

THE IMPACT OF SURROGATE ADS ON SOCIETY: A CASE STUDY OF CONSUMERS IN LUCKNOW, INDIA

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ABSTRACT

Today's World is highly energetic and contain a lot of competition where advertising showing moral issues in the emerging trend of marketing. But some ads are accused of misguiding & health hazardous products reinstate themselves to restriction from the media. Today, Surrogate advertising is one of the uplifting trends in advertising industry in India. This advertising strategy is mainly used to advertise the product which whose advertising is banned in India. Hence, these products are advertised indirectly in the disguise of other products of the same brand or company therefore, it creates its influence on consumer's viewpoint. The effect on audience's perception of surrogate advertisement in the market was identified. In order to learn how the audience's, perceive. Consider the advertisement of Vimal Elaichi the tagline for it is Jubaan kesari. The advertisement basically promotes cardamom manufactured by the company Vimal. Pan masala is manufactured by the same company is also branded under the same name, i.e., Vimal. Hence, the cardamom advertisement actually acts as a surrogate to Pan masala manufactured under the same brand name.

Keywords: Brand Awareness, Customer Satisfaction, banned products, Brand images, Consumer perception, Surrogate Advertisement.

INTRODUCTION

Advertising is a part of marketing communication used to encourage or sell something; usually a product or service. It is an effective way of communicating, the value of a product or service with large exposure to target consumer. Advertising is to promote the sales of a product or service and also to reach large number of people to inform about the product attributes. It uses different types of platforms to connect to consumers spread across all over the world. almost any medium can be used for advertising of products.

Surrogate advertising stands for substituting the brand image and advertising of one product to promote another product of the same brand which is usually forbidden from advertising. Commercial advertising can include wall paintings, billboards, street furniture items, printed flyers and rack cards, radio, cinema and television, web banners, mobile telephone screens, shopping carts, web popup, skywriting, bus stop benches, human billboards and forehead advertising, magazines ,newspapers, town criers, sides of buses, banners attached to or sides of airplanes, in-flight advertisements on seatback tray tables or overhead storage bins, taxi or cab doors, Generally liquor and tobacco products use surrogate advertising as law prohibit the general advertising of these products.

An essential function of surrogate advertising is brand recall and not necessarily an exercise in increasing sales (Panda, 2010). Techniques used in surrogate advertisement may include advertising another product with the same brand name, sponsoring group events, issuing public service announcements or sponsoring sports team (Patil & Hurne, 2011). Surrogate advertising and its use has raised some questions which authorize further study.

There are a number of reasons for companies to use surrogate advertising. One of the most common reasons is to deceive 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 group events, issuing public service announcements, or sponsoring sports teams. All of these activities technically do not contravene the ban on direct advertising, but they still get consumers familiar with the company's branding.

History of surrogate commercials:

It was found that surrogate commercials first emerged from Britain when wives started protesting against advertisements of alcohol which inspires millions of husbands for consuming alcohol. The protest got huge replies resulting in ban on advertisement of liquor product. In India surrogate commercials is used mainly for tobacco and liquor products or brands. This is because the commercials of these products have been clearly banned as they are considered to be products that put inauspicious effect on the minds of the audience and lead them to consume products that have an addictive effect and create uncurious effect for the members of the common public who do

not prefer using these products. In India, on an average around 15 million people consume alcohol and approx. 250 million people in some or other forms use tobacco products. In 1995, due to continuous tries and awareness, Government of India imposed ban on tobacco, liquor and Pan masala advertisement in television through Information and Broadcasting Ministry by Cable Television Network (Regulation) Act.

It was a wide setback for tobacco and alcohol industry as television and radio is one of the most impactful media to inspire people in a large ratio. The companies started to promoting other products under the same brand to control the falling demand of the target product in the absence of promotion. As per Information and Broadcasting Ministry surrogate commercials means advertisement of the product other than alcohol and tobacco by the brand manufacturing the alcohol and tobacco products under the same brand name. For example – Imperial blue cassettes and CDs (surrogate product) for Imperial Blue Liquor (target product), Rajnigandha Silver pearls cardamom (surrogate product) for Rajnigandha Pan Masala (target product). Actually, the purpose of surrogate commercials is more of restoring brand recall than to increase the overall sales of the company. It is also true that the product through which the brand are marketing their main product may not be available in the market.

Examples of some well-known brands who have succeeded with the usage of surrogate commercials:

Brand Name	Original product	Surrogate Product
Imperial Blue	Liquor	CDs and Cassettes
Vimal	Pan Masala	Ilaichi
Mac Dowells	Liquor	Soda Water
Rajnigandha	Pan Masala	Ilaichi
Kingfisher	Liquor	Soda water
Bacardi	Liquor	Music CDs

REVIEW OF LITERATURE

Varalakshmi. T (2013) the international journal of management an empirical study on surrogate advertisement: A pioneering trend, this study is about advertisements which were promoting the banned products to promote through indirect advertisements. The main objective of these advertisements was to create brand recall of the hidden product in the mind of the consumer. Another aim of this kind of advertisement was to create brand positioning of prohibited to promote products in the subconscious mind of the consumer. Different product category was been created and shown in the advertisement under the same brand name of banned to encourage products. These advertisements turn illegal into legal activities. This paper helped to understand the issue of appearance of surrogate advertisements.

Sania Sareen (2013) The purpose of advertising may also be to reassure employees or shareholders that a company is feasible 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 new media such as webs or text messages.

Kotni (2011) The banned surrogate marketing as new brand extension advertising. The paper says the study of 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. The absolute brand extensions would be discouraged due to ban on surrogate advertising but if they are authentically doing extension, they should obey with condition of sufficient availability of that product used in surrogate advertisement. After that, Jyotsna Haran (2013) in Surrogate advertising –hard product and soft promotion is about the forbid could prove to be bonus for big and entrenched players. These brands which are having higher brand recall value; they would not need much advertising to push their products forward. At the same time, smaller companies and beginner would find it difficult to establish themselves in the changed structure.

Though the industry is not healthy for the young consumers, some processes and laws need to be validated and established in the system. Else, innovative workarounds and

pressure 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 either to accept what is on offer.

Seema S. Suryavanshi (2013) in the article impact of surrogate advertisement on consumer perception in Indore city. This research is about to know consumer's awareness towards Surrogate advertisements in Indore city. To find out the influence of Surrogate ads on consumers perception. Dr. Abhijeet Agashe, Ms. HarleenVij (2011) "Ethical Issues in Surrogate Advertisement and its Impact on Brand Building" says that Direct marketing of surrogate products are totally immoral and hence been contrabanded by the government. But it's the companies are now following the newest trend called the surrogate advertisements i.e., marketing immoral products morally. The research studied the ethical issues involved in surrogate advertisement and its effect on brand image.

Dr. Patil and Hurne (2013) in their study " Surrogate Advertising: A Successful Marketing Strategy for Liquor, Whisky products" carried out to know the effectiveness of surrogate advertisements, either the products shown in advertisement are sold or not and customers perception about surrogate advertisements, resulted that maximum respondents can tell purpose behind surrogate advertisements, i.e., to advertise liquor, whisky, tobacco products. It means surrogate advertisements are perfectly shooting the bullet at right place. Surrogate advertisement is a successful scheme because maximum consumers are changing their purchase decision. It is observed that, customers and manufacturers are not interested in surrogate products, because we can't see such products in a number as compared to whisky. Dahiya and Miglani (2013) in their research "Emergence of surrogate advertisement" to check whether surrogate advertisements provide high brand recall or not, to find whether the products shown in advertisements are sold or not and study whether surrogate advertisements appeal the customer for the hidden product directly or not, found that Surrogate advertisements are only successful in establishing brand recall of the hidden product in the advertisement. People do not get much effected by these products advertisements while making their purchase, their purchase decision are mainly influenced by their financial status. These advertisements were for the deliberate 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.

Palvelkar (2018) in the article "surrogate advertising –an ethical way of promoting unethical products" said the companies have always found a best way to market the product to the targeted customers by always enticing the customers and making it more glamorous.

Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta (2014) This study was undertaken to explore the positive aspects of surrogate advertisements & to investigate its effect on consumer buying decision thereby its impact on company's brands and explained Pros & Cons of surrogate advertising which were like two sides of a coin. The trend followed by such ads could prove to be boon for big and esteemed players as they result in higher brand recall value, thereby helping them to push their forbidden products forward. Surrogate ads had proved themselves a strong & successful marketing strategy for the prohibited goods. Surrogate marketing at best summons huge profit to the marketers, but leads customer to the water! Hence, it's left to the customers either to accept this strategy or not.

Ganesan, Shajahan, Kiruthika (2019) in their study "Effectiveness of Surrogate Advertisements among Viewers", says that we can assume that surrogate advertisements have affected the objective inhabitants to recall and remind the brand image and that the controlled and regulated advertisements to some degree effect and have an impact on the consumers to expend tobacco, liquor, cigarettes. Hemant and Palki (2016) found the elements that drove adolescents to smoking and broke down the relationship of those elements with other financial and analytical factors. In view of this relationship, they generated the de-marketing strategies for enfeebling cigarette smoking.

Vyas and Bissa (2017) “surrogate advertisement on television an analysis with special reference to Indian youth” It says it is evident that surrogate advertising is obvious across Indian television channels. This type of advertisement is difficult to come over the public broadcasters like door darshan. Making it mandatory to give statutory warning on shows where alcohol intake and tobacco consumption is shown on television will not help if these surrogate advertisements are allowed to be broadcasted. Surrogate advertisement has a great effect on youth and, there should be greater perception of the consequences of such advertisements among the consumers is the need of the hour along with the need for new laws on surrogate advertisements.

Motwani (2016) in her research on ‘perception regarding morality of surrogate advertisements’ of liquor says that the perception of the viewers about the surrogate commercials are unethical and alcoholic products should be banned. Surrogate commercials are a massive and successful marketing tactic for banned products. Punit Kumar, Amit Verma, Halder & Datta (2017) shown in their study about the ‘surrogate advertising in alcohol industry’. The consumers of these products are not much aware about the commercials that the brand wants to convey. The most impactful mode of advertisement is through online mode. Most of the people recall alcohol commercial because these advertisements are very funny. Most consumers find these advertisement misleading.

SCOPE OF STUDY

This research is being done to show impact of surrogate advertisement on the consumers of Lucknow city. There are so many articles on advertisements and publicity and there seems to be considerable amount of importance given to surrogate advertisement in academic research but only a smaller number of articles are available with reference to impact of surrogate advertisement in Lucknow city (for reference check my literature review above). Especially for surrogate advertisement and viewers profile in context to Lucknow city is very few and scarce. Keeping this as research gap, this study is being done to understand the impact and the effectiveness of surrogate advertisement in Lucknow city. The study is will be novel in its kind as will endeavor to find the association between statistical description of the audience and the impact of the surrogate advertisements in the Lucknow city.

RESEARCH DESIGN

This research is quantitative method, the analysis part will be like the perception part, which analyzes the perception of consumers towards surrogate advertisement, the view points of the advertisement will be analyzed to know to do the surrogate advertisements impact the viewers or not.

METHODOLOGY

This research studies the effect of surrogate advertisement on consumers in context to Lucknow, India. The main objectives of this study is to explore the awareness of surrogate advertisements among audience and to know whether surrogate advertisements will help to publicize the original product or not. This study depends on both primary and secondary data.

Research Question

- -What is impact of surrogate ads on society explain through case study of consumers in Lucknow, India.

OBJECTIVES

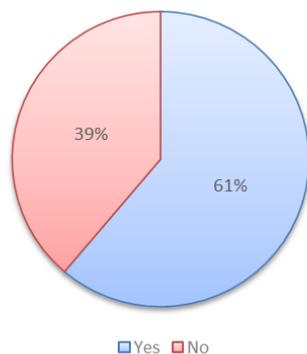
- To find consumers’ awareness towards Surrogate advertisements in Lucknow city.
- To examine the influence of Surrogate ads on consumers in Lucknow city.
- To find the consumers’ perception towards this type of advertisements.

Study Area

The field survey for the present study has been conducted in the Lucknow city. This study will be conducted in Lucknow city for primary data collection. Primary data is collected through questionnaires among the people of Lucknow city. 250 questionnaires will be distributed among the respondents using judgmental method of sampling.

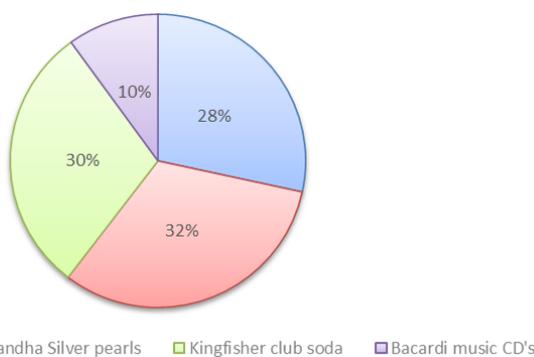
RESULT AND FINDINGS

1 Before reading the introduction of the google form were you aware of surrogate advertisements?



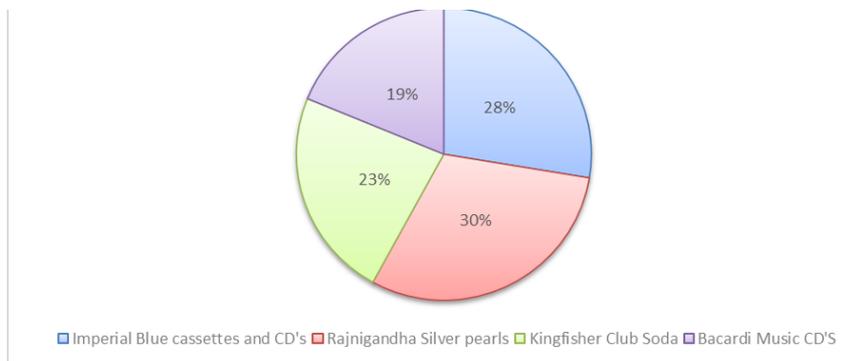
This graph is to check the awareness about the concept of surrogate advertisement among viewers.

2 Which surrogate ads you watched the maximum times on T.V?



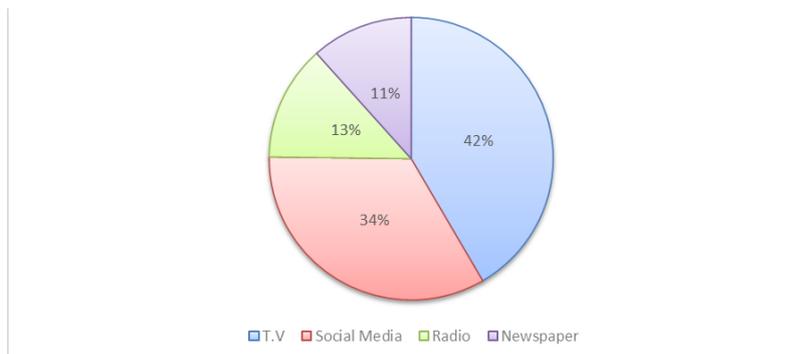
This graph shows which surrogate ad is watched by the respondents the maximum no. of times.

3 Which is your favorite surrogate ad?



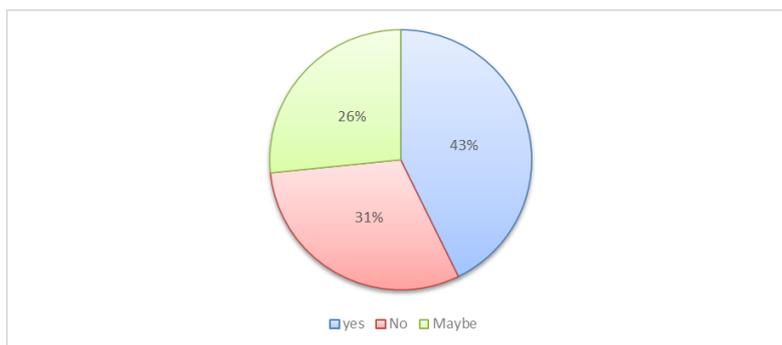
This graph is to check which is the favorite advertisement of the respondents in the Lucknow city.

4 On which of the following medium you are exposed to surrogate ads the most?



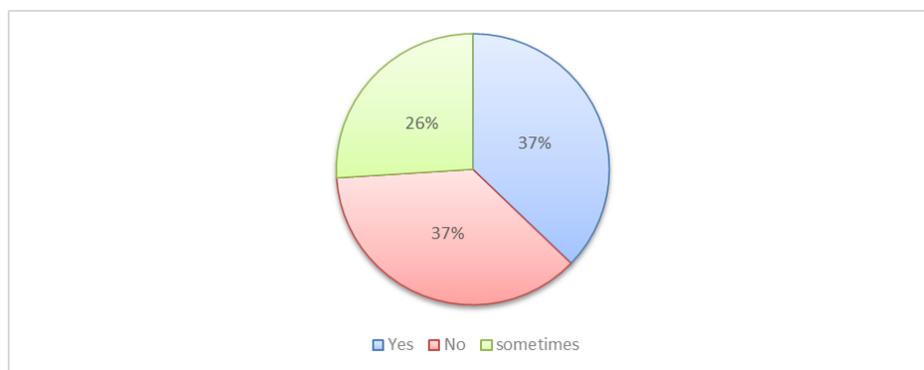
This graph shows through which medium the viewers are exposed to surrogate advertisement the most.

5 When you watch surrogate ads do you recall the original product for which the brand is famous?



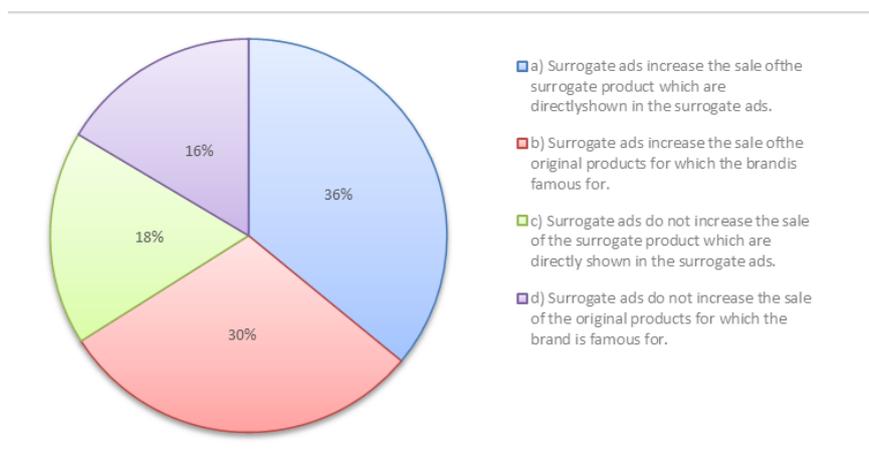
This graph is to check whether the viewers recall the original product after watching Surrogate Advertisements.

6 I purchase the product which is shown in the surrogate ads rather than the original product for which the brand is famous for (E.g. – Imperial Blue Music CDs are shown in the ad and the brand is famous for Liquor) what do you purchase?



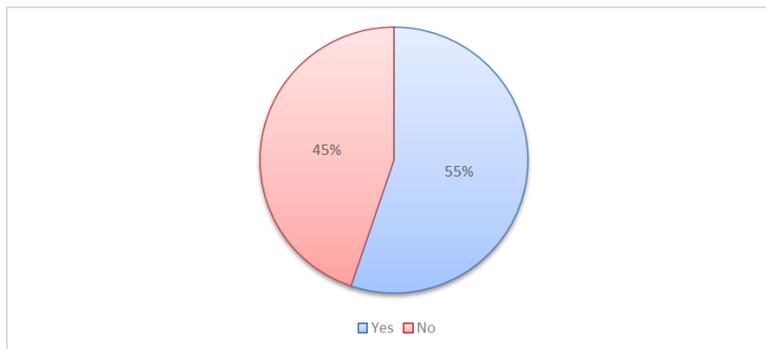
This graph is to check which product the viewers purchase, the original product for which the brand is famous for or the product shown in the Surrogate advertisements.

7 What do you think is the impact of surrogate ads on the sale of brand's product which is directly promoted and on the sale of the product not allowed to be promoted of the same brand (E.g. - Vimal is famous for Pan Masala but in its surrogate ad it promotes Elaichi)?



This graph shows that the surrogate advertisements increase the sale of the surrogate product directly or not in audience's viewpoint

8 What do you think, Surrogate ads should be banned or not, if yes why if no why give reason?



This graph is to check whether Surrogate advertisements should be banned or not in viewers perception.

- 1) Majority of respondents i.e., 61% are aware of the concept of Surrogate advertising and 39% of the respondents are not aware of the concept of surrogate advertisements in Lucknow city.
- 2) 32% of the respondents watched advertisement of Rajnigandha silver pearls on Television the most, whereas 30% of the respondents watched the advertisement of Kingfisher Club Soda on television the most, 28% respondents watched the Vimal Elaichi on Television the most, 10% of the respondents watched the advertisement of Bacardi Music CDs on television the most.
- 3) 30.4% respondents feel that their favorite surrogate advertisement is Vimal Elaichi, 28% respondents feel that their favorite surrogate advertisement is Imperial blue cassettes and CDs, 23% of the respondents feel that their favorite surrogate advertisement is Kingfisher Club Soda and the other 19% respondents feel that the advertisement of Bacardi Music CDs is there favorite.
- 4) According to 42% of the respondents of Lucknow city they are exposed to the surrogate advertisements through television, 34% are exposed to surrogate advertisement through social media, 13% of the respondents are exposed to surrogate advertisement through Radio, 11% of the respondents are exposed to surrogate advertisement through Newspaper.
- 5) Majority of the respondents of Lucknow city recall the original product that is hidden in the surrogate advertisement i.e., 43%, 31% of respondents do not recall the original product that is hidden in the surrogate advertisement and 26% respondents are those who may recall the original product which is hidden in the surrogate advertisement.
- 6) 37% of the respondents of Lucknow city purchase the product which is shown in the surrogate advertisement rather than the original product for which the brand is famous for, 37% of the respondents of Lucknow city do not purchase the product which is shown in the surrogate advertisements, some respondents sometimes purchase the product which is shown in the surrogate advertisements i.e., 26%.
- 7) Majority of the respondents of Lucknow city believe that Surrogate ads increase the sale of the surrogate product which are directly shown in the surrogate ads i.e., 36%, whereas 30% of the respondents believe that Surrogate ads increase the sale of the original products for which the brand is famous for, 18% of the respondents believe that Surrogate ads do not increase the sale of the surrogate product which are directly shown in the surrogate ads, 16% of the respondents believe that Surrogate ads do not increase the sale of the original products for which the brand is famous for.
- 8) Majority of the respondents of Lucknow city are in the favor that Surrogate Advertisements should be banned i.e., 55%, whereas 45% of the respondents say that Surrogate advertisements should not be banned.

CONCLUSION

From this research, we can assume that surrogate advertisements have influenced the target audience to recall the original products and brand image, that the composed and balanced advertisements to some degree effect the consumers to spend on these Products which are found hidden in these advertisements. As visible by the

information available to us, we can say that the best element for consumers to consume liquor and tobacco products is how beautifully these advertisements are designed that people gets influenced by it. The surrogate advertisements are often repeated because these brands always want to be at the top of the audience as well as the consumer's mind. The study indicates that people are influenced and pushed by surrogate advertising and are inspired to use the original products of these companies. The result and the findings of this research is clearly implying that surrogate advertisements are providing information and entertaining people too. Government should manage the law regarding surrogate advertisements such as applying more tax and reduce the number of liquor and Tobacco manufacturing brands as well as factories, because such promotions affect the people terribly.

As per the data analysis, we can infer that surrogate commercials have affected the target audience to prompt and recall the company or product of the company; and that balanced advertising somehow impact audience to buy alcohol and other such products. According to the data we have, we can say that the advertisements of such brands are the most effective factor that influences the consumer in alcohol, Tobacco, Pan Masala consumption. Surrogate commercials have positive effects on consumer perception in Lucknow city. This study efforts to impart an in-depth knowledge about how Surrogate advertisement impact audience's recognition. Customers do give importance to commercials be it social media or T.V while choosing their product and brands. The usage of Surrogate commercials has been assured to result in most favorite commercial ratings. Consumers heavily depend on these advertisements because they believe in its positive effect of helping in improvement of brand and product awareness and even financial returns. Consumers are not against with Surrogate advertisements as they believe that it may increase the consumption rate of banned products but finally the decision relies in the hands of the customers to consume such harmful products or not.

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