

Marketing for cosmetic surgery assignment

[Business](#), [Marketing](#)



Despite of the large benefits marketing could bring to business units, in the field of cosmetic surgery, unethical problems it causes should not be ignored, and thus marketing in cosmetic industry lead to so negative effects that it should be avoided or even banned. There is no doubt that marketing is a tool to maximize business profits. By marketing, corporate are capable of gaining information about the real market demands, which maximizes profits in two ways – reducing costs and improving the market sales.

Although Shields (2011) argues that marketing is not an ideal way to maximize profit since it causes extra expenses, as a matter of fact, it can be a tool to reduce costs in the aspect of the company as a whole. Elliott (2007) reports in his news article that when Kraft Foods faced a depressed market, it tried to improve marketing cost, yet by doing this, it managed to make profits and revive from the depression. In the matter of cosmetic surgery, marketing also brings large profit margin (Spinals, Chunk, Greenfield and Walters 2002).

One of the reasons is that the knowledge about the markets companies gain enables them to sort out the market segments and design services based on the real demands to eliminate unnecessary producing expenditure. In the aspect of promotion, marketing subtly build up a decent brand mage for the services, which provides a potential long-term assets for the companies. On the other hand, since the products or services produced after marketing research fit the needs better, the sales volume also increases, pulling the profit margin up.

Therefore, marketing costs in reality contribute to, rather than hinder the overall costs reduction, and result in larger sales volume, both of which are the reasons for profit minimization. In spite of its contributions of profits, marketing, in the field of cosmetic industry should still be avoided due to the negative effects it brings. First of all, it is actually not necessary for a normal person to have a cosmetic surgery, but a large amount of cosmetic surgery advertisement is likely to make a false impression on people that cosmetic surgery is so popular that it is even necessary.

There are a large number of examples in which women suffer from the harm or failure of cosmetic surgeries. Penny Johnson has suffered from a twitch, pain around her right eye and grimacing, since her cosmetic surgery in 2003; Miss Argentina Selenga Magna, a mother of 2, died of a cosmetic surgery when she was only 38 (Campbell 2011). There are much more examples of harm than these, with the death as the most significant consequence. " A facilitate can lead to a hematite, or blood clot under the skin, which in 2% to 3% of patients can be dangerous if left untreated.

And the risk of a blood clot in your leg, is low here but could be as high as 10% if you have a tummy tuck in somewhere like South Africa or the Far East and then get a long flight back. " (Campbell 2011) On the other hand, cosmetic surgeries require high cost, which could have been expense in other activities that are more meaningful, such as donation, investment and education. According to a survey done by the American Society of Plastic Surgeons in 2011, an eyelid surgery and a face lift cost in average \$2741

and \$6426 respectively (Webmd. Com 2014). For the reasons above, cosmetic surgery should never be necessary for normal people.

Some examples do show the necessity of cosmetic surgeries in specific cases. Marc Summers, a television host, went through a facial plastic surgery because of an accident on a hydroplane and recovered, after which he was able to return to his host career (Mail Online 2012). Lots of people do have to depend on cosmetic surgeries either after accident or due to their special career requirement, but those are specific cases in which the surgeries are particularly necessary for them. In this case, active advertising is not necessary since people will have to look for information about the surgeries proactively.

However, advertisement of cosmetic surgery showing up in daily life, claiming a low failure rate to public, will mislead normal people who are not necessarily in need to a wrong ideology - cosmetic surgery is popular and safe, which is totally untrue as is discussed above, and thus causes unnecessary consumption of the surgery. Another significant issue that the marketing of cosmetic surgery brings is the ethical problem. On one hand, the marketing of the cosmetic surgery will cause an unhealthy climate of laying too much stress on appearance but ignoring another more important aspect when judging human - the beauty of heart.

Sings (2007) argues that cosmetic surgeries should be necessity rather than luxury, because without a nice appearance, it is possible that people are rejected by decent jobs or potential partners. He also stressed that accidental injuries in the surgery are avoidable and the frequency is low, so

they should not be the problem keeping people from chasing beauty through cosmetic surgery. However, this is totally wrong if the healthy ethos of society is considered. None of decent Jobs, partners, friends or happiness should depend on nice appearance.

Decent Jobs should fit those who are capable and intelligent; true love and stable relationship depend on the understanding of each other; happiness lies on the mentality towards life. However, most of the marketing of the cosmetic surgery tends to claim that cosmetic surgery can provide customers a brighter and appear life, which will be a completely contrary situation only if there is just a tiny mistake in the operation. Such advertising is responsible for the popularity of chasing attractive appearance through surgery and the ethos of ignoring internal elements of successful career and happy life.

On the other hand, advertising message of cosmetic surgery may exaggerate the operation safety and the surgical effect. Spinals, Chunk, Greenfield and Walters (2002) indicate in their study that 25 percent of the cosmetic surgery advertisement present their promotion image falsely or favorable results, and that 17 percent of the advertisement contained uncertified statements of favorable cases. Moreover, they also found that since the insurance does not cover the operation, business cannot survive if surgeons do not utilize advertising to appeal to new customers for new deals.

Therefore, it can be concluded that the advertisement of cosmetic surgery is not as reliable as it claims. Conclusion Marketing does offer a lot of benefits

that lead to a high profit margin for business since it helps companies gain market information to improve their service as well as bread out their brand images. However, when referring to cases like cosmetic surgery service, case is different. Cosmetic is only necessary for people with specific needs, but not for everyone. For those who are not necessarily in need of cosmetic surgery, the cost of risk and expense is so high that it is not worth trying.

However, the large amount of the advertisement will mislead people to overlook the risk and make wrong decisions. For another, much advertisement of cosmetic surgery is unethical. Advertisement of cosmetic surgery disseminates an unhealthy ethos of ever-evaluating the importance of attractive appearance but overlooking inner beauty. What's worse, businessmen attract customers by spreading unreliable information about cosmetic surgery that misguide people to blindly chase external beauty through operations.