

Creativity on Social Media Advertisement of Amul India

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Abstract: *An openly commercial, impersonal message is used in advertising to sell or promote a product, service, or idea. Advertising is frequently sponsored by businesses that want to promote their products or services. Because the message in advertising is supported and managed by the advertiser, media affairs and advertising are separate from one another. The communication is not personal marketing since it is quasi-personal, or not addressed at a specific person. In addition to traditional mass media like newspapers, magazines, televisions, radio, posters, or direct mail, media distribution like search results, blogging, social media, websites, or text messaging are also used to deliver advertising. An advertisement is how a message is really delivered through a media.*

Keywords: Social Media

I. INTRODUCTION

An openly commercial, impersonal message is used in advertising to sell or promote a product, service, or idea. Advertising is frequently sponsored by businesses that want to promote their products or services. Because the message in advertising is supported and managed by the advertiser, media affairs and advertising are separate from one another. The communication is not personal marketing since it is quasi-personal, or not addressed at a specific person. In addition to traditional mass media like newspapers, magazines, televisions, radio, posters, or direct mail, media distribution like search results, blogging, social media, websites, or text messaging are also used to deliver advertising. An advertisement is how a message is really delivered through a media. Commercial advertising typically aims to increase consumption of their products or services by "branding," which associates a brand name or image with certain attributes in consumers' thoughts. On the other hand, commercials that are meant to result in an immediate sale are referred to as direct-response advertisements. Governmental agencies, political parties, special interests, and religious institutions are a few examples of non-commercial organisations that market themselves more than their own products or services. Awareness campaigns are one instance of a free persuasion strategy that non-profit organisations may employ. Through advertising, a corporation can reassure shareholders or employees of its viability or success. Amul is loved and consumed by everyone, and this also holds true for its marketing communications initiatives. Although the facebook page is geared toward male readers and not everyone comments favourably on the business, people of all ages have an emotional connection to the brand because of Amul's advertising in particular and the brand in general. The good news is that Amul's followers are vociferous and unafraid to share their thoughts, despite the fact that the company received a lot of criticism on media channels. They express their feelings, giving the brand the chance at making any necessary adjustments

II. BACKGROUND OF THE STUDY

Since the goal of marketing design is to reach the public and elicit responses from consumers, it makes sense to conclude that buyers are one of the crucial factors in advertising research. However, it is a widely acknowledged viewpoint in advertising research that only specialists can offer an "in-depth appraisal and insights into the art of marketing creation". The general public's opinion is thought to be less important. In contrast, it is said that, aside from peers, neither customers nor clients should be considered in advertising. One of the main issues with advertising is how so-called experts and non-experts perceive information. This is because professionals in the field of advertising create advertisements for consumers who lack these skills. The viewers who are consumers are hence the advertising's key target group. Additionally, it is emphasised that customer attitudes can be used to forecast significant results of

advertising. Comprehending how creative advertising affects the consumer is the first and most important step in understanding it. Therefore, it is crucial to comprehend how consumers view creative advertising. This knowledge can help advertisers and viewers better communicate by exposing how the target audience views and responds to advertising. It is determined that observing advertising campaigns is a behaviour unique to humans in which commercials are given meanings. Users are bombarded to "an growing number of ads" in daily life, when one considers the spectator side of advertising.

This is a result of the "multi-media age," which gives marketers additional ways to reach consumers, who ultimately wind up being "overexposed to auditory and visual advertising message, information, texts, and images." The amount of advertising (or promotional) in a medium that can reduce an advertisement's efficacy is referred to as clutter. When ads don't convey the relevant messages that consumers are looking for in media, they are frequently seen as clutter, which is defined as "one's view that the volume of commercial in a channel is excessive." The way viewers react to advertising is also influenced by how they perceive the current advertising clutter. Consumers' ad avoidance, which refers to all acts by internet users that differently minimise their exposure to commercial material, is one effect of this perceived clutter. The theory put up by marketers to address this issue is that customers are finding it easier to dodge commercials, hence the number of adverts should be increased. However, because clutter from advertisements is the cause of ad avoidance, this theoretical strategy is ineffective in real life. Advertising inventiveness that can cut through the clutter is a useful remedy for the ad avoidance issue. Creative commercials are successes of greater attention levels because advertising operates in low attentiveness by nature and "many ads do not successful in capturing attention at all." Consequently, professionals "control one thing beyond all else: creativity" and it "remains a core part of marketing even midst a fast changing media environment."

III. NEED AND SIGNIFICANCE OF THE STUDY

The theory of commercial creativity in this study serves two key goals. The first goal is to comprehend how consumers view print advertising that practitioners consider to be innovative.

The second goal is to demonstrate how customer perceptions influence how they react to creative advertising.

This study aims to make a new contribution to knowledge by demonstrating the degree toward which users' and advertising professionals' perceptions of advertising creativity diverge.

By modelling commercial creativity and challenging the advertising literature, this examines if creativity goes beyond the value it has received from practitioners.

This model illustrates how consumers' views of creativity affect how they react to innovative print advertising.

In order to advance our understanding of advertising creativity, this study intends to not only uncover the untapped potential in customers' views but also to examine actual data indicating how consumers react to those commercials as a result of creativity.

As a result, the study's research findings on how consumers view and react to creative advertising have been evaluated by experts. This study of creative perceptions advances the field of advertising research by "incrementally adding to or extending it" and "offering an alternate explanation or understanding."

3.1 Statement of the Problem

The advertising industry considers creativity to be essential. Amul India is a well-known brand but nowadays the competition is increasing. The dairy brands are highly in to the advertising strategy in order to reinforce in to people's mind. Also people nowadays reduced watching advertisements in television. Marketers can gauge how customers react to cutting-edge advertisements in accordance with consumer perceptions by evaluating the interest, popularity, and interaction that consumers generate for the advertising.

3.2 Objectives of the Study

To examine how consumers view multiple perspectives of creative advertising by referring the social media campaign of Amul India .

To delve at the relations and interactions between the Ad attitude to different variability of creative advertising

IV. CORRELATION

INDEPENTEND VARIABLE	DEPENDENT VARIABLE [AD Attitude]
Originality	0.532
Flexibility	0.617
Artistic Value	0.455
Relevance	0.598
Attention	0.750

INTERPRETATION

The above table shows the uniqueness, adaptability, artistic value, relevance, and attention connected with a creative advertising attitude. It is obvious that the free and dependent variables have a positive connection. They are statistically significant since the p value is less than 0.5 and the relationships between both the independent and dependent variables are strong. The variables and the advertising mindset are related. Advertising attention factors have the greatest value of the four independent variables, with a value of 0.750. The p value is less than 0.05. The both dependent and independent variables have a positive relationship and are statistically significant. embraces the alternative theory as a result

V. CONCLUSION

The independent variables of creativity are originality, flexibility, artistic value, attention, and relevance, and these qualities have a positive relationship with the ad attitude. The positive correlation demonstrates that an advertisement's attitude can alter when creativity is put to it. In the case of the social media commercials for Amul India, all of the variables that have an impact on creativity are perceived and experienced by the respondents, who show a high level of interest in those advertisements. Additionally, the reliability of the study's questions is examined, and Cronbach's Alpha is greater than 0.7, demonstrating their trustworthiness. The variables influencing creativity are interconnected. For instance, attention and artistic value are two elements. When aesthetics are used in an advertisement, people are more likely to pay attention to it.

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