



Effectiveness of Surrogate Advertisements among Viewers

D.Ganesan, Umaya Salma Shajahan, R.Kiruthika

Abstract: *The study attempted to identify the factors influencing the effect of surrogate advertisements in the minds of the viewers. It also identified the association between the demographic profiles of viewers and the impact of surrogate advertisement. So many works have been done in surrogate advertisements whereas surrogate advertisements with respect to viewer's opinion is very few especially in the Indian context. The study would empower the publicizing offices to comprehend and make innovative ads with the mix of the considerable number of components that would be received by the viewers. The research was descriptive in nature. The impact on viewers' perception of surrogate commercials in the market was identified. In order to learn how the viewers', perceive this study subject a questionnaire was created. It comprised of 20 statements to gauge the impact of the surrogate ads on viewers. Based on the cross-sectional sampling method, the non-probability sampling technique was applied. The survey was conducted using google forms and 300 samples were collected from June 2019 – Sep 2019. Various statistical tools like Factor Analysis, One-way Analysis of Variance, Correlation Analysis and Garrett Ranking analysis were applied. The product manufacturers have to comprehend the needs of the viewers based on the personal profile of the users which may illuminate the client's inclination in choosing the purchasing choice of any product. It will likewise be useful for other related bodies to understand the viewers' preference and user's psychology as far as receiving the message from the advertisements successfully. In viewers' perception surrogate ads are informative and having entertainment element.*

Key Words: *Surrogate Advertisements, Impact, Viewers, Purchase intention, Informative*

I. INTRODUCTION

Advertising is for all intents and purposes in our day by day life and its structures and jobs are both challenged and appreciated. Some consider advertising to be both the mirror and the producer of culture: its words and pictures revert the present and the past even as they contribute new images and sounds that shapes the prospective future some state that promoting is absolutely a financial activity with one main aim; to sell. In any case, a large portion of the general population concede to the way that advertising breeds "enchantment in the commercial market place."

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* Correspondence Author

Dr.D.Ganesan*, Assistant Professor, Department of Management Studies, Sona College of Technology, Salem – 636 005 -Tamilnadu, India .

Ms.Umaya Salma Shajahan - Assistant Professor, Department of Management Studies, Sona College of Technology, Salem - 636 005 -Tamilnadu, India

R.Kiruthika, II MBA, Dept. of Management Studies, Sona College of Technology, Salem - 636 005 -Tamilnadu , India,

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There are in excess of 70 TV slots in India, reaching 24 million cable links and satellite homes and with more than 150 million viewers. Advertising spending plans move up each year.

An expected 10 million individuals expend Alcohol and around 250 million Indians expend tobacco in one form or another, out of the 1 billion or more populace. The nation has a profound situated customary moulding against consumption of liquor and tobacco. As a cognizant exertion to reduce the number. In September 1999, the Information and Broadcasting Ministry enforced a prohibition on airing of Liquor and Tobacco advertisements and promotions on television. The ban impolitely shocked the Liquor and Tobacco Industry, since TV is one of the principle correspondence media, and any type of ban would have an adverse effect on these industries. The ban would have affected the fresh entrants more than the current market players. Without advertisements it was nevertheless common that the sales of alcohol and tobacco would head for a precarious fall. The Liquor and Tobacco found the answer for their stresses in what is today otherwise called Surrogate Advertising. As per the lexicon, Surrogate means an elective, or a backup, or a substitute. Surrogate Advertising has been characterized by the Information and Broadcasting Ministry as an ad of an item other than alcohol or tobacco, when that item is really being made by an alcohol/tobacco organization in considerable amount. The function of surrogate publicizing is a greater amount of fortifying brand recall, as opposed to an expansion in the sales of the organization. Before long there were commercials from alcohol companies, which had a similar brand name, however, an alternate item was being promoted. Promotions of mineral water, soft drink, darts, and apple juice and so on became normal, and had turned into the drivers of the brands whose brand name they conveyed. Tobacco companies not to be left behind came up with their set of surrogate promotions. One of the organizations began with its own chain of lifestyle stores, while another organization established its own bravery honours. Subsequently, more or less ban or no ban the alcohol and tobacco mammoths figured out how to create familiarity with their individual brands in a single manner or the other.

II. REVIEW OF LITERATURE

Over a few years, surrogate advertisements are a matter of concern. The Indian administration is finding some way to decrease the use of these ads. The prime players of liquor and tobacco industry are utilizing surrogate commercials to advance their item. They support their image with an alternative product having a similar name like the liquor or tobacco products.

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Magazines, Newspapers and TV channels are administered by their own strategies and policies and do not seem to be underneath the immediate control of the lawmakers; henceforth, surrogate commercials utilize the filmable idea of these channels to great impact. Publicists of these products are presently utilizing brand expansion strategy for advancement. And these sorts of advertisements also have some moral and ethical issues. (Vainer&Pahlavi, 2018; Avadhesh & Gaurav, 2017; Lalita et al., 2017; Punit et al., 2017; Deepa, 2016; Monika et al., 2016; Shourini & Onkargouda 2016; Dhrity, 2015; Manas, 2015; Manjunath & Sreekanth 2015; Pushpinder, 2015; Saswati & Soumya, 2015; Smita et al., 2015; Sonia, 2015; Ashish & Mrinalini, 2014; Neha, 2014; Kirti Singh & Kirti Migalani, 2013; Seema, 2013; Monika et al., 2012; Devi Prasad, 2011; Khawas & Laxmikant, 2011; Yugank, 2009). Harinadh and Suneel (2018) and Shivesh and Amrita (2015) considered the demographic factors of the respondents and found a perceptual gap between the scale down and surrogate promotions of liquor. And it was discovered that income and the gender of the respondents affected the consumer's perception towards surrogate advertising. The model additionally protected the challenge innate in a free market. Hemant and Palki (2016) researched the elements that drove adolescents to smoking and broke down the relationship of those elements with other financial and statistical factors. In view of this relationship they formulated the de-marketing strategies for debilitating cigarette smoking. The de-marketing strategies depended on the thought that consumption behaviour among college students fluctuated in an unexpected way. Borland (2003) proposed a regulated market model for controlling the showcasing of tobacco items in Carlton, Australia. This model dispensed the incentives and opportunities for business advancement of tobacco and furthermore energized the advancement of less hurtful tobacco items. Caroline et al. (1996) inspected how the board commercials of liquor and tobacco items utilizes the social aspects of smoking and drinking to advance positive product characteristics and proposed that the displaying of meaningful gestures can serve to spur item utilization, disinhibit conduct limitations, and fortify existing propensities.

III.EXPLORATION GAP

There are so many articles in advertisements and promotions. Considerable amount of importance was given to surrogate advertisements in academic research. But only a smaller number of articles were available with reference to ethics and viewer's perception on surrogate advertisement. Especially combination of surrogate advertisements and viewers profile in Indian context was very few and scarce. Keeping this as research gap, the present study was done to understand the factors impacting the effectiveness of surrogate advertisements in viewer's perspective. The study was found to be first of its kind in finding the association between demographic profiles of the viewers and the impact of the surrogate advertisements in the state of Tamil Nadu, India.

IV.MATERIALS AND METHODS

The research was descriptive in nature. The impact on viewers' perception of surrogate commercials in the market was identified. In order to learn how the viewers', perceive this study subject a questionnaire was created. It comprised of 20 statements to gauge the impact of the surrogate ads on viewers. Based on the cross-sectional sampling method, the non-probability sampling technique was applied. The survey was conducted using google forms and 300 samples were collected from June 2019 – Sep 2019.

C.Construct development

The study was based on the primary data which was collected through a questionnaire. The questionnaire was divided into two sections one being the viewers' demographic profile and other one being the statements to find the impact of the surrogate advertisements on the viewers. The customers were asked to evaluate the given statements from "strongly agree" to "strongly disagree" with respect to the importance of the statements regarding the effect of surrogate commercials on viewers.

D.Research objectives

The study focuses on the following objectives,

1. To comprehend the respondents' profile.
2. To recognize the different effects of surrogate advertisements.
3. To evaluate the distinction in the viewer's perception on surrogate advertisements.
4. To investigation the connection between the distinguished impacts of surrogate advertisements.
5. To find out which component of surrogate advertisement is the most efficient.
6. To determine the most favourite brand of surrogate advertisement.

C. Frame work of analysis

To achieve the objectives, the following tools of analysis were used; Percentage Analysis Reliability Analysis (Cronbach alpha), Factor Analysis, One-way Analysis of Variance, Correlation Analysis and Garrett Ranking analysis.

V.RESULTS

Percentage Analysis

The opinion was collected from 300 respondents for the study. They are separated according age, gender, marital status, educational qualification, occupation, monthly income, number of members in the family and region. On this basis the information of the viewers, the classification of the group is described in the table-I.

TABLE I.Percentage Analysis of the Respondents

S.no.	Category	No. of Respondents	Percentage
1.	Age	15-20	11.8
		21-25	25.5
		26-30	31.4
		31-35	19.6
		36-40	11.8
2.	Gender	Female	42

		Male	58
		Transgender	0
3.	Marital Status	Married	58
		Single	42
4.	Educational qualification	School education	10
		Under graduate	58
		Post graduate	32
5.	Occupation	Student	44
		Professionals	18
		Home maker	12
		Business	26
6.	Monthly income	No income	48
		10,001-30,000	4
		30,001-50,000	18
		Above 50,000	30
7.	Members in the family	2	10
		3	46
		4	28
		More than 4	16
8.	Region	Urban	70
		Semi urban	30

Source: Primary Data

It was inferred that most of the respondents fall under the age category of 26-30. And majority of the respondents were male and majority of the respondents were married. And most of them were under graduates and students. As majority of the respondents were students, they did not have income. Most of the respondents' family consisted of 3 members. And the respondents were based in urban region.

C. Reliability Analysis

The basic objective of the study was to find out the factors impacting the viewers' followed by analysis on the basis of identified factors. The data collected for the study was found to have a greater reliability coefficient of about 0.833 which implies that the inference obtained for the study is highly reliable in nature.

D. Factor Analysis

As mentioned earlier, the twenty statements have been used to find out the impact of humorous ads on viewer buying behavior in the market. The values of the statements have been considered for the factor analysis to explain the factors impacting the viewers buying decision (Nithya, 2013 & Nithya, 2018). The Kaiser-Meyer-Olkin measure of

sampling adequacy and Bartlett's test of sphericity has been administered to assess the reliability for factor analysis. The KMO measure was found to be greater than 0.5 confirming the validity of the data used for factor analysis. Additionally, the Chi-square value is significant at the 0-percentage level which reinforces the validity result proven by KMO measures. The factor analysis resulted in three factors with respect to viewer's choice. The factor loading of the statements in the respective factor. Eigen values of the variables are given in the table-II.

TABLE II. Factor Analysis

Factors	Statements	Factor loading	Eigen value	Reliability	h2	% of variance explained
	SA strengthen inclination for the individuals who are non-alcoholic/tobacco users	0.757	7.192		0.761	
	SA messages influence the real-life circumstances of the viewer	0.712			0.566	
	SA are unethical	0.710			0.784	
	Similarities and dislikes for any celebrity in SA is the factor for regarding purchase intention	0.702			0.799	



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Advertisement Effectiveness	Hidden messages in SA like liquor & tobacco are hurtful to mental steadiness	0.693	0.884	0.696	20.179
	Because of SA youngster's psychology is driven to get addicted	0.672		0.733	
	SA's hidden messages don't have any impact until the viewer/consumer know the advantages or disadvantages	0.656		0.614	
	SA enhances the utilization of alcohol and tobacco products	0.652		0.762	
	SA enforces the utilizations of non-tobacco/alcohol users too	0.632		0.673	
	Physical appearance of celebrity in SA tends me to purchase alcohol/tobacco products	0.619		0.839	
	SA socially influence the attitude of youth	0.595		0.734	
	SA has no impact on the message conveyed	0.563		0.487	
	SA forbids the immediate representation of products, that is gainful for mental perspective	0.470		0.687	
Product Promotion	Brands can flaunt different variations through single commercial	0.655	3.593	0.772	18.801
	SA helps in recalling the original product while watching these ads	0.631		0.653	
	Brand image has a positive influence in the eyes of the user	0.565		0.721	
	Credibility of celebrity in SA is the major one to drive the purchase of the products	0.476		0.862	
Buying Decision	The stylish attitude of the celebrity in SA is imbibed	0.613	2.280	0.604	12.199
	SA have a power to destroy the economic wellbeing	0.588		0.703	
	SA creates the upgraded buying preference	0.481		0.607	
KMO Measure of Sampling Adequacy: 0.667					
Barlett's Test of Sphericity Approximate Chi-Square Value: 4402.899**					
** Significant to zero percent level					

Source: Primary Data

The Eigen value is found to be higher in case of the factor advertisement effectiveness since its factor loading are 0.757. The higher communality is identified in case of product promotion and advertisement effectiveness since its communality values are 0.862 and 0.839 respectively. The communality value indicates that how far the variable

explains the factor together. Further the factors advertisement effectiveness and product promotion explain 20 percent and 18 percent of the variance studied in the research. This implies that the factors advertisement effectiveness and product promotion play an important role on impact of surrogate advertisements on the viewer.

TABLE III: One-Way Analysis of Variance

F- Statistics/ Factors	Advertisement Effectiveness	Product Promotion	Buying Decision
Age	9.620*	8.208*	9.666*
Gender	15.301*	7.760*	7.746*
Marital Status	20.085*	8.593*	8.790*
Educational Qualification	13.575*	6.582*	11.144*
Occupation	14.122*	10.640*	14.817*
Monthly Income	17.779*	6.835*	7.612*
Members in the family	18.548*	11.537*	8.545*
Region	26.363*	6.959*	5.428*

E. One-Way Analysis of Variance

The three factors impacting the viewer's based on surrogate advertisements were taken to test whether there is any influence of the demographic profile of the respondents towards their perception on surrogate advertisements. Keeping this as an objective, the data was collected and worked out for the testing the hypothesis that, "there is no *Significant at 0.05 level Source: Primary Data

association between demographic profile of the viewers and their perception on factors of surrogate advertisements" at 5% level of significance using the Analysis of Variance and the results obtained were given in the table-3

It was inferred that in general there was significant difference in the demographic profile with respect to all the three factors. This was because the advertisement effectiveness, product promotion and buying decision differs with age, gender, education, profession etc. as each one has different opinion and ideas. The demographic profile was a critical criterion for all the factors at 5% level of significance. This shows that the demographic profile has an impact on all the three factors of surrogate advertisement.

F. Correlation Analysis

The three factors of surrogate advertisements influencing the viewers were tested for the degree of relationship among them to find whether the fluctuations in one factor affects another. To identify this the factors were measured for Pearson correlation with respect to each other.

TABLE IV. Correlation between the factors

	Advertisement Effectiveness	Product Promotion	Buying Decision
Advertisement Effectiveness	1	-0.137*	0.376**
Product Promotion		1	0.159**
Buying Decision			1

*Significant at 0.05 level **Significant at 0.01 level
Source: Primary data

From the coefficients given in the above table-4 it is clear that there is a significant correlation between all the factors that has an impact of surrogate advertisements on the viewers. It can be inferred that the effect of change in one factor will influence the other factor positively. Therefore, a change in the factor advertisement effectiveness will affect product promotion and buying decision and vice versa.

G. Garrett Ranking

To find out the most important factor which influences the respondents Garrett Ranking technique was used (Dhanavandan, 2016). As per this method the respondents have been asked to assign the rank for the factors and the outcome of such ranking has been converted into scores with the help of a formula

$$\text{Perfect Position} = 100 (R_{ij} - 0.5) / N_j$$

R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variables ranked by j th respondents

The preference of ranking of the effects of surrogate advertisements given by the respondents.

TABLE V. Viewers preference towards effects of Surrogate Advertisements

S.no	Effects	Rank given by respondents				
		I	II	III	IV	V
1.	Entertaining	144	114	24	12	6
2.	Informative	102	102	72	6	18
3.	Misleading	6	6	30	162	96
4.	Disturbing	6	18	24	90	162
5.	Influencing	30	72	150	30	18

Source: Primary Data

The above table-5 shows the ranking of the different effects of surrogate advertisements given by the 300 respondents.

The Perfect Position and Garrett Value

The Garrett ranks were calculated by using Garrett ranking formula. It is based on the Garrett ranks, that the Garrett values were calculated. The Garrett tables and scores of the types of humorous advertisements in table-5 is multiplied with the recorded values in the table-6 and finally by adding each row, the total Garrett scores were obtained.

TABLE VI. Perfect Position and Garrett Value

S.no	100 (R _{ij} - 0.5) / N _j	Calculated Value	Garrett Value
1.	100 (1 - 0.5) / 5	10	75
2.	100 (2 - 0.5) / 5	30	60
3.	100 (3 - 0.5) / 5	50	50
4.	100 (4 - 0.5) / 5	70	40
5.	100 (5 - 0.5) / 5	90	24

Source: Primary Data

Calculation of Garrett Value and Ranking

The calculation of Garrett value and ranking of the effects of surrogate advertisements by the respondents are shown in table-7

TABLE VII. Garrett Ranking for effects of Surrogate Advertisement

S. no	Effects	Rank given by respondents					Total	%	Rank
		I	II	III	IV	V			
1	Entertaining	1080	6840	1200	480	144	19464	64.88	I
2	Informative	7650	6120	3600	240	432	18042	60.14	II
3	Misleading	450	360	1500	6480	2304	11094	36.98	IV
4	Disturbing	450	1080	1200	3600	3888	10208	34.06	V
5	Influencing	2250	4320	7500	1200	432	15072	52.34	III

Source: Primary Data

The ranks obtained help us to identify that Entertainment got the rank I followed by Informative – II, Influencing – III, Misleading – IV and Disturbing – V.

The preference of ranking of the different surrogate advertisements

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TABLE VIII. Viewers Preferences of different surrogate Advertisements

S.no	Surrogate Advertisements	Rank given by respondents						
		I	II	III	IV	V	VI	VII
1	Seagram's Imperial Blue	12	24	24	72	96	24	48
2	McDowell's	72	96	66	36	12	18	0
3	Royal Stag	18	42	96	84	24	24	12
4	Kingfisher	168	42	30	30	12	12	6
5	Royal Challenge	0	78	66	42	72	18	24
6	Bagpiper	18	12	6	12	54	150	48
7	Bacardi	12	0	12	24	30	54	162

Source: Primary Data

The above table shows the ranking of the different surrogate advertisements given by the respondents. The Garrett ranks are calculated by using Garrett ranking formula. It is based on the Garrett ranks, that the Garrett values are calculated.

The Garrett tables and scores of the surrogate advertisements in table-8 is multiplied with the recorded values in the table-9 and finally by adding each row, the total Garrett scores are obtained

TABLE IX. Perfect Position and Garrett Value

S.no	100 (Rij - 0.5) / Nj	Calculated Value	Garrett Value
1.	100 (1 - 0.5) / 7	7.14	79
2.	100 (2 - 0.5) / 7	21.43	66
3.	100 (3 - 0.5) / 7	35.71	57
4.	100 (4 - 0.5) / 7	50	50
5.	100 (5 - 0.5) / 7	64.29	43
6.	100 (6 - 0.5) / 7	78.57	34
7.	100 (7 - 0.5) / 7	92.86	22

Source: Primary Data

The calculation of Garrett value and ranking of the different surrogate advertisements by the respondents are shown in table-10

TABLE X. Garrett Ranking for the different Surrogate advertisements

S.no	Surrogate Advertisements	Rank given by respondents						
		I	II	III	IV	V	VI	VII
1	Seagram's Imperial Blue	12	24	24	72	96	24	48
2	McDowell's	72	96	66	36	12	18	0
3	Royal Stag	18	42	96	84	24	24	12
4	Kingfisher	168	42	30	30	12	12	6
5	Royal Challenge	0	78	66	42	72	18	24
6	Bagpiper	18	12	6	12	54	150	48
7	Bacardi	12	0	12	24	30	54	162

TABLE 11

S.no	Surrogate Advertisements	Rank given by respondents							Total	%	Rank
		I	II	III	IV	V	VI	VII			
1.	Seagram's Imperial Blue	948	1584	1368	3600	4128	816	1056	13500	45	V
2.	McDowell's	5688	6336	3762	1800	516	612	0	18714	62.38	II
3.	Royal Stag	1422	2772	5472	4200	1032	816	264	15978	53.26	III
4.	Kingfisher	13272	2772	1710	1500	516	408	132	20310	67.7	I
5.	Royal Challenge	0	5148	3762	2100	3096	612	528	15246	50.82	IV
6.	Bagpiper	1422	792	342	600	2322	5100	1056	11634	38.78	VI
7.	Bacardi	948	396	684	1200	1290	1836	3564	9918	33.06	VII

Source: Primary Data

The ranks obtained by different surrogate advertisements of this method shows that Kingfisher got the rank I followed by McDowell's - II, Royal Stag - III, Royal Challenge - IV, Seagram's Imperial Blue - V, Bagpiper - VI and Bacardi - VII.

VI. FINDINGS

- From the Percentage Analysis, it was found that people between the ages of 26-30 generally viewed the surrogate advertisements more.
- Majority of the respondents were male and were single.
- Majority of the respondents were students and they belonged to urban area.
- By using Factor Analysis in SPSS, three factors were found that had an impact on the viewers. The factors are advertisement effectiveness, product promotion and buying decision.
- The factors advertisement effectiveness and product promotion were found to have more impact on the viewers of surrogate advertisement.
- By using One-way Anova, it was found that the demographic profile of the respondents had an impact on the factors impacting surrogate advertisements. This depicts that the perception towards the advertisement differs from person to person.
- With the help of Correlation Analysis, it was found that the three factors had a positive correlation between them. That is a change either positive or negative in one factor will influence the other factors.
- By using the Garret Ranking, it was found that people generally considered surrogate advertisements to be entertaining and informative.
- The advertisement given by the company Kingfisher was ranked I by the respondents because of its frequency in telecasting the advertisement compared to the other advertisements.

VII.SUGGESTIONS

- Legislation prohibiting surrogate advertising must be created in a straightforward manner by altering the Trade Marks Act for a variety of products under a lone product name.
- A strong level of capacity must be provided to The Advertising Standards Council of India to take action to combat fake and misleading notices and maintain a watchful eye on the astute evasion of the legislation.
- The print and electronic media can stick to the notification codes and not authorize surrogate commercials
- The ASCI can address the objections got from shoppers against surrogate promotions and take proper actions.
- The Government can lead purchaser mindfulness program to help individuals comprehend the negative effect of surrogate notices.

- The Government can obtain demanding legislation to punish organisations with no real existence in substitute products.
- The publicizing departments must be fully informed of the products under a similar brand that they promote advertising.
- The Government can take lawful activities against those offices which structure surrogate ads.

VIII.CONCLUSION

From this research, we can presume that surrogate commercials have impacted the objective populace to recall and remind the brand image and that the controlled and regulated advertisements to some degree impact and have an effect on the consumers to expend liquor. As indicated by the information accessible to us, we can say that the best factor for consumers to consume liquor and tobacco products is the celebrities endorsing and supporting such products. The surrogate commercials are often repeated because liquor and tobacco companies always want to be at the top of the consumers' mind. The study shows that young people are particularly affected and driven by surrogate advertising. And are motivated to devour the original products of the company. The result of the study is clearly indicating that surrogate advertisements are informative and having entertaining element. Government should regulate the legislation concerning surrogate commercials such as taxation and decrease the amount of liquor stores close to university campuses, because such promotions affect the young people. If the youth people develop an alcohol addiction, it country will indeed lose.

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credit, she has completed, six sigma Green Belt certification programme from Benchmark Australia.



Ms.R.Kiruthika is a final year student of MBA in Sona College of Technology, Salem, specialized in Marketing Management. She underwent a research on humorous advertisements (appeals) based on the different kinds of humour the brands used and also understood the perception of the consumers towards humorous advertisements. She got the research work published under the title "Predictors to Measure the Effectiveness of Humorous Advertisement - Viewers Perceptual Study in Indian Context" in *Transylvanian Review* which is a Scopus Indexed Journal. She has presented 5+ papers in various national conferences. She also participated in distinctive business quiz competitions and won prizes.

AUTHORS PROFILE



Dr.D.Ganesan is Assistant Professor in Management studies in Sona College of Technology, Salem with 15 + years of experience in Industry and Academia. His doctoral degree in Manonmaniam Sundaranar University in effectiveness of advertising messages in audience persuasion. His areas of interest are advertising, consumer psychology and Marketing. He

has presented more than 30 papers in various National Conferences. He has published 10+ articles in various national and International journals. He provided guidance to more than 100 MBA students for projectwork. He is also interested in organizing business quiz activities for students to prepare and guide them for competitions.



Prof .Umaya Salma Shajahan, has Fifteen years of consistent teaching in both Finance and Management subjects and relevant areas. She has achieved award on Developing Academic Game Plan and Strategies – 2010. She has delivered Guest lecturer on Topic "Capital Budgeting Technique" for Thiagaraja Polytechnic College, Salem-5 and Indian Handloom

Textile. She has published books on various titles published by Sona Varsity, Sona College of Technology, Salem. She has published articles in *International Journal of Advanced Scientific Research & Development*, *South Asian Journal of Marketing and Management Research*. To her