

# BRANDS PARTICIPATION IN FESTS TO CREATE CONSUMERS A STUDY OF SANKRANTI

<sup>1</sup>Y. Seetamahalakshmi, <sup>2</sup>M.Pravallika, <sup>3</sup>Dr. C. Subbarayudu

<sup>1</sup>Lecturer in English, <sup>2</sup>Lecturer in Commerce, <sup>3</sup>Academic Advisor

CSSR & SRRM Degree & PG College, Kamalapuram, YSR Kadapa District, Andhra Pradesh, India-516289

**Abstract :** India is a land of fairs and festivals. Our Indian culture and heritage are extensive. Different communities and religions celebrate different festivals throughout year. There are some important festivals celebrated with gaiety and religious fervour. Sankranti is one of the most important festivals celebrated all over Andhra Pradesh. It is one of the business strategies to make use of festivals to improve emotional connection with their customers and the people and important festivals are the best time to launch and promote products and services. Festivals have a huge significance in marketing products. The festivals are the best time to strengthen the consumer relations with emotional connection and create prospective and new customers through effective and fascinating promotional advertisements. Business concerns with their brands involve in celebrating the festival with warm greetings through print and digital media, particularly social media depicting the traditions and culture in vivid manner which need the study mode of exploitation of the occasions. This paper aims to highlight the Indian business concerns promote, develop and sustain their brands using and participating in the celebrations of important festivals and cultural activities with special reference to Sankranti festival or Pongal. The study also analyses the approaches of different brands connectivity to the consumers and the public.

**Key words:** Sankranti, Business Brands, Strategies, Advertisements, Social Media, Customers.

## I. INTRODUCTION

Sankranti is an important harvest festival celebrated almost every state in India in myriad cultural forms and different names. Indian economy is a largely agrarian and the rural in particular celebrate the festival every year in the month of January. According to the Hindu calendar, this festival falls in the solar month of Makara and lunar month of Magha, symbolizing the end of the winter solstice, time of shorter day. Makar Sankranti marks the transition of the Sun into Makara Rashi or Capricorn on its celestial path, and the six-month Uttarayana period. Makar Sankranti is the day on which the sun begins his northward journey. In Andhra Pradesh, Maha Sankranti is celebrated for three days. The first day is Bhogi, the second day is Sankranti which is dedicated to worshipping Surya, the Sun God, Varuna, the Rain God and Indra, the King of Gods. The third day is Kanuma which is dedicated to cleaning cows, oxen, farm animals and farm equipments and also offering prayers to them for helping with a successful harvest season. The three day festival is celebrated with gaiety and religious fervour. The Bhogi day starts with bhogi manta, the bonfire offering prayers to the fire God in the early hours of the morning. The event shows discarding outdated things and ideas and welcome new things and novel ideas to prosper. Bommala Kolu is organised at homes in the evening showcasing the culture and costumes. The second day is main festival Makara Sankranti and on this day the Gods Indara and Varuna are worshipped and prayed for ample amount of rainfall, bumper harvest, wealth and prosperity. Nadaswaram is played welcoming Makara Sankranti. The streets of villages in Telugu states are decorated with amazing colourful with different designs of rangoli and placing gobbemmalu at the centre of the rangoli. The third day is celebrated Kanuma festival is an event of praying and showcasing the cattle with honour, sign of prosperity.

The three day celebrations provide ample opportunities to the business to best utilise the events to develop and boost the brand image and sales further more through customers satisfaction and trust and hence, festival time is a good time to advertise products and services which can bring a good benefit to the brands. In this article we are focusing that several companies or brands how they are attracting their customers for the development of their business by adopting some strategies during festival Sankranti.

## II. NEED FOR FESTIVAL CAMPAIGNS

Festival seasons offer a lot of opportunities for all businesses, large or small. It is the smart time to start looking at what has worked so far and the type of campaigns needed to be designed for the inspiration of the marketing efforts. It must be kept in mind that special and unique campaigns grab consumers' attention and market expansion. The business strategies strongly believe that the festivals are the best time for them to attract the buyers as a part of occasion-based marketing. Marketing plans which include that the product launching, sustainment of product line, improvement in range of products besides consumer friendly offers, discounts, gifts, vouchers, after sales services, etc., are the key contents of the campaigns and the brands use them best in their clutter-breaking and impactful ads and promotion meant for particular event or festival. Further, the best reason for utilizing the festival season for promoting brands is the popularity of Social Media Advertising.

## III. BRANDS STRATEGY

People generally use social media for wishing their friend-circle and acquaintances. They upload videos, images and text messages on their social media accounts for circulation. Companies develop effective and suitable marketing brand strategies for promoting and developing their products and services and to engage and retain their potential customers along with the loyal customers.

## IV. ANALYSIS

For Sankranti – 2020, different brands made their presence and put combined efforts on boosting their visibility among their audience during the festive season. There are various brands and almost all of them who launched their occasion-based fascinating ads and are making impactful festive blast. Sankranti made event one of the greatest and fruitful opportunities for marketing the brands. Some of the ads are cited below for instance.

With greetings, Happy Pongal and Makara Sankranti from the popular business brands such as Flipkart, Xiaomi Mi, Maaza India, Reliance Fresh, Homeo care international, movie Sarileru Neekevvaru (nobody can match you) promo and others have published colourful advertisements depicting real nature and customs of the country side expressing warm greetings to their customers and the public on both the print and digital online sources. Here are the some brands which they conveyed good wishes to their customers through different media to catch their attention towards them in the consumer centered market world. The ads of the brands that are targeted to the millennial and the seniors are chosen for analysis and discussion.

### Flipkart

Flipkart Sankranti Greetings and Sale 2020 : Up to 60% Off TV & Large Appliances. Buy Large Appliances, TV, Laptop and Mobiles on discounted price. Discounts with Credit & Debit Card Cashback Coupons, Gift Cards. Are you waiting for the huge discounts? Now grab this offer.

### **Xiaomi Mi**

Xiaomi Mi' Sankranti Greetings. Upto Rs.4000 off and upto Rs.2000 Cash Back on SBI card on Redmi Go, Redmi K20, Redmi Note 8, Redmi Note 7 Pro mobiles. Walkin to the nearest Mi preferred partners, Mi studios, Mi Stores.

### **Homeo care international**

Homeo care international's homeocare Sankranti Greetings and offer 1 + 1 free treatment for one of your family member or friend when you get treated with us. world class and world's first constitutional homeopathi.

### ***Sarileru Neekevaru movie***

The promo of Telugu star Mahesh Babu's 26th film, "*Sarileru Neekevaru*", "nobody can match you", was unveiled via a special poster which Mahesh shared on his Twitter page. The Flipkart and Xiaomi Mi' in their ads, convey Sankranti greetings with offers. It is a huge opportunity for the people who eagerly waiting for the offers and discounts with Greetings. For the people who like homeo care, Sankranti 1 + 1 free treatment offer in the ad of the Homeo care international's is quite attracting. The movie promo at global level on Sankranti festival is fabulous news for fans.

## **V. DISCUSSION**

The fore discussed advertisements are expected to make indelible impression on the minds and the same is likely to be used in mobile chatting. In fact, India ranks the second in the world for having huge number of smart phone users. The users use the smart phones to exchange greetings one another during the festivals. This aspect is considered to be a point of brand interaction with their audience and potential buyers. It is one of the biggest factors of utilizing festivals seasons for carrying out the marketing and promotion work.

These days, online shopping is preferred by the majority of people as it saves time and also requires less effort. But some people favoured go to the market for shopping for the festival Sankranti. It was reported that e-commerce sites experienced an increase of multiple times in their overall turnover as compared to ordinary days and similar is the case with off-line shopping. The boost up in sales may be the result of attractive advertisements offering limited period special festive offers and discounts and people wish to have new commodities at home.

The interviews with the consumers visited the market revealed that they waited for the festival time with the expectation of offers and discounts at the counters. Sankranti is the time of money harvest and surplus money on hand. Sales before and during the three day festival is quite encouraging and the brands play a vital role in development of sales.

## VI. CONCLUSION

In a country like India, where purchase decisions are mostly driven by emotions, the holiday season comes with a big bonus of reminding the customers about the Indian culture by associating it with their products. Festivals like Sankranti provides a very good opportunity to reconnect with current and prospective clients or customers. Brands plan out effective marketing strategies during the festivals that will help in making a better connect with their customers or client. Brands have leveraged by capturing the true essence of the festival and tried to spark conversations that will continue long after the festival of colours is over. They keep regular touch with their clients and customers during and after the festivals.

## VII. REFERENCES:

- 1) <https://www.netmeds.com/health-library/post/happy-pongalsankranti-how-offering-salutations-to-the-sun-boosts-wellbeing>
- 2) <http://www.socialsamosa.com/2018/01/makar-sankranti-posts/>
- 3) <https://www.exchange4media.com/advertising-news/brands-celebrate-holi-integrating-powerful-social-messages-into-their-ad-campaigns-95497.html>
- 4) <https://www.news18.com/news/lifestyle/makar-sankranti-the-way-it-is-celebrated-in-states-across-india-1335352.html>
- 5) <https://creativethinksmmedia.com/why-should-brands-do-marketing-campaigns-around-the-festival-season/>
- 6) <https://www.franchiseindia.com/entrepreneur/article/managing-a-business/sales-marketing-advertising/Marketing-Strategies-that-work-during-festivals-95/>
- 7) [https://www.google.com/search?q=sankranti+offer+2020&tbm=isch&ved=2ahUKEwib\\_YObufboAhUqM7cAHaU3DGkQ2-cCegQIABAA&oq=sankranti+offer+2020&gs\\_lcp=CgNpbWcQA1Dd8jY3fIyYNf7MmgAcAB4AIABuwKIAbsCkgEDMy0xmAEAoAEBqgELZ3dzLXdpei1pbWc&sclient=img&ei=lkqdXpvaJqrm3LUPpe-wyAY&client=firefox-b-d#imgrc=mmOIsVfP7uaq-M](https://www.google.com/search?q=sankranti+offer+2020&tbm=isch&ved=2ahUKEwib_YObufboAhUqM7cAHaU3DGkQ2-cCegQIABAA&oq=sankranti+offer+2020&gs_lcp=CgNpbWcQA1Dd8jY3fIyYNf7MmgAcAB4AIABuwKIAbsCkgEDMy0xmAEAoAEBqgELZ3dzLXdpei1pbWc&sclient=img&ei=lkqdXpvaJqrm3LUPpe-wyAY&client=firefox-b-d#imgrc=mmOIsVfP7uaq-M)