The changing face of advertising in India: Analysis in retrospect

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This is one of the endless samples that can be referred to deliver the changing face of the promoting business of India. From enormous announcements and hoardings to overpoweringly appealing offers – the publicizing scene has quick calibrated itself to speak to the agents of the changing face of current India. From an unassuming start of a couple lines talked on the radio to the garish universe of web the promoting scene has progress beyond anyone's expectations. The most up to date change saw in the realm of publicizing is the way it is adjusting itself to draw the consideration of the adolescent towards the brands. The ads are composed such that the adolescent relate to the brand and relate immediately to it. The sudden change in the intended interest group of brands is thought to be a cognizant choice after information communicating that lion's share of Indian crowd is between 16-25 years old. The thought that India is seen to be an up and coming economy with a great deal of potential is used by the creators in advancement of their image. By anticipating India as an unavoidable super-control, the brands give the purchasers an inclination of being strong, sovereign and intense. Publicizing has been a monstrously pivotal part of business - for what the general public doesn't see it doesn't purchase.

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Consumer ethnocentrism: Does it really matter for Indian consumers?

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Current phenomena of globalization is changing the world economy at an accelerating pace as the domestic consumption basket of an average household now comprises of wide varieties of goods and services being marketed by companies located in different parts of the world. In this regard, it has become necessary to assess the consumer preferences for different types of domestic and foreign products. Industrial revolution followed by the phenomena of globalization and liberalization have not only led to the exponential growth of world trade but also played significant role in convergence of economic ideologies. Furthermore, technological innovations have created virtual character of markets offering a wide choice to make or buy decisions which maximizes consumer welfare. Keeping in view the pace of integration of world economies, the formal tariff barriers are likely to be reduced considerably but the informal tariff barriers will continue to have the wide scope in the international markets and as such ethnocentrism may play a crucial role in global market place. The new ‘forms of protectionism’ of the domestic businesses, called ‘cross-currents’ of globalization by the Porter (1986), to attenuate the international competition and consumer ethnocentrism is one such non-tariff barrier. The focus of present research is to assess the ethnocentric tendencies of Indian consumers particularly the younger generation so as to suggest the measures for domestic and international marketers to widen their market base.

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