

## Effectiveness of Advertising Communication to Build customer Relationship towards Indian Brands

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**ABSTRACT:** Advertising is all about generating revenue for the brand as well as for the Ad agencies and Media Houses. It remains the largest revenue generators in the world economy. For some it is a waste of money spend, and for some it is all about building the brand and generating revenue/ profitability. The difference in perception will always be there, whatever it is, advertising in India will continue to excite millions and billions of people across, cutting across various demographic, social and economic profiles. From the early form of advertising of sign boards to digital world, the growth in the advertising sector is inevitable. Today there are thousands of media vehicle, millions of brands, billions of advertisements, so for a marketer or an ad agency it is very important to understand how the advertising communication works. The present study brings insights about the effectiveness of advertising communication to build customer relationship towards Indian Brands. For this, a sample of 50 respondents is chosen, the statistical tools like simple percentage, hypothesis testing Z Test are being used. The research urges to learn, adopt, develop marketing strategies and advertising communication that will build consumer relationship towards Indian Brand. The present study reveals the same. It is concluded that consumers who are targeted with the precise advertising communications are being motivated, influenced and a factor of relatability, likeability and relationship is being generated towards the brand / product. It also states the likability, recall value of the iconic Indian Advertisement which have strengthened the brand image and perception as well as helped the advertisement industry to grow to the next level. Overall, the study shows that the customer relationship depends on the level and type of influence that the respondents are targeted via such advertising communication as inferred in the research work.

**KEYWORDS:** Advertising, Communication, Marketing, Brands, Influence, Strategy

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### I. INTRODUCTION

“THE CAT IS ON THE MAT,” is not the story. “THE CAT IS ON THE DOG’S MAT,” now that’s the story. “Creativity is seeing something new when you look at something old; it is all heart of civilization and is the driving force of revolution.” - David Ogilvy. Creativity in advertising is all about developing that communication which breaks the clutter, which has something new, unique, extremely attractive, appealing to our Indian Consumers. In fact, development process of advertisement is itself a creative process. How this uncluttered creative advertising works? And what kind of impact that it creates for the Indian Brands? Firstly, it creates quick demand for a newly introduced product, creates an awareness about the brands or the product in the minds of the potential consumers, creative advertising develops consciousness in the minds of the consumer, it draws quick attention towards strong points of the products and lastly it creates desire and motivates the consumers to purchase the product or services. After all, the end goal of advertising is aimed at improving the sales volume, its effectiveness can be evaluated by the impact of sales. Most of the managers believe that the advertisement directly affects the sales volume, so the effectiveness of the advertisement communications is mapped against the increase in the sales volume whereas some managers believe it for building the awareness and develop lifelong customer relationship with the brand. The present study brings some insights about the effectiveness of advertising communication to build consumer relationship towards Indian Brands. A sample of 50 respondents is chosen post data cleaning and labelling for this study. This study result will help the businesspersons, entrepreneurs, ad agencies and marketers to identify the set of advertising communication, to study how consumers react to these set of advertising communication, to the advertisement in the bad taste or unethical, to different types of advertising appeals, to the kind of advertising strategy which an advertiser will adopt, how the consumer will be influenced by different communication and how the trust and relationship will be established towards Indian Brands. This study will help businesspersons, entrepreneurs, ad agencies and marketers to adopt the different advertising communication strategies to grab more eyes balls / awareness and further enhance their product or service sales.

## II. REVIEW OF LITERATURE

**Sandhya Rajasekhar and Deepa Makesh (2013)** in their study mentions that “Consumers go through deliberate decision-making process that begins with explicit need recognition, deliberate extensive information search and in-depth alternative evaluation and purchase ending with lengthy post purchase evaluation. Advertisements were found to have a high impact on highly involved consumers and consumer involvement is the primary stimulus for advertising strategy. The attractiveness and credibility are two important factors that influence effectiveness. The way a marketer structures his message determines the level of persuasiveness.”

**Biswambhar Jha (1997)** observes that “Even the ordinary people of India understand the information contained in advertisements and they even find the same as a sort of entertainment. In his opinion, advertisements have gained popularity, among both the urban and rural audience of India. He also opines that almost all Indian consumers take things and information in the same way in which they view such items through advertisements.”

**Petty, Cacioppo and Schumann, (1985)** gives an idea that “Understanding how advertising affects consumers. Three types of effects are possible: (1) cognitive effects, (2) affective effects and (3) behavioral effects. Specific examples in these categories are “brand awareness” (cognitive), “brand positioning” (cognitive, affective), consideration-liking (affective), and “brand choice” (behavioral) respectively. The extent to which consumers who are exposed to advertising will go through these stages will depend on their ability and motivation to process the information and messages offered to them.”

## III. OBJECTIVES

The purpose of the study is to understand the various aspects of advertising, advertisement and the advertiser. This research will decode the process of moving from good to better advertising.

This study involves understanding

1. The best liked advertisement among the top brands.
2. The best creative audio advertisement among the top brands.
3. The advertisement which are in the bad taste or unethical
4. The kind of Advertising strategy which an advertiser will adopt
5. The elements (appeal) or the making of advertisement keeping in mind the customers response

This research study will give us an insight into consumer behaviour towards advertising, advertisement & advertiser. Thus, this project report is a “Decision Making Report for the Advertising agency and the Advertisers”

## IV. HYPOTHESIS

A z-test is a statistical test used in our research study to understand and validate the claim on the likeability factor towards one of the Iconic Advertisement liked by the majority of the respondents.

H0: B = 50 (Percentage of people voted for one of the Iconic Advertisement liked by the majority of respondents)

H1: B > 50 (Percentage of people voted for one of the Iconic Advertisement liked by the majority of the respondents is more than 50%)

## V. RESEARCH METHODOLOGY

**Research area:** Respondents in Mumbai area, Men and Women of different age group who were selected random, and information was collected with the help of structured questionnaire and through Google Forms.

**5.2 Sample size:** Post the filtering and data cleaning we have analysed these 50 respondents in Mumbai Region of different age group through online survey.

**Data collection:** The primary data with the help of structured questionnaire were collected using Google Forms. The Secondary research included an exhaustive search of relevant publications such as Advertising journals, Ad agency reports and proprietary databases.

**Data analysis method:** The research Data has been classified into two types – Descriptive & Inferential Analysis. The data has been analyzed using Microsoft Excel Sheet.

- **Descriptive analysis:** The simple percentage method has been used to calculate the frequencies.
- **Inferential analysis:** Inferential analysis has been used to derive the logical conclusions of the samples. These techniques have been applied as the tools of the inferential analysis: **Hypothesis Analysis:** These are used to ascertain the relationship of various theoretical assumptions developed during this research. Z test is

used for testing the significance of statistics such as mean, mode and coefficient of correlation. It is based on normal probability distribution. Since Sample is more than 30 I are using Z test

**Information of respondents:** The researcher has used non-probability sampling technique as samples will be selected based on the availability of the respondents and the convenience of the researcher. The researcher has adopted for this method because the prospect consumer can be anyone from the sampling frame i.e., the researcher chooses the sample based on who they think would be appropriate for the study. Samples are recognized bases on the ease and convenience of the sample element, the data will constitute potential customers belonging to Mumbai.

**Limitations:** Due to logistical limitations the study was restricted only to the city of Mumbai. Due to time limitation the sample size was restricted to only 50 potential consumers. Due to limitations of the research, all the brands' advertisements could not be covered. The study is done with time and resource constraints. The data collected pertains to the sample behaviour as on 2021 year, which may not be consistent with time in future.

## VI. DATA ANALYSIS

### Iconic Advertisements as recalled by the Respondents

Table 1: Iconic Advertisements as recalled by the Respondents

Brand Advertisements	Frequency	Percentage
Surf Excel (DaagAache Hai)	17	34%
Surf Excel (Boy Acts like Dog)	9	18%
Naukri.com (Hari Sado)	20	40%
DNA (Speak up)	2	4%
Chlormint (Log Choloromitkyonkhatehai)	7	14%
Monster.com (Caught in a wrong job)	4	8%
Sony Max (Deewana Bana De)	4	8%
Cadbudry Shots (Maanmeinladoofuta)	11	22%
Tata Sky (Whiz Kids)	2	4%
Virgin Mobile (Nurse Ad)	9	18%
Vodafone (Zoo Zoo Ads)	32	64%
Lux (Shahrukh Khan in Bath Tub)	1	2%
Lux (Abhi-Ash Sonesebhisonalage)	6	12%
Idea (Langugage Barrier Ad)	14	28%
Cadbury (Shubharambh - 2 kids on bustop)	15	30%
Limca (Water Splash)	10	20%
Pepsi (My Can)	5	10%
Tata Tea (Anti Corruption)	13	26%
Pulse Polio (Do Boond)	8	16%
Indian Tourism Ad (AthithiDevovhava - Amir Khan)	20	40%
RIN (Kya Saboot Hai)	1	2%
Chlormint (Dubara Mat Poochna)	4	8%
Surf Excel (Sorry Bolta Hai)	8	16%
Pulsar (Stunt Ad)	2	4%
Cadbury (Pappu Pass ho Gaya)	6	12%
Sprite (Sprite BhujayeSirfPyaas, Baki sab Bakwas)	5	10%
Hutch (Dog Ad - Network Follows)	19	38%
ICICI (Hum Hai Na)	1	2%

Source: Primary Data

In the above table we have seen that out of 50, 32 people i.e.64% liked the Zoo Zoo ads which were followed by Naukri.com (Hari Sadu) ad & Indian Tourism (Amir Khan) ad both at same position which received 20 votes i.e. 40% & then at next position Hutch ad (Dog – network follows). Even as per the multiple secondary data reports, surveys, we have seen that Vodafone Zoozoo ads are in the topmost of the ad recall list. Vodafone chose the Indian Premier League 2 (IPL-2) as a platform to launch their advertisement way back in 2009, which proved to be a great marketing strategy. Cricket is considered to be a religion in India, and Zoozoo captured attention of nearly two billion people during the IPL. People eagerly waited for breaks between matches to see more stories about Zoozoo.

### Iconic Creative Jingles / Tunes Advertisements as recalled by the Respondents

Table 2: Iconic Creative Jingles / Tunes Advertisements as recalled by the Respondents

Brand Advertisements	Frequency	Percentage
Bajaj (Buland Bharat Ki Buland Tasveer)	14	28%
Zandu Balm (Zandu Balm Pida Haari Balm)	12	24%
Pan Parag (Pan Parag Pan Masala)	4	8%
Lijjat Papad (Karram Kurram, Majedar Lijjat Papad)	19	38%
Neroloac (Jab Ghar Ki Raunak Baadani Ho)	19	38%
Nirma (Washing Powder Nirma)	17	34%
Titan (Signature Tune)	18	36%
Airtel (Signature Tune)	24	48%
Britania (Signature Tune)	6	12%
Cadbury Dairy Milk (Kya Swaad Hai Zindagi Mein)	16	32%
Operation Flood (Doodh Doodh Doodh)	13	26%
Egg (Sunday ho Ya Monday)	13	26%
National Integration (Mile Sur Mera Tumhara)	21	42%

Source: Primary Data

In the above table we can see that Airtel (Signature tune) ad is most recalled ad where 24 out of 50 people have voted which amounts to 48% followed by National Integration (Mile Sur Mera Tumhara) with 21 votes i.e. 42% and then next position is of Lijjat Papad & Nerolac ad with 19 votes each i.e. 38%. How much importance does a logo or signature tune have for a brand? And that too for a brand that has established itself in the field of telecom, which is one of utmost competition with operators making a beeline for supremacy. The first to change are the logo and the signature tunes. Regarding Airtel new signature Tune, this Tune is also composed by OSCAR winner A R Rehman. Through their rebranding and repositioning exercise, they aim to achieve an international appeal wherein customers not only in India but across the world recall their brand. With these points in mind, they seem to have embarked on this ambitious journey.

### Popular Advertisements that are in Bad Taste as recalled by the Respondents

Table 3: Popular Advertisements that are in Bad Taste as recalled by the Respondents

Brand Advertisements	Frequency	Percentage
RIN (RIN Vs Tide Comparison)	14	28%
Slice (Ammasutra - Katrina Actress Ad)	15	30%
Axe Effect (Chocolate Man)	20	40%
Amul Macho (Yeh Toh Bada Toing Hai)	27	54%
Fair & Lovey (7 Days Mein Gorapan)	21	42%
Virgin Mobile (Nurse Ad)	10	20%
I Pills	8	16%

Source: Primary Data

In the above table Amul Macho (Yeh Toh Bada Toing Hai) ad have received maximum vote for the advertisement being in the bad taste i.e. 27 out of 50 votes which amounts to 54% after which Fair & Lovely with 21 votes i.e.42% & at the next position Axe Effect with 20 votes with 40%.In a bid to up the imagery and perception of the brand, and make it a leader in the category, Amul Macho communication showcases the positioning of "Yeh thobada 'toing' hai" which manages to grab eyeballs for all the wrong.

**Type of Advertisement Execution Strategy that Respondents Favour**  
 Table 4: Type of Advertisement Execution Strategy that Respondents Favour

Type of Ad Execution Strategy	Frequency	Percentage
Celebrity Endorsements	12	24%
Product Comparison	14	28%
Price Comparison	10	20%
Selling a Dream or Lifestyle	23	46%
Selling with Sex	10	20%
Selling Sentiments	18	36%

Source: Primary Data

In the above table selling a dream or lifestyle as an advertising strategy is favoured most as it received 23 votes i.e., 46% which is followed by selling sentiments which is 36% which amounts to 18 votes and next position is product comparison which have got 14 votes i.e.,28%. It's no secret that advertisements are supposed to persuade you to buy a product. That's their job. Advertising may attempt to educate you or entertain you, but beneath it all, the ultimate goal is always to sell you. So, it's only natural that advertisers would resort to all kinds of slippery tactics as a way of getting you motivated to buy. When using the strategy of "selling a lifestyle", many businesses will work hard to create a brand image. That image may be associated with status, lifestyle, or success. When selling a product with that brand, advertisers will then focus on selling that image. It may not necessarily have anything to do with the real value or quality of the product itself. The customer is simply buying the name and the concepts that go along with it. However, owning that product will likely not truly change the reality of the consumer's status. Brands are simply selling the image instead of the product.

**Type of Advertisement that Respondents like to watch**

Table 5: Type of Advertisement that Respondents like to watch

Type of Ad	Frequency	Percentage
Factual	25	50%
Emotional	20	40%
Drama	7	14%
Humorous	39	78%
Animation	21	42%
Fantasy	10	20%
Testimonial	4	8%
Comparative	8	16%

Source: Primary Data

In the above table we have seen that humorous appeal in an advertisement is liked by most i.e. 39 person voted out of 50 that amounts to 78% which is followed by factual appeal which is supported by 25 votes which amounts to 50% and next supported was animation appeal with 21 votes amounts to 42%. Advertising uses appeals as a way of persuading people to buy certain products. Advertising appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people. Humour is an element that is used in maximum of the advertisements. Humour can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. Humour can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message.

**Hypothesis Testing:** A z-test is a statistical test used to understand and validate the claim that out of 50 respondents, 32 respondents voted for Vodafone Zoo Zoo Advertisement. It would not be correct to jump to the conclusion that the likeability of the Vodafone advertisement is 64%

Therefore, we claim that

H<sub>0</sub>: B = 50 (Percentage of people voted for Vodafone Ads)

H<sub>1</sub>: B > 50 (Percentage of people voted for Vodafone Ads is more than 50%)

The value of Z is calculated =  $P - Q / \sqrt{(PQ \div N)}$

P = Probability of the people voted for Vodafone Zoo Zoo Ads

Q = Probability of people voted for other ads

X = People Actually voted for Vodafone Zoo Zoo Ads

N = Total No. of Respondents

Therefore,  $P = X \div N = 32/50 = 0.64$

Whereas,  $Q = 1 - P = 1 - 0.64 = 0.36$

N (No. of Respondents) = 50

Therefore  $= P - Q / \sqrt{(PQ \div N)}$   
 $= 0.64 - 0.36 / \sqrt{0.64 \times 0.36 \div 50}$

Z = 4.124

Source: Primary Data

It can be observed from above data that at 1% level of the Sig Cal Z (4.124) is more than the Tab Z (2.33). Therefore, we reject the null hypothesis (H<sub>0</sub>) and accept the (H<sub>1</sub>). It may be concluded that percentage of people voted for Vodafone Zoo Zoo Ad is more than 50% which supports our Research Findings.

## VII. FINDINGS

The respondents have liked and recalled the Vodafone Zoo Zoo ads followed by Naukri.com Hari Sadu Ad and Indian Tourism Amir Khan Advertisement. With the highest recall value for zoo zoo ads, we can state that zoo have become popular, more popular than the network itself. What we can learn from these zoo zoo ads – that low-cost ad can make good impact, concept is important, expensive brand ambassadors could be avoided, ads can be more relatable to common man and most importantly to keep it simple. The respondents have also recalled the Airtel signature tune the most, followed by National Integration Mile Sur Mera Tumhara song and Lijjat Papad & Neroloc ads. For the brand and advertisement, the signature tune, the jingle and the tonality are very important to establish the brand recall value for the longer duration. Considering the advertisement in the bad taste - Amul Macho, Yeh Toh Bada Toing Hai Advertisement have received maximum votes for the advertisement being in the bad taste followed by Fair & Lovely Ad and Axe Effect Ad. Amul Macho have established to grab major eyeballs for their ads for all the wrong reasons, but the company reports states that they have got good spike in their sales. So, the question before us is – does the negative publicity or an advertisement in the bad taste gets you're the eyeballs, gets the brand quick sales? But at the cost of negative brand image?

Advertisements are here to sell you the product or in decoded words to persuade you to buy the product. Respondents accept that they liked the dream or lifestyle advertisement strategy followed by selling sentiments in an ad and/or comparative ads. Advertisers use multiple ways or tactics to motivate you to buy their products. Many brands use the strategy of "selling a lifestyle", the image may be associated with status, lifestyle, or success. The customer is simply buying the name and the concepts that go along with it. However, owning that product will likely not truly change the reality of the consumer's status. Lastly basis the finding, humorous appeal in an advertisement is liked by majority of the respondents followed by factual appeal and animation appeal. Advertising uses appeals as a way of persuading people to buy certain products. Humour is an element that is used in maximum of the advertisements. Humour can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. By this research survey we also understand the trends in advertising which is very much talked about. Advertising itself is such a fascinating subject, as one famous author remarks.



## **VIII. CONCLUSION**

There is no one best way to advertise your product or service. It is important to explore the various advertising media and select those which will most effectively convey your message to your customers in a cost-efficient manner. Advertising is an investment in the future of your business. On doing advertising detailed research study, we can now conclude that creative advertising plays an indispensable part in the success achievement of any business or organization. Creativity at the cost-effective manner plays vital role in modelling, manipulation, and creation of great advertising. Creativity plays significant role in businesses by creating great advertising, which in turn bring huge returns in the form of profits. It influences the customers by providing true and updated information about the latest products and services available to them. Finally, to conclude on the research study, we would like to focus on the future of advertising in India. There have been several events, changes developments that have occurred in India over the last 25 years or so. These have indicated that there are bright prospects for advertising in India. But still a number of difficulties have been faced. Practical measures to bring about a congenial atmosphere have to be implied. It is further followed by a discussion on whether advertising can be regulated in India. There is a definite trend in that direction and professionalization of advertising seems to be inevitable. With growing professionalization, we can look forward to a glorious future. The future of advertising in India is very bright since India is one of the fastest growing markets in the world due to the size of its population and its increasing prosperity.

## **IX. SUGGESTIONS**

1. High on creativity advertisements to be delivered in the best cost-effective way is to be strategized by the Ad Agencies and Marketers. Low-cost ads with great concepts can make good impact.
2. Concept is important than anything else, it must be relatable and easy recalled by the target audience. Most importantly, keeping the idea simple to communicate the message in the best possible way.
3. Humour appeal plays better than any of the advertising appeal, humour is the emotion which motivates the consumers to get that likeability and hook towards the brand with the goal of selling the product or services to the consumers. At the same time, with the humour appeal, we should be cautioned to not over do it, as there are chances of the communication to be more popular than the brand itself, consumer will remember the humour but will forget the brand.
4. Expensive Brand Ambassadors can be avoided if the advertisement concept is good to stand on its own and to gain that hook. Consumers are smart enough to understand that celebrities charge money to promote the product and may not even consume the products themselves.
5. Advertising in the bad taste, controversial, negative publicity to be avoided. It may result in grabbing quick eyeballs / viewers, it may motivate the consumers to buy the product out of curiosity, it may drive quick sales but in long run it will hamper the brand image.

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