

Social Stratification Analysis

Sample Advertisement Analysis

Kia Analysis

Source: <https://www.youtube.com/watch?v=LjD7MjzjG0k> - Kia

The advertisement displays successful people, exemplifying their elegance and luxury. The innovative technology owned by them is shown as in the case of smartwatches, for wearing sophisticated clothes.

It also tries to give minimalistic appeal by not making use of any dialogues, and just throwing in a witty punchline in English at the end.

The relatability of this ad for the above responses is 1, which is primarily because Kia cars are targeted for people in the higher earning range of people, as their pricing range begins from ~15 Lakh, while the above 2 responses are from people with earnings in range of 5-10 lakh, and one is a student.

Kent Analysis

Source: <https://www.youtube.com/watch?v=QCUGSesNhRs> - Kent (Hindi)

Setting: It clearly wants to appeal to the middle class/upper middle class people. Also the way the ad begins, we sort of relate it to the issue of parents being disrespected in their old age, which grabs a lot of eyeballs, especially the mother and son relationship. So in a way, it will persuade the son to have KentRO for his parents.

Language: It is mostly in Hindi, with some code mixing involving English. Though we can say that even some of those words nowadays can be considered as part of hindi itself(borrowing), like 'please', 'doctor', 'cartoon', etc are used.

The man uses very polite words while talking with his mother, like he addresses her as 'maa', which can be considered having high emotional attachment.

The words of his mother are pure hindi, like she says "sab samajhti hun main teri tarqeebein".

Sound Effects: There is a background song running, which has a very soothing, slow tone. Even the song's lyrics "maa tham le meri ungliyan, dikhaun tujhe main duniya" appeal to every relationship among a son and his mother. Even here "tujhe" isn't disrespecting; rather, it is decreasing the emotional distance between the son and his mother.

The whole motto of the son to forcefully send her mother to go for a walk, because he knows she would definitely do it for his son just adds to the love between them.

Synergy Pesticides

Source

<https://youtu.be/dfarEq6trCw> - Synergy Pesticides (Telugu)

Setting

The ad is targeted towards lower class people (farmers, agricultural workers). The ad was shot in a farming land. The two people who were discussing the problems of their land were small farmers which is reflected by the clothes they wear (gochi & talakattu) and the sarpanch/landlord is wearing a pancha & kandava (The long cloth on the side of his shoulder). Visually the first part has a darker tone to it compared to the second which signifies the problems and obstacles they are facing and also the economic position of the farmers.

Language

The language used is perfect Telugu which is because of the fact that the ad was targeted towards lower class. There is a high chance that farmers and workers cannot understand English which explains why the company didn't even bother about code-mixing. This connects people to their advertisement.

We can also observe how the landlord and the farmers refer to each other in the ad.

- a) 0:02 - Farmer1 -> Farmer2 -- "Entra Ramudu!"
- b) 0:04 - Farmer2 -> Farmer1 -- "Orey Balraju!"

But

- c) 0:39 - Farmer1 -> Landlord -- "Ayya!"
- d) 0:45 - Landlord -> Farmer1 -- "Enduku Ledu balraju!"

We can see how Farmer 1 and Farmer 2 change their slangs, tone of speaking and their postures when referring to their superior, this shows how economic factors change how people communicate.

Sound Effects

In the first half of the ad the sound is slow and low which implies the conversion going on is about some loss/bad whereas the background music changes to an enthusiastic/confident tone when the two farmers meet the landlord signifying happiness.

PediaSure Analysis

Source

https://www.youtube.com/watch?v=hSfZB4_N9Qk – PediaSure (Hindi)

Setting

The ad is set in an upper-middle class school's playground, likely during some event. The first half of the ad shows casual banter between kids, where one boy is being teased by a girl for being sickly. The view then shifts to the mothers of the kids. While the children are shown laughing it off, the boy's mother is clearly worried for her child and is told about PediaSure from another mom sitting near her. After this, a creative visualisation is shown regarding the product. Clearly, this ad is targeting upper-middle class mothers.

Language

The language is Hindi with English code mixed. Code-mixing with English is most-likely due to the English-medium education provided in middle to upper class schools.

Further, all the important highlights/talking points of the product seem to be in English : “growth”, “immunity weak”, “Thirty-Seven Nutrients”, “Infection”, “Fifty percent”. In conjunction with Hindi function words, this makes for a relatable ad that makes the USPs stick in the viewer's mind.

Background music

Throughout the first half a kind of sad background tone plays, likely to get the target audience of upper-middle-class moms' sympathy towards the sick kid. When the product is shown off as a solution, the music switches to a more cheerful and happy tone. This doesn't seem to hold much linguistic significance here as it has no lyrics.

Kisan Call Centre Analysis

Source

<https://www.youtube.com/watch?v=DoRGDqGm-FA> - Kisan Call Centre (Malayalam)

Setting

A farming couple can be seen to work in a field. The conversation continues and then different farmers on the phone can also be seen.

Analysis

The targeting of the advertisement can be done for the different dimensions

Language: The advertisement has been dubbed to pure Malayalam. The conversation is in a very casual register. The addressing of the wife by the husband as “dhey ketto” is pretty common among village people. Very simple language understandable by everyone is used

Occupation: It is targeted towards farmers, as seen from the setting and the topic of conversation.

Wealth: It is targeted towards lower class. This can be seen in the usage of feature phones and traditional attire.

A point to note here is that since they are targeting the lower class farmers throughout the country, the government made the advertisement in one language and dubbed to the regional languages for reaching them.

Dhanya Seeds Analysis

Source

https://www.youtube.com/watch?v=NeZXIEIj_kM – Dhanya Seeds (Hindi)

Setting

It clearly wants to appeal to the farmers, who are the target audience for selling seeds . It also tries to show the imagery of green dense fields and crops and smiling farmers, in order to appeal that good crops can be produced with the use of these seeds. It also tries to show chemicals and labs, to give the appeal of modern science being used in the seeds.

Language

The advertisement is purely in Hindi, and uses the vocabulary that is more commonly seen in rural parts, like using कृषि instead of खेती, using कृत्तज्ञ.

It uses catchy and simple slogans, like ‘कोई भी थाली नहीं रहेगी खाली’, and glorifies the farmers, and praises it's target audience to attract customers.

Sound Effects

The background jingle, simply consisting of the namely 'Dhanya Seeds' tries to make the name of the brand embed in the farmers minds. Also , as it shows visuals of farmers laughing, it plays upbeat happy music, to give a sense of happiness being brought to the farmers by the seeds.

Instaflex Analysis

Source:

<https://www.ispot.tv/ad/7NeD/instaflex-most-powerful-joint-pain-relief#> - instaflex joint relief

Setting:

The ad mainly refers to people suffering from the joint discomfort and this ad targets the audience to buy their product. It shows the different situations in which people suffer from the joint pains. It also shows how their joints feel after using instaflex. Then seeing people enjoying their lives jumping and enjoying themselves after using instaflex. Then he says that there is no need to buy the product right away. You can buy it after using it as a trail for 2 weeks.

Language:

The advertisement is in very formal English and it is filled with encouragement towards buying the product and this mainly tries to attract people to buy their product and make people trust their product they are offering 2 complimentary weeks. And they even have an helpline for any issues regarding the instaflex. So basically here the advertizer is grabbing the attention of people by the free schemes by which people are usually mesmerized. The lines like "If you need joint relief don't miss this giveaway". And the phrases "Relieve discomfort", "Increase flexibility", and "Improve mobility".

Sound Effects:

The simple background song increases the enthusiasm in the people for buying the product and using it for relieving the everlasting joint pains. Then in the second half the sounds feel like the people are enjoying their lives without any pains.

RIN Advertisement 1 Analysis:

Most ads of Rin try to attract customers psychologically rather than linguistically.

Sparkling bright clothes not only help form great impressions, but also provides confidence to realize ones ambitions.

<https://www.youtube.com/watch?v=QAzzAmpagrc>

- The language used is hindi with english code mixed as well borrowing is present: like "Youtube", "video", "best", "shine active crystals" and makes use of the dish name *fusion paneer pasta*, and such dishes are commonly made by the upper-middle class strata.
- More facts supporting the fact that it targerst upper middle class is the setting. Video calling, uploading a youtube video, the visuals,etc
- The products like a smartphone, an iPad are typical of an upper middle class setting. Further, uploading these kinds of food-making videos is something that is rather common for the upper-middle class.

RIN Advertisement 2 Analysis:

<https://www.youtube.com/watch?v=haDkVnXeT2Y>

- The advertisement is from 1960s, and is black and white
- In the 1960s, Television was a luxury, and was limited to higher class people. Thus, Televised ads in that time could only be targeted towards higher class people.
- This targeting towards higher class people is evident from the use of pure English throughout the advertisement, with zero code mixing, even when the English speakers were fewer in number.
- While the setting of the people may not seem *so-upper-class*, considering the setting of 1960s, it is a typical upper class setting, as middle and lower class were rather rural in those times, but the people in the advertisement were not living in villages, but in a town/city setting with well-furnished bathrooms.

TIDE Advertisement 1 Analysis:

<https://www.youtube.com/watch?v=CX1Zrk7XMHE>

- Targeting lower/lower middle class
- The setting is that of the shop of a typical *small halwai* in a town/city.
- The halwai has a particular variety(dialect) of Hindi.
- His accent is also something which is considered rural like he says “chashni” with alveolar fricative instead of the retroflex. “Paisa” -> with stretching the vowel ‘i’.
- He starts with “are bhaiya”, which is a common addressal term for starting sentences in rural areas.
- Minor code mixing in English. Like “white”. “Budget”,etc. Mostly it is in Hindi.
- The ad also talks about budget emphasizing to attract more lower middle class/lower class people.

TIDE Ad 2:

<https://www.youtube.com/watch?v=mbx91rySuSo>

- Upper middle
- Hindi with heavy code mixing in English, along with borrowing.
- Like: “presenting italian...”, “happy bday”, “tension”etc
- Targeted towards upper class modern couples(having washing machines), words like “darling”,etc
- (Like in Kia) ending with a punchline having english terms “with stain magnets”

TV Show Scene Analysis

Consider the TV show, Taarak Mehta ka Ooltah Chashmah.

Nattu kaka/Bagha not only address Jethalal as “सेठजी”, but also address Tapu as “छोटे सेठजी”/“टपु सेठ”.

There is stratification on the basis of culture as well. So, Daya & Madhvi, don't explicitly call their husbands by their name (“tapu ke papa” or “Aho”), whereas others do so.

Interview - Kapil Sharma Show Analysis

Show on Hindi Television - Comedy show + talk show.

Interviewees: From cast of 1988 Mahabharat:

Nitish Bharadwaj - Mumbai - 57 y.o.

Gajendra Chauhan - Delhi - 64 y.o.

Gufi Paintal - Punjab - 76 y.o.

Puneet Issar - Punjab - 60 y.o.

Kapil Sharma - Punjab - 39 y.o.

Transcript

0:38 : Kapil : Achha Mahabharat mein shuddh hindi ka uccharan karna padta tha, kuch shabd to usme sanskrit mein bhi the, to kitna mushkil hota tha sir?

0:44 : Nitish : Nahi sabse easy Praveen Kumar ke liye tha.

0:47 : Archana : Kaise?

0:48 : Nitish : Unhone Punjabi mein hindi bol di.

0:53 : Puneet : Hamare hindustan mein ... ye manna hai, ki Hanuman aur Bhim, ye punjabi the.

1:03 : Puneet : Kyunki pehle Daara ji ... Daara ji the Hanuman, aur phir (jab) Praveen paaji (hamare) ban gaye Bhim, [Kapil : Mujhe ek scene yaad aa gaya paaji ...] unka yeh ek aithehasik scene hai, (kya hai) wo puch wala ...

1:13 : Gufi : Wo uska mein sunata hoon. Yeh Hanuman ji hain unki puch jo hai puri idhar phaili hui hai, wo daara singh ji the, aur idhar bhim aate hain, aur dono punjabi. To main kahoon "action", bolte hain (ji) O [] poonch hataaaa, wo kende mein ni hataunga tu utha le.

1:36 : Gufi : Wo kende poonch utha, mein kende poonch utha, kende mein ni hataunga, tere mein himmat hai to tu utha le.

1:43 : Gufi : Wo kehte hain "O si, manu ji " [punjabi] "aap Hanuman hain". Aise karke bada beautiful scene hai.

1:59 : Kapil : Nitish sir jab aapko koi set par Nitish keh ke bulata tha to aap mudte the, ya fir prabhu kehte the tabhi mudte the aap.

2:06 : Kapil : Accha sir mera aap sab se ek sawal hai, ki jaise yudhh ka sequence shoot hota tha, to insaanon ko to loudspeaker pe bol sakte ho aap, ki "aage badho", "yuddh karo", "wapas aao", "ruk jao", lekin jo haathi-ghode hote the unko kaise control karte the aap?

2:18 : Gajendra : Wo ghode jo the, wo Pappu Verma ji ke the. (Wo) unko pata hota hai packup kab hona hai aur shuru kab hona hai aur action kab hona hai. [Kapil : Accha]

2:25 : Gajendra : Aapko 6 baje ke baad wo ghoda [noise] , aise karne lagta tha.

2:32 : Kapil : Aur meine dekha sir itni detailing mein kaam hua hai, Kurukshetra mein ladayi hui na? To ghode Harayana se liye the inhone.

2:41 : Kapil : Sir ek Archana ji ka sawaal tha. Inka yeh sawaal tha ki kabhi aisa to nahi hua ki aap producer se cheque maangne gaye ho, aur unhone kaha ho "Humne to bhagwaan krishna ke mandir mein chadha diye, aapko mila nahi?"

2:54 : Gajendra : Mahabharat ke (na) jokes bahut bane, jaise mein sunata hoon - "Do punjabi ladies aapas mein baat kar rahi thi, ki tu Mahabharat vekhni hai? kende 'haanji'. kende 'pandav kinne pra asi?'. kende 'panj'. kende 'naam das'. kende 'ek da bhim si ga, ek "[Punjabi i couldn't pinpoint]

Observations

Kapil is much younger than the interviewees.

Kapil addresses people with 'sir', while others use 'ji'.

Light code mixing of English:

0:44 : Nitish : Nahi sabse easy Praveen Kumar ke liye tha.

2:32 : Kapil : ... sir itni detailing mein kaam hua hai ...

Heavy mixing of Punjabi in the Discourse, and Switching code to Punjabi to tell jokes/stories.

1:03 : Puneet : ... phir (jab) Praveen paaaji (hamare) ban gaye Bhim ...

1:36 : Gufi : Wo kende poonch utha, mein kende poonch utha, kende mein ni hataunga

Interview - 'No 1 yaari' with rana daggubati

Analysis

Telugu talk show (later started in Hindi, Kannada and Marathi)

Host: Rana Daggubati

Interviewees: Bala Krishna, Youtubers

Age:

Rana - 35

Nbk - 60

Youtubers - 25 (avg)

Observations

Occupation: Movie star.

Code-Mixing: Observed

Addressing:

Rana → Nbk - 'garu', 'meeru', 'sir'

Nbk → Rana - 'nuvvu', 'nee'

Social Identity: Experience/following in the industry matters for having a strong social identity rather than wealth/income.

Occupation: Internet Celebrities

Code mixing: Code mixing with English is more observed as the interviewer and interviewees are from a same generation.

Addressing:

Youtubers → Rana: 'meeru',

Rana → Youtubers : 'nuvvu', 'no address'

Wealth and Social Identity: Rana can be considered a class higher compared to youtubers as in the case of social identity also

We can also see some wordings and vocabulary changes in one of the interviews:

'Are waah!!', 'Ehey'

Non - Linguistic Observations: Posture and body language

TV Show - Taarak Mehta ka ooltah chashmah Analysis

Closed vs Open Social Stratification:

Closed: rigid, by birth, like caste/religion etc

Open: more flexible, social position achieved not ascribed.

Champak chacha/jethalal/daya uses gujrati with his old friends and relatives, but while living in Mumbai in the society, they use Hindi, thus like a form of closed stratification or mere due to common language. Atleast the greeting is definitely in gujrati if not the whole conversation.(closed stratification)

Like: "kem cho rauji kaka?" vs "aur mehta saab kese ho?"

The characters of Jethalal and Daya: Here though they are wealthy, they don't use English much

1 lack of education

2)more bonded to their native language and culture

That's why they use gujrati more often.

So words like scientist as 'scienist', newton as 'compton' is used by jethalal, congratulations as "kangaroosation" by Daya as they are not fluent in English.

On the other hand, the character like Iyer, a scientist, hence uses english more often and tries to look down upon jethalal.(open stratification)

<https://www.youtube.com/watch?v=QUt51UynN8E&t=57s>

(till 0:40)

Jethalal: "Are wo lete hain na naye saal me..wo..solution. Toh mujhe lagta hai iyer bhai ne naye saal me solution liya hoga ki bhai naye saal me mujhe soda nahi peeni hai."

[He could have used the word "sankalp" which he has used before, but as it was related to Iyer, he consciously tries to use english word here which is resolution.]

Iyer: "Jethalal usko solution nahi resolution bolte hain. Aur maine resolution nhi liya hai."

On the same note,

<https://www.youtube.com/watch?v=8DmUjeenyhY>

(3:30 - 3:50)

Tapu: "papa mast bat[b ae t] hai. Ek dum perfect weight hai"

Jethalal: "tujhe toh aaj bet dene ki jarurat(not z) hi nhi thi! Aaj kya toophan(not f) kiya tune?"

So basically we see how being uneducated about English, he uses Aspirated voiceless bilabial plosive(ph) instead of voiceless labiodental fricative(f) Even lesser usage of diphthongs. Using affricate dʒ (Voiced post-alveolar affricate) or dʒ̪ (Voiced alveolo-palatal affricate) instead of the voiced alveolar fricative z

Points stated earlier like madhvi and daya especially use mother tongue more often showing they are more connected to it, like “he maa! Mataji!”, “aho!mi kay mante”, “mala kay maiti”(marathi),etc. The case of Madhavi is different, her not speaking much of english code mixed, and often using Marathi sort of signifies that she is a middle class person, which is true. Even her daughter calls her parents as “aayi”/”baba” , whereas every other child uses “mummy”/”papa”

Apart from English usage, one interesting thing is Jethalal frequently uses Marathi with Bhide. This is also kind of open stratification because, being a businessman, he is well versed in local language Marathi, and thus with Bhide he uses that but with others it is Hindi.

<https://www.youtube.com/watch?v=60cJ-UBrpFI> [till 00:50]

Here, we can observe typical suburban Hindi, like usage of words ‘kahe’, greeting in the form of ‘bhaiya ji’, irregular pronunciation of word like ‘conferencing’. In some other clips, characters speak congratulatans for congratulations, opsan for ‘option’. This is because the character in question has lived in the suburbs of Uttar Pradesh, and isn’t much educated. He cannot pronounce English words properly, and has an accent that would be called village accent.

There is minimal codemixing, and even the codemixed words have improper pronunciations. We can also observe usage of ‘bahuut’ instead of ‘bahut’, ‘beijjat’ instead of ‘beizzat’, ‘jinda’ instead of ‘zinda’, further amplifies the village accent of these characters.

Mirzapur Analysis

<https://www.youtube.com/watch?v=q6jy-5oi2F0>

Here, we see 2 IPS officers talking. In contrast to the previous times, there are English words being used like election, strawberry, ice-cream, bloodshed, order, all with proper pronunciations. The accents also are different from the village accent that was earlier seen. While the usage of certain UP slangs is still there, like bhaukaal, the terms which are very local to suburbs, like ‘bhaiya ji’ is not seen.

The correct pronunciation of z in bezatti is seen by these characters. Also, these are held in high regard by few characters because of being educated enough to crack civil services, which can be seen in their language use.

Categories for the Classes

Observed Major categories

1. **Category** : North India, Urban, English, Upper Class

Prominent Features : Hard consonants -> Soft consonants, a -> o), æ -> e

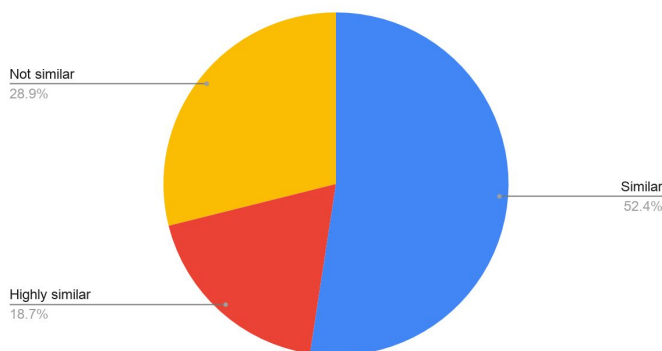
2. **Category** : Youth, North/Central India, Urban, Hindi, Middle-Upper Class
Prominent Features : Light to heavy English code-mixing
3. **Category** : North/Central India, Rural, Hindi, Lower class
Prominent Features : Usage of third person for self, /f/ -> /ph/
4. **Category** : Youth/Child, South India, Rural/ Sub-urban, Malayalam, Lower/ Middle Class
Prominent Features : Light to none code-mixing of English
5. **Category** : South India, Sub-urban/Rural, Telugu, Lower-class
Prominent Features : "alana palana", "eyy", "nana", "thippalu" and similar words

Survey Responses Analysis

Blackberry (Blackberry boys, 2012)

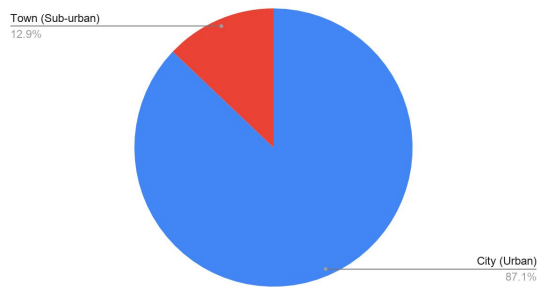
Ad is a song where seemingly upper class businessmen are singing in English, with slight variations to Indian English accents.

How much people found the ad to be same language as theirs

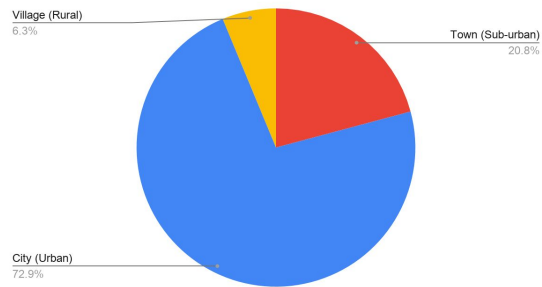


Region Distribution: People from village (rural) areas [keep in mind that all these people marked that they knew English] marked 'Not Similar' when asked whether their English usage resembled what was shown in the ad.

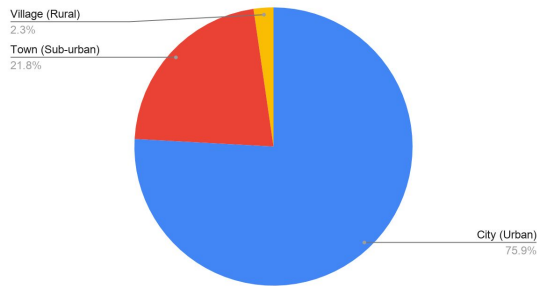
Region when Highly Similar



Region when Not Similar

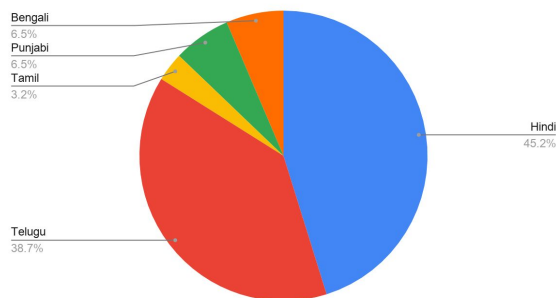


Region when Similar

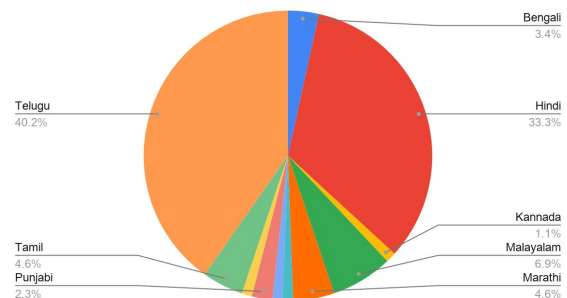


Distribution of Mother Tongue: If we observe the two major languages, Telugu and Hindi, a lot more Telugu people filled Not Similar than Hindi speakers. We can try and explain this as the characters in the ad are speaking in a slight modification of North Indian English which more Hindi speakers can relate to. However we had more Telugu correspondents, and a lot of them were highly educated, so we can assume they might be comfortable with other varieties of English.

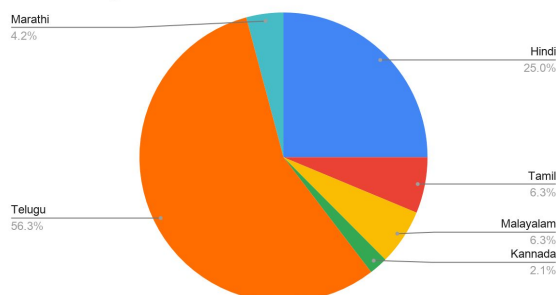
Mother tongue when Highly Similar



Mother tongue when Similar

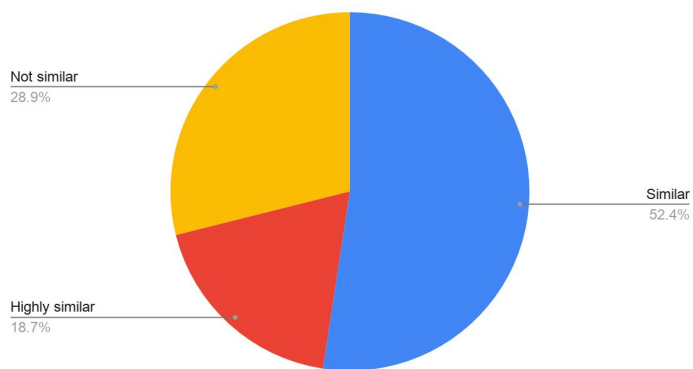


Mother Tongue when Not Similar



Relatability: This ad has an overwhelming response for just "Similar". This might be since the ad is in English for which people aren't as vigilant. And the deviation from regular Indian English is quite subtle.

How much people found the ad to be same language as theirs



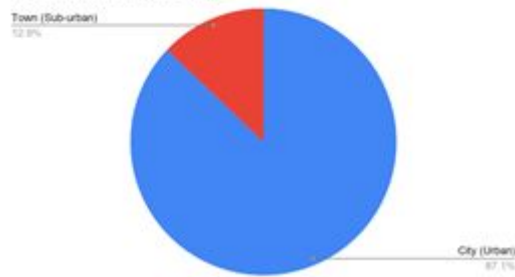
Forevermark

This advertisement shows a rich and luxurious Diamond Manufacturing Company.



Region Distribution: People from village (rural) areas [keep in mind that all these people marked that they knew English] marked 'Not Similar' when asked whether their English usage resembled what was shown in the ad.

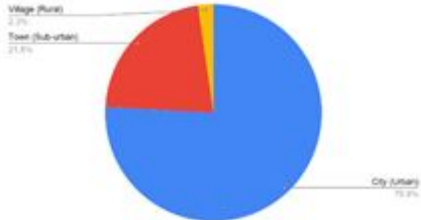
Region when Highly Similar



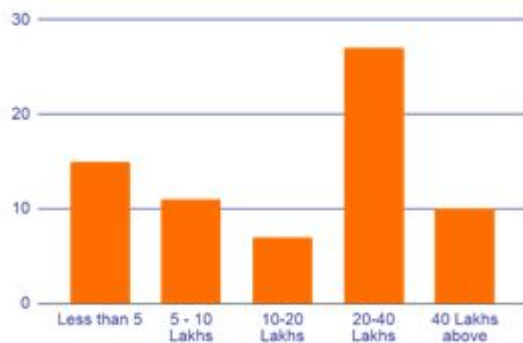
Region when Not Similar



Region when Similar

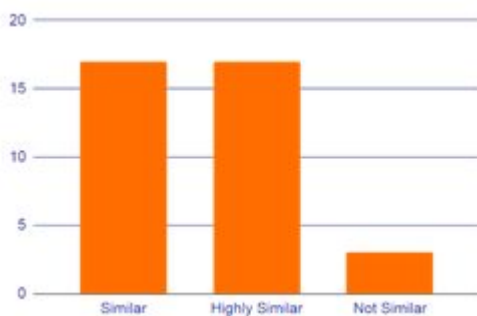


Range of Income: The 'Highly Similar' relatability to the Forevermark Advertisement comes from people in high earning range[except for the 5 Lac respondents which turned out to be Students, and aren't currently earning]



Distribution of High Relatability vs Income Range

Gender: The advertisement was targeted towards women, and the relatability for the language used was highly similar for them.



Distribution of Relatability Of females

Airtel(Airtel Telecom, 2012)

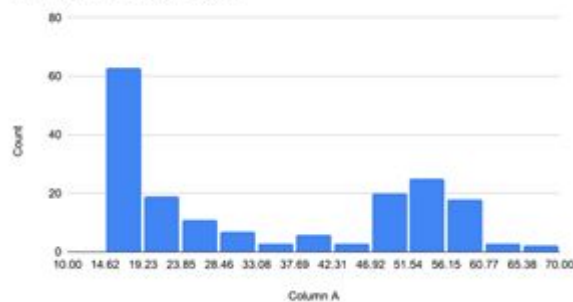
Ad is a song where the lyrics highlight the importance of friends. The ad has various slangs and terms that would be more relatable for teenagers and the younger generation.

How much people found the ad to be same language as theirs

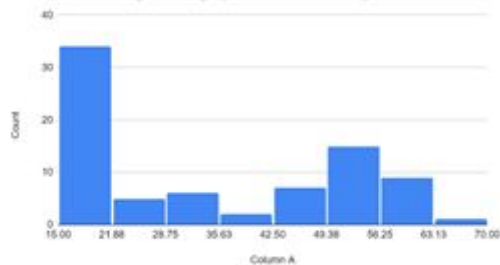


Age Analysis: The number of responses that we received were more in the age of 15-20. We notice the 'Highly Similar' relatability for this advertisement is in the age range of 15-20. This is because of the presence of slangs that are more relatable to this age-group.

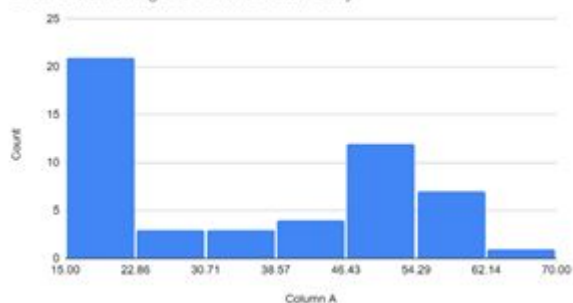
Distribution of Age in Data



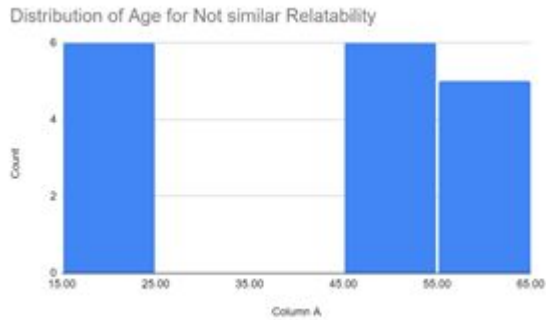
Distribution of Age for Highly similar Relatability



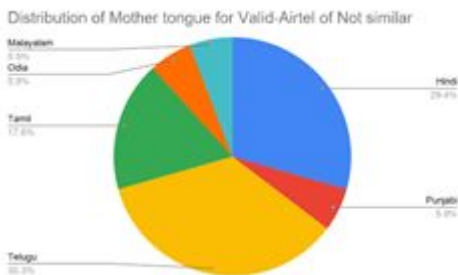
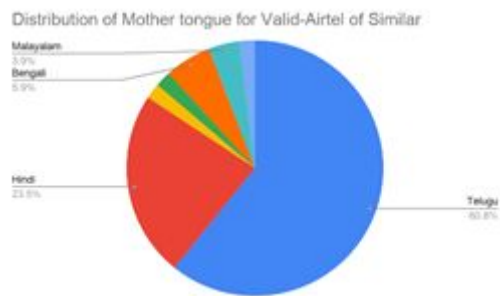
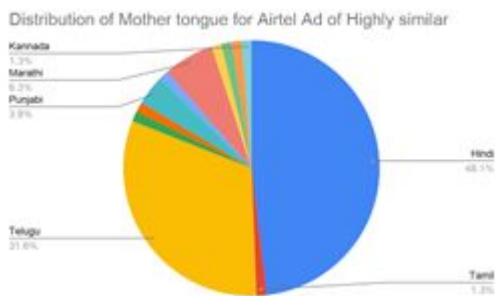
Distribution of Age for Similar relatability



We can see that the non-relatability for the advertisement in age 15-20, despite the high number of responses is hardly 6. However, it is the same number for age 45-60, despite many times fewer responses coming from that age group.



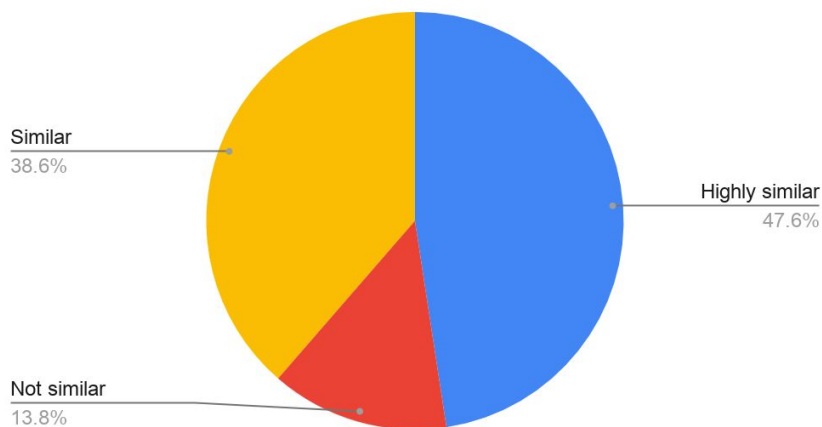
Distribution of Mother Tongue: If we observe the two major languages, Telugu and Hindi, a lot more Telugu people filled Not Similar than Hindi speakers. We observe a similar result to that of English Analysis #1 (Blackberry). Again Hindi speakers answered what we expected, but high percentage of highly educated Telugu correspondents also felt that their Hindi was similar.



Pediasure

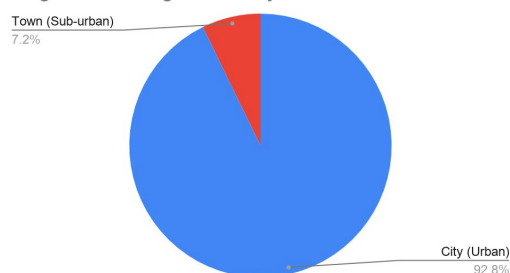
This ad sees two seemingly upper-middle class mothers concerned about the health of their children.

How much people said the ad had similar language

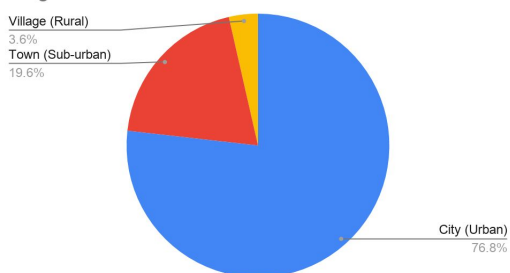


Town/Urban Analysis: Again we observe the same pattern, as the ad was targeting urban residents, specifically middle/ upper-middle class people. Hence, the rural people have marked Not Similar for this ad as well.

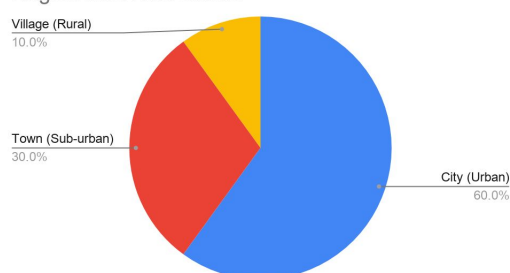
Region when High Similarity



Region when Similar



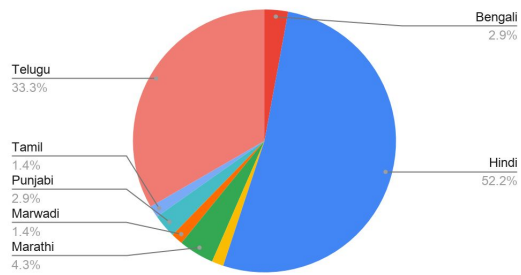
Region when Not Similar



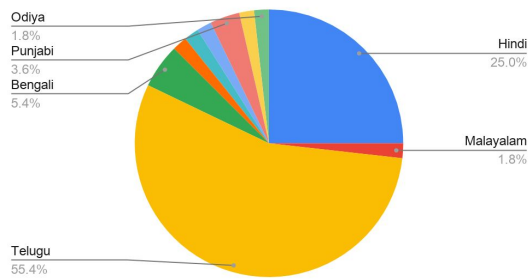
Language Analysis: Even though a lot of Telugu and Tamil correspondents knew Hindi, from this data we can conclude their variety of Hindi is not similar to the one spoken in North India.

However we had more Telugu correspondents, and a lot of them were highly educated, so we can assume they might be comfortable with other varieties of Hindi.

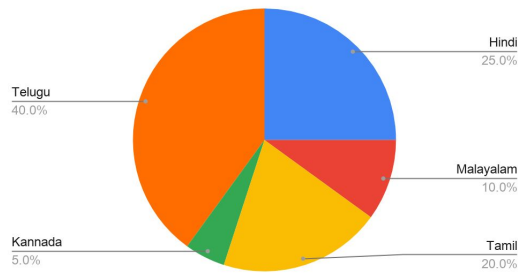
Mother tongue when High Similarity



Mother tongue when Similar

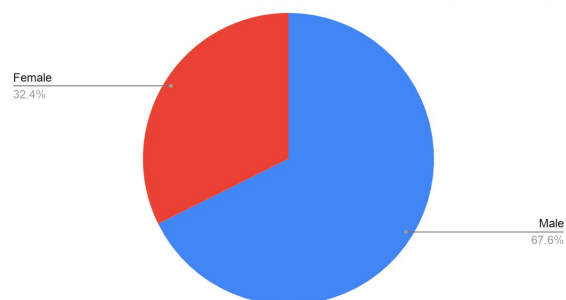


Mother tongue when Not Similar

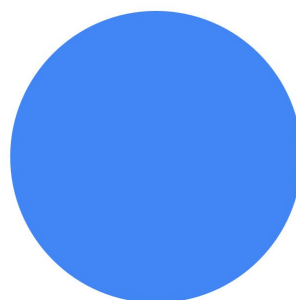


Gender Distribution: Further there was a 37% Female response for Highly Similar from Hindi participants, deviating from the global stat of 25% Females for Hindi. Similar had 0% female response while there were only 4 Hindi speaking responses for Not Similar.

Distribution of Gender among Hindi Speakers in High Similarity



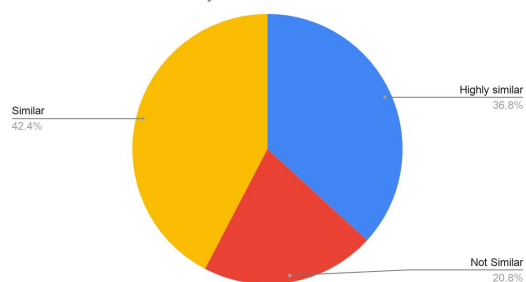
Gender distribution of Hindi Speaker when just Similar



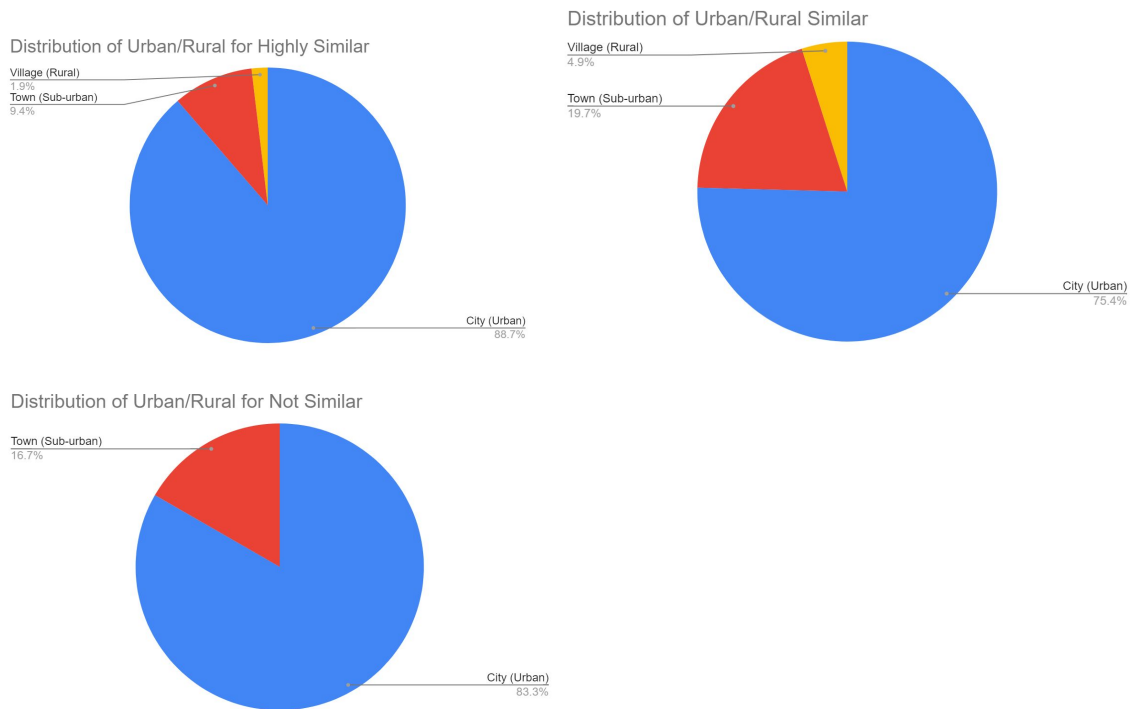
Tide

This advertisement tries to sell detergent, and shows a Halwai talking and being surprised at detergent's whiteness.

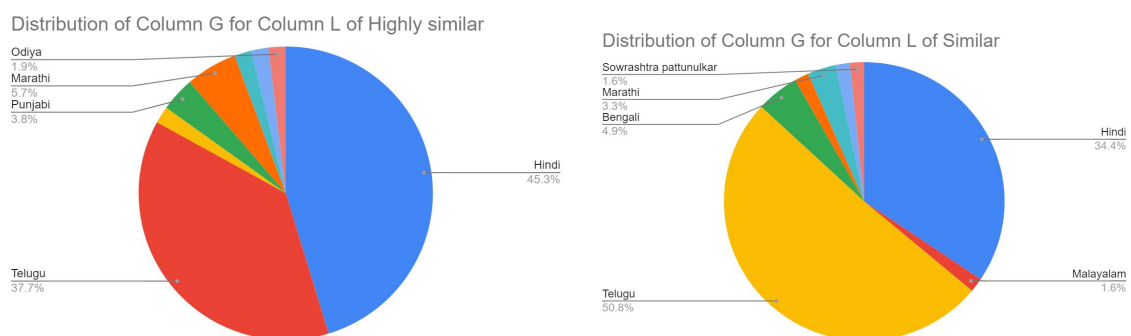
Distribution of Relatability



Town/Urban: The Halwai uses language that is common to the Rural population of India. Our data, however is skewed towards Urban data. We notice Rural is not present in Not Similar, while majority of Not Similar here is corresponding to city.



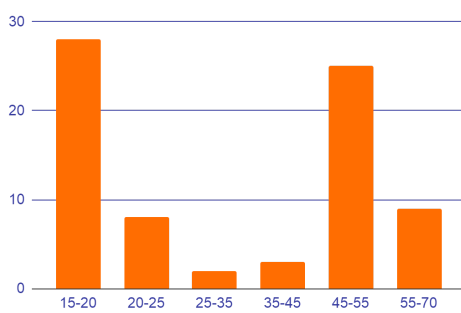
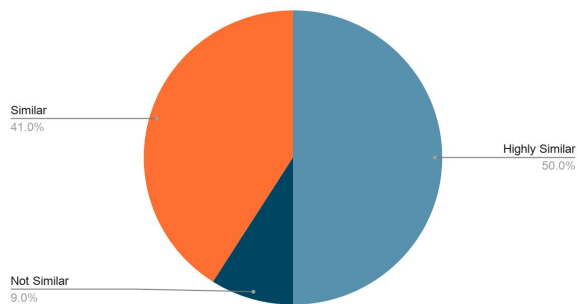
Language Analysis: The language used by the Halwai is common in Hindi-speaking states like UP, Bihar. Thus, we see high percentage in Highly similar, but lower in Not Similar. We also notice high unrelatability for all Malayalam, Kannada, Marathis and Tamils, and none of them show up in High Relatability.



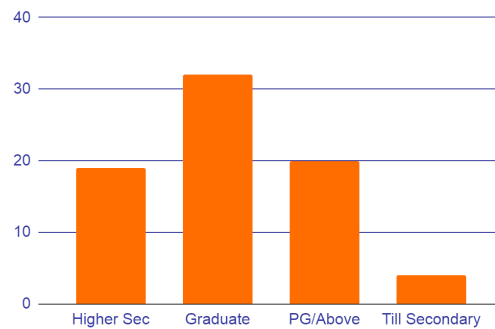
Digital India Scholarship

Ad focuses on digitalizing the process of scholarship application

Telugu Analysis

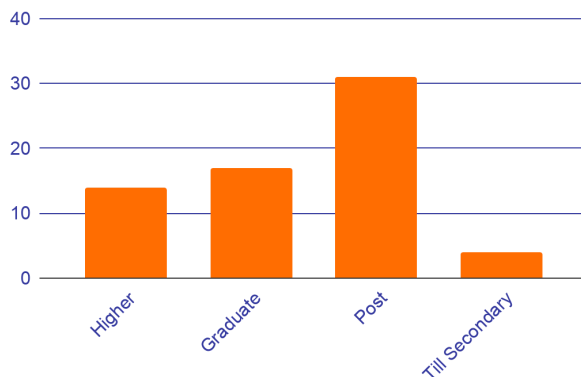


Age Distribution



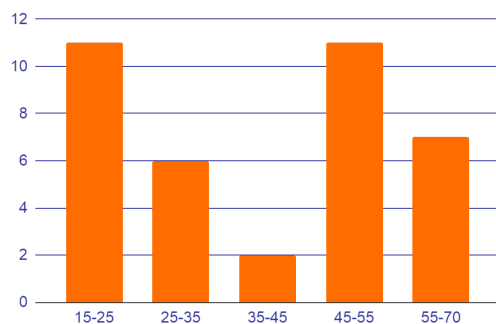
Qualification Distribution

More relatability of the advertisement is observed in people with higher education, which, although did not reach the target audience, shows that the register made up of technological terms is hard to relate for less educated people.



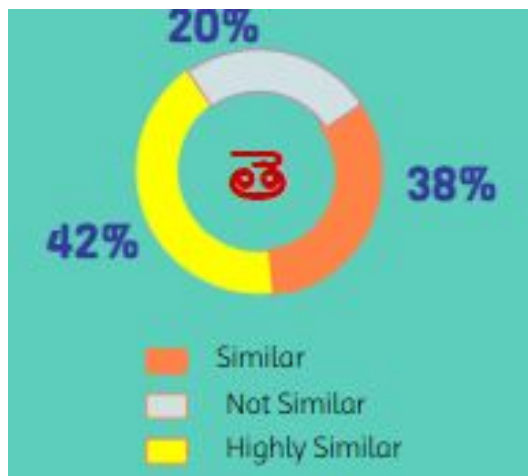
Distribution of Relatability and Qualification

We can see high relatability to this advertisement by people from teenagers and parents of teenagers. This shows the interest of target audience towards the ad.



Distribution of Relatability and Age

Aroky Milk

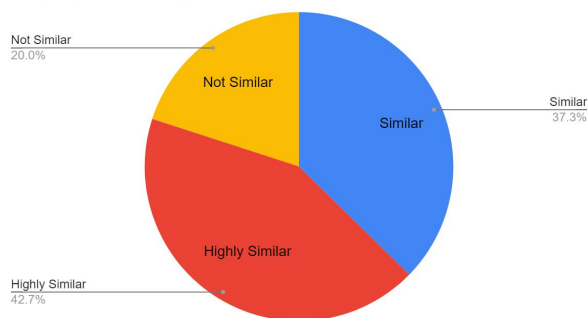


This ad is put up for the increment of the consumer for Aroky milk.

This ad basically shows how the milk is collected directly from the buffalos and then packaged after pasteurization with care and neatly. It also shows the love put into that milk by the farmers.

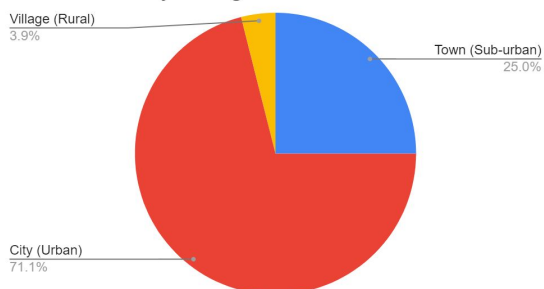
Since most the people who filled this form are of Andhra Pradesh or Telangana. The percentage of highly similar and similar are high. The most of the not similar is due to the people who filled the form.(like from other states).

language relatability



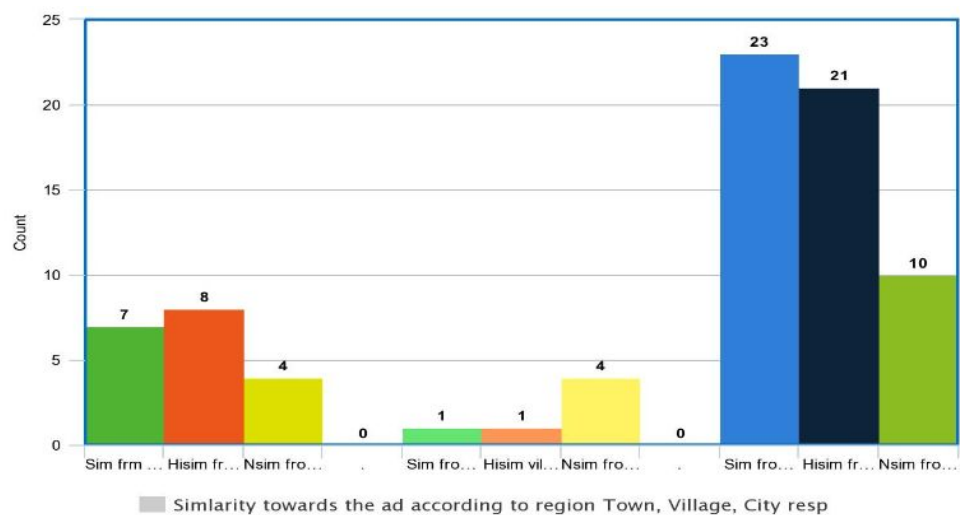
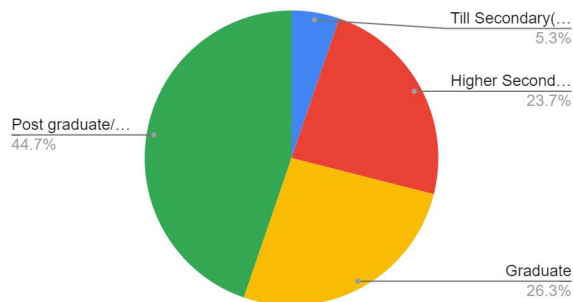
Most of the people are from cities use the packaged milk so the percentage the people using the milk city is max and in village is the least because most people in villages have cows or buffalos for farming or other reasons so they don't depend on packaged milk.

Count of Enter your region



Most of the people who filled the form this ad are of graduate or postgraduate because most of them start to live their own lives. Like living independently. So this is relatable to parents and early adults.

educational qualification:



Highcharts.com

As you can see from the above graph that the people from village have the most not similar percentage and for town it's avg and for city the not similar percentage is the least