

# Altering Human Consciousness by Health Promotion

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## **Abstract**

In Society Human interactions with each other are initiated in search of learning earning and consuming economic, social and psychological satisfaction and these search has opened importance of information which now a days are made available by Technology. Human consciousness are now filled with many unsought information which were previously not available therefore human actions were very limited and psychology behind their actions were determined only when Human's recognized the real nature of their requirements. Health happiness and comforts are the three basic objectives behind Human action but Humans have started search and finding these satisfaction in those man made things which are made available by modern marketer's and are helpful in arousing demand by beautifully crafted promotional strategies which make deep impact on Human sub consciousness and shape favourable Brand Image about their offering. Technology has boosted these

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promoters through all the possible ways to reach into Human mind and it's impact are seen in their purchase decisions which are based upon aroused needs triggered by marketer's offering not by rational decision based on necessity of essentials that sustain and develop peace and prosperity. This paper Highlights how unsought things are sold by modern marketer's by shaping consumers psychology who search Health happiness and comfort in economic goods and services.

**Key Words** : Unsought Information, Promotional Strategies Sub Consciousness.

### **Introduction**

Out Indian scripture Gita in which Krishna says to Arjuna that human desire are are initiated by senses that affects thoughts followed by action thus human beings are entangled in mental ripples that make them busy in mundane activities and man forget the real purpose of their life which means self realization. All human activities is become a search for accumulating those man made thing which create force that shape their psychology which means that health happiness and comfort are the real purpose behind their sustenance and prosperity. BIG five factors of human psychology developed by D.W. FISKE (1949) and take expounded by others clearly indicates the five broad traits that shape human personality which are available to modern marketers and these help him beautifully crafted promotional strategies which make deep impact on human consciousness and shape favourable brand image about their offerings. Technology has boosted these promotions thing all the possible ways to reach into human mind and its impact are seen in their purchase decisions which are based upon aroused needs

## **Research Analytics**

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### **Marketing and Human Psychology**

The concept of marketing evolved through different stages from (Production-Product-Sale and then marketing) which helps in providing exchange for human need and want satisfaction. In marketing concept which forced the marketer to realize that they would fail if they did not satisfy consumers needs so customer becomes the focal point for the exchange. Marketers have started to alter adopt and develop products to keep pace with ever-changing customer preferences and desire which culminates in customer mind. Customer mind about marketers offer is shaped by (i) Past experience (ii) Advice from the reference group (iii) Promises of the marketers and customer satisfaction is achieved by understanding customer requirements. Marketing helps in mapping customers needs and wants which do not remain constant therefore marketers need to monitor trends in the change that shape their purchasing behaviour. Present customer look for different value from the same products therefore marketers identified and build as many benefits as possible into their offer to ensure that the customer expectation are met in the exchange. Marketers are striving to communicate the value their products and serious deliver to the customer through their communication programs.

### **Marketers Efforts Tto Shape Customer Mind**

Human consciousness is considered as subjective awareness of ourselves with environment and force external environment change our consciousness by which we plan our

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activities towards the goal we set to achieve. Majority of the human activities are shaped and initiated by the process of which human have no role of their logical reasoning and react as the stimulates are inserted into their unconscious mind by marketers. Studying customers need and wants. Developing marketers offers, crafting good communication strategy and efficiently managing marketing efforts to facilitates exchange for satisfy customers requirement are the key of success for a business firm and it starts with understanding customers mind. Modern marketers have used all those means in shaping customers mind by the subjects of anthropology sociology and psychology are these subjects have helped to understanding how their purchasing behaviours can be initiated.

### **Anthropology**

Human characterisation like honesty integrity, self awareness, whole heartedness, emotions, logic, happiness.

### **Sociology**

Human behaviour in group like family organization, society and study of social satisfaction laws crime & rituals.

### **Psychology**

Study of mind and human behaviour and factors that cause behaviour in a specific ways by studding cognitive and innate learning rational and emotion attitudes.

### **Markets efforts in exchange**

Marketers Efforts are clearly seen by their endeavour to reach into customer mind by creating and exchanging their offering that create functional or psychological utilities in modern utilization way of living J.F. McCarthy proposed 4 PS model in marketing mix

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that clearly indicates that a set of controllable variables that are blends together to induce response from the customer in exchange of money include not only the product but price place and promotion. Through this marketing mix marketer reach into customer by selecting targeting and positioning product personality into customer mind using all psychological attribution that shape their purchasing behaviour.

### **Product**

Product personality factors that suits with consumers economics, social and psychological aspect with core and associated feature with branding packaging labelling after sales service.

### **Price**

Adopt various pricing strategies like skimming, penetration odd and variable pricing that offers discount and credit assistant.

### **Place**

Increasing convenience that save place time and energy in obtaining marketer offering.

### **Promotion**

Create awareness and persuade their buying intentions along with reminders to be present in their mind.

### **Study Consumer Behaviour**

"Marketing starts with knowing consumer needs and end with consumer satisfaction" this primordial idea helps in understanding factors like culture social demographical and psychological attributes of human mind that can be ignited about marketer offering.

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### **Consumer Motive**

Three classes of factors which are very essential in understanding consumer mind that create force to move in direction of searching satisfaction about marketers offering.

1. Inherited or learned.
2. Social or Psychological.
3. Rational & Emotional.

### **Peoples Role**

Peoples around customer work as a initiators, influencer, decider, purchaser and user.

### **Purchasing Method**

How, why, when, what, where how much, purchases are made are also help in understanding purchase decisions and these are (1) Rational or habitual purchase (2) Variety seeking purchases (3) Problem solving purchases (4) Dissonance reducing purchases.

### **Psychological factors and marketing**

Human personality is an out comes of his image and behaviour that are very essential for marketing because their personality factors we very effective in understanding how a products features match with consumers personality study of perception, motivation learning. Beliefs attitude and values are effectively used in temptation of human need and wants. The basic factor like reciprocity, commitment mentality. Living and scarcity had shown evidence that when and why customers make their purchase decisions. Discount brand loyalty live demonstration, celebrity endorsement, shared interest ethnicity and prejudices about nationalism and religions believes are used to elevate their interest about marketers offering. AIDA model was developed by Elkmo

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Lewis in 1998 which helps the marketer in understanding stages of human psychology moves from awareness interest desire and action and used as funnel where customer go to and from at each stage to support them in marketing their purchase decision.

### **Marketing Health**

WHO in their constitution defines health. "A state of complete physical, mental and social well being and not merely the absence of disease or infirmity." Good health is a prerequisite for human welfare and development process. Health is a crucial part of well being but spending on health can be justified on economic ground. The body is extension of mind and both are interlinked and this association trends an interdependence whereby they affect each other. Most diseases are either psychosomatic or somosychic in nature. As the mind is the governing factors over body function it become necessary for marketers to first aim at psychological benefits. Marketer sense they way his customers are feeling at a particular movement to catch the sentiment and to side with it therefore in marketing communication a effective marketer know how the tide is running in people's mind and float the idea of their marketing offers on these tides. Psychologist know it that through communication one can create an idea that lies on circumference but if it deeply penetrates into centre from where one's behavioural outcomes arises that shape their personality would be effective. In human mind the centre contains desire, anger greed ego and envy and through communication a successful marketer apply there inner psychological factors effectively in sensing, searching serving and satisfying human wants effectively. Contribution of psychology in understanding human mind by Sigmund Frend, Alforded Adler, Carl

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Jung K.M. Bykor A.H. Muslow T Hertzberg and others tried to the centre of mind which they called sub conscious from where modern marketer are trying to create impulse for their offering. Psychological factors like perception motivation, value, beliefs and attitudes are now-a days being used in their commercial communication to evoke love care fear anxiety stress risk appeals and shape their purchasing behaviour.

### Conclusion

Plato a Greek philosopher said that "no attempt should be made to cure the body without treating the soul". So this Journey of searching towards soul start with body and mind and the most important aspects of health is its recognition of the role played by mind in Health. Sigmund Freud had shown that the unconscious mind play a key role in causing certain psychosomatic disease that laid the payment of clinical psychology. Modern marketers understand the role of subconscious mind and they are effectively and efficiently endorsing factors in their commercial communication to create positive and negative emotion that shape their buying behaviour. This change in consumers behaviour in exhibited in two forms (a) attitude to words their body (b) A feeling of responsibility for their own health and this psychophysical constitution is being used for cultivating their sub carious mind. Modern marketers are effectively and efficiently using this psychological factor as a stimulant in arousing customers purchasing decisions towards their health conscious.

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