

# ADVERTISERS EXPERIMENTING WITH THE RATIONAL PSYCHE OF THE CONSUMERS

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**Abstract:** Now days, customers have become very demanding in today's competitive market as they have a wider range of products and services to choose from. Since they have become very demanding, they are always in need of real, useful and trustworthy information about new products and services. They also want this information to be displayed to them in a ways which require creativity and execution. Advertisements these days over exaggerate facts, make the content melodramatic and cast actors as experts, and this reduces the credibility of the product or service that is being advertised. Parallel art is a new form of advertisement that is known for its simple and trustworthy content that is demanded by the customer. This paper gives a conceptual view of parallel art and gives suggestions and new ways which can be implemented by advertisers to capture the attention of the customer.

**Keywords:** Advertisements, competitive market, melodramatic, customer.

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## 1. INTRODUCTION

These days' advertisers are coming up with new ads which come up with a new form of content for programs. The genre of the advertisement is the parallel art. It is known for its simple content, realism and naturalism, with a keen eye on the sociopolitical climate of the times, and for the rejection of the dance-and-song numbers that are typical of mainstream commercial TV advertisement. Parallel art depicts a sense of naturalism in its theme and is not surreal or stereotyped in terms of its larger than life character or theme portrayal. Now by sponsoring such channels and programs brands are trying to tap into the rational consumers along with emotional ones. The advertisers will air ads which have genre of parallel art as the young and the educated people in the country are deprived of such creativity and amusing pitch.

## 2. LITERATURE REVIEW

Online advertising accounts for 8% of US advertising industry and is growing rapidly as never before, due to the development of social media. It is expected to grow even more because the amount of time people spend on their computers mobile and other devices is also increasing. This articles talks about the different platforms available for advertising and how companies can facilitate connecting their advertisements with their viewers.

The exercise of celebrity endorsements has increased over time. Now days it has become an important element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Companies use celebrity endorsements to influence the purchase decision of consumers in order to increase their sales. In this article the author examined the celebrity attributes likely to influence consumer purchase decisions and finally the impact of celebrity endorsements on their purchase intention. A quantitative method is used for this research project to examine the perceptions of the consumer, attributes and its subsequent impact on purchase intention. The data is collected through a questionnaire and later analyzed using the data analysis software program SPSS. The outcome of the study was that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. Finally the author concluded by proving that the celebrity endorsements have a positive impact on customers.

### **3. CURRENT SCENARIO**

The kind of TV content that is going on air presently is to gain maximum TRPs. The quality of content has dropped drastically and the advertisements sponsoring these programs are able to tap only the emotional psyche of the consumer. The international travel shows like TLC, Fox Traveler, etc are doing a commendable job in terms of content and its advertisements. But when it comes to the genre of Drama various advertisements are failing to grab attention from the youth. The urban youth is deprived of shows with some concrete or substantial content that they can relate to and a huge opportunity for the brands to capitalize with their advertisements. The Drama advertisements over exaggerate facts, make the content melodramatic, the actors aren't very convincing and try to grab attention by showing their physique and the so called glamour. As the scale and the budget of advertisements is increasing the creativity and innovation is diminishing.

### **4. ADVERTISING IN AN EXPERIMENTAL WAY**

The advertisements on the channel can be broadcasted in Indian English. The genre should be parallel art but the themes of the advertisements can vary. There could be advertisements on office politics, human greed, college life, etc but should connect with the socio-political situation of the following generation. To make parallel art genre more clear there are examples of advertisements like Jago Grahak Jago, Incredible India, I Phone, etc. The advertisement will consist of off-beat themes which will in no way be similar to that of what is currently being aired on television. The theme of the advertisement could be simple and natural. It indicates the urge to be raw, natural, not to beat around the bush, to show how things work and a reality check to all.

An alternative to mainstream advertisements in several different ways (not necessarily all found in the same show):

- political ideas;
- 'social realism' and 'ordinary heroes';
- experimental show forms;
- no requirement for song/dance sequences;
- less dependence on popular genres;
- more 'personal' style for the director;
- New stars with a different approach to performance.

### **5. ADVERTISING STRATEGIES**

#### **Conventional Advertising strategies:**

- Celebrity Brand Ambassador
- Promoting it through TV shows
- Promoting it in events like IPL matches

#### **Unconventional advertising strategies:**

- Will give a task related to advertisement or any theme of the advertisement on a famous reality show
- Will go to various drama schools and theatres and ask them to perform on one of the themes of the advertisement across the country in the urban cities.
- Phone application which will show fun facts about the theme of the advertisement. For example the advertisement is on office politics, it will give facts about office politics in real life.
- We can promote it on a hot air balloon

## **6. CONCLUSION**

The digital era has enabled customers to access any information at their fingertips. This has exposed them to all kinds of information being displayed in different forms and platforms. Because of this, they seek better advertisements all the time. In order to fulfill their needs and demands, companies need to implement new ideas and strategies in their advertisements. Companies should enhance the quality of content that is being advertised, display credible information and choose appropriate and creative platforms to execute and display this information. Resorting to traditional methods and practices will not capture the attention of the new generation customer. To conclude, advertisers have to think out of the box and look for new ideas and ways to influence the customer. This is the only way to compete in today's competitive marketing environment.

## **REFERENCES**

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