

Psychological Elements Employed in Train Wrap Advertisements in the Delhi Metro to Maximize Recall Rates and Its Effect on Positive-Negative Thinking of Customer

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ABSTRACT

The present research seeks to determine the psychological features and elements contributing to elevated recall rates in train wrap advertisements. Advertising on train wrap is a cost-effective way for reaching many people in cities, but improving the recall rate is vital for a successful campaign. This research finds essential features that unavoidably result in higher recall rates via an in-depth examination of present train wrap advertising. The study made utilizes qualitative methods, such as data from surveys gathering, analyzing the content of advertisements, and analysis of statistics. Recall rates are greatly impacted by significant traits like strong images, brilliant colors, clear advertising, concise language, and relevance in the context. This research provides an important addition to the area of advertising providing helpful details about the features that make train wrap advertisements more effective and assisting managers in adjusting their advertising efforts for optimum audience participation and storage.

Keywords: recall, branding, Advertisement qualities, communication, Delhi metro, Train wrap, psychology

1. INTRODUCTION

High recall rates for advertising are essential in the rapidly changing world of promotion, where people's attention spans are short and competitiveness is intense. The present research seeks to identify the typical features used in train wrap advertisements that significantly boost customer recall. Train outside are used as vast canvases for advertising campaigns in train wrap advertising. This study attempts to determine the essential characteristics that grab commuters' attention as well as enhance remember to assist marketers in developing more effective train wrap advertising. It does this by considering many variables like color programs, slogans, visual components, and advertising techniques. Train wrap ads frequently include intense and energetic visuals that stand out in the midst of the occupied and swarmed climate of the Delhi metro. Using enormous scope symbolism guarantees that the visuals are effectively noticeable even from good cutaways. Commercials that resound with the neighborhood culture, customs, or recent developments will quite often have a higher review rate. Compelling train wrap promotions consolidate unmistakable marking components to make memorability and review.

1.1 BACKGROUND

Researchers in the field of psychology have delved into understanding how memory processes work, how information is encoded and retrieved, and what strategies can be employed to improve recall rates. Following are some key areas used for enhancing recall rate:

1. **Memory Encoding and Retrieval:** Understanding the cognitive processes of memory encoding (how information is initially stored) and retrieval (how information is accessed) is crucial. Researchers have investigated how different factors, such as attention, elaboration, and organization, affect the encoding of information into memory and its subsequent retrieval.

2. **Attention and Selective Processing:** Psychology research has highlighted the significance of attention in memory formation. People tend to better remember information to which they have paid focused attention. This concept has led to studies on techniques to enhance attentional processes, thereby improving recall.
3. **Mnemonic Strategies:** Various mnemonic techniques have been explored that capitalize on the way our brains naturally process information. These strategies, such as acronyms, visualization, and chunking, are designed to enhance the encoding and subsequent retrieval of information.
4. **Spacing Effect and Retrieval Practice:** The spacing effect suggests that information is better retained when it is studied over multiple spaced intervals rather than in one continuous session. Similarly, retrieval practice involves actively recalling information, which has been found to improve long-term retention and recall.
5. **Emotional and Personal Significance:** Research has shown that emotionally charged or personally relevant information tends to be better remembered. Understanding the mechanisms behind this phenomenon can shed light on strategies to enhance recall by increasing emotional engagement.
6. **Contextual Cues:** Context plays a significant role in memory retrieval. The recall of information is often improved when individuals are in a similar context or state to when the information was learned. This principle has led to studies on context-dependent learning and the impact of environmental cues on recall.
7. **Interference and Forgetting:** Investigating the reasons for forgetting is essential in understanding how to enhance recall. Interference theory examines how new and old memories may interfere with each other, leading to forgetting. Strategies to minimize interference can contribute to better recall rates.
8. **Individual Differences:** Psychological research also considers how factors such as age, cognitive abilities, and individual learning styles impact recall rates. Tailoring recall-enhancing strategies to different demographic groups can be crucial.
9. **Neurocognitive Approaches:** Advances in neuroimaging have allowed researchers to explore the neural underpinnings of memory and recall. Understanding how brain regions and networks are involved in these processes provides insights into potential strategies for recall enhancement.

Psychologically impactful features frequently employed in train wrap advertisements to enhance recall include:

1. **Vibrant Colors:** Bold and vivid color schemes attract attention and stimulate visual memory, making the advertisement stand out in the viewer's mind.
2. **Eye-Catching Visuals:** Intriguing and captivating images or graphics capture viewers' gaze and contribute to creating a lasting mental image.
3. **Contrast and Emphasis:** Clever use of contrast and emphasis directs attention to key elements within the advertisement, aiding in information retention.
4. **Simplicity and Clarity:** Clear and concise messaging minimizes cognitive load, making it easier for viewers to grasp and remember the advertised content.
5. **Catchy Slogans or Taglines:** Short, memorable phrases create verbal anchors that facilitate recall and association with the product or message.
6. **Humor or Emotion:** Humorous or emotionally resonant content generates a personal connection with the audience, leaving a stronger psychological imprint.
7. **Relevance to Context:** Incorporating elements relevant to the local culture, environment, or current events increases the likelihood of the advertisement resonating with viewers.
8. **Familiar Symbols or Icons:** Utilizing symbols or icons familiar to the target audience taps into existing cognitive associations, aiding memory retrieval.
9. **Novelty:** Unique or unconventional design elements pique curiosity and intrigue, encouraging viewers to engage with and remember the advertisement.
10. **Visual Hierarchy:** Strategic arrangement of elements guides viewers' attention and comprehension, facilitating the extraction of key information.
11. **Repetition:** Repeated exposure to specific visual motifs, colors, or messages reinforces memory traces, enhancing recall.
12. **Visual Storytelling:** Presenting a narrative through visuals helps create a coherent and memorable sequence, improving the likelihood of recall.

13. Interactive Elements: Encouraging viewer interaction with elements like QR codes or interactive visuals deepens engagement and recall.
14. Associative Pairings: Linking the product or message with well-established concepts or images reinforces recall through cognitive associations.
15. Sensory Appeal: Incorporating sensory elements like textures, scents, or sound effects can trigger multisensory memory cues.
16. Consistency with Brand Identity: Aligning the advertisement's design with the brand's established identity fosters recognition and recall.
17. Minimal Distractions: Reducing visual clutter and extraneous details allows viewers to focus on the core message, aiding recall.
18. Spatial Layout: Structuring visual elements spatially can guide viewers' attention and enhance comprehension and retention.

1.2 RESEARCH PURPOSE

The purpose of this study is to determine the prevalent features used in Train Wrap commercials that support a high rate of recollection among viewers, comprehend the impact of demographic variables on their efficacy, and investigate the psychological factors that improve audience retention and recall rates of reaction.

2. LITERATURE REVIEW

Features that frequently used in train wrap advertisements to recall:

In the research review of train wrap advertisements that Shareef et al 2019 accomplished, numerous typical features that support a high recall rate across viewers were discovered. To draw viewers in and increase recall, visual elements like bright colors, fascinating imagery, and unique layouts were often employed. To increase recall, clever and concise messaging—including enduring slogans or taglines—was also essential. Further increasing recall of memories is the intentional positioning of advertising on train exteriors, where they're easily accessible and usually encountered again throughout everyday journeys. These features combine to make train wrap marketing more effective at capturing viewers' focus and encouraging higher recall rates.

According to a survey by Sutherland et al 2020 on train wrap advertisements, the high rate of recall among consumers is determined by several comparable features. First of all, using huge spaces for big ads allows advertisers to create visually compelling layouts that are quickly recognized and recalled. A further approach to leaving a lasting mark on viewers is using dramatic and captivating pictures or slogans (Sajjadi et al 2018). Thirdly, engaging viewers and rendering the advertising distinctive is accomplished by creatively inventive approaches to developing content. Addressing particular groups based on place of residence and financial resources assures that the adverts reach people with regular dwell time, increasing the likelihood of recall. These features are frequently seen in effective train-wrapping advertising efforts, improving viewer recall levels.

According to Ali (2019), counting a reasonable source of inspiration urges suburbanites to make a particular move after seeing the ad. It very well may be guiding them to visit a site, download an application, or visit a store. A very much positioned and top-notch embolden improves the probability of the commercial being recollected and followed up on.

According to Sadana (2020), to make an enduring impression, train wrap commercials here and there integrate inventive or intelligent components. This could include consolidating QR codes, expanded reality (AR) encounters, or intuitive games that draw in workers and urge them to collaborate with the commercial.

According to Fedorenko (2020), train wrap advertisements with a high rate of recall often include striking visuals, simple sentences, and powerful brands. Concerning the role of demographics, research shows that changes in attention, participation, and recall rates among various demographic groups may impact the efficiency of train wrap advertising. These variables include gender, age, and profession.

According to Srivastava (2019), Train wrap promotions can be modified and focused on explicit metro lines or stations. By fitting the notice to the particular crowd of a specific station or line, advertisers can make a feeling of importance and increment the review rate among workers utilizing those particular courses.

A variety of crucial psychological variables affect the way train wrap advertisements draw audiences and enhance recall rates. According to Kietzmann (2018), catching audience interest and improving recall depend significantly on appeal to emotions, novelty, and cognitive functions. By establishing an association with consumers via positive emotions, psychological attraction helps increase brand recall. With unique and striking creations, novelty could spark attention and make an eternal mark. When advertising delivers concise and relevant messages, brain functions like attention and memory are activated. The development of Train Wrap advertising that effectively attracts audiences and increases recall rates might be based on a knowledge of these psychological variables.

According to Faroqi (2019), Emotional engagement is essential for expanding recall rates. Emotionally evocative Train Wrap advancements, for example, those that inspire humor, fervor, shock, or even wistfulness, are bound to have an enduring impact on watchers. Feelings can upgrade message encoding and recovery, expanding the possibilities of the commercial being recalled.

The main psychological elements that impact how well Train Wrap promotion draws in viewers and increases recall rates:

A variety of crucial psychological variables affect the way train wrap advertisements draw audiences and enhance recall rates. According to Sun (2022), catching audience interest and improving recall depend significantly on appeal to emotions, novelty, and cognitive functions. By establishing an association with consumers via positive emotions, psychological attraction helps increase brand recall. With unique and striking creations, novelty could spark attention and make an eternal mark. When advertising delivers concise and relevant messages, brain functions like attention and memory are activated. The development of Train Wrap advertising that effectively attracts audiences and increases recall rates might be based on a knowledge of these psychological variables.

2.1 RESEARCH QUESTIONS

1. Does train wrap efficiently convey the brand message to commuters?
2. What are the elements that train wrap use for a high recall rate among commuters?

2.2 RESEARCH OBJECTIVES

1. To identify if the brand message is efficiently conveyed to commuters through Train wraps
2. To identify the elements that are used in train wraps for a high recall rate

3. RESEARCH DESIGN AND METHODOLOGY

Train Wrap ads frequently include bright colors and visually appealing patterns in their promotional materials to attract passengers' notice. The advertisement could stand out in the packed setting of a train station through bright colors, huge phrases, and excellent-quality pictures (Zhang, 2017). To endure outside forces and offer an extended lifespan for the advertisement, the materials utilized must be strong and resistant.

The process of data collection includes a qualitative process, all the data for this research has been collected from secondary sources such as journals, articles, and online journals. The survey which has used in this research has been collected through a secondary survey. Almost 100 advertisements have been observed. The labeling and classification of the info collected serve as the initial stages in the data analytics procedure. Thematic evaluation is used to find recurrent trends and themes in qualitative information, such as transcripts of interviews. Statistical methods are used to analyze qualitative data information, such as responses to surveys, to find connections between factors and highlight key factors that influence high recall percentages.

3.1 ETHICS

The research procedure includes ethical concerns as a crucial aspect. All participants are made conscious of the research's goals as well as their rights to anonymity and privacy. Every individual offers informed permission before their data is properly kept and utilized only for study (Zhang, et al 2017). During the research procedure, ethical norms, such as those imposed by ethical evaluation surfaces, are observed.

3.2 DATA PRESENTATION AND INTERPRETATION

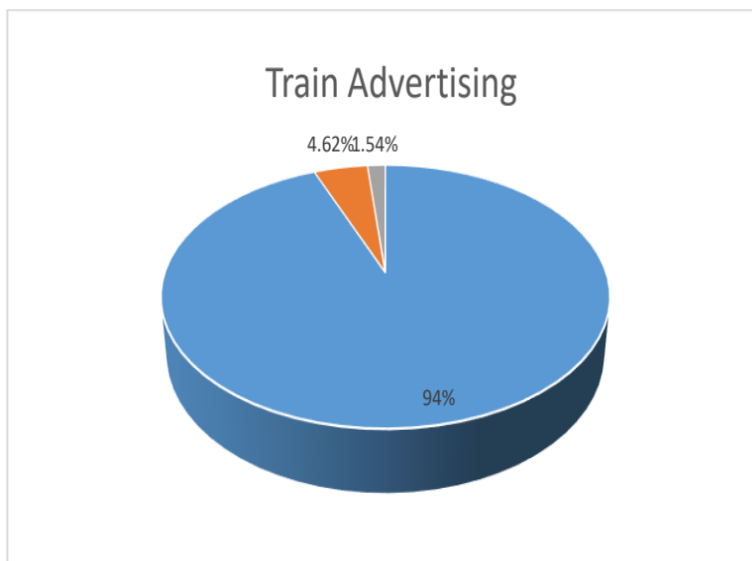


Figure 1: Respondent percentage who observed advertisement in Delhi Metro

From the above chart, it has been observed that a percentage of respondent percentage is 94% noticed the advertisement on the train in Delhi Metro they have been commuting by train regular basis. Individuals choose trains over every other mode of transportation because they are swift and inexpensive. As a consequence, a lot of individuals see advertising for trains on a daily basis. Further, train advertising can be purchased in an array of styles, from train notifications to entirety train wraps, making them stick out and distinctive to visitors.

The common features found to be associated with high recall rates included attractive designs, bold colors, popular brand/logo placement, clear messaging, succinct and memorable slogans, and clever placement on trains for the greatest exposure to target audiences. These aspects help viewers recall the idea and remember the company faster.

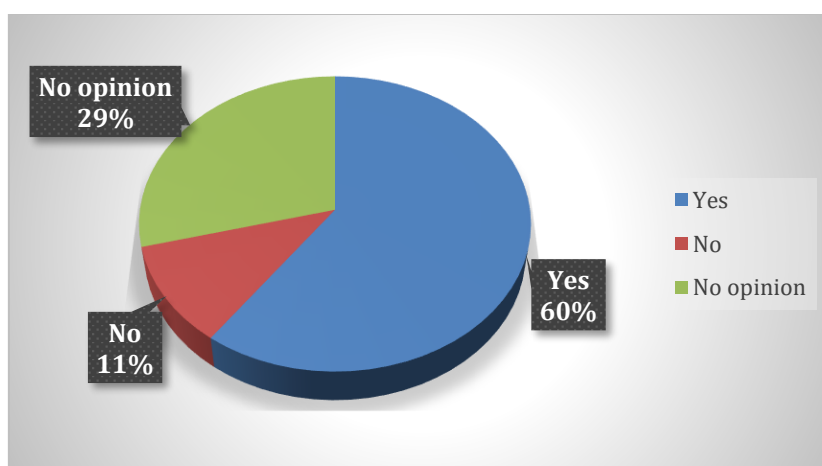


Figure 2: Respondent percentage who considered transit advertising creative or not

From Figure 2 it has been observed that the respondents consider creative advertising transit factors such as digitalization and advances in print production technologies to extend the level of creativity regarding text and visualization in transit media.

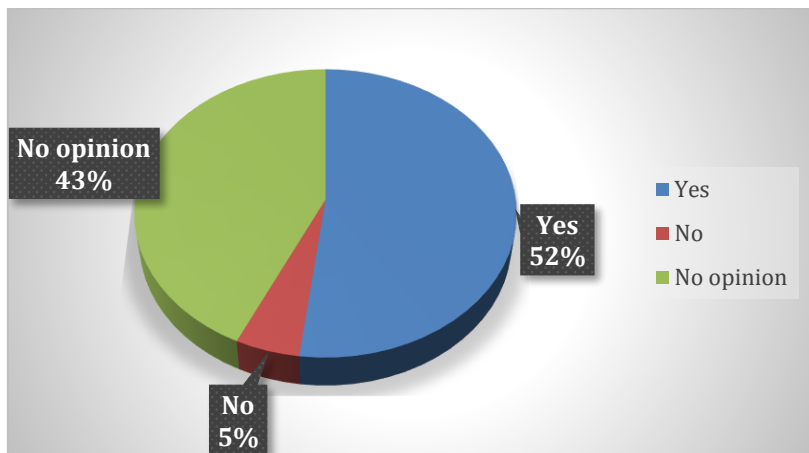


Figure 3 Train wrap advertisement can deliver the brand message to the people

According to Figure 3, a maximum number of people think that transit advertisements can inspire people effectively by conveying brand messages.

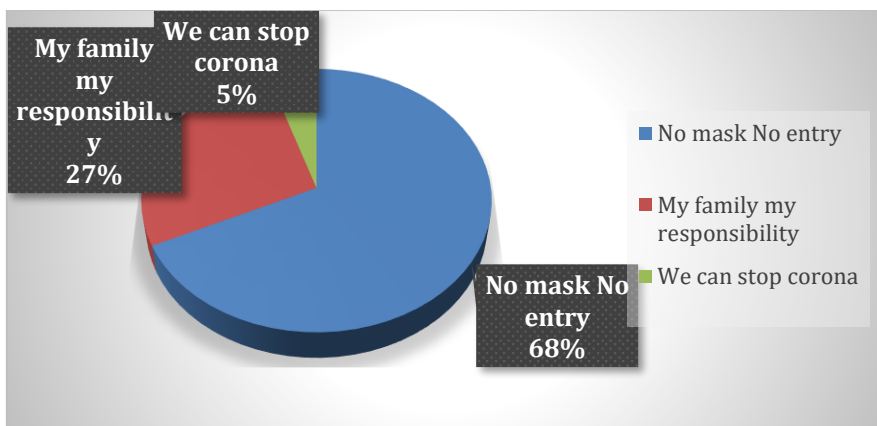


Figure 4: Travelers recall rate on no mask no Entry campaign

As per Figure 4, it has been observed that no mask no Entry is a famous advertisement campaign on the transmit media during the pandemic covid-19 depending on the visibility in the train.

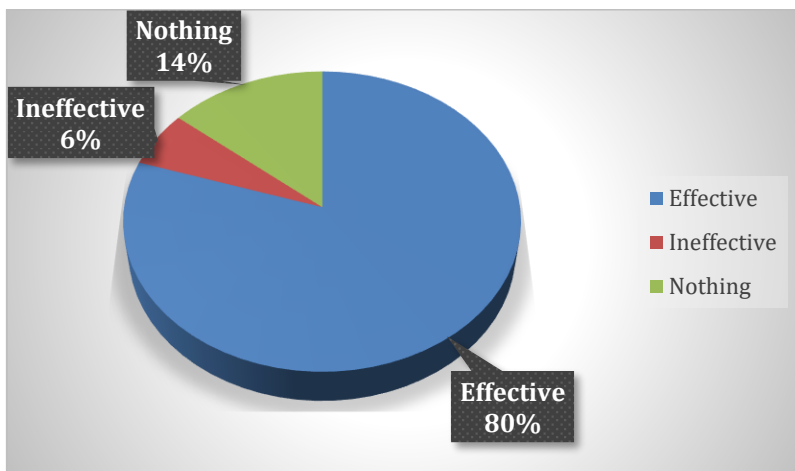


Figure 5: Effectiveness of Train wraps

According to Figure 5, A maximum number of participants considered that the advertising through train wrap is an effective medium mostly according to the youth generation because it enables creative paths to offer geo-target consumers.

4. CONCLUSION

Logos act as viewable signals that trigger brand affiliations and help in memorability. Key utilization of varieties can make train wrap promotions outwardly engaging and eye catching. Energetic and differentiating varieties can assist the ad with hanging out in the metro climate and have an enduring effect. Clear and succinct informing as text, like mottos or slogans, can really convey the fundamental thought or advantage of the promoted item or administration. Paramount and brief messages are bound to be held in the personalities of suburbanites. Convincing and significant symbolism can catch consideration and impart the substance of the ad. Pictures that reverberate with the interest group or bring out feelings are bound to be recalled (Ammar, *et al* 2017). Consideration of a notable big name or powerhouse in train wrap promotions can make major areas of strength for an incremental review. Big names can stand out and loan validity to the promoted brand or item. Accentuating the brand name noticeably in the promotion can add to mark review. By over and again presenting suburbanites to the brand name, it turns out to be bound to be recalled and perceived.

In conclusion, from a psychological perspective, the effectiveness of train enclosure notices in captivating observers and enhancing recall rates can be influenced by a confluence of factors, including the features utilized in the advertisements, the demographics of the target audience, and various psychological dynamics at play. Train wrap advertisements frequently incorporate attention-grabbing elements such as vibrant colors, captivating visuals, and engaging messages designed to seize the viewers' psychological attention. Emotional resonance is yet another significant variable, as advertisements that evoke positive emotions can create a lasting psychological impact on observers. Moreover, the relevance and customization of the promotion to the specific needs and interests of the target audience further amplify its psychological potency.

Psychological components play a fundamental role in attracting observers and augmenting the recall rates of train enclosure promotions. Aspects like attention, personal engagement, cognitive processing, social influence, and context-related factors all exert an influence on the effectiveness of these psychological notices. By comprehending the psychological motivators behind observers' behavioral patterns and preferences, train wrap advertisements can be optimized to resonate with audiences amid and following challenging circumstances, such as the Coronavirus pandemic.

5. RECOMMENDATIONS FOR ADVERTISERS

Here are some recommended prevalent features that increase the recall rate in train wrap commercials:

1. Use interesting photos, powerful concepts, and appealing colors to create graphically appealing information.
2. Brand acceptance: Make sure the company's name or logo is readily apparent.
3. Use succinct, distinctive slogans or advertisements to effectively communicate the main point.
4. Use pertinent information to build a connection with the target audience. Include details about the area or train travels.
5. Large font: To improve reading, from a distance, choose readable, big-sized font.

Train Wrap ads can improve their recall rate and leave an eternal mark on the target public by including these elements.

6. LIMITATION OF THE STUDY

The limitations of this study primarily stem from its scope, as it solely focuses on train wrap advertisements within the context of the Delhi Metro. While the investigation into the psychological elements contributing to recall in this specific setting provides valuable insights, the findings may not be generalizable to other advertising mediums or diverse cultural contexts. Additionally, the dynamics of recall could be influenced by factors unique to Delhi's urban environment, potentially limiting the broader applicability of the study's conclusions. As a result, the study's

findings should be interpreted within the context of train wrap advertisements in the Delhi Metro and should be cautiously extrapolated to other advertising platforms and geographic regions.

7. FUTURE SCOPE OF THE STUDY

The current study on train wrap advertisements in the Delhi Metro presents a foundation for further exploration and offers several avenues for future research:

1. **Cross-City and Cross-Cultural Comparisons:** Extending the study to encompass train wrap advertisements in different cities or countries would allow for a cross-cultural analysis. Comparing the psychological impact of these advertisements in varied cultural and urban contexts could reveal universal principles as well as unique influences on recall rates.
2. **Multisensory Advertising Impact:** Investigating the integration of multisensory elements, such as sound, touch, or smell, in train wrap advertisements could uncover how combining sensory experiences enhances recall and emotional resonance.
3. **Long-Term Recall Effects:** A longitudinal study tracking recall rates over an extended period could provide insights into the durability of memory retention. Understanding how well-recalled advertisements continue to influence perceptions and behaviors over time offers valuable practical implications for advertisers.
4. **Influence of Message Positioning:** Exploring the impact of advertisement placement within the metro system could shed light on whether certain locations lead to higher recall rates. This could lead to strategic placement strategies for maximizing recall.
5. **Neuroscientific Investigations:** Integrating neuroimaging techniques, such as fMRI or EEG, could provide a deeper understanding of the neural processes underlying recall in response to train wrap advertisements. Mapping brain activity during exposure and retrieval phases might reveal neurological mechanisms at play.
6. **Digital and Traditional Advertising Comparison:** Extending the study to include digital advertising, both within and outside the metro environment, could provide insights into whether recall rates differ between physical train wrap ads and their digital counterparts.
7. **Age and Recall Relationship:** Exploring how different age groups respond to train wrap advertisements could uncover age-related variations in recall rates, helping advertisers tailor campaigns to specific demographic segments.
8. **Interactive and Personalized Approaches:** Investigating the impact of interactive and personalized train wrap advertisements, where viewers engage directly with the content, could shed light on how interactivity enhances recall and engagement.
9. **Impact of Environmental Factors:** Examining how environmental factors such as time of day, crowd density, or weather conditions influence recall rates would provide a comprehensive understanding of the situational variables affecting memory retention.
10. **Comparison with Other Metro Advertising Formats:** Contrasting recall rates of train wrap advertisements with other advertising formats within the metro system, such as digital screens or billboards, could highlight the unique advantages of train wraps in terms of recall and engagement.

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