Communication Essay

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Communication Studies

**Critical Analysis**

A study was conducted that evaluated the use of the social media platform to create awareness of Eco-innovations among communities. This research presented that public interest can be generated using social media platform and evaluation of interest of the public in environmental problems was assessed through this study. Statistical analysis was analyzed using different variables such as age, gender and use of modern applications. Eco-innovations are the environmental friendly procedures using modern technology to move towards sustainability. It was a study based on the evaluation of modern applications that are most frequently used to check environmental updates (*p4mabjqalmgjie0no02qbno502---Rasing-awareness.pdf*, n.d.). It was analyzed that which media and applications are preferred among communities in recent years. Another study was conducted that assessed the use of sensory marketing strategies to communicate and attract their customers. Recently, businesses and companies are trying to reach their clients and customers through advanced technology and they want to use that media that can engage all senses of the clients to see information (Petit, Velasco, & Spence, 2019). Particularly, large companies are using these tactics to manipulate their clients and customers to engage them in several ways such as senses of vision, and hearing. This study evaluated that most of the respondents were confused to identify which sense should be preferred moreover, it was difficult for the customers to analyze the products in this way (Petit et al., 2019). The use of modern technology and applications to deliver information related to environmental friendly factors and ecological issues is an effective way to make aware of the population in a short time.

**Theories Used**

The use of sensory marketing strategies has significantly influenced various senses of individuals in a way that engages various senses of individuals in a moment. A theory of mirror neurons was used in this article that states the person when engaged himself in accomplishing something, the other person observing will have the same feelings or his brain will stimulate the same responses. The article has also revealed that various senses have diverse meanings and stimulate a diverse response in persons such as citrus smell is associated with stimulation of cleanliness whereas the smell of vanilla is linked with the senses of innocence. Companies and shops used different strategies and tactics to attract clients and customers such as a shop of perfumes used to spread various fragrances in his shop to attract clients through the sense of smell. Similarly, shops of foodstuff utilize various tastes and smells of flavored items to attract their customers. It is an easy way to attract customers through different senses that made the client to finally come for the product. However, these tactics cannot be used in companies such as hardware, software and other related corporation industries (Petit et al., 2019). The other article that evaluated the use of media to raise awareness regarding environmental information has not used any theory.

**Type of Methodology**

This study was conducted using the methodology in which persons were interviewed and a questionnaire was developed to get answers to customers. Individual questions were asked by the participants visiting the shops. The shop used for the research has displayed various items that attract their customers through various senses such as, vision, hearing, and smell. The shop was of medium size having displayed items of shoes, jewelry, food, cosmetics and fashion-related items (*p4mabjqalmgjie0no02qbno502---sensory-marketing.pdf*, n.d.). The business has utilized various tactics to attract customers such as display of items in a way that it forcefully pleases their customers to visit. The other study utilized a survey method to analyze whether participants used modern technology to explore and investigate environmental related issues or not. The survey used the question to get an answer in which media was preferably used by the participants to see the information. Significant importance was made to the use of mobile location services and their proportions to use this facility. The methodology was applied utilizing the survey question in written form from April to August 2019. The study was performed in Slovak population that is the people living in Slovakia. The study participants were 493 from age 15 years to 65. The random methods were utilized in the study.

**Effectiveness**

The study that was conducted on the evaluation of preferences of individuals to use the modern media and platforms assessed that 90% of the participants were significantly interested in the use of modern applications for environmental issues (*p4mabjqalmgjie0no02qbno502---Rasing-awareness.pdf*, n.d.). The participants significantly responded were from age 46 to 55 years. Participants recommended that the applications should be used in practical life to stay updated regarding environmental factors and issues. The greater level of interest was associated with individuals ranging from age above 55 years. It was also evident from the study that eco-innovations should be strongly implemented in real life to help people remain updated regarding current issues in the environment. In another study, 90% of the participants were unaware of the term sensory marketing. Only 12% of the participants responded that they were aware of the term sensory marketing. Only 2% of the participants were able to answer the question "What, according to you, is sensory marketing" therefore it is strongly recommended that the information shared through sensory marketing was not effective, however, the strategy to attract customers was effective (*p4mabjqalmgjie0no02qbno502---sensory-marketing.pdf*, n.d.). Many participants were interested in the music, some were interested in the designing of the shop. However, the study was effectively delivering the message that it is an innovative way to attract customers from multiple backgrounds in recent years.

**Samples and Case Study**

The article that evaluated the participants and their interest in eco-innovation used the methodology of the written questionnaire to evaluate the interest of the participants. The study participants answered various questions according to their preferences. The study methodology was effective in terms of getting in writing consent that what current population demands from the market. The methodology was applied utilizing the survey question in written form from April to August 2019 for the study that evaluated the environmental issues. The study was performed in Slovak population that is the people living in Slovakia. The study participants were 493 from age 15 years to 65. The random methods were utilized in the study. The survey questions were successfully prepared to evaluate the interest and preferences of the people regarding environmental issues. 90% of the population were significantly interested in the latest applications and recommended to use such methods practically (*p4mabjqalmgjie0no02qbno502---Rasing-awareness.pdf*, n.d.). Others were related to the opinion that they received updated information regarding eco-innovations. The participants that were interested in eco-innovations were ranging from age above 46 years. The other study utilized the methodology of interviewing questions such as individual questionnaires that were used to answer different questions related to the research. However, the methodology identified to be effective as individual questions answers is an effective way to get information and interest of the participants. Though a greater number of participants were not aware of sensory marketing.

**Literature Review**

Literature reviews have suggested that the population is significantly interested in the evolution of new technologies and recommended that the use of modern technology is associated with the latest updates. Various studies have suggested that the use of social media platforms, advanced technology, and advanced technology is directly associated with the interest of participants(Petit, Velasco, & Spence, 2019). Studies have shown that recent and advanced technology is producing interest among communities particularly people from age 45 and above who want to learn and adapt recent technology. Studies have also shown that recent and modern technology creates awareness among individuals and this method can be effectively used to aware people regarding new changes and healthy lifestyles and to educate communities regarding particular issues. The participants in the study were interested in the attractive items displayed, some were interested in the designing of the shop and some in shopping. However, both of the studies were effectively delivering the message that it is an innovative way to attract customers in recent years such as social media, advanced technology, and sensory marketing.

**Effectiveness in Answering**

Both articles were effective in delivering its message to the required participants, study methods were effective in terms of getting information regarding the interests of people and communities. The studies have evaluated successfully that people need to know and progress themselves towards advancements. Articles were significant in terms of using recent information that the majority of the population were unaware such as sensory marketing was a term that they heard for the first time. The other study evaluated what population and communities preferred in recent years (Petit et al., 2019). The study questions, answers, and methodologies were effectively utilized to identify the participants' interests and preferences. Both of the studies have used methods and questions that were clear, open and easily answerable for the participants, however, some of the participants were not able to answer few questions because of lack of awareness otherwise questions were effective. This is evident from the questions that a greater level of interest was associated with individuals ranging from age above 55 years. It was also evident from the study that eco-innovations should be strongly implemented in real life to help people remain updated regarding current issues in the environment because of its effectiveness.

**Most Effective Article**

The research that was conducted on sensory marketing was little distressing and was not able to deliver its message effectively at the start, however, once the information was shared the article become more interesting and innovative in delivering its message. The clarity of the message, research, research questions, and methodology was significantly professional and effective in the article that was conducted to identify the participant's preferences regarding eco-innovations.

Both articles are interested in the sense that these researches shared new information. The article that was based on research of participant's preferences regarding eco-innovation was essentially helpful and more comparatively effective. This article was interesting and new for me as it delivers a message regarding knowledge of eco-innovation. Predominantly, large companies and industries are using these tactics of sensory marketing to manipulate their clients and customers to engage them in several ways such as senses to attract their products. This study evaluated that most of the respondents were confused to identify which sense should be preferred moreover, it was difficult for the customers to analyze the products through this way This article was preferably helpful as it shared awareness and created hope that this platform and innovations can create great influence regarding positive use of technology and awareness among communities. Modern technology used by the participants delivered information that new technology is preferably used in recent years. The results can also be used to deliver information and knowledge among communities regarding various serious and critical issues of the environment such as pollution and environmental factors that are hazardous for health.

# References

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