POIGNANT ADVERTISEMENTS THE CHANGING REALM OF INTEGRATED MARKETING COMMUNICATION

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Abstract

Running a business without advertisement is just like “winking at a beautiful girl in the dark” where we know what we are doing but she doesn’t know anything. The real great advertisement of all time has captured the poignant moment, has wrapped their brands in the words and pictures of that poignant moment and their served that package up for sale to those very same emotions. The cost efficiency becomes the driven force of increasing profitability in the Indian context through integrated marketing communication. The diversified cultural practices of Indians are creating opportunities for the corporate to adopt poignant advertisement to communicate. The primary objective of the research is to understand the concept of integrated marketing communication, poignant advertisement and its impact on customer behaviour.

Key Words- Advertisement S, Poignant Moment, Cost Efficiency, Diversified Cultural Practice.

I. INTRODUCTION

Emotions are becoming the unique character of Indians. Based on this concept only, advertising firms are using emotions in advertisement as tool to attract the audience. All are being weapons of advertising firms to kill viewers to buy any other product than a product for which an advertisement is made. Laughing, crying, and enjoying sad, upset hearing, speaking, showing……. Is because of feeling emotions sentiment and affection. Emotions will transfer information very faster than other. Most of the advertising firms are trying to get the attention of the viewer by the way of emotions.

Does the poignant advertisement give impact on Indians?

This question arrives because Indians are bound with the emotions in their daily routine.

Advertisement

Every piece of advertising turns the attention of the readers or listeners or the viewers or the onlookers towards the product or a service or an idea. Anything that turns the attention to an article or a service or an idea might be called as advertising. Advertising is an integral part of our social and economic system. Advertising the product or a service or an idea has been doing wonders in the domain of distribution. Because, it is quite capable of influencing the course of consumption, affecting the process of production, enlarging the exchange and diversifies the distribution.

Poignant Intelligence

Poignant intelligence is the ability to identify, assess and control the emotions of oneself, of others and of groups. Poignant intelligence as “the subset of social intelligence that involves the ability to monitor one’s own and other’s feeling and emotions, to discriminate among them to use this information to guide one’s thinking and action’s. Poignant intelligence has four factors; they are perception of the emotion, the ability to understand emotion, the ability to reason using emotions and the ability to manage emotions.
Buying Behavior

Behavior is a mirror in which every one shows his or her image. Buying behavior is the process where by individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Buying behavior is all the psychological, social and physical behavior of potential customers as they become aware of, evaluate, purchase, consume and tell others about the products and services.

Need of the Paper

All the firms are trying to promote the products and service through advertisement. The main motto of advertisement is to convert the prospective customer into sales. By the way of advertisement, the firms are expecting more sales, but really advertisements gives awareness to the customer about the various products and services which are available in the market. Basically, the Indian customers are highly sensitive towards selecting the products and services. The customers are having various parameters to select the products and services. Is poignant advertisement, a parameter for Indians in their buying behavior? Thus the research work is done to know the realm and role of poignant intelligence.

Statement of the Problem

Now a day’s most of the advertising firms are focusing the viewer to see their advertisement by creating poignant relationship with them. The firms are believed by showing the advertisements poignantly, they can create poignant bond to their products and services with the customer. Thus the study is to know about the role of poignant advertisement.

Objectives of the Study

1. To know whether there is poignant attachment with the buying behavior.
2. To know whether Indians are influenced towards poignant advertisements.
3. To know the level of awareness about the poignant advertisement.
4. To know who is more poignantly attracted and the impact of poignant advertisement.

Research Methodology

The data collected for the research are
• Primary data
• Secondary data
For the purpose of research both primary and secondary data are used. Primary data is collected through the questionnaire and discussion. Secondary data is collected through the internet.

Limitation

*Due to time constraint, very small sample size is taken.
*Analization defect may reflect the analysis and there by the research paper result.

Analysis

The sample size has taken 100 respondents, but received only 88 respondents. The analysis has done on the se respondents only. Out of which 46 respondents are female and 42 respondents are male. The analysis has covered all age groups literates and illiterates too.
<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Male Yes</th>
<th>Male No</th>
<th>Female Yes</th>
<th>Female No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Are you aware of poignant advertisement</td>
<td>100%</td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>Do you like poignant advertisement</td>
<td>55%</td>
<td>45%</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>Are you attracted by poignant advertisement</td>
<td>30%</td>
<td>70%</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Do you understand the message what they convey in poignant advertisement</td>
<td>50%</td>
<td>50%</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>5</td>
<td>Are poignant advertisement sensible to the products</td>
<td>65%</td>
<td>35%</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>6</td>
<td>Did you feel emotions are necessarily to be used in advertisement</td>
<td>28%</td>
<td>72%</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>7</td>
<td>Do poignant advertisement hold you for the longer period</td>
<td>8%</td>
<td>92%</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>8</td>
<td>Are you poignantly bound with any advertisement</td>
<td>88%</td>
<td>12%</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>9</td>
<td>Have you discussed about poignant advertisement with any other</td>
<td>26%</td>
<td>74%</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>10</td>
<td>Did you felt that companies are trying to hide the feature of product with the help of emotions in advertisements</td>
<td>82%</td>
<td>18%</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>11</td>
<td>Did poignant advertisement influence you to purchase the products</td>
<td>77%</td>
<td>23%</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>12</td>
<td>If yes have you purchase</td>
<td>70%</td>
<td>30%</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>13</td>
<td>After purchase, have you ever come across any product which you have been cheated by seeing such poignant advertisements</td>
<td>23%</td>
<td>77%</td>
<td>13%</td>
<td>87%</td>
</tr>
</tbody>
</table>

**Interpretation**

From the above table, both male and female respondent are aware about the poignant advertisement. Though they are aware of such advertisement, female like and attracted by such advertisement, when compare to the male. Message which is conveyed in the poignant advertisement are understandable by male then female. From this, though the female respondents are attracted towards the poignant advertisement without understanding the message which carries in the advertisement. Both male and female respondents are felt, emotions are not necessarily to be used much in advertisements. Especially some of the poignant advertisements are sensible towards the products but female respondents are felt which is not sensible towards the products. This may be reflection of female respondents are not understand the message which is conveyed in the poignant advertisements. Poignant advertisements are not remembered by the respondents for the longer period. Than the female respondents, male respondents are more bounded to the poignant advertisement. This analysis is contradictions to the male respondents are not attracted towards poignant advertisement then female. The respondents are not discussing much about poignant advertisement with others. Female respondents are felt poignant advertisements are used to hide the features of the products than male respondents. Though both the respondents are having different opinion about the poignant advertisements but these advertisements are influence the respondents to purchase the products. Not only the poignant advertisement influenced, the most of the respondents are purchase the products and services. After purchase the products, few respondents are felt they have cheated by the way poignant advertisement.

By the open-ended questions, male respondents like friendly and funny related poignant advertisements, whereas female respondents like health and family related poignant advertisement. Among recent poignant advertisements the female respondents have more liking towards jewelry and cosmetics advertisements, whereas male respondents have more liking towards insurance and telecommunication industry advertisement.

I. **CONCLUSION**

Now a days selling the product in the competitive market is not easy. But day by day so many products are increased in this modern world. Without the promotional strategy, selling the new or existing products will become impossible. The advertisements are one of the familiar promotional aid for selling the products or services. Various types
of advertisement methodologies are aimed at attracting the prospective customers. Most of the advertising firms are using poignant type of advertisement; this is because in general Indians are poignantly attracted towards products and service. The research work has proved that respondents are attracted by poignant advertisements. Poignant advertisement are not only attracted the respondent it has provoked the respondents for purchasing the product and services. Especially family and health related poignant advertisements are influenced more respondents to purchase the products or service. But few respondents are felt those advertisement are hided the feature and they had been cheated by projecting the false statement which shown in the advertisements. Though poignant advertisements are attracted the respondents but they not remember such advertisements for the longer period. For repeat purchase, poignant advertisements are bringing the alternatives products in the process of buying behavior. At a same time, Indian are not hundred percent poignant towards their buying behavior. the respondents are not poignantly bounded with technical related products. Thus the research concluding that, poignant advertisements are not suitable for all type of products. In the life cycle of the Indians, poignant advertisements play a vital role and it’s giving impact on their buying behavior.