



Transformation In Advertising Through Consumer Behavior

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ABSTRACT

Post-Independence Consumer Behavior in India is the focus of this investigation into the changing face of advertising. One might say that customer behavior is the very breath of advertising because of how important it is in shaping advertisements. For a business to achieve commercial success, it must understand its target market, including its likes and dislikes, the elements that impact his cognitive process, and the behavioral patterns that contribute to the market's current trends. Despite the cutthroat nature of the business world, a product that is tailored to the preferences of its target audience may survive. The goal here is to theoretically comprehend the process how consumer habits are formed. The second is to collect data on what makes an effective advertising consumer. The overarching goal of this study is to develop a theory of self-observation by investigating the sequential stages of change in Indian advertising and consumer behavior.

Keywords: Advertising, Consumer, Media, Demographics, Buyers.

INTRODUCTION

Advertising is the marketing of goods or services for financial gain by a clearly known sponsor through a mass media. One component of the promotion mix that receives a lot of attention is advertising. Because of how prevalent it is, it has become a significant commercial medium in contemporary Indian culture. It's the use of aural and visual cues to persuade a target audience to make a purchase. Marketing a product or service serves largely to make consumers aware of their need for it. The advertising business has changed dramatically over the last two decades as a consequence of globalization and the resulting shifts in customer preferences. In today's cutthroat business climate, advertising is more important than ever. Event management, fig management, internet marketing, etc. are all examples of this, as are the many other methods used by businesses, celebrities, and even non-profits and churches to promote their wares or their causes.

Managing events is what event management is all about. Personal and corporate profiles are at the heart of fig management. Internet advertising is focused on

specific demographic subsets as opposed to the whole public. The ultimate goal of advertising is to influence customers to take action favorable to the advertiser, such as visiting a shop, trying a product, buying the product on a regular basis, recommending the product to others, etc. Marketers require a deep understanding of customer decision-making processes in order to craft persuasive messages. This is difficult since customers often contradict themselves via their actions. The people involved often respond on instinct rather than consciously considering the reasons for their actions.

In a nation like India, which is often seen as a sellers' market, the study of consumer behavior has recently taken on tremendous significance. Even during periods of heightened government control and planning, Indian consumers have had a broad variety of branded packaged products from which to choose. It is safe to state that the market for branded consumer products in India, both non-durable and durable, is on the rise. Over the last two years, there has been a dramatic increase in the marketing of these products. In the four decades after the end of World War II, a buyers market has existed in the West, making consumer research a priority for marketing managers in the region's more prosperous nations.

In order to put into effect, the marketing notion of buyer's happiness, the complex phenomena of consumer behavior has been studied to the benefit of both marketers and consumers. According to Philip Kotler's¹ renowned definition of marketing, "is a human exchange directed at satisfying the wants and needs of customers," the connection between marketers and customers is not antagonistic but rather symbiotic. Therefore, within the scope of the marketing idea that forms the philosophy of business, studying consumer behavior is necessary for understanding the nature of consumers' requirements and desires and determining the best means by which current technology may fulfill them.

LITERATURE REVIEW

Jaya Mehrotra et.al (2020) Consumer behavior is only one area of marketing that has been disrupted by the rise of social media. In the 1940s and 1950s, consumer behavior emerged as an important topic of marketing. Examines the impact that customers' mental states have on their spending habits. The purpose of this article is to examine the effect of social media on consumers' tendency to make purchasing decisions when browsing digital or online stores. We'll utilize comparisons to highlight the rising tendency of online decision making and the expanding impact of social media on consumers' decision-making and purchasing habits in the digital realm. What this means for businesses and their product promotion strategies in the current market, as well as suggestions for improving these strategies, is also discussed.

Tatiana Maslova, et.al (2020) As the tourism industry becomes more digitized, more and more tourists are opting to plan their own trips and book their own lodgings, a trend known as "tourism mobility." The Customer Journey Map was developed using the Blackwell-Miniard-Engel model. Potential points of influence (communication) and assistance in satisfying a customer requirement at various phases in the purchasing decision process are included in the Customer Journey Map. The authors used an online poll to gather responses from 100 young adults (aged 18–35) on their experiences with various types of digital travel services. Respondents were polled on their usage of travel apps, their expected advantages, and their level of happiness with an already available service in order to gauge how well these factors contribute to making informed decisions. Content and travel apps' value may be assessed in a number of ways, including by the trustworthiness of their information sources, the depth of their comparison tools, the discounts they provide, the quality of their customer care, and how easy they are to use.

Ovodenko A.A., et.al (2020) Consumers today are smart tech users, and their evolving behavior is a direct result of the proliferation of digital technologies (DTs), which have altered the ways in which they research, evaluate, and buy products and services. The distribution of goods and services in the SME sector follows the general trends in wider transformation of both national and global economies, as the evolution of consumer behavior also induces transformation in the economic system of distribution of goods, resulting in redistribution among existing channels and emergence of new ones and producing the phenomenon of omni-channel marketing. Several variables, both aiding and hindering the digital transformation process, impact the level of digitalization in the external communications of SMEs. Key to the continued success of small and medium-sized enterprises (SMEs) is the digitization of product distribution and business-consumer engagement.

Y.Yu. Deputatova et.al (2018) exacting and picky. Changes in management and the research of consumer behavior are both necessary in light of recent tendencies in the expansion of retail trade brought on by globalization's compulsion of consumers' reallocating their spending from a high-margin offline cart to a low-margin online cart. Buyers can now participate in cognitive and learning processes, wherein the acquisition of new experience and emotions influences the conventional methods of making purchases in offline trading, thanks to the rapid development of trading innovations. Retailers that want to be competitive must not only provide premium products and services at competitive rates, but also help ensure a steady supply of those products and services. The majority of consumers admit to making purchases "by feel," despite the fact that this goes against rational choice and marketing idea theories. This article offers perspectives on the

variables and criteria that influence shoppers' decisions in both online and offline settings.

Saria Abou Jeb, et.al (2021) Over the last several years, the retail industry has expanded at a breakneck pace. More and more time and money are being spent by retailers on creating a unified multi-channel shopping experience. Because of these innovations, patron behavior shifted drastically. Both consumers and merchants saw shifts in their shopping habits and preferences. The purpose of this research is exploratory and constructive. The focus is on learning more about the impact of Covid-19 on retail as a result of the shift in consumer purchasing habits that it has prompted. The purpose of this research is to find and pilot novel behavioral factors that may impact Swedish millennials' preference between online and physical businesses when purchasing fashion goods. In this study, we use an abductive strategy. This exploratory study employed a combination of qualitative and quantitative approaches. The study included two periods of data collecting and used a sequential exploratory approach. The main empirical data was gathered via four sessions of focus groups with a total of twenty interviewees, and through ninety-four answers to a related online survey. theoretical framework. One useful finding from this research is that there is a substantial shift in consumer preference toward internet shopping. (2) Customers' purchasing decisions are being affected by new patterns of behavior associated with Covid19. Thirdly, a conceptual model is offered, with a focus on what influences customers to choose brick-and-mortar vs online fashion retailers.

MARKETING STRATEGIES OF EVOLVING BRANDS IN INDIA

Every successful company has had both great and bad experiences with its expansion, and these lessons have served as motivation along the way. The advent of the Internet through personal computers in the early 2000s is largely responsible for the dramatic shift in 21st-century consumers' buying habits. Just twenty years ago, the internet began its meteoric rise, transforming many industries for the better. Internet access has become so commonplace in everyday life that it's hard to conceive of getting by without it. The internet has allowed Indian firms to expand their reach to a far wider audience than ever before. Compared to the past, when consumers had much more free time and a limited number of media options with which to influence behavior, and the mass media of that time was the preeminent source of advertising and marketing, the internet is making consumers' lifestyles ridiculously hectic and ever more demanding. Following its abandonment of socialism and adoption of a more liberalized economic structure, India has become fertile ground for a vast array of brands and MNCs. The purpose of this chapter is to examine the development of the Amul brand, which has been popular in the nation since before independence.

It's a name that has built on its established reputation, evolved in step with the times, and seen enormous success all over the globe. "India should be viewed less

as a difficult market where strange things are happening and more as a market that is simply ahead of many other markets in its evolution," says Nokia CEO Stephen Elop, describing Nokia's strategy for success in India. It's possible that we'll lose everywhere if we can't find out how to win in India. On the other side, if we are successful in India, we will be successful worldwide.³ Establishing a foothold in the Indian market is more challenging for many businesses and brands than they had anticipated. The country's market structure is a haywire mixture of new and old because of the unequal distribution of resources, cultural diversity, and new ideas. With so many different advertising mediums accessible today, consumers' time is more valuable than ever. Because of this, shoppers are more discerning than ever before. Brands in India are able to flourish because of careful attention to product quality, sound financial management, innovative marketing and advertising strategies, an eye toward the future in terms of anticipated technological advances, and a keen awareness of current patterns and trends in consumer behavior. Keeping a brand's reputation up to line with what consumers anticipate may be difficult. When it comes to using a product, health and safety are always top concerns. When this quality drops, the reputation of the brand usually follows suit. The years of work put into cultivating a positive brand image disappear in an instant, putting the brand in jeopardy. Now more than ever, companies are undertaking thorough in-house investigations to ensure the quality of their goods before they hit the market. This is a serious problem that threatens long-term use of the items. One way a brand may shine in such a crisis is by offering assistance in fixing the issue at hand.

Brands that have thrived in India throughout the years have learned to adapt by increasing their accessibility. For a brand to be "mentally available," customers must be able to call it to mind when they are in need of the goods. "Consumers don't think long and deep about brand choices," Paddy Rangappa says, and his example about the mental availability of a brand is excellent. When the time comes to purchase an item from a certain category (as in, "we're out of detergent"), consumers will choose a brand they are familiar with (mental availability) and can quickly locate (physical availability). Therefore, increasing a brand's mental share is necessary for expanding its market presence, and this is accomplished through increasing the brand's availability in consumers' minds.⁴ In most cases, people remain loyal to the same brand they've used for years because of the product's consistent quality. They don't give other brands that sell the same thing much of a chance. There are occasions when consumers' emotive, rapid, and intuitive brand purchasing judgments run counter to the marketers' logical appeal. To the contrary, people are more likely to be persuaded by commercials that depict a product that is making its debut on the market due to the advanced attributes of the product, which are highlighted in such ads.

THE INDIAN BRAND AMUL TURNING GLOBAL: A CASE-STUDY



Fig- 1 Amul Logo

This section of the thesis provides a detailed case study of the Amul brand, which was founded around the time of India's independence in 1947 and has since undergone significant changes as a result of Singh 297's historical analysis. Several aspects of this brand's history are used as the basis for this case study. Growth throughout time, quality, quantity, representation, and display, as well as across various regions of the nation, are all investigated. We examine Amul as a case study by looking at the specific ads the company has developed to win over its target audience. Amul began in a tiny Gujrat hamlet called Anand in 1946 as a cooperative initiative. The Kaira District Milk Union Ltd. was the original name for the Amul brand. Amul, as a co-operative, helped stabilize farmers' economic problems, which in turn sparked a social revolution in India. The growth and prominence of the Amul brand in India may be largely attributed to three persons. Tribhuvandas Patel, Verghese Kurien, and Harichand Megha Dalaya were the three men in question.⁵ The goal of this cooperative initiative was to provide financial independence for the farming community. In order to satisfy the needs of its people, India had to rely extensively on milk imports in the 1950s and 1960s due to a severe milk shortage. During this historical period, American farmers, on average, were in a dire financial situation, saddled with overwhelming debt, and at the mercy of greedy merchants. When farmers in India were being taken advantage of by intermediaries, they went to the renowned Indian nationalist Sardar Vallabhbhai Patel for help. He suggested they band together as a co-op to cut out the middlemen and get control over the whole Amul operation from crop selection to distribution.

Amul's early growth coincided with the establishment of the National Dairy growth Board, which is widely regarded as one of the company's most significant milestones. Amul started in a small town in India's Gujrat area and has since expanded internationally. It also served as a catalyst for the milk revolution that eventually turned India into a global exporter of dairy products. In this section, we'll examine the growth of the Amul brand by looking at how the company's ads have changed over time. Amul butter had been available for purchase for several years before the company decided to start advertising it. In 1966, Amul began running television commercials.

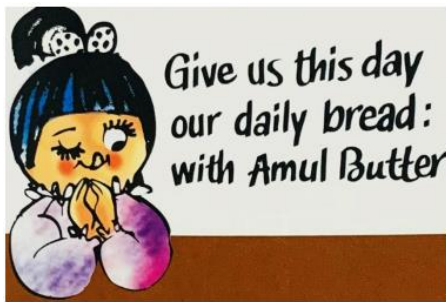


Fig- 2 Give Us This Day Our Daily Bread

The original slogan for Amul was "Purely the best," but its leaders quickly decided it needed to be changed. The new slogan, "Utterly Butterly Amul," was a fantastic departure from the previous one and reflected the brand's spirited personality. The little girl in the red polka-dot dress who appeared in Amul's early commercials quickly became the brand's most recognizable symbol. Amul's success may be seen in the fact that the brand's iconic poster girl still appears prominently in commercials. This mascot has been used to promote Amul for decades and has become instantly recognizable as a symbol of the company. Art director Eustace Fernandes of daCunha Communications Pvt. Ltd. created the Amul polka dot girl. The original Amul butter hoarding campaign went longer than any other outdoor advertising campaign in history. These hoardings often just have a single line of text, which is the motto or tagline. These billboards, which feature different themes on a regular basis and include emotive figry and substance depicted via one liners, are a true reflection on political and social happenings of the day.¹⁰ The fact that Amul has consistently delivered advertising that reflect the current situation, sometimes adding a touch of humor or social commentary, is one of the finest characteristics that reflects the company's development throughout time. The early hoardings of Amul featured the red polka dot girl praying by her bedside, portraying her as a sweet, innocent, and savvy young lady who, while praying, has one eye open and her lips lick their tongues while thinking about butter. Give us today our daily bread: with Amul Butter, the billboard pleaded. The company has always been progressive because of its dedication to staying abreast of current events. The butter girl of Amul has long been well-liked by the public.

Decade of 1960's:

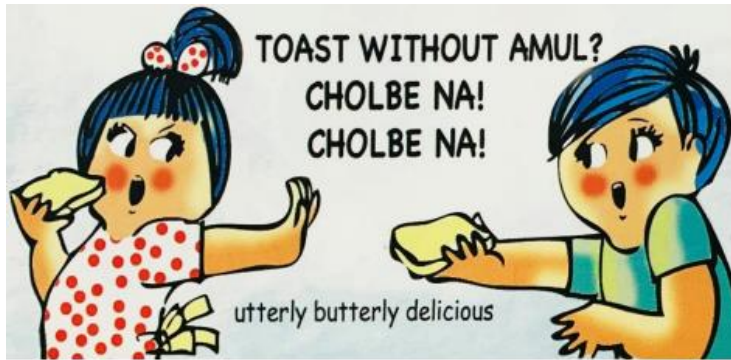


Fig- 3 Amul Cholbe Na

'Thorough Bread' was the first commercial campaign of the 1960s to include current events. After the first public appearance of the Amul girl in prayer, daCunha Communications realized that they would be limiting themselves if they just featured their goods in commercials. Their goal was for the ads to reflect current events and popular culture in an effort to promote Singh 303.11 This distinctive aspect of the Amul commercials shows how involved and informed the girl is about everything occurring in her social sphere. The horse racing season in Mumbai in March 1966 was the inspiration for a detailed bread campaign. It beautifully reflected the importance of the event to the people of the country by depicting Amul girl as a jockey riding a horse. The first known Amul advertising dates back to 1966, during this decade. Amul butter's original hoarding holds the honor of being the world's longest running advertising campaign. In the 1960s, when Calcutta was in the throes of demonstrations and processions, people yelled "Cholbe na!" (would not do) over and over again. This slogan became the renowned tagline for Amul. The protestants were won over by this seemingly little gesture.

Decade of 1970's:



Fig- 4 Hurry Amul! Hurry Butter! Hurry, Hurry!

During this decade, several controversial political and social events took place, sparking widespread public outcry. The company has consistently shown to its clientele that it has and always will maintain a vigilant vigil over the nation. The

declaration of a state of emergency in India, the imposition of mass sterilization by Sanjay Gandhi, and the passage of the Maintenance of Internal Security Act are all examples of contentious social events. Although the tagline for Singh 305 butter, "We've always practiced Compulsory Sterilization," wonderfully articulated the existing scenario by speaking about itself, it was released during the emergency. Initiated by ISKCON, the 'Hare Krishna movement' gained popularity in the 1970s and attracted followers from all over the world, not only India. The chorus of "Hare Rama, Hare Krishna, Krishna Krishna, Hare Hare!" had a powerful effect on the people of India. This was just one more instance of an Amul Girl taking an active role in society's happenings. Amul coined the motto "Hurry Amul!" in relation to the movement. Hasten, Butter! Get moving!

Decade of 1980's:

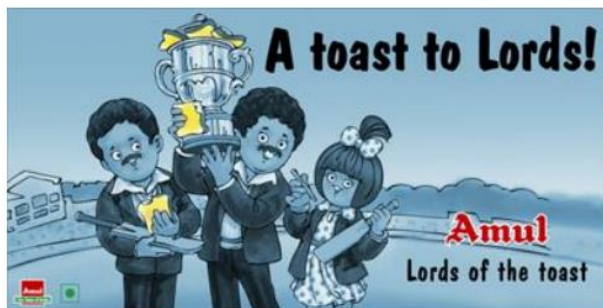


Fig- 5 A Toast to Lords

Several significant events in Indian history occurred before the arrival of economic reforms in the middle of the 1980s. An unforgettable example of this is the year 1983, when India won the cricket world cup and the whole nation celebrated with great joy and pride. Amul did their own thing to celebrate the victory, using the tagline "A Toast to Lords." Television commercials for Amul aired in the late 1980s and early 1990s, coinciding with adaptations of the Ramayan and Mahabharata for the small screen. After the first wave of the covid-19 epidemic struck, the authorities ordered a nationwide lockdown (Singh 307). The Ramayana and the Mahabharata were rebroadcast on the National Channel at the urging of the country's residents, and both were met with enthusiastic reception. During this period, the Amul brand launched a series of commercials titled "Amul Classics," which included commercials from the 1980s and 1990s with some newer commercial segments meant to evoke the same feelings of nostalgia as the older commercials' epic storylines. By fusing together elements from different eras, Amul made a message about contemporary culture that reflected the diversity of India's legendary epics. In the eyes of the elderly, this was pure nostalgia. At the same time, it included new advertising for a number of Amul's goods, aimed squarely at the younger market. The modern, forward-thinking perspective on the material shown in advertising stands in stark contrast to the one offered in the

original Amul commercials. For instance, two slogans used in ads for Amul chocolate read, "I am too old for fast cars, too young to be the boss" and "I am too old for mini-skirts, too young to be a grandma." Politics, cricket, and Bollywood have all attracted a lot of attention due to social commentary from the Amul brand in television commercials. It has always been a rabid supporter of Indian cricket.

Decade of 1990s

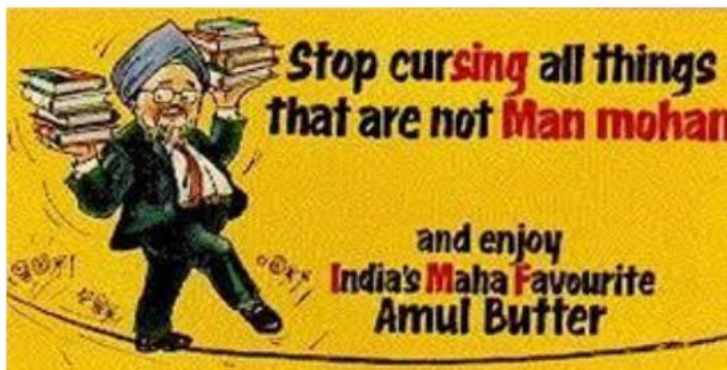


Fig- 6 Stop cursing all things that are not Man Mohan

Liberalization, privatization, and globalization, all of which gained notoriety in 1991, were the catalysts for change in the Indian market and contributing elements. Amul has released a number of ads featuring Manmohan Singh, the then-Finance Minister of India and a major proponent of LPG. There's an ad for Amul Butter in India that has Manmohan carrying a book stack in each hand while walking a tightrope. This commercial is representative of the backlash Manmohan Singh faced when the government mortgaged the country's gold to get a loan from the International Monetary Fund. Despite the fact that his action got the nation out of a serious balance-of-payments problem, he nevertheless deserves some criticism. 'Be Indian, Bye Indian' is the slogan of another ad campaign highlighting Liberalization's effect on the Indian economy. The ad's illustration depicts Manmohan Singh giving a bottle of Coca-Cola to a homeless man who has approached him asking for money. Amul, as per usual, provides astute insight on national matters. After failing to win over the Indian public in the 1970s, Coca-Cola left the country. However, when liberalization opened the door for many multinational corporations, the company returned. Thus,

Decade of 2000s

With the turn of the millennium, Amul's marketing campaign highlighted the exciting world of Bollywood and the fashion industry. Existing patterns were shown again in an exaggerated manner, and new forces making their way into the Indian environment that Amul commercials were poised to catch were also shown. Amul advertisements, which portray a distinctive mix of the society's occurrences

molded into Amul butter advertising, quickly covered many attention-grabbing Bollywood situations. These advertising play such a significant role in our daily lives that they seldom miss an opportunity to remind us of their existence. From Amitabh Bachchan's Tus Saud wax figure to commentary on the volatile sensex, from the introduction of the dream car Tata Nano to those for whom the thought of a car was merely a dream to depicting the country's acceptance of transgender as the third gender recognized by the Supreme Court of India, the brand has something to say about literally everything happening in the society. Amul makes it apparent that it cares about the people of its nation and understands the preferences of its customers. The tiny Amul girl acts as a spokesperson for societal issues, from praising achievements to revealing political scandals, and even presenting happy moments of everyday life with Amul goods.



Fig- 7 Sundar Piyo Chai! and Fig- 8 Facebhookh with Amul, Mark!

Humanity's very definition has been rethought thanks to the profound social shifts brought about by the new century. The internet is an example of an important development that has brought about significant change. The well-articulated Amul campaign, as usual, gets the credit for the widespread positive effects it has had. Amul recognizes how the Internet has influenced people's ways of thinking, acting, and shopping. 'Sundar Piyo Chai!' is an example of a commercial that was released in 2015 to honor Sundar Pichai's promotion to CEO of Google. This advertisement celebrates Indian nationals who have made significant contributions to the global ICT scene. The popularity of "Facebhookh with Amul, Mark!" is indicative of the widespread acceptance of technology progress in India. The statement "Amul is hungry for Facebook" was meant to be symbolic of Facebook's success.

CONCLUSION

The society in which we participate and from which we get our livelihood is ever-evolving. In a very short period of time, advertising as a separate industry has experienced a radical transformation. A commercial is made to win over people, influence their purchasing decisions, and raise as much knowledge as possible about the advertised product or service. Consumers who familiarize themselves with modern marketing have an advantage since they have access to the most cutting-edge offerings. Advertising, in its pure form, is a rich informational

resource on the latest industry developments and trends. There is a lot more to ad design than merely coming up with catchy wording. Its meat is in using customer behavior, needs, and desires as a foundation for the advertising they want to build. Marketers and advertisers would do well to learn as much as they can about consumers' perspectives on advertising, since this would help them create more effective campaigns. In conclusion, I would like to remark that the area of advertising in India has seen massive transformations during the years after independence in order to accommodate the development of consumer behavior. It has accomplished this by fabricating adverts that are based on elements that impact customers' attitude while forming buying choices.

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