Impact of Surrogate Advertisement on Consumer Perception in Indore City

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ABSTRACT
Today’s World is highly dynamic and competitive where advertising showing ethical issues in marketing trend. Nowadays, Surrogate advertising is one of the emerging trends of advertisement in advertising industry in India. This is using to advertise the products which are basically banned in the country. Hence, these products are advertising indirectly and therefore it creates impact on consumer’s perception. It relates with the duplication of one product’s brand image which will promote another product of same brand. Consider the advertisement of Bagpiper soda khoob jamega rang jab mil baithenge teen yaar aap, hum aur bagpiper club soda. The advertisement basically promotes a soda manufactured by the company Bagpiper. Liquor manufactured by the same company is also branded under the same name, i.e. Bagpiper. Hence, the advertisement of soda actually acts as a surrogate to liquor manufactured under the same brand name. This study was taken to understand the impact of Surrogate advertisement on consumer’s perception in Indore city. Hence with this research it inferred according to the 200 respondents of Indore city on the basis of judgmental sampling that this surrogate advertising trend providing significant effect on perception of consumers.

Keywords – Banned products, Brand images, Consumer perception, Surrogate Advertisement

I. INTRODUCTION
Surrogate means substitute. The concept of this surrogacy using in surrogate motherhood and this concept is same in advertising as surrogate advertisements which is working with an aim to keep the brand name of those products alive, whose advertisements have been banned. This advertising is happening by launching non-alcoholic or harmless products under same brand name, therefore tobacco and liquor companies using different products under same brand name. For example Bagpiper which produces soda and liquor under same brand name of Bagpiper. The advertisement of Bagpiper basically promotes a soda manufactured by the company Bagpiper whereas Liquor is also manufacturing under the same name, i.e. Bagpiper. Hence, the advertisement of soda actually acts as a surrogate to liquor manufactured under the same brand name. Such heavy and extensive promotion of another product of the same brand is surrogate in nature. Surrogate advertising is advertising which embeds a brand or product message inside an advertisement which is ostensibly for another brand or product. For example, a cigarette company might issue public service announcements relating to a topic such as lung cancer, using the company's logo or distinctive brand colors in the ads so that people are exposed to the company's branding without seeing an explicit ad for the company's product. The company would justify the advertisement by claiming that it's an example of social responsibility.

There are a number of reasons for companies to use surrogate advertising. One of the most common reasons is to circumvent a ban on direct advertisements of particular products. Many nations have laws restricting alcohol and tobacco advertising, for example, so companies use surrogate advertising to market their products. Techniques used might include advertising another product with the same brand name, sponsoring community events, issuing public service announcements, or sponsoring sports teams. All of these activities technically do not violate the ban on direct advertising, but they still get consumers familiar with the company's branding.

Surrogate advertising may also be used when companies want to cultivate an image of social responsibility. For example, many health advocates have criticized advertisements for sweet treats aired during
and without tobacco. A company might pull outright advertising during these time slots and instead air a series of public service announcements about eating a balanced diet, with the announcements bearing the company's branding.

II. LITERATURE REVIEW

This paper was reviewed accessible literature on advertisement effectiveness in context of varied advertising media, recognized major gaps in the literature and identified future research prospects on the basis of critical analysis of literature. It noted that the development of the advertisement effectiveness literature from 1964 to 2013 highlights the change in the focus of researchers from traditional to modern media. It was observed that different dimensions were considered in different media for measuring advertisement effectiveness which adds to the complexities and vagueness of the subject. [1] Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta (2014)

This study was undertaken to explore the positive dimensions of surrogate advertisements & to investigate its influence on consumer buying decision thereby its impact on company's brands and explained Pros & Cons of surrogate advertising which were like a two sides of a coin. The trend followed by such ads could prove to be boon for big and established players as they result in higher brand recall value, thereby helping them to push their banned products further. Surrogate ads had proved themselves a strapping & successful marketing strategy for the forbidden goods. Surrogate marketing at best fetch huge profit to the marketers, but leads customer to the water! Hence it’s left to the customers whether to accept this or not. [2] Varalakshmi T (2013)

This study referred to advertisements which were promoting the banned products to promote through indirect advertisements. Different product category was been identified future research prospects on the basis of critical analysis of literature. It noted that the development of the advertisement effectiveness literature from 1964 to 2013 highlights the change in the focus of researchers from traditional to modern media. It was observed that different dimensions were considered in different media for measuring advertisement effectiveness which adds to the complexities and vagueness of the subject. [1] Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta (2014)

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The study was carried out to assess whether these advertisements were for the intended product, or for tobacco products with same brand name. The advertisements of plain pan masala seen on Indian television were a surrogate for the tobacco products bearing the same name. Pan masala was found a comparatively recent habit in India and was marketed with and without tobacco. [8] Sushma C, Sharang C (2005)

The paper laid stress on the initiatives taken by the government to tackle the issue of surrogate advertising as well how the industry negates all the facts regarding surrogate advertising. The various methods through which this issue can be successfully tackled have also been highlighted. The new initiatives taken by industry to promote the products have also been shortlisted and a few case studies of the how companies are reaping up the benefits of surrogate advertising have been discussed. [5] Sania Sareen(2013)

The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites or text messages [4] Jyotsana Haran(2013) the ban could prove to be boon for big and established players. These brands which are having higher brand recall value; they would not need much advertising to push their products further. At the same time, smaller companies and new entrants would find it difficult to establish themselves in the changed scenario. Though the industry is not healthy for the young consumers, some processes and laws need to be formalized and established in the system. Else, innovative workarounds and arm-twisting of laws would be the norm of the day for the entire liquor industry! Surrogate marketing at best leads customer to the water, but the choice is customers whether to accept what is on offer. [7] V.V. Devi Prasad Kotni (2011)

The paper is about reviewing literature, recent surrogate advertisement, citing legal cases against surrogate advertisements in India. Surrogate advertising can be an issue which needs to be understood with respect to India’s legal and ethical environments of Promotions. The Information & Broadcasting Ministry of Government of India brought surrogates advertising under the scanner. Some are even airing new ones. The genuine brand extensions would be discouraged due to ban on surrogate advertising but if they are genuinely doing extension they should comply with condition of sufficient availability of that product used in surrogate advertisement. [6] Seema S. Suryavanshi(2013)

III. OBJECTIVES

1. To know consumer’s awareness towards Surrogate advertisements in Indore city.
2. To find out the influence of Surrogate ads on consumers perception.

IV. RESEARCH METHODOLOGY

Study Area: The field survey for the present study has been conducted in the Indore city.
Collection of Data: The study has incorporated primary data. Primary data have been collected by distributing questionnaires among the people of Indore city. To collect necessary primary information, 500 questionnaires have been distributed among the respondents using judgmental method of sampling on the basis of literacy and 380 were collected for analysis.

Research Instruments: Questionnaires were the survey instruments used in this study. The questions were designed on three points Likert Scale with ‘Agree’ dictating the highest level of believe, and ‘Disagree’ as the highest level of disbelieve.

Technique of analysis of Data: The collected data have been processed and analyzed by applying the software SPSS (Statistical Package in Social Sciences), Version-16. Tabulation and creation of graphical presentation have been done wherever found appropriate. To find interpretation percentage analysis has been done.

V. DATA ANALYSIS AND INTERPRETATION

1) Gender

2) Age

3) Educational Qualification

4) Are you aware of the concept of Surrogate Advertisement?

5) Which factor influences you the most while choosing your brand?

6) Are advertisements changing your perception about product?
7) Are you buying a product after watching its ads?

8) According to you what kinds of advertisements have great impact over banned product?

9) Does a Surrogate ad influence you to buy any product?

10) How often you recommend a brand after watching its ads?

11) Is Surrogate ads increases the consumption rate of banned Products?

VI. FINDINGS

1) Majority of the respondents are Male i.e. 84%.
2) Majority of the respondents i.e., 50% are between the age group of 26-35 years, whereas 31% fall into the category of 18-25 years,11% between 36-45 years and remaining are above the age group of 45 years.
3) 84% of respondents were Post Graduate, 11% are Graduates whereas 5% of respondents fall into the category of Illiterate.
4) Majority of respondents i.e. 83% are aware of the concept of Surrogate advertising in Indore city.
5) Majority of the respondents choose advertisement i.e. 86% which influences the respondents of Indore city.
6) 90% of the respondents feel that advertisement changes their perception about product.
7) 88% of the respondents bought product after watching ads of the product in Indore city.
8) According to 82% respondents of Indore city believe that advertisements of T.V. have great impact over banned products.
9) 74% respondents of Indore city get influenced by Surrogate ads to buy any products.
10) 48% of the respondents frequently recommend brands after watching its ads where as 28 % rarely recommended and 5 % ignores the ads.
11) According to 77% of the respondents, consumption of banned products increases because of Surrogate ads in Indore city.

VII. CONCLUSION

As per the analysis, Surrogate advertisements work; i.e. have positive effects on consumer perception in Indore city. This study attempts to provide an in-depth analysis into the way Surrogate advertisement influence Consumer’s perception. Consumers do give importance to advertisement be it T.V. while choosing their brands. The usage of Surrogate ads has been confirmed to result in more favorable advertisement ratings. Customers heavily relied on these ads because they believe in its positive
impact of assisting in improvement of brand awareness and even financial returns. Customers are not against with Surrogate ads, as they think that it may increase the consumption rate of banned products but finally the decision to consume such product lies in the hands of the consumers.

REFERENCES