

Conceptualizing the New Age Marketing – Surrogate Advertising

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Abstract

The right kind of advertising has made many small things very large'. As advertisements has influenced our life a lot as they are informative and create awareness among the consumers. But some ads are accused of misleading & unhealthy products restoring themselves to prohibition from the media. But the large investment of the companies has made them to form a new era of advertisement called "Surrogate Advertisements" emerging itself as a loophole challenge to the Government's action. Due to prohibition of such products it has gathered much attention from the general public (alcohol beverages, cigarettes & tobacco products) by law.

This paper explore the positive effect that surrogate advertising has on brand image, brand awareness and to investigate the consumer buying decision which effect the brands

Hence the data was collected from 100 respondents using a comprehensive open – ended questionnaire with the sampling method. Besides, to test the objectivity of the data collected Weighted Factor Method coupled with Ranking Method & Karl Pearson's Chi Squared test was used to arrive at possible suggestions required for the study. Consequently, what seems relevant by the study is – How the surrogate advertisements has become so trending in present era? How it has proven to be a boon for the marketers? is the question what makes this study furthermore interesting.

Keywords: Surrogate Advertising, Brand Image, Awareness, Tobacco & Alcoholic Beverages, Familiarity

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