

## Indian Advertising Demand in Terms of Culture and Society

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### ABSTRACT

Simply put, advertising is an important marketing strategy that works in conjunction with information and persuasion channels. Every single person is exposed to commercials on a daily basis. They've become an inseparable part of the print medium, whether it's newspapers or magazines, over time. This is also true in the case of broadcast media, where ad-commercials predominate. The Indian advertising industry has grown tremendously from a small business to a full-fledged industry. The purpose of this study is to determine the advertising attractions and the influence they have on Indian culture. Advertisements in India are not only used to sell products. It sells dreams, visions, and the ideal way of life, while also reinforcing stereotyped values. The longer an individual is exposed to an advertisement, the more likely it is that it will effect them. The appeals' goal is to change how people think about themselves and how they decide whether or not to buy certain things will benefit them. Because India has such a large population and cultural diversity, the advertising industry has created a wide range of advertisements to capture people's attention and persuade them to buy products. The appeals are written in such a way that they have an impact on people's purchasing decisions.

**Keywords:** small scale businesses, advertising, society, cultural

## I. INTRODUCTION

Advertising has existed since the dawn of civilization. One can certainly argue that the advertising industry has evolved into a competitive and creative environment that places a greater emphasis on 'Product Evolution' in the twenty-first century. To be more specific, this universe has essentially transformed into a world of advertisements. Many significant technology improvements occur as time passes, and as a result, significant changes occur in the advertising medium. There are many different advertising methods, such as advertising ideas, information, fine arts, layout, music, and even 3D innovation.

It is thought that ancient Egypt is where advertising began, since papyri were used to disseminate information and to produce wall posters. The pharaohs issued public announcements on the same papyrus as all the other pharaohs had before them. Many of these proclamations were recovered in the ruins of Greece, Rome, Arabia, and India in the centuries after they were made. Wall paintings and sculptures were often employed in ancient India to advertise. Emperor Asoka's stone pillars, which he employed to preach Buddhism, are one of the most noteworthy examples.

"Advertising: 'any paid sort of non-personal presentation of ideas, commodities, and services by an identified sponsor' has been defined by the American Marketing Association in Chicago." It is now used as a communication platform by almost every company. This is because it reaches a large number of people, assisting them in developing brand awareness and, as a result, a public image. As a marketing strategy, there is no other medium that can compete with advertising. Firms ranging from large multinational corporations to small merchants use the advertising platform to sell their products.

Advertising and marketing are inextricably linked. Advertising is credited with revolutionising the concept of marketing. Some items would sell without advertisements, but others would sell better and earn a higher profit if advertisements were used. Amul, an Indian company, is one of the best examples to use. In the advertisement, the Amul moppet was shown putting Amul butter on the breakfast table. The commercial was successful in attracting residents' attention and convincing them to purchase the goods, resulting in an increase in sales from 1000 tonnes to over 25,000 tonnes in 1967.

In comparison to other societies, Indian society is significantly more diverse. There are people who have a wide range of cultural differences, such as language, religion, food, and even emotional appeals. In India, advertising has evolved into a full-fledged industry. Advertising has established a presence in print and television media. One of the most well-known aspects of advertising is the way it attracts and persuades the viewer, which it does through a variety of means. Advertisement in India can be traced back to the early days of the country's newspapers. The Bengal Gazette, founded on January 29, 1780 by James Augustus Hickey, was the first newspaper. A few advertisements in the newspaper were aimed at British citizens living in

Calcutta. Advertisements were only used to inform citizens about specific arrivals, births and deaths among other things, back then.

The country experienced significant industrialization as a result of colonial rule. As a result, advertisements from British corporations began to appear more frequently in Indian media. And next, agents started acting as buyers for various print media, collecting advertisements from their clients in exchange for a charge. As a result of their actions, they were dubbed "space merchants." They were the ones who evolved into the advertising firms we see today. The space sellers helped with the model arrangement of the advertisement copies, among other things.

Advertising firms first appeared in the early twentieth century. Two of India's early advertising agencies were the B Dattaram and Calcutta Advertising Agency. They were primarily in charge of collecting advertising offers from their various clients, arranging ad copies for them, securing an appropriate location for these advertisements, and ensuring that these advertisements were published in the recognised newspapers of the day. However, advertising remained a small-scale business in the 1980s, until the rapid development of television networks across the country in the 1990s, when emancipation policies and IT technology prepared the way for the country's advertising sector to become a multi-billion dollar industry.

## **II. ADVERTISING FOR THE INDIAN SOCIETY**

When most people think of advertising, they envision it as a way to sell goods and services. Ads, on the other hand, are not solely for the purpose of selling goods. It sells, among other things, fantasies, pictures, and ideal ways of life. Because India is a multi-cultural society, the advertising industry has benefited greatly as their target audience has grown. As previously stated, international firms moved in as a result of the country's Liberation policies, and imported goods became widely available in the Indian market. Furthermore, consumption of these products has increased rapidly. The Indian market has expanded so rapidly that almost anything, from small-scale commercial products to luxury goods, is now available to the general public. One of the most notable advancements in the Indian market as it grew was in the field of digital technology. Advertising in broadcast media, such as televisions and radios, print media, such as magazines and newspapers, and on billboards, which are ubiquitous in Indian cities, are the traditional forms of advertising used in the Indian marketing society. However, social media grew in popularity among Indian citizens, and as a result, certain businesses began to use social media platforms for digital marketing.

One of the most well-known examples is Sunsilk, a shampoo brand. Since its introduction, it has captured the attention of women of all ages. Because of their strategy, which combined traditional advertising tactics with digital marketing, it was now possible. It used television commercials and billboards to attract the female population's attention and direct them to the website [www.gangofgirls.com](http://www.gangofgirls.com). This page evolved into a place where ladies of all ages could gather, discuss, and share their thoughts on a wide range of topics, including hair and skin, and their life choices, job, family, and life in general. Traditionally, Indian society has been patriarchal. This platform's main goal was to dispel negative stereotypes about women and inspire them to pursue their dreams. Sunsilk stopped marketing to women who wore sarees and had long hair, as was traditional for Indian women. Instead, they focused on young girls with aspirations and life goals who had their own points of view.

In India, social values have shifted dramatically since the mid-1980s. In traditional Indian society, caste has always been important. Changes, whether in social systems or in the commercial realm, were not well received at first. Brahmins controlled society for thousands of years, holding positions of authority at the higher echelons of the caste system. However, as time went on, the Indian middle class developed a desire for advancement. Their educational attainment increased, resulting in an increase in the number of middle-class workers, which fueled their desire to earn more money and consume high-quality consumer goods. With the advent of the internet, specifically social media, a society that had previously shunned Western goods and ideals began to embrace them more broadly. One-third of the total population, who were previously completely orthodox, conservative, and impoverished, has emerged as new urban dwellers. In society, a series of mass product consumption events occurred, causing the Indian economy's growth rate to plummet.

## **III. INDIAN SOCIETY CONSUMER PATTERNS**

Every guest in our facility is a consumer, stated Mahatma Gandhi. He doesn't need our support. Without him, we would be utterly at the mercy of our situation. He doesn't impede our progress. The difficulty is caused by him. He has worked with us before. He is essential to its operation. The reverse is that we are providing him a great service by being here. He's really going out of his way by doing this for us.

India is a melting pot of cultures, languages, and traditions. The country is the world's second most populous after China, with a population of approximately 1.3 billion people. In 2030, 83% of households will have a middle-class income. India's consumer habits are quickly evolving. The e-commerce industry is still in its early stages. In the country, there is always a negotiating mechanism, and it is very common in Indian society. Even though online purchases and transactions are

becoming more popular, many people still prefer cash on delivery. Even some of the world's most well-known brands have struggled with trust. The Maggie, which had a high lead concentration, is one of the best examples. The country's nuclear family customs are on the rise. The financial situation of these nuclear families has improved across the country. A culture of glamour, culture, and richness has taken the place of previous traditions in many marriages.

### **Appeals of Enticing:**

Enticing appeals are the variety of tactics used by advertising institutions to transmit proposed product messages to the targeted audience, thereby influencing their decisions and encouraging them to purchase the same. Food, clothes and shelters are the basic necessities for everyone. There are, however, some products that are intended to provide comfort. Advertising attempts to bring these products to the general public's attention. They can use either emotional or cognitive techniques. The emotional arguments are aimed at young people, whereas the rational arguments are aimed at people much older. Through these enticing, advertisement agencies only want the viewers to instil the communicated message via items into their personal space.

### **Appeals to Emotions:**

When it comes to emotional appeals, they employ five key strategies: fear, comedy, sex, music, and scarcity. To get the information out to the audience, these tactics are used either separately or in combination. Emotional appeals are widely used nowadays to attract customers and persuade them to buy products.

Appeal to Fear: Fear is an emotional response to an impending threat or danger. Through the messages in this appeal, fear is instilled in a person to scare them and foundation a change in manner. Horror, as an emotion, has a strong influence on the customer. This type of appeal is most commonly found in the beauty and health industries, and public service announcements. One such classified ad is for Birla Sun Life Insurance, which reminds viewers that "Life is Precious." Then there's the 'Brain on Drugs' campaign from the 1990s, which used fried egg images to depict the negative effects of heavy drug use on children's brains. Fear appeals such as anti-drinking and anti-smoking programmes are also categorised under the designation of scare tactics. As a result of these pleas, people were more likely to consider the negative consequences of their own behaviour.

Thirty percent of commercials make use of a humorous appeal. Humor is an extremely effective tool for attracting an audience. Because of the humorous element in these commercials, the audience remembers the product. Mentos and Centre Fresh were very popular among Indians due to the hilarity in their advertising.

Sex appeal: Regardless of gender, sex and nudity have always piqued the interest of a diverse audience. However, when compared to other types of appeals, the number of advertisements using these arguments is small. When models are adorning products to be endorsed, this appeal is frequently used to elicit a sexual response. When the impact of this stimulus is considered, it has been discovered that customers form an impression of the product based on the visual information provided by the advertisement. It has a positive impact if the visual aspect is positively conceptualised. The situation is the same if it is conceived negatively. Again, excessively sexually explicit information will increase product purchase, but the sexual attraction will be perceived as interfering with message perception.

Music is a sensory experience that appeals to many people. It piques the viewers' interest. It works in the same way as the humour appeal. The only distinction is that this has a long-term impact. It helps the audience remember even the advertisements. The jingle "Sabki Pasand Nirma" from a Nirma washing powder commercial is one of the better examples, as is "Honey Bunny" from an Idea commercial.

Scarcity appeal: This strategy is based on the concept of limited resources or a purchase that must be made within a certain amount of time. Savings are central to the Indian worldview. As a result, sales promotion advertisements like "Buy one, get one free" amongst the many people in India, especially Indian ladies, are universally accepted. Big Bazaar's recent Dhanotsav Shopping Festival, which offers a variety of deals on cookery, clothes, and accessories, is one of the best recent examples.

### **Appeals for Reasonability:**

These are the strategies used to meet the pragmatic or utilitarian needs of the audience. These are frequently linked to consumers' rational thinking. Advertisements that make rational appeals are typically extremely instructive. The numerous rational arguments are as follows:

Appeal for competitive advantage: Using a survey of two or more brands, this tactic is employed. Alternatively, a brand uses a competitor's comparable product to show that its product has a specific advantage or many advantages over the competitor's product.

Price appeal: In this case, the product's price or worth takes precedence. These techniques are more commonly used during the holiday season, when businesses offer special discounts to encourage people to buy their products. Retailers use this

to promote sales and special offers. Bharati Axa Life Insurance is a good example of a company that provides affordable term insurance.

The strategy of announcing specific product releases or news in front of consumers is known as news appeal. This is also used to introduce new items to the market and inform customers about changes made to the existing features of the product. Hutch's rebranding to Vodafone is the most well-known example.

When ad agencies need to send a message or information to a large group of people, they use the popularity appeal. In advertising, buyers are given facts such as the number of customers who have consumed the product, how many customers they've converted from their previous product, how many experts in the country have recommended it, or the percentage of the market that utilises the product.

#### **IV. CONCLUSION**

India, as a diverse community, has always seen an upward trend in product consumption by its residents. Advertising is undeniably one of the most important contributors to this expanding graph of product consumerism. The advertising industry has grown to be a multibillion-dollar industry in today's competitive world. Previously, it was difficult to reach large groups of people with news of a new product launch. Advertising was able to carve out a niche for itself with the introduction of broadcast and print media. When the advertising field is examined, it is clear that the various tactics used to promote products, also known as advertising appeals, were successful in persuading a large number of people to purchase the products released. They used logical perspectives (rational) and the emotions of the audience to promote the products. As a result, advertising has become an important tool for businesses to use to sell their products, build a brand image, and increase their customer value.

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