

Circumstantial Study of Indian Cultural values through Jewellery adds of Kalyan Jewellers, Malabar Gold and Diamonds

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Abstract - The study is done to find out how Indian culture is portrayed through Jewelry advertisements by selecting Kalyan Jewelers and Malabar Gold as case studies. A total of ten commercials during the time period 2013 to 2017 have been analyzed; five commercials each. Malabar Gold & Diamonds is the first jeweler in India to focus on wedding jewelry, and at the same time, has taken steps towards preserving and promoting the many wedding traditions across the country. 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, jewelers.

Keywords - Gold, diamonds, advertisement, culture norms, ornaments

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INTRODUCTION

Indian Jewelry and textile merchants have played a significant role in defining India's identity and culture. Currently, the designers of India bring forth fashion in a unique way, which gives a new look to the changing trends of the society and culture.

The combination of colors, costumes, decorations, etc. can help to understand the identity of India. The researcher identified two major jewelers -

1. Kalyan Silks & Jewelers
2. Malabar Gold & Diamonds [attempted to analyze the depiction of Indian culture through their advertisements.

In this research, it will be discussed that what has been the role of both the jewelers in India's rich culture, history, social and personal change. Over the years, Kalyan Jewelers has been establishing an image built on trust. Its advertisements mostly present the drama in narrative mode by introducing a crisis situation and believably resolving it at the end. By the way, the primary objective of advertising is to create a brand image, as well as to give your brand a unique and different identity from your competitors. Kalyan Jewelers advertisement imaginable a sense of trust by replacing a price of a jewelry product.

The book 'Stark Raving Ads: A Giddy Guide to Indian Ads You Love (or Hate)' reveals Kalyan Jeweler's brand ambassador some celebrities (like Aishwarya Rai Bachchan and Amitabh Bachchan). The book also

confirms how Kalyan Jewelers has become a pioneer in standardizing jewelry procurement and offering certification. Keeping in mind the diversities of the Indian markets, the jewelers try to cater to manufacturing on a regional basis. Kalyan Jewelers has made its mark across the country keeping in mind the local preferences.

Unveiled by Malabar Gold & Diamonds G.C.C. campaign this article talks about is a leading jewelry retailer called 'Brides of India'. As a jeweler it takes great pride in its diversity.

PROCESS

The objective of this study is to investigate the depiction of Indian culture in the content of jewelry advertisements by Malabar and Kalyan Jewelers. Culture norms, culture characteristics and culture values are the main basis for the analysis of this study. It is a study conducted to examine the content of advertisements for clothing and jewelry, hence the most appropriate research method. One of the techniques used in the mass communication field is content analysis. The researcher can get the content of the analysis through the media. The jewelry advertisements released for the brand in the last two years (2015-2017) form part of the study. Advertisements are analyzed on the basis of criteria such as language, advertising appeal, communication style, theme, character representation, cultural characteristics, imagery.

DATA ANALYSIS AND CONCLUSION

The researcher has selected five advertisements (2013-2017) of Kalyan Jewelers and Malabar Gold for the purpose of analysis.

KALYAN JEWELERS

'Trust' continues to be a common theme in Kalyan Jewelers.

1. The ad opens with an old teacher taking a math's class in a dilapidated old school during the rain, with water dripping from the ceiling falling on the children and their books. After this it starts raining in the classroom as well. He goes to the house of one of his former students to ask for help in repairing the school, but despite being treated with respect, he hesitates to ask for help and returns. But after seeing that student rebuilding that dilapidated school, they embrace him. (2014)

- **Advertising Appeal** - This emotional appeal to the psychological needs of the customer is not demonstrated even once by the jewelry.
- **Communication style** - That teacher is old, but very eager to teach. He directs the students when it rains in the classroom. Old student pays respect to his teacher. He makes the teacher sit on the sofa, himself sits on the floor. The teacher finds it difficult to ask for help from the student.
- **Cultural Features** - The study of boys and girls together exposes today's thinking, while it is an old and dilapidated school in the village. Giving respect to the teacher is a part of Indian culture, which is reflected in this advertisement.
- **Representation of characters and roles** - The student and teacher are played by Tamil actors Prabhu and Amitabh Bachchan. The student and his family are shown in a large house, dressed in elegant clothes and jewelry. While the teacher is leading an average life as he travels in a bus and is not able to support the school financially.
- **Effects and Reflections** - When students open an old photograph of a teacher standing near that school, then a reflection of the past is seen.

2. The advertisement brings forth the idea of 'Viswasam Athalle Illam' (Faith). Here in many scenarios the father is seen avoiding his daughter. It is revealed through flashbacks, the daughter married against her father's wishes; That's why father is angry. But when the son-in-law is absent at the time of the child's birth, the father puts aside his anger and helps his daughter. The daughter had faith that the father would definitely come and the matter of faith is also told in the end through the voice over. (2013)

- **Advertising Appeal** – Celebrity appeal (two famous actors from North and South) is used along with emotional appeal, so that the public gets attracted and inclined to buy the product by seeing their favorite celebrity. Flashbacks also reveal emotional appeal.
- **Communication Style** - The idea being expressed emotionally is the relationship between father and daughter.
- **Cultural Features** - When most needed, the daughter is not with her husband. He has to call his father at any time of the night. The arrival of the husband later shows that the parents are more concerned about the children.
- **Characters and Roles** - Clearly, the jewelry is using the two celebrities (Bollywood actor Amitabh Bachchan & South Indian Actress Manju Warrier) to attract customers from the north and the south.
- **Influence and Reflection** - This shows that the freedom of love marriage in India is still not given by the parents. In this, a stubborn father is shown, but the same father is concerned and helps his daughter when needed.
- **Theme** - This ad has been created on the basis of a daughter's faith in her father.

3. Amitabh Bachchan is shown as a busy doctor in this advertisement. Late at night while going in his car he notices that his granddaughter had asked him to bring the doll, as he didn't want to break his promise to her granddaughter so he goes long distances in search of an open shop | But no shop is found open, then he calls a shopkeeper and urges him to open the shop and the shopkeeper opens the shop. After which grandfather buys a doll for his granddaughter. (2014)

- **Advertising Appeal** - Grandfather tries to make his granddaughter happy by fulfilling a simple wish. Despite being so busy in the hospital, he is able to keep his promise. Granddaughter impatiently waiting for Grandfather.
- **Dialogue Style** - Grandpa is disappointed when he forgets to bring the doll and travels a long distance in search of the doll.
- **Cultural Features** - Helping by the shopkeeper to an unknown person by opening the shop so late in the night shows humanity.
- **Representation of Characters and roles** - In this advertisement, relationship between

grandfather and granddaughter is important.

- **Effects and Reflections** - Driving grandpa far into the night, there is a feeling of desperation in his mind and the question arises in our mind that what he is looking for??
- b - Kalyan Jewelry markets the promise of the brand.

4. Advertisement of Sankalp Bridal Collection – Actress Aishwarya Rai dressed up, walking the red carpet. (2014)

- **Advertisement Appeal** - Former Miss World Aishwarya Rai Bachchan has been cast in this ad.
- **Communication Style** - This advertisement shows how an actress is decked up with Kalyan Jeweler's jewelry. The two royal looking men in the advertisement also compliment the gold clad actress. Actress starts feeling like a princess.
- **Cultural Features** - A beautiful Indian woman is shown.
- **Representation Of Characters and Roles** - Former Miss World Aishwarya Rai Bachchan is featured
- **Influence and Reflection** – Beautiful background and changing of the walls to the new gold designs is eye-catching. Red carpet, red saree reflects her boldness and confidence.
- **Theme** - Kalyan Jewelers focuses on marketing its brand stories while also securely establishing a connection in the minds of the audience. It reminds us of not only the product but also its promise through simple heart touching stories.

5 An old teacher is preparing a list of gold ornaments to be given to all the relatives at the wedding ceremony. She expresses her concern about coming and going to different stores to select the best design etc. Prabhu (South Indian Actor) informs about the new Aishwaryam Floor in T. Nagar and makes him aware. He says that the teacher will not need to go around much and many beautiful collections will come together. The teacher looks unsure even after these words, Then Prabhu holds her hand and assures him like a son. (2017)

- **Advertising Appeal** - The first appeal is to avoid pomp or fear. Further it again uses emotional appeal when a believer is called by the Lord himself as the son of the teacher.

- **Communication Style** - Prabhu touches the feet of his former teacher. At the end of the advertisement, he holds the teacher's hand and asks her to believe.
- **Cultural features** - Jewelry is bought in India on weddings or other occasions And showering of flowers on something is also considered auspicious.
- **Representation Of Characters and Roles** - Both the character of former teacher and student look natural
- **Effect and Reflection** - The teacher wants to maintain his dignity by giving the best gift.
- **Theme** - Kalyan Jewelers products can be trusted like a mother trusts her son; An attempt is made to convey this to the audience.

MALABAR GOLD & DIAMONDS

1. With so many options she seems unsure what to choose? But what she (Kareena Kapoor) chooses in the end, she really likes. She appreciates it by putting it around her neck. In the next scene she presents a flower at Karishma's doorstep wearing the same necklace and apologizes for not being able to buy the gift. (2017)

- **Advertisement Appeal** - It creates greed among customers to buy jewelry
- **Communication Style** - Very formally Kareena apologizes to her sister for not buying her a gift.
- **Cultural Traits** - It can be understood that instead of gifting it to her sister, Kareena prefers to buy necklaces for herself.
- **Representation of characters and roles** - This advertisement has chosen Karisma Kapoor and Kareena Kapoor (both sisters) to attract their (Malabar's) customers.
- **Impact and Reflection** - Advertisement shows a loving bond between the sisters.
- **Theme** - Sometimes by being selfish you should also fulfill your hobbies; the advertisement shows this.

2. The advertisement features Malabar Gold & Diamonds gems and uncut diamond jewelry, actress Tamannaah Bhatia is seen decked up in jewelry. (2016)

- **Advertising Appeal** - A youth appeal has been used in this advertisement, which mainly attracts more youth.
- **Dialogue Style** - Look of victory and pride on her (Actress's) face is visible throughout the ad itself.
- **Cultural Features** - It reflects not only the beauty of the woman but also her confidence.
- **Representation Of Characters and Roles** - The woman is depicted as the beauty of nature.
- **Influence and reflection** - In this advertisement, when the bird (Cokaroo) sees the actress, he spreads his wings.
- **Theme** - The message at the end of this ad is explained with a voiceover, which is meant to 'Celebrate the beauty of life'.

3. In this advertisement, Kareena Kapoor is shown expecting wedding anniversary wishes from her husband. When the husband calls from the office, she gets irritated that her husband does not remember the anniversary. The husband's phone call on the pretext of glasses turns exciting when Kareena finds a diamond necklace. (2016)

- **Advertisement Appeal** - Romance appeal has been used in this advertisement, which shows that buying jewelry for occasions like anniversaries can add more love to the romantic life.
- **Dialogue Style** - In this advertisement, the wife is very annoyed about wedding anniversary. A voiceover at the end of the ad says "There's no better way to wish an anniversary".
- **Cultural Features** -. Love and romance of husband and wife shown.
- **Representation of characters** - The actress in this advertisement is Kareena Kapoor.
- **Impact and Reflection** – This advertisement most people associate with it. Every year love and relationships can be celebrated with thoughtful surprises like these.
- **Theme** - The theme of the advertisement is based on bringing a smile on the face of loved ones by gifting them diamonds from 'Diamonds of Malabar Mine'.

4. The younger sister does not like to wear jewelry, but on the insistence of her elder sister, she wears it and becomes the center of everyone's attraction.

- **Advertising Appeal** - According to advertisement we will understand that men appreciate girls who wear jewelry. She looks more beautiful by wearing jewelry.
- **Communication Style** - The advertisement depicts a mature elder sister and a mischievous/talkative younger sister.
- **Cultural Traits** - Today's girls not like to wear too much jewelry and prefer to keep their neck and ears plain.
- **Representation Of Characters** - One sister is mature and the other a bit talkative, but both are in love. One of the two sisters is Kareena Kapoor.
- **Reflection** - When she goes to that place with the ornaments worn on her sister's insistence, everyone's eyes are on her and everyone praises her.
- **Theme** - Here's an attempt to woo young customers.

5. There is talk of a girl getting married, but she is worried about whether she will be able to pursue her painting career after marriage. In the end, she gets married exactly the way she wanted. (2017)

- **Advertising Appeal** - The bride looks very beautiful in those ornaments.
- **Communication Style** - Girl does not retaliate to anything, but does show anger at the boy when he too does not heed her wishes.
- **Cultural Features** - It can be understood from the family discussion at the beginning of this advertisement. The girl's grandmother replies - "Our doll follows the family tradition."
- **Representation of characters** - Depicts a child who has many dreams and passions in her life. But she is not allowed to work on her own, she is upset about this but does not retaliate anywhere. The family consists of parents and grandmothers, whose words are considered important in the family.
- **Effect and Reflection** - In this ad all the sketch paper falling down shows the falling

desires.

- **Theme** - Girls also have the right to marry according to their wish.

CONCLUSION

Both jewelers make good and catchy advertisements for their business. Most advertisements are based on emotional factors like hope, promise, belief, socialization etc. rather than focusing on direct product promotion. Indian culture can be portrayed through advertising in many ways. The researcher has concluded only about Kalyan Jewelry advertisements, that it is different as compared to other jewelry advertisements. Because it does not use the big scene or the attribute of grandeur and wealth like category etc. Most of their advertisements do not feature jewelry. Malabar Jewelers has showcased its jewelry in all its advertisements unlike the welfare advertisements.

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