

Consumers in Captivity: The Death of Consumer Sovereignty & Rise of Consumer Slavery

Yusuf Katono, Shifa Atukunda

Institution / Company: Universiti Sultan Azlan Shah, Kangsar, Perak, Malaysia

Institution / Company: Universiti Sultan Azlan Shah, Kangsar, Perak, Malaysia

Abstract: *Gone are the days when consumers were kings with unrivalled dominion and unchallenged tastes and preferences. Time has seen consumers willingly or otherwise lose such sovereign and indomitable power in the marketplace and are now captive, on handcuffs of ruthless marketing tactics. Evidence witnessed that consumers are often hoodwinked to procure counterfeits, unhealthy products like junk foods, high caffeine drinks, guns, and brainwashed into relentless addiction. Minors are constantly targeted by advertisers while users of social media platforms live with privacy risks and breaches by their providers that boundlessly retain consumer databases. Indirect taxes often double tax and impoverish consumers worsened by government restrictions and international economic sanctions that breeds scarcity. From such findings, we suggest that there is need to save consumers from themselves and the prevailing ruthless marketing practices to supplement on energies of consumer protection watchdogs. Parents and schools ought to indoctrinate sustainable consumption values into children to curb junk food supply and pointless addictions. Further, United Nations and related bodies should prioritize ordinary consumer plight before approving economic sanctions to save citizens from slavery. Consumers are correspondingly encouraged to rationally appraise market offerings to discard counterfeits and other unhealthy goods instead of complaining while complying.*

Keywords: *Consumers, Consumer Captivity, Consumer Sovereignty, & Consumer Slavery.*

Summary Statement of Contribution

This paper aims at sensitizing humanity of its loss of sovereignty during the purchase process and unearthing the fact that marketing practices and offerings are gradually holding consumers captive and hence calls for the need to break free again.

I. Introduction

Speaking of human slavery evokes memories of insufficient civilization often witnessed in prior generations (Etcheson, 2020). Although we dislike to hear, it's clear that slavery still looms in the 21st century through forms like human trafficking (Wilkins, 2020). Citizens from highly civilized publics might rejoice not being victims of forced labour, sexual abuse, child labour, domestic servitude, and debt bondage practices (Odia, 2020) but they constantly decry the prevailing unethical practices that have engulfed the planet and subsequently taken away man's free will. This is however against the common practice in marketing which proclaims a customer is king in recognition of unmatched authority that buyers bare in dictating market forces of demand and supply (Eski, 2020). Indeed, the mantra 'customer is king' has been used as a marketing strategic motto to harness brand loyalty and customer ecstasy (Agrawal & Agrawal, 2019). Such slogans habitually stand to remind customers of their sovereign power likened to those of mighty rulers of kingdoms (Olsen, 2019). This is why marketing practitioners define the practice as a set of institutions and processes aimed at creating, communicating, delivering, and exchanging offerings that possess value for their buyers (Brunswick, 2014). It should be noted that marketing practice conceptualization has expanded from mere exchange processes to creation and delivering of value to the entire society (Olson et al., 2019). That might be perceived as true since 30,000 new consumer products enter the market annually but 90% of them fail (Christensen, Cook, & Hall, 2005) and thus one might easily agree that consumers rejected them. But how far has the consumer retained such sovereignty? It's unbelievable that the consumers have allowed counterfeit products to remain on market and representing approximately 2.5% of global offerings valued at \$461 billion (Jashim, Singh, & Yin-Fah, 2020). This has continued to prevail despite earlier observation that buying counterfeits had become a worldwide economic and social concern (Furnham & Valgeirsson, 2007) and humanity has further expressed immense willingness to continue purchasing such products (Harun, Mahmud, Othman, Ali, & Ismael, 2020). In

addition, as the green products are being glorified as a marketing trend, consumers are continuously resenting their purchase (Lalitha, 2020). This has been escorted by increase in the consumption of junk foods (Russell, Lawrence, Cullerton, & Baker, 2020; Cohen, Collins, Gregerson, Chandra, & Cohn, 2020). These among others act as precursors into curiosity which breeds uncertainty as to whether consumers still possess their sovereignty or might they be slaves being held in captivity by prevailing marketing processes and activities?

Research Question

Are consumers slaves of the prevailing market offerings and processes?

II. Literature from Related Studies

Dissimilar consumer lamentations have been witnessed globally giving rise to several efforts to safeguard consumer and society's long-term sustainability against any evil actions of organizations like the United Nations Guidelines for Consumer Protection (UNGCP) of 2015 (Vila, 2020), the Consumer Safety Network (CSN) (Goyens, 2020), and the International Consumer Protection and Enforcement Network (Durovic, 2020) among other initiatives. The existence of these enormous and concerted global efforts tend to indirectly suggest consumer right from kindergarten (Faghih et al., 2019; Fakeeh, Shanawaz, Azeez, & Arar, 2019; Sharma, Yadav, & Menon, 2019). This does not suggest that 21st century parents aren't aware that junk food carries detrimental effects and threatens their children's long-term survival (Murray & Wills, 2020). Maybe consumers are confined by the intolerant hand of marketers.

Furthermore, consumer addiction has been on the rise across all walks of life. We don't negate the fact marketers exist not only to delight consumers by satisfying their needs but to also harness repeat purchase behavior from loyal customers as marketing professionals often term such as better key performance indicators (Saini & Singh, 2020; Ahrholdt, Gudergan & Ringle, 2019; Ofori, Boakye & Narteh, 2018). But it is equally irresponsible to hide from the fact that the same indicators catalyze addiction. For example, the increasing number of smartphone users has attracted almost the same rates of addiction which points to lack of sovereignty and hence need rescue from captivity and slavery. This makes it appear as if there is an enthusiastic and timely need to protect consumers from themselves (Jo, Sunder, Choi, & Trivedi, 2020). Additionally, the internet has unearthed countless opportunities for this era of humanity in all spheres of life, but its addiction rates has also enabled great unpleasantness like the increasing number of hours youth waste on internet video games culminating into several behavioral disorders (Mohammadi et al., 2020; Sung, Nam, & Hwang, 2020). Then again, addiction to pornography is on the rise and so are its attached human behavioral disorders (Saini & Verma, 2020; Lewczuk, Glica, Nowakowska, Gola, & Grubbs, 2020). Further, online gambling is sweeping humanity irrespective of their age brackets and has deprived customers of their right to invest and spend wisely (Stehmann, 2020; Escario & Wilkinson, 2020).

But it seems such global claims for consumer protection and sovereignty might not yield their intended goals. This is because efforts towards consumer enlightenment are always out-smarted by rigorous and doubled marketing communication efforts geared at consumer brainwashing and irrationality (Radzevičė & Banytė, 2020; Dowding & Taylor, 2020). For example, though marketing to toddlers is perceived as unethical and an act of taking advantage their incapacity to internalize marketing communications, top food and beverage companies run ads irrespective of age and some even use children as key players in television ads (Zamora-Corrales, Jensen, Vandevijvere, Ramírez-Zea, & Kroker-Lobos, 2019; Daems, De Pelsmacker, & Moons, 2019; Wood, Ruskin, & Sacks, 2020). Equally important, consumers would love to mitigate future hazards of their children, marketers have kept targeting such a segment of addiction and distraction (Chen, 2020; Oraison, Nash- Dolby, Wilson, & Malhotra, 2020).

More to that, consumers have been coned by marketing practices that have induced and sustained demand of unhealthy products to the extent that their target consumers contemplate they cannot live without their consumption. For example, tobacco addiction has made humanity even gazette areas for public smoking (Anesetti-Rothermel et al., 2020; Addicott, 2020). Indeed, the failure to live without tobacco consumption doesn't spare rural dwellers who would instead be demanding for merit goods (Akhtar et al., 2020) and nearly 80% of the world's tobacco consumers reside in low-income and middle-income nations (Mbulo et al., 2019) to the extent that even school going children haven't been spared (Verma, Goswami, & Dhillon, 2019). Actually, since society has been deeply engrossed in smoking addiction, some consumers at least smoke electronic cigarettes (McKelvey, Baiocchi & Halpern-Felsher, 2018). This leaves questions as to whether consumers can still rely on their minds to make rational purchase decisions or need deliverance. Consumers have further been dragged into the use of sex enhancements which has resulted into trauma and other related disorders (Young et al., 2020). Similarly, the upsurge of energy drinks that makes one addicted to caffeine has blossomed at unprecedented levels in the current century and health activists and lamenting for the need for awareness,

research, and more strict regulatory measures to safeguard mankind (Jain, Srivastava, Verma, & Maggu, 2019). Surely, despite observations that the continuous use of energy drinks results into marijuana use, fighting, and sexual risk behaviors among others (Bae et al., 2019), consumers have kept consuming the same. Though such evidence suggests there is need to save a consumer from himself and liberate him from addiction, such conceptualization neglects the cause and concentrates on the effect.

In addition, the sale of and acquisition of guns maybe highly welcome by some consumer segments and highly loathed by others who reason that firearms benefit corporations at the expense of humanity (Galea, 2019; Wozniak, 2017). In fact, possession of such weapons has been earmarked for acceleration of violence (Swanson, Barry, & Swartz, 2020), mass shootings (Osuna, 2019; Callcut, Robles, Kornblith, Plevin, & Mell, 2019; Webster, 2017). Though, most customers might be barred by existing laws from purchasing guns from registered stores as a result of either their prior criminal record or other requirements, such consumers obsession drives them to purchase guns illegally through underground markets, friends, and relatives (Cook, Pollack, & White, 2019). That might explain just how humanity is held in captivity. This could be tagged to the availability of such products on the market as a result of less careful marketing strategies.

Also, we applaud the role of marketers to innovate new ways of delivery consumer awe, however, their marketing practices of turning luxuries into basic necessities of life is unforgivable (Sjostrom, Corsi, & Lockshin, 2016). The rate of acceptance of luxuries has been on the increase in both developing and developed countries since the turn of the century (Sethi, 2019). This is because consumers believe such products enhances their social status and amplifies their standards of living (Anand, 2019). However, there is no consensus towards actual reasons as to why consumers go luxuries. Some scholars believe it's because of the bandwagon effect as consumers want to emulate other classes (Wan, Koromyslov, Wu, & Zhu, 2020). Actually, if marketers fail to deliver such goods as demanded, customers place online orders from service providers outside their mother countries (Sethi, 2019). In some markets, the demand for luxuries often surpasses their supply (Kothari & Abbas, 2020). One would reason that a consumer's demand for luxuries portrays sovereignty and free will, but how about scenarios where consumers from income countries who are expected to rationally demand for more of household and merit goods instead go for luxuries. This evokes insinuations of slavery.

Furthermore, consumers are compelled to live with privacy risks after plenty of literature that acknowledges that consumers have a right to privacy (Lee, Wong, Oh, & Chang, 2019; Mani & Chouk, 2019). Notwithstanding however, history has witnessed several consumer concerns stating breach of their privacy although such consumers have continued using the same services despite awareness of privacy intrusion. A case in point is the numerous privacy cases against media platforms like Facebook (Srinivasan, 2019; Edwards, 2019; Finnegan, 2019; Gerrish & Idi, 2019), twitter (Wagner, Rozgonyi, Sekwenz, Cobbe, & Singh, 2020), Google, Instagram, and Messenger (Romm, 2019). Despite knowledge that such platforms are not transparent (Portes, N'goala, & Cases, 2020), this doesn't make it insufficient to assume that consumers are handcuffed in their own consumption adventures since they can't live without products that violate their privacy. This is because companies have continued to keep illegal databases for advertising purposes among other hidden agendas without consumers' permission (Hendricks-Sturup, Prince, & Lu, 2019).

Its justifiable to ration the supply and allocation of certain products during scarcity like medical resources for Covid-19 since the pandemic has stretched global health care systems beyond extraordinary levels leaving rationing of medical equipment and care as the only viable strategy (Moosa & Kidd, 2006; Emanuel et al., 2020). This practice doesn't stop at health products/services as other industries equally utilize it. In fact, some governments offer subsidies and implement rationing of products like sugar and oil in shopping to enable equitable distribution under times scarcity (Singh & Kaur, 2014). However, although these acts ensure equitable distribution of the available resources, some customers with great purchasing power or those who demand more units of a product are denied their right despite being able. Assuming every customer cannot pick more 1 kilogram of sugar from a grocery store, the rationing method doesn't account for the number of household members per consumer. This, places the consumer in captivity to the extent that some resort to striking against such policies for example in Poland (Zawistowski, 2018).

Additionally, indirect taxes are not visible and thus consumers may attach little or no consideration on how such taxes affect their purchasing power and subsequent decisions (Mansor, 2020). These taxes appear so efficient for the government given their ease in collection (Maheshwari & Mani, 2019; Sharma, 2019). It's absurd that indirect taxes are on the increase on consumer goods unlike with the direct taxes and its final resting place has been the poorest of consumers (Silva, Miranda, de Oliveira Reis, & de Castro, 2019). This also has elements of double taxation which heaps more misery on consumers since producers often swift the tax burden to the final

consumers (Russo, 2019). Also, indirect taxes widen the income inequality among citizens because it doesn't account for consumers' income levels at their determination stage since they take a uniform approach (Cevik & Correa-Caro, 2019). Hounsa, Coulibaly, and Sanoh (2019) candidly assert that indirect taxes have a strong impoverishment effect on consumers. This was further supported by the findings of Oudmane, Mourji, and Ezzrari (2019) that such taxes increase out-of-pocket expenditure on households which exposes them to the risk of impoverishment. Therefore, given the gravity of the risks attached to indirect taxes, these might be interpreted as symptoms of slavery and captivity and it might not be entirely wrong for one to urge basing on the fact that consumers are kept unexposed and unaware.

Low awareness of consumers during consumption is also an aspect of captivity. For example, it was witnessed that, in general, there are low awareness levels among smartphone users about the attached security threats and mechanisms to mitigate them (Koyuncu & Pusatli, 2019; Breitingner, Tully-Doyle, & Hassenfeldt, 2020). This exposes the innocent consumers to privacy risks (Lee et al., 2019), theft (Nabil et al., 2019). Relatedly, loan consumers have been found to possess low awareness about the terms and conditions of their loan agreements which makes them vulnerable at the advantage of bankers (O'Connor et al., 2019; Chowdhry & Dholakia, 2019). Further, low consumer awareness levels about digital banking services culminate into less adoption of such services even though consumers need them (Shaikh, Alharthi, & Alamoudi, 2020). The low awareness of health insurance has kept humanity uninsured despite the prevailing rates of morbidity, mortality, and other risks (Jebamalar & Kumar, 2019; Patel et al., 2019). This evidence of high levels of consumer unawareness despite the presence of the AIDA model that is often used by marketers to raise awareness among target consumers (Hadiyati, 2016; Kulkarni, Attal, & Vasundekar, 2020), leaves questions as to whether such actions are not deliberately intended to keep consumers in the dark. This curiosity emanates from the notion that a sovereign consumer ought to be made aware of the available product to solicit for his/her well-informed and rational decision. This denotes that when consumers are conned into buying certain products without full awareness are acts of captivity and slavery.

Though consumer psychologists did not consent on what constitutes high/low consumer involvement (Leavitt, Greenwald, & Obermiller, 1981), marketing has often taken definitions that revolve around identifying and anticipating consumer needs (Saini & Singh, 2020; Ahrholdt et al., 2019; Ofori et al., 2018) which perceptions tend to insinuate consumer sovereignty. However, Shankar, Jebarajakirthy, and Ashaduzzaman (2020) observed that there was low consumer involvement for example in mobile banking business operations. This can be vividly interpreted as denying consumers an opportunity to right prescribe and drive production towards their tastes and preferences and hence compelling them whatever is availed according to manufacturers' will. In compliment, government restrictions and interventions also limit consumers from consuming given products since the state has the power to regulate through authorizing production and distribution of given products (Yan & Hongbing, 2018; Annas, 1994; Grunseit et al., 2019; Somerville, Wang, & Yang, 2020). Likewise, international sanctions on nations also violates the consumer sovereignty of innocent citizens who reside in such unfortunate states (Chachavalpongpun, 2014; Afesorgbor, 2019). This is because such sanctions often create scarcity or surplus in the supply of a good in question and thus compel consumers to react to follow suit (Kaempfer & Lowenberg, 2000; Ezzati & Salmani, 2017), and can resultantly be perceived as placing consumers on handcuffs.

In addition, most salespersons emphasize the presence of return policies where they promise refunds and better replacements in case customers encounter any inconveniences with their products (Cui, Rajagopalan, & Ward, 2020). Some companies have indeed taken extra steps as they recall defective products (Damary & Hurst, 1982; Ahsan, 2013) where for example in 2012, Ford recalled nearly 6,000 Ford Escapes due to cylinder head cup plug malfunctions (Glauber & Kretschmer, 2018). Although it's fair to reason that returns inwards policies help consumers to regain their originally intended value, it's also right to recognize that no consumer buys a product to return it to the seller. Indeed, the attached inconveniences and expenditure to return products often makes some customers fail to benefit from the existence of such policies (Alsmadi & Alnawas, 2019). Also, the unrealistic terms and conditions attached on return inwards puts off most consumers like 'goods once sold are not returnable' (De Giovanni & Zaccour, 2019; Wang, Anderson, Joo, & Huscroft, 2019). When return policies are deemed unrealistic to allow consumers return products that didn't match with their expectations, then inferences of consumer slavery are not misplaced.

Equally important, consumer queues during service delivery ensures fairness based on first come first serve principle (Qiu & Zhang, 2016; Tu, Feng, Lin, & Tu, 2018; Kim, Lee, & Park, 2018), and ensure equality in delivery amongst customers, create orderliness, convenience, and predictability in service delivery (Cui & Veeraraghavan, 2016; Furnham, Treglown, & Horne, 2020). Long queues dissatisfy consumers and hence

develop habits jockeying so as to race with other appointments of life (Dehghanian, Kharoufeh, & Modarres, 2016; Jeganathan, Sumathi, & Makalakshmi, 2016), while others reach extents of abandoning a product or service due perceived unfair and long queues (Dubosson, Fragnière, Junod, & Willaerts, 2017). Given that consumers' sovereignty considers a buyer as a king, some service providers preside over very long queues that disgust consumers, and they end up missing on their would-be tastes and preferences.

III. Methods

The study embraced an exploratory design scanning through the available literature from past studies whose findings related to inferences of either consumer sovereignty, slavery, or captivity. This was hinged on desk studies related to consumer behavior ideologies like Falcão, Ikeda, and Campomar (2017) who explored whether marketing was losing its identity, and Dilogini and Shivany (2017) who examined consumer characteristics model linked to technology marketing.

IV. Findings

The question as to whether consumers are enslaved in the present-day market offerings and processes has not been allotted much attention. It was however revealed that although humanity might be displeased to hear, it's evident that slavery and captivity still exist to date as consumers relentlessly denounce the unending disreputable marketing practices that have swindled man's free will in the market. Indeed, marketing slogans like customers is king have been used to harness consumer loyalty but not portray the sovereign power of the consumer (Eski, 2020; Agrawal & Agrawal, 2019; Olsen, 2019). That observation was hinged on the fact that consumers are defrauded \$461 billion as they are compelled to consume counterfeits that at 2.5% globally (Jashim et al., 2020). Innocently, mankind has illustrated unquestionable willingness to continue purchasing such products (Harun et al., 2020) in addition to undisputable love for junk foods (Russell et al., 2020; Cohen et al., 2020) and have turned a deaf ear towards green products (Lalitha, 2020) that would have been crucial for society's long-term sustainability.

We find that the constant marketing campaigns aimed at sales' maximization and consumer loyalty (Saini & Singh, 2020; Ahrholdt et al., 2019; Ofori et al., 2018) have unwillingly propelled consumers into unquenched addiction levels to internet video games climaxing into behavioral disarrays (Mohammadi et al., 2020; Sung et al., 2020), pornography (Saini & Verma, 2020; Lewczuk et al., 2020), and gambling (Stehmann, 2020). The paper established that rigorous marketing communication efforts brainwash consumers and makes them irrational (Dowding & Taylor, 2020) which takes away their sovereignty during consumption. Indeed, advertisers target toddlers to take advantage of their inability to internalize marketing objectives especially, in food and beverage industries (Zamora-Corrales et al., 2019; Daems, et al., 2019; Wood et al., 2020; Chen, 2020; Oraison et al., 2020).

The paper revealed that consumers are enslaved in induced demand for unhealthy products like tobacco to the extent that humanity even gazettes areas for public smoking (Addicott, 2020; Akhtar et al., 2020) and 80% of sales of such unhealthy products are attained from low-income and middle-income countries (Mbulo et al., 2019), to school going children (Verma et al., 2019). It was revealed that the consumption of caffeine has thrived to uncontrollable levels (Jain et al., 2019) along with the use of energy drinks (Bae et al., 2019). It was also found that though many consumer groups are against the sale of guns, marketers will stop at nothing to avail them on the market even though such products accelerate violence and mass shootings (Galea, 2019; Swanson et al., 2020; Osuna, 2019; Callcut et al., 2019; Webster, 2017). Relatedly, the paper established that due to bandwagon created by marketing practices, even poor customers are lured into luxuries (Sethi, 2019; Wan et al., 2020) to attain the perceived social status enhancement as promoted by marketers (Anand, 2019) to the extent that the demand for luxuries often surpasses their supply (Kothari & Abbas, 2020).

The paper further demonstrated that consumers have been forced to live with privacy risks since they are surrounded by breaches especially among media platforms like Google, Facebook, Twitter, Instagram, and Messenger (Edwards, 2019; Finnegan, 2019; Wagner et al., 2020; Romm, 2019). This is happening despite consumer awareness of their right to privacy and knowledge that such platforms are not transparent and continuously maintain consumer databases illegally (Lee et al., 2019; Mani & Chouk, 2019; Portes et al., 2020; Hendricks-Sturup et al., 2019). It was also found that the rationing of supply doesn't account for the number of household members per consumer and hence places the consumer in captivity as some resort to striking against such policies (Zawistowski, 2018). Further, indirect taxes enslave the poor consumers more because they don't account for differences in consumer income levels (Silva et al., 2019) and such consumers are often candidates for double taxation (Russo, 2019) and impoverishment (Hounsa et al., 2019) since they increase out-of-pocket expenditure (Oudmane et al., 2019).

The paper established that there was low consumer involvement in consumption (Shankar et al., 2020) which negates the notions of consumer sovereignty as the would-be kings are denied an opportunity to decree production as per their preferences which compels them to whatever is availed by producers' will. In compliment, it was found that government restrictions similarly enslave consumers to consume only given products (Grunseit et al., 2019; Somerville et al., 2020). Furthermore, the consumer is enslaved in international economic sanctions placed on their nations which limits their sovereignty regarding the supply of certain goods and services (Afesorbor, 2019) since such sanctions generate scarcity (Ezzati & Salmani, 2017). Additionally, return policies and provisions to customers comes with inconveniences and additional expenditure (Alsmadi & Alnawas, 2019; Glauber & Kretschmer, 2018; Cui et al., 2020). It was evidenced that return policies are engrossed in unrealistic terms and conditions like 'goods once sold are not returnable' (De Giovanni & Zaccour, 2019; Wang et al., 2019). Lastly, long queues enslave consumers to the extent that some jokey (Dehghanian et al., 2016) and at worst abandon the consumption of certain services (Dubosson et al., 2017) as if they never intended to consume it initially.

V. Conclusions

Though studies over time have enormously stressed the prevalence of consumer sovereignty, this current study witnessed a deviation by concluding that consumers are grossly enslaved and are being held captive by the current market offerings and practices that are denying humanity his free will. This conclusion was illustrated by the fact that consumers are hoodwinked to buy 2.5% counterfeits of all global offerings, compelled to consume junk foods, brainwashed into higher levels of addiction internet video games, pornography, and gambling. It was also concluded that unethical marketing communication efforts like targeting of minors have induced consumer irrationality and hence breaching consumer sovereignty principles. It was also concluded that the persistent sale of unhealthy products like tobacco to even school children, energy drinks with high levels of caffeine, and uncontrolled sale of guns is a form of consumer slavery.

Furthermore, it was concluded that consumers are held captive as they live with privacy risks defined by breaches by media platforms like Google, Facebook, Twitter, Instagram, and Messenger that are not transparent and endlessly maintain consumer databases illegally. The government also enslaves consumers through restrictions and rationing practices along with indirect taxes enchain the consumers, leads to double taxation, and impoverishment since such taxes increase out-of-pocket expenditure. Further still, it was concluded that consumers are captive due to international economic sanctions slapped on their nations which confines their independence in determining and dictating demand and supply since such sanctions breed scarcity. Similarly, low consumer involvement in production has neglected consumer tastes and preferences which violates the philosophies of consumer sovereignty as they are compelled to buy whatever is presented according to producers' will.

VI. Recommendations

It is strongly recommended that the efforts of global consumer watchdogs like the United Nations Guidelines for Consumer Protection are not sufficient to safeguard and deliver consumers from the ruthless marketing tactics but concerted efforts of all stakeholders can. Parents and academic institutions should take extra measures to inculcate sustainable consumption values into children and teenagers to check the soaring supply of junk foods and unnecessary addictions. Also, bodies like the United Nations among others ought to put ordinary consumers at the forefront as international economic sanctions are preferred on nations to save citizens from slavery effects of such actions. Consumers are also encouraged to rationally evaluate market offerings to reject counterfeits and other unhealthy products.

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Conflict of Interest

There was no conflict of interest.

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