

# Changing Culture and Society through Indian Advertising Appeals: An Qualitative Analysis

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## Abstract

Advertising is a simple tool for marketing. Every media platform has its advertisement department and being the dominant one among the other departments. This is the reason behind the growth of the advertisement industry in a full-fledged manner over a short period. The role of advertisements is highly inevitable for creating persuasions. This study aims to analyse the transformation of culture and society through these advertising appeals and how it affects the stereotypes. Because India has such a large population and cultural diversity, the advertising business has developed a variety of adverts to ensure that they appeal to a wide range of people and persuade others to buy the merchandise by enticing them. The appeals are made in such a way that it has an impact on people's purchase decisions. For that, every advertising agency goes under various stages including psychological for getting the best results by selling their products. So that every advertisement mend to appeal to the audience. This study tries to bring light on Indian advertising appeals and how it is affected culture and society.

**Keywords:** Indian advertising appeals • Culture and society • Advertisements • Stereotypes • Marketing strategy • Brand awareness • Culture diversity • Small scale business

## Description

The advertising concept is as aged as the human settlement. Considering the twenty first century, one can positively say that the advertisement industry has developed into a challenging and creative world which center more on 'Product Evolution'. To be more especial we can say that this world has essentially become the world of ads [1]. Vast technological advancements are seen as each day passes by, which come up with more changes in the broadcasting forms and by these broadcasting forms, we mean the advertising media. Advertising is a mixture of ideas, information, creative writing, layout, sound and even the 3D technology [2]. The background of advertising dates back to the Egyptian civilization where the papyrus was used by the mankind to pass on instruction and make wall posters. The pharaohs used the very same papyrus as Public Pronouncements. The ruins of these pronouncements were later recovered from the ruins of ancient Greece, Rome, Arabia and even in India. Advertising in ancient India was in the form of wall paintings and sculptures [3]. One of the important examples to be pointed out is the stone pillars of Emperor Asoka that he used to bear the religion of Buddhism. The American Marketing Association, Chicago explains advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor". It has been a forum of communication for approximately all the companies now.

## Awareness of marketing products

The reason backside the same is that it achieved a huge mass of audience, help them create a brand awareness thus building a brand picture for the public. There is no other medium other than advertising which creates the best marketing action. Companies roaming from the large multinational companies to the small marketers depend on the advertising platform to market their goods. There is a synergy between advertising and marketing. It is advertising which revolutionized the concept of marketing. Some products would sell without advertisements but, few products will sell better and make an amazing profit with the aid of advertisements. One of the best examples to be quoted is of Amul in India.

The advertisement illuminated the Amul moppet who puts the Amul butter on the breakfast table [4]. The advertisement succeeded in appropriating the attention of the citizens and convinces them into buying the product as a result of which it's sales from 1000 tons to around 25,000 tons in the year 1967. Unlike the other societies, Indian society is much more distinct. There are people with wide range of cultural differences ranging from their language, religion, cuisine and even to their emotional appeals. In India, advertising has now grown to a full-fledged industry. Advertising succeeded in design its niche in the field of both print and broadcast media [5].

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## Conclusion

One of the best-known attributes of advertisements is the way how the entice. History of advertising in India can be track down back to the time through the development of press in the country. The first newspaper was the Bengal Gazette initiated by James Augustus Hickey on January 29, 1780. The newspaper had some advertisements addressed to the British residents living in Calcutta. In those days advertisements completely had the function of instructing the citizens regarding certain deaths, births, arrival of ships from England etc. There was a great impact of industrialization in the country which came as a part and parcel of the colonial rule. This made the higher advertisements from the British companies to be printed in the Indian newspapers. Then came up agents who started collecting advertisements from clients for these newspapers and magazines but, on the basis of a commission. They came to be called as 'space sellers.' It was them who later got acquired into the advertising agencies that we see today. The space sellers prepared the model layout of the advertisement copies and also stipulate other assistance.

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