

Importance of Brand Mascots in Indian Advertising

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Abstract

Mascots experience things for audiences, and various ad ads of varying features strive to intrigue viewers' attention. This study investigates the impact of mascot designs on improving connectivity and, as a result, creating long brand awareness among consumers.

This paper takes a qualitative method to mascot creation as an advertisement tool, and it employs a quantitative technique in its study. The research shows that mascots have the capacity to effectively convey meaning; even if they are simplistic in terms of the structural and design style, they have the effect of enhancing favorable feedback. Brand mascots are animated figures that are primarily used for ads or other commercial ventures. Numerous brand mascots have become increasingly common because of their use in promotional commercials. Brand Mascots can cause users to connect with the brand image and brand mascots, which may induce users in becoming repeat buyers and embrace the brand identity. The current study's aim is to investigate the impact of brand mascots on customer decisions and intentions to buy a product. According to the descriptive study, using a company mascot increases customers' optimistic outlook toward the brands while also increasing the possibility of product recall. The current research proposes a new method of marketing approach called brand fandom. This research has also added to the body of expertise in the fields of marketing communications and structural functionalism.

INTRODUCTION

Communicators in the field of digital brand relations must consider the techniques for communicating to reach audiences using the methods available. The aim of interactive brand awareness is not only to distribute the campaign through all popular platforms, but also to figure out about using these media to support the corporate goal and the purpose of a marketing initiative. Today's world, social media is such an effective component that most businesses would change their marketing campaigns to suit the framework. Previous research in the field of social networks has compared the role of social networks to that of other mass media or even web 1.0 element. A networking site is a valuable medium for a company to reach out to its target audiences and engage in meaningful contact with them. In conversation mode, Line Sticker is identical to Social media Sticker. Users will post a picture of a comic character

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from the sticker package to replace their facial features. Stickers get social media site users related to actual contact by allowing them to communicate themselves through facial gestures. When this Line program allows users to make then distribute their own stickers, the amount of Line Stickers is significantly larger than the proportion of Facebook Stickers. Most organizations produced Line Stickers to advertise their own companies and goods. In particular, Line users can get free stickers from certain professional institutions. Line users will often access the symbols of certain major organizations for free since these companies hold Line company accounts and have made a reimbursement to Line Corporation (Thomas, 2008). These company association Line Stickers were developed based on the corporate mascots of the brands or businesses. Since these brand mascots are viewed as advertising features in social networks. Although these brand mascots were viewed as valuable to the organization in social networks, the existing survey's goals are to (1) investigate the impact of brand mascots on respondents' buying decisions and (2) investigate the effect of brand mascots on their buying patterns. The literature review will address the potential usefulness of company mascots and customer recognition. Including mascots in the food industry is thought to be a successful campaign tactic by experts. Mascots are used in the fast food industry, as they are in other sectors, to create more intimate relations with clients. Because of its success and opportunity to design emotional ties with clients, as well as mascot influence in Indian advertising. There is no evidence to support the idea that mascots are more common in India than in the rest of the world. However, it can be argued that the use of mascots in India is more successful than the use of mascots in the United States. The explanation for this consistency is related to Indian culture and Indian mindset. The reason for this consistency is due to the uniqueness of Indian culture and Indian mindset. A mascot should include certain Indian characteristics in order to involve Indian consumers in a dialogue process by successful advertisements (Ditt, 2017). For example, Amul Girl, a well mascot in the Indian food industry, was created designed for this purpose.

REVIEW OF LITERATURE

According to Pairoa and Arunrungswied (2016), celebrities and mascot endorsers will effectively shift their popularity to brand image and persuade consumers to buy the item.

Solanki and Sheth (2016) discovered that for low participation nutritional product categories, illustrated publicity figures and fictional characters have a greater influence than celebrities. According to Jose and Saraswathamma (2014), brand mascots affiliated with brands have a significant impact on promoting the brand appealing to children, and brand marketing campaigns featuring famous animated characters will create brand awareness.

According to Mohanty (2014), mascots play a minor role in creating brand recognition and inclination, but they are useful for supporting brands. Creating a mascot or advertising

persona may be an important method for increasing brand awareness and audience connection.

According to Chiu and Lin (2012), as consumers become acquainted with a spokes-character and a brand up to a certain point, they leverage one another, and indeed the increasing stage moderates the degree of the dynamic interaction.

According to Jain, Roy, Daswani, and Mari (2011), fictitious celebrities may have a greater impact on the situation of increased goods.

With the growth of industrial development and the growing – both geographical and perceptual – gap separating advertisers and customers, brand mascots represent a profoundly ingrained individual need to comprehend the branding and advertisement landscape. Mascots have played an important part in humanizing multinational companies and creating an intimate connection with the company and the consumers.

As per Lebell and Cooke (2008), advertisers never focus on simple assertions of their goods' advantages to build connections amongst customers and brands; therefore, individuals implement detailed strategies to introduce customers' sentiments. For far more than one generation, this one strategy is the development and incorporation of advertised



speaker's personalities into advertising campaigns, with the goal of instilling confidence.

According to Kristopher Caufield (2012), to build a successful brand, businesses must question the convention and reach their full potential. By marketing its products, the aim ought to be to deliver a distinguished value proposition. Corporations who dare to be distinctive aim to provide customers with an opportunity that must be replicated by their rivals.

According to Manjusha and Segar (2013), fictitious icons, also referred to as business mascots, may be a representation of even an actual or an imagined character that represents the brand and gives it life. It resembles a cross here around brand's branding and a reality product advertisement. Mascots are "the present that insists on delivering," as the saying goes. They are not in conflict only with rules. They do not raise their rates.

PURPOSE OF RESEARCH

The tentative goal of the research is to determine if mascots may be a suitable alternative to actual celebrities for advertising. The research could help advertisers decide whether to promote such an alternative. Any advertisers may be unable to fund high-priced deals with top-tier actual celebrities; thus, brand mascots may be considered.

METHODOLOGY

The analysis method used for this study is qualitative in nature. Descriptive study helps researchers to identify incidents in their current state. This study would be a work analysis based on the amount of 'heart double-taps' responses from a Twitter feed as well as how the various ads were replied to. The information is derived via the web page. The survey will be carried out using a sample size of 20 individuals and a small number of stores. For this activity, the quantitative approach will be used. The research approach will be a hybrid of description and exploratory in nature. The responders will be chosen using a random selection procedure. The paper will look at enhancing the accuracy of Brand Mascot.

TYPE OF RESEARCH: Descriptive

SAMPLING TECHNIQUE: Purposive sampling

SAMPLE SIZE: 35

Questionnaires are used to primary e data from the respondents

DATA ANALYSIS

Statistical Data

1. Out of 30 respondents, everyone could successfully identify the Amul Butter Girl brand mascot, 85% respondents could identify Air India's Brand Mascot, Maharaja and 85% respondents could identify Bholu, Indian Railway's Brand Mascot.
2. 50% of the respondents said "Yes", 40% said "Maybe" and 10% said "No" to the question asked if Brand Mascots persuade them in their purchase decision.
3. 70% of the respondents find Brand Mascots relatable to the brands, whereas 20% of them think they in doubt and 10% said "No".
4. 65% of the respondents said "Yes", while 25% is in doubt whereas 10% of the respondents clearly said "No".
5. 70% of the respondents said Amul Butter Girl is their all time favorite Brand Mascot, 15% of them found Vodafone's Brand Mascot, Zoozoos memorable and others resonates with Mac-Donald.
6. 35% of the respondents thinks the cute bubbly nature of the Amul Butter Girl is the reason for their liking, whereas 25% of the respondents believe in their long-lasting effect on their mind is the reason for the liking and others think it is innovative and grabbing their attention, easy to grasp.
7. 65% of the respondents believe in both Brand Mascots and Brand Ambassadors, whereas 25% believe in the power of Brand Mascots and other 10% in Brand Ambassadors.
8. 75% of the respondents believe the popularity of Brand Mascots is evidently in both rural and urban, 15% believe it to be restricted to urban. 10% believe it to be rural.
9. 40% of the respondents believe that Brand Mascots are ought to be relevant to the product to be remembered for a long time, 25% believes in innovative approach, 20% believe in a happy

tonality and the rest believes in an entertaining outlook.

- 63.2% of the respondents wish to see more Brand Mascots for various apparel, purse brand, whereas 21.1% is uncertain and 15.8% of the respondents said "No". This will help in the further research in the given domain.

FINDINGS

Amul advertising has created brand positioning for the corporation using a mascot. Humor was also utilized to promote the company's products as well as concerns impacting society, social life, and the political system. The US immigration ban is one example. Messages like "Roger will not be fed away" garnered 225 likes, "Meryl lynched Trump" earned 245, and "Dhoning a new role!" garnered 259 likes, while "Dangal the bait" garnered 233 likes from Twitter followers.

CONCLUSION

The mascot is simple in terms of style and fashion trends, as evidenced by the reactions to the various messages expressed through Amul girl. The usage of a mascot connects with customers effortlessly, resulting in brand recognition among them. The designers also utilize imaginative ways to dress the Amul female mascot to complement the day's theme. Furthermore, despite its adorable baby-faced appearance, the mascot attracts a large audience, and advertising featuring the Amul girl leave a lasting effect on the audience, according to the research

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