

RECENT TREND IN ADVERTISING INDUSTRY

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Abstract: In the present study, the development of advertising and emotional touch is given to the advertisements is considered. Advertising is very important factor in the process of promotion of any product or service. While in country like India, where market having perfect competition situation with huge and versatile population. It is very difficult for organisations to retain their customers. And for this they spend large amount on ad campaigns.

Creative teams of ad agencies are continuously searching for new ideas for the campaign. In the past decades, the theme was focused on kids, home-makers, action, comedy and sexual appeal, now emotional advertisements have taken a centre stage. India is the country where emotions and family have so much value in the life of any person than any other stuff. By using this point as key of success for the campaign. Because of current lifestyle, attachment among people is decreasing. Ads trying to create new feel about old relations. Descriptive study was carried out by using a questionnaire and the collected data were analysed by using simple statistical tools like percentage analysis etc.

Keywords: Advertising, Trend in advertising, Customer Satisfaction.

1.0 Introduction:

Advertisements play a vital role in making the product to reach the target segment. Advertisements are essential to promote the product, service, brand or corporate as a whole. Latest trend in the field of advertisements is emotional advertising. Though emotional advertisements are not new to India, it has a turnaround in the recent period. Advertisements with emotional touch are known as emotional advertisements. This is new strategy of ad agencies to attract customers toward ad and simultaneously towards the product or service.

2.0 Objectives of The Study:

1. To understand the concept of emotional advertising
2. To find the preference of Emotional advertisements
3. To find the difference it has created among the Younger Generations
4. To offer possible suggestions to increase the number of semi urban adult viewers.

3.0 Research Methodology:

Research methodology include research design and sample design, which are as follows.

3.1. Research Design: A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The researcher used descriptive research design. Since it includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

3.2 Sampling Design: Non-probability judgement sampling method is adopted and the researchers identified 500 respondents for this study. The respondents belong to the age group of 16 to 50 years are identified as the sample respondents for this research study. The study is limited to Ratnagiri District in Maharashtra. The study is conducted during the month of October to December 2017. The collected data is tabulated and analysed by using Simple percentage analysis, correlation and Two-way table method.

3.3 Primary Data: The researcher used primary data collection method. This includes Questionnaires, Interview to collect data from the respondents.

3.4 Secondary Data: The researcher also used secondary data like; Books, Internet, Article, Journal, Magazines and so on.

4.0 Conceptual Background:

4.1 Emotional Advertising: Emotional advertising is defined as use emotional factors like family values, joy, surprises, anger and trust to promote their products instead of focusing on product features and specifications the appealing. In creating emotional appeal marketers, focus mainly on things that directly relates to a consumer’s needs, interests, aspirations and his emotional state. Emotional appeal have a greater impact than rational appeal because consumer feels more attached to a brand if he can relate to the emotional appeal raised by the brand. In the buying stage, if a customer is making an impulse purchase he would act rather emotionally than rationally and would subconsciously decide on reacting to images or music conveyed by the brand during their advertisements.

4.2 Need of Emotional Advertisements: India is very big country with versatile and huge population. They are belonging different religions and cultures. But there is one common thing; i.e. cultural values or values to the emotions of other people. As well as for advertisement industry is very old in India therefore various tricks were used in ad campaign. But as day by day industry is changing, updated technologies are coming meanwhile use of gadgets is increasing, use of new modes of media is also increasing. Because all this situation coverage of media increased and demand of new ad pattern is also increasing.

Now a day people are going far from their families and friends because of urbanisation, modernisation, higher education, status symbol, generation gap and high use of technology. In such situation ad agencies, use these reasons as a strong point for their new campaigns. They showed how we use technology and improve bounding among relations.

5.0 Data Analysis and Interpretation:

The data collected from the respondents were systematically analysed and presented in the following table.

Table- 1 Adults Behaviour towards Emotional Advertising

Sr. No.	Influences	Impact			Total
		Low	Medium	High	
1	Recall rate	65	113	77	255
2	Share about the ads	28	39	43	110
3	Positive reaction on brand	11	26	42	79
4	Need similar ads	6	18	32	56
	Total	110	196	194	500

The table number 1 indicate, adults behaviour towards emotional advertising:

The maximum response of the customers to the recall rate i.e. 255 and minimum response to need similar ads i.e. 56.

3.3. Percentage Analysis Table on Emotional Advertisements

Graph I

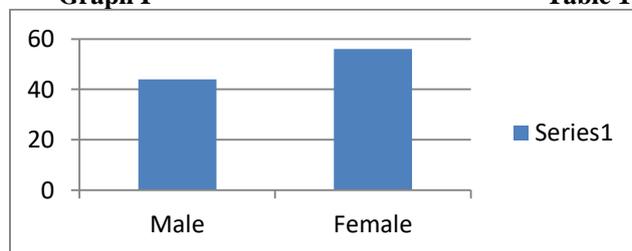


Table 1. Classification based on Gender

Male	44
Female	56
Total	100

Table number 01 and graph number 01 indicates that; 44% male and 56% female respondents are taken for the study. As female are highly consider because they are more emotional towards shopping and advertisements.

Graph 2

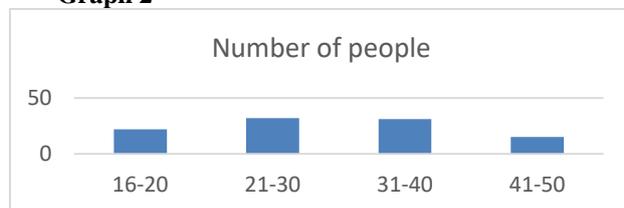


Table 2. Classification based on Age

Age group	Number of people
16-20	22
21-30	32
31-40	31
41-50	15
Total	100

Table number 02 and graph number 02 shows that; maximum respondents are from the age group of 21 to 40 i.e. 63% as compare to other age groups.

Graph 3

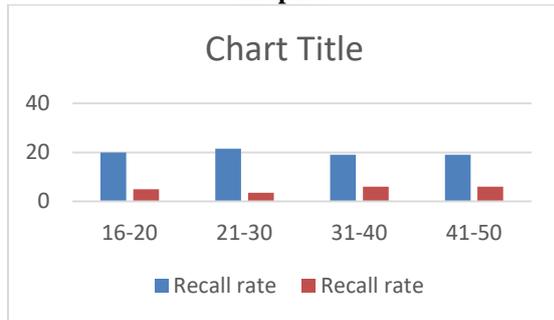


Table 3. Are the respondent able to recall the ad?

Age	Recall rate	
	Emotional ads	Other ads
16-20	20	5
21-30	21.5	3.5
31-40	19	6
41-50	19	6
Total	79.5	20.5

Table number 03 and graph number 03 reveals that; 79.5% of the respondents are able to recall emotional advertisements easily. Respondents belonging to the age group of 21-30 years were able to recall more.

Graph 4

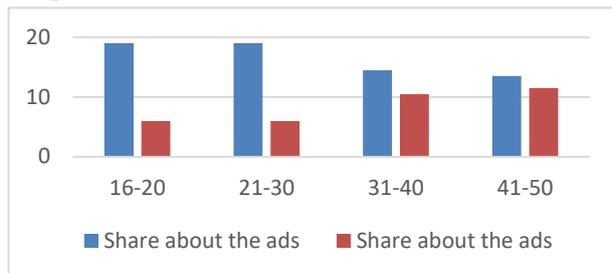


Table 4. Is respondent able to share about the ads to others?

Age	Share about the ads	
	Emotional ads	Other ads
16-20	19	6
21-30	19	6
31-40	14.5	10.5
41-50	13.5	11.5
Total	66	34

Table number 04 and graph number 04 shows that; 66% of the respondents are sharing the emotional advertisements with others. Respondents belonging to the age group of 16-30 years are sharing it more with others.

Graph 5

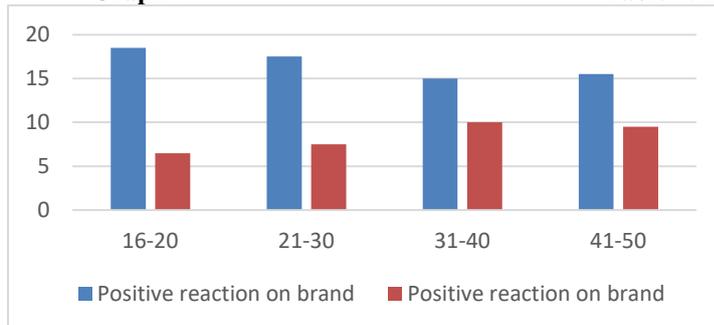


Table 5. How many people positively reacted on ads?

Age	Positive reaction on brand	
	Emotional ads	Other ads
16-20	18.5	6.5
21-30	17.5	7.5
31-40	15	10
41-50	15.5	9.5
Total	66.5	33.5

Table number 05 and graph number 05 indicates that; 66.5% of the respondents feel a positive image on the brand because of emotional advertisements.

Graph 6

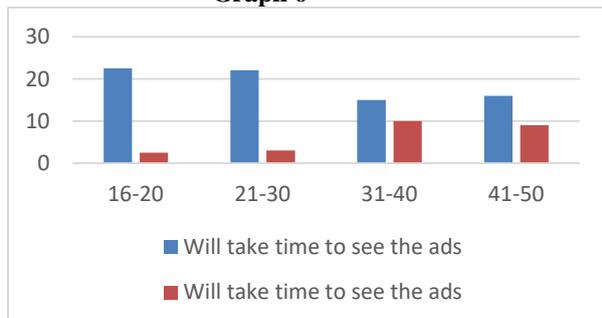


Table 6. How many people need similar ads?

Age	Need Similar ads	
	Emotional ads	Other ads
16-20	22	3
21-30	24	1
31-40	21.5	3.5
41-50	20	5
Total	87.5	12.5

Table number 06 and graph number 06 reveals that; 87.5% of the respondents need more such emotional advertisements.

4.0 Findings & Conclusion

Emotional Advertisement is attracting many youth. Probably it is because of the tradition and values system of India. The present youths are expecting changes in advertisements without compromising the India's value system. The internet (email, videos, research articles, and Social media) is a big platform to do this thought provoking exercise. Emotional advertising tries to bring change in the perception of individuals, which at large would bring change in the society. Generally, individuals want them to be the cause of a good cause. It is highly welcomed by all ages in India than action, humour and sexual appeal in commercial.

1. Most of the respondents are able to recall emotional advertisements.
2. Majority of the respondents are sharing the emotional advertisements with others.
3. Most of the respondents perceive a positive image on the brand because of emotional advertisements.
4. Majority of the respondents need more such emotional advertisements in future.
5. Most of the young respondents are willing to spend their time in watching emotional advertisements than other advertisements.
6. Majority of the respondents are watching emotional advertisements in internet.
7. Most of the respondents are thinking that emotional ads can influence purchasing power of Customer
8. Majority of the respondents are thinking that emotional ads are necessary for advertisers to increase their profit.

5.0 Suggestion

5.1 To the Advertising Industry

- There must be sincerity, honesty in practicing advertising profession.
- There should be constant advertising research so that new ideas can be incorporated and outdated ideas can be dropped.
- Advertising should control wasteful expenditure to avoid wastage of national and natural resources.
- Advertising industry should follow the ethics. During emotional ad campaign, they do not misuse customer's emotions.

5.2 To the Customer

- However, emotional ad campaign is good but customer should aware about that product quality and brand.

6.0 Reference:

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