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# An Empirical Study on Impact and Effectiveness of Using Regional Languages in Marketing Campaign in India

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## I. INTRODUCTION

Millions of businesses are competing for seeking the attention of customers. By communicating with their target audience on a regular basis, a business can improve their visibility and create awareness among the audiences about their brand. This communication is primarily achieved through marketing campaign. Now a days maximum brands started making regional languages their weapon to connect with the customers in a larger number. But is it adding any value on their business? To analyse that it is necessary to know about how use of regional language effects on customers and what is the impact of using this kind of language in marketing campaign. This study needs some useful articles as secondary resource for the completion of this exploratory research. This research will help to reduce the existing psychological gap between the brands and their targeted customers in terms of using regional languages. Marketing Campaign are sets of strategic activities happens within a limited timeframe that promote a business's goal or objective. A marketing campaign could be for promoting products, services, sales, brand as a whole or for customer satisfaction. Marketing campaigns make use of different platforms, mediums and channels like social media, email, online ads, print media, in-person demos etc. to maximize the impact. To achieve the most effective results, campaigns are carefully planned and the activities are varied. When a marketer adds regional language and relevant content for promotion of their product or service or the brand based on the geographic location and audience then that appeal is not only reaching to the brain of the target audience but also touching their heart. Doing campaign in various region and regional languages will help them to understand better about the demand and interest of different categories of people of different regions, their ability, and build a good relationship among the brands and targeted customers. It helps them to encourage their target customer to buy more number of products at the same time to develop their products or services or strategies as per the requirement of their targeted consumers.

## II. BACKGROUND

Campaigning makes compelling creative case for a product or service, mostly to the messages. When the message in a diverse country like India with its multitude of languages and regional nuances- the task of communication poses an interesting challenge. Regional language skill and solid understanding of local cultures are in demand skills in the advertising world; it's not just agencies ask but a client's demand as well. A brand's success depends on speaking in a localised way. So, even a global brand also needs to speak to the people in local language. The stepping up efforts to launch marketing campaign in regional languages starts because of growing trends of localization among consumer goods companies that are mapping state specific shopping habits and rolling out products and companies suited to those. To compete with this companies each brand is devising a hyperlocal campaign to deepen connect and bring on ground experience alive for the consumers. Now most of the content start-ups and brands started going regional, even FMCG products also following the same path one by one.

## III. IMPACT

When it comes to communication in regional languages, India has seen such versatility and steady growth of content-be it OTT platforms or be it sudden rise in UGC content in local languages. The number speak for themselves. According to recent Google KPMG report, India has 234 million Indian language users in online while only 175 million are English language users. This projection is set to have a profound impact on the existing and future content on internet, where a paradigm shift is now imminent. Rapidly growing internet penetration, affordable mobile data connections and improving digital literacy have appeared as the key drivers for the growth of Indian language content. Apart from that



several chat applications, online government services, digital payment services, classified ad platforms etc. are witnessing a steadily growing Indian language user base. Currently, 68% internet users feel that Indian language content is more reliable than English. As brands are comprehended the persuasion power of Indian languages, regional language content is increasingly being leveraged to increase brand recall through vernacular based digital advertisement. KPMG report suggested that 88% of users respond more proactively to local language advertisement rather than English. Therefore, through local language content, brands have increased chance of successfully engaging with their users and escalating sales. Adding to that, the government is planning to propagate digital literacy among 60000 rural households by this year. The adaptation of Indian language content across categories like entertainment, news, online shopping and digital payments will consequently skyrocket. Business will continue to capture a larger share of consumers by giving them access to quality Indian language content. This gargantuan shift in language consumption trends within the internet will push e-commerce firms, digital entertainment platforms, and other internet-based players to continually invest in creating content that covers the most consumed regional languages.

#### **IV. ROLE OF REGIONAL LANGUAGE IN MARKETING CAMPAIGN**

In India, the use of local language has been a key driver of a brand's cultural relevance, salience, and consumer resonance. In a vast and diverse market like India, appealing to the non-English speaking majority of the country's population can deepen connections with new consumers and help deploy language first digital brand campaigns at scale. The adaptation rate of regional language on big platforms such as Facebook, YouTube, Google etc. has been consistently growing over the past few years. 90% of new Indian internet users consume regional language content. Adgebra, being pioneer in regional ad space, can help brands get better reach in 10+ languages. It also provides strategic insights and focused targeting to help the brands for being capable of reaching the right audience. So, when brands will make campaign in regional languages, they will be able to reach and make awareness among a huge number of audiences. As a result, they will get ample responds from them and also be able to gather better ROI. On the other hand, a number of brands despite being interested in investing in regional ads fear for lack of customer support and other operational support which is the result of lack of end-to-end support.

#### **V. ADVANTAGES & ISSUES**

To run a successful marketing campaign, a business should take time to plan extensively to portray their brand successfully. But still their remain issues besides advantages of doing a campaign in regional languages. As 70% of consumer lies in vernacular markets. So, to with them the campaign has to speak in their local languages to connect with them. For that they have to cater in 12-13 languages and regional celebrities as brand ambassadors to work better than Bollywood stars. If they would be able to do so they can get an opportunity to innovate new products along with making communications with them. Regional language marketing campaign helps them to overcome linguistic and communication barriers, as they interact with people in their local languages. Interacting in local language creates better and sustainable business opportunities and trust on their brands. Online and offline purchasing are primarily driven by habit. People rush to a particular website for buying because that website become a habit for them. Here regional content in form of the website content, application, SMS, videos and social media content can help drive their prospective user's buying habits. The presence of regional content on own website helps them to improve search engine rankings. Emergence of local language searches and voice search are factors proving momentous to local language content ranking. Improved local language search engine rankings translate into quality leads, increased rate of lead conversion, and eventually increased business. So, the key is to keep updating the content and stay competitive. Through making marketing campaign in regional languages, a brand can also be able to analyse their strength and weakness, threats, and opportunities which will help them to grow in future.

On the other hand, as the big brands have large volume of target audience from various demographic area, it becomes difficult and expensive for them to reach out to all of them and communicate in their languages. Sometimes they need to take the help of a translator to communicate in a particular language. For that, they have to stay conscious to ensure that nothing is lost in translation. Even, as campaigns happens for shorter period of time, so time also becomes a constrain for them. Brands can use large amount of data collected on users, like habits, purchase history, friends etc. and interact with them directly but consumer can feel lack of privacy viewing highly targeted ads.

#### **VI. CONCLUSION**

From the above research I can convey that making campaign in regional languages has significant positive and few negative impacts on marketing. This study shows the advantages and challenges of using regional language be it on



brands or target audiences. If we look through the eyes of a consumer then use of regional language is beneficial. Because this kind of campaigning makes them aware of the brand and its image. But if we look through the eyes of a marketer then it is quite challenging as well as beneficial to run a marketing campaign in regional language. Sometimes, regional languages work as a barrier for them to be successful but at the same time helps them to connect with peoples emotionally and mentally and also to develop themselves as per the requirements. Doing experiment with regional audiences is going to ads with higher conversion potential for the brand. Experimenting with ad formats becomes a flawless process and the accurate strategies to help them to target right kind of audience. So, the brands should keep experimenting and developing themselves for the sake of upgradation in their business.

**KEYWORDS:** Marketing campaign, Impact, Regional language, Advantage.



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