THE LANGUAGE OF CONSUMER ADVERTISING: LINGUISTIC AND PSYCHOLOGICAL PERSPECTIVES

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Abstract

Advertisement is an unmatched, irreplaceable, and important part of our daily life. We come across various advertisements every day in different forms and types. Advertisements have their unparalleled position and importance in our life. Communication plays an effective and important role in the operations of marketing management in the modern competitive era. No organization can survive or sustain itself without proper marketing. Advertisement is one of the most vital tools for marketing. It has come beyond the simple use of providing information and announcing the availability of products and services. Despite its rhetorical feature, advertisements are omnipresent in social life. The language of the advertisement has become the language of society which impacts the psychological behavior of the consumers.

This study is conducted to examine the impact of consumer advertisement from the perspectives of language and psychology. This study will focus on the psycholinguistic and sociolinguistic impact on the buying of packed food. The study will give an analysis of the impact of different languages, modes, media, and types of advertisement on youngsters' behavior toward buying packed food. This study is conducted with the help of primary data collected from 184 samples with the google questionnaire from Ahmedabad city, focusing on the age group 15 to 25.

Keywords: *Advertisement, Customers, Language, Psychology, Packed Food*

INTRODUCTION

Marketers have to plan effective marketing strategies for the organization and product to survive, sustain and grow in the competitive market for the longest period with the extended product life cycle. Marketing strategies include designing 4P's in the most effective way. Advertisement is a way to communicate with customers. It is the action of calling the attention of potential customers toward the brand, product, or service they are offering. Advertisements are created in different formats such as print, visual, audio, and audio-visual. Advertisements are made to reach the attention of the target audience with the use of different sources like newspapers, magazines, TV, radio, hoardings, or any digital platform.

Advertisements and Customers

In advertisements, language plays a vital role. Various phrases or tag lines are used to attract, encourage, persuade and convince the target audience. If the message is correct, it is received well and the target is achieved. However, for that, the language, words, letters, phrases, sentences, and even punctuation marks must be used strategically so that it touches the receiver just where they ought to. Every word used in the advertisement can have a different effect on the audience based on their gender, academic and social level, mental and emotional condition, and demographic factors.

A customer is the one who buys the products or services. They are aware that there is competition in the market and that he has many options to choose from. They choose between different goods and suppliers. The main objective of all commercial enterprises, thus, is to attract that customers and make them buy what they have on sale. The company also tries to encourage them in a way that they can convert and retain them as loyal consumers. They try to design their strategies which is the best fit for the target customers.

Packed Food Industry in India

The packed food product industry includes a huge range of products and varieties which is purchased by consumers frequently. Packed Food Market can be classified on the basis of Type of food (Dairy Products, Confectionery, Packaged Produce, Bakery & Snacks, Meat, Poultry & Seafood, Ready Meals, and Others) and Sales Channel (Supermarket / Hypermarket, Specialty Stores, Grocery Stores, Online Stores, and Others. Indian packed food market (snacks market) is further segmented into extruded snacks, wafers, namkeen, homemade snacks, and much more. In the terms of market value share, namkeen has the highest consumption as compared to all the other segments. India has both markets – organized and unorganized. The most popular brands are Balaji, Bikanerwala, Haldirams, Pratap, Bikaji, Gopal, PepsiCo India, Smart, SnacTac, and a few

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others. The market size of these products and companies in 2019-20 was 1,00,000 Crore but the market has seen a huge drop of 35% after March 2020 due to the pandemic. The packed food industry serves all segments of the market. The industry is very dynamic and the communication design for each product and brand has to be different as per the target consumer segments. The distribution channel is designed with the ideology of baggage available everywhere i.e 360 degree availability, so the consumer can get products easily. The channel includes retail shops, shopping malls, departmental stores, tea stalls, pan parlors and now, even online stores and shopping apps.

LITERATURE REVIEW

The effectiveness of advertisement is based on several factors such as age, gender, status, income, and repetitiveness of advertisement. (SeemaWadhawan, 2016)
The effectiveness of advertisement likeability is necessary to have an effective targeting and media choice, the dominant language of the target group should be selected as language is the most powerful tool for effective an advertisement and the television commercial is the most effective medium because of its powerful audio-visual effect. (BAMFO*, 2018)
The studies reported in this issue exemplify a wide variety of ways in which linguistic features can exert an influence on both memories of the content of advertisements and attitudes toward the products they describe. The study revealed that the linguistic feature of the advertisement can exert an influence on memory and attitude towards the products. (Robert S. Wyer, 2002)

RESEARCH METHODOLOGY

Research objective:
1.   To understand the effect of the linguistic aspect of advertisements on consumer behavior.
2.   To study the psychological impact of advertisements on the consumer's behavior.

Research design:
1.   Research design adopted in the study is descriptive.
2.   Sample size is 184 collected from people of Ahmedabad city in the age group 15 to 25 with simple convenient random method.
3.   Data is collected with a structured questionnaire and technique used for data collection is survey with the google form.
4.   Scope of study is limited to the effect of advertisement on packed food on youngsters of Ahmedabad city.

Limitation of the study:
1.   The data collected is based on the survey conducted on the people of the age group of 15-25 only.
2.   The data collected is limited to the city of Ahmedabad only.
3.   The data collected only includes packed food items (snacks).
4.   The data collected only includes three languages – English, Hindi and Gujarati.

Hypothesis:
1.   H0: Advertisement is a factor that does not have a significant effect on the shopping trend.
H1: Advertisement is a factor that has a significant effect on the shopping trend.
2.   H0: The language of an advertisement does not have a significant effect on shopping.
H1: The language of the advertisement has a significant effect on shopping.
3.   H0: The information provided in the advertisements is not trustworthy.
H1: The information provided in the advertisements is trustworthy.
4.   H0: The words used in the advertisement do not have a significant impact on the buyer's behavior.
H1: The words used in the advertisement have a significant impact on the buyer's behavior.
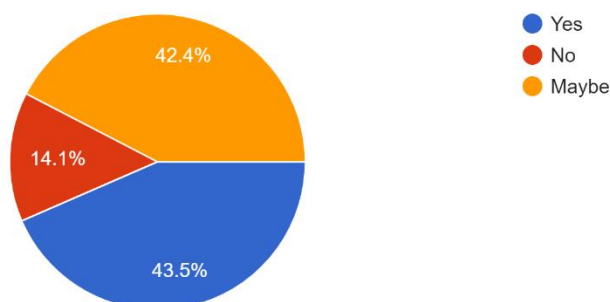
DATA ANALYSIS

Data analysis is done on the bases of percentages.

Hypothesis 1:
1.   H0: Advertisement is a factor that does not have a significant effect on the shopping trend.
H1: Advertisement is a factor that has a significant effect on the shopping trend.

Does advertisement affect your shopping trend?
184 responses

Through the above data, it can be concluded that H0 is rejected, and we can see a significant effect of advertising on the shopping trend.
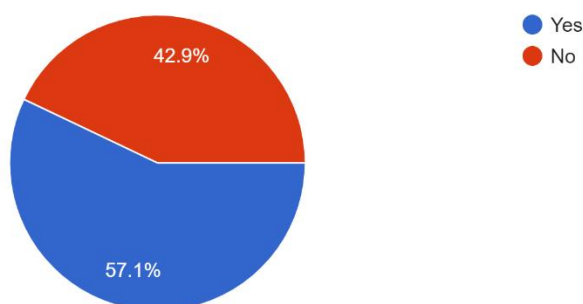
Hypothesis 2:
H0: The language of an advertisement does not have a significant effect on shopping.
H1: The language of the advertisement has a significant effect on shopping.
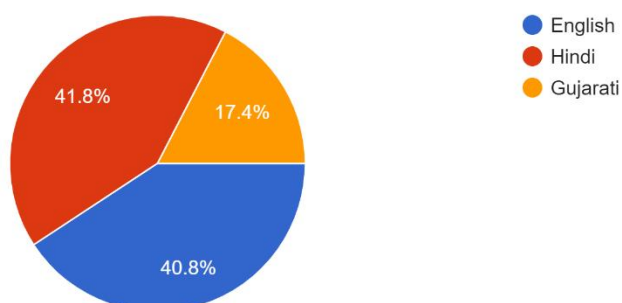
Does the language (English / Hindi / Gujarati / Other) of the advertisement affect your shopping?
184 responses

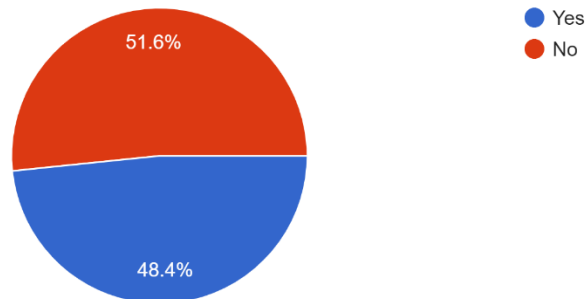Which language affect your shopping decision?
184 responses

Through the above data it can be concluded that H0 is rejected, it is concluded that Language has a significant tool of advertisements Hindi and English have a greater impact on the consumer's behavior.

Hypothesis 3:

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H0: The information provided in the advertisements is not trustworthy.
H1: The information provided in the advertisements is trustworthy.

Do you trust the information provided in the advertisements?
184 responses

- Yes
- No

51.6%

48.4%

Through the above data it can be concluded that H1 is rejected, so it is concluded that the information provided through the advertisement is not trusted by the consumers. The difference between the consumer perception of the worthiness of information provided by advertisement is seen very less.

Hypothesis 4:
H0: The words used in the advertisement do not have a significant impact on the buyer's behavior.
H1: The words used in the advertisement have a significant impact on the buyer's behavior.

Do the words used in the advertisement affect your shopping?
184 responses

- Yes
- No

35.3%

64.7%
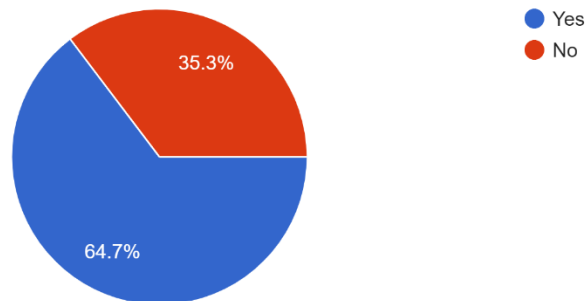
Through the above data, we can say that H0 is rejected. The words used in the advertisement have a significant impact on the buyer's behavior and their buying

FINDINGS

1.	The study reveals that there is a significant relationship between advertising and shopping trend. The majority of the respondents agree that advertising affects their shopping trend. Respondents with the view that it may affect their shopping trends are almost the same but very few respondents replied that advertising does not affect their shopping trends.
2.	Social media and TV are the most effective ways of advertising followed by banners and newspapers. A magazine is the least effective mode of advertising.
3.	Audio-visual communication is the most effective type of advertisement followed by visual type, audio type, and the type that has the least significant impact on consumers are written and non-verbal communication.
4.	The language of the advertisement has a significant impact on the consumer's buying decision. The Hindi language affects the decision more than English and Gujarati language.
5.	A majority of the respondents agree that advertising provides information about different products available in the market.

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6.   Advertisement leads to more shopping by motivating the target consumers by clicking the need factor.

7.   The quality of the product is the first attribute that motivates the buyer but advertising motivates and attracts the consumers to the next step of buying process i.e collection of information and evaluation of alternatives.

8.   Respondents remember the brand name and jingle factors of the advertisement.

9.   The study revealed that with the positive impacts of advertising, a majority of consumers do not rely only on advertisement due to its rhetoric feature.

10.   Consumers do not buy any product blindly on the base of the advertisement.

CONCLUSION

This study is a complex finding in the field of advertisement, which always holds more to be analyzed and leaves more to be said. The advertisement is not only a structure of language but it is a way of lifestyle and the routine act of communication in daily life. The target absorbs the message communicated by advertisements and it affects the target's behavior consciously or unconsciously. The language of consumer advertisement has a significant impact on consumer behavior. It motivates the target to collect information about the products and to buy the product. However, consumers do not rely cent percent on the information of advertisements due to their rhetoric feature while buying – they rely on critical thought.

It can be said that the advertisement is a powerful tool of communication mix for marketers when it is designed with consciousness, after detailed research on the target consumers and considering the interdisciplinary approach while reaching an accurate message. The creative message of advertisements forms the psycholinguistics and sociolinguistics effect on the target consumers.

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