

## Changing Trends of Advertisements during COVID-19: A Comparative Study

Ms. Preeti Singh\* & Dr. Lata Kumar\*\*

\*Research Scholar, Sociology, S.M.P Govt. Girls P.G College, Madhavpuram, Meerut.

\*\*Head of Department, Department of Sociology, S.M.P Govt. Girls P.G College, Madhavpuram, Meerut.

### Abstract

We dwell in a world of dynamic and continuous changes. We need to accept social changes whether we like it or not. COVID-19 change not only our lifestyles but it's changed our social life also. It has impact on advertisers also. We have seen lots of ads who have changed according to the trend. Advertiser changed their strategy to influence the society. They produced ads according to the need, as advertisements are the paid form of communication and they are influencing the society because they are the keys for building and creating the brands more popular. Advertising with celebrities create easy remembrance on the public for the advertised brand. They changed ads according to the need, festivals and situation. With tricks advertiser tried to enhance their customers. The ads which broadcasted and printed at the time of COVID-19 were different. We found that they created ads with different strategy. As strategy is also needed because COVID-19 has not only shifted business trends, but also

consumer priorities and the entire advertising field. Trend has been changed and has a great impact on society. This paper is deals with ads who have changed according to the trends. We have observed and compared big brands' ads who changed their advertisements according to the trend to increase sell of the particular product. We found that big brands changed the USP of the products. In this pandemic companies are trying to change their ads according to the trends and had a great impact on society.

**Keywords:** Advertisement, Changing Trends, Society, Promotion, COVID-19, Pandemic, USP.

### Introduction

Advertisements has positive as well as negative impact on our society. It is always a debated topic. In our country there is big scope of any business. That's why all the multinational and national companies focused on advertisements. They know very well that advertisements are the communication link between the seller and the buyer or the consumers. Advertisement does not simply provide information about products and services but is a trial to influencing consumers to purchase. We can say that advertising does not end with the flow of information from the seller to the buyer. It goes further to influence and persuade people to action. Everyone wants to grab new things, food, fashion and trend. In this pandemic, we have seen different

advertisements in News Papers, Magazines, Television and Social Media who have replaced their old advertisements with new ones with different style and USP according to the trends. By these unique advertisements all the companies and organizations want to attract peoples. They have a different style to promote their products.

Advertising first used by Egyptians by papyrus scroll. After that China used advertisement orally. Thoms J. Barrot from London published first time advertisement for soaps in 19<sup>th</sup> Century. In 20<sup>th</sup> Century advertisements started on Radio Channels. In 1950, Television channels started to telecast advertisements. In 1980's in Cable Television and in 1990 started to come on Internet. "Advertisement is an attempt to attract someone to buy a good or service, It can change the customer into consumer." Winick and winick (1979) and Verma& Larson (2002) refer to TV as a part of our beloved family. All the members of our family choose their best companion is TV rather than another member of their family, friends and games. At present time when we are facing lockdown peoples are free and spending time with TV and Social.

According to sociologists " Society is a group of people with common interaction, culture and territory. Sociologist L.T Hobhouse defined – Society is a tissue of relationships. MacIver said that society is a web of relationship which is always changing. In another words society is a group of interacting individuals sharing the same culture and territory.

Yes, Advertisements makes the society to aware by the new products, services and brands. At present there are numbers of newspapers and television channels in our country. In this pandemic situation advertisers

changed the pattern according to the situation and society is accepting these different trends.

### **Objectives of the study**

1. To know how the social and informative advertisements increasing during COVID-19.
2. To know how the advertiser changed ads according to the trends.
3. To know the positive impact of advertisements on society at the time of COVID-19.

### **Methodology**

To understand above objectives content analysis and observation method is used. We have studied advertisements which were publishing and telecasting during COVID-19 pandemic in the region of Meerut city.

### **Social and informative advertisements**

In order to prevent the corona virus from spreading in Indian society, social and informational advertisements have been issued by the government in association with various institutions, so that more and more people can be protected from this deadly virus. The big stars were also used for these advertisements.

### **Amitabh Bachchan's Message**

On 17<sup>th</sup> March Press Trust of India released an ad to stop spread of COVID-19. In this advertisement we have seen Big-B Amitabh Bachchan giving a message that if we follow these regulation we can save us and our family from Corona. He said cover your mouth with a tissue or mask when coughing and sneezing and throw the used tissue in dustbin. Don't touch your eyes, mouth and nose again and again. Wash your hands with soap at least for 20 seconds. If you have any problem than contact to your doctor and he also given a helpline number of Health Ministry. Amitabh

Bachchan has a good fan following in urban areas as well as rural areas.

### **Corona awareness advertisement by Gujarat Government**

On March 20, a sensational advertisement was released by the Gujarat government, which made the people most aware of how the Corona virus is spreading peacefully among the people. The ad showed a corona-infected person climbing into the lift and from there on a delivery boy and then spreading from one woman to another to catch everyone. But the suspense in this advertisement was that the person puts a handkerchief over their mouth while sneezing, that is, by being aware in this way you can save everyone from corona.

### **AarogyaSetu App**

The Government of India also resorted to technology to prevent the infection of Corona virus. For this, ArogyaSetu App was launched on 2<sup>nd</sup> April. With the help of this app, information about infected patients with Corona virus can be obtained. This app has been made mandatory for all. Initially an audio-video app was launched to make people aware of this app, this app was also downloaded after PM Modi's call. This was followed by an ad played by Ajay Devgan, in which he is seen showing how the ArogyaSetu app is everyone's personal bodyguard and how you can be protected from the corona virus. This social advertisement was also well received by the people.

### **Virus kikaditodo, India daankaro**

Several advertisements were issued by Hindustan Unilever Ltd. in association with UNICEF, through these advertisements appealed to the public to help the needy and break the link of the virus. These ads were well received and a new hash tag activism has started.

### **Changing Trends of Advertisements during CORONA pandemic**

Considering the changes in society due to the Corona virus, advertising companies created new advertisements or changed their old advertisements to make people aware of this disease. Many organizations prepared their advertisements with social messages to make people aware of Corona virus. Video service platforms such as Netflix, Disney, Hotstar and online food delivery services like Zomato, Domino's. alongwith that Asian Paints, Unacademy, Vedantu, Lifeboy, Dettol, Santoor, Dabur, Lizoland among others have started public service messaging campaigns. We have seen some local companies advertisements in newspapers also with the tag of ‘ Stay Home, Stay Safe’’. Basically the advertising companies changed their ads according to the trends.

### **Video Service's Platforms**

Due to the Corona virus, the entire country was locked down, under which theatres were also closed. In such a situation, online video streaming companies started to give offers. As the shooting of serials and films are closed, all the channels are forced to show old plays, viewers have already seen all this and want to see something new, so video streaming companies made a lot of profit by changing their strategy. Disney's cartoon films, especially for children, were shown on these web channels. The young generation liked to see them in their spare time.

### **Food Services**

During the lockdown, rebate were given for home delivery of food items, but still the income of food companies was significantly affected. Food companies gave social messages through their advertisements. Zero contact delivery was said by Domino's Company. In this advertisement it's mentioned

that how Domino's delivers pizza and other goods to your home with zero Contract and you can avoid contact by paying online. Also advertisements with social messages were released by Zomato and other companies. Home delivery services for grocery was also giving by different service providers.

### **Educational App**

School-colleges and institutes are all closed due to Corona virus, but online studies continued. Various institutes released their advertisements through radio, TV and newspapers. Which told how you can do your studies while sitting at home. Advertisement was published in the newspaper by Utkarsh Institute about how students can study to pass NEET and JEE while sitting at home. The institute gave up to 90 % discount. If we talk about UNACADEMY, then this app gave more advertisements during the lockdown on TV. At the same time, Vedantu and Baijus also spread their ads with social messages. Local schools and colleges also issued advertisements for new admissions with various taglines through newspapers and Facebook, which also benefited them. They give a tagline that school building are closed but teachers are on duty.

### **Soaps, Cleaners and Detergent Powder**

If you want to avoid the corona virus, it is necessary to wash your hands every hour for 20 seconds, with this statement the Lifebuoy Company changed its old advertisement and gave excessive advertisements in radio, TV and newspapers. This public interest advertisement also described how soap kills germs. At the same time, Dettol also tried to make this advertisement quite attractive with the help of a child and a woman. If talk about the santoor soap, this advertisement were famous as a beauty soap. Due to corona now advertisement has been changed USP. This ad

is showing how you can kill germs by the use of santoor soap. Lizol also changed its USP and released a new advertisement with the Disinfect Hash tag, in which Kareena Kapoor Khan and Saif Ali Khan talked about disinfecting the things which we touch again and again. If we talk about Harpic, then Harpic also changed his advertisement and showed that Harpic is also capable of killing various viruses. Ghadi detergent powder has also changed his advertise to aware people. Some other companies also changed their advertisements according to demand and time. Due the different strategy the sale of hand sanitizers has grown up by 30 %. Floor cleaners has gone up by 24%.

### **Online Games**

Everyone likes to play, but due to the lockdown everyone is forbidden to go out of the house. How to play in such a situation? Keeping this in mind, various online games companies broadcast their advertisements with different strategies. The mobile premier league app advertisement featured some people who played games and earned money from this app, as we trust Mouth Publicity more, adopting this trick and the company changed its advertising and took advantage. Nazara.com tried to send a message through Varun Dhawan, how you can play a game with your friends while sitting at home. The advertisements of these companies used to come earlier, but the time of the broadcast of these advertisements were increased during the lockdown, so that more and more people could get attention towards these online games.

### **Asian Paints**

Asian Paints also broadcast a social advertisement with Stay Home, Stay Safe on different platforms. In this advertisement it shown that a family is enjoying in house.

These are just a few examples of advertisements aired during the Corona pandemic, in addition to this many companies changed their ads as a strategy. Designed ads in such a way that in some way or the other, how people can benefit in the situation of this lockdown.

### **Dabur**

Dabur India limited is a leading Indian consumer goods company with interest in different product. Products of dabur were famous mainly as winter products but after the announcement of PM Modi to use ayurvedic product to enhance immunity Dabur Limited changed its advertisement according to the trend and recorded good sales percentage.

### **Customize Service and Products**

The success of each company depends on its sales, so companies offer periodically to increase their sales. Everything is closed at this time of lockdown, in which companies changed their advertisements to attract people, while also customizing various offers and their products. A fashion company, while customizing its dress, not only pulled out the range of Designer dresses, but also asked them to provide matching face mask services. However, the advertisement also stated that the delivery would take place after the opening of the lockdown. At the same time, a pizza company also sent message to its customers on their mobile with discounts. As well as Shaadi.Com app also gave special offer to its customers till the lockdown opens. At the same time, the Lenskart Company also aired an advertisement in Lockdown talking about the delivery of good quality spectacles within three days. In this advertisement, Lenskart used his customer's byte. The online money transfer app also gave special offers to its customers during this period. The education related app also gave up to 90 % discount to

its students, so that maximum number of students can join their app. Overall, the companies customized their service and product so that they could benefited.

### **Positive Impact of Advertisements**

Advertisements informed to societies about the new products, their use and benefits. They aware societies about Health and Hygiene. The rights of consumers are made aware through ads only. They also aware the societies about pandemic and dreaded diseases. By the social advertisements they informed people as to their reason, spread and preventers. Same as we are looking in the situation of COVID-19. India has a great heritage we follow our tradition but due to advertisements we are able to know new technologies.

Advertisements are also awaking us how brutally we are using natural resources and how they are effecting our lives. Yes, by these advertisements we are accepting women as equals, empowerment of women, save girl child and many more. These advertisements are promoting national interest as well. We listened number of ads like complying with tax laws, promotion of tourism, protection of monuments. By these advertisements today our government is trying to reach all the corner of India to aware people by this pandemic situation. Advertising companies have always had an impact on society. Products are transmitted in TV, radio, newspapers in such a way that society has a deep impact on them. Indian society belongs to the era that likes to just sit and watch all kinds of things through the media. Most of the time, Research found that the companies which invested in advertisements made huge profits. In the case of Corona, we found same. During this period, companies which made

changes in their advertisements as per the need have benefited immensely.

Public have a positive attitude towards public service advertisements. Because through these advertisements, the general public values social concepts. Many advertisements give messages about public service announcements such as health, safety, national security and more. For example, these days, along with Amitabh Bachchan and many renowned celebrities are suggesting ways to avoid corona, disinfect things and how to wash hands. An advertisement played by Ajay Devgan following PM Modi's call to download the ArogyaSetu app is an example of this.

The public is being informed through these advertisements. The needs of the public increase over time. They need something new. Advertising companies have made changes to their strategy during the Corona pandemic and those advertisements show how their product is useful to the public. For example advertisement of the "Policy Bazaar" is very popular and is also benefiting his company. People are also becoming aware why health insurance is important.

### **Conclusion and Discussion**

Advertisements are the promotion of services and products. This gives a way to companies to detail their products to society. Advertisements has also some positive as well as negative impact. Basically it's a mass marketing technique. Different techniques are used for advertising which persuade the customers that why they need such products. Advertisements focused on the benefits, which customers will get from that product. Ads are also used to generate awareness among society and also be used to educate people about certain disease or danger. At the time of

corona pandemic social and informative advertisements published and telecasted to aware society about this situation. Yes, it's true that through these social and informative advertisements, the people of our country have understood the importance of washing hands frequently and disinfecting the goods and products. These advertisements have had such an impact on the society that now people have become used to washing their hands in every hour and disinfect themselves when they bring goods from outside. While advertisements have a positive impact on society, there is also a negative impact. Companies have benefited by changing their advertisements according to trend, but online gaming apps have made the public addicted. The youth associated with these apps consider games as their favorite time pass and do not want to get out of them.

### **References:-**

1. Arora Manish, 2019, January, ' Impact of Advertising on Indian Society to Improve Awareness with Special Reference to Social Advertisement' [https://www.researchgate.net/publication/333668094\\_Impact\\_of\\_Advertising\\_on\\_Indian\\_Society\\_to\\_Improve\\_Awareness\\_with\\_Special\\_Reference\\_to\\_Social\\_Advertisement](https://www.researchgate.net/publication/333668094_Impact_of_Advertising_on_Indian_Society_to_Improve_Awareness_with_Special_Reference_to_Social_Advertisement)
2. E-Portfolio [n.d], ' Effects of Advertisements on Society- Analytical Essay', <https://sites.google.com/site/eportfolioabhikamdar/effects-of-advertisements-on-society---analytical-essay>
3. GhaffarGulraiz, 2017, Jan ' Impact of Television Advertisements on Children Behavior'. [https://www.researchgate.net/publication/313502982\\_Impact\\_of\\_television\\_Advertisements\\_on\\_Children's\\_Behavior](https://www.researchgate.net/publication/313502982_Impact_of_television_Advertisements_on_Children's_Behavior)

4. Ingavale Deepa, 2013, 'Impact of Advertisements on Purchase Decision of Youth with Reference to Consumer Goods,' *Advances in management*, vol 6[9].
5. Matthew A.L, 2017, ' The Effect of Advertising on Children and Adolescents', *Paediatrics*, 140.
6. McCormick Kristen, 2020, May 1 ' Marketing During COVID-19: 4 Essential Copywriting Guidelines'. <https://www.wordstream.com/blog/ws/2020/04/02/marketing-during-covid-19>.
7. NayarPriyanka& Harsh Vardhan, 2020, Mar 18, 'Coronavirus Impact: How the Indian ad industry is dealing with uncertainty'.<https://brandequity.economictimes.indiatimes.com/news/industry/covid-19-impact-how-the-indian-ad-industry-is-dealing-with-uncertainty/74682372>
8. Nanji Ayaz, 2020, April 14, 'Advertising During the COVID-19 Outbreak: What Audiences Want', <https://www.marketingprofs.com/charts/2020/42714/advertising-during-the-covid-19-outbreak-what-audiences-want>
9. Subramanian R.K, 2017, 'Impact of Social Changes on the Role of Advertising'. *IJTRD*, 4 [3].
10. Sunitha k, 2016, 'Impact of Advertisement on Children', *IJSDR*, 1[7].
11. V. Sindhya,2013,'A Study on the Influence and Impact of Advertising to Consumer Purchase Motive among Students teachers', *IOSR-JRME*, 2[4],p.p 01-05.