

# MAPPING INDIA'S CULTURE THROUGH JEWELLERY ADS- A STUDY ON KALYAN JEWELLERS AND MALABAR GOLD AND DIAMONDS

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**ABSTRACT:** *The study is done to find out how Indian culture is portrayed through Jewellery advertisements by selecting Kalyan Jewellers and Malabar Gold as case studies. A total of ten commercials during the time period 2013 to 2017 have been analysed; five commercials each. Content analysis has been used as the method of analysis on the basis of six parameters namely the advertisement appeal, communication style, cultural attributes, characters and roles represented, reflection and the theme. Keywords: Indian culture, jewellers*

**Key Words:**

## 1 Introduction

Indian textile advertisements and jewelers have played a very important role in defining Indian culture and identity. The present day Indian designers bring out a unique form of fashion which provides a lens onto culture and the changing trends of society. For instance, a staunch tradition can be observed when women wear saris or when men wear the mundu. Likewise, Indian tradition can be portrayed in a mix of ethnic and western manner too. Combinations of garments, colour, decorations etc can help in understanding Indian identity. In this way, Indian fashion has a great impact on tradition as well as modernization. The researcher has selected two prime jewelers- Kalyan Silks and Jewellers and Malabar Gold & Diamonds, and tries to analyze their portrayal of Indian culture through a variety of their ads. He concentrates on ads released within a period of two years and makes significant comparisons. For example, Malabar Gold has unveiled campaigns like 'Brides of India' and used other advertising options as a tribute to Indian culture. These jewellers bring the tradition to life also in the form of extraordinary gold jewellery and since gold is one of the most preferred jewelries, it makes every Indian proud to wear them. Gold has a special position in Indian culture and possesses its own aura. Diamonds, too, are most adored and display rich style and expert craftsmanship. With a rich craft heritage and a culturally diverse population, Indian fashion today is more than a mere observation. It is a genre that is continuously facing change and impact with its designers playing a major role in the country's influence.

The research will discuss how the two jewellers play a role in the rich history and culture of the country and the change that the people have gone through.

Kalyan Jewellers has been establishing an image built on trust since years. The book 'Textual Travels: Theory and Practice of Translation in India' gives an example of how Kalyan Jewellery sends a message through its advertisements to explicit its trustworthiness. This is done by highlighting the importance of trust within a family and between its members, for ex: a father and daughter. Most of its ads use drama as the method of narration, by bringing in a crisis situation which is later solved with trust. An example of this would be few advertisements which begin by showing the love of a girl for a boy; the love of her father which creates a sense of conflict in her mind, and ultimately influences her actions. Thus here, the conflict is solved through trust. The primary motive of the ad is to create a brand image, a specific and recognizable quality to differentiate it from its competitors. By visualizing the feeling of trust, the ad substitutes a value (trust) for the product (jewellery) at Kalyan. The Kalyan ad is also compared to a Parachute hair oil ad which claims to provide a better look than competitors, whereas Kalyan Jewellery ad promises to stay trustworthy (Mini Chandran, 2015).

The book 'Understanding India: Cultural Influences on Indian Television Commercials' talks about the aesthetics of imagery used to polish commercials and downplay the deficiencies in India's infrastructure. For example, a commercial of a Cadbury malt beverage showed a young boy practicing gymnastics in an empty indoor stadium that is a rarity in contemporary India, but not in the US. The book also explains about the importance of images in advertisements which adds cultural meaning to the consumption experience. It

says that images can be used to induce emotions. For example: the photograph of a beautiful female face is an iconic sign that carries the beauty of the object represented, and the attraction and desire generated by this beauty can help to select a beauty product like a lipstick (Chattopadhyay, 2014).

The book 'Stark Raving Ad: A Giddy Guide to Indian Ads You Love (or Hate)' explains how certain celebrities like Nagarjuna Akkineni and Malayalam star Manju Warrier are used for endorsements in Kalyan Jewellers because of their regional star power. Amitabh Bachchan and Aishwarya Rai are the brand ambassadors at a pan India level. The book confirms how Kalyan Jewellers became one of the pioneers in standardizing jewellery buying and offering certifications. By recognizing the fact that India is made up of different markets, the jewellers make an effort to cater to regional tastes. By keeping local preferences in mind, it took its signature designs across the country. The book talks about how in 2015, Kalyan Jewellers decided to release an advertisement that was just not local in flavour but was also keeping with its persona of being a national player. The idea was to present loyalty, timeless beauty and elegance. It clearly shows no one could be chosen better than Aishwarya Rai Bachchan, the former Miss World, and their own brand ambassadors, to showcase their products (Singh, 2018).

The book explains about the advertisement featuring Aishwarya Rai Bachchan, where the actress is seen reclining comfortably on a chaise longue. Behind her was a painting of a thin, dark skinned child holding a giant parasol over her, protecting her from the shining sun. Basically it showed that she could outshine the sun with the shine of the ornate jewellery she was wearing. It seemed like an attempt to recreate paintings from a couple of centuries ago when European noblewomen sat around while 'native' servants did all the work. And it was normal for the servants to be underage like the dark skinned child. The ad brought many complaints on casteism, racism and ageism. Aishwarya was seen as a racist and someone who represented 'aristocracy-bejeweled, poised and relaxing, while an obviously underage slave child, very dark struggles to hold an umbrella over her head (Singh, 2018).

The book gives examples of indexical signs to be understood from advertisements that are used to represent the object. In language, an example of this is using the word 'crown' for king. Advertising illustrations are used to make connections between the product and the attributes of the person or situation. The products are sometimes associated with persons, objects or situation who are well known. For example, a diamond ring advertisement associates the 'diamond ring' with 'love' by showing an enlarged picture of the ring with a picture of a young couple (Ahmed, 2000).

The book 'Changing Families and Their Lifestyles' describes advertisements that evoke the idea of a 'feminine woman' and the 'masculine man', advertisements that portray individuality and uniqueness, values that are important in society such as family values and respect for nature, food and drink ads that show friendship and togetherness. Beers are used for defining socializing, especially among men, watches and jewellery appeal to status and elegance (Hester Hagar Susan Moerbeek, 2007).

Textiles and design have always played an important role in defining the culture and national identity of India. But, we do not know if this still prevails in the modernizing environment. The article 'What is Indian style today?' focuses on the contrast between the ancient tradition and modernity. Indian style is displayed in a mixing of ethnic and Western fashions. The article gives examples of kurtas worn with jeans or redefined as linear, minimal dresses, lehengas which are given peplums and kick flares, and saris reinvented as 'sari-gowns' or styled with sharp blazers and classic white shirts. Endless permutations of garments, colour and excess or absence of decoration allow individuals to explore their Indian identity. In this way Indian fashion produces tradition as much as modernity, one of the unique characteristics of the national style. The article gives an understanding of how the advertisements of jewellers can be compared and studied according to various parameters (Jay, 2015).

The article 'This Jewellery ad is causing a huge stir in India' clearly explains how the commercial of Tanishq jewellery makes a sharp break from Indian tradition. In it, a beautiful woman prepares for her wedding and puts on her Tanishq necklace. At the ceremony, her daughter impatiently calls out to her. She's asking if she can participate in the *pheras*, a ceremony in which the couple walks around a fire seven times as they say their vows. The groom is moved by the girl and scoops her up, filling his bride with emotion. What's special about the ad is that a viewer can tell the marriage is the second one for both the bride and groom. Historically, divorced or widowed women are outcasts in Indian culture, making the ad non-traditional. The article also speaks about Indian viewers talking about the bride's relatively dark complexion (Feloni, 2013).

The article talks about the GCC campaign unveiled by Malabar Gold & Diamonds, a leading jewellery retailer for Indian Bridal Jewellery called 'Brides of India'. The campaign was begun during the wedding season as a tribute to the Indian culture and tradition. Being a Jeweller who is quite proud of the varied

cultures and the jewellery traditions of the wonder that is India, Malabar Gold and Diamonds was the first to take a decisive step toward understanding, protecting and propagating various wedding traditions of the country, with specific emphasis on the wedding jewellery from all across India. The article explains about the Brides of India Jewellery Festival Volume I & II, a festival that placed its focus on 11 different wedding traditions & 7 different wedding traditions respectively from various parts of the country. It is important to note from the article that different factors like richness of the traditions, novelty of the wedding jewelry and wider geographical spread were taken into consideration before choosing the weddings (Arab News, 2013).

Is Indian culture defined by a perfect Indian family? i.e. the relationship between parents and children and the love they have for each other. The article 'What is Indian culture anyway?' concentrates mainly on the fact that Indians are emotional beings and are very particular about the respect they give to each other. The article confirms that Kalyan Jewellers has got this fact right in most of their commercials and says that religion is the main thread that either connects or disconnects different cultures in India. Most ads use this idea of the closeness and bonding between a father and a daughter, two lovers, siblings etc. to showcase India's this emotional form of culture (Jayakumar, 2015).

The article 'Good Ads Bad Ads' explains a Kalyan Jewellers commercial in two different aspects. The ad shows a girl eloping or rather trying to elope with her boyfriend after leaving a message for her parents. While on her way to her boyfriend, she zooms out into her childhood remembering all the times her father had been with her, as a friend, guide and mentor. She has a sudden change of heart and she goes back home and embraces her father in a tight hug and breaks down. All is forgiven and forgotten. The ad is created to show the element of trust. The trust that the father had in his daughter that oughtn't to be broken. But, the article also places an argument in a different perspective which is about the trust that the boy had in the girl. Thus, the commercial cannot satisfy the idea of trust that the brand is trying to impose (Brownie, 2009).

### 3 Methodology

The purpose of this study is to examine the portrayal of Indian culture in the content of jewellery commercials by Kalyan Jewellers and Malabar G&D. Cultural values, norms, and characteristics are the focus of this analysis. Since the study was to examine the content of jewellery and textile advertisements, content analysis is the most appropriate research method to employ. Content analysis is one of the most commonly used research techniques in the mass communication field because data on media are readily accessible. Researchers not only can make copies from the printed media, but also can make audio and video tapes from the broadcast media. Here, the unit of analysis is the advertisements that the aforementioned jewellery companies have released for their brand since the last two years (2015-2017). The advertisements are analyzed based on certain parameters like advertisement appeals, language, communication style, theme, cultural attributes, character representation, and reflection.

-An advertising appeal is defined as any message designed to motivate consumers to purchase. Differing appeals are expected to be used with varying degrees of effectiveness depending on product categories and the level of product involvement. Two main categories of advertising appeals, traditional appeals, and modern and westernized appeals

-*Communication style* includes visual or verbal clues such as facial expression, use of personal space, gender roles, social status, and age-related portrayals, taboos etc. For ex: Indian men may often pat each other on the back as a sign of friendship. Communication may not be straightforward – you may have to read between the lines and interpret gestures/signs.

-Cultural attributes like religion, colour, race, socialization, clothing, relationships, and etiquette.

-Characters and roles represented- character will be analyzed in term of sex roles, endorsement styles (celebrity vs. character building)

-Influence and reflection of religion, history, reflections of sight, image, movement etc.

-Theme that the advertisement uses to convey a message intended.

#### 3.1 Theoretical Framework

The Uses and Gratifications theory has been used as a theoretical framework for conceptualizing the advertising use. The Uses and Gratifications approach is used as a theoretical framework because it one of the popularly used theoretical approaches that focuses on the user side of the communication process. Also, this approach is a part of tradition in audience research that aims to predict effects, reactions and choices which matches the aim of the research project. Here, the researcher is trying to understand the various aspects of the commercials by Kalyan Jewellers and Malabar Gold & Diamonds that are used to portray Indian culture. For example, Kalyan Jewellers endorses their product based on the idea of trust between relations. For this, the ads make use of emotional appeals between a father and daughter, friends,

sisters etc. Thus the approach helps in understanding the meaning of use in a social and cultural context. The uses and gratifications model proposes that viewers are not used by the media, but use the media based on their own needs and desires. It does not exactly mean that effect of the media varies based on why the viewer is watching. It can mean that this is the way in which the jewellers use to influence the viewers to buy their products. The ads are also analyzed on the basis of Maslow's theory of motivation-hierarchy of needs, one of which is the 'esteem needs'. This category of needs include the need to be respected by others, need to be appreciated by others, need to have power and finally prestigious position. Once the previous needs are satisfied, a person feels to be held in esteem both by himself and also by others. Thus, esteem needs are two fold in nature. Self esteem needs include those for self confidence, self-respect, competence, etc. The second groups of esteem needs are those related to one's status, reputation, recognition and appreciation by others (Akrani, 2010).

#### 4 Data analysis and findings

The researcher has selected five commercials (2013-2017) of Kalyan Jewellers and Malabar Gold each, for the purpose of analysis.

##### Kalyan Jewellers

In the case of Kalyan Jewellers commercials, 'trust' remains the common theme.

**4.1** Under the trust campaign, an old school teacher will be seen taking a mathematics class while it rains and the roof leaks. Droplets of water will be seen falling on the books of children and eventually there is rain inside the class and students get scattered covering their heads with their books. The school teacher travels to an old student who can help him. The student and his family receive him with utmost respect and good hospitality. The school teacher hesitates to ask for help directly and returns. He soon finds his ex-student initiating the reconstruction of the building at the school and hugs him.(2014)

**4.1.1** Advertisement appeal- The ad uses an emotional appeal that relates to the customer's psychological needs i.e. for purchasing the jewellery. There is no show of jewellery even once and the advertisement is purely based on the idea of trust between the teacher and his student, where the student is able to read the teacher's mind and helps him without him asking for it. The audience will be touched by this humanly act and would relate to the jewellery, in a way that the jewellery can be counted on the same way as the student.

**4.1.2** Communication style- The teacher, while writing on the board, looks back at intervals to see if the students are fine. Also, he seems to be old but still very much eager to teach. When rain pours into the classroom, the students are guided into shelter and a sense of pity is felt when the teacher caresses one of the child. Prabhu touches the teacher's feet and is very much pleased with his visit. The respect he gives to his teacher is seen when he sits on the floor while the teacher sits on the sofa, and they look at old photographs. The teacher's difficulty in asking for help from his student is very well visible which can either be due to modesty or a reminder of his self esteem. The feeling of utmost trust is displayed with a warm hug at the end of the advertisement.

**4.1.3** Cultural attributes- In the beginning we can see a classroom which consists of both girls and boys. The school seems to be located in an under-developed region, probably a village. The presence of both girls and boys show that education is provided equally in such regions too. Hospitality is something that Indian families are very good at and that is portrayed here. The family sits to have food together. But again, we see the wife serving food while the family is at the table.

**4.1.4** Characters & Roles represented- The teacher and student role are played by Amitabh Bachchan and Tamil actor Prabhu. The student and his family are shown to be well off living in a big house, wearing elegant clothes and jewellery, whereas the teacher is still living a mediocre life, as he is seen travelling in a bus and seems helpless to financially support the development of the school.

**4.1.5** Influence and reflection- A reflection of the past can be seen when the students opens an old photograph of the teacher (while he was young) standing beside the same school which is now broken down. A sense of nostalgia immediately creeps into the scene.

**4.1.6** Theme- The ad highlights this unique form of trust – between a teacher and his student, and connects it with how Kalyan Jewellers consumers have immense faith in the brand.

**4.2** The ad brings out the 'Vishwasam athalle ellam' (Trust is everything) proposition through the story of a father and daughter, played by Bachchan and Malayalam actor Manju Warriar. It opens showing the father avoiding the daughter in multiple scenarios. While he walks away from a temple on seeing her there, he shuts his rear view mirror even when he sees his pregnant daughter at a bus stop. Then he receives her call in the middle of the night. He cuts the call on hearing her voice, but calls her back. The next scene shows

Bachchan driving her to the hospital. On the way, she looks back fondly on the wonderful moments they shared, since her childhood. It is revealed through the flashback that his fondness for her gave way to anger because she married against his wishes. Her husband arrives at the hospital to see her and the baby. When he asks her if her dad came (to her help), she tells him that she was confident that he would. The film ends with Bachchan returning to the room, congratulating his son-in-law, and commenting that his grandchild looked like his father. The voice over reiterates the brand's message of trust. (2013)

**4.2.1 Advertisement appeal-** Apart from the emotional appeal, celebrity appeal is used by using two famous actors from the North and South, Amitabh Bachchan and Manju Warrier. Famous celebrities are used to endorse the brand so that the public gets attracted to see their favorite celebrity and tend to buy the product. Here the Jewellery is looking to attract customers from the North and South by using the two celebrities. The emotional appeal here is mainly the flashback scene between the father and the daughter and the scene where the daughter leaves with her lover. The uniting of all three at the end signifies that Kalyan jewellers can unite broken relations.

**4.2.2 Communication style-** The relation between a father and daughter is the idea being conveyed emotionally. For instance, in the flashback sequence we can see the father spending quality time with his daughter; they go for rides, watch horror movies together etc. There is a bond portrayed, that actually prevails in most houses between fathers and daughters.

**4.2.3 Cultural attributes-** We can notice that when in most need, the daughter did not have her husband around and had to call her father at an odd hour of the night. The husband only arrives later, which shows that it is still parents who are more concerned. The common trend of parents not encouraging love marriages in India is depicted through the advertisement.

**4.2.4 Characters and roles represented-** The characters are played by South actress Manju Warrier and Amitabh Bachchan. As mentioned earlier, the Jewellery is looking to attract customers from the North and South by using the two celebrities. Also, the baby just born is a girl and Amitabh Bachchan mentions that "She is just like her father's daughter", which also has a connection with the relation between him and Manju.

**4.2.5 Influence and reflection-** Again, the common trend of parents not encouraging love marriages in India is reflected through the advertisement. The reflection of anger is shown when the father avoids his daughter at the restaurant, at the temple and even when he spots her on the road and finds her to be pregnant. It shows a father whose stubborn nature does not bend and the same father rushing to help his daughter when she was in need.

**4.2.6 Theme-** The ad is built on the idea of trust that the daughter had on her father. Kalyan Jewellers has been about the brand attributes which people could relate to. Kalyan Jewellers as brand has been known for its trustworthiness and through this ad, they were able to reinforce that point.

**4.3 The advertisement features Amitabh Bachchan as the busy doctor who goes the extra mile to keep a promise made.** The story is anchored in the brand's key promise: trust. At first he is seen driving his car home very late at night. That is when he remembers he had forgotten to buy his grand-daughter a doll he promised her. Not in the least wanting to upset her, he drives further in search of any open shop, but finds none. Then, he calls up the owner of a toy shop and in fact also visits his home. He requests him to open his shop and is delighted to see the varieties he could choose from. He then goes home with a doll, to meet an overjoyed grand-daughter. The idea of trust here can be looked at in three ways here- 1) the grand father did not want to break the trust of the child 2) the trust that lies within the child for her grandfather, that makes her wait till late night 3) the trust or humanity factor portrayed when the shopkeeper was actually ready to open his shop at an odd hour for a stranger. (2014)

**4.3.1 Advertisement appeal-** Emotional appeal is used where we see a grandfather's effort to make his grand-daughter happy by wanting to fulfill one of her simple wishes. He is able to keep up his promise even though he had a busy day at the hospital and forgets to buy her a doll. The child waiting eagerly till her grand-father arrives is another example.

**4.3.2 Communication style-** The love between the grandfather and grand-daughter can be seen while observing Amitabh Bachchan's despair when he forgot to buy a doll that he had promised his grand-daughter. He goes an extra mile to keep a promise. Also, the child waits till late night without sleeping with all the hope and trust that he grandfather would arrive only with a doll. In the end, they hug and he puts the child to sleep.

**4.3.3 Cultural attributes-** The fact that humanity still exists can be understood when the shopkeeper is actually ready to open his shop at an odd hour for a stranger. The real bond between grandparents and grandchildren can be observed. Another thing is that, usually mothers put children to sleep early but here, she lets her kid wait.

**4.3.4 Characters and roles represented-** Amitabh Bachchan is a busy doctor, quite well off. The mother does not play a role much in this, except moving around in between. The child would be a girl of about seven to eight years, and is very close to her grandfather.

**4.3.5 Influence and reflection-** When we see Amitabh Bachchan driving his car a long way at night, asking people around, we get the feeling of desperateness being reflected, that he has in somehow finding a shop.

**4.3.6 Theme-** Kalyan jewelry ad stands out here. It markets the brand's promise and not the product. It reiterates the message of trust and reliability, which have been at the heart of its marketing communication. The focus is not on wedding jewelry or work-wear trinkets. It's on the ethos behind the business.

**4.4 The advertisement of the Sankalp bridal collection,** unlike the other four mentioned, simply shows actress Aishwarya Rai decked up in gold and ethnic wear, walking on a red carpet and getting into a chariot with other ladies accompanying her. (2014)

**4.4.1 Advertisement appeal-** The advertisement uses a celebrity appeal by casting the former Miss World and ever loved actress Aishwarya Rai.

**4.4.2 Communication style-** The ad has shown how the actress is adorned in jewellery. The idea communicated is that when a lady wears the jewellery of Kalyan Jewellers, she automatically becomes beautiful, her environment changes. She will turn into someone like a princess (that is shown by her walking on a red carpet and being led into a chariot escorted by other ladies in wait). We can also see two royal looking men admiring the actress clad in gold. The actress is seen walking in full confidence with a smile on her face.

**4.4.3 Cultural attributes-** The ad shows a typical Indian lady who loves to look beautiful and adorn herself with jewellery and traditional clothing. The red saree symbolizes a woman with a bold personality and red is the colour for celebrations, love and weddings. Red is a symbol of dominance, passion and sensuality. Also, red attracts attention towards the wearer.

**4.4.4 Characters and roles represented-** The advertisement uses a celebrity appeal by casting the former Miss World and ever loved actress Aishwarya Rai.

**4.4.5 Influence and reflection-** The more elegantly the actress walks down the red carpet, the more confident she feels clad in the jewellery and in the attire. The background is very beautiful and the walls changing into new gold designs are very appealing to the viewer's eyes. The red saree and the red carpet signifies her confidence and boldness.

**4.4.6 Theme-** The print ads still portray the former Miss World decked up in gold. Thus, the brand has already made efforts to cement its association with the product – jewellery. With this association safely established in the audience's mind, Kalyan focuses on marketing its brand stories. It tells simple, heartwarming tales that remind you of the promise and not just the product.

**4.5 The advertisement featuring Tamil actor Prabhu is about the Aishwaryam Floor at Kalyan T Nagar Chennai.** The scene first shows Prabhu visiting an old teacher, who is busy writing down a shopping list for jewellery that had to be gifted to many people. She expresses her worry about getting in and out of various stores to select the best designs etc. Prabhu tries to convince her by making her aware about the new Aishwaryam Floor at T Nagar of Kalyan Jewellers. He says that the floor has as many collections as she would find in at least four other floors and would not require her to move around too much. When the teacher still looks unsure, he holds her hand and refers to himself as her son and a son would never give a wrong advice to his mother. As soon as he makes this statement, there is a shower of flowers over them which the teacher considers as a good omen. (2017)

**4.5.1 Advertisement appeal-** Here the ad uses two kinds of appeals, one may be the fear appeal when the audience may prefer going to the Aishwaryam floor to avoid wasting a lot of time getting in and out of stores. Also, it uses the emotional appeal again, when Prabhu touchingly refers himself as her son and that a son would never give a wrong advice.

**4.5.2 Communication style-** At first when Prabhu enters the house, he greets his teacher with 'vanakkam' and touches her feet which displays the respect he has for her. In the end, he holds her hand warmly asking her to have faith in his words.

**4.5.3 Cultural attributes-** The teacher talks about buying jewellery for everybody which shows the age old tradition of buying gold during weddings. The fundamental reasons for buying gold jewelry are rooted in Indian culture especially during weddings. Lot of alteration has happened to our traditions but gold purchase on the occasion of wedding has not changed much. The falling of flowers when Prabhu makes an emotional statement is considered a good omen by the old teacher. This can be because she is quite old and still believes in signs and expects her student also to believe in it.

**4.5.4** Characters and roles represented- The characters seem well off, especially the old teacher. She is seen wearing a lot of gold depicting the importance of gold. She talks about buying the best jewellery possible at a considerable rate, which shows how important it was to buy good designs of jewellery.

**4.5.5** Influence and reflection- This reflects the dignity that the teacher wanted to keep up by gifting the best jewellery to her relatives so that she is no way considered low

**4.5.6** Theme- The message conveyed is again the idea of trust. Just like how a mother must have faith in a son, Kalyan Jewellers tries to tell its audience that its products can be trusted the same way.

### **Malabar Gold & Diamonds**

**4.6** The advertisement shows Kareena Kapoor trying to select a necklace for her sister's birthday. She seems unsure of what to select due to a variety of options but finally chooses one that she really liked. She puts it on and admires it. The next scene shows her at Karishma's door, wearing the necklace but gifting her a flower and apologizing for not buying a gift due to lack of time. (2017)

**4.6.1** Advertisement appeal- The ad has been conceptualized by Havas India for Malabar's new product range, 'Allure' (Shukla, 2017). The consumers are encouraged to give in to greed or temptation here.

**4.6.2** Communication style- We can notice a slightly formal touch in the way Kareena apologizes to her sister for not buying her a gift.

**4.6.3** Cultural attributes- She cooked up a story for not bringing her a gift and gives her a rose (which she picked from the showroom) - at least she could have bought her new bouquet. Nowadays, buying a gift for occasions has become more of a formality or duty, than as a token of love. This can be understood when Kareena chooses to buy the necklace for herself instead of gifting it to her sister.

**4.6.4** Characters and roles represented- The ad has selected the Kapoor sisters for its publicity to attract their followers. People would be thrilled to see the two beauties sharing the screen for the first time.

**4.6.5** Influence and reflection- The ad reflects a slightly formal/mean yet loving bond between sisters.

**4.6.6** Theme- The message conveyed through the ad is that you are allowed be a little selfish to get something that's worth the temptation. In this case, it's the Malabar 'Allure' diamonds.

**4.7** The second ad is the gemstone and uncut diamond jewellery of the Malabar Gold and Diamonds featuring the actress Tamanna Bhatia adorned with jewellery and walking through a forest equally beautiful as herself. (2016)

**4.7.1** Advertisement appeal- The ad uses a youth appeal that attracts mainly youngsters who admire the beauty of Tamanna in the ad. The ad is breathtakingly beautiful showcasing the beauty of nature. The audience would unknowingly begin comparing the beauty of the actress and that of nature.

**4.7.2** Communication style- In the beginning we can see the actress walking very confidently. All through the ad, we see an expression of triumph and pride on her face.

**4.7.3** Cultural attributes- It signifies that a woman can not only be an object of beauty, but also independent, bold and confident. She is also seen playing then flute which gives away her talent. She caresses a cockatoo bird which shows her love for other beings. The white cockatoo, on the other hand, signifies a celebration of who you are and to keep being your best self. It can also be seen as a messenger of light at the end of the tunnel for anyone who is lost in their own personal darkness (Benning, 2010).

**4.7.4** Characters and roles represented- The actress Tamanna Bhatia has been cast for the advertisement. Here, she is represented as an independent and beautiful woman clad in jewellery and who is as beautiful as the nature. She is wearing a traditional Indian attire (saree) all through the advertisement.

**4.7.5** Influence and reflection- The cockatoo usually spreads out its wings when it is surprised. Here, it does the same when it sees the actress. Also, the woman's beauty is reflected only after she wears the jewellery.

**4.7.6** Theme- The message is understood with a voiceover at the end of the advertisement that is to 'celebrate the beauty of life'. Malabar Gold and Diamonds tells its audience that its jewellery will help in enhancing beauty of the one who wears it and celebrating life.

**4.8** The ad features Kareena Kapoor who is expecting her husband to wish her for their anniversary. When he calls her from the office, she is irritated to find out that he hasn't remembered about the anniversary but has called as he had left his spectacles at home. She asks him what day it is, and again he replies that it is a Wednesday. He then asks her to search for the glasses under the pillow where she finds a necklace from Malabar Gold and Diamonds. (2016)

**4.8.1** Advertisement appeal- The ad uses a romance appeal which shows that buying the jewellery for occasions such as an anniversary can improve the romantic or love life.

**4.8.2** Communication style- The wife seems pretty irritated with the fact that her husband does not remember the occasion. This is a very common truth that we notice in most of the Indian families. The irritation on her face changes into love and joy when she sees the diamond necklace. In the end of the

advertisement, a voiceover that says-“There is no better way to say Happy Anniversary”, proves that probably, the world has come to a state where only money can buy happiness.

**4.8.3 Cultural attributes-** A reminder of a woman’s uniqueness, and her unparalleled relationship with her loved ones, is that what makes diamonds, a girl’s best friend. A sparkly reminder of her relationship with her husband, a family heirloom passed down from generations or a pendant she bought from her first salary, diamonds are shown as a special part of every woman’s life. Another thing to be observed is that the wife hasn’t gone for work unlike her husband. This is something unusual in today’s generation.

**4.8.4 Characters and roles represented-** This campaign features actor, Kareena Kapoor, who herself is at a special milestone in her life (she is pregnant in real) and is bringing a new life into this world.

**4.8.5 Influence and reflection-** The campaign strikes a chord with most of us since it’s a reminder that bridal jewelry is not just restricted to your wedding. The advertisement reminds to celebrate your love, your relationship each year with more such thoughtful surprises.

**4.8.6 Theme-** The advertisement’s theme is that you can always bring a smile onto your loved one’s face by gifting them diamonds from the ‘Mine diamonds of Malabar G&D’. Diamonds are often considered synonymous with love and passion–so the ad shows that it is always a special moment when that special person takes it upon himself to surprise you.

**4.9** The ad features two sisters getting ready for a function. Both of them are wearing traditional wear but the younger sister has not worn any jewellery unlike the elder one. According to her, wearing jewellery is ‘uncool’ but her assumption turns wrong when her elder sister forces her to wear jewellery and she becomes the star of the evening with all the men admiring her. (2013)

**4.9.1 Advertisement appeal-** The advertisement is more or less intended for the young female audience who still think that wearing a lot of jewellery is boring. Through the ad, they would understand that men still admire girls who wear jewellery that would make them look beautiful.

**4.9.2 Communication style-** The ad shows sibling love, the mischievous/talkative younger sister and the mature elder sister. Through the ad, it is concluded that the assumptions of the younger generation can actually be wrong and it is still the older ones who know better.

**4.9.3 Cultural attributes-** The present generation girls do not enjoy wearing a lot of jewellery and prefer keeping their necks and ears simple. They feel that looks a lot cooler than covering more of their skin. The younger sibling is shown to be very much influenced by what her friends may think of her.

**4.9.4 Characters and roles represented-** One of the two sisters is Kareena Kapoor, the brand ambassador of Malabar Gold and Diamonds. The younger sister although having different opinions, obeys her sister and wears jewellery. This shows the respect as well as love she has for her.

**4.9.5 Reflection-** As soon as the girl steps into the room, she feels all eyes on her. Men come and talk to her and one of them asks her to dance too. Thus the ad reflects the admiration aspect that men have for beautiful ladies.

**4.9.6 Theme-** The ad tells the young female audience to wear more of the Malabar jewellery in order to become the centre of attraction.

**4.10** The Malabar Gold and Diamond brides of India ad displays a typical pre-marriage situation where the discussion happens in the girl’s home regarding the marriage, a short conversation between the girl and the boy, the girl’s excitement about the organizing of her marriage etc. In the beginning, we can see her putting forward many of her desires, all which are turned down. On the day of her marriage, she finds that her marriage has been set up exactly the way she wanted. The ad ends with the bride bidding an emotional goodbye and thanking her father for whatever he had done. (2017)

**4.10.1 Advertisement appeal-** The beauty of the bride and the naturality of a typical Indian wedding are the appealing aspects to the audience. A potential appeal which communicates a sense of empowerment to turn dreams into a reality is another aspect. The music that plays all of a sudden when the beautiful bride descends the stairs, adds a happy energy that wouldn’t have been achieved by bright colors and quick shot transitions alone. The music here makes the user feel excited and an eagerness to experience the same like the bride. The right music can add to the emotion of an ad and encourage a faster purchase decision (Middleton, 2017).

**4.10.2 Communication style-** The girl speaks to the boy as respectfully as possible. She very carefully tells him that she would continue her painting even after marriage. She is not sure of how he would have reacted to it, but to her surprise he is most happy about it. It is surprising to see how more naïve a girl of 2017 could get. She does not retort back to anything she is upset about all through the advertisement. But she does show annoyance with the boy when he too does not pay heed to her desires.

**4.10.3 Cultural attributes-** From the family discussion that takes place in the beginning of the ad, it can be understood that even in the year 2017, women are expected to follow the tradition of the family. This can be proven with the statements that the elders make like –“Aaj ki generation ka arranged marriage ke liye haan kehna” to which the girl’s grandmother replies-“Hamari gudiya hai, family tradition ko maanthe hai”. Also, the girl is worried if she would be allowed to continue her painting and dancing after marriage. This is something unusual for today’s generation where all Indian ladies are now employed and are given the freedom to work as long as they want. She is also very much suppressed by her family members not allowing her to plan her own wedding, which shows that women in India still do not have a voice even in their own family, let be it outside.

**4.10.4 Characters and roles represented-** The girl is represented here as someone with a lot of dreams and passion about her life. But still she is not allowed to do as she pleases. She is upset about it but does not retort anywhere except in front of her would-be. The family consists of the father, mother and the grandmother whose words are considered important than anybody else’s in the family. She is doing all the talking with the boy’s family. Also, we can see the involvement of relatives in making family decisions when the mother tells the girl that all the jewellery is being decided by ‘Meena Aunty’. The boy here seems very matured and content with what he has. He advises the girl to relax and leave all the decisions to the family.

**4.10.5 Influence and reflection-** The falling down of all the sketch papers, reflects the fallen wishes of the girl. In the end, the viewer’s opinion of the ‘reserved’ family changes to see a totally broad minded family. This is understood when the girl’s desires are all fulfilled. Also, she is allowed to dress in white (usually like a Christian bride) and also like ‘Mumtaz Begum’ which shows the Hindu family is not very caste-conscious.

**4.10.6 Theme-** The ad shows that it is ‘empowering’ to show a woman standing up for right to organize her own dream wedding. Also, the ad is trying to say that Malabar Gold must be the preferred jewellery to be worn by women in India irrespective of their religious beliefs, as every Indian bride has the right to have a royal wedding.

## 5 Conclusion

Building trust among the consumers is one of the unique strategies that are followed by all these two Jewellery business. More trust among the consumers brings in more consumers leading to more sales and profit. Therefore most of the advertisements are more or less based on emotional factors like trust, faith, hope, promises, socialization etc rather than focusing on direct product promotion (Dr.K.K.Ramachandran, 2015).

Indian culture can be characterized in a number of ways through the advertisements. One is the trust between a father and a daughter, grandfather and granddaughter, teacher and student etc. There is an element of respect existing between all of these relations. Actions such as touching of feet, greeting and hospitality of guests, the family eating together etc. exhibit this respect.

Even though gender disparity exists in many parts of India, the ads have portrayed women as not only an object of beauty or service, but also as independent, powerful ladies who have all the right to make their own decisions. Still, there are ads like the ‘Kareena Kapoor Anniversary Surprise’, where she is a housewife and does not work. In the ad, she expresses her annoyance as she has to always deal with her husband’s forgetful nature, a situation that most Indian housewives experience. Another important factor that is observed is that ads are made for an Indian audience who they know; still believe in spending a lot of money for jewellery, be it for weddings, anniversaries or simple gifts. One of the ads also showed how the younger generation is not very keen on wearing much jewellery, but the elder ones insist. It can be considered as either an Indian age-old formality or a way of showing off one’s financial status. The motif of how the beliefs in superstitions still prevail is seen when falling of flowers is considered a good omen. In the ad, it is the old teacher who notices it. But the ad makers know that Indians still live with older generations. Even if people are not ready to believe it, they would not ignore it completely.

Taking only the Kalyan Jewellery ads, the researcher has concluded that as compared to the other jewellery ads, the campaigns are different because it has not used the category clichés like being set in a big marriage scene or featuring grandeur and wealth. Most of their TVC’s do not feature any jewellery at all and is more about the idea of trust and respect than product promotion. There are exceptions like the ad featuring Aishwarya Rai where it is only the jewellery that is focused on. The Malabar Jewellers have showed off their jewellery in all their ads unlike the Kalyan commercials.