

Research Paper



ADVERTISING AS SOCIAL CONSTRUCTION FOR BUSINESS: A CASE STUDY OF HAMAM

Dr.Padmaja Arvind¹

¹Professor ,The SIA College of Higher Education, Dombivli (East),
Mumbai, Maharashtra, India

ABSTRACT

In the contemporary society, the products are placed in the market not only from the economic point of view but also from the social aspect also. The product reaches the mass when socio cultural aspect of the society is depicted in the advertisement. Business houses communicate their product and reach to the masses through social construction. The communication bridge the gap between the business and mass. Advertisement reflects social and cultural aspects of the society. In this regard, the advertisements can be perceived from the perspective of social constructionism. Social Constructionism or the social construction of reality is a theory of knowledge of sociology and communication that examines the development jointly constructed by understanding of the world. Advertisements also provide knowledge and understanding about the society. The social construction deals with two aspect one from the static and another is dynamic aspect. In static aspect it reflects the reality-as-it appears, in its dynamic aspect it deals with the process of reality-construction. The advertising messages play a vital role in understanding the product and create interrelationship to understand society from wider perspective.

KEYWORDS: society, products, market, Business, construction, advertisements

INTRODUCTION

To understand the role of social constructionism in advertising few advertisements related to Hamam is analysed for the study.

Hamam was launched in 1931 as a 'mild family soap'. It soon drew a large natural following long before it was trendy or fashionable to use products with natural ingredients. Perhaps, it is the only Indian-made natural soap at the time; Hamam was embraced by mothers and doctors alike, for its purity and safety on skin. It protects the individuals from 10 skin problems like rashes, pimples, prickly heat, body odour etc,. It is made up of Neem, Tulsi and Aloe vera which gives an effective protection. It is popular in Tamil Nadu and has a long standing heritage of using traditional ingredients. The advertisement of the product has social constructionism perspective.

DISCUSSION

The visual aspect of advertisement refers to static aspect of social construction. The product is displayed along with the ingredients ie. Neem, Tulsi and Aloe Vera.



The dynamic part of the advertisement refers to cultural, psychological and social aspect of the society which is relevant at the particular time. It associates with the reality of life and provides knowledge about the society.

Advertisement No.1.

Father forgets his marriage anniversary - The psychological aspect of the advertisement:

The advertisement of Hamam revolves around the concept of gift giving to share the emotions of love and affection on the day of marriage anniversary. The concept has been developed keeping family as major institution where the emotional bond between husband, wife and children has been focused through their product.

Advertisement No.2.

The husband comes from the work hearing the bell before wife opens the door the daughter informs she would open the door. She carries with her a paper written "Happy anniversary" by the expression of her father she understands he has forgotten to take gift for his wife. So she quietly takes him to room and shows a saree. He was surprised to see a "sari!" The daughter explains her father how she got the saree ie. She explains the product of benefit of purchasing the Hamam soap by collecting six wrappers of Hamam and writing a slogan on how Hamam made her so beautiful. This helped her to win a beautiful saree. The husband brings the saree and gifts the same to his wife. The wife reacts to him saying that "he would have forgotten as usual". The husband says "How it is possible for him to forget the anniversary?" "The advertisement ends with the message- "Hamam surprise sari offer". This ad reveals the significance of sari offer and happiness felt by the entire family.

Advertisement No.3. Cultural aspect

Grahapravesam (housewarming) cultural aspect that is incorporated in the advertisement reveals the following: Everyone feels that they should have their own house. This concept is reveals the cultural aspect in the advertisement. Grahapravesam is an auspicious occasion celebrated when one purchases the new house. The product Hamam soap has used Grahapravesam as its theme and promoted its product. The ad starts with the daughter-in-law praying and places the hamam wrapper before God and prays that she should get a house near the mall. Following her, father-in-law places the wrapper of hamam before God and prays not near mall as it will be noisy but it should be sea facing. Following him, the mother-in-law prays and says it should be sea facing but east facing according to Vaastu Shastra. Then comes, the son who prays it should be near his office and finally the child prays it should be near playground. The ad rolls out with the message that one need to collect six wrappers of Hamam and to write "I Love Hamam" and sent it. So that they can win the new house and get ready for Grahapravesam

**Advertisement No.4. "Self Defence" – Social aspect**

Today though women are strong and educated, still women are exploited and harassed at various levels. To create awareness of self-defence, hamam soap came out with the following ad. The ad starts with the household, when a lady's attention is caught by a television news channel which is reporting about how it is unsafe for women to step out alone.

At that time her daughter walks up to her and asks her whether she should head for her tuition by herself as her father isn't at home. The lady tells her that she'll drop her. The lady takes her daughter to a karate class instead of tuition class. The daughter asks her why she had brought her. She wants to make her daughter physically strong so that she can step out by herself. The film shows how the girl progresses at the class and ends up beating a boy in a bout. She also gets the yellow belt in completion of Karate. After that the daughter asks whether she is not coming to drop her for tuition. Mother replies, No, and she is ready to go out alone. The product is placed in such a way that when you are strong hamam protects you from heat and ends with the message Go safe outside just as the tagline states, You Safe, Your Skin Safe."

**CONCLUSION**

Advertising plays a vital role in promoting the product and reach the society to a great extent. The social constructionism perspective is relevant in the advertisement of the product Hamam. When the product is advertised the message and tag line throw light on the contemporary issues in the society. The advertisements not only try to create awareness of the product but also relates to the dynamic aspect of social, cultural and psychological aspects of the individual and society. Such advertisement can be stable, popular and reach the mass effectively and helps the business to grow.

REFERENCE

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