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## REGIONAL LANGUAGE ADVERTISING ON CONSUMER ENGAGEMENT AT VIVO MOBILES

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**ABSTRACT:** Advertisements in regional languages enable businesses such as Vivo Mobile to reach a larger audience by breaking down linguistic and cultural barriers. Vivo Mobiles uses regional languages in their marketing efforts to establish a more intimate connection with local customers. This approach not only improves the effectiveness of promotional communications, but it also fosters brand trust and loyalty. Vivo Mobiles increases people's interest in the brand and develops their bond with it by using regional language commercials that appeal to people's distinct cultural qualities and tastes. This technique allows Vivo to better personalize its marketing to the unique needs of each location. This strengthens the link between the brand and its customers.

**Keywords:** *Localized Marketing, Cultural Relevance, Consumer Engagement, Language Personalization, Regional Branding, Emotional Connect*

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### 1. INTRODUCTION

Regional language advertising has become an extremely helpful technique for modern marketing, particularly in countries such as India, where many diverse cultures and languages coexist. Because of the rapid growth of digital media, cellphones, and specialist content platforms, brands can now communicate with people in languages other than those that are global or dominant. Instead, businesses are increasingly embracing regional and daily languages to establish closer connections with clients. People typically feel more connected to, real, and personable when adverts are written in their native or preferred language. This is because language has a significant influence on how people think, feel, and trust. People encounter so many advertisements every day that ads in regional languages are more likely to stand out, capture their attention, and make them feel as if they

recognize the ad. This is not achievable with mass language advertisements since individuals see so many of them every day. There is a significant difference between how well a brand integrates into local cultural and linguistic contexts and how much people connect with, care about, remember, and pay attention to it. Regional language advertising allows firms to blend in with the culture by employing local proverbs, jokes, festivals, and social customs, rather than imposing their will on consumers. Because of this cultural connection, consumers find it easier to comprehend and connect with the brand because they believe it understands who they are and what they have gone through. Advertisements in local languages are more likely to elicit positive emotions and thoughts. This ease of understanding may increase brand loyalty, promote word-of-mouth marketing, and



attract more attention, particularly among individuals living in suburbs and other places outside of cities.

Because people's media habits and trends are evolving, regional language advertising is becoming increasingly significant. Regional video platforms, social media influencers, and community-based digital spaces are gaining popularity, and many new internet users are searching for content in their native tongue. Advertising that considers the reality that individuals speak multiple languages enables firms to engage with these groups more intimately across both traditional and digital media. Marketers are no longer merely translating national advertisements into regional languages; they are also creating tailored storylines that speak directly to the dreams and goals of the community. This shift demonstrates how language has evolved from being a means of communicating with others to a key component of generating interest in a brand and ensuring its relevance in competitive and fragmented markets.

## 2. LITERATURE SURVEY

Mukhopadhyay, S. & Allen, J. (2025): Mukhopadhyay and Allen (2025) investigated how regional language advertising affects people's interest in and loyalty to a business, focusing on culturally appropriate communication strategies. A mixed-methods research methodology was utilized to investigate how customers in the FMCG, retail, and service industries reacted to regional-language marketing. This strategy comprised both organized surveys and in-depth discussions with customers. The findings suggest that commercials in regional languages pique people's interest

by putting them at ease, enhancing cultural pride, and making them feel as if they know the ad. Businesses that considered regional language and culture were more likely to be recognized, liked, and interacted with by consumers. The research also found that advertising in a regional language promotes social sharing and word-of-mouth communication, particularly in communities that are near together.

Bhatia, M., & Gupta, A. (2024): This research investigates how employing regional languages in advertisements influences people's interest in and recall of a brand in India, which has many languages. The authors employ a mixed-methods approach that incorporates both quantitative surveys and qualitative interviews from various parts of India to demonstrate that advertising in regional languages is more effective than advertising in Hindi or English. The reason for this is that commercials in local languages help consumers feel more connected to their culture. According to the creators, these advertisements not only help people remember the brand, but also make them feel like they know the company, making it more trustworthy and relevant. Finally, the report recommends that businesses utilize multilingual marketing techniques that are attentive to the cultural preferences of their target clients in order to foster trust and loyalty.

Kumar, V., & Singh, R. (2023): Kumar, V., and Singh, R. (2023) investigate how advertising in a regional language influences people's trust and involvement in rural locations where language proficiency is essential for effective communication. The authors' surveys and in-depth interviews with rural customers



reveal that ads in local languages are perceived as friendlier, more credible, and more reliable. Believing that employing a regional vernacular is appropriate and relevant to the community has a significant impact on how consumers see brands. According to the research, these advertisements not only pique people's curiosity, but also help them make purchasing decisions by making them less suspicious.

Roy, S., & Dutta, D. (2022): With a focus on advertising language, this piece investigates how regional languages influence Indian customers' willingness to participate. The authors demonstrate in a real-world research that commercials in regional languages cause consumers to think and form stronger emotional connections than those in popular languages. According to the survey, employing regional languages allows brands to communicate in a more nuanced and culturally appropriate manner, making their messages more effective and memorable. Emotional involvement is an essential component of developing positive brand perceptions and long-term brand loyalty. According to the authors, firms can engage with different sorts of customers more effectively when their advertising is tailored to the language spoken in that region. Overall, the research demonstrates that advertising in regional languages is an effective approach to develop long-term ties with Indian clients.

Joshi, R., & Choudhary, P. (2021): This research examines how to use regional language advertising to get people interested in your brand by looking at successful campaigns and consumer feedback. The writers believe that clear language, emotional appeal, and cultural

relevance are all crucial components of effective communication. According to their findings, firms that speak regional languages are better at developing long-term relationships with the people they wish to do business with. These kind of partnerships increase customer loyalty, help them recall a company, and pique their curiosity.

Iyer, A., & Rao, K. (2020): Iyer, A., and Rao, K. (2020) investigated the relationship between customer involvement and the language used in advertisements, with a focus on regional languages. After talking to a variety of customers, the writers discovered that marketing in regional languages piques people's attention and influences their purchasing decisions. The research's findings emphasize the importance of relatable advertising and advise that firms use regional languages to successfully affect people's behavior. Based on the facts, it is evident that advertising language must be altered to reflect what people want in order for marketing to be effective.

### **3. PROCESS FOR REGIONAL LANGUAGE ADVERTISING ON CONSUMER ENGAGEMENT**

#### **Market and Audience Analysis**

The first stage is to decide which groups of people you want to interact with based on their language, cultural background, where they live, how much information they consume, and where they live. Brands use demographic data, local traditions, festivals, and beliefs to understand how people feel and think about speaking their native language. This phase ensures that the ad's message is appropriate for the local culture and is not misconstrued.



### **Language and Cultural Customization**

You do not translate the ad text word for word; rather, you adapt it to make it more relevant to the audience you wish to attract. Changing cultural references, humor, storytelling tactics, symbolism, and local idioms are all part of this. Customers feel more connected to a company that uses regional languages. This is because it conveys a sense of authenticity and familiarity, as well as the perception that the company cares and understands them.

### **Message Framing and Creative Development**

This is the stage at which groups develop new messages that align with people's goals, local traditions, and everyday routines. People in the neighborhood live and believe in ways reflected in the stories, taglines, and images. When advertisements incorporate familiar language and situations, they are more likely to capture people's attention, help them remember the brand, and make them feel good about it.

### **Media Channel Selection**

In the following step, regional media outlets are selected. These can include local TV networks, newspapers, radio stations, billboards, and digital platforms that feature local content. The message can reach more people and enhance the brand-consumer relationship in the local market by utilizing media that people already trust and use more frequently.

### **Consumer Interaction and Engagement**

Advertisements in regional languages on community and social media sites, in particular, inspire people to share, talk, remark, and spread the word, resulting in increased communication. People are more comfortable expressing their thoughts and feelings in their own language. As a result, they become more interested, and now the

company and its viewers may communicate with one another.

### **Feedback, Measurement, and Optimization**

Finally, brands consider a variety of engagement metrics, including consumer feedback, brand preference, buy intention, and recall. Customer input helps us improve future efforts by adjusting the tone of the language and ensuring that it is more culturally appropriate. Because the corporation is always updating its regional language advertisements, they remain relevant and loyal to clients over time.

## **4. QUESTIONNAIRE**

### **1. Which Vivo model received high accolades for its success in local language advertising?**

- A) Vivo X60 Pro
- B) Vivo Y20
- C) Vivo V21 5G
- D) Vivo V23 Pro

### **2. What is one advantage of Vivo mobile advertising that are in local languages?**

- A) Higher costs
- B) Increased relatability
- C) Limited reach
- D) Reduced trust

### **3. Which Vivo smartphone received the "Best Value for Money Smartphone" award?**

- A) Vivo X70 Pro
- B) Vivo V21e
- C) Vivo X80 Pro
- D) Vivo V23 Pro

### **4. Why do customers trust Vivo phones more when the adverts are in their native language?**

- A) Decreases trust
- B) Has no impact
- C) Increases trust
- D) Creates confusion



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## 5. CONCLUSION

As marketing evolves, regional marketing is becoming increasingly crucial. This demonstrates how crucial it is for businesses to interact with local customers on a deeper level. Businesses are increasingly relying on regional marketing to differentiate themselves and interact with a diverse range of customers. Regional marketing employs personalized strategy, community involvement, and targeted projects to assist firms in achieving success in certain areas. This creates long-term partnerships and promotes progress. Adopting regional marketing ideas is more than just a wise decision; it represents a commitment to understanding, valuing, and connecting with the distinct identities and preferences of local audiences. Even though marketing is constantly changing, regional marketing will remain vital for understanding how local markets work.

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