

IMPACT OF SURROGATE ADVERTISING ON GEN-Z

Riya Kapoor, Assistant Professor, Maitreyi College, University of Delhi
Sujeet, Assistant Professor, University of Delhi
Saminder Kumar, Assistant professor, University of Delhi

ABSTRACT

Surrogate commercials are a distinct type of marketing in which the actual product, which may be outlawed or restricted by legislation, cannot be explicitly featured or its traits and features depicted as they are. Instead, surrogate adverts aim to pique the viewer's curiosity and communicate a message without openly exposing the product. It's crucial to emphasize that surrogacy marketing isn't always harmful or unlawful. Surrogate advertising has been effective in enticing clients, particularly the younger generation, who have been heavily enticed into purchasing and ingesting forbidden items. In this perspective, the current study examines the influence of surrogate advertising on generation Z. The current study found that the majority of Generation Z is aware of surrogate marketing and their influence on tobacco smoking. They believe that the appearance of well-known celebrities in such advertising enhances tobacco usage while also creating a good brand image for the corporations that produce and promote the products.

Keywords: *surrogate advertisement, gen-Z, tobacco consumption, factor and effect*

INTRODUCTION

Advertising is a marketing promotional technique that allows firms to reach out to their clients via a variety of channels. It is an excellent method of advertising items and services to a large audience. It spreads the word about the goods, drawing clients and driving up sales. Advertisements assist the average person comprehend the products and services supplied by companies. Furthermore, in today's Internet age, customers are bombarded with adverts from many firms every minute. To attract clients, advertising companies utilize a variety of advertising appeals such as emotional, sexual, musical, romantic, endorsement, and so on.

In 1994, the Advertising Standards Council of India (ASCI) prohibited marketing for items that are harmful to consumers. This move was made in coordination with the Cable Television Network Rules of 1994 (CTN Rules). Because television is a major news source and any restriction would have a severe impact on these businesses, the prohibition caught the alcohol and tobacco sectors off guard. The limitation was projected to have a greater impact on new competitors than incumbent market participants. However, without marketing, alcohol and cigarette sales would gradually drop. To remedy this, the alcohol and tobacco industries used what is now known as surrogate advertising.

Producers of these items resorted to more creative tactics of advertising, such as the use of alternative goods that were legal, produced in limited quantities, and marketed under the same brand name as alcoholic beverages or tobacco products. Soon after, commercials for alcohol companies with identical brand names appeared, but they promoted a distinct product. Promotions for items such as apple juice, soft drinks, darts, and mineral water are now widespread and have grown into the driving force behind the companies they represent. To avoid falling behind, tobacco companies created their own series of surrogate commercials. One of the organizations established its own network of lifestyle merchants, while another launched its own bravery awards.

The tobacco and alcohol industries finally figured out how to market their own brands in some way, ban or no ban. As a result, surrogate advertising is a method of luring clients into

purchasing things that may be illegal or detrimental to their health. In India, we see numerous instances of surrogate marketing by prominent brands such as Bacardi and Imperial Blue utilizing music CDs, Kingfisher using soda, and calendars to airlines as surrogates to promote their alcoholic goods, while alcohol promotion is prohibited in India. Advertising has an impact on many aspects of modern life. Commercial promotion nowadays greatly contributes to economic modernization by boosting worldwide commerce and business.

A successful commercial helps customers develop a positive perception of a brand and its personality. Advertisements attempt to place a brand in the minds of consumers. In their book "Positioning: The Battle for Your Mind," prominent marketers Jack Trout and Al Ries coined the quote "Differentiate or Die," and every firm seeks to distinguish itself from its rivals by using a distinctive approach to make its goods noticeable to consumers and viewers. As a result, businesses employ a range of strategies to reach clients all over the world. Commercial advertising media comprises wall paintings, billboards, street furniture elements, printed flyers and rack cards, radio, cinema and TV ads, web banners, mobile screens, shopping carts, web pop-ups, skywriting, bus stop benches, human billboards and forehead advertising, magazines, newspapers, town criers, sides of buses, airplane banners, in-flight ads on tray tables or overhead bins, taxi doors, roof mounts, and passenger screens, musical stage shows, subway platforms and trains, elastic bands on diapers, restroom stall doors, supermarket apple stickers, shopping cart handles, opening segments of streaming audio and video, posters, and the reverse side of event tickets and supermarket receipts. Advertising encompasses any location where a recognized sponsor pays to disseminate their message via a medium.

LITERATURE REVIEW

According to Kumar et al. (2017), only 50% of alcohol consumers, whether they drink sometimes or often, are aware of surrogate advertising, and gender has no bearing on this awareness. The majority of nondrinkers are unaware of these types of ads. Those who are aware of surrogate marketing believe they are deceptive, and they also increase consumers' alcohol intake.

Agarwal (2018) conducted a study on the impact of surrogate advertising on the young of Surat city, and the author discovered that the majority of the youth are affected by surrogate marketing to drink, smoke, or consume the items offered by corporations. Celebrity endorsement is one of the most powerful forces in surrogacy advertising.

Dhandapani G, et al. (2019) investigated the most influential surrogate advertisement characteristics that had an effect on viewers. It was observed that factors such as advertising efficacy and product promotion tactics had a substantial impact on viewers' purchasing decisions. People were drawn to surrogate commercials because they found them both amusing and instructive. However, when demographics shifted, people's perceptions of surrogate advertising varied.

Gopakumar et al. (2019) investigate the effect of celebrity endorsement on surrogate advertising among young people in Kerala. Advertisements are seen to be a very successful way to reach a large audience. It is the most effective technique for a corporation to communicate its products or services to a broad number of target audiences. According to the examination of the main data, celebrity endorsement has a beneficial influence on surrogate advertising among young people. Age and educational level were the most important demographic characteristics in recalling original items.

Jose, et al. (2020). Surrogate advertising is one of the most noticeable developments in the Indian advertising sector. This tendency is certainly beneficial to the effective marketing of several prohibited items in India. As a result, indirect advertising of such items has a major

impact on customer reaction. This provides a replica of one product's brand image, which is useful for promoting another product from the same brand. For example, the commercial for Bagpiper soda rings in the ears and reminds the customer of a hot drink with the same brand name.

According to Rout D's (2021) study, television is the most successful method of advertising, and celebrities are regularly utilized as surrogate models. The study also looked at the relationship between the impact of surrogate advertisements and gender, and it was discovered that awareness of surrogate marketing varies by gender and age, and it appeals to a specific age group rather than all age groups, indicating that it does not appeal to everyone.

Lu Cheng et al. (2021) investigate the problem of long-term effect, in which the result of primary interest, or primary outcome, takes months or even years to accrue. The observational research of long-term effects poses particular obstacles. First, confounding bias results in significant estimate error and variation, which may then be used to forecast primary outcomes. Second, short-term outcomes are frequently utilized as a direct proxy for the primary result, also known as a surrogate. Experimental findings demonstrate that the suggested framework outperforms the state-of-the-art.

Tyagi, Ishaan, and Tyagi, Pallavi. (2023). One of the primary goals of this study is to investigate surrogate impacts and conduct a survey to determine what people know about surrogacy advertisements and what they think of them. The general public is the target audience for these advertisements, and what matters to them is that they pique their attention. The majority of people believe that these advertisements are misleading, which might be owing to the fact that they offer things that are not even mentioned in the commercial and promise a fantasy that people desire. They believe that these advertisements encourage consumption of these things while also influencing young people with false promises and luring them in with their fantasies.

OBJECTIVES:

The main aim of this study is to determine the awareness and impact of surrogate advertisement on gen-Z.

RESEARCH METHODOLOGY

This study examines the notion of surrogate advertising in the context of Delhi, India. The study's primary goals are to investigate knowledge of surrogate advertising and its impact on tobacco usage among Gen-Z consumers. The analysis used both primary and secondary data. A well-structured questionnaire was distributed to 200 respondents aged 18 to 26, using a suitable sampling procedure. Data was analyzed using basic percentage calculations and a 5-point Likert scale. Secondary data was collected from edited volumes, journals, papers, periodicals, and websites.

ANALYSIS AND INTERPRETATION

Table 1: awareness level of surrogate advertisement

	N	%
Familiar and aware	150	75.00
Unfamiliar and not aware	50	25.00
Total	200	100.00

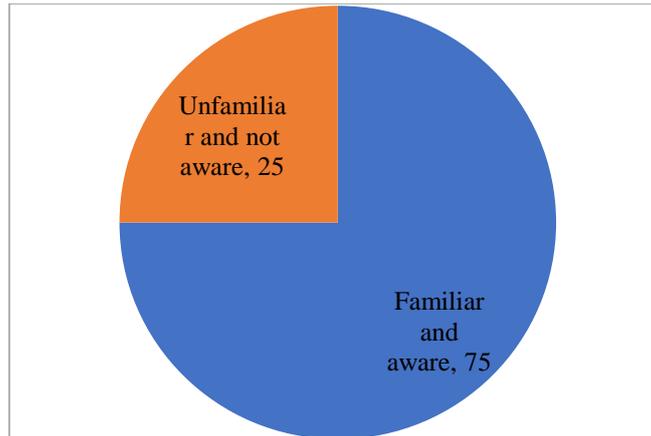


Figure 1: % of awareness level of surrogate advertising on gen-Z

The pie chart above demonstrates that 150 (75.00%) of respondents are aware of surrogate marketing. It is reasonable to assume that the majority of respondents are familiar with surrogate advertisements. On the other side, 50% (25.00) of respondents are unaware with the notion of surrogate advertising.

Table 2: awareness of advantages and disadvantages of surrogate advertisement

	N	%
Yes	126	63.00
No	14	7.00
Maybe	60	30.00
Total	200	100.00

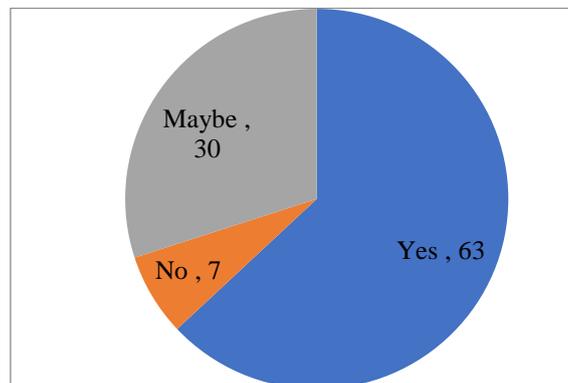


Figure 2: % of awareness of advantages and disadvantages of surrogate advertisement

Now, out of 200 responders, 150 (75.00%) are aware of surrogate marketing. Of these, about 126 (63.00%) are aware of the benefits and drawbacks of surrogate advertising. It reveals that the majority of respondents are well aware of the impact of surrogate advertising. On the other hand, around 14 (7.00%) of respondents are unaware of the benefits and drawbacks of surrogate advertising, and almost 60 (30.00%) are unsure of the impact.

Table 3: familiarity with different surrogate advertisements

	N	%
Blue music	36	18.00
Vimal elaichi	66	33.00
Kamla pasand	44	22.00
Kingfisher	10	5.00
O's choice soda	12	6.00
others	32	16.00
Total	200	100.00

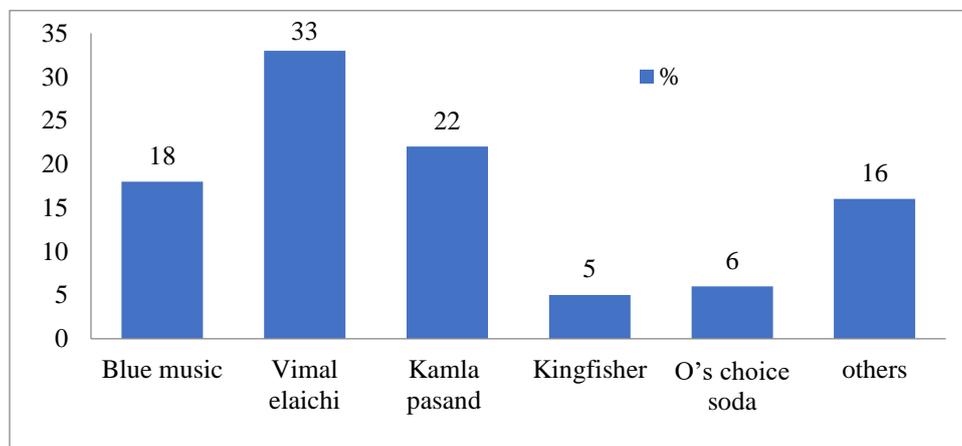


Figure 3: % of familiarity with different surrogate advertisements

In the previous investigation, about 150 (75.00%) of the aware respondents could recall surrogate commercials. Out of these respondents, the majority of 66 (33.00%) were familiar with the brand Vimal elaichi, followed by 44 (22.00%) with Kamla pasand. However, a far smaller proportion of the population is familiar with surrogate marketing for alcohol products, which include 10 (5.00)% of Kingfisher mineral water, 12 (6.00)% of Officers' Choice soda, and 36 (18.00)% of Blue Music. The preceding study suggests that the respondents in question are more familiar with surrogate tobacco product marketing.

Table 4: surrogate advertisement's encouragement

	N	%
Yes	112	56.00
No	68	34.00
Maybe	20	10.00
Total	200	100.00

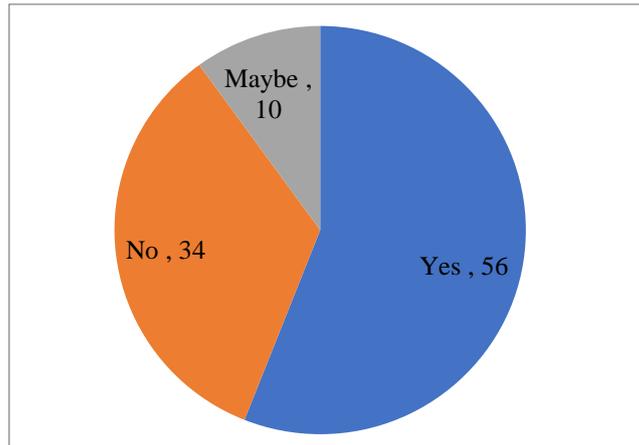


Figure 4: % of surrogate advertisement's encouragement

A majority of around 112 (56.00%) of respondents believe that surrogate advertisements promote people to purchase tobacco products. This clearly demonstrates that consumers firmly believe that surrogate marketing influence their tobacco product use. On the other side, 68 (34.0%) of respondents are indifferent, and 20 (10.00%) believe that surrogate advertising does not induce people to purchase tobacco products.

Table 5: views about the role of surrogate advertising

	N	%
Yes	94	47.00
No	34	17.00
Maybe	72	36.00
Total	200	100.00

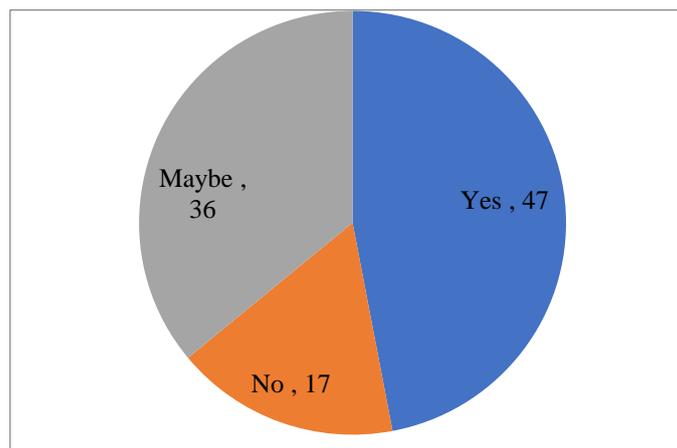


Figure 5: % of about the role of surrogate advertising

When asked about the significance of surrogate advertisements in building a favorable image for firms, 94 (47.00%) of respondents agreed that surrogate advertisements play an important part in developing a positive brand image for tobacco corporations. However, over

72 (36.00%) of respondents are ambivalent, and around 34 (17.00%) believe surrogate advertising plays no effect in developing a favorable brand image for corporations.

Table 6: % views about the impact of surrogate advertising

	N	%
Yes	96	48.00
No	22	11.00
Maybe	82	41.00
Total	200	100.00

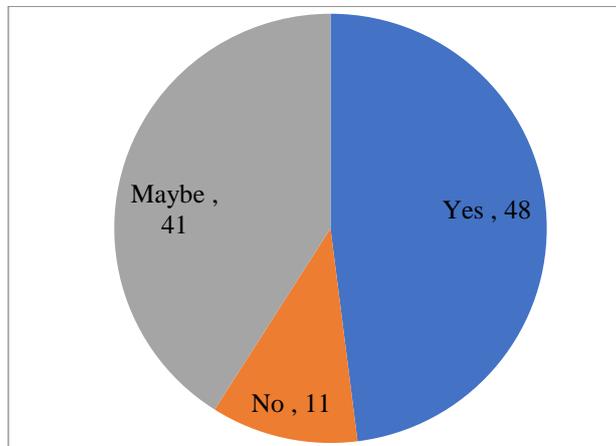


Figure 6: % about the impact of surrogate advertising

The accompanying pie chart shows that about 96 (48.00)% of respondents believe that surrogate advertising influences consumers' recollection of the core tobacco product while seeing the surrogate adverts. On the other side, around 82 (41.00%) of respondents are ambivalent about it, while 22 (11.00%) believe differently.

Table 7: effect of surrogate advertising on its viewers

	N	%
Misleading	96	48.00
Influencing	64	32.00
Informative	22	11.00
Entertaining	18	9.00
Total	200	100.00

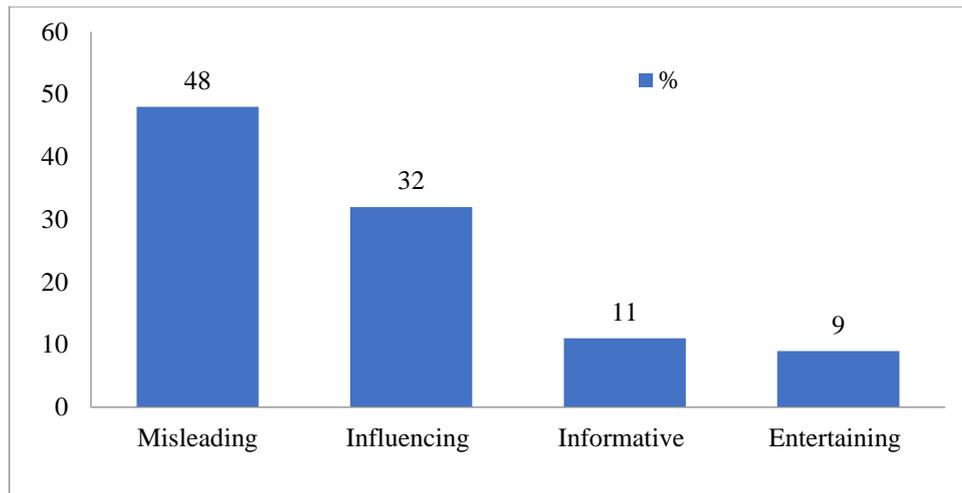


Figure 7: % of effect of surrogate advertising on its viewers

We want to understand the impact of surrogate marketing on consumers. The majority of respondents, 96 (48.00%), and 64 (32.00%), regarded the surrogate advertising deceptive and influential, respectively. A small sample size of around 22 (11.0%) respondents regarded the surrogate commercial to be instructive, while approximately 18 (9.00%) found it to be amusing.

Table 8: surrogate advertising in tobacco consumption

	N	%	Mean	SD	CV
Strongly agree	110	55.00	4.253	3.856	0.905
Agree	52	26.00			
Neutral	20	10.00			
Disagree	14	7.00			
Strongly disagree	04	2.00			
Total	200	100.00			

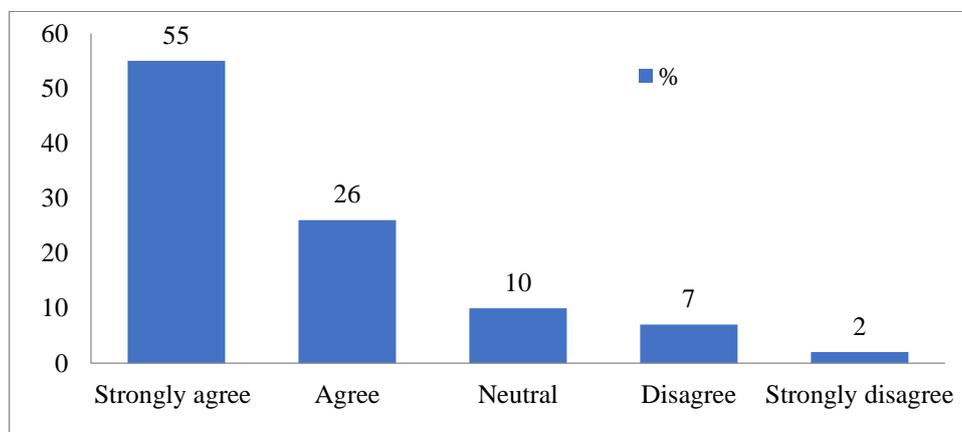


Figure 8: % on the impact of surrogate advertising in tobacco consumption

To determine respondents' perspectives on the influence of surrogate advertising on increasing tobacco usage, a 5-point Likert scale was used (5 indicating strong agreement and 1 indicating severe disagreement). The mean score for the data is 4.253. As a result, the average of respondents agreed with the statement. The standard deviation (sd) of the data is 3.856, and the coefficient of variance (CV) is 0.905.

Table 9: impact of prominent celebrities in a surrogate advertisement

	N	%	Mean	SD	CV
Strongly agree	96	48.00	4.055	3.706	0.914
Agree	54	27.00			
Neutral	28	14.00			
Disagree	12	6.00			
Strongly disagree	10	5.00			
Total	200	100.00			

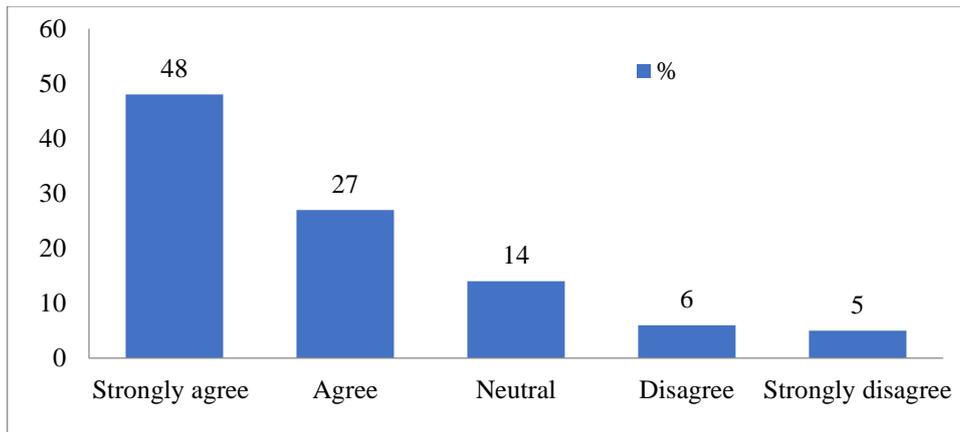


Figure 9: % of the impact of prominent celebrities in a surrogate advertisement

The sample mean is 4.055, representing the average of respondents who agreed with the statement. The standard deviation of the data is 3.706, and the coefficient of variation (CV) is 0.914.

CONCLUSION

The current study states that the majority of Generation Z is aware of surrogate marketing and their influence on tobacco smoking. They believe that the appearance of well-known celebrities in such advertising enhances tobacco usage while also creating a good brand image for the corporations that produce and promote the products. However, they believe that surrogate advertising is immoral for social well-being. Respondents claim that such advertising is deceptive and influential. Despite several rules restricting marketing in various media,

tobacco firms have effectively exploited the gaps in these laws. Regulators and corporations have engaged in a cat-and-mouse game.

REFERENCES

- Agarwal, N. (2018, March). Impact of Surrogate Advertisement on the youth of Surat city. International Journal of Creative Research Thoughts (IJCRT), 06(01), 10. <https://www.ijert.org/papers/IJCRTDRBC066.pdf>
- Dhandapani, G., Shajahan, U. S., & Kiruthika, R. (2019, December). Effectiveness of Surrogate Advertisements among Viewers. International Journal of Innovative Technology and Exploring Engineering (IJITEE), 09(02), 09. <https://www.ijitee.org/wpcontent/uploads/papers/v9i2/B6874129219.pdf>
- Gopakumar, Swathy; Bhadra Nair, M. B.; Anoop K. K. (2019). Impact of Celebrity Endorsement on Surrogate Advertisement among Youth in Kerala. EBSCO Logo Connecting you to content on EBSCOhost, DOI: 10.5958/0976-5506.2019.01010.6
- Dodrajka, S. (2011, August). Surrogate advertising in India. Management and Labour Studies, 36(03), <https://journals.sagepub.com/doi/abs/10.1177/0258042X1103600305>
- Kumar, P., Verma, A., Halder, R., & Datta, P. V. (2017, October). Effect of Surrogate Advertising in Alcohol Industry. International Journal of Engineering Research And Management (IJERM), 04(10), 07. https://www.ijerm.com/download_data/IJERM0408006.pdf
- Manjunath, G., & Sreekanth, P.K. (2015). Surrogate Advertising: The Awareness And Does It Helps To Promote Core Product Itself In Indian Contextsurrogate Advertising: The Awareness And Does It Helps To Promote Core Product Itself In Indian Context. International Journal of Business Quantitative Economics and Applied Management Research, 02(04), 14. https://www.researchgate.net/profile/UmayaShajahan/publication/343760530_Effectiveness_of_Surrogate_Advertisements_among_Viewers/links/5f3e2163458515b7293105af/Effectiveness-of-Surrogate-Advertisements-among-Viewers.pdf
- Newbold, C. (2022, March 22). ADVERTISING APPEALS (OVERVIEW) – The Visual Communication Guy. The Visual Communication Guy. Retrieved January 11, 2023, from <https://thevisualcommunicationguy.com/business-communication/advertising-appeals-overview/>
- Rout, D. (2021, July). Impact of Surrogate Advertisement: An Unconventional and Revolutionary Tool of Marketers. Shanlax International Journal of Management, 09(01),08. <https://www.researchgate.net/publication/352934362>
- Sharma, H. (2022, June 10). With focus on kids, govt curbs misleading ads; prohibits surrogate advertisements. The Indian Express. <https://indianexpress.com/article/india/centre-releases-freshguidelines-advertisements-bans-surrogate-ads-7962141/>
- Sircar, S., Punshi, J., & Bharucha, A. (2022, September 20). Regulating Surrogate Advertising In India- Advertising, Marketing & Branding - India. Mondaq. Retrieved January 5, 2023, from <https://www.mondaq.com/india/advertising-marketing--branding/1231928/regulating-surrogateadvertising- in-india>
- Tyagi, Ishaan & Tyagi, Pallavi. (2023). Surrogate Advertisement and its impact. Global Journal of Management and Sustainability (MAS) [ISSN: 2583-4460]. 1. 19-28. 10.58260/j.mas.2202.0109.



- Lu Cheng, Ruocheng Guo, Huan Liu Authors Info & Claims (2021), "Long-Term Effect Estimation with Surrogate Representation", WSDM '21: Proceedings of the 14th ACM International Conference, <https://dl.acm.org/doi/abs/10.1145/3437963.3441719>
- Jose, Abin P and Roy, Reshma, Effect of Surrogate Advertisement on Consumer Response in India (April 27, 2020). International Journal of Management, 11 (3), 2020, pp. 419-426. , Available at SSRN: <https://ssrn.com/abstract=3586491>