

SHOCK ADVERTISING AND ITS IMPACT

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ABSTRACT

Many advertisements that suddenly get our attention due to the presence of nudity, violation of societal norms, disgusting images, sexual references, vulgarity or moral offensiveness and turns a normal advertisement into shock advertisement. Shock advertising creates huge impact on consumer purchases and brand image but this impact may be positive or negative. Indian society have not seen much gory, sexual and obscene material in advertisement so, it is easy to shock an Indian audience when they expose to shock advertisement but in other foreign countries, audience have been exposed to shocking advertisements and messages for the past ten years and now it is hard to shock that audience. Many brands and government organizations are using shock advertising in India for getting attention of viewers, for example French Connection, Zatak, Denver Deo, Amul Macho, Cancer Society of India, Bangalore Traffic Police etc... This article mainly includes usage of shock advertising in India and its various negative and positive impacts.