EFFECTIVENESS AND INFLUENCE OF SURROGATE ADVERTISEMENT ON CONSUMER BEHAVIOR: AN EMPIRICAL STUDY OF BIKANER AND AJMER

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ABSTRACT-Purpose of this paper is to check the efficacy of surrogate advertising effectiveness on consumers purchase Intention. Surrogate advertising effectiveness is basically a strategy through which advertisers fulfill their advertising goals and creates strong image in the minds of customersabout their core product. Research being conducted which includes the answers of 279 respondents regarding the impact of surrogate advertisement on consumers purchase Intention. Basically the participants of the research were adults and alcoholic. This research includes 2 variables out of which Purchase Intention is the dependent Variable and surrogate advertising is Independent. Main theme behind this study was to check either surrogate advertisement has positive or negative impact on the purchase intention. According to findings surrogate advertisement has positive and strong relationship to purchase intention. This simply means surrogate advertisement has positive influence the consumers' purchase intention.

Keywords - **Surrogate advertisement, Purchase Intention, Consumer Behavior**

INTRODUCTION

Advertising is meant to promote the sales of a product or service and also to reach masses to inform them about the product attributes. It is an effective way of communicating the value of a product or service with large exposure to target consumers. Advertisements broadly cater to two types of target audience – consumers and business. Advertising has to establish the brand position in the mindset of consumers.

Surrogate advertising is one of the emerging ethical issues in advertising in India. This is used as a strategy to advertise products such as liquor or tobacco which otherwise, is banned in India. It relates to advertising by duplicating the brand image of one product extensively to promote another product of the same brand. When consumers look at these advertisements, they associate these with banned products. Hence, such products are indirectly advertised, and therefore, influence customers' purchase intention. This type of advertising uses a product of a fairly close category, as: club soda, or mineral water in case of alcohol, or products of a completely different category, for example music CDs or playing cards to hammer the brand nameinto the heads of consumers.

The banned product (alcohol or cigarettes) may not be projected directly to consumers but rather masked under another product under the same brand name, so that whenever there is mention of that brand, people startassociating it with its main product (that is alcohol or cigarette).

It is said that birth of surrogate advertising happened in Britain, where housewives started protesting against liquor advertisements which unduly influenced their husbands. The protest rose to a level where liquor advertising had to be banned and brand owners seeing no way out decided to promote fruit juices and soda under the brand name; the concept later emerged as Surrogate Advertisements.

The use of Surrogate advertising in India can be traced back to 1995 when the Cable TV Regulation Act 1995 was enforced which stated – "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 literal meaning of Surrogate Advertising is duplicating the brand image of one product extensively to promote another product of the same brand. 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.

The concept of surrogate advertising at that time was not something new to the world as United Kingdom was facing the same from problem with advertising and marketing of such products from a very long time. The same trends were followed in India and the market was flooded by surrogate products.The present study emphasized on Liquor advertisements, which have direct influence on the consumer buying behavior and influence their purchase intention, so the company usually either goes for brand extension or promotions of events.

REVIEW OF LITERATURE

Strasburg, Donne Stein (1991): "Children, adolescents and the media: issues and solutions". Young people view approximately 20000 commercials every year or which nearly 2000 are for beer and wine. For every "just say no" or "know when to say when" public service advertisement, teens will view 25 to 50 beer and wine ads.

Grube, Wallace (1994): "Television beer advertisement and drinking knowledge, belief and intention among school children". In this finding the alcohol advertising may predispose young people to drinking. Young who are more aware of beer advertisement held more favorable beliefs about drinking intended to drink more frequently as adult and had more knowledge of beer brand and slogans.

Thun, Peto et al (1997): "Alcohol consumption and mortality among middle ages and elderly U.S. adults". In this article the middle aged and elderly population, moderate alcohol consumption slightly reduces overall mortality. The benefit depended in part on age and background cardiovascular risk and was far smaller than the larger increase in risk produced by alcohol.

Malley, Bachman et al (1998): "Alcohol use among adolescents". This article found that the majority of adolescents under the age of 18 have consumed alcohol, although the minimum legal age is 21. Drinking rate may even have increased in recent years in some age groups. There are some socio demographic sub groups with respect to drinking rates although alcohol consumption generally is lowest among white people. Almost 2/3 of 12th grades who reported consuming alcohol experience at least one alcohol related problem. Most adolescent drink to experience the pleasurable effect of alcohol such as having good time with friends.

Gentile, Bloomgren et al (2001): "Frogs sell beer". In this research there is a correlation between beer advertising budgets and adolescent drinking. The knowledge about beer brand will create preference and it also influence current behavior and that will create beer brand loyalty and intentions to drink.

Greenberg, Lee et al (2001): "The marketing of alcohol to college students: the role of low prices and special promotions". The regulation of marketing practices such as sale prices, promotions and advertisements may be important strategies to reduce being drinking and its accompanying problems.

Pekins (2002): "Surveying the damage: a review of research on consequences of alcohol misuse in college populations". This article show the survey of misuse of alcohol in college population based on survey research conducted during the last two decades. It is found that there is wide range of damage by some student by them self and to others too. Drinking by males compared with of females produces more consequences for self and other that involve public deviance, whereas female drinking contributes equally with males to consequences that are personal and relatively private.

Siegel, King et al (2006): "Alcohol advertisement in magazines and youth readership: are youth disproportionately exposed?" In this article researcher research the relationship between alcohol advertisement in magazines and youth readership, while controlling for a set of magazines and readership variables related to the demand for advertising space. It is found that number of alcohol advertisement in magazines increases significantly with the proportion of youth readership even after controlling for young adult readership. The result indicates that youth are disproportionately exposed to alcohol advertisement and that reducing youth exposure to alcohol ads remains an important public policy concerns.

Nelson (2007): "How similar are youth and adult alcohol behaviors? Panel results for excise taxes and outlet density". In this research there is linear probability model for drinking prevalence and Bing drinking youth, young adult and adult by using state level estimates. The main results are first, a positive relation exists among youth and adult alcohol behaviors. Second, state to state variation in real beer taxes does not negatively affect youth behavior. Higher outlet densities' positively by young and last several government regulatory variables have negative effect on drinking prevalence and most of the sports events does not increase prevalence.

Truong, Sturm (2007): "Alcohol environment and disparities in exposure associated with adolescent drinking in California". In this article alcohol outlet are concentrated in disadvantage neighborhoods and can contribute to adolescents drinking. To reduce underage drinking, environmental interventions need to curb opportunities for youth to obtain alcohol form commercial sources by tightening licenses, enforcing minimum age drinking laws or other measures.

Fletcher, Bonell (2008): "Detaching youth work to reduce drug and alcohol related harm". In this article current youth approaches that respond to adolescent drug and alcohol use are not working. They call for a shift in policy and practice to embrace detached, street based youth work as a method to reduce the harm and marginalization that drug and alcohol use continues to cause.

Science Daily (2008): "Alcohol advertisement and adolescence". In this article the advertisement of alcohol, peer pressure and parental influence all are the part of the more consumption by the young. We can see that in the retail markets, TV advertisement, movies and in local market there is exposure of these alcohol shops and advertisement. However there is no particular reason that is that it really influence them or not.

Paschal, Grube et al (2009): "Alcohol control policies and alcohol consumption by youth: a multinational study". More comprehensive and stringent alcohol control policies, particularly policies affecting alcohol availability and marketing are associated with lower prevalence and frequency of adolescents' alcohol consumption and age of first alcohol use.

Grossman, Chaloupka et al (2010): "Effect of alcohol price policy on youth: a summary of economic research". In this research the main thing which focuses on various taxes and duties paid. The studies find that alcohol use and motor vehicle accident mortality are negatively related to the cost of alcohol. Clearly, these are policy-relevant findings, because price is a policy-manipulable variable. Frequently, the effects of a variety of simulated excise tax hikes exceed those of the uniform minimum legal drinking age of 21 in all states.

OBJECTIVES OF THE STUDY
- To measure the influence of Surrogate advertisements on customers' purchase intention towards buying of surrogate products
- To find the awareness of consumer about surrogate advertisement. i.e. Is the company successful in surrogate advertisements?
- To analyze what is the impact of surrogate on consumer's perception and what are the effective methods for surrogate?
- To know the level of customer awareness about surrogate advertisements
- To find out the influence of surrogate advertisements on consumer buying behavior.

HYPOTHESIS FOR THE STUDY

H_{01}-Surrogate advertisements do not influence customers' purchase intention towards buying of surrogate products

RESEARCH METHODOLOGY

Non probability convenient sampling technique is used in present study in order to get information easily and quickly from the respondents. Only those participants were selected who were alcoholic and drink regularly. The present research based on primary data which was collected through questionnaire. Prior to distributing of questionnaire to the participants, two video of surrogate advertisements were shown to them on researchers' personal laptop. Participants who did not understand the advertisements and were non-alcoholic excluded from the survey.

Around 350 questionnaires were distributed to the young people of Ajmer and Bikaner city of Rajasthan, but 279 questionnaires were selected and which become the sample size for the study. 71 questionnaires were rejected on the basis that they were unable to understand the concept and unable to reckon the advertising theme which has shown to them. Thus response rate was 79.71%.

The collected data from the survey questionnaire were transformed into useful information by SPSS, which used to test the Pearson Correlation Coefficient Analysis, Anova, and Multiple Regression Analysis. Tables and figures were used to give a clearer picture of the data collected. Explanation was placed at the bottom of each table and figure. There were three major statistical techniques that used to apply on this research, which are descriptive analysis, scale measurement and inferential analysis.

**ANALYSIS OF PARTICIPANTS' DEMOGRAPHIC PROFILE**

Age wise classification and graphical presentation of Participants:

Consumer needs and wants change with age. Age and life-cycle have potential impact on the consumer buying behavior and purchase intention. It is obvious that the consumers change the purchase of goods and services with the passage of time with special reference to age. Many researchers in marketing field have found age to be important demographic variable to distinguish consumer segment. Keeping this into consideration, an attempt was made to classify the respondents on the basis of age. Respondents included in the sample were classified into five age groups which include age group 18-28 years, 29-39 years, 40-50 years, 51-61 years and > 61 years. The information about age-wise classification of respondents is presented in table no.1

Table: 1 – Age wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
21 to 25 years old	23	08.24%	8.24%
26 to 30 years old	51	18.27%	26.51%
31 to 35 years old	47	16.84%	43.35%
36 to 40 years old	78	27.95%	71.30%
41 to 45 years old	44	15.77%	87.07%
45 years and older	36	12.93%	100%
Total	**279**	**100%**	

Figure: 1 - Age wise classification of participants
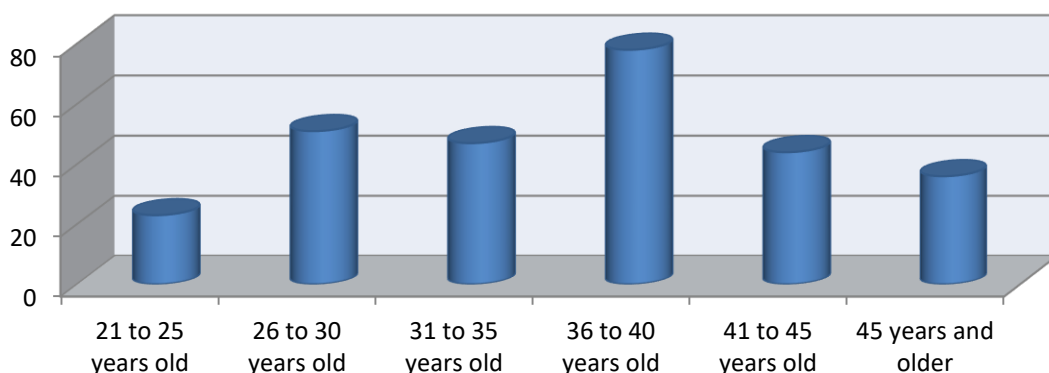
The analysis of data indicates that 8.24% of the respondents are in the age group of 21-25 years, 18.27.2% of the respondents are in the age group of 26-30 years, 16.84% of the respondents are in the age group of 31-35 years, 27.95% of the respondents are in the age group of 36-40 years, 15.77% of the respondents are in the age group of 41-45 years, and remaining 12.93% are in the age group of more than 46 or more years. The analysis clearly projects that the sample is dominated by those respondents who are in the age group of 36-40 years.
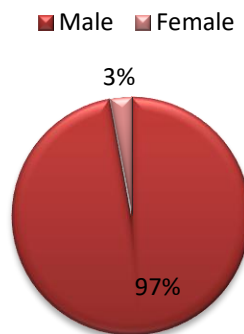
Gender Wise Classification and Graphical Presentation of Participants:

The respondents were asked to mention their gender. The gender composition of the sample can be seen in the table 2 and graph 2.

Table: 2 – Gender wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Male	271	97.13%	97.13%
Female	08	02.87%	100%
Total	**279**	**100%**	

Figure : 2 - Gender wise classification of participants

The analysis of data indicates 97.13% of the respondents are male, and remaining 2.87% are females. The analysis clearly projects that the sample is dominated by males.

Location wise classification and graphical presentation of Participants:

The respondents were asked to mention their location as city. The city composition of the sample can be seen in the table 3 and chart 3.

Table: 3 – Location wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Ajmer	107	38.35%	38.35%
Bikaner	172	61.65%	100%
Total	**279**	**100%**	

The analysis of data indicates 38.35%% of the respondents are from Ajmer city of Rajasthan, and remaining 61.65% are from Bikaner City of Rajasthan. The analysis clearly projects that the sample is dominated by participants from Bikaner.

*Figure : 3 - Location wise classification of sample*
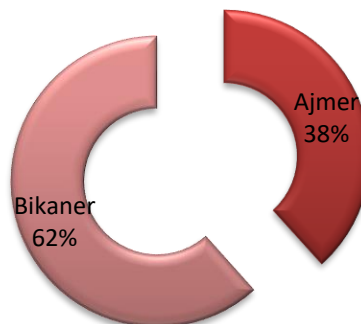
Income wise classification and graphical presentation of Participants:

Income of the consumers has long been an important variable for distinguishing market segments. Income simply indicates the ability or inability of the consumer to pay for a product, while the actual choice may be based on personal life style, taste and values. Keeping this into consideration, an attempt was made to classify participants s on the basis of their income. For this purpose, the participants were classified into five categories: one who has annually income less than Rs.1.5 lacs. Others categories of respondents include those with annual income Rs.1.5 lacs- 3.0 lacs, 3.0 lacs - 5.0 lacs, 5.0 lacs-7.0 lacs and more than 7.0 lacs. The results are shown in Table no. 4

Table: 4 – Income wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Less than 1.5 lacs	34	12.18%	12.18%
1.5 lac to 3.0 lacs	15	5.37%	17.55%
3.0 lacs to 5.0 lacs	77	27.59%	45.14%
5.0 lacs to 7.0 lacs	105	37.63%	82.77%
7.0 lacs and more	48	17.23%	100%
Total	**279**	**100%**	

*Figure : 4 - Income wise classification of sample*
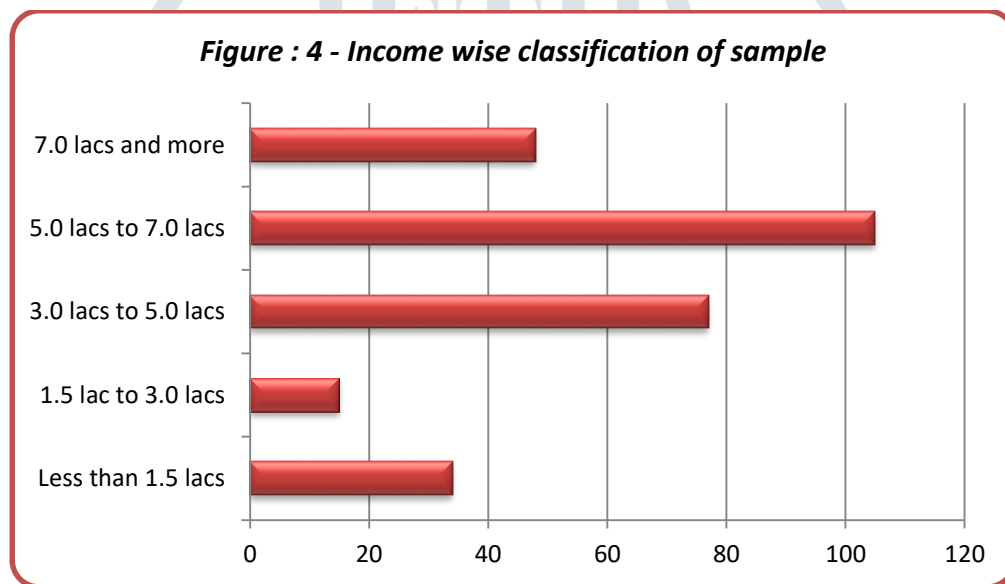
The analysis projects that the sample includes 12.18%, 5.37%, 27.59%, 37.63% and 17.23% participants respectively representing the group of participants with annual income upto Rs.1.5 lacs,1.5 lacs-3.0 lacs, 3.0 lacs-5.0 lacs,5.0 lacs-7.0 lacs and more than 7.0 lacs and above. This signifies that the sample is dominated by those participants who are having the annual income between 5.0 lacs-7.0 lacs.

Education wise classification and graphical presentation of Participants:

An attempt was made to identify academic profile of the participants. It is appropriately believed that understanding and impacts of advertising on consumers are closely associated with their level of education. For identifying this, the respondents included in the sample were classified on the basis of their education level. The education wise classified categories include the participants who are undergraduates, graduates and post graduates and above. The information in this regard is presented in table no. 5

Table:5 – Education wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Undergraduate	09	03.22%	03.22%
Graduate	108	38.70%	41.92%
Postgraduate and above	162	58.08%	100%
Total	**279**	**100%**	

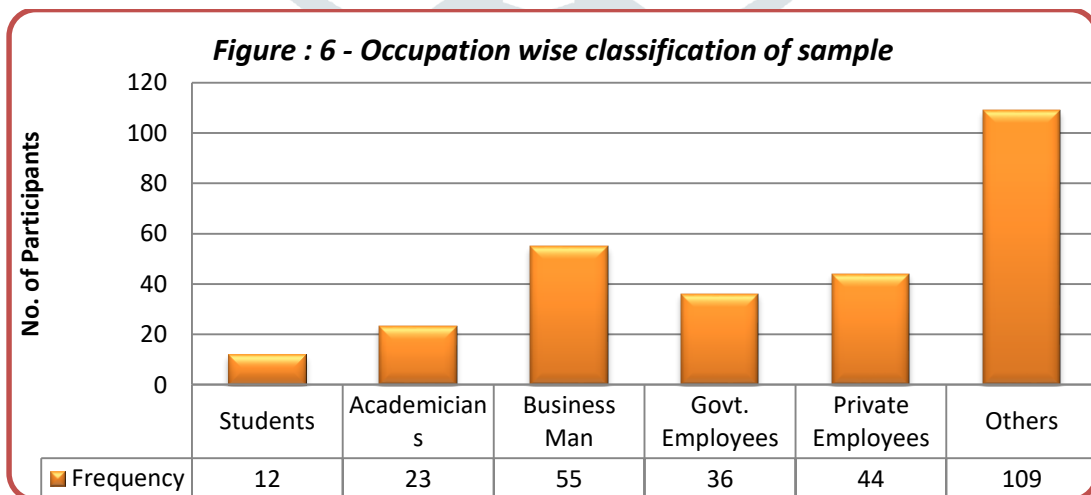**Figure: 5 - Education wise classification of participants**
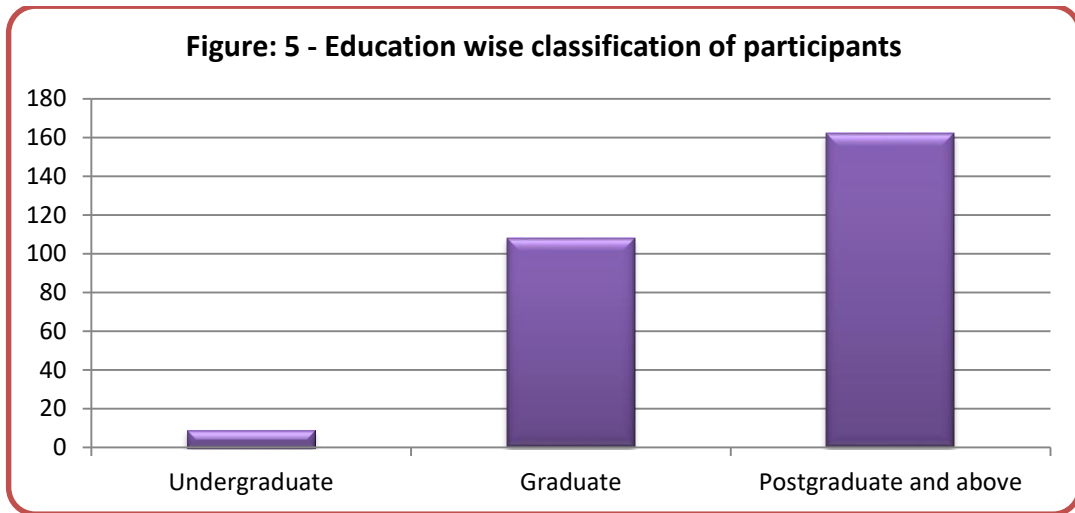
The analysis of data suggests that 03.22% participants fall in the undergraduate categories. Another 38.70% participants have their education up to graduation level and 58.08% of the participants are qualified up to post graduation and above. The analysis clearly highlights that the sample is dominated by those participants who have educational qualification post graduate and above.

Occupation wise classification and graphical presentation of Participants:

The occupation of an individual plays a significant role in influencing his/her buying behavior. An individual's nature of job has a direct influence on the products and brands he picks for himself/herself. Occupation is one of the important demographic variables which influence the consumption pattern of consumer. For making the appropriate marketing strategy and positioning the product in a better and effective way it is necessary to identify the occupational group that has average interest in their product and services. Keeping this into consideration, an attempt was made to classify the respondent on the basis of their occupation. For this purpose, the occupation-wise classified categories of the respondents included Students, Academicians, Business Man, Government Employee, Private Employees and Others. The information in this respected is depicted in table no.6

Table: 6 – Occupation wise classification of Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Students	12	04.30%	04.30%
Academicians	23	08.24%	12.54%
Business Man	55	19.71%	32.25%
Govt. Employees	36	12.90%	45.15%
Private Employees	44	15.77%	60.93%
Others	109	39.07%	100%
Total	**279**	**100%**	

Figure : 6 - Occupation wise classification of sample

	Students	Academicians	Business Man	Govt. Employees	Private Employees	Others
Frequency	12	23	55	36	44	109

The analysis indicates that the sample is dominated by the respondents of 'Other' categories as it was indicated by 39.07% of the participants. Another 19.71% respondent fall in Business Man category, 17.77% participants belongs to Private Employees, 12.90% participants belong to Govt. Employee category, 08.24% participants belongs to Academician category and 04.30% respondents belongs to student category.

GRAPHICAL ANALYSIS OF PARTICIPANTS' OPINION REGARDING SURROGATE AND HUMOROUS ADVERTISEMENTS
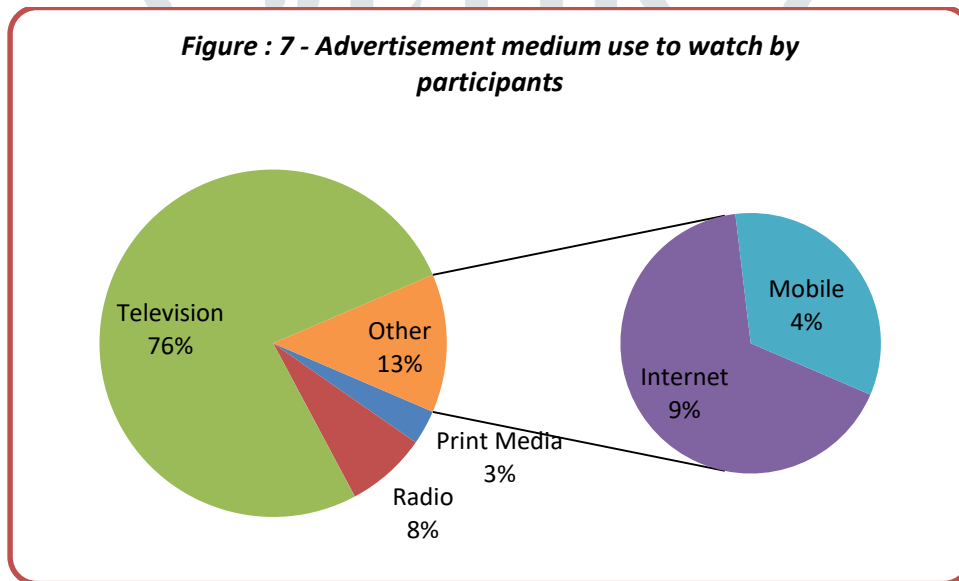
Advertisement Medium

Attention is a necessary ingredient for effective advertising. Attention is the cognitive process of selectively concentrating on one aspect of the environment while ignoring other things. Direct-to-Consumer advertising is a form of advertising that humorous and surrogate products' companies are using to promote brand name through print media, television, radio and Internet marketing, and mobile. There are various medium by which consumer get the attention. To know about attention among consumer with reference to various advertisement media an attempt has been made.

The relevant data and its graphical analysis are given below in table no. 7.

Table: 7 – Advertisement medium used to watch by the Participants

Age groups in years	Frequency	Percentage	Cumulative Percentage
Print Media	09	03.22%	03.22%
Radio	21	07.52%	10.74%
Television	213	76.34%	87.08%
Internet	24	08.60%	95.68%
Mobile	12	04.30%	100%
Total	**279**	**100%**	

Figure : 7 - Advertisement medium use to watch by participants

The study indicates that more than half (76%) participants paid attention on television advertisement. Similarly 9% respondent paid attention to print internet advertisement, 8% respondent paid attention to radio media advertisement, 4% participants paid attention to mobile advertisement and 3% participants paid attention to print media medium of advertisement. Thus the study highlights that respondent paid more attention on television medium of advertisement.

TESTING OF HYPOTHESIS H_{01} (*Surrogate advertisements do not influence customers' purchase intention towards buying of surrogate products.*)

For testing the first major null hypothesis H_{01} (Surrogate advertisements do not influence customers' purchase intention towards buying of surrogate products), the researcher analyzed the data using the overall composite score of Surrogate Advertisement (including all factors) and score of Customers' Purchase Intention at the significance level of 0.05.

To test the major null hypothesis H_{01}, the present study has administered the simple regression analysis. The Overall Surrogate Advertisement score treated as independent variable and the Customers' Purchase Intentionas dependent variable.

Table - 8 shows the correlation matrix, which presents the value of the Pearson correlation coefficients between Overall Surrogate Advertisement and Customer's Purchase Intention.

With regard to the relationship between predictor (Overall Surrogate Advertisement) and the dependent variable (Customers' Purchase Intention), Overall Surrogate Advertisement had a significant positive correlation (0.736) with Customers' Purchase Intention. The correlation matrix reveals that predictor variable have significant correlation (P<0.05) with Customers' Purchase Intention. Therefore, it is likely that Overall Surrogate Advertisement will best predict and/or explain variance.

Table – 8: Correlation Coefficient between Overall surrogate advertisement and customers' purchase intention for Major Hypothesis H_{01}

		Overall surrogate advertisement	Customers' Purchase intention
Overall surrogate advertisement	Pearson Correlation	1	0.736
	Sig. (2-tailed)		0.000
Customers' Purchase intention	Pearson Correlation	0.736	1
	Sig. (2-tailed)	0.000	

To know about the effect of overall surrogate advertisement on Customer' Purchase Intention simple regression using the following fit model was run:

$$Y = \alpha + \beta_1 X_1$$

Where Y = *Customers' Purchase Intention*

   α = *Constant*

X_1= *Overall Surrogate Advertisement*

The following tables show the results revealed from the regression analysis

Table – 9: Simple Regression Model (1) Summary[b] for Major Hypothesis H_{01}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.783[a]	.541	.497	1.0760	1.601

a. Predictors: (Constant), Overall Surrogate Advertisement

b. Dependent Variable: Customers' Purchase Intention

Table – 10 : ANOVA[b] for Major Hypothesis H_{01}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.675	1	31.675	11.644	.000[a]
	Residual	326.465	277	2.554		
	Total	358.14	378			

a. Predictors: (Constant), Overall Surrogate Advertisement

b. Dependent Variable: Customers' Purchase Intention

Table - 11: Simple Regression Coefficients[a] for Major Hypothesis H_{01}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.765	.264		11.245	.000
	Overall Surrogate Advertisement	.593	.021	.632	8.546	.000

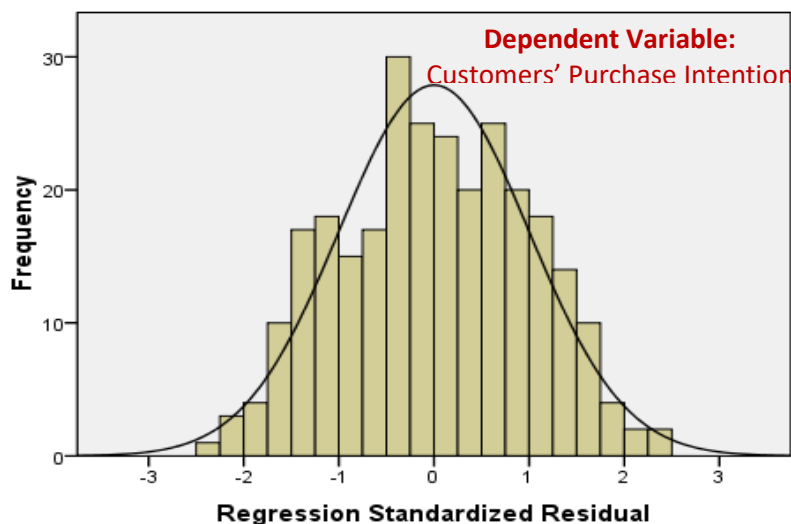*a. Dependent Variable: Customers' Purchase Intention*

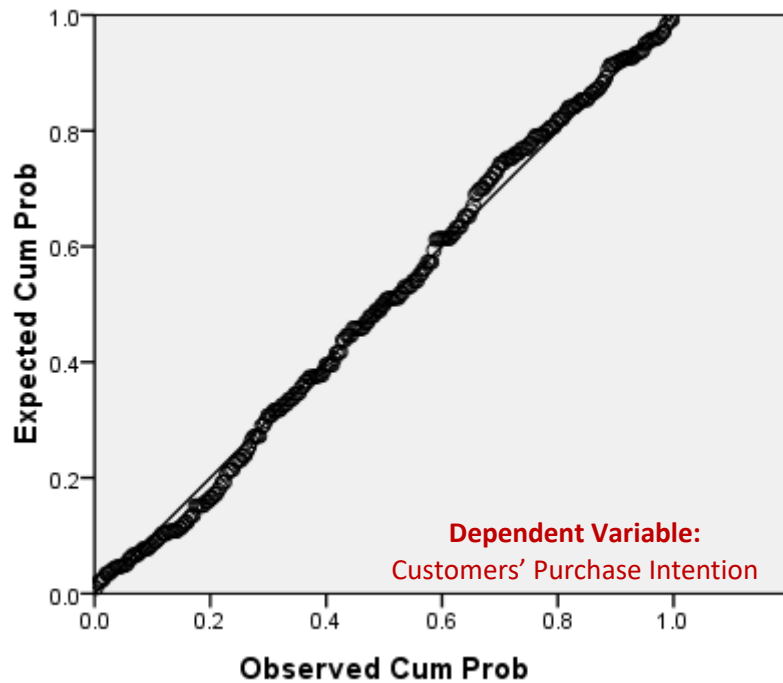*Figure - 8: Histogram: Customers' Purchase Intention Residuals for Major Hypothesis H_{01}*

Figure – 9 Normal P-P Plot of Regression Standardized Residual for Major Hypothesis H_{01}

The result of simple regression indicates a strong R^2 of 0.541. The value of F is 11.644 which stand significant at 0.000 level. The relatively high measure of R^2 (0.541) indicates that overall surrogate advertisement performed extremely well in explaining the variance in Customers' Purchase Intention. The highly significant F ratio indicates that the results of the equation could hardly have occurred by chance. Overall Surrogate Advertisement was found to be highly significant ($p<0.01$). The results of the regression analysis show that coefficient carried positive sign, as expected.

The relative effect of Overall Surrogate Advertisement was then examined by comparing the magnitude of regression coefficients. The Overall Surrogate Advertisement on Customers' Purchase Intention β was 0.593. The regression coefficients indicate that a one unit change in overall surrogate advertisement would lead to specific change in the Customers' Purchase Intention.

The above model can be summarized as follows:

$$Y = \alpha + \beta_1 X_1$$

MODEL 1 (For Major Hypothesis H_{01})
Customers' Purchase Intention = 2.765+0.593 (Overall Surrogate Advertisement)

The regression findings indicate that there is a significant and positive effect of Overall Surrogate Advertisement on Customers' Purchase Intention.

These findings lead to reject the Major Null Hypothesis H_{01} and conclude that ***Overall Surrogate Advertisement significantly and positively affect Customers' Purchase Intention towards buying of surrogate products.***

CONCLUSION

According to the results we can easily see that surrogate advertisements do have impact on the purchase intention of the consumers. Consumers attracts towards those surrogate advertisements that are according to their requirements and that are attractive as well. The relative effect of Overall Surrogate Advertisement was then examined by comparing the magnitude of regression coefficients. The Overall Surrogate Advertisement on Customers' Purchase Intention β was 0.593. The regression coefficients indicate that a one unit change in overall surrogate advertisement would lead to specific change in the Customers' Purchase Intention.The regression findings indicate that there is a significant and positive effect of Overall Surrogate Advertisement on Customers' Purchase Intention. The study indicates that more than half (76%) participants paid attention on television advertisement. Similarly 9% respondent paid attention to print internet advertisement, 8% respondent paid attention to radio media advertisement, 4% participants paid attention to mobile advertisement and 3% participants paid attention to print media medium of advertisement. Thus the study highlights that respondent paid more attention on television medium of advertisement.

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