

A Study on The Effectiveness of A Regional Language Advertising In Driving Consumer Purchase Decisions.

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Abstract- *In today's highly competitive and dynamic marketplace, advertising plays a crucial role in influencing consumer awareness, attitudes, and purchase decisions. With the rapid expansion of markets and increasing diversity in consumer profiles, businesses are constantly seeking innovative ways to communicate effectively with their target audiences. One such powerful and increasingly significant approach is regional language advertising, which focuses on delivering marketing messages in the local language of consumers. This strategy has gained substantial importance, particularly in countries like India, where linguistic diversity is deeply embedded in cultural identity and daily communication. India is a multilingual nation with over 22 officially recognized languages and hundreds of regional dialects. While English and Hindi have traditionally dominated mass media advertising, a growing number of brands are now embracing regional languages such as Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali, and others to connect more meaningfully with consumers. Regional language advertising enables brands to communicate in a language that consumers are emotionally attached to, thereby enhancing comprehension, trust, and relatability.*

Keywords: Consumer Purchase Decision, Linguistic Influence, Cultural Relevance

I. INTRODUCTION

Consumer purchase decisions are influenced by a variety of factors, including personal preferences, social influences, cultural norms, brand perception, and advertising exposure. Among these factors, language plays a critical role in shaping consumer perception and behaviour. Advertising in a regional language can reduce the cognitive effort required to understand the message, thereby making the information processing smoother and more effective. This clarity enhances the consumer's confidence in the product or service and positively influences their intention to purchase. Moreover, regional language advertising has been found to evoke stronger emotional responses compared to advertisements in non-native languages. Emotions such as trust, nostalgia, pride, and cultural connection can significantly impact consumer

decision-making. When consumers emotionally relate to an advertisement, they are more likely to develop a favourable attitude toward the brand, leading to increased brand loyalty and repeat purchases. This emotional engagement is particularly important in categories such as FMCG, retail, education, healthcare, and financial services, where trust and familiarity play a decisive role.

The study also explores the role of emotional connection, message clarity, and cultural relevance in shaping consumer responses. The regional language advertising has emerged as a powerful marketing strategy in the modern business environment, particularly in linguistically diverse markets like India. By speaking the consumer's language, brands can create stronger connections, build trust, and influence purchase decisions more effectively. This study is significant as it contributes to the understanding of how language influences consumer behaviour and provides practical insights for marketers aiming to design impactful advertising campaigns. The findings of this study will help businesses leverage regional language advertising to achieve sustainable growth and competitive advantage in the marketplace

II. REVIEW OF LITERATURE

Kumar and Shankar (2015) examined the influence of regional language advertising on rural consumers in Tamil Nadu. The study emphasized that advertisements in the local language improve comprehension and trust. Consumers above 35 years showed a stronger preference for regional language ads. Television and radio were identified as the most effective media. The research highlighted that emotional appeal was higher in regional language communication. Purchase intention increased significantly when ads reflected local culture. The study also noted low response to English advertisements. Rural consumers associated regional language ads with authenticity. The authors found that FMCG brands benefited the most. The research suggested advertisers adopt localized content strategies. It concluded that regional language advertising plays a vital role in rural markets.

Mehta (2017) analysed the effectiveness of vernacular advertising across Indian markets. The study found that regional language advertisements significantly improved brand awareness. Consumers in tier-2 and tier-3 cities responded positively. Middle-aged consumers showed higher engagement levels. Television remained the dominant advertising medium. The study emphasized cultural alignment in advertising messages. Vernacular ads improved consumer trust and confidence. The research revealed higher purchase intention for local language ads. English advertisements were less effective in non-metro areas. The study suggested region-specific creative strategies. It concluded that vernacular advertising enhances market penetration.

OBJECTIVES OF THE STUDY

- To find which age groups respond best to regional language ads.
- To explore which media (TV, radio, social media, etc.) works best for regional ads.
- To give suggestions for improving regional language advertising.

III. RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyse the effectiveness of regional language advertising in influencing consumer purchase decisions. Primary data for the study is collected through a structured questionnaire administered to selected respondents. Secondary data is gathered from books, journals, research articles, websites, and previous studies related to advertising and consumer behaviour.

IV. RESULTS AND DISCUSSION

TABLE NO.:4.1 AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENT	PERCENTAGE
18–25	33	26.2
26–35	37	29.4
36 AND ABOVE	33	26.2
BELOW 18	23	18.3
Total	126	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table it can be inferred that, 26.2% of the respondents are between 18–25 years, 29.4% of the respondents are between 26–35 years, 26.2% of the

respondents are 36 and above, and 18.3% of the respondents are below 18 years.

Most 29.4% of the respondents belong to the 26–35 years age group.

TABLE NO.:4.8 PLATFORM MOST NOTICED FOR REGIONAL LANGUAGE ADVERTISEMENTS BY THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
PRINT MEDIA	13	10.3
RADIO	16	12.7
SOCIAL MEDIA	68	54.0
TV	29	23.0
TOTAL	126	100.0

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table it can be inferred that, 10.3% of the respondents notice regional language advertisements through print media, 12.7% through radio, 54.0% through social media, and 23.0% through television.

Most 54.0% of the respondents notice regional language advertisements through social media, indicating that social media is the most effective and widely noticed platform for regional language advertising among the respondents.

TABLE NO.:4.20 ATTITUDE TOWARDS REGIONAL LANGUAGE

S.NO	STATEMENT	MEAN	Rank
1	Regional language advertisements are easier for me to understand	4.42	I
2	I feel more connected to advertisements shown in my regional language	4.35	II
3	Regional language ads attract my attention more than English advertisements	4.18	III
4	Advertisements in regional language feel more trustworthy	4.12	IV
5	Regional language advertising influences my product purchase decisions	4.05	V

TABLE NO.: 4.21 ONE - WAY ANOVA

PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.
AGE & OVERALL EFFECTIVENESS OF REGIONAL LANGUAGE ADS	Between Groups	6.740	3	2.247	2.038	.112
	Within Groups	134.466	122	1.102		
	Total	141.206	125			
EDUCATIONAL QUALIFICATION & COMFORT IN UNDERSTANDING ADS IN REGIONAL LANGUAGE	Between Groups	2.992	1	2.992	3.008	.085
	Within Groups	123.333	124	.995		
	Total	126.325	125			

(SOURCE: PRIMARY DATA)

INTERPRETATION

From the table, it can be observed that the mean scores for overall effectiveness of regional language advertisements across different age groups range from 2.33 to 3.17, indicating some variation in perception among age categories. The standard deviation values range from 0.937 to 1.084, showing moderate variability in responses within each group. The 95% confidence interval for the overall mean effectiveness score lies between 2.45 and 2.82. The One-Way ANOVA result shows an F value of 2.038 with a significance value of 0.112, which is greater than the 0.05 level of significance. Hence, there is no statistically significant difference in the perception of overall effectiveness of regional language advertisements among different age groups. Therefore, the null hypothesis is accepted.

V. FINDINGS

- Most 29.4% of the respondents belong to the 26–35 years age group.
- Most 50.8% of the respondents belong to the female category, showing that slightly more females participated in the study compared to males.
- Most 39.7% of the respondents belong to the undergraduate degree category, indicating that a major portion of the respondents are undergraduates.

VI. SUGGESTIONS

- Companies should design advertisements in regional languages to create stronger Emotional connections with local consumers
- Advertisers should use simple, culturally relevant words and expressions to improve understanding and relatability.
- Brands should incorporate local traditions, values, and lifestyle elements in advertisements to increase audience engagement.

VII. CONCLUSION

The regional language advertising plays a significant and influential role in shaping consumer behaviours and purchase intentions. The findings clearly indicate that advertisements delivered in a consumer's native or familiar language create a stronger emotional connection, improve message comprehension, and enhance brand recall when compared to advertisements presented only in a common or national language.

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