

# A COMPREHENSIVE STUDY ON SURROGATE ADVERTISING AND CONSUMER BUYING BEHAVIOUR IN HYDERABAD.

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**Abstract:** This study has been undertaken to know the role of surrogate advertising in the sales of the company and also to know the buying behaviour of the consumers in the city of Hyderabad. Both Primary and Secondary data are used to draw conclusions. The primary data is collected with structured questionnaire with five – point scale and the data analysis is done with SPSS 24 version, Cronbach Alpha test is used as a reliability test, KMO test for Factor analysis and Chi Square test for finding the association between two variables.

## I. INTRODUCTION:

The term Surrogate can be defined as a substitute or a replacement. It can be either a person or a product. In case of surrogate advertising, it is a strategy used to advertise one product extensively, in order to promote another product of the same company, especially the products for which direct advertising on mass media is prohibited by the law of most countries.

So surrogate advertising can be defined as the form of advertising which is used to promote banned products like cigarettes and alcohol, in disguise of another product. This type of advertising may use the products which are fairly close category (such as club soda, mineral water etc.) or completely different category (such as music CDs or playing cards) to hammer the brand name into the heads of the consumers. The banned products 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 the brand, people start associating with the main product.

The birth of surrogate advertising happened in Britain, where the housewives had started protesting against the advertisements of alcoholic beverages which provoked their husbands. The protest rose to a point where these advertisements had to be banned, so the brand owners seeing no way out of this started to promote fruit juices and soda under the brand name; this concept later developed as surrogate advertisement.

“Surrogate advertising is a reflection of the hypocritical society that we live in. We consider some products good enough to be sold but not good enough to be advertised. A marketer has to sell his product and will find means to promote it”. – Pushpinder Singh, Senior Creative Director (O&M)

Brand perhaps is the most valuable asset an Organization can have. Over a period of time the brand becomes the bread winner for the organisation. It is expected that the brand owner will not surrender but will find a creative way to keep reminding the consumer of his brand. One such way is to create another product that can be advertised legally to advertise actual product of the same brand. These products are called surrogate products because they are growing in the womb of another mother.

## II. RESEARCH METHODOLOGY

**OBJECTIVES OF THE STUDY:** The main purpose of this study is to study the effect of surrogate advertising on consumers and evaluating the same. In order to achieve the main purpose the following objectives are set forth for the study:

- To analyse the concept of surrogate advertising.
- To examine the consumer's awareness towards surrogate advertisements.
- To evaluate the influence of surrogate advertisements on consumer's buying behaviour.
- To analyse the consumer perception towards surrogate advertising and its products.

**Nature of the Research Design:** The study is basic research mainly based on primary data, this study follows a descriptive research design. The following Sampling design is followed.

- Sample technique: Random Sampling.
- Sampling unit: Individual.
- Sample size: 120 respondents.
- Sample area: Twin cities of Hyderabad and Secunderabad.

**Data Collection:** Both Primary and Secondary data are used to carry on the research.

- **Primary data:** The primary data is collected using a Questionnaire.
- **Secondary data:** The secondary data was collected from various books, research papers, articles and journals.

**Statistical Tools Used for Data Analysis:** In order to draw conclusions and inferences from the collected data the following statistical tools are used for analysis.

- SPSS
- Cronbach Alpha test
- Chi square test.

## III. DATA ANALYSIS AND INTERPRETATION

**DATA RELIABILITY TEST:**

table3.1: cronbach's alpha test

Reliability Statistics	
Cronbach's Alpha	N of Items
.784	23

The above Table 3.1 explains about Reliability Statistics analysis which indicates that the Cronbach's Alpha value is 0.784 which is greater than 0.50, which means that the collocated is reliable and has internal consistency for further analysis.

**CHI SQUARE TEST:** Chi square test is a statistical test, which analyses the association between the categorical variables. This is also known as test of independence. As this specifies whether there exists any association among the variables considered. The following tables are compiled on SPSS version 24 based on the survey carried out.

1.  $H_0$ : There is no significant association between consumer age and his purchasing behaviour of the product which is shown in the advertisement.

table3.2 chi square test for 1.h0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.364 <sup>a</sup>	8	.027
Likelihood Ratio	21.208	8	.007
Linear-by-Linear Association	8.405	1	.004
N of Valid Cases	120		

**Interpretation:** From the above chi square analysis, as the p value is 0.027 which is less than 0.05, we have to reject the null hypothesis, which means different age group of customers and the buying behaviour of the product that is advertised in the surrogate advertisement is associated with each other.

2.  $H_0$ : There is no significant association between consumer age and his purchasing behaviour of the surrogate product.

Table 3.3 chi square test for 2.H<sub>0</sub>

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.612 <sup>a</sup>	8	.012
Likelihood Ratio	17.189	8	.028
Linear-by-Linear Association	6.880	1	.009
N of Valid Cases	120		

**Interpretation:** From the above Cross tabulation, as the p value is 0.012 and is less than 0.05 we have to reject the null hypothesis, which means different age group of customers and the buying behaviour of the surrogate product are associated with each other.

3.  $H_0$ : There no significant relation between the respondents view on banning of advertisements of alcohol, tobacco products and their perception on Surrogate advertising.

table 3.4 chi square test for 3.h0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.474 <sup>a</sup>	8	.023
Likelihood Ratio	10.770	8	.021
Linear-by-Linear Association	.918	1	.013
N of Valid Cases	120		

**Interpretation:** From the above tables, as p value is less than 0.05, we reject the null hypothesis i.e. there is a significant relation between respondents view on banning of advertisements of alcohol, tobacco products and their perception on Surrogate advertising.

4.  $H_0$ : There is no relation between the surrogate advertisement and sales of the banned product.

table 3.5 chi square test for 4.h0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.365 <sup>a</sup>	16	<b>.012</b>
Likelihood Ratio	48.352	16	.006
Linear-by-Linear Association	7.353	1	.008
N of Valid Cases	120		

**Interpretation:** From the above tables, the p value is 0.012 which is less than 0.05. so, we reject the null hypothesis. i.e. There is a significant relation between the surrogate advertisement and the sales of the product.

## IV. FINDINGS AND CONCLUSIONS

table 4.1 consolidated hypothesis table

S. No.	Null Hypothesis	Chi Square Value (p-value)	Result
1	<b>H<sub>0</sub>:</b> There is no significant association between consumer age and his purchasing behaviour of the product which is shown in the advertisement	0.027	Rejected
2	<b>H<sub>0</sub>:</b> There is no association between the age and how often consumers see the advertisement.	0.523	Accepted
3	<b>H<sub>0</sub>:</b> There no significant relation between the respondents view on banning of advertisements of alcohol, tobacco products and their perception on Surrogate advertising	0.023	Rejected
4	<b>H<sub>0</sub>:</b> There is no relation between the surrogate advertisement and sales of the banned product.	0.012	Rejected

**Conclusion:** Surrogate advertising is fundamentally copying the brand picture of a specific item and after that advancing an alternate result of a similar brand. Restriction on advertising of liquor, cigarettes, tobacco items offered ascend to the idea of surrogate advertising in India. It has turned into a moral issue and has risen as an escape clause challenge over government rules. In spite of the fact that this forthcoming pattern isn't sound for the youthful purchasers and others in light of a legitimate concern for the soundness of the network; Surrogate promotions have substantiated themselves a strapping & effective advertising system for the illegal products today.

Surrogate Advertising has been an amazing medium through which a specific brand spans to its buyers. Despite the fact that the first items have not been promoted on the TV, still these brands appreciate a higher deals volume every single year. The pattern pursued by such promotions could demonstrate to be shelter for huge and set up players as they result in higher brand review esteem, in this manner helping them to push their prohibited items further. Hence, surrogate advertising has assumed an energetic job for these brands to continue in the market even in the wake of prohibiting the commercials of their unique items. With government presently implementing prohibition on surrogate promotions, organizations are swinging to occasion sponsorship, occasion sorting out, corporate movies and increasingly more creative coordinated showcasing interchanges techniques.

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