

A STUDY ON SURROGATE ADVERTISEMENT WITH SPECIAL REFERENCE TO STUDENTS OF CHRIST COLLEGE IRINJALAKUDA, KERALA

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ABSTRACT

Advertisements are a way to communicate about the products or services to its customers. Advertisements are messages paid for by the sellers and are intended to inform or influence the sellers. It is an efficient way of communicating the attributes, value etc. of a product or service to its prospective customers. Companies use advertisement as their marketing tool. It helps the sellers to create awareness about the products, to influence the customers, in retaining the customers etc. Advertisements are useful to customers also since it helps them to know more about various aspects of the product and also to build preference for that product over its competitors. Today's world is highly competitive and dynamic, where advertising showing ethical issues in marketing trend. One of the recent negative trends in the area of advertising is surrogate advertising. Surrogate advertisement means the advertisement to promote the products which are banned in the country. This paper makes a study on the influence of surrogate advertisement with special reference to students of Christ College, Irinjalakuda, Kerala.

Key Words: Surrogate, Advertising, Banned Products, Influence

INTRODUCTION

Advertisement is the most effective and efficient medium to reach masses. It is a method of marketing communication to promote or sell a product or service. Surrogate advertising means the advertisement of banned products like tobacco, alcohol etc. Sellers use this surrogate advertisement to market these banned products indirectly and it impacts the perception of customers. The meaning of the word surrogate is substitute. Surrogate advertisement is a method of duplicating the brand image of one product extensively to promote another product, most probably a banned product of the same brand.

Many nations has prohibited the advertisements of products like liquor, tobacco etc. Since companies are prohibited to advertise their banned products directly, they mostly depend on surrogate advertisements in

order to popularize their particular products. Surrogate advertisement techniques includes advertising another product of the same seller with similar brand name, sponsoring community events, issuing public service announcements, or sponsoring sports teams. These all activities technically do not violate the ban on direct advertising, but they still get consumers familiar with the company's branding. Surrogate advertisements indirectly influence the purchasing behavior of the customers. In this type of advertising, instead of projecting the banned products directly in the advertisement the companies will mask the banned product under another product under the same brand name. So whenever they see or read these advertisements, they recall the banned product of the same brand.

OBJECTIVES OF THE STUDY

1. To study the consumers awareness towards surrogate advertisement.
2. To evaluate the influence of surrogate advertisements on consumers buying decisions.
3. To understand the perception of customers towards surrogate advertisements and its products.

SIGNIFICANCE OF THE STUDY

This research study is significant as it enables to find out the consumers perception on surrogate advertisements and its impact on their buying decisions. It will help the companies to understand the opinion of consumers regarding this and to make appropriate changes in their strategies to reach out the customers in a better way.

SCOPE OF STUDY

This study was conducted among the students of Christ College (Autonomous) Irinjalakuda, Kerala during the period of Feb-Mar 2018.

RESEARCH METHODOLOGY

Type of data: Primary data is collected by direct interview or personal contact

Sampling technique: Random sampling is used to get reliable data from the respondents.

Sample size: The sample size taken to collect data was 50.

Sample area: The area chosen for collecting primary data was Christ College, Irinjalakuda, Kerala.

LIMITATIONS OF THE STUDY

- The study is restricted to Christ College, Irinjalakuda.
- There were few responses which were vague or not answered at all.

ANALYSIS AND DISCUSSIONS

Table: 1 Media from which advertisements are seen the most

Media	Respondents	Percentage
Television	20	40%
Print media	8	16%
Internet	12	24%
Mobile	10	20%
Total	50	100%

(Source: Primary Data)

The above table shows that the most effective media of advertisement is television. Around 24% of the respondents see advertisements in internet. Very less respondents view advertisements via print media and mobile.

Table 2: Frequency of advertisements seen, of products like alcohol, cigarettes, pan masala etc.

Time period	Respondents	Percentage
Regular	12	24%
Occasional	24	48%
Rare	8	16%
Not at all	4	8%
Don't remember	2	4%
Total	50	100%

(Source: Primary Data)

The above table states that nearly half of the sample i.e., 48% of the respondents sees the surrogate advertisements occasionally, where as 24% of them see it regularly. Others rarely or not at all saw these types of advertisements.

Table 3: Knowledge about banning of advertisements of such products in India

Knowledge	Respondents	Percentage
Yes	19	38

No	31	62
Total	50	100

(Source: Primary Data)

From the above table it is clear that more than half of the respondents were not aware that, the advertisements of particular products are banned in India. Rests of the respondents are aware about this.

Table 4: Opinion on banning of advertisements of some specific products.

Opinion	Respondents	Percentage
Strongly Agree	19	38%
Agree	10	20%
Neither agree nor disagree	8	16%
Disagree	7	14%
Strongly disagree	6	12%
Total	50	100%

(Source: Primary Data)

This table shows that around 38% of the respondents strongly agree the banning of advertisements of this products. 20% of them agrees and 16% of them neither agree nor disagree. 14% of the respondents disagree and 12% of them strongly disagrees the ban.

Table 5: Awareness about surrogate advertisement

Awareness	Respondents	Percentage
Yes	20	40%
No	20	40%
May be	10	20%
Total	50	100%

(Source: Primary Data)

The above table clearly states that around 20% of the respondents have a positive opinion towards the awareness about surrogate advertisements and 20% of them are not aware about surrogate advertisements.

Table 6: Purchase of surrogate products after seeing its advertisements.

Opinion	Respondents	Percentage
Never	26	52%
Occasionally	11	22%
Regularly	8	16%
Often	5	10%
Total	50	100%

(Source: Primary Data)

From the above table, it is clear that majority of respondents has never purchased surrogate products after watching its advertisements. 22% of them buy occasionally, 16% of the respondents purchase regularly and 10% of them make often purchase.

Table 7: Recalling the original products while seeing the surrogate advertisements.

Opinion	Respondents	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

(Source: Primary Data)

From the above table we can say that, more than half of the respondents recall the original products while seeing the surrogate advertisements. The rest of them have an opposite opinion.

Table 8: Surrogate advertisement of which product category is seen the most

Most seen category	Respondents	Percentage
Alcohol	38	76%
Tobacco	8	16%
Cigarettes	4	8%
Total	50	100%

(Source: Primary Data)

From the above table we can understand that, surrogate advertisements of alcohol are seen the most. Tobacco stands second in this and cigarettes stand third in this,

Table 9: Surrogate advertisements induce to try the original product.

Opinion	Respondents	Percentage
Yes	30	60%
No	20	40%
Total	50	100%

(Source: Primary Data)

From the above table it is clear that, more than half of the respondents agree to the opinion that surrogate advertisements induces them to try the original products. Only 40% of the respondents hold an opposite opinion.

Table 10: Opinion on surrogate advertisements

Opinion	Respondents	Percentage
Ethical	12	24%
Unethical	22	44%
Should be banned	16	32%
Total	50	100%

(Source: Primary Data)

The above table shows that around 44% of the respondents think that surrogate advertisements are unethical and 24% of them consider it as ethical. 32% of them hold an opinion that surrogate advertisements are to be banned.

FINDINGS

1. The most effective media of advertisement is television. Around 24% of the respondents see advertisements in internet. Very less respondents view advertisements via print media and mobile.
2. Nearly half of the sample i.e., 48% of the respondents sees the surrogate advertisements occasionally, where as 24% of them see it regularly. Others rarely or not at all saw these types of advertisements.
3. More than half of the respondents were not aware that, the advertisements of particular products are banned in India. Rests of the respondents are aware about this.

4. Around 38% of the respondents strongly agree the banning of advertisements of this products. 20% of them agree and 16% of them neither agree nor disagree. 14% of the respondents disagree and 12% of them strongly disagree the ban.
5. Around 20% of the respondents have a positive opinion towards the awareness about surrogate advertisements and 20% of them are not aware about surrogate advertisements.
6. Majority of respondents has never purchased surrogate products after watching its advertisements. 22% of them buy occasionally, 16% of the respondents purchase regularly and 10% of them make often purchase.
7. More than half of the respondents recall the original products while seeing the surrogate advertisements. The rest of them have an opposite opinion.
8. Surrogate advertisements of alcohol are seen the most. Tobacco stands second in this and cigarettes stand third in this.
9. More than half of the respondents agree to the opinion that a surrogate advertisement induces them to try the original products. Only 40% of the respondents hold an opposite opinion.
10. Around 44% of the respondents think that surrogate advertisements are unethical and 24% of them consider it as ethical. 32% of them hold an opinion that surrogate advertisements are to be banned.

SUGGESTIONS

1. Frequency of surrogate advertisement is less. So, companies should increase frequency for more effectiveness.
2. Public has negative perception towards surrogate ads as they are considered unethical, so companies have to find a way to reverse their view to positive
3. Creating a consumer awareness programs to give them required knowledge.

CONCLUSION

Surrogate advertising is basically duplicating the brand image of a particular product and then promoting a different product of the same brand. Ban on advertising of alcohol, cigarettes, tobacco products gave rise to the concept of surrogate advertising in India. It has become an ethical issue and has emerged as a loophole challenge over government rules. Though this upcoming trend is not healthy for the young consumers & others in the Interest of the health of the community; Surrogate ads have proved themselves a successful marketing strategy for the forbidden goods today.

This study was conducted to know the knowledge and perception of customers about Surrogate advertisements in the Hyderabad city and analyses the factors for knowing the surrogate advertisement have any impact on the consumers buying behavior for buy the surrogate products. It got understood surrogate

advertisements are only successful in creating brand recall of the hidden product in the advertisement. People do not get much influenced by these products' advertisements while making their purchase, they just remind the brand existence. During the study, a sample of 50 respondents were analyzed the knowledge of customer, their preferences and knowledge. The data was collected by questionnaire method. The knowledge and awareness level is low, the main reason for not knowing about most of surrogate advertisements are they are not exposed to see that many times. Consumers are ethically concerned with respect to surrogate advertisements.

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