

A Study of The Consumer Fatigue And Diminishing Brand Value Due To Over-Exposure With Reference To The Brand Airtel And Spotify

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Abstract

Over the past few years, it has become clearly visible that we all have access to far more content than we ever needed. With the rise in the use of social media and smartphones, a research says that Indians, on average spend 194 minutes on social media platforms which is almost 3 hours and 2 minutes, 46 minutes on online games, and 44 minutes on OTT platforms. Overexposure in terms of a brand means a brand doing excessive advertising and messaging or a brand that grows quickly. Overexposure as per the Oxford Dictionary means excessive exposure to a particular thing or excessive media coverage (1).

From a large brand like Apple to some small-scale startup located in a local part of the nation, every brand has 3 major facets.

1. Inform
2. Educate
3. Remind

Whilst the first 2 facets bring along new understandings of a particular brand, the 'remind' part is where the blunder begins. Most of the time brands, to stay relevant or to just be present in their target audience's minds bombards their messaging strategy. Although this was a brilliant strategy of the past, with the changing mindsets and advancing audience, over-exposure of a brand can do more harm than good.

This is where we get introduced to brand fatigue, which refers to excessive repetitiveness of the messaging strategy amongst the potential audience. In a time when brand messaging is constantly present on all media platforms, consumers are experiencing this phenomenon called brand fatigue. This research study discusses the complex dynamics of consumer fatigue, with a particular emphasis on brand overexposure with the reference of the brand Airtel and Spotify. The analysis looks at how a brand's impact can gradually decrease over time due to repeated exposure to its messaging.

This topic is selected as consumers are bombarded with advertisements and various marketing messages on various digital platforms such as Instagram, YouTube, Facebook, various online song-streaming platforms, and many online games. It is very evident that every brand wants to make itself more visible in the market so it creates more and more content, but if every time someone opens a platform and is exposed to a large quantity of content from a single brand it might get annoying.

Further, this study aims to throw light on the diminishing effects of over-exposure to a brand from the point of view of diverse respondents in the field. The results of this analysis are drawn using both; quantitative (survey) and qualitative (Interview & content analysis) methods which are inclined to add value and help all the learning individuals of marketing and its supporting fields.

Keywords – Consumer fatigue, Brand value, Brand overexposure, Brand fatigue

1: Introduction

From the bustling streets of Mumbai to the calm mountains of Kanyakumari, every brand thrives and paves a way to reach the top of the chain, but only some reach the top. According to Statista, after the Covid-19 pandemic, India has experienced a remarkable growth in media consumption digitally (2).

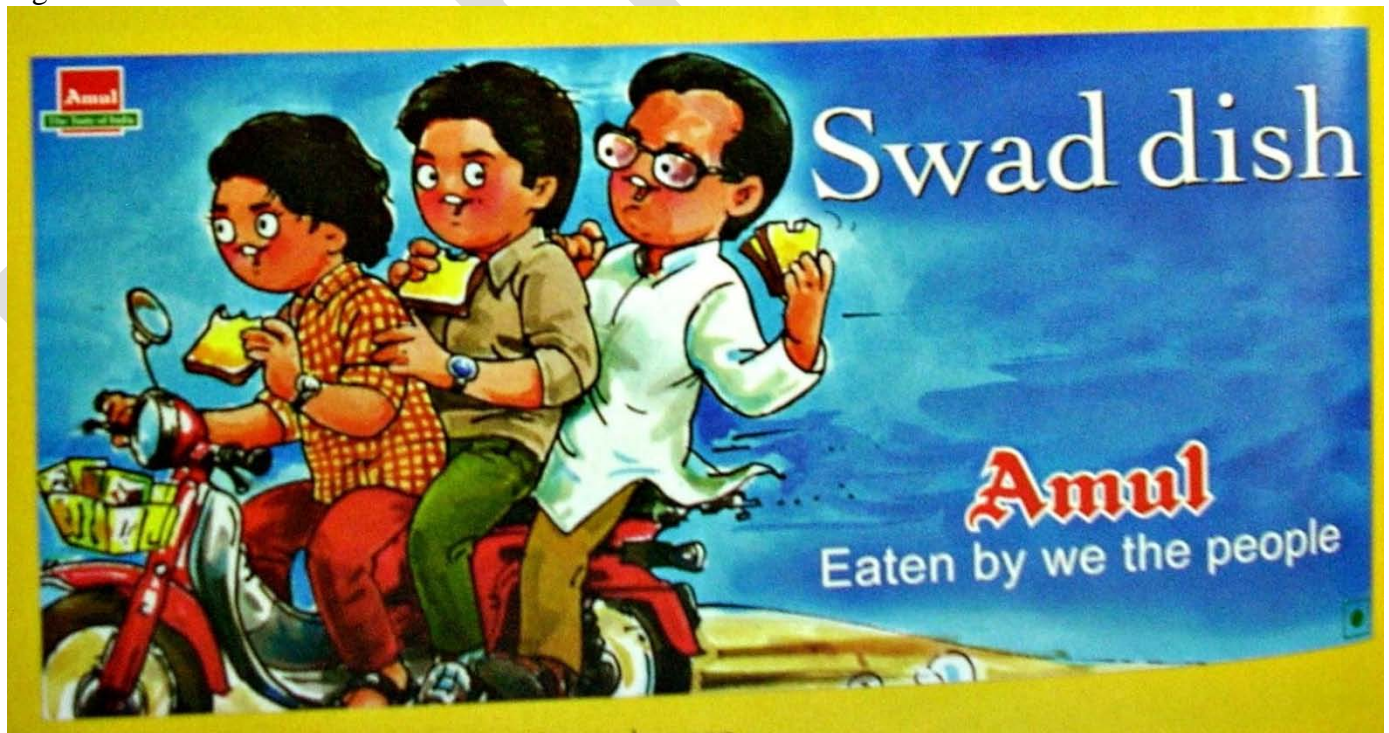
People started consuming more and more content on digital platforms by surfing on social media and streaming on platforms such as Amazon Prime Videos, Netflix, and digital newspapers. As the consumers shifted to digital platforms, even the brands focussed on targeting the consumers digitally. In the never-ending race of brands fighting to become the dominant one in the market, continuously make an effort to engage with their target audience through different channels of communication, be it traditional such as television, print and radio, or digital mediums such as social media and different applications. However, after a point, brands start to maximise their messaging strategies which are also known as Market saturation. The more the brand is exposed means more people will recognize the brand right? Isn't it good for the brand?

1.1 What is Brand Exposure?

Creating a brand is not just about making it look classy, premium, fancy, or affordable for its audience. It also involves presenting it in front of the world- where the process of brand exposure comes into the picture. For a brand, the first and foremost requirement is that people should know about it. Brand exposure means making sure that the brand is noticed, recognized, and seen by the consumers and their respective audiences. It covers both, intentional efforts taken by the brand and incidental exposure while consuming media.

Brand exposure as a concept focuses more on creating a strong brand presence in consumers' subconscious minds, which helps to grow brand equity, brand presence, and a good loyal customer base. Here, brand exposure and brand awareness are two different things and they go hand in hand. Brand exposure can be further defined as making a constant effort to make the brand visible and reaching out more to potential audiences and in fact other audiences too. On the other hand, brand awareness is the level of familiarity with the brand that the audience has. Building brand awareness is one of the goals of brand exposure.

Several examples highlight the connection between brand exposure and brand awareness. Taking the brand Amul as an example, it is a leading brand in the FMCG sector and it has utilised traditional and digital advertisements to increase its brand awareness.



Similarly, companies like Tata Group has leveraged sponsorships and partnerships with other brands to enhance their brand awareness. Organising events like the Tata Mumbai Marathon and partnering

with Starbucks Corporation has not only increased its brand exposure but also boosted its brand awareness in various segments.



1.2. How is a brand exposed?

In the realm of advertising and marketing, brand exposure is the amount of visibility a brand receives among its targeted audience. It includes various strategies used by brands to increase their brand visibility. Thus leading to an increase in brand recognition and brand recall among the customers.

In today's world where a number of products vie for the attention of consumers, it is very crucial to stand out and create a memorable and recognizable brand. Brand exposure encompasses touchpoints and interactions through which consumers come in contact with the brand, including both traditional and digital mediums.

Brands can be exposed to their audiences through different channels and by using different strategies such as:

I. Advertising:

A primary source for brands to achieve brand exposure through various strategies and mediums to reach their target audiences. Brands use a combination of traditional marketing, Social media marketing, and content marketing. Traditional mediums include print advertisements in newspapers and magazines, television commercials, billboards, and radio spots, which continue to be influential when it comes to brand exposure. These allow brands to reach a wider audience and spread their message through visuals and persuasive content.

As people shifted to digital mediums, brands started to interact on social media platforms, enabling them to know the consumer more personally. Brands use platforms such as Instagram, Facebook, LinkedIn, Snapchat, and Twitter to run interactive content, run targeted campaigns, and make meaningful connections with their audiences. Brands even create user-generated content to increase their brand exposure organically.

Content marketing means creating valuable, engaging, and informative content to retain a specific audience. Brands use blogs, videos, and podcasts and subtly infuse their brand's message into them, leading to driving traffic organically.

II. Public Relations:

It is the practice of managing communication between the brand and its target audience. PR helps by generating positive media coverage through press releases and pitching stories to

different magazines. They often collaborate with influencers and celebrities of their niche. PR can increase the credibility of the brand and ultimately bring in more business.

III. **Search Engine Optimization (SEO):**

It is one of the fundamental sources for brands to gain exposure, as it ensures the online presence of the brand is visible to consumers who are actively searching for relevant products or services. One of the main functions of SEO is to improve a brand's ranking on the search engine results for particular keywords related to the brand's niche. By optimising the website content with relevant keywords, brands can increase their chance of appearing higher in search results, ultimately leading to more website traffic.

SEO is all about improving user experience and that's why Google cares about web design, website speed, quality content, and friendliness on mobile. What the customers think about the brand is reflected in the brand image. Be it any business, the user experience will be formed around various aspects such as:

- **Useful** - Brands offering services and products that fulfil consumer needs and provide value are more likely to get positive exposure.
- **Usable** - Easy navigation is essential for optimising the usage of digital platforms. The design of the website should be simple and easy to navigate so that the consumers can efficiently accomplish any tasks without irritation.
- **Desirable** - Visual design plays a pivotal role in creating a positive user experience. Brands should invest in visually looking interfaces that should bring out positive emotions in the users, leading to an increase in brand recall.
- **Findable** - Easily discoverable content and products are important so that users can easily find what they are looking for exactly. Improved findability increases user engagement with the brand and encourages the user to look more into what the brand is offering.
- **Credible** - By providing legitimate content, secure transactions, and transparent policies, a brand builds trust among the users. Testimonials, reviews, and endorsements further increase the credibility of the brand which leads to an increase in user engagement and customer loyalty towards the brand.

IV. **Events and Sponsorships:**

A person, firm, or organisation that supports, vouches for, or helps fund another organisation, event, or project is basically known as a sponsor. Brands sponsor events such as sports events, festivals, and concerts to increase their brand visibility. By associating with high-profile events and sponsoring other events, brands can leverage the existing popularity and exposure of these platforms. The existing popularity helps to create a strong brand presence and increase brand recall. Additionally, sponsoring events provides brands with a unique opportunity to directly interact with their target audience through brand experiences and product demonstrations.

Also, brands can tap into the emotional side of the attendees, leveraging this to enhance brand loyalty. By sponsoring events that reverberate with the brand's target demographics, they can actually build meaningful connections and long-term loyal consumers. Several studies say that in India, 74% of customers stay loyal to a brand if they have an emotional connect with it (3).

Moreover, partnerships and gatherings enable companies to engage directly with their desired demographic. Offer them a chance to receive input. Supporting events offers companies the chance for hands-on marketing, where the participants can engage with the brand through experiences like showcasing products and services, engaging booths, and questionnaires that allow brands to acquire knowledge about consumer actions and preferences. A research says that around 89% of consumers feel that they are more connected to a brand after attending its experiential event (4).

V. Word of Mouth:

In the busy streets of India, where conversations travel through markets and neighbourhoods, word of mouth serves as the oldest form of marketing in Indian markets. In straightforward terms, word-of-mouth marketing is a promotional strategy that is done by consumers, based on their experiences with brands, to other people. Especially while making a heavy purchase decision, consumers reach out to other consumers. According to a report by Edelman in 2019, 63% of people trust what influencers say about the brand more than the brand itself (5).

Brands have started implementing a new marketing technique to enhance their credibility and sales. Seeded marketing has become a prominent technique in the market. While making huge investments in advertising, nowadays, brands encourage seed agents or influencers of micro level to discuss about the brand with their fellow friends and acquaintances to create buzz around the brand name. A research says that seeded marketing campaigns can increase the total sales of the brand by 18% throughout the campaign (6).

We live in a country that is known for its close-knit and diverse communities, individuals rely heavily on sharing experiences and seeking advice before purchasing decisions. According to Jonah Berger, a professor at the Wharton School of the University of Pennsylvania, there are six basic principles that drive word of mouth (7):

- **Social Currency** - People give recommendations if it increases their social status and makes them look more wealthier.
- **Trigger** - Recommendations are on the tip of the tongue of every other person. As soon as someone asks about a particular thing, everyone has their recommendations.
- **Emotion** - It is pretty normal that if someone cares about a thing, it is much more likely that they will talk about that.
- **Public** - As consumers look up to others for advice and recommendations, the more the brand is visible, the more word of mouth happens.
- **Practical Value** - Humans have always liked helping others, so the brands that offer more practical value to the consumer's life are likely to be recommended more.
- **Stories** - People love interesting stories and can memorise them easily. Hence they are shared with others.

Moreover, a study by Edelman says that 71% of Indians consider a person like themselves to be a more credible source of information about a particular brand (8).

1.3. Mediums of Brand Exposure

When it comes to increasing brand visibility, in India, using a range of platforms is very essential to connect with the country's extensive population. Traditional mediums such as radio, television, print, and outdoor advertising continue to play an important role in the Indian market. According to a survey done by Statista, 54% of urban Indians read newspapers daily (9), which clearly shows that newspapers maintain a steady readership in the country. Whereas television viewership in India has declined since 2020, it still is the largest media in the country reaching over 500 million households (10). However, the use of digital platforms is growing quickly driven by the increasing number of internet users in the nation.

In the changing world of promoting brands in India, brands are continuously exploring various mediums to reach their target audience more efficiently. From traditional mediums which are deeply rooted in the culture of India to the new digital era, there are a number of ways for a brand to gain brand visibility.

Traditional Mediums:

- **Television** - According to Statista, the revenue collected by television advertisements in the year 2023 was 297 billion Indian rupees (11). Television has been an important medium to gain brand exposure in India as it reaches millions of households across urban and rural regions. With a wide range of channels that are available to cater to a variety of audiences, brands utilize television advertisements to build extensive awareness for their products or services.
- **Print** - Print emerges as a most credible source of information for most customers, brands, and marketers. It offers a trustable platform for the companies to convey their message to the mass audience, of different languages and different regions as well. The revenue grossed by the print advertisements in the year 2023 was over 177 billion rupees (12).
- **Radio** - Despite the arrival of the digital mediums radio is the third-largest medium of advertising after television and social media in India. Radio has its base in rural areas and 2 and 3-tier cities. Radio commercials help the brand to connect on a personal level. Radio advertisements are said to be 20% more effective in brand exposure than other channels.
- **Outdoor Advertising** - Outdoor advertising consists of billboards, transit advertisements, and hoardings. The history of outdoor advertising in India is full of painted street walls and hand-painted banners since the old times. It is actively used by brands to address the target audience – visitors to shopping centres, metro stations, and all the highways with heavy traffic.

Digital Mediums:

- **Social Media** - Social media has developed at a rapid pace in India and has brought vast opportunities for brands to achieve higher reach and decent engagement. Due to the proliferation of smartphones and internet connectivity, social media platforms such as Instagram, Facebook, Twitter (X), and LinkedIn have become an essential aspect of brand promotion. Consumer engagement is assured by targeted advertisements, influencer marketing, and creating interactive content. As a result, brands can directly communicate with their audiences and enhance brand loyalty.
- **Search Engine Marketing** - Google, Microsoft Bing, and Yahoo are the leading search engines in India. SEM enables brands to place their ads each time a user searches using a relevant keyword. The digital industry has widely embraced pay-per-click (PPC) and search engine optimization (SEO) as channels through which more people can be reached and enhance brand visibility.
- **Paid Advertisements** - Paid advertisements allow brands to increase their brand visibility by showcasing their products and services to their niche audiences. According to a research, 63% of people click on the paid Google advertisement while they are searching for or buying a product online (13). Having more than 3.78 billion social media users all over the world, paid advertisements on Instagram, Facebook, and LinkedIn can increase brand exposure.

Digital mediums have grown rapidly in the world of advertising. According to the report of DataReportal, the digital population of India has broken last year's number and now is 751.5 million Internet users (14). The total revenue generated by digital advertising was valued at around 576 billion Indian rupees in the year 2023 (15).

1.4. Metrics Of Brand Exposure

In the digital world where every brand is working on enhancing its brand presence, measuring and understanding the KPIs (Key performance indicators) is very important. Also, understanding the metrics helps brands gauge their brand reach and impact on the audience. Tracking the metrics of brand exposure not only helps to find out if your efforts are working but also helps to find out which

efforts aren't working. From a website visit to a like on the social media post, these metrics reveal the reach of your brand and its influence.

- **Social Media Engagement:** While measuring social media engagement, metrics such as likes on social media posts, overall followers on the page, shares, positive and negative mentions, impressions, and comments on social media posts on platforms such as Instagram, Facebook, Twitter (X), and LinkedIn quantify the reach of the brand. With a total population of 1.4 billion and counting, India has become the second-largest country in terms of population. A report from Datareportal says that there are 462 million active Indian social media users **(16)**, highlighting the value of social media reach as a measure of brand exposure.
- **Website traffic:** Brand exposure is directly correlated with the volume of website traffic. Your digital property's visitor count can be determined by measuring them. There are different benchmarks to measure it, which include direct traffic, new and returning customers, page views, total time spent on the website, and bounce rate of the customers. A report from Ericsson Consumer Lab says that Indian users spend an average of 5.2 hours per day online on smartphones specifically **(17)**. Measuring website traffic in India according to geographical areas provides useful data and helps the brand understand the local brand exposure. Analyzing the referral traffic that comes from social media can help the brand understand what type of content is driving the audience to the website. For example, when a brand launches a product, higher website traffic following the launch indicates greater interest and awareness within the target market. Keeping an eye on traffic spikes during the launch phase indicates how well marketing efforts are working to draw the interest of the audience.
- **Search Engine Visibility:** According to a report, Google was by far the most used search engine in India, holding a market share of 98.11% **(18)**. The primary gateway to obtain information is through a search engine. Higher positions on search engine results pages (SERPs) are indicative of increased brand recognition. The frequency with which a brand's selected keywords show up in search engine result pages is known as keyword visibility, which is an important aspect as it helps a brand to get discovered by consumers while searching for related products and services. Similarly, branded keywords are the keywords that people use, who are actually looking for your brand by name.
- **Media Coverage:** The extent to which a brand's message is reaching the correct audience through various channels is demonstrated by media coverage. The brand must monitor every online media mention that it receives across the web. Such as backlinks, are online links pointing to other websites from one domain. These backlinks are valuable to Google since they indicate that you have been recommended by another website or brand.

How to Measure Brand Awareness

Brand awareness is how familiar people/an audience are with a brand.

While it's a broad concept, there are specific KPIs that can help you measure your brand awareness:

- 1 Brand mentions and share of voice (SOV)**
 - Overall brand mentions
 - Positive brand mentions
 - Negative brand mentions
 - SOV (how many mentions are you getting vs. your competitors)
- 2 Social media + relevance**
 - Post impressions
 - Total followers
 - Likes
 - Comments
 - Shares
 - Retweets
- 3 Web traffic**
 - Direct traffic
 - New and returning visitors
 - Pageviews
 - Time spent on website
 - Bounce rate
- 4 Search engine visibility**
 - Keyword visibility
 - Branded keywords
 - Branded organic traffic
 - Authority Score
- 5 Customer surveys and reviews**
 - Average star ratings on review sites
 - Survey results about brand recognition
 - Net Promoter Score (NPS)
- 6 Influencer impact**
 - Influencer post engagement
 - ROI from influencer campaign
 - Leads/website traffic attributed to influencer post
- 7 Media impressions**
 - Media mentions
 - Backlinks
 - No-follow vs follow backlinks

Helpful Tips

- ! Leverage influencers
- ! Embrace user-generated content
- ! Make use of public relations
- ! Monitor your competitors
- ! Make your brand memorable

1.5 Reference Brands - Airtel and Spotify

1. Airtel:



Founded by Sunil Bharti Mittal in 1995, Airtel was a small player in the initial times of the telecommunication industry. However, it quickly gained a large market share and established itself as a dominant peer with the help of smart marketing strategies and an avowed determination to offer reliable services to customers.

Airtel's marketing strategies have played a pivotal role in its success, creating a strong brand identity and encouraging consumer interaction. By using interesting and catchy jingles in the advertisements, Airtel effectively conveys its brand message of empowerment and smooth connectivity everywhere. In order to enhance its brand visibility and reach among the Indian audience, Airtel has leveraged almost every aspect of marketing be it partnerships, influencer marketing, or associating itself with popular events such as IPL (Indian Premier League).

Why Airtel?



From the researcher's point of view, the reference brand "Airtel" has surpassed the promotional aspect and is seen bombarding the primary and the extended audience. The researcher thinks that "Airtel" being a dominant player has bombarded advertisements across various platforms which may have helped the brand to boost visibility but eventually can lead to consumer fatigue. Also, one of their advertisements featuring a girl named 'Sasha Chettri' was telecasted so many times on television that it became annoying for the people and everyone started trolling her.

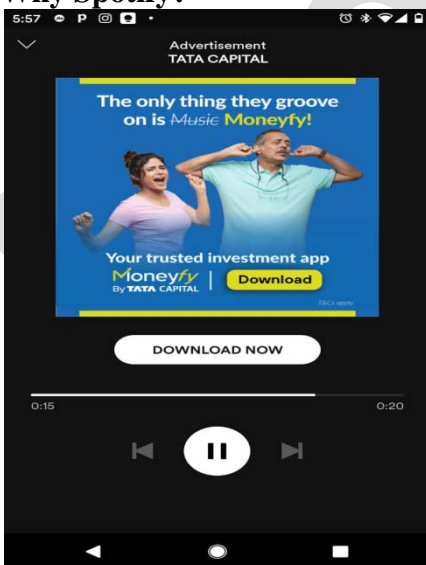
2. Spotify:



Adhering to the topic of this research, the researcher wants to select the brands that have been bombarding consumers with their advertisements. Spotify is the song-streaming platform that is associated with playing the most advertisements. Founded by Martin Lorentzon and Daniel Ek in 2006, according to Statista, Spotify is the biggest song-streaming platform in India with monthly active listeners of around 55 million (19) as the number of users has tripled in the past two years.

Having an innovative business model helped Spotify to capture a large part of the market. Offering both premium and free subscription options, Spotify attracted music enthusiasts worldwide. The app's interface is personalised as per the user's taste in music, providing the user with more options to explore their music genre. Advertisements that come between the songs are the source of revenue for those who choose the free membership.

Why Spotify?



In studying consumer fatigue and diminishing brand value due to overexposure, the researcher thinks that Spotify uses over-messaging to increase the sales of its premium version. According to a report, there were a total of 317 million active users who were using the free version of the app (20), and as per the app's policy, only the free subscription users get bombarded with advertisements between the songs.

The objective of the study:

In a nation that is diversified and has a dynamic market environment, consumer fatigue is a major worry for brands in an era marked by constantly getting exposed to advertisements and messages from different brands leading to information overload. To create strategies that appeal to discerning consumers, marketers must know the factors leading to consumer fatigue and how it is affecting the brand value. The research here tries to study consumer fatigue and diminishing brand value due to overexposure.

Some of the primary conclusions would include:

- Understanding the psychological and behavioural aspects of consumer fatigue.
- Understanding the impact of overexposure on the consumer's perception of the reference brands.
- Understanding the key factors causing consumer fatigue.
- To explore strategies to maintain brand relevance in the saturated market.
- To provide actionable suggestions to marketers to upgrade their strategies to avoid consumer fatigue.

Significance and scope of the study:

The current study aims to understand the correlation between the overexposure of a brand, diminishing brand value due to overexposure, and consumer fatigue. Does the bombardment of messages done by the brands lead to consumer fatigue is identified at the conclusive end of this research. Furthermore, the study focuses on understanding consumer fatigue and diminishing brand value due to overexposure with 2 reference brands chosen by the researcher, Airtel and Spotify, which are already large players in the market concerning the bombardment of advertisements.

The findings of this research will be beneficial for branding executives, aspiring marketers, and brand managers who aim to increase their brand visibility in the rapidly evolving market. Through beneficial agency cognizance and a brand survey, this research tries to provide an explication of consumer fatigue and overexposure affecting brand value.

2: Literature Review

2.1. Introduction:

In the domain name of advertising, marketing, and branding, there has been a great deal of conversation concerning the sensation of consumer fatigue and diminishing brand value due to overexposure. A legion of brand messages is constantly being shown to the consumers, causing saturation out there with increasingly more promotions as well as advertisements. A significant disadvantage of this is that consumers might become desensitised to these brand messages examining the efficacy of the strategies the brands are utilising. The previous section of the research study introduces the readers to the topic. The objective of this literature review is to analyse various aspects of consumer fatigue as well as just how the overexposure of a brand influences a brand's worth. The researcher has analysed a wide array of research papers, articles, books, and journals to obtain a comprehensive understanding of the topic being researched.

2.2. Reference Article:

Ad overload could pose steeper risk to brands than messages near inappropriate content.

Published by: Marketing Dive

Author: Peter Adams

Dated: March 16, 2021

- Overview

The article here, published by the “Marketing Dive”, concentrates on a considerable topic about consumers finding excessive advertising across television, social media, and the web which may be worsened after the pandemic as people spend more time on the internet. With the subject divided into sections, the author has attempted to provide thorough insights into the topic.

The author starts by stating that GWI (Global Web Index) and WARC’s research emphasizes that consumer resistance to excessive marketing is subsiding as a majority of people are exposed to advertising. The changing media intake patterns have made it difficult to address the issue of consumer fatigue and diminishing brand value due to the overexposure of the brand. Moreover, the article highlights how companies prefer brand safety to avoid their advertisements appearing next to harmful or controversial content. However, the majority of consumers find excessive advertisements a lot more aggravating rather than where they are placed, which means the brands are not in line with what their audience wants.

Further, it proclaims that the use of social media and mobile phones has enhanced drastically after the pandemic, as people look to stay updated and connected, opening a gate for marketers but it also has some drawbacks. Out of all the people surveyed, 21% of participants showed that advertisements on social media are customised contrasted with 14% who stated the same about the web and 9% who said the same about television advertisements, social media showed its strength as a marketing channel. A minority of 10% reported that the website advertisements are unforgettable, and the majority 32% stated the advertisements are shown excessively, 31% reported the advertisements are distracting and 27% intrusive. The study here backs up the problems that marketers will experience as third-party cookies become less reliable for targeting audiences online.

- Analysis

From the above study, the researcher has understood that the spike in the usage of social media and mobile phones has offered the marketing professionals for both chances and challenges. A considerable part of consumers stated that the advertisements are personalised turning social media into a reliable marketing platform. After evaluating the entire article, the researcher has conjectured two final key takeaway points:

- The consumers dislike overbearing of advertisements while the brands focus on brand safety and placing their advertisements in a safe place. A majority of consumers are concerned with the quantity rather than seeing an advertisement after or before controversial content.
- Advertisements on websites were mostly perceived as distracting, intrusive and excessive. As a lot of people are exposed to excessive brand messages, consumer resistance to extreme advertising is waning.

2.3. Reference Article:

The risk of over-exposure: how ad bombardment promotes consumer mistrust

Published by: WARC

Author: Mark Evans

Dated: March 04, 2019

- Overview

The article published by “WARC” aims to examine how bombarding advertisements are promoting consumer mistrust. The article talks about consumers being more aware of advertising than ever before. It has started being more outspoken about the companies and their advertisement campaigns as there is an abundance of platforms that allow consumers to express their opinions. Here brand security is an important aspect on which the customers and the agencies want clarity, and measurement as well as the control of these specific problems have been substantially enhanced. Only the issue left is of frequency, although other discussions have taken over it, the author states that over-serving of advertisements or bombarding them is one of the key drivers of mistrust. This has been strongly criticised in a 2019 research by the UK-based advertising think trust, Credos, which accomplished a considerable study to identify the key drivers of mistrust in advertising.

Further, the article delves into the point of “Wastage cost” as a KPI. There is a thin line between repeating a message to a customer to make sure it has been understood and repeating it till the point that it becomes obnoxious. Online retargeting is a great example of this as consumers find they are being “followed around the internet” by an item they have already purchased. People get annoyed because of the repetition of the advertisements, but it also costs money to cause even more unneeded damage to currently existing ones.

The author further explains the point that repetition is linked to ad avoidance and ad blocking. According to the above study of Credos, consumers often tend to link overexposure with the market overall instead of with individual brands. The participants made it fairly evident that advertisements have become intrusive as well as noisy in their lives. Even worse, the repetition of advertisements has been directly connected to avoiding advertisements and ad-blocking. Overexposure may be the solution for the short-term goals of a brand but may harm the consumer's perception of a particular brand.

- Analysis

From the above report, the researcher has an all-inclusive understanding of how the overexposure of brands is building mistrust among consumers. It highlights how consumers are speaking out more about advertisements as a result of the development of social media platforms and other channels. Brand safety and security are essential, also, the measures of monitoring and handling advertisement-related issues have been improved. After evaluating the entire article, the researcher has conjectured two final key takeaway points:

- “Wastage cost” as a KPI - Repeated advertisements can offer to enhance a message that a brand wants to convey, however, excessive repeating can be costly and wearisome to the consumers. Targeting consumers online is an example as advertisements comply with customers throughout the net. If the consumers experience abundant adverts, they may start avoiding or blocking the advertisements which itself is a drawback for the brand, resulting in a waste of money.
- The above point confirms that ad blocking and ad avoidance are connected with the repetition of adverts. Overexposure of a particular brand might be connected by consumers with the advertising industry as a whole instead of a specific brand. Advertisements may become intrusive and noisy in the lives of consumers due to overexposure which can harm the consumer's point of view of the advertisement as well as the brand that runs it.

2.4. Research Paper

A Critical Analysis of Advertising Bombardment in Today's World

Published by: IOSR Journal Of Humanities And Social Science (IOSR-JHSS)

Author: Samson Ademagba Samba

Dated: January 2013

E-ISSN: 2279-0837, P-ISSN: 2279-0845

- Overview

The following research is a critical analysis of the bombardment of brand messages in today's world. It states that advertising is a solid force that penetrates all media and also guidelines are needed to take care of the growing volume of commercials targeted at consumers. Advertising not only informs the consumers, it also promotes competition. Using mass media is the way to reach the targeted group of people. Signboards, indications, and websites are a few areas where consumers may find advertisements. Advertisers are trying to procure various other places as an outcome of the abundant advertisements reaching consumers and getting their attention. The research claims that the engine that drives the rest of the business world's success is advertising. And it has a delicate capability to get in touch with everyone staying in and employed in the modern-day globe.

The study states that in today's information-seeking world, consumers are overwhelmed by the wide array of advertisements wherever they go. Whether they are inside or travelling outside, people find themselves surrounded by notifications, commercial announcements, displays, posters, and different kinds of advertisements. The main purpose of advertising is to connect people looking for products, services, or ideas with those who provide these things. Advertisers apply various strategies and utilise varied approaches to make their advertisements stand out in this cluttered market, using tools right from traditional media like publications, radio and television to non-traditional systems like buying balloons and carts as well as human bodies.

Moriarty & Burnett (2006, p.564) define clutter of advertisements as the multitude of messages all competing to get consumer's attention. More precisely, they say that it is all the commercials people see on television, hear on radio, read in print, and come across in unexpected locations like footprints in the beach sand. For instance, according to Ginn (1995, p. 222), "In one high school, an Australian teenager gives his head on lease for advertising purposes, shaving an advertisement into his hair each week."

The research also provides some examples of how cluttered the market has become by listing some unexpected places where people see advertisements. It seems like advertisements are getting into every feasible location, according to Dominick (2002: 379). Below are the eight instances identified by him:

- Radio Shack purchased an advertising space on the side of a solar-powered rover which was scheduled to launch on the moon in 2003.
- Nigerian political leaders covered exclusive homes and also frameworks in their party colours on roadways that link big cities, as well as towns.
- Aeroplanes carrying banners fly over the crowd at major sports events.
- Massachusetts Institute of Technology's (MIT) media laboratory invented a leather jacket which has an ultra-thin screen on which advertisements play while the wearer walks around.

- Car owners in San Francisco get paid monthly by a company for painting advertisements on the sides of their cars.
- A couple in Pennsylvania sold advertising spaces on their invitation and thank-you notes, in order to raise money for their wedding.
- A company in Mexico paid to have its slogan painted on the sides of the cows who stood by the highway.
- In San Francisco, a Mexican restaurant offered a free lunch for a lifetime for people who tattooed their logo on a body part. 40 people accepted and did it.

The study further states that the bombardment and clutter of advertisements is a continuing challenge for marketers by citing various research papers. The world of advertising and marketing is inevitable and it certainly meets the need to stand apart. Advertising is diversified, it is a marketing tool, a business and a complicated area that incorporates several elements of social science and arts. The innovativeness of people in it surprises the consumers every time as people are constantly exposed to advertisements. To conclude, the study claims that advertisements are all over the place, right from big hoardings to a man's haircut, distressing people and using them for their favour, as well as offending consumers because of their intrusiveness. Several people get agitated and feel irritated because of the excessive and offensive advertising. Many of them simply ignore the advertisements by turning the pages to avoid them in print media, and for television, viewers can simply change the channels.

- Analysis

The following study has helped the researcher gain more knowledge on how people are exposed to excessive advertisements wherever they go, be it indoors or outdoors. The study highlights the need for guidelines to handle the increasing volume of advertisements exposed to consumers. After deliberately examining the above study, the researcher of the current study has understood that advertising not only offers to inform consumers but likewise cultivates competition among brands.

- Moriarty & Burnett's (2006) meaning of clutter of advertisements is, "They are a wide array of messages trying to get consumer's attention through different media channels". The study reveals exactly how advertisers will go to any extent to capture consumer's attention, by advertising in unconventional spaces. These consist of individuals offering spaces on their wedding invitations, political leaders painting the walls of houses in their party colours, and even advertisements on the solar-powered rover.
- The difficulties that advertisers have because of the clutter in the market is one more crucial factor that needs to be resolved. The research above cites a variety of studies to display how the increasing volume of advertisements is a continuous problem for advertisers. However, the excessive and intrusive nature of advertisements leads to consumer irritation and people start to avoid the adverts by turning pages of the newspapers or magazines or changing channels on television.

2.5. Reference Article

Ad saturation and over-targeting damaging people's trust in brands

Published by: Marketing Week
Author: Ellen Hammett

Dated: April 09, 2019

- Overview

The following article published by “Marketing Week” shares insights on brands facing problems due to overexposure and over-targeting. Brands are struggling to discover the ideal equilibrium between appropriate marketing and over-targeting, because of the proliferation of digital advertising, consumers are significantly experiencing feelings of annoyance and distrust towards advertisements that bewilder their online experience.

Brands might now target consumers' demographics and interests with their behaviours. This level of personalisation can enhance the involvement and relevancy of advertisements, but it additionally brings the risk of over-targeting. Consumers might feel irritation and intrusion if they feel their activities are being tracked and their personal information is being used for business purposes.

Moreover, advertisement fatigue and mistrust have been exacerbated by the bombardment of online advertisements. As consumers are exposed to large numbers of advertisements, they are more proficient at shutting out commercials which are not relevant and intrusive in nature. This scenario has made brands reassess their strategies as well as has led to a decline in the efficiency of online advertising campaigns.

According to new research from Kantar, 54% of UK consumers don't like being targeted based on their previous online activities, and 55% are completely disinterested towards marketing content. 11% of consumers state that they enjoy advertisements, however, 70% of consumers state that they are exposed to the same advertisements consistently.

Furthermore, to improve people's viewpoint on advertising, Unilever's outbound CMO, as well as head of state of the AA Keith Weed, mentioned at the ISBA yearly meeting that brands must reduce the bombardment of advertisements, excessive frequency and retargeting.

- Analysis

The problems that are faced by brands as an outcome of overexposure and over-targeting in digital advertising are reviewed in the above article published by “Marketing Week”. The challenge of finding an equilibrium between essential marketing and consumer fatigue is highlighted, particularly as digital advertising is expanding.

After analysing and thoroughly examining the above study, the researcher has taken two main key takeaway points:

- Excessive targeting has a negative impact on consumer's perception and trust in brands. While there is a thin line between relevancy and intrusion, advertisers can enhance the interaction of consumers by customising and making the advertisements more personalised based on the interests of consumers. If the consumer thinks their online activities are being tracked and their personal data is used for industrial gain, they may feel violated and agitated.
- Another significant point is the increased frequency of consumer scepticism and advertisement fatigue. The volume of advertisements is increasing and also consumers are improving at filtering obtrusive and irrelevant advertisements. This is triggering a decline in the effectiveness of digital marketing campaigns. This emphasises just how vital it is for companies to reassess their marketing plans and switch to a method that puts forward the demands of the consumers.

2.6. Reference Article

Ad bombardment: we all need to fix the pollution problem

Published by: The Media Leader

Author: Nick Manning

Dated: February 25, 2020

- Overview

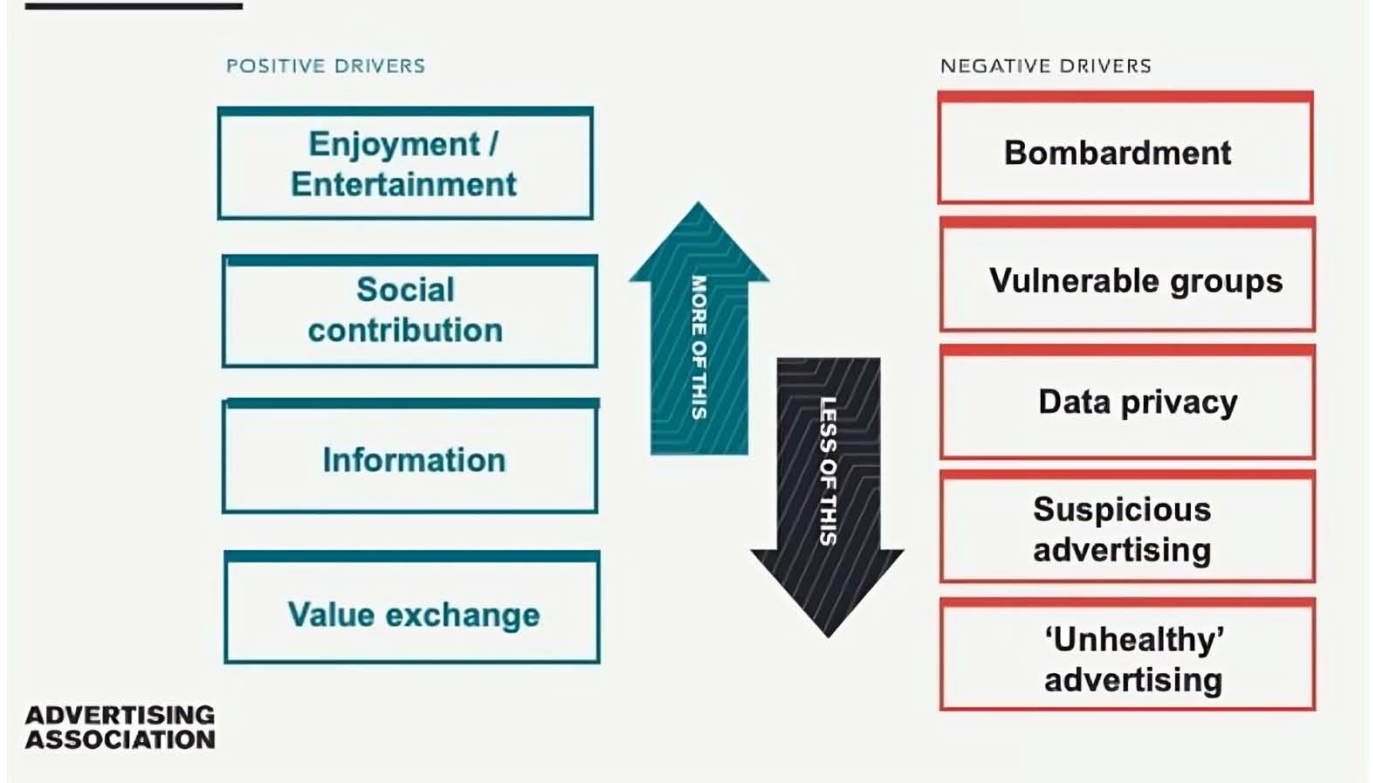
The following article published by “The Media Leader” shares insights on ad bombardment being the single biggest contributor to consumer fatigue. The author starts by saying that recognising the presence of the problem is the initial step to address it. The advertising sector has a long-running reputational concern that, if overlooked, can be an existential threat. Since the public trust in advertising has been fading away, companies need to find remedial action to decrease the bombardment of advertisements and focus on improving the user experience.

Research done by Credos on behalf of the Advertising Association shows that public opinion and favourability towards advertising have been decreasing for some time, having decreased by fifty per cent since the early 1990s. People’s trust in the advertising industry is less than in any kind of major industry and might get worse if not paid attention to. With the surge of membership services and ad blockers, avoiding advertisements and staying clear of them is less intricate than ever before. The author further discusses that every person can relate to the fact that the bombardment of advertisements is the key reason for public annoyance and loss of favourability, according to the study done by Credos. A vital source of irritation is the extreme marketing that permeates our media.

Even though global warming is a severe hazard to the planet, excessive advertising which is intrusive, irritating, meaningless, and irrelevant is harming the environment. The author states this can be compared to global warming. Advertisers should implement an approach that, brand by brand and company to company, minimises overexposure to advertisements by annihilating the extreme frequency.

Lastly, the author mentions that advertisers need to focus on how people perceive the brands from the target audience as well as beyond it and keep consumer experience as the main aspect of their methods. Ultimately, in the end, this results in effective advertising and the starting point of the industry’s environmental clean-up.

Key drivers of public trust in advertising - 2023



- Analysis

The article from “The Media Leader” has helped the researcher gain more knowledge on the significant issue of consumer fatigue produced by excessive advertising as well as how it influences the advertising industry. It stresses how important it is to address the issue in order to take appropriate action to fix it. The article states that it is not just the advertiser's job to improve the consumer experience but is a collective action that should be taken by the intermediaries also who are between the advertisers and agencies. After examining the article, it helped the researcher find substantial information.

- There's been a significant decrease in public opinion concerning advertising from the early 1990s with trust levels dropping by fifty per cent, according to a study done by Credos on the behalf of the Advertising Association. Companies ought to take appropriate actions in response to this decline in trust as it poses a significant risk to the advertising sector. This problem is aggravated by the widespread use of ad blockers and membership services which makes it very trouble-free for consumers to disregard advertisements. This decrease in confidence highlights how immediately the industry has to evaluate its procedures and cornerstone consumer experience to recover the public's trust.
- The trouble of global warming is contrasted with the overflow of advertisements, insisting that the intrusive, irrelevant, and meaningless adverts create ecological damage similar to the climate crisis. Reducing the frequency of commercials is one manner in which advertisers can control the exposure and quell the effect of it. Advertisers might boost the efficiency of their efforts as well as encourage a cleaner environment by placing the experience and the understanding of consumers initially.

2.7. Reference Article

Advertising Makes Us Unhappy

Published by: Harward Business Review

Author: Nicole Torres

Dated: January-February, 2020

- Overview

The article concentrates on how advertising affects human happiness. After studying human happiness for thirty years, the researchers recently shifted their motive to study national happiness and are discovering the possible effects of advertising on both individual and societal happiness. According to a study done by the University of Warwick, there is a link between exorbitant advertising expenses and reduced life satisfaction in European countries. Elements like social security, health and wellness, employment, close connections, and not being in mid-life, which is a crisis for some people, are the greatest aspects of human joy. The study emphasises how damaging advertising is to a person's gratification along with wellness. Advertisers claim that they are just giving information about exciting things and their motto is to only inform people, and by doing this they are boosting human wellness. But the counterclaim here is that excessive exposure of advertisements to people raises their expectations and develops a feeling of inadequateness in their very own lives about their achievements, experiences and belongings. The author claims that this study is in favour of the negative view and not the positive one. The author has answered several questions in the study which are mentioned below:

A. So ads make us want what we don't or can't have?

It's an old concept that one needs to take a look over his shoulder, either consciously or unconsciously, to examine how other individuals are doing in comparison to him so that he/she can decide how happy they are. Distressing about relative status is just in human nature. However, a wide range of studies has revealed that social comparisons might be mentally harmful and advertising persuades people to contrast themselves with others. The author states that in this study he doesn't claim that the dissatisfaction is coming from the comparison, he is just suspecting it with the appropriate data.

B. How do you know advertising is actually causing us to be unhappy? That this isn't correlational?

The author states that at first, they adjusted a wide array of variables that influence human happiness. Secondly, they analysed the growth and drops in advertising in a given year and showed that they anticipated the rise and fall in nationwide happiness in the ensuing year. Thirdly, the author carried out analytical examinations to verify the empirical links. Fourthly, people sometimes neglect the fact that causation requires some sort of correlation.

C. But doesn't this apply just to materialistic people? A lot of people understand that you can't buy happiness.

The author gives an example that some people will see an advertisement and would think that why men are buying a watch worth \$10,000 when they have a smartphone instead. The research shows that elements like close connections, wellness, work conditions, social security, and not remaining in midlife are among the largest influences on happiness. Although purchasing that watch might feel a

little happier, deep down there's a keeping-up-with-the-Joneses effect. The result is equilibrated when everyone purchases the exact same product. Since there is so much status to go around, advertising adds to the decline in social satisfaction.

D. This reminds me of how social media makes us miserable because we compare ourselves with influencers.

When users are inundated with images and videos of the perfect lives of influencers, it is natural for people to compare themselves which leads to feelings of inadequacy and lower self-esteem. For instance, a 2017 long-term research study came across a link between the usage of Facebook and decreased wellness among people.

E. How big is the negative effect of ads?

The research suggests that there would be a 3% decline in life satisfaction for every single increase in advertising investment. That is about half the decline in life satisfaction that a person would witness in a divorce. This shows that advertising has considerable impacts when compared to the bad events in the life of a person.

- Analysis

The article sheds light on how excessive advertising affects individual as well as societal happiness. The researcher gained knowledge about national happiness and its correlation with advertising.

- According to a study by the University of Warwick, the study identifies a link between high advertising prices and reduced life satisfaction in European countries. It highlights that elements like social connections, wellness, and job security are vital for human happiness. Excessive exposure to commercials can worsen these elements and can develop feelings of inadequacy and unhappiness. The study asserts that advertising promotes overemphasised expectations and a culture of comparing oneself to others which consequently leads to a decrease in individual and social happiness.
- Through the empirical evaluation, there is a 3% decline in life satisfaction for each increase in advertising investment. The study focuses on how advertising has a substantial influence on well-being and health on a par with consequential life events like divorce. The study highlights the need for policymakers and advertisers to re-evaluate the current marketing practices by offering adverts of actual health priority over profit-driven objectives.

3: Research Methodology

3.1. Overview

A statistical approach used in a research study to collect, assess and examine is described as a research study methodology. It includes all the strategies, methods as well as procedures utilized to effectively address the objectives of the research study. A clear methodology ensures that the study is conducted in a manner that guarantees the reliability and validity of the results. Key components of research methodology include research design, sampling method, data collection techniques, and data evaluation procedures. The selection of methodology is influenced by factors such as data requirements, resource availability and the nature of the study itself. Common methodologies include

qualitative, quantitative and mixed-method methodologies. A thorough method is needed to produce genuine research outcomes and contribute to expanding knowledge in the field.

3.2. Mixed Methodology:

After an extensive evaluation of secondary data accessible on the internet as well as with various other credible sources, the researcher perceived that there is a wide array of brands that run their advertisements to capture the attention of the people however end up having an unfavourable impact on the consumer's perception towards the brand. With this perspective, the researcher explores acquiring primary data that helps comprehend the implications of excessive advertisements on consumers. To delve deeper into the phenomenon of the consumer fatigue and diminishing brand value due to overexposure, the researcher has opted to utilise the 'Mixed methodology' to obtain a detailed understanding of the topic. This approach amalgamates quantitative and qualitative approaches. Here, the researcher has used the mixed methodology where the final results are based on the combination of surveys and interviews. The researcher has done this by using the two reference brands: Airtel and Spotify.

The qualitative method includes an interview to collect the primary data conducted with a marketing professional specialising in branding and consumer behaviour. The interview aimed to explore the fundamental causes and other attributes causing consumer fatigue and declining brand value. The researcher selected the interviewee by using the purposive sampling method to get an in-depth understanding of the topic. The researcher conducted a structured interview with predetermined questions but the questions were more open-ended so that the interviewee could provide detailed insights about the research topic. Even though interviews offer a wide range of qualitative insights, there are some limitations too. One drawback is that it lacks generalisation and can introduce bias as the insights gained may be affected by the participant's subjective point of view and experiences. Therefore, completely relying on the qualitative approach is not satisfactory. The researcher feels that without any numerical data, the viewpoint of the participant is not reliable which can hamper the final outcomes of the study.

The quantitative approach includes a digital survey that has been distributed to gather viewpoints on the topic of consumer fatigue and declining brand value due to overexposure from a larger population across various demographics. The survey included a structured set of questions focusing on the levels of consumer fatigue, brand perception of the people, and determining important facets affecting the consumer's behaviour. The researcher might get a holistic understanding and could produce numerical conclusions by gathering statistical data from a representative sample. The researcher has used the convenience sampling method and purposive sampling method to distribute the survey to the people who meet the criteria of the research topic. The researcher feels that the research study can be more specific and the statistical data can be used to back up the insights provided by the interviewee in the qualitative approach. The researcher feels that, despite the benefits of the surveys reaching a larger population, one major drawback is that the respondents may provide unreliable or socially desirable answers which may lead to bias.

Rationale Behind Mixed Methodology:

- A comprehensive understanding of consumer fatigue and diminishing brand value due to overexposure can be acquired by combining quantitative and qualitative methods.
- The researcher has tried to enhance the reliability and credibility of the research study by using both methods for cross-referencing.

- Surveys offer a wide range of quantitative data, while interviews provide expert and personal views related to the topic.
- Combining both approaches offers actionable insights for brands and marketers to minimise consumer fatigue and enhance the brand's worth.

3.3. Purposive and Convenience Sampling Method:

To get a detailed and clear understanding of the topic, the researcher has conducted surveys and an interview to collect the primary data. The researcher has used convenience and purposive sampling methods to gather the data from both experts and a varied range of consumers.

Purposive sampling method was used to choose the interviewee as the interviewee was an expert with a certain understanding of consumer behaviour and branding. By utilising this method, the researcher recognised the feasible resources for insightful information concerning the topic of the research. This sampling method allowed the researcher to target a professional who fits the criteria of having expertise in branding and consumer behaviour so that the final results fulfil the objectives. By selecting a professional with appropriate experience as well as know-how, the researcher intended to gather qualitative insights that would improve the understanding of consumer fatigue and also its effect on brand value.

The convenience sampling approach was utilized to recruit participants for the study. This technique includes choosing individuals based on their availability and accessibility. By utilizing existing networks as well as internet platforms, the researcher connected to a larger audience to accumulate information concerning their understanding, behaviours and assumptions worrying about overexposure and also customer fatigue.

3.4. Data Collection Tools in The Research:

For the study, the researcher has used two main data collection tools: surveys and interviews.

A. Survey:

A structured digital survey was conducted with pre-defined questions to gather information from a wide population to discover consumer's understanding, habits, as well as mindsets related to the topic. The respondents were asked to answer questions on subjects such as frequency of exposure to adverts, feelings of fatigue towards the reference brands, brand awareness, and the probability of engaging with the reference brands.

Rationale Behind Survey:

- Reach - Surveys allow the researcher to collect data from a wider audience from different demographics and various perspectives of the people about the research topic.
- Numerical Data - Surveys provide measurable data that can be analysed numerically which helps the researcher understand the patterns, trends and relationship between consumer fatigue and overexposure to brands.
- Effective - Surveys are a quick and effective method to collect data from a large audience, making it feasible to gather understandings from a variety of participants in a short span of time.

- Impartiality - Each respondent answers the same set of questions, this helps to reduce bias and make sure that the answers are based on objective responses.

B. Interview:

An interview was conducted with a professional specialising in consumer behaviour and branding. The interviewee was chosen upon their experience and expertise in the field related to the research topic. The main aim of the interview was to uncover the characteristics of consumer fatigue and also its implications on brand value. The interview was structured and aimed at asking questions to the professional like what causes overexposure, do people get tired of seeing excessive advertisements, and how brands can deal with it. The interview was performed to get a holistic view of an expert related to the research topic.

Rationale Behind Interview:

- Professional Insights - Interviews can help the researcher to chat directly with the person who has the appropriate knowledge about the research topic. This helps to obtain exclusive insights which might not be obtained somewhere else.
- Detailed Understanding - Interviews are more detailed than surveys. The interviewee answers more open-ended questions which leads to a better understanding of the topic.
- Personal Viewpoint - Interviews allow the interviewee to put forward their personal opinions with real-life examples on the topic.
- Personalised Questions - The researcher can ask tailored questions to the interviewee to gain deeper insights about a specific topic.

Chapter 4: Content Analysis

4.1. Overview

Within the dynamic realm of modern media, consumer fatigue is a refined sensation that exists in the busy world of modern-day media, where every brand focuses on the cacophony of promotions and advertisements. The strategies used by marketing professionals to capture the focus of consumers are constantly developing with the digital landscape. Nonetheless, this continuous chase usually causes overexposure which unintentionally reduces the brand's worth in the eyes of the target audience it means to attract. In order to recognise the impacts of overexposure on customer fatigue as well as decreasing brand value, the primary information for this research study was via a multifaceted technique, including surveys and an interview. The researcher was able to record the complex viewpoints and experiences of consumers of diverse demographics by using both qualitative and quantitative methods. The researcher aims to explain the sampling approaches used to gather the primary data i.e. surveys and an interview, specifying their use in uncovering insights into consumer fatigue and brand value.

A variety of structured questions are included in the surveys to capture the subtleties of consumer sentiments about the reference brands; Airtel and Spotify. Respondents are asked to rate their agreement with the frequency of the exposure, brand value, and perceived value. This chapter offers a comprehensive description and connection between consumer fatigue and declining brand value in the context of the reference brands chosen by the researcher. Moreover, the in-depth interview conducted with an expert in the industry helped the researcher to record the subjective experiences

and understanding also it provided a detailed picture of how continuous exposure to advertisements influences the mindset, choices, and behaviours of consumers.

The reference brands are an excellent depiction of the typical problems that brands run into with too much exposure. Both Spotify and Airtel with the tough balancing act of continuing to be pertinent without catching client fatigue despite being well-known brands.

Through a sensible blend of both methods i.e. qualitative and quantitative methods, the research study attempts to light up the detailed interplay between consumer perception, brand saturation, and market characteristics. By extensive evaluation of the data, the researcher will draw conclusive solutions backed up by both contextual and statistical data. By concentrating on Spotify and Airtel as the reference brands, the study intends to offer actionable insights for marketers and brands seeking to browse the world of brand visibility in a progressively chaotic media landscape.

4.2. Participants and Respondents

4.2.1 Survey

The researcher distributed a digital survey form to accumulate first-hand viewpoints of people of diverse demographics. By using convenience sampling, the researcher has gathered the opinions of 83 respondents. The survey consisted of questions on how frequently participants saw advertisements of Airtel and Spotify, how the respondents felt about them, and other related subjects. There was no age limit set by the researcher so every individual who filled the survey is considered as a participant. The researcher aims to determine patterns and trends that reveal how overexposure impacts consumer beliefs and brand equity.

Total number of participants:	83
No. of male participants:	50
No. of female participants:	33

4.2.2 Interview

The researcher conducted an interview with an industry professional specialising in branding and understanding consumer behaviour. The expert shared an understanding of the challenges that brands face due to overexposure. The interviewee fits the requirement, was relevant to the research topic and was selected through the purposive sampling approach, adding to a comprehensive understanding of the subject.

Total interviews conducted: 1

4.3 Interview Findings:

Name: Atharva Dabhane

Company: Kamchukarr & I'm Creative
Designation: Founder/ Director
Experience: 8+ years

Question 1

- What changes have you noticed in how tired Indian consumers feel about seeing too many ads lately?
- “ Indian consumers are too tired of seeing the same advertisements again and again, and these repetitive advertisements have created a monopolistic behaviour in the market which also has affected the Indian consumers in all the ways like people are losing interest in a specific brand due to so many advertisements and are often confused about which brand to choose. It is like listening to the same song on repeat, it starts to lose its magic after a point of time also a large number of advertisements are like you in a market and everybody is screaming to get your attention which irritates a person.”

Question 2

- What makes Indian consumers feel fed up with ads? Is it because there are too many ads, they keep seeing the same ones, or because some ads feel like they are invading their space?
- “ As all the advertisements have been too repetitive and there are too many advertisements which lead to creating an instructive attitude towards the consumer. By this, the consumer feels that they are being dominated by someone to purchase the product or getting a service which also affects their mindset and also their perception towards the brands. Hence, I think we should reduce the number of advertisements as the advertisements are invading the personal space of the consumers and are affecting their mindsets as well.”

Question 3

- How do you think seeing too many ads affects what people think about brands in India?
- “ What I feel is all these recurring and repetitive advertisements, people have started doubting the brands firstly, also they don't have a focussed mindset towards the brand. They are not able to understand which brand has the potential quality products or services and which doesn't. Because of these excessive advertisements people are becoming confused related to the brands.”

Question 4

- Which industries or sectors in India do you believe are most vulnerable to consumer fatigue and declining brand value from overexposure, and why?
- “ The most vulnerable sectors in the industry are e-commerce I suppose. Being from an FMCG background, my marketing agency is also from FMCG, so I think FMCG is one of the sectors and the telecommunication industry. They are at a high risk due to heavy advertisement and they are going to get overexposed due to the excessive advertisements.”

Question 5

- What strategies have you seen work well to stop people from getting tired of ads and keep them interested in brands, even when there are loads of ads everywhere in India?

- “ Advertisements can be improved as there are too many advertisements in the market already so, some things that we can do to make them interesting is personalisation, this helps to target the audience which the brands need. For example, I work with a brand called ‘Mi Hi Koli’, so if I have to advertise their product then I’ll start designing the advertisements in a way that will attract malvani and koli people which also conveys the message that this restaurant is specialised in malvani and koli cuisine and is made for malvani and koli people. Also, the advertisement should be interactive so that people can interact with the brand and the most basic thing is every advertisement has to be creative to keep the consumer interested in brands. So three things to keep the brand interesting and advertising about it in this cluttered market are personalisation, interactiveness and creativity.”

Question 6

- How do the differences in culture and where people live in India affect how they feel about seeing too many ads? Can you give an example?
- “ Yes, different regions and different cultures will react to advertisements differently. For example, there is one famous advertisement in Maharashtra of the brand ‘Moti Sabun’ with the tagline ‘Utha Utha Diwali Aali’. This advertisement is only meant for Maharashtra and we cannot show this advertisement to other states as this will not make sense to people because it is connected to the nostalgia of Maharashtrians. So, every region of India has different reactions to the advertisements. For example, the advertisements of ‘Patanjali’ or any other local ayurvedic brand will not work in abroad as people will not relate to it.”

Question 7

- Can you tell me about any Indian brands that have done a good job of keeping people interested in them, even though there are lots of ads around?
- “ There are brands like Amul, Cadbury and Fevicol which have their creative stories. Their advertisements have done a very good job in the market and provided very beautiful advertisements. One more example is Parle-G, the girl character of Parle-G and Amul have become their brand faces and these brands use them to create very engaging advertisements. Fevicol has very Indianised stories that people in India related very much. So these are the brands I feel have kept the consumers or the people interested in them. They are not simply offering products, they’re selling stories that catch our hearts and make us feel attached.”

Question 8

- How do things like new technology and people using ad-blocking tools or switching to platforms without ads affect how tired people get of ads and what they think of brands in India?
- “ Switching platforms has made everything harder for the advertisers, for the brands, and for the consumer, everyone. At the same time, there are some new technologies which are affecting advertisers and brands a lot. Ad-blocking tools are affecting the businesses of the advertisers but there will be ways in future which can help to overcome and we can reach our consumers. Despite these difficulties, people are currently working with options and also we’re confident regarding discovering brand-new means to get in touch with our consumers. With creativity as well as technology, we’re positive in browsing with these adjustments and also arising more powerful than in the past”

Question 9

- Do you think it is important for brands to be fair and honest in their ads to stop people from getting tired of them? If yes, why?
- “ Building trust is very important, as I know, brands should be fair and they should be honest with the consumers as it helps them to maintain a very strong relation with the consumer. This bond will help the brand to increase the re-purchasing of the product or the services as well as consumers to consume or use a genuine good quality product. At the same time, the whole thing will prevent consumer fatigue. It's like building a relationship, when you rely on somebody, you're most likely to stick to them. Also, that's what brands aim to be somebody customers can rely upon, much like a relied-on good friend.”

Question 10

- What do you think will be the biggest problems and opportunities for brands and advertisers in India as they try to stop people from getting tired of their ads and keep them interested in their brands, with people's media habits changing?
- “ There are many challenges such as ad-blocking, which I feel the technology will keep on advancing every time but with the advancing technology, we advertisers also have to advance and view opportunities. For example, what if Amazon Prime started showing ads in the middle of their series, maybe at this moment to remove those advertisements they'll provide a premium subscription without the ads. This problem can be tackled by advertising the product in a particular scene in the series itself. Suppose, taking the example of Nescafe, maybe we can add a scene in the series where the protagonist or the antagonist is drinking a coffee from Nescafe, ultimately people will notice it and our goal will be achieved. There will be some or the other problem in the market but we can always find some opportunities to fight it.”

Conclusion:

From the interview, the researcher gained a comprehensive understanding of the sentiments and behaviours of consumers and how excessive advertisements affect consumer's perception towards the brand. Via the lens of numerous perspectives given by the industry professional, there are some essential understandings that arise:

- Indian consumers are overwhelmed by the excessive bombardment of advertising from everywhere. The expert says that it is similar to listening to the same song over and over again. Bombardment of advertisements is annoying but also makes the consumer unsure and sceptical about which brand to trust and choose. The repetition of adverts on every platform has led to a sense of saturation. Excessive bombardment of advertisements creates a sense of monotony among the consumers which affects the brand value, causing consumers to ignore the advertisements. Brands need to understand this consumer tiredness as the old advertising methods are outdated and the advertisers should come up with new interesting ideas and approaches to reach out to the targeted consumers.
- Indian consumers feel that the advertisements are invading their personal space everywhere, be it online or offline. The advertisements are becoming intrusive and consumers feel that they are being forced to buy a product or a service instead of purchasing it out of need or want. To avoid intrusiveness in advertisements, there are three vital tools to fight consumer fatigue: personalisation of the advertisements, creativity, and interactiveness. This means creating advertisements that are personalised and convey the message directly to the target audience, adding elements that can engage the audience, and having a creative narration and presentation. Amul, Cadbury, and Fevicol are some brands that have outshined in this approach, highlighting the power of creative narration and emotional connection that can keep

consumers interested in the cluttered market. By comprehending what reverberates with their target audience and by using these elements in the advertisements, brands can cultivate long-lasting relationships with the consumers which will help the brand in the future.

- The dynamics of the market have changed and people have already started using ad-blocking tools to avoid advertisements. However, this offers both challenges and opportunities for marketers. As ad-blocking tools present a danger to traditional marketing styles, they allow marketers to innovate and find new opportunities to reach out to their desired target group of people. The industry expert mentioned in the interview a technique to advertise Nescafe, instead of showing advertisements in an old traditioned way, the product of the brand can be incorporated into a scene of a movie or series itself. Advertisers can find fresh ways and use innovative methods to prevent consumer fatigue plus catch consumers' interest in non-traditional methods.

To conclude, consumer fatigue in the Indian advertising industry provides both challenges and opportunities for brands and advertisers to attract consumers. By recognising the damaging results of repetitive and intrusive advertisements, brands can rotate in the direction of strategies that focus on credibility, creativity, and engagement. In a progressing media market where modern technology interrupts the conventional methods of advertising, brands need to prioritise consumer preferences and innovate to stay relevant in the market.

4.4. Survey Findings:

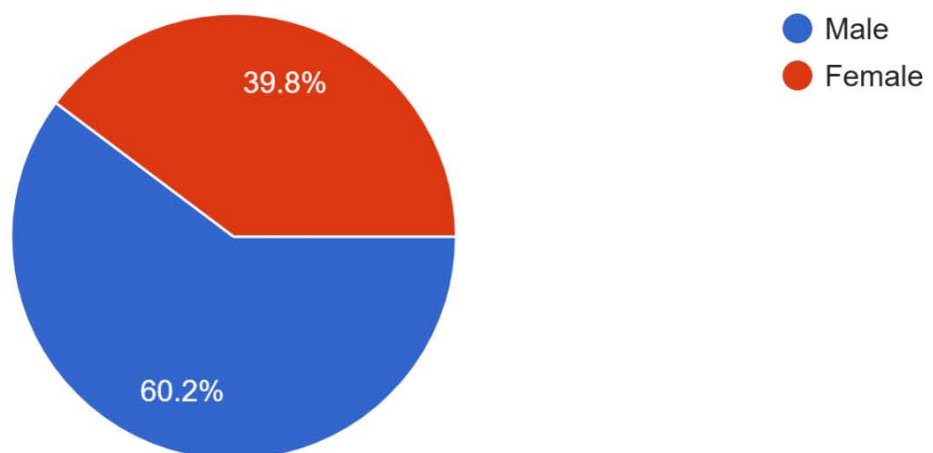
Total number of respondents - 83

Question 1:

- Gender:

Gender

83 responses



- Analysis

The pie chart shows the classification of the genders who participated in a survey conducted

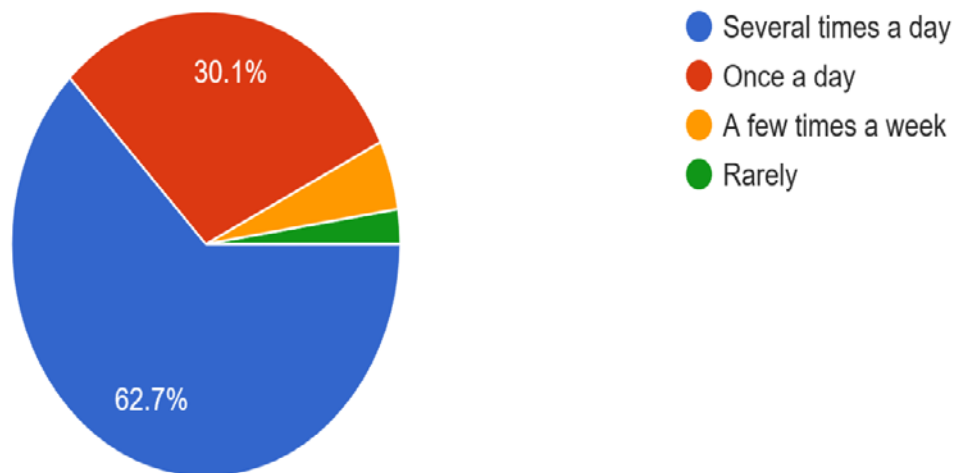
on the topic of consumer fatigue and declining brand value due to overexposure concerning 2 brands: Spotify and Airtel. It is noticeable that men comprise a bigger part 60.2% and women comprise 39.8%. To be specific, the count of male respondents is 50 and female respondents is 33. To draw precise conclusions regarding consumer behaviour, it is necessary to understand such demographic diffusion.

Question 2:

- How frequently do you encounter advertisements or promotional content from Spotify?

How frequently do you encounter advertisements or promotional content from Spotify?

83 responses



- Analysis

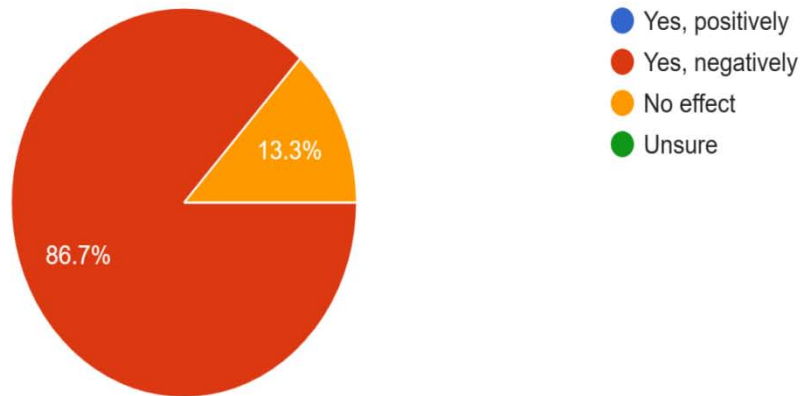
To get a brief understanding of the brand visibility of Spotify among the people, the researcher imposed a question about how frequently people come across advertisements from Spotify. The bulk, 62.7% of respondents reported that they encounter the advertisements several times a day. This shows that Spotify's marketing strategies are reaching out to a huge number of people in a day. 30.1% of respondents reported that they encounter the advertisements once a day, showing that a considerable part of the audience sees the advertisements daily. A smaller size of the audience reported they encounter the advertisements a few times a week i.e. 4.8% and the least 2.4% encounter them rarely. This definitely shows that the brand is acknowledged by a huge group of people and the marketing strategies are working for their brand visibility.

Question 3:

- In your opinion, has the frequency of exposure to Spotify's advertisements affected your perception of the brand?

In your opinion, has the frequency of exposure to Spotify's advertisements affected your perception of the brand?

83 responses



- Analysis

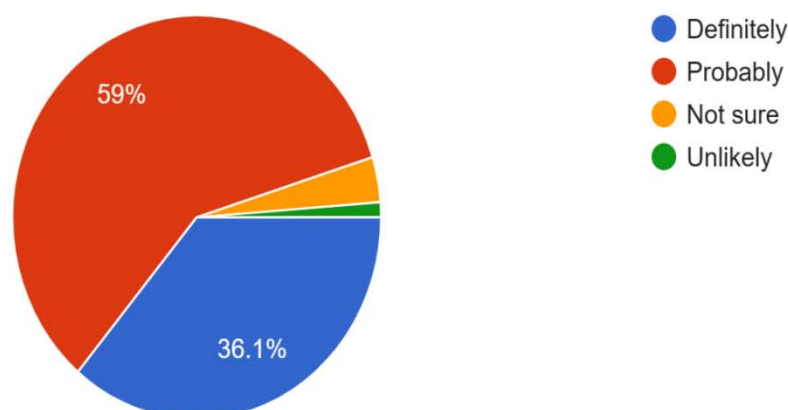
The researcher wanted to know how the frequency of advertisements from Spotify affected how people perceived the brand. A large number of 86.7% of participants indicated a negative effect on their perception, while 13.3% of participants reported no effect. This highlights a noticeable fact that a considerable part of respondents perceive Spotify's advertising negatively which is not good for the brand. This recommends a concern to Spotify regarding their frequency of advertisements. This negative impact might demonstrate that the current advertisements may be perceived as intrusive and possibly result in consumer fatigue. On the other hand, the minority report that there is no effect of the current advertising regularity.

Question 4:

- Would you consider exploring alternative brands if you feel overwhelmed by the frequency of Spotify's advertisements?

Would you consider exploring alternative brands if you feel overwhelmed by the frequency of Spotify's advertisements?

83 responses



- Analysis

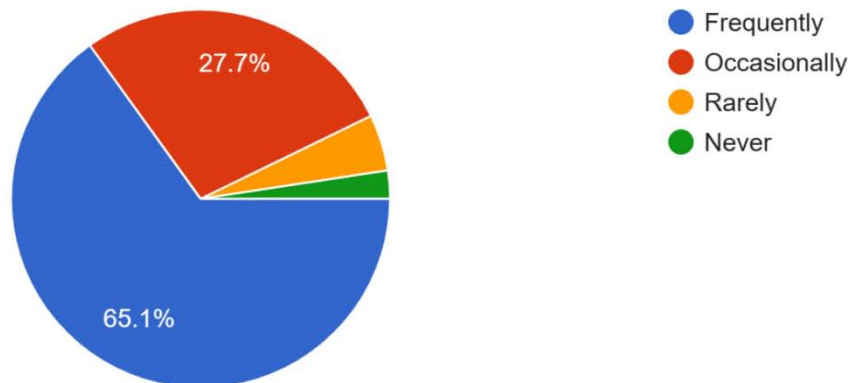
The pie chart shows participants who will think about exploring various other brands if they feel overwhelmed by the advertisements on Spotify. 59% of the participants reported that they would probably explore other brands. 36.1% of individuals reported that they would definitely explore other alternative brands if exposed to extreme ads. 3.6% revealed uncertainty by opting for the option 'not sure' and the least 1.2% reported that they are unlikely to check other brands. These searchings indicate that there is a determination in people to look for other alternative brands, there is a minority of people who will stay faithful to Spotify instead of the advertisement saturation and the frequency. The graph highlights the possible effects of excessive advertising on consumer behaviour and also the value of managing the frequency of advertisements to preserve consumers.

Question 5:

- Have you ever felt a sense of fatigue or annoyance due to the repetitive nature of Spotify's advertisements?

Have you ever felt a sense of fatigue or annoyance due to the repetitive nature of Spotify's advertisements?

83 responses



- Analysis

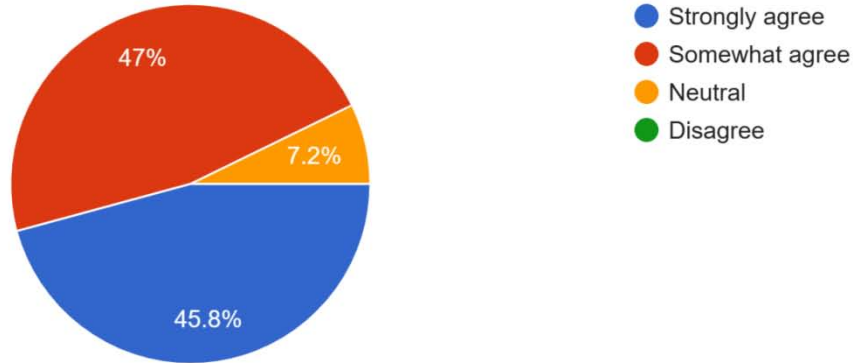
With the above question, the researcher aimed to understand that do people ever felt irritated due to the excessive and repetitive nature of the advertisement of Spotify. A large group of respondents i.e. 65.1% reported that they frequently feel irritated and annoyed because of the repetitive advertisements, this shows that a considerable amount of people don't like repetitive advertisements. 27.7% of respondents revealed that they occasionally felt a sense of fatigue. 4.8% of participants reported that they rarely feel any kind of irritation and the least 2.4% claimed that there's no sense of fatigue or annoyance because of the repetitiveness. Analysing the graph says that a huge amount of people feel irritated and the brand should work on its advertising and marketing strategies to enhance consumer experience and their perception towards the brand.

Question 6:

- Do you think the over-exposure of Spotify's advertisements has led to a decline in its uniqueness or differentiation in the market?

Do you think the over-exposure of Spotify's advertisements has led to a decline in its uniqueness or differentiation in the market?

83 responses



- Analysis

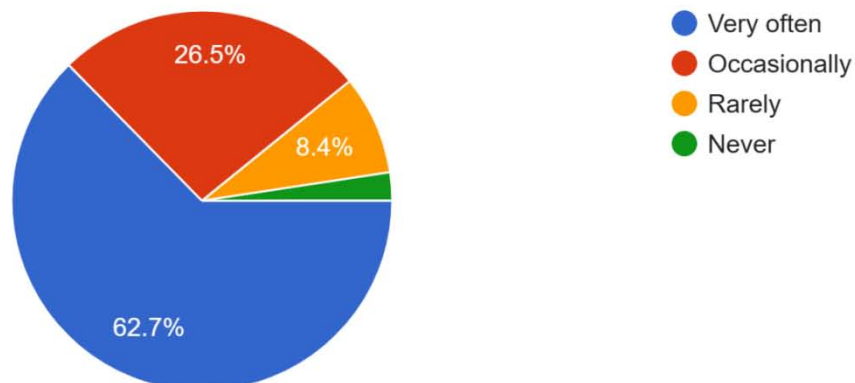
By imposing this question, the researcher aimed to gain a comprehensive idea regarding declining brand value due to overexposure in reference to Spotify. The pie chart portrays the responses about the advertisements of Spotify affecting its uniqueness. A majority of participants i.e. 47%, have somewhat agreed that Spotify's overexposure has led to a decline in its individuality. 45.8% of respondents strongly agree with the idea. However, a smaller group i.e. 7.2% of participants continue to be neutral. These actions suggest a substantial problem among the people concerning the excessive flow of advertisements by Spotify and its possible influence on the brand's uniqueness. Generally, the data from the pie chart recommends a substantial part of people correlate the decline in Spotify's originality and its excessive advertising.

Question 7:

- How often do you find yourself skipping or avoiding content that features Spotify due to its over-exposure?

How often do you find yourself skipping or avoiding content that features Spotify due to its over-exposure?

83 responses



- Analysis

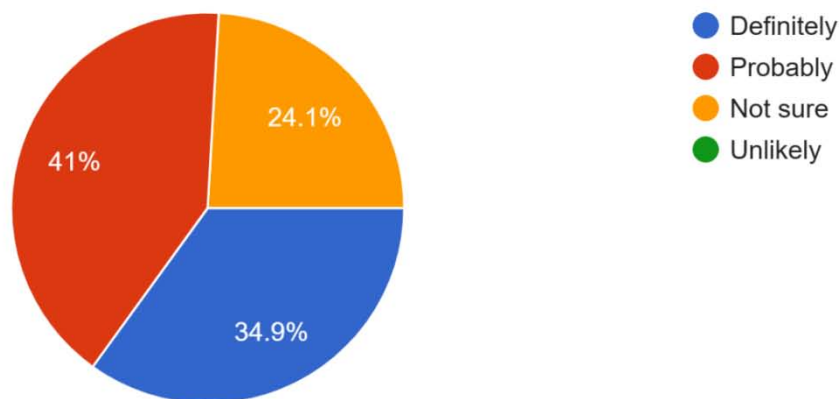
Tools such as ad-blockers are being used by people to skip or avoid advertisements, the researcher wanted to understand how people react when they are exposed to excessive advertisements. The chart shows the responses of respondents, where the bulk consisting of 62.7% of participants indicated that they skip the content from Spotify very often. Another 26.5% of participants revealed that they avoid the content from Spotify occasionally. A smaller percentage 8.4% reported that they skip the content rarely and the least 2.4% reported that they never avoid or skip the content from Spotify. The chart recommends a considerable part of people proactively avoid such content as a result of saturation, highlighting the problem that content creators will face intending to engage audiences on this platform.

Question 8:

- Would you be more inclined to engage with Spotify's advertisements if they appeared less frequently?

Would you be more inclined to engage with Spotify's advertisements if they appeared less frequently?

83 responses



- Analysis

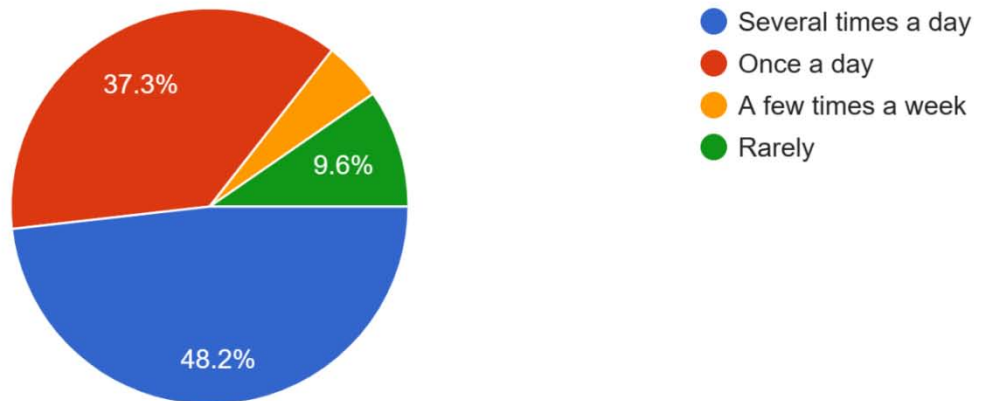
In order to understand if people will engage with the brand if the advertisements of a particular brand appeared less frequently and support the insights of the industry professional, the researcher asked the respondents if they would engage more with Spotify if its adverts appeared less frequently. The bulk of 41% shared the possibility of engaging with the brand. 34.9% of participants reported that they would definitely engage with the brand and 24.1% of respondents appeared confused. This shows that a significant portion of people are open to the concept of less frequent advertisements. Understanding these choices can help Spotify tailor its advertisement techniques and strategies to satisfy user expectations and improve the advertising experience on the platform.

Question 9:

- How frequently do you encounter advertisements or promotional content from Airtel?

How frequently do you encounter advertisements or promotional content from Airtel?

83 responses



- Analysis

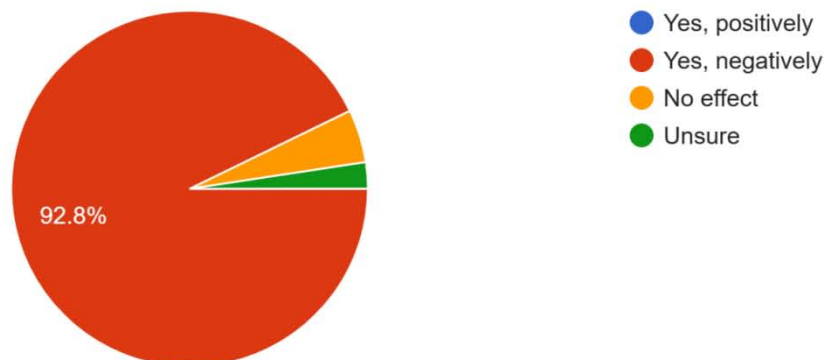
To get a brief understanding of the brand visibility of Airtel among the people and how frequently people encounter the advertisements from the brand, the researcher has imposed this question. The majority of 48.2% of respondents claimed that they come across Airtel's advertisement several times a day. Showing a high rate of exposure to people. 37.3% of participants reported that they encounter the advertisement once a day. This indicates substantial exposure on a day-to-day basis. 9.6% of participants stated that they run into advertisements rarely and 4.8% reported that they encounter adverts a few times a week. A large group of people are exposed to the advertisements by Airtel numerous times a day and the marketing strategies are working well for Airtel, reaching the audience continuously.

Question 10:

- In your opinion, has the frequency of exposure to Airtel's advertisements affected your perception of the brand?

In your opinion, has the frequency of exposure to Airtel's advertisements affected your perception of the brand?

83 responses



- Analysis

The researcher has imposed this question to understand does the regularity of advertisements

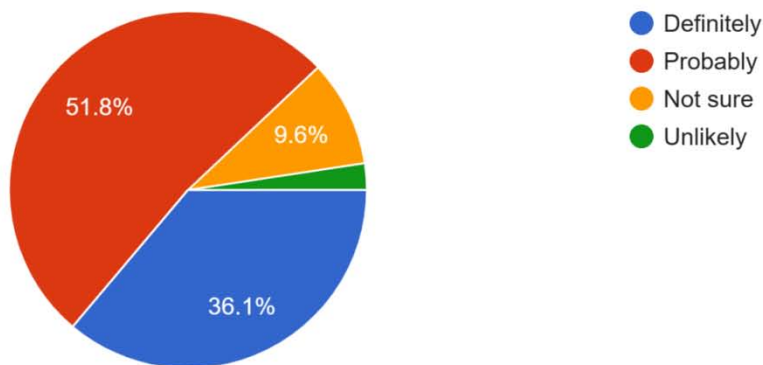
influences the perception of individuals towards a brand. The graph highlights the viewpoints of participants on exactly how Airtel's regular advertisements affect the perception of the brand. A bulk of 92.8% shared that the constant direct exposure to Airtel's advertising and marketing has a negative effect on their understanding of the brand name. 4.8% of respondents mentioned that the advertisements don't affect their perception and there is no effect. The least 2.4% of participants are confused and unsure if the frequency of advertisements affects their perception or not. The pie graph shows considerable worry among consumers concerning the frequency of the content of Airtel's ads. The brand needs to reassess its marketing and advertising strategies to resonate more positively with the consumers.

Question 11:

- Would you consider exploring alternative brands if you feel overwhelmed by the frequency of Airtel's advertisements?

Would you consider exploring alternative brands if you feel overwhelmed by the frequency of Airtel's advertisements?

83 responses



- Analysis

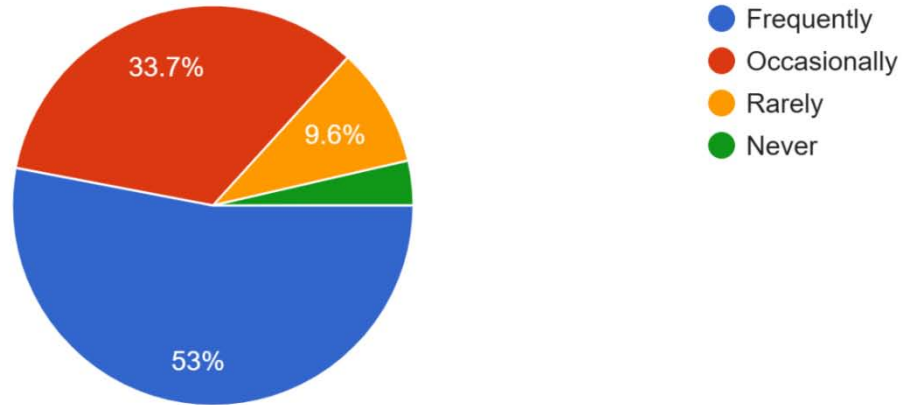
The pie chart shows the responses of the participants about whether they would explore any alternative brand because of the high frequency of Airtel's adverts. 51.8% of respondents reported that they would probably look out for an alternative brand. Whereas, another 36.1% of participants claimed that they would definitely explore other options. The 9.6% of individuals reported 'uncertain' which reveals doubt among some participants. The tiniest per cent of 2.4% reported that they are not likely to discover various other choices. The pie chart highlights a significant area of participants that want to take into consideration changing to various other brands because of Airtel's advertising and marketing frequency, potentially recommending a problem for Airtel in keeping consumers via substantial marketing as well as advertising and marketing.

Question 12:

- Have you ever felt a sense of fatigue or annoyance due to the repetitive nature of Airtel's advertisements?

Have you ever felt a sense of fatigue or annoyance due to the repetitive nature of Airtel's advertisements?

83 responses



- Analysis

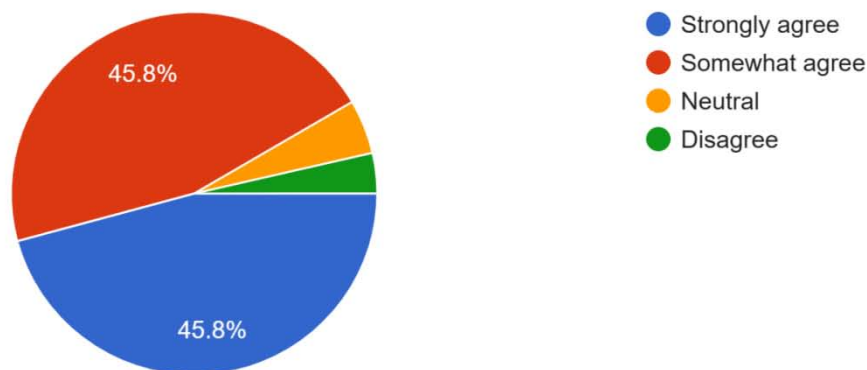
With the above question, the aim of the researcher is to understand whether excessive advertisements irritate people or not. By evaluating the pie chart, a considerable bulk of 53% of the participants feel irritated by the excessive frequency of advertisements from Airtel. 33.7% of participants also confirmed that they get annoyed by the advertisements occasionally. The smaller sections, i.e. 9.6% and 3.6% of participants reported that they rarely and never felt any fatigue respectively. A considerable section of participants feel fatigued or inflamed by the repetitiveness of Airtel's promotions, suggesting prospective areas for modification in their advertising approach.

Question 13:

- Do you think the over-exposure of Airtel's advertisements has led to a decline in its uniqueness or differentiation in the market?

Do you think the over-exposure of Airtel's advertisements has led to a decline in its uniqueness or differentiation in the market?

83 responses



- Analysis

The above pie chart aims to understand if people think that the overexposure of

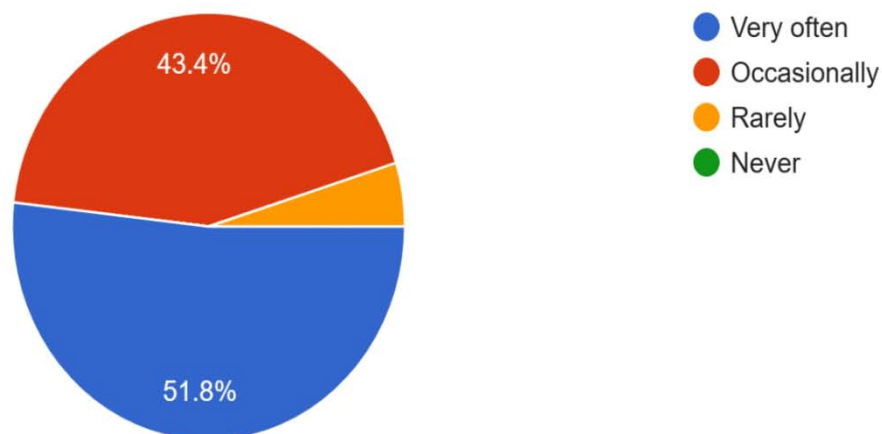
advertisements done by Airtel has led to its decline in uniqueness. Here, two large sections that are 45.8% and 45.8% of respondents agree on different levels, one section strongly agrees and the other somewhat agrees that due to Airtel's overexposure has led to its decline in individuality. 4.8% of respondents continue to be neutral and the minor section of 3.6% claim that they disagree with the question. Overall almost 91.6% of the participants agreed with the question asked by the researcher. The chart indicates that due to overexposure, Airtel is wearing away its distinctive customers.

Question 14:

- How often do you find yourself skipping or avoiding content that features Airtel due to its over-exposure?

How often do you find yourself skipping or avoiding content that features Airtel due to its over-exposure?

83 responses



- Analysis

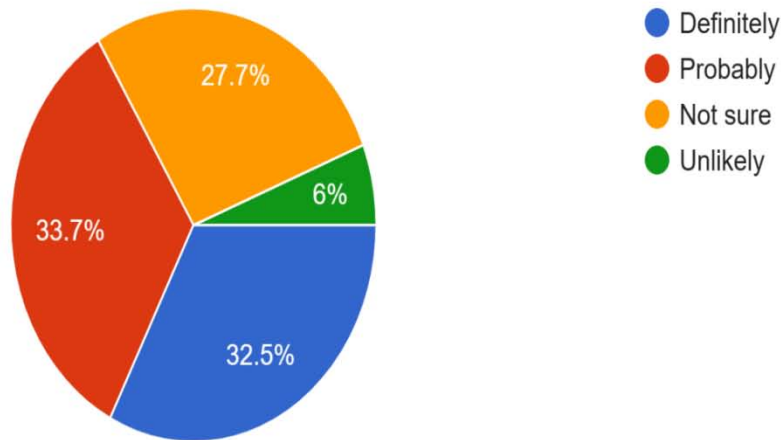
The chart gives an understanding of how often people skip or avoid advertisements by Airtel, where a substantial part of respondents 51.8% skip or avoid the commercials very often, which means Airtel's excessive adverts on various kinds of media might irritate the consumers. Another large group of 43.4% of participants agreed that they also skip adverts by Airtel occasionally, as this section of the sample also prevents excessive adverts but not as constant as the first group. The minor section of 4.8% rarely avoids the adverts. The overall data indicates that Airtel should lower the frequency of advertisements to retain their customers.

Question 15:

- Would you be more inclined to engage with Airtel's advertisements if they appeared less frequently?

Would you be more inclined to engage with Airtel's advertisements if they appeared less frequently?

83 responses



- Analysis

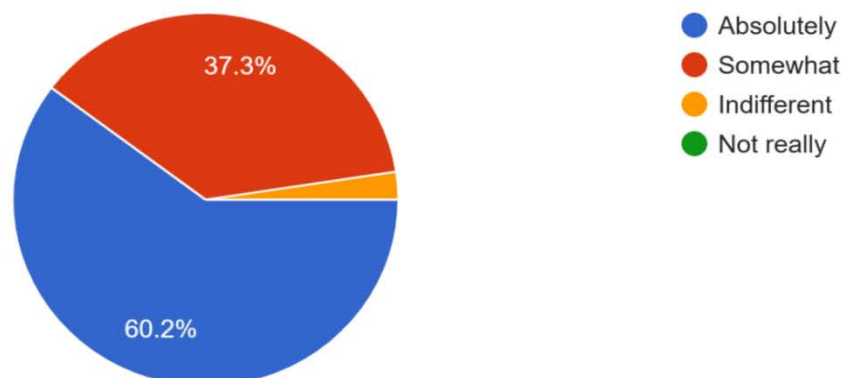
The pie chart certainly shows the data regarding whether people would engage with the brand Airtel if the frequency of its advertisements were less. 32.5% of respondents claimed they would definitely interact with the brand if their advertisements appeared lesser. 33.7% of participants reported they would probably engage with Airtel's adverts. 27.7% of participants show uncertainty and are confused about whether they would. And the least of them, i.e. 6% would still not engage with Airtel's advertisements even if they decreased their frequency. The data from the pie chart suggests that reducing the frequency of Airtel's advertisements could perhaps bring in a substantial part of the target market as it matches the options of over 60% of respondents. As a huge section is unsure regarding engaging with the brand ought to concentrate on the aspects that add to the unpredictability and enhance its advertising and marketing methods.

Question 16:

- Would you prefer brands that maintain a balance in their advertising frequency to avoid over-exposure?

Would you prefer brands that maintain a balance in their advertising frequency to avoid over-exposure?

83 responses



- Analysis

The researcher aimed to understand if people prefer brands that maintain a decent frequency of their advertisements to avoid overexposure. Over 60% of participants, 60.2% to be precise, stated that they would definitely prefer brands that maintain a balance of the frequency of their adverts. This shows a clear need of consumers, brands should control their frequency of advertisements. Another huge section of 37.3% of respondents stated that they somewhat prefer brands that preserve a balance in their marketing strategies and a small section of 2.4% felt indifferent towards this topic. While this section is small it still stands for a sector of consumers that might not focus on or discover the frequency of brand marketing. Overall, the data from the pie chart underscores the value of brands handling their advertising frequency very carefully to fulfil consumer choices and also avoid overexposure which can possibly bring about consumer fatigue or negative perception of the brand.

Question 17:

- Have you ever felt annoyed or irritated by repetitive advertising from the same brand? Give an example and explain why.

- Analysis

The researcher has imposed this question to briefly understand the respondent's view on repetitive and excessive advertising. A total of 83 respondents have provided their perspectives on the question imposed by the researcher. Almost every respondent shared a similar feeling of being irritated and annoyed by repetitive and excessive advertisements. For example, a participant mentioned that the advertisements on Spotify constantly disturb their music listening experience. In a similar way, one more participant shared the same experience with the advert of the brand Fogg, repetitive advertisements from the brand Fogg reached a level where people just started switching channels if the ad appeared. The respondents also pointed out that advertisements on television are also irritative. This shows that the annoyance due to repetitive and excessive commercials is not restricted to only digital mediums. Some respondents reported that the repetitive advertisements of detergents or soap brands during a sports match negatively affect their watching experience.

Another aspect that the participants shed light on was the lack of innovation and variety. Brands that fall short of the innovative part use the same advertisement frequently. For example, participants reported that brands like Vimal and Axe have nothing different to show besides a single concept. Some respondents even chose different methods like buying premium versions of Spotify or YouTube to avoid advertisements, however, some participants switched to other applications like Gaana instead of using Spotify. Nowadays, people find excessive advertisements irritating because of their intrusive nature, lack of variety in them, and also their negative effects on brand perception. Companies should understand the feedback and opinions given by the consumers and leverage them accordingly.

To conclude, the researcher gained a holistic view of the complicated nature of dissatisfaction with excessive and repetitive advertisements. It is very important to find a balance between promotion and irritation and for this, advertisers as well as brands need to change their marketing approach to stay relevant in the market as people desire a lot more customised and engaging advertisements.

5: Conclusion

- In the world of bombarded advertisements, sponsored and promotional content, consumer fatigue has become a rising issue among diverse brands. Brands are now concerned with striving for a balance between advertising and bombarding. This study was initiated with the goal to unveil the complexities of overexposure of a brand, and consumer fatigue and to provide elucidated and elaborative insights on the diminishing value of the brand. With the help of an extensive analysis that has significantly focused on 2 predominant brands; Airtel and Spotify, the researcher has revealed the psychological and behavioural facets encompassing consumer fatigue and has also shed light on how consumer fatigue further impacts brand perception.
- The objective laid by the researcher was to understand the factors that contribute to consumer fatigue and to further evaluate if these factors affect the brand perception in the minds of the audience. By understanding and closely evaluating the frequency of exposure of the reference brands, the researcher gauges the extent and wavelength of promotional content and how it affects the audience's minds and perceptions. The findings of the research have added actionable value to the already existing consumer fatigue and have put forward the relentless bombardment of advertisements and their impact on diminishing brand value.
- Using mixed research methodology, one of the primary conclusions drawn by the following research is that overexposure of advertisements more or less disrupts the brand image and perception. This study reveals that a majority of respondents hold negative thoughts for the following reference brands as these tend to have an overly exposed frequency of advertisements. This hereby sheds light on the re-evaluation of marketing strategies and the adoption of measures by brands that help in mitigating consumer fatigue. Moreover, the study also unfolds the interrelationship between the frequency of advertisements with brand loyalty and purchase intent. As the survey reveals, a majority of the respondents showed an inclination towards switching to an alternative brand if they were overwhelmed with overexposure to advertisements.
- The findings further suggest that extensive bombarding of advertisements can hamper a brand negatively and result in reducing the value of the brand. After a close analysis of the responses and with the help of expert insights, the researcher has concluded that overexposure and bombardment of advertisements result in negative consumer behaviour. The findings of this study not only help in understanding the correlation between the frequency of advertisements and brand perception but also highlight the need to adopt alternative marketing strategies that do not lead to consumer fatigue and preserve the equity of a brand.

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