

Brand Recall through Surrogate Advertisements: An effect on Consumer Brand Awareness

Sonal Walia
Pushpinder Singh Gill

School of Management Studies, Punjabi University, Patiala, India
Corresponding Author E-mail: waliasonal86@gmail.com,
E-mail: pushpindergill63@gmail.com

Abstract

Surrogate advertisement has captured the attention of people all around the world. Likewise, companies begin to view these strategies as useful tools for increasing customer awareness towards surrogate products. In addition, companies have been concentrating their efforts on surrogate advertising for creating brand awareness. The research aimed to measure the effect of surrogate advertisement on consumer brand awareness. A questionnaire was used to gather the information from 600 respondents in Punjab and Haryana and the results were analyzed using Chi-Square test.

Keywords: Surrogate Advertisement in India, banned products, Brand Awareness

Introduction

Advertising is a useful tool for disseminating information about their product or service in the global business environment, which features a vast array of value options. Television, radio, print media, online publications, live events, the mobile web, and text messages are just few of the many mediums that feature advertisements. Advertisements were created to grab people's attention and create a lasting mental image. Commercials have a significant impact on our daily lives since they raise customers levels of knowledge and understanding. However, certain advertisements have been accused of being deceptive and for promoting products that are harmful to consumers and since direct advertisement have been banned. However, firms large financial commitments have driven them to revert to a new trend known as “Surrogate Advertisements”, which poses a formidable challenge to the Government's action. The legal bans on alcoholic beverages, cigarettes, and tobacco products have helped fuel this movement **Varalakshmi (2013)** [1]. Advertisements through various mode of advertisements TV advertisements had more influence on awareness of consumers **Rout et al. (2021)** [2].

In today's fast-paced world, outdoor billboard advertising continues to play a powerful role in shaping how people recognize and connect with brands. A recent study conducted in Karachi highlights that the content, size, and location of billboards all significantly affect how well a brand is remembered—with content having the greatest impact. These findings echo what many advertisers already believe: that what you say and where you say it matters. The study also sheds light on practical industry trends, like pricing billboards based on location, and concerns about the overuse of unregulated billboards, which can harm a city's beauty and safety. Even with limited time and resources, the research provides useful insights for marketers looking to make smarter, more impactful decisions with their outdoor advertising efforts **Khizer et al. (2016)** [3].

The study highlights that brand awareness, perceived quality, and brand loyalty all positively impact purchase intention among mobile phone users. It also shows that perceived quality and brand loyalty act as mediators, meaning strong brand awareness leads to better perceived quality, which builds loyalty and increases the chance of purchase. The findings suggest that brands should focus on visibility, consistent quality, and customer engagement to drive loyalty and sales **Kuang Chi (2019) [4]**.

The study finds that consumer awareness plays a key role in shaping effective consumer behavior. People in less-urban areas and those with higher education showed more awareness. Raising awareness helps consumers protect their rights and supports stronger enforcement of consumer laws **Ishak & Zabil (2011) [5]**.

This study shows that advertising awareness on social media significantly boosts brand awareness, brand image, and overall brand equity. Among these, brand image has the strongest influence on brand equity. The findings suggest that companies, especially in the mobile market, should focus on creating engaging, visual, and shareable content to improve advertising recall and recognition. By doing so, brands can build stronger connections with consumers and enhance their identity and value in the digital space **Abdullah Awad Alhaddad (2015) [6]**.

Advertisement creates brand awareness which helps in building brand recall and ultimately has effect on purchase decision **Deepa (2013) [7]**. The sports posters was considered as the form of advertisement for sponsorship **Alonso Dos Santos et al. (2020) [8]**. The advertisements has impact on behavior of consumers at different stages such as awareness, interest, conviction, purchase and post-purchase. **Ramzan Sama (2019) [9]**. Through brand extension with same brand name, colour and tagline intended to create conceptual brand awareness **Abdul Rahim 2022 [10]**.

Literature Survey on Surrogate Advertisement

Weithzman and Lee (1998) [11] studied that due to underage drinking, alcohol is widely advertised. Numerous studies have connected adolescent exposure to this advertising to drinking attitudes and behavior, but no scientific organization has confirmed causation. This study evaluated the association between alcohol advertisement and teen drinking using the "Analogy" criterion from the Ford Hill criteria to determine the correlation.

Sushma and Sarang (2005) [12] research revealed that many ads aired on top Indian news channels like Aaj Tak and Headlines Today were indirectly promoting tobacco brands. Over two days of 24-hour monitoring, five ad categories with names similar to tobacco products were found. Aaj Tak featured three types of indirect promotions product placement, show sponsorship, and cross-promotion, while Headlines Today mainly aired direct ads. This highlights how surrogate advertising is used to bypass tobacco ad restrictions.

Shahid et al. (2017) [13] reviews how brand awareness and brand equity influence consumer purchase intentions. It concludes that consumers are more likely to buy brands they are familiar with and trust. A well-known and positively perceived brand encourages purchasing decisions,

while negative information can deter them. The study emphasizes that companies must consistently promote their brand to build awareness and maintain customer loyalty, ultimately boosting sales.

Dhannur and Shetty (2013) [14] studied about the impact of surrogate advertisement on youth and the legal aspects which suggest that electronic and print media must follow regulations and not promote surrogate advertisement. Create consumer awareness efforts to raise awareness of surrogate ads. The ad must not promote illegal products or use scenarios often used to promote them to promote other products. The Trade Marks Act, for example, should be amended to prevent the use of substitute marketing for several items under a single brand name. The Advertising Standards Council of India (ASCI) should also be supported so that it can take enforcement action against misleading advertisements.

Objectives of Research

The present study is focused on the following:

- To examine the brand awareness about prohibiting brands in India through surrogate advertisement.

Hypothesis.

H1: There is a significant effect of brand awareness level of respondent regarding prohibited products through surrogate advertisement and gender, age and education attributes.

Research methodology

The present study is focused on effect of surrogate advertisement on brand awareness. The descriptive research design, Likert-based structured questionnaires was used to gather primary data. A Likert scale, which ranges from “1 - Strongly Disagree” to “5-Strongly Agree. The primary data was collected by using snowball sampling technique. To analysis data Chi square test is used along with the Symmetric Measures has been applied in order to study whether the awareness level of the respondents depends upon their education, gender and age attributes. Since Cramer's V is the most popular of the chi-square based measures of nominal association because it gives good norming from 0 to 1 regardless of table size hence it has been used in the present study Age, education, gender are is the important demographic variable that has an influence on brand awareness of consumers.

The result have the significant values of all the variables related to the awareness of the consumer towards surrogate advertisement are greater than 0.05. So, the null hypothesis is accepted. Therefore, there is no significant relationship between the mean score of state, gender, age and education of the consumer and the awareness of surrogate brands. In the table 1, it has been shown that the consumers are aware of surrogate brands core products.

Table 1. Consumers are aware of Surrogate Brands Core Products

Consumers are aware of surrogate brands
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			Not at all Aware	Somew hat Aware	Can 't Say	Awa re	Comple tely Aware	Tota l	Lambda / chi square	P val ue
State	Punjab	Count	4	73	84	87	52	300	0.051/13.442	0.009
		% within State	1.3 %	24.3%	28.0 %	29.0 %	17.3%	100.0 %		
	Haryana	Count	4	95	96	80	25	300		
		% within State	1.3 %	31.7%	32.0 %	26.7 %	8.3%	100.0 %		
Gender	Male	Count	4	86	97	98	45	330	0.001/2.439	0.656
		% within Gender	1.2 %	26.1%	29.4 %	29.7 %	13.6%	100.0 %		
	Female	Count	4	82	83	69	32	270		
		% within Gender	1.5 %	30.4%	30.7 %	25.6 %	11.9%	100.0 %		
Age	25-35	Count	0	43	61	55	21	180	.026/17.091	0.146
		% within Age	0.0 %	23.9%	33.9 %	30.6 %	11.7%	100.0 %		
	35-45	Count	4	64	78	64	30	240		
		% within Age	1.7 %	26.7%	32.5 %	26.7 %	12.5%	100.0 %		
	45-55	Count	4	39	29	32	16	120		
		% within Age	3.3 %	32.5%	24.2 %	26.7 %	13.3%	100.0 %		
	Above 55	Count	0	22	12	16	10	60		
		% within Age	0.0 %	36.7%	20.0 %	26.7 %	16.7%	100.0 %		
Education	Secondary	Count	2	40	31	38	9	120	.035/15.584	0.211
		% within	1.7 %	33.3%	25.8 %	31.7 %	7.5%	100.0 %		

	Higher Secondary	Educational							
		Count	5	49	70	57	29	210	
		% within Educational	2.4 %	23.3%	33.3 %	27.1 %	13.8%	100.0 %	
	Graduate	Count	1	62	66	53	28	210	
		% within Educational	0.5 %	29.5%	31.4 %	25.2 %	13.3%	100.0 %	
	Post Graduate	Count	0	17	13	19	11	60	
		% within Educational	0.0 %	28.3%	21.7 %	31.7 %	18.3%	100.0 %	

Result Analysis

The analysis of consumer awareness of surrogate brands reveals significant variations based on state, while gender, age, and education exhibit minimal impact. State-wise analysis indicates that respondents from Punjab demonstrate higher awareness, with 29.0% categorized as "Aware" and 17.3% as "Completely Aware." In contrast, respondents from Haryana are predominantly uncertain, with 32.0% selecting "Can't Say" and only 8.3% indicating "Complete Awareness." The Chi-square test (13.442, $p = 0.009$) confirms a statistically significant association between state and awareness levels, highlighting geographical disparities in consumer exposure to surrogate branding.

Gender-based analysis shows comparable awareness levels among males and females. Among males, 29.7% are "Aware" and 13.6% "Completely Aware," while females report 25.6% "Aware" and 11.9% "Completely Aware." The Chi-square value (2.439, $p = 0.656$) suggests no significant gender-based differences. This indicates parity in brand awareness, potentially reflecting uniform exposure across genders.

Age-wise analysis demonstrates subtle differences. Younger respondents (25–35 years) are mostly uncertain, with 33.9% in the "Can't Say" category and only 11.7% "Completely Aware." Awareness increases slightly among older age groups, with respondents aged above 55 years reporting the highest complete awareness (16.7%). However, the Chi-square test (17.091, $p = 0.146$) shows no significant age-based variation, suggesting that awareness levels do not strongly correlate with age.

Educational background appears to influence awareness marginally. Respondents with postgraduate qualifications exhibit the highest awareness, with 31.7% "Aware" and 18.3% "Completely Aware." In comparison, those with secondary education report lower awareness, with only 7.5% indicating "Complete Awareness." Despite these trends, the Chi-square value (15.584, $p = 0.211$) indicates no statistically significant differences across education levels, suggesting that education alone does not strongly affect brand awareness.

Overall, the findings highlight state as the primary factor influencing awareness of surrogate brands, with Punjab outperforming Haryana significantly. Gender, age, and education appear to have limited impact on awareness levels. Targeted awareness campaigns should focus on regions like Haryana and tailor strategies for younger and less-educated demographics to address knowledge gaps effectively.

From the table 2, based on the result generated by SPSS the significant values of all the variables related to the reorganization of the surrogate brand among the other brands through surrogate advertisement are greater than 0.05. So, the null hypothesis is accepted. Therefore, there is no significant relationship between the mean score of state, gender, age and education of the consumer and re-organization of the surrogate brands.

Table 2. Consumers can recognize the Surrogate Brand among the other Brands

Consumers can recognize the surrogate brand among the other brands										
			Not at all Aware	Somew hat Aware	Can 't Say	Awa re	Comple tely Aware	Tota l	Lambda / chi square	P val ue
State	Punjab	Count	30	131	39	74	26	300	0.041/12.022	0.017
		% within State	10.0 %	43.7%	13.0 %	24.7 %	8.7%	100.0 %		
	Haryana	Count	16	134	35	66	49	300		
		% within State	5.3 %	44.7%	11.7 %	22.0 %	16.3%	100.0 %		
Gender	Male	Count	27	142	43	77	41	330	0.760	0.944
		% within Gender	8.2 %	43.0%	13.0 %	23.3 %	12.4%	100.0 %		
	Female	Count	19	123	31	63	34	270		
		% within Gender	7.0 %	45.6%	11.5 %	23.3 %	12.6%	100.0 %		

Age	25-35	Count	15	72	27	43	23	180	0/7.14	0.848
		% within Age	8.3 %	40.0%	15.0 %	23.9 %	12.8%	100.0 %		
	35-45	Count	15	108	30	60	27	240		
		% within Age	6.3 %	45.0%	12.5 %	25.0 %	11.3%	100.0 %		
	45-55	Count	12	57	11	25	15	120		
		% within Age	10.0 %	47.5%	9.2 %	20.8 %	12.5%	100.0 %		
Education	Above 55	Count	4	28	6	12	10	60	.033/17.797	0.122
		% within Age	6.7 %	46.7%	10.0 %	20.0 %	16.7%	100.0 %		
	Second ary	Count	8	50	11	31	20	120		
		% within Education	6.7 %	41.7%	9.2 %	25.8 %	16.7%	100.0 %		
	Higher Second ary	Count	19	87	33	54	17	210		
		% within Education	9.0 %	41.4%	15.7 %	25.7 %	8.1%	100.0 %		
	Graduate	Count	14	102	27	41	26	210		
		% within Education	6.7 %	48.6%	12.9 %	19.5 %	12.4%	100.0 %		
	Post Graduate	Count	5	26	3	14	12	60		
		% within Education	8.3 %	43.3%	5.0 %	23.3 %	20.0%	100.0 %		

Result and Analysis

The study analyzing consumers' ability to recognize surrogate brands among other brands provides insights into demographic variations, with state emerging as a significant factor, while gender, age, and education exhibit comparatively minor influences. State-wise analysis

highlights notable differences, with Haryana outperforming Punjab in terms of brand recognition. In Haryana, 16.3% of respondents reported being "Completely Aware," compared to only 8.7% in Punjab. The "Somewhat Aware" category dominates in both states, comprising 44.7% of respondents in Haryana and 43.7% in Punjab. These results are statistically significant, as indicated by the Chi-square test (12.022, $p = 0.017$), pointing to distinct regional disparities, potentially driven by differences in market exposure, advertising strategies, or socio-economic factors between the two states.

Gender-based analysis reveals similar recognition levels among males and females. Among males, 43.0% are "Somewhat Aware," with 12.4% being "Completely Aware," while females report 45.6% and 12.6% in these respective categories. Notably, both genders show a comparable distribution across awareness levels, suggesting a uniform exposure to surrogate branding regardless of gender. The Chi-square test (0.760, $p = 0.944$) confirms no statistically significant difference, indicating that gender does not play a critical role in influencing brand recognition.

Age-wise analysis indicates consistent recognition levels across different age groups, with the "Somewhat Aware" category prevailing in all groups. Among respondents aged 25–35 years, 40.0% fall in this category, with 12.8% reporting "Complete Awareness." Older respondents, particularly those above 55 years, exhibit slightly higher complete awareness at 16.7%. In contrast, respondents aged 35–45 years show the lowest complete awareness at 11.3%. Despite these variations, the Chi-square test (7.14, $p = 0.848$) suggests no significant differences, implying that age has a limited impact on the ability to recognize surrogate brands.

Educational background shows marginal influence on brand recognition. Postgraduates report the highest level of complete awareness at 20.0%, followed by secondary-educated respondents at 16.7%. Graduates, despite having the largest share of respondents in the "Somewhat Aware" category (48.6%), report relatively lower complete awareness (12.4%). Respondents with higher secondary education demonstrate greater uncertainty, with 15.7% selecting "Can't Say." However, the Chi-square test (17.797, $p = 0.122$) indicates that these differences are not statistically significant, suggesting that educational attainment alone does not substantially affect brand recognition.

In conclusion, the analysis underscores state as the most critical factor affecting consumers' ability to recognize surrogate brands, with Haryana showing significantly higher awareness compared to Punjab. Gender, age, and education appear to have a limited influence on recognition levels, with only slight variations observed. These findings suggest that targeted awareness initiatives should focus on regions like Punjab, where recognition is relatively lower, and consider tailored approaches for demographics with higher uncertainty or lower complete awareness, such as less-educated individuals. By addressing these gaps, companies can enhance the effectiveness of their surrogate branding strategies.

Characteristics of prohibited brand by watching surrogate advertisement

			Not at all Aware	Somewhat Aware	Can't Say	Aware	Completely Aware	Total	Lambda	P value
State	Punjab	Count	30	111	33	81	45	300	0.026/2.706	0.608
		% within State	10.0%	37.0%	11.0%	27.0%	15.0%	100.0%		
	Haryana	Count	34	93	33	87	53	300		
		% within State	11.3%	31.0%	11.0%	29.0%	17.7%	100.0%		
Gender	Male	Count	33	113	40	89	55	330	0/1.484	0.829
		% within Gender	10.0%	34.2%	12.1%	27.0%	16.7%	100.0%		
	Female	Count	31	91	26	79	43	270		
		% within Gender	11.5%	33.7%	9.6%	29.3%	15.9%	100.0%		
Age	25-35	Count	14	65	22	47	32	180	.003/10.953	0.533
		% within Age	7.8%	36.1%	12.2%	26.1%	17.8%	100.0%		
	35-45	Count	28	69	31	71	41	240		
		% within Age	11.7%	28.8%	12.9%	29.6%	17.1%	100.0%		
	45-55	Count	15	47	10	32	16	120		
		% within Age	12.5%	39.2%	8.3%	26.7%	13.3%	100.0%		
	Above 55	Count	7	23	3	18	9	60		
		% within Age	11.7%	38.3%	5.0%	30.0%	15.0%	100.0%		
Education	Secondary	Count	7	54	15	27	17	120	.019/ 17.797	0.121
		% within Education	5.8%	45.0%	12.5%	22.5%	14.2%	100.0%		
	Higher Secondary	Count	24	66	26	56	38	210		
		% within Education	11.4%	31.4%	12.4%	26.7%	18.1%	100.0%		
	Graduate	Count	28	66	22	61	33	210		
		% within Education	13.3%	31.4%	10.5%	29.0%	15.7%	100.0%		
	Post Graduate	Count	5	18	3	24	10	60		
		% within Education	8.3%	30.0%	5.0%	40.0%	16.7%	100.0%		

Table 3. Characteristics of prohibited brand by watching surrogate advertisement

From the table 3, it has been shown that the significant values of all the variables related to the characteristics of prohibited brand come to consumer's mind quickly by watching surrogate advertisement are greater than 0.05. So the null hypothesis is accepted. Therefore, there is no significant relationship between the mean score of state, gender, age and education of the consumer and characteristics of prohibited brand.

This analysis examines how characteristics of prohibited brands come to mind when consumers view surrogate advertisements. The findings are segmented by state, gender, age, and education, highlighting key patterns in consumer awareness and associations.

State-wise, Punjab and Haryana show similar trends, with most respondents being "Somewhat Aware" or "Aware." In Punjab, 37.0% are "Somewhat Aware," while 27.0% are "Aware." Haryana exhibits slightly lower "Somewhat Aware" responses (31.0%) but higher "Completely Aware" responses (17.7%) compared to Punjab's 15.0%. The Chi-square test (2.706, $p = 0.608$) suggests no statistically significant differences between the two states, indicating similar levels of recall and association through surrogate advertising.

Gender-based analysis reveals minimal variation. Among males, 34.2% are "Somewhat Aware," and 27.0% are "Aware," while females show comparable figures, with 33.7% "Somewhat Aware" and 29.3% "Aware." "Completely Aware" responses are slightly higher among males (16.7%) than females (15.9%). The Chi-square test (1.484, $p = 0.829$) indicates no significant gender-based differences, suggesting consistent recall patterns irrespective of gender.

Age-wise analysis indicates slight variation in awareness. Respondents aged 25–35 and 35–45 years dominate the "Somewhat Aware" and "Aware" categories. The highest "Completely Aware" response (17.8%) occurs among the 25–35 age group, reflecting a stronger association for younger consumers. Older respondents (45–55 years) are less "Completely Aware" (13.3%). Despite these differences, the Chi-square test (10.953, $p = 0.533$) confirms no statistically significant association between age and awareness levels.

Education-based analysis reveals notable trends. Respondents with a secondary education are most "Somewhat Aware" (45.0%), while postgraduates lead in the "Aware" category (40.0%). Graduates and those with higher secondary education exhibit consistent distribution across "Somewhat Aware" (31.4%) and "Completely Aware" (15.7%-18.1%) categories. The Chi-square test (17.797, $p = 0.121$) shows no significant association, indicating that education level does not strongly influence recall through surrogate advertising.

In conclusion, this analysis demonstrates that characteristics of prohibited brands are recalled to varying extents when viewing surrogate advertisements. While state, gender, age, and education show minor variations, the lack of significant statistical associations across these factors highlights a generally uniform recall pattern. Surrogate advertising appears to evoke moderate to high brand associations across diverse demographic groups. This underscores its efficacy in embedding brand characteristics in consumer memory, necessitating stricter regulatory scrutiny to counteract its influence.

The table 4 is showing the analysis that explores the consumers' ability to quickly recall the symbol or logo of prohibited products across various demographic categories, revealing nuanced insights into awareness patterns. While state-wise differences are minimal, gender, age, and education contribute minor variations without significant associations.

Table 4. Recall the symbol or logo of prohibited product surrogate

I can quickly recall the symbol or logo of prohibited product										
			Not at all Aware	Some what Aware	Can't Say	Aware	Completely Aware	Total	Lambda/ chi square	P valu e
State	Punjab	Count	36	147	68	41	8	300	0.018/1.456	0.52 4
		% within State	12.0%	49.0%	22.7%	13.7%	2.7%	100.0 %		
	Haryana	Count	31	155	71	38	5	300		
		% within State	10.3%	51.7%	23.7%	12.7%	1.7%	100.0 %		
Gender	Male	Count	39	166	74	42	9	330	0/1.625	0.80 4
		% within Gender	11.8%	50.3%	22.4%	12.7%	2.7%	100.0 %		
	Female	Count	28	136	65	37	4	270		
		% within Gender	10.4%	50.4%	24.1%	13.7%	1.5%	100.0 %		
Age	25-35	Count	17	95	47	16	5	180	0/13.633	0.32 5
		% within Age	9.4%	52.8%	26.1%	8.9%	2.8%	100.0 %		
	35-45	Count	30	113	55	35	7	240		
		% within Age	12.5%	47.1%	22.9%	14.6%	2.9%	100.0 %		
	45-55	Count	15	60	22	22	1	120		
		% within Age	12.5%	50.0%	18.3%	18.3%	0.8%	100.0 %		
	Above	Count	5	34	15	6	0	60		

	55	% within Age	8.3%	56.7%	25.0%	10.0%	0.0%	100.0 %		
Education	Secondary	Count	20	57	26	14	3	120	.013/7.226	0.842
		% within Education	16.7%	47.5%	21.7%	11.7%	2.5%	100.0 %		
	Higher Secondary	Count	22	105	47	30	6	210		
		% within Education	10.5%	50.0%	22.4%	14.3%	2.9%	100.0 %		
	Graduate	Count	18	108	53	28	3	210		
		% within Education	8.6%	51.4%	25.2%	13.3%	1.4%	100.0 %		
	Post Graduate	Count	7	32	13	7	1	60		
		% within Education	11.7%	53.3%	21.7%	11.7%	1.7%	100.0 %		

The State-wise analysis shows that respondents in Punjab and Haryana exhibit similar levels of awareness. In Punjab, 49.0% of respondents are "Somewhat Aware," slightly lower than Haryana's 51.7%. "Completely Aware" respondents are minimal in both states, at 2.7% in Punjab and 1.7% in Haryana. The Chi-square test (1.456, $p = 0.524$) indicates no statistically significant difference, suggesting uniformity in recall ability across the two states.

Gender-based analysis highlights comparable awareness levels among males and females. Among males, 50.3% are "Somewhat Aware," with 2.7% being "Completely Aware," while females report 50.4% and 1.5% in these respective categories. The distribution indicates that gender does not strongly influence the ability to recall symbols or logos. This is supported by the Chi-square test (1.625, $p = 0.804$), which confirms no significant association.

Age-based differences are also negligible. Respondents aged 25–35 years have the highest proportion in the "Somewhat Aware" category (52.8%), followed closely by those above 55 years (56.7%). Complete awareness is marginal across all age groups, with the highest at 2.9% in the 35–45 age group. Older respondents (45–55 years) exhibit relatively higher awareness in the "Aware" category (18.3%). Despite these minor differences, the Chi-square test (13.633, $p = 0.325$) indicates no statistically significant relationship between age and recall ability.

Educational background shows slight variations. Respondents with secondary education exhibit the highest level of "Not at all Aware" responses (16.7%) but maintain consistent awareness levels in the "Somewhat Aware" (47.5%) and "Aware" (11.7%) categories. Graduates and postgraduates have similar distributions, with the "Somewhat Aware" category dominating at 51.4% and 53.3%, respectively. Complete awareness remains minimal across all educational levels, peaking at 2.9% among those with higher secondary education. The Chi-square test (7.226, $p = 0.842$) confirms no significant association between education and recall ability.

Conclusion

This article has shed light on the ways in which surrogate advertising influence customers. Chi-square test applied on the results reveals that there is no association between the awareness level of the respondent and surrogate advertisement. All the statements of the brand awareness of the customers towards surrogate advertisement are not associated with state, age, gender and education. In case of gender wise awareness, It had been found that the female respondents were more aware as compare to the male respondents regarding the brand awareness and age wise awareness, the results indicate that the respondents in the age group of 15-30 years and 30-45 years were more aware. In conclusion, the analysis reveals a consistent pattern of moderate awareness ("Somewhat Aware") across all demographics, with minimal "Complete Awareness" and negligible differences across states, gender, age, and education. This uniformity suggests a broader need for awareness campaigns targeting prohibited products, focusing on enhancing recall ability across all demographic groups to ensure effective dissemination of regulatory and ethical messaging. There is a lot of scope of research in this area is available on the impact of unethical surrogate advertising on consumer buying behaviour and could be the future directions on which the study may be done at different regions.

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