

The Effect of Excessive Marketing on Consumers' Stress and Their Awareness of Rights Infringement and Purchase Intention

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Abstract

The purpose of this study was to investigate and assess consumers' perceptions of excessive marketing produced by the media. In other words, this research attempted to investigate and analyze how consumers are affected by excessive marketing, if they were aware of infringement of their rights, and finally what made them intend to purchase goods. Data were collected in October 2013 by an online panel survey company, Macromill Embrain, in the Republic of Korea. Five hundred consumers were recruited in total by quota sampling, with gender and regional variables. For the statistical analysis, descriptive statistics, ANOVA, and covariance structure analysis were used.

The results of data analysis indicated as follows. First, consumers showed a more positive attitude toward traditional marketing media than the newer ones. Second, they were likely to prefer marketing media that did not infringe on their personal life, in terms of their time and privacy. Third, they were likely to show a negative attitude toward all forms of media: human, mobile, and broadcasting. Specifically, they felt more uncomfortable with mobile media compared to traditional media. Third, over-marketing by human, mobile, and broadcasting media caused consumers to have a high level of psychological stress. Among the media, human media had the most negative influence on consumers' purchase intention. Finally, the analysis of data indicated that consumers' stress and their awareness of rights infringement had a negative impact on their purchase intention.

There are a number of implications of the research. First, it would be better for companies to provide consumers with accurate information on goods through major marketing channels, rather than with excessive investment through new marketing channels. Particularly, companies need to construct appropriate marketing methods to provide the very information consumers want to know, rather than to provide indiscriminate information.

Second, companies should be concerned about a negative effect of excessive marketing on consumers. Consumers are likely to think that they feel infringed upon when exposed to too much marketing. Their perceptions can affect the final decision to purchase.

Third, companies should be able to respect consumers' rights and provide a comfortable environment for them. Consumers are likely to show negative attitudes toward the forms of marketing that make them uncomfortable. Therefore, companies should recognize the characteristics of consumers, and educate them on their rights and responsibilities as consumers.

Fourth, the government needs to toughen up the regulations and laws on unnecessary and excessive marketing. False and exaggerated advertisements can harm consumers and damage fair competition among companies. Also, indiscriminate advertisements can put consumers under stress by infringing on their rights and privacy. In addition, as spam advertisements, which can lead to financial frauds such as phishing and smishing have been prevalent, the government should establish and strengthen standards to prevent illegal marketing and excessive advertisements from damaging consumers.

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