Marketing Campaigns

These marketing campaigns provide certain knowledge about the products and new arrivals in the market. This triggers the interest and the desire of consumer to go for purchase of the goods available in the market. Advertisements play greater role in provoking consumer's innermost desire and manipulating thebuying decisions made bythem. They are so much effective and vibrant that they bringgreat transformation in entire market conditions and affecting thedesire and buying pattern of consumers.

These Marketing campaigns that are conductedregularly or irregularly can highly influence the consumer desire pattern to an increased level that they make choice in buying products of one brand to the other brand products. Regular marketing campaigns if done by the respective companies in systematicinterludes canbe of a reminder to consumers to shop.

Consumerism-In the Eye of Corporates

Business corporates know that consumer desires can have a dominant and deep effect on the demand for products for consumption. While anxieties for the economy can affect even the best and potential customers to restrain the normal spending, increased consumer desirein each customer to participate in the growth of the economy is marks the production pattern of the corporates.

The growing consumer desires do not stop with making it conducive to createan increased sales, it enablescorporates with the perfectoccasion to possibly build their businesses. How desirous consumers feel is that at the heart of whether they'll buy and how much ever they wish to buy. High consumer desire can indicate viability and boost the business. When customers feel positiveof the general economy prevailing, the corporatesdiscover it even easier and comforting to promote consumers to purchaseproducts extra out of their desires and interests that the consumers felt previously they could not afford to purchase before.

Instead ofawaiting consumers to purchase products, corporates do consider intaking a constant effort to take advantage of the increase in consumer desires. It is to indulge the consumers in making purchase by triggering their interests. Here are some guidelines for implementing an increased consumer desire simultaneously creating more confidence to corporates to optimally work on their own business.

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Vol-22-Issue-14-December-2019

1. Build Customer Loyalty

Providing the consumers more than what is expected of the business and what is said to be enough. The consumers will be loyal enough for the fulfilment of their desires. Now that the corporateshave gained their full attention, it can use this time to encourage loyalty among theirconsumers. The loyal customers generally come forward to spend more money and pay visit to the store more often. They can also be the best marketers for the corporates.

Offering them a lot of opportunities would certainly enhance the consumer desire pattern in becoming loyal customers of the business. For the desire of the consumers are changing and constantly growing. Giving the impression of profiting from the marketdoing well and sharing that with consumers will instil in them the increased desirein promoting the business and actively participate in the business.

Consider giving the best customers some promotional offers like special savings and opportunities to try out new premium products at very considerable discounts. The corporates could further encourage their loyalty by asking the consumer's opinions of those products. Accordingly the business corporates make adjustments and changes to those studied products because of customer opinions, consider acknowledging them in some way.

2. Encourage Additional Purchases

It is the innermost desire in everyone to amass more then what consumers want. Invariably, the apt time to keep the consumers attachment to the business and to increase the profits the business offers additional sales and exclusive sales offers. It is the right time to drawback the dropping customers whose desires are not met to be part of the sales by making them accumulate more even if it costs a little high.

If each buyer buys one more item than their usual purchase, that can increase sales over time and may boost the breakeven. Even better, this can help to make up the consumers mind to buy more in the future than their previous purchase in the past.

3. Take the Opportunity to Up-Sell

With consumer desire to make a high purchase, the corporate may draw a strategy to suggest to their customers to consider buying more luxurious products withhigher quality options.The sellers elaborate to the consumers about the benefits of improved products. Concretely, it concentrates on the positives of the products, such as product durability and permanence, if relevant. Offering products at affordable prices with good reasons and attractive benefits may boost and sustain consumers to buy more expensive products.

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4. Hold a Consumer Confidence Sale

The tactics of commenting of constant growth as reason for higher sale is followed by the corporates. This comment on particular product sparks the desire to let consumer to go for a purchase of that product which may not even gaining the margin. Letting consumers know that these products are trendy and current by which the business celebrates by offering discounts increases excitement about buying and in precise builds confidence. Corporates take enormous measures to make the consumers go for consuming more.

5. Increase Prices

When it is found in the consumer the desire and interest to consume is predominant, corporates consecutively increase the price of the products even those products which are not even familiar or sold at cheaper cost earlier. When consumers are strongly feel confident about their finances that makes them to wish to have costlier things, they may be more to be expected to comprehend if it is explained that they must increase prices in order to stay relevant and competitive to the competitive world. This makes the consumer to make decisions more confidently to procure the products.

The consumers may be in position to adapt and to accept the price increaseof the corporate strategy without questioning since they feel more confident about their financial condition moved by the predominant desires. If the business feels unsure of the changes in prices and the impact it creates in consumer behaviour, it tends to raise the price of the products gradually or by imposing cost variations on certain products.

6. Reposition Your Products and Services

Consider winning the opportunity to glamorize products at this time. By this time, the consumers have high esteem for the brand. Hence, corporates may follow the rebranding and repackaging strategy which may help company appealing to a higher level and even more sophisticated and affluent buyer. At this stage the company takes the opportunity to restructure the business so that it appeals more pleasing to the consumers and have a look that gasps the attention the consumers. As consumers also have their interests and desires triggered to go for purchase.

Conclusion

Desire in every consumer is everlasting. Human as we are conditioned with our own limitations irrespective of the roles that we play in the life. As in this paper, it is visibly explained how this desire is used as a strategy in the business world by the corporates for promotion of their business. A continuous reinforcement by the corporates with different measure enables the potential consumer to have greater impact on the buying decisions.

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