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Framing Analysis of Marketing (A Sociological Approach)

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Abstract:

Marketing is possible only through effective communication. Communication plays a significant role in bridging the gap between the buyers and seller. In this connection one needs to understand the role of advertisement in promoting the product in the society. It acts a persuasive tool to create motivation and awareness of the product in the society. Advertising creates a framing about the product. It is evident that framing techniques are used by the marketers in their advertisement of the products. Frames were originally proposed by the sociologists "Erving Goffman". Two advertisements are analyzed to understand the framing analysis in marketing

Keywords: *Communication, framing, advertising, awareness*

1. Introduction

Society is made of individuals. Social interaction plays a vital role in satisfying the needs and wants of the individual. MacIver and Page rightly points that "society is a web of social relationships". In this regard, marketing can take place only when there is social interaction. Society is dynamic and ever growing. It has moved from homogenous to heterogeneous, simple to complex, and the same in the case of marketing. Nevertheless, one needs to be very conscious when the communication takes place with the individual and society. Marketers try to frame and use various techniques to promote their product to the consumers. Framing theory suggests that how something is presented to the audience "called the frames" influence the choice people make about how to process that information. Marketers use advertising as one of the tool. They not only tell the consumers what to think about but also how to think about the issue.

Advertising is used as a tool for marketing the products in the society. The main process of advertising is to inform, persuade, remain and reinforce about the knowledge of the product that is experienced factually and subjectively meaningful. In the process of advertising, framing of the message play a significant role. Marketers use different types of media to promote their product in the society. In this regard, it is evident that they use media to frame their product to the audience/consumers. The framing is done through the words, slogan, metaphor, traditional and rituals, and stories. The presentation style plays a vital role in framing the message of the consumer

- Case Study of Hindustan Unilever Soap brand Life buoy has framed "Saving Lives" and health initiative.

The advertisement is created by using a story in a narrative style to educate the people about healthy hand washing habits. The advertisement reveals the sociological framing pertaining to the cultural practices that the society adopts for the well-being of the son. The scene starts with a small boy Muthu spotting handprints in the mud outside his house. He finds that his father who is walking on his hands across the town. The father continues to walk with his hand till he reaches in temple and finally he pays his respects to God before finally putting his feet on the ground and thank God for his son turning age five. The villagers also join with him (this signifies the rituals and customs framed in the advertisement) a young lady from the city sees the procession and joins with them to find out the reason. She asks the bystander what is the big deal about turning five. He replies that Muthu is the man's only child to survive till the age of five."

- The ad ends that "every year two million children under the age of five die of infectious like diarrhea and pneumonia. A lot of death can be prevented by a simple act of washing hand with soap.

Hindustan Unilever has taken lot of efforts to frame the concept of healthy hand washing habits prevents illness and provides way for health life. During the process of communication, they have framed emotional, religious and ritualistic, and stories to communicate the necessity lifebuoy soap for a healthy life and to fight against the infectious diseases.

2. Case Study No.2.

2.1. *Mother's Horlicks and Women's Horlicks*

Women in India ignore their health and they always care for others in their family. In order to create the awareness of health for women, women Horlicks was launched in 2008. It is advertised with the tag line "Because your body needs you to," to emphasize that the busy women today has to also include caring for herself in the "things to do". In the ad the framing of the message is that women need to be more careful and give proper attention to their health status. The ad revolves by framing women who is engaged in office work, caring of children, and end up with household work and she ignores to take care of health.

In the Indian society women is always treated as wife, mother who always serve for other members of the family. In the modern society, women also go out to work, and she performs dual work. The tag line frames that the message that though the women devote herself for others, but the body needs you to take care.

2.2. *Conclusion*

Framing analysis play a significant role in the marketing. Marketing can be successful only when the messages are framed properly and reach the consumer. The information need to be specific and it should have the relevance to the consumer. The connection between the product and consumer should be focus and meaningful. This is possible only when the messages are framed properly and establish positive relationship between the product and the consumer. In this way, one can find there is a close relationship with the framing analysis and marketing.

3. References

- i. <http://afaqs.com/perl/advertising>
- ii. Google search