

# **NEGATIVE INFLUENCE OF MARKETING ON SOCIETY**

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# Influences people to be materialistic



Critics argue that the business system encourages excessive interest in making money and the acquisition of things.



Business is accused of excessive stimulation of demand for goods for individual consumption to the detriment of public goods.

# Erosion of culture



Serious programs are interrupted by advertising inserts, printed materials are lost among the advertising strips, wonderful landscapes disfigured billboards.

# Some features are exaggerated

In advertising, we look at the models who visited makeup artist before shooting and their photos are processed by special programs.



Before



After



# False stereotypes

often in advertising we see embellished models that differ from the real state of things.



McDonald's Big Mac



# Bad influence on children

Marketing can have a bad impact on children. Overly shocking stars can ruin the child's character.



# Pressing society to look in a certain way



# Conclusion

Marketing is a useful thing. But it should be remembered that we as customers should influence the marketing policy, and it must not influence us.



**Thank you for  
your attention!**