

Impact of Surrogate Advertisement on the youth of Surat city.

NIKITA AGARWAL*

Teaching Assistant

Bhagwan Mahavir College of Business Administration, Vesu

ABSTRACT

Advertisement is often castigated for causing economic damage and for promoting such products to people who have effects on their health. Taking into account the harmful effects of some of these products, the Indian government has banned the advertising of alcohol and tobacco products by introducing various laws and regulations. Therefore, prohibited brands and products gradually adopt surrogate ads, which is a form of advertising that is used to support banned products, such as cigarettes and alcohol, in the veil of another product. In India there are many companies that indirectly advertise as McDowell soda, Bagpiper Club Soda, silver beads of Rajnigandha, the IPL team of Royal Challengers ... etc. One of the reasons for using surrogate ads is to circumvent the ban on direct advertising of specific products. This paper will study the impact of Surrogate advertisement on youth of Surat city. Can today's generation identify the original advertised product and purchase the original product after seeing such ads? Are young people fascinated by celebrities who support such events and products? For example, Priyanka Chopra endorses Rajnigandha, SRK endorses Royal Stag.

Keywords: surrogate, advertising, banned products, celebrity endorsements, impact

I. INTRODUCTION

Advertising is designed to promote sales of a product or service and also to get masses to inform them about the product attributes. It is an effective way to communicate the value of a product or service with great exposure to the target consumers. The ads widely target to two types of audience: consumers and business. Advertising must establish the position of the brand in the mentality of consumers. The surrogate advertisement is one of the ethical problems emerging in advertising in India. This is used as a strategy for advertising products such as liquors or tobacco otherwise, it is prohibited in our country. That refers to advertising by duplicating the Brand image of a product widely to promote another product of the same brand.

When consumers look at these ads, they associate them with Prohibited Products. Therefore, these products are an indirect advertisement and, therefore, influence their behavior. This kind of advertising uses a fairly close product category, such as club soda or mineral water in case of alcohol or products of a different category, such as music CD or play cards to beat the mark name in the head of consumers. The prohibited product (alcohol or cigarettes) can do not project directly to consumers but something masked by another product of the same brand, so always there is mention of that brand, people start associating it with its main product (ex-alcohol or cigarettes).

It is said that the birth of a surrogate advertising took place in Britain, where the housewives began to protest against the liquor Ads unduly influenced their husbands The protest has risen to a level where liquor advertising had to be banned and owners of brands that do not see a way out decided to promote fruit juices and non-alcoholic beverages under the brand; the concept later emerged as surrogate advertisement. The use of surrogate advertising in India can be dated back to 1995 when Cable TV Regulation Act 1995 was applied said: "No advertisement shall be permitted which promotes directly or indirectly, production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants". The ban on advertising of such products has led to the appearance of surrogate ads in

India. It is advertising in which a different product is promoted using an established brand. Such advertising or sponsorships help to contribute to the memory of the brand. The different products shown and used in the ads are called surrogates. The substitutes could seem as original product or could be a total different product, but using the established brand of an original product.

II. CONCEPT OF SURROGATE ADVERTISEMENT

- a) Surrogate advertisement means advertising of prohibited products such as liquors, tobacco, etc. Surrogate advertising is an advertisement of a brand extension in such a way that it leads clear memory of the central product in the mind of the consumer. The literal meaning of Surrogate advertising is duplicating the Brand image of a product widely to promote another product of the same brand. It is technically acceptable to promote Smirnoff cassettes on television ads in India, but not in Smirnoff vodka. For example, all those cards, soda bottles, apple juices, minerals advertising for water and other products that see, they are actually smart promotions for brands of liquors and cigarettes for the same first name.
- b) The surrogate duplicates the brand image of a product widely to promote another product of the same brand includes sponsorship of sport, cultural occupations.
- c) Liquor advertisements are a direct influence on consumer purchasing behavior, so the company usually passes Brand extension or event promotions.
- d) The concept of substitute advertising at that time was not new to the world as the United Kingdom was facing the same advertising and marketing problem of these products for a long time. The same trends have been followed in India and the market has been flooded with surrogate products.

Some commonly seen brands and their advertisements are:

Product Category	Brands	Surrogates
Alcohol Beverages	Imperial Blue	Cassettes and CDs
	Absolut Vodka	Music CDs
	Bagpiper	Water, Soda, and Music – cassettes & CDs
	Mcdowell's	Water and Soda
	Kingfisher	Mineral Water and Calendars
	Bacardi	Music
	Royal Challenge	Golf Tournaments
Cigarettes	Gold Flake	Tennis Tournaments
	Wills Lifestyle	India Fashion week, Lifestyle (textiles) showrooms, India

		Cricket Team/Matches
Tobacco	Rajnigandha	Kesar Pan Masala
	Manikchand	Filmfare Awards

III. OBJECTIVES OF SURROGATE ADVERTISING

The real objective of surrogate advertising is to communicate effectively between producers and consumers in order to sell a product, a service or an idea that they would not otherwise be able to do. These announcements are:

- 1) **Informational:** inform the public / specific customers about the introduction of new products, updates or changes to existing products or changes related to the product, information about new offers and schemes.
- 2) **Persuasive:** increasing the demand for existing products persuading new customers to buy for the first time and existing customers for repurchases, so that the image of the brand remains in the mind of the consumer.
- 3) **Reminder:** remind customers of the existence of the product and the promotional activities in progress.

IV. STATEMENT OF THE PROBLEM

When the Advertising Standards Board of India (ASCI) implemented its code to regulate tobacco, liquor-based products, etc., Consumer activists were concerned about the impact of the move. The problem has changed radically: the central government has decided to ban these product companies from sponsoring sport and cultural events. Alcohol or tobacco advertising is prohibited in India and companies that sell these products must resort to advertising their products using less harmful products that bear almost the same names and looks. Because of the ban, liquor companies have focused more on promotions for brand creation. The ban on advertising alcoholic beverages and tobacco products has seriously hampered communication with customers. For this reason, companies with liquor brands do not advertise liquor products, but have extended the equity of their brands to other sectors. Young people are very influenced by advertising. When you look at a surrogate ad for any product, it causes viewers to remember the original product- For example, the announcement by Kingfisher Club Soda recalls the true product of Kingfisher beer. The kingfisher alcohol existed long before the kingfisher airline existed. Likewise, the Indian Tobacco Company (ITC) had its flagship cigarette brand "Wills" and then opened the Wills Lifestyle stores (prefabricated garments) across India when India's alcohol control laws restricted alcohol advertising.

V. IMPACT OF CELEBRITIES' ENDORSEMENTS OF SURROGATE ADVERTISEMENTS

Young people may be more attracted to the consumption of the original product when they display indirect advertising supported by celebrities. Bagpiper is endorsed by Shatrughan Sinha, Akshay Kumar and Ajay Devgan, Royal Stag has brand ambassadors like Shahrukh Khan, Saif Ali Khan and Arjun Kapoor. Kingfisher Karaoke was created specifically to promote IPL 2013 and supported by cricket players, with its famous slogan: "Divided by teams united by Kingfisher".

Although alcohol and tobacco advertising - direct and indirect - is prohibited in the country, our movie stars do not hesitate to promote the brands of alcohol and tobacco under the vine leaf of "surrogate advertising". So when King Khan SRK says "Have I made it large", you know he's talking about the Royal Stag whiskey and not the music CDs. Commercials celebrating 25 years of Vimal Pan Masala, the "cool boy" Bollywood, Ajay Devgan, says "iske dane dane kesar hai", but even a child can realize that it does not favor the saffron of Kashmir, but it does so with pan

masala. Pan Masala chewing is detrimental to health. Other youth icons, Priyanka Chopra (Rajnigandha), Saif Ali Khan (Pan Bahar), also ask young people to buy products that are clearly unhealthy.

Priyanka can justify their motto support announces Rajnigandha cardamom (Elaichi) and not masala pan. However, it is well known that the tobacco industry has traditionally used pan masala brands as a substitute for promoting gutkha, which is now banned in most states. also that Rajnigandha comes from the same firm that produces the two major brands of India's zarda-Tulsi and Baba Flavoured elaichi thus becomes a substitute for the pan masala and zarda sold under the name Rajnigandha, this is what the marketing experts call the extension of the brand.

Leave only the brands of tobacco, Priyanka has not even hesitated to associate with brands of alcohol. She, along with other people in the film industry, received the Teacher Achievement Award, set up by Beam Global Spirit and Wine Inc., creators of the best-selling Scotch whiskey in India, Teachers. This flagrant association with brands of tobacco and alcohol is worrying because the UN designs Priyanka as an ambassador for children's rights and adolescent health. The goal of celebrity approval is the memory of the brand and the association of the brand. Commercial advertising is so powerful that young girls would associate Priyanka with Rajnigandha instead of seeing her as UNICEF's goodwill ambassador. The awards to promote the Officer's Choice liquor brand and the tobacco brand, Red and White, have had several public figures who have supported them in the past. To bypass regulatory action, the Red and White award was named the Godfrey Phillips National Bravery Awards. Absolut the famous brand of vodka has masked its original product on music CDs.

Urmila Matondkar can be seen in commercials selling a tea brand called "502 Pataka" in a rural / semi-urban environment. This is a substitute ad for the selling of bidi in India of the same name. He started making tea only in 2000, during the period in which India regulated the anti-smoking law. India has a strong policy on advertising, promotion and sponsorship by companies producing alcohol and tobacco, but the law on substitute ads does not apply. There are also other gaps. Although advertising of alcohol and tobacco products is prohibited in India, alcohol companies can promote their brands legally at points of sale.

VI. PURPOSE OF THE STUDY

- 1) The study aims to enlist various perceptual factors (like attitudes, moods, motives, interest etc.) that affect the attitude of consumers towards the surrogate advertisement and in turn the product.
- 2) To understand whether the advertising of surrogate of the same brand leads to recall the original product.
- 3) The study also hopes to reveal whether the youth will still be attracted to buy these products by viewing the surrogate advertisement even though the original products are harmful to the health of the consumers.
- 4) To study the impact on the minds of youth who can get attracted to consume the original product as they are endorsed by celebrities (where in they actually increase the cost of the product by using celebrities in the advertisements.)
- 5) To study whether the youth actually develops a habit of drinking/ smoking by watching these advertisements..

VII. OBJECTIVES

1. To know the level of customer awareness about surrogate advertisements.
2. To know whether the youth is actually reacting to such surrogate advertisements.
3. To study the factors which attract the youth to decide for purchase of the original product and how the youth relates it with the surrogate product.
4. To find out the influence of surrogate advertisements on consumer buying behavior.

VIII. Literature Review

Surrogate advertising is an issue which needs to be understood with respect to India's legal and ethical environments of Promotions. ParulekarAjitArun (2005), in his paper examines the impact of surrogate advertising of alcohol brands on their brand equity. The purpose of the study was masked through the experimental design in order to minimize manipulation effects. In the main study, subjects were sequentially exposed to television ads, one ad at a time, of the 20 brands used in the pre-test. The findings of the paper support the notion that brand equity will be least affected in consumers with prior consumption experience, ad exposure or brand knowledge of the alcohol brand.

Dr. S. G. KhawasPatil and Laxmikant S. Hurne (2011), studied the effectiveness of surrogate advertising and found few whisky brands are powerful in the market like Royal Stag / Officers Choice / McDowell's as their advertisements are more creative and powerful. According to the paper maximum respondents got the intention behind surrogate advertisements, i.e., to advertise liquor, whisky products. It means surrogate advertisements are effective in targeting their customers. Surrogate advertisement is a successful strategy because maximum respondents are changing their purchase decisions.

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 ripping up the benefits of surrogate advertising have been discussed. Sania Sareen(2013)

IX. Data Collection

a) Primary data:

It includes data collected directly from the customers in the city.

Techniques of collecting primary data: Internet: Via Google docs, Emails etc. (questionnaire – which includes open ended and closed ended questions) - Personal interviews

b) Secondary data:

It includes data from magazines, websites and reference books and print media. Further Print media includes: Newspapers, Magazines, T.V. channel, Radio

c) Method of Data Collection:

The research is conducted through a survey in the form of an interaction and with questionnaire method and internet as a mechanism of getting online data from the target audience and via webmail questionnaires with questions as points of reference. The interactions are done with the target group at different places in Surat city.

d) Research Instruments:

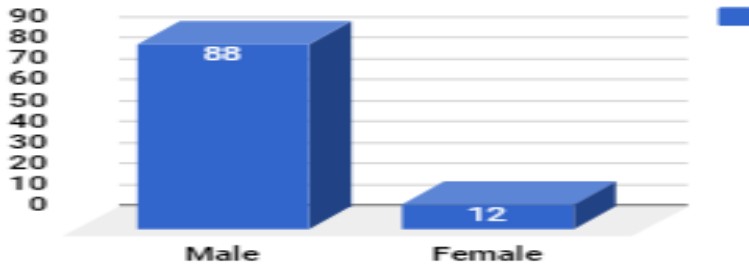
Questionnaires were the survey instruments used in this study. Many questions were designed on three points Likert Scale with 'Agree' dictating the highest level of believe, and 'Disagree' as the highest level of disbelieve

e) Techniques of analysis of Data and Statistical Tools:

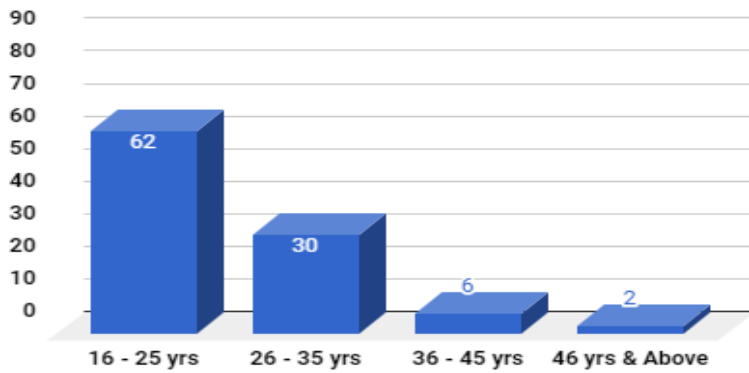
The collected data have been processed and analyzed by applying the software SPSS (Statistical Package in Social Sciences). Tabulation and creation of graphical presentation have been done wherever found appropriate. To find interpretation percentage analysis has been done.

X.ANALYSIS AND INTERPRETATION

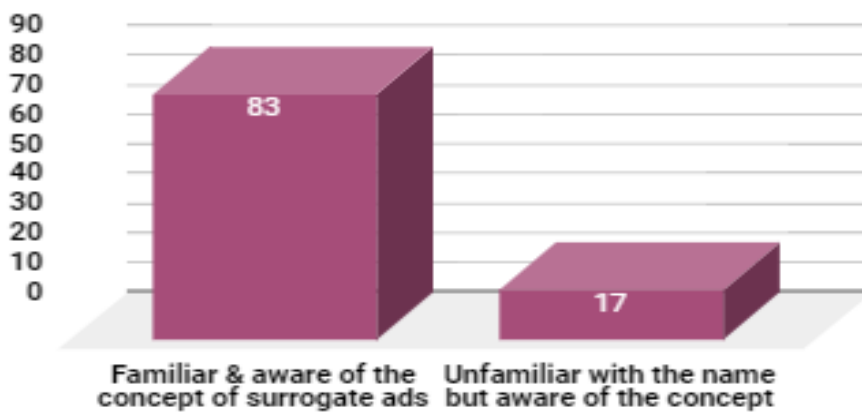
1. Gender



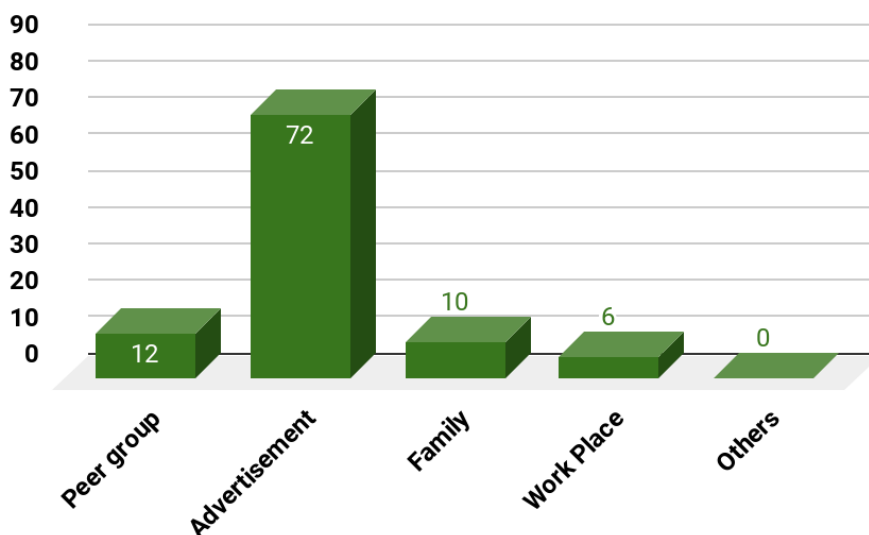
2. Age



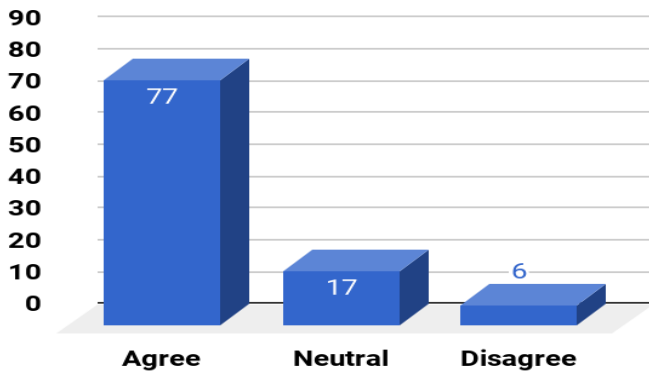
3. Are you aware of the concept of Surrogate Advertisement?



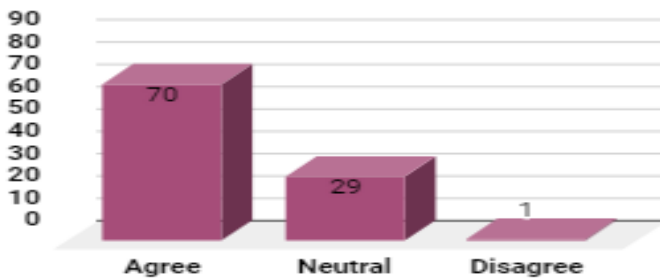
4. Which factor influences you the most while choosing your brand?



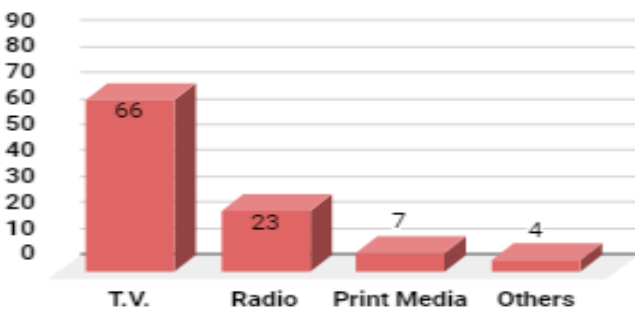
5. Are advertisements changing your perception about product?



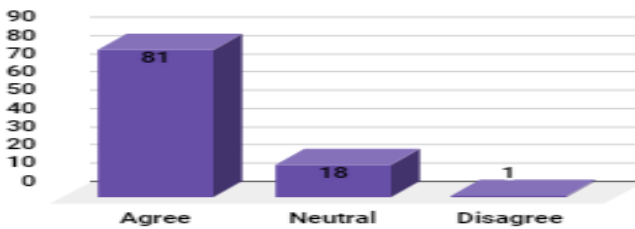
6. Are you buying a product after watching its ads?



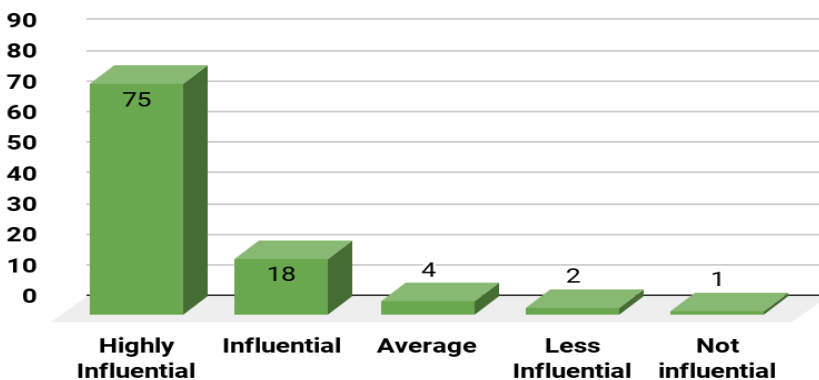
7. According to you what kinds of advertisements have great impact over banned product?



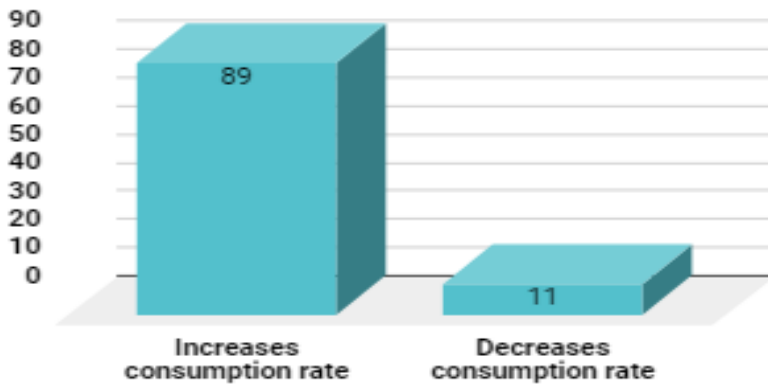
8. Does a Surrogate ad influence you to buy any product?



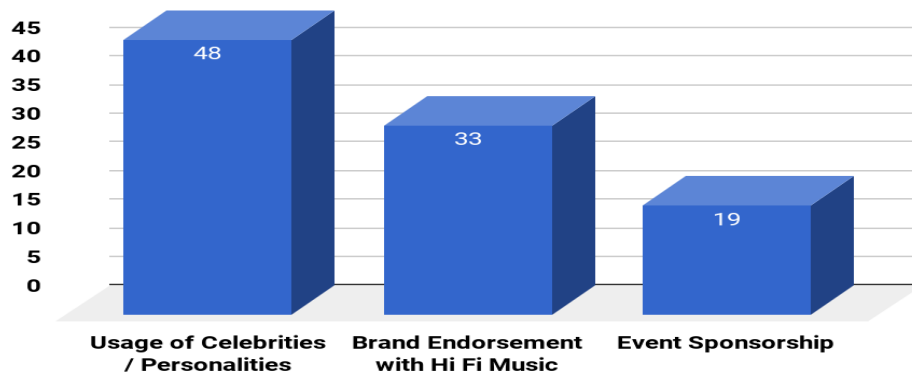
9. Impact of celebrities endorsing Surrogate Advertisements.



10. Does surrogate ads create any impact of on the rate of consumption?



11. Different ways to make surrogate advertisement attractive to the viewers/consumers



12. What is your perception towards Surrogate advertisements?



XI. FINDINGS

1. Majority of the respondents are Male i.e. 88%.
2. Majority of the respondents i.e., 62% are between the age group of 16-25 years, whereas 30% fall into the category of 26-35 years,6% between 36-45 years and remaining are above the age group of 45 years.
3. Majority of respondents i.e. 83% are aware of the concept of Surrogate advertising in SURAT city.
4. Majority of the respondents choose advertisement i.e. 72% which influences the respondents of SURAT city.
5. 77% of the respondents feel that advertisement changes their perception about product.
6. 70% of the respondents bought product after watching ads of the product in SURAT city.
7. According to 66% respondents of SURAT city believe that advertisements of T.V. have great impact over banned products.
8. 81% respondents of SURAT city get influenced by Surrogate ads to buy any products.

9. 75% respondents said that they are highly influenced by surrogate advertisements endorsed by celebrities
10. According to 89% of the respondents, consumption of banned products increases because of Surrogate ads in SURAT city.
11. Majority of respondents i.e.48% feel that usage of celebrities/personalities are attractive to the viewers/consumers
12. Majority of respondents i.e.45% of the consumers find surrogate advertisements very entertaining and also informative irrespective of the motive for which such advertisements are being shown

XII. CONCLUSION

As per the analysis, we can conclude that surrogate ads have influenced the target population to remind and recall the brand or product of the brand; and that regulated advertising somehow influence consumers to consume alcohol and other such products. According to the data we have, we can say that the celebrities that support these products are the most effective factor that influences the consumer in alcohol consumption. Most respondents see surrogate ads every day because alcohol companies always want to be in the minds of consumers. From the survey, it is clear that especially consumers in the age group between 16 to 35 years are very influenced by such surrogate advertisements and are motivated to consume the original products. The government needs to regulate the laws relating to surrogate ads, such as increasing taxation because young people are influenced by such advertisements. If the young person develops an alcohol addiction, it will actually be a loss for the nation.

XIII. BIBLIOGRAPHY

1. ParulekarAjitArun (2005),” Surrogate Advertising and Brand Equity”, Consumer Personality and Research Methods, 2005
2. “Marketing Strategy for Liquor, Whisky products”, Indian Streams Research Journal,Vol - I, ISSUE - V [June 2011]
3. Kotler, Philip. (2000). Marketing Management.10th Ed. New York: Free Press.
4. Kruti Shah, Alan D’Souza (2011)”Advertising and Promotions-An IMC Perspective”, Tata McGraw Hill, 2011
5. News Broadcasters Association, 5th Annual Report 2011-2012, New Delhi, India.
6. Ramaswamy V.S. and Namakumari, S. (2002). Marketing Management.3rd Ed. New Delhi: Mac Millan India Ltd.
7. Chunawal, Reddy, Appannaiah (2000) ,An introduction to Advertising and Marketing Research - Himalaya Publishing House – Millennium Edition - 2000
8. Dr. S. G. KhawasPatil, Laxmikant S. Hurne (2011), “Surrogate Advertising : A Successful Marketing Strategy for Liquor, Whisky products”, Indian Streams Research JournalVol - I , ISSUE - V [June 2011] : Commerce ISSN:-2230-7850
9. Maheshwari P. et. al, Advertisement Effectiveness: A Review and Research Agenda, International Journal of Social, Education, Economics and Management Engineering Vol: 8, No: 12, 2014
10. Varalakshmi .T, An Empirical study on Surrogate advertisement, The International Journal of management, ISSN 2277-5846; Vol: 2/Issue: 1, (2013)
11. Dahiya K.S. et. al, Emergence of Surrogate advertisement, A Journal of Economics and Management Vol.2 Issue 10 October 2013, ISSN 2278-0629, (2013)

12. Haran J. (2013) Surrogate Advertising -Hard Product and Soft Promotion: International Indexed & Refereed Journal, March, 2013, ISSN 0974-2832 (Print), E-ISSN2320-5474, RNI RAJBIL, 2009/29954, vol –v* Issue-50
13. Sareen S. (2013) Surrogate Advertisement-is it necessity? : International Journal of Marketing, Financial Services & Management Research; ISSN 2277- 3622 Vol.2, No. 12,
14. Suryawanshi S.A. et. al. (2013) The Study of Surrogate Advertising with An Indian Perspective: Indian Journal of Applied Research; Volume: 3, Issue: 10, Oct 2013, ISSN - 2249-555X.
15. Kotni V.V.D.P. (2011) the banned Surrogate marketing as brand-new brand extension advertising: International Journal of research in Commerce & Management; vol no. 2 (2011), Issue 4 (APRIL) ISSN 0976-2183 [8]Sushma C and Sharang C (2005) Pan masala advertisements are surrogate for tobacco products: Indian Journal of Cancer; April - June 2005, Volume 42, Issue 2

