

Impact of Surrogate Advertising: An Empirical Study with Reference to Vadodara

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ABSTRACT

Advertisements are used to get the attention of people thereby forming a distinct image in one's mind. Alcohol and cigarette advertisements were found to have severe impact on people due to increased consumption rate. So, Indian government banned alcohol and cigarette advertisements in 1995. This gave birth to the rise of surrogate advertisements in India. Surrogate advertisement is a form of advertisement used to advertise banned products by replacing them with a surrogate product¹. 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 brand². This paper will study the impact of surrogate advertisement on youth's perception in Vadodara City. For research study 310 respondents of Vadodara city taken on the basis of judgmental sampling. The study shows surrogate advertisement has significant impact on the perceptions of youth regarding surrogate products.

Keywords: *Surrogate advertisement; Banned products; Perception.*

1.0 Introduction

Surrogate advertisements are those which are used to publicize those products banned by law as they are injurious to health. Different products witnessing such advertisements are alcohol beverages, tobacco products & Gutka advertising themselves as pan masalas³. It is technically acceptable to promote Smirnoff cassettes in television advertisements in India, but not Smirnoff vodka. For example, all those playing cards, soda water bottles, apple juices, mineral water and other product advertisements we see, are actually clever promotions for liquor and cigarette brands by the same name. In India there is a large number of companies doing surrogate advertising, from Bacardi Blast music CD's, Bagpiper Club Soda to Officers Choice playing cards⁴.

It is just a strategy used to generate top of the mind recall. While this continued helping them to promote their liquor through this route as many companies did not even modify the existing advertisements and instead just replaced the text and voice-overs. This is what challenging about surrogate advertisement as for ethical business practices one should not mislead consumer's especially young generation to lean towards drinking alcohol⁵.

In India extensive surveys resulted in similar findings which showed that liquor ads had direct influence on Consumers purchase behavior, and no sooner the Cable TV Regulation Act banned liquor and cigarette advertisements, thus India gradually adopted surrogate advertisements⁶.

2.0 Literature Review

This paper will study the impact of Surrogate advertisements on youth. Is the youth identifying the original product being advertised and will they purchase the original product by viewing such advertisements?

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Is the young generation also fascinated by the celebrities endorsing such events and products? For example, Ranveer Singh and Arjun Kapoor have been endorsing India's premier alcohol brand Royal Stag. It was concluded that the age group from 16 to 40 years are highly influenced by such surrogate advertisements and are motivated to consume the original products⁷.

The current 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. Hence with this inspection the required data was collected from 108 respondents using a comprehensive open – ended questionnaire undergoing a judgmental sampling. The result shows that Surrogate ads on television are equally unconscionable, as they have been telecasted indirectly with the help of products⁸.

This article is an attempt to understand the concept of 'Surrogate Advertisement' vis-à-vis the International and National Regulations in place and the prevalence of this practice in the Indian market today. The finding shows that Surrogate advertisement is not only misleading, but also false and dishonest in many cases. This method is used by the corporate because the legislation that is in place as of now performs only a half hearted job in controlling this menace⁹.

Different Brand Promotion against its Surrogates in India

Product category	Brand	Surrogates
Tobacco	Rajnighanda	Kesar Pan Masla
	Goa Gutka	Pan Masala
	Pan Parag	Pan Masala
	Manikchand	Filmfare Awards
Cigarettes	Red & white Cigarettes	bravery award ceremony
	Gold Flake	Tennis Tournaments
	Wills Lifestyle	India Fashion Week, Lifestyle (textiles) showrooms, Indian Cricket Team/Matches
	Charms	Audiocassettes and CDs.
	Four Square white	water rafting& Gliding
Alcohol Beverages	Seagram's	Music
	McDowells No. 1 platinum	Water and Soda
	Bagpiper	Water, Soda, and Music – cassettes & CDs
	Red and White	Bravery Awards
	Bacardi	Music
	Kingfisher	Mineral Water and Calendars
	Wills Lifestyle	Apparels, Accessories
	White Mischief	Holiday Resort
	Imperial Blue	Cassettes & CDs
	Smirnoff Vodka	Fruit Juices
	Royal Challenge	Golf Tournaments
	Aristocrat	Apple Juice
	Officer's Choice	Social Obligation towards Society
	Hayward's 5000	soda and packaged drinking water
	Royal Stag	Music CD and Mega Cricket

3.0 Objective of the Study

- To study whether surrogate advertisement motivate to buy other product then product shown in the adds.

- To study the element of the advertisement help remembering the surrogate adds.
- To study the ethical aspect of surrogate advertisement

4.0 Research Methodology

Study Area: The field survey for the present study was conducted in the Vadodara City. Collection of Data: Primary data have been collected by distributing questionnaire among the people of Vadodara City. To collect necessary primary information 310 questionnaire have been distributed and collected for analysis.

Sampling Technique: Judgmental Sampling have been used on literacy based.

Research Instrument: Structured Questionnaire was used for the survey of target population. The questions were designed on four points Likert scale with 'Strongly Agree consider the highest level of believe, and 'Strongly Disagree as the highest level of disbelieve.

Technique of analysis of Data: The collected data have been processed and analyzed by software SPSS, version -16. To find interpretation crosstabs has been done.

5.0 Data Analysis and Interpretation

Objective 1: To study whether surrogate advertisement motivate to buy other product then product shown in the adds.

Table 1: Analysis of Youth Perception towards Surrogate Products

Count						
		Do you buy the surrogate products like soda; water etc. after seeing their Ads on the media?				Total
		Never	Occasionally	Often	Regularly	
Are you the Customer of Alcohol Product	Yes	14	18	19	18	69
	No	57	51	62	38	208
	May Be	5	10	11	7	33
Total		76	79	92	63	310

Above Table shows that 74.52% (231 respondents out of 310 samples) of the people drink the surrogate products like soda: water etc. after seeing surrogate advertisement.

Objective 2: To study the element of the advertisement help remembering the surrogate adds.

Table 2: Analysis of Preferred Advertisement Element for Surrogate Adds

Crosstab					
			Celebrities/ Cartoon Endorsing		Total
			Yes	No	
Celebrities	Yes	Count	63	68	131
		% within Celebrities	48.1%	51.9%	100.0%
		% within celebrities/ cartoon endorsing	38.7%	46.3%	42.3%
	No	Count	100	79	179
		% within Celebrities	55.9%	44.1%	100.0%
		% within celebrities/ cartoon endorsing	61.3%	53.7%	57.7%
Total		Count	163	147	310
		% within Celebrities	52.6%	47.4%	100.0%
		% within celebrities/ cartoon endorsing	100.0%	100.0%	100.0%

Table shows that 52.6% (163 respondents out of 310 samples) of the people like celebrities as the main element of the advertisement help them to remember the surrogate adds.

Objective 3: To study the ethical aspect of surrogate advertisement

Table 3: Analysis of Youth's Opinion about Ethical of Surrogate Adds

Crosstab						
		What is your opinion about Surrogate advertisement is ethical?				Total
		Strongly Disagree	Disagree	Agree	Strongly Agree	
Are you the Customer of Alcohol Product	Yes	10	15	24	20	69
	No	46	53	70	39	208
	May Be	3	9	13	8	33
Total		59	77	107	67	310

Above data shows 56.13% (174 respondents out of 310 samples) of the people believe that Surrogate advertisement is ethical.

6.0 Findings

From the analysis it is found the Respondents are motivated to buy the original product after watching surrogate adds. From the study I analyze that respondent were remember the product with the help of celebrities. Majority of alcoholic and no alcoholic people believe that Surrogate advertisement is ethical.

7.0 Conclusion

Surrogate advertisements have influenced population to remind and recall the brand original product.

Celebrities endorsing such products are the most effective factor that influences the consumer to consume.

Government needs to liberal the laws regarding surrogate advertisements as majority of people believe it is ethical.

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