Name of Student

Name of Professor

Name of Class

Day Month Year

**Snookie and the Handbag**

The podcast about advertisement covers many crucial points of human behavior. This report is related to the clothing brand Abercrombie & Fitch offered to the reality show star "Mike." Brand offered star for not wearing their clothes instead they want him to wear some other brand. Similar case was with another star who requested to use bags of some other brand raised many questions. Companies adopt this type of strategies due to different human behavior like undesired behavior and social illusion. We believe that people behave according to their wishes and desires for different things. This is a surprising fact which podcast explained that people also behave according to undesired behavior. In which they reject for certain brand or things due to some solid undesired statement they believe in. For example, an individual doesn't trust a certain brand just because his friend had a bad experience with the same brand. Therefore, no matter what, he will not use that brand due to undesired thought he has.

The other important factors that are discussed in the podcast are the social influence, which are not surprising but true. People observe people around, their behavior, appearance, habits, choices and pertinent elements. An example of a lawyer was given who used BMW just because all other lawyers were using it. He was differentiating his behavior by thinking it is his own choice as he was using BMW in a different color than his friend. It does not affect me much, but it definitely discussed some crucial facts. Other than using others material for own publicity, undesired behavior, and social influence, the rejection for new innovation is also true. Human in every society lives in a specific pattern or circumstances. Whenever new innovation emerges the whole society never accepts it. They take time, observe it then accept it. Therefore we can say that human behavior is not just about personal desires. It is the combination of undesired behavior, social influence, illusion, and a specific mindset of society.