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“DIMENSIONS OF SOCIAL ADVERTISING ENLARGED, BECAUSE OF CORPORATE SOCIAL RESPONSIBILITY TAKEN BY PRIVATE SECTOR”

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ABSTRACT:

This paper will demonstrate how corporate social responsibility initiative by private organization helps in reaching social awareness advertisement to bring about positive change in Indian society. Social Advertising is a subset of social marketing and is also a part of social responsibility. It is very commonly used by Government and NGOs for the purpose of bringing about a planned social change. It is accepted that, to fight the social evils that have gripped our country, social advertising is the most powerful tool which can reach the masses. Most of the social advertising in India is the preserve of the government: Directorate of Advertising and Visual Publicity (DAVP). With LPG, the role of government is shrinking in all sectors and the government is expected to be the facilitator. But now-a-days the scenario has been changed. Because of CSR, many private organizations are taking interests in social advertising and have come with many innovative solutions. This activity also boost's social marketing.



KEYWORDS: Social awareness Advertising, Corporate social responsibility, social marketing, social change

INTRODUCTION

“Advertising in its non-commercial appearance is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest. It is a powerful tool to use solely for commercial purposes” – David Ogilvy. Advertising has become an integral part of our life and

society that we cannot imagine any media, newspaper, magazine, TV serial, cinema, even mobile without advertising. Advertising is a vital marketing tool as well as a powerful medium of communication. Apart from commercial advertising, there is another dimension of advertising which has become much popular and that is social advertising. It was way back in 1952 that management expert *Weibe* raised a question, “**Why cannot you sell**

brotherhood like you sell soaps?” It took nearly two decades for an attempt to answer this question. The powerful tool of advertising will just remain as a commercial marketing weapon which will be looked down upon in the years to come, if ‘social advertising’ is not given proper weight age. In modern times, the concept of social responsibility of the business and corporations is well accepted and many business enterprises are moving in that

direction. Though the concept of corporate social responsibility (CSR) is understood, the concept of social advertising as a part of social responsibility is yet to penetrate.

This research paper is an effort of the researcher to throw light upon the enlarged dimensions of social advertising, because of Corporate Social Responsibility taken by private sector which worked parallel with the government sector for awareness and education through advertising. The Brand or company accepts their share of social responsibility through CSR & social advertising which can go a long way in shaping the society.

THE CONCEPT DISCUSSION:

Public service advertising, non-commercial advertising, public interest advertising, cause marketing and social marketing are the other commonly used terms for social advertising.

- 'Social advertising' means the advertisements made for the welfare of the society, to fight the social evils, wrong customs, traditions with an objective to achieve the target of 'Planned Social Changes'.
- 'Social advertising' is designed to educate or motivate target audience to undertake socially desirable actions.
- The same advertising techniques used to promote commercial goods and services when used to inform educate and motivate the public about non-commercial issues such as AIDS, energy conservation, deforestation and so on is referred to as 'Social Advertising'.
- -The objective of 'social advertising' is to change the public attitude and behaviour and stimulate positive social change.

It was way back in 1952 when Management expert Weibe raised a question, "Why cannot you sell brotherhood like you sell soaps?", that the seeds of 'Social Advertising' were sown. Later in 1969, Kotler and Levy wrote an article on 'Broadening the concept of marketing' in the journal of Marketing. They opined that, marketing should be treated as a social activity. They tried to extend the use of traditional marketing principles to non-business organisations. While there was an attempt to broaden the marketing concepts to include social marketing, there has been a simultaneous development of the application of marketing concepts to marketing social causes. The whole issue of journal of marketing, vol. 35, no. 3, July 1971 dealt with 'Social Marketing' and the first one to use the terminology as 'Social Marketing' was Kotler and Zaltman. In their article, 'Social Marketing: An Approach to planned social change', they tried to show the application of marketing concept to social problems such as brotherhood, safe driving and family planning. In 1990, Kotler and Roberto brought out a book on 'Social Marketing: Strategies for changing public behaviour'. With this publication, social marketing has come of age as a discipline in marketing area. They have allocated with several social campaigns to describe the change in the public behaviour through the marketing approach. Kotler has suggested that, social causes can be handled through marketing concepts. In 21st century, 'Social Advertising' is very commonly used by government and NGOs.

The present scenario of the society, where ever we go, we find a cloud of negativity and gloom, with masses of people feeling disappointed about their own future and future of the country. The causes for this may be economic, political, and personal but over shadowing and overweighing all these are the social causes / evils that have gripped our country leading to national crises.

The outlook, the approach, the attitude and values of the society have undergone tremendous changes. These changes have affected the youth and the society in a negative manner. Drug addiction, lavish lifestyle leading to the dreaded diseases, reckless driving, corruption, tax evasion etc. are the outcome of these changes. Apart from these, the society is also facing pollution, deforestation, wastage of resources, wrong customs and traditions etc. All these social problems are so severe that efforts need to be made to tackle them in the right way on the war footing.

INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY [CSR]:

CSR states that corporations have an obligation to consider the interest of customers, employees, shareholders, communities, and ecological considerations in all forms of interest of their operations. It further clarifies that this obligation extends beyond the corporations statutory obligation

to comply with legislation. CSR is a subject of interest that continues to attract a lot of attention to the vast array of stakeholders. The research proposal contributes to it by tracing the historical roots of the companies or corporations have to the societies with in which they are based and operate. CSR also involves a business identifying its stakeholder groups and incorporating their needs and values within the strategic and day to day decision making process. There are not many studies that concentrate on the concept of CSR. In most cases, researchers or practitioners simply refer to the strategy of CSR. It is for this reason that the researcher thought it is important to make a more detailed study of the concept. Levels of CSR objectives viz., social, economic, environmental using various advertising strategies that generate reactions as opinion, recall and recognitions with three dimensions such as appeal, attitude/image, intention-to-buy message. Fransisca Franche [2009], Jasha Bowe [2009] and Alen Anthony Pomeroy, [2009] studied the role of advertising in the context of reactions of CSR advertising in print media.

McWilliams, Siegel and Wright (2006) recognize the benefits of CSR advertising, especially for corporate reputation enhancement and protection. The researchers also make a distinction between persuasive and informative CSR advertising. Persuasive CSR advertising tries to influence consumers regarding products with CSR attributes, whereas informative CSR advertising solely informs the public with regard to the CSR characteristics or CSR managerial practices of the company. CSR advertising in the recent years corporate companies are interested to create innovative ideas in the business. Advertising provided persuasive information and positive associations designed to increase purchase probability, While a corporate image was formed from a variety of sources, few of which are controlled by the firm, corporate image advertising, aimed to generate awareness of and preference for the corporate brand or master brand. Corporate image advertising based around a CSR positioning appeal claimed the firm was somehow demonstrating a commitment to non-economic goals to improve the quality of life of the local community and society at large by reducing the negative externalities and maximizing the positive externalities of its operations, as they affect social and environmental metrics.

TYPES OF CSR ADVERTISING:

CSR advertising has been classified based on legitimization of CSR actions, effectiveness of CSR advertising claims, number of messages etc. According to CSR actions, CSR advertisements use different as well as similar themes, appeals and images across the countries. Corporations communicate substantial information in CSR print advertising and also associate themselves with customers. CSR advertising uses proactive impression management strategic and tactics. In addition, more number of CSR advertising and less number of advertising used by corporate companies depending on the scrutiny Persuasive and informative CSR advertising widely used based on CSR claims depending on number of messages in CSR advertising.

SUCCESSFUL CSR ADVERTISING CAMPAIGNS IN INDIA:

2015 has seen an interesting journey in social cause campaigns by Indian brands. Brands from varied sectors have been leveraging the social and digital media in cool ways, to mobilize people for a cause they believed needs to be changed with the help of people. There are examples of few CSR ad campaigns presented for better understanding of the application of the concepts in corporate image and brand reputation in the national and international experiences.

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1. Idea Cellular's 'go green' Campaign with a message 'Use mobile, Save papers.' The consistent path to protect environment of planet earth with green trees and the strategic approach of go green, idea cellular has campaigned for the message "use mobile' save paper" idea cellular has adopted socially relevant advertisements Which was developed by Lowe, Idea's creative agency, The ad advocates the use of a mobile phone's value. It also added services to save paper and consequently protect the Earth. The campaign used has both informative and persuasive messages like tag line – "What an Idea, Sirji!"

The campaigns addressed subjects such as caste war, disability, education, democracy and health. The ad demonstrates how a cell phone has been used to read newspapers, generate e - bills, make payments and transactions, issue e-tickets and boarding passes; thereby saving tons of paper every day. Thus it reduces dependency on paper.

Pradeep Shrivastavan [2010], chief marketing officer, Idea Cellular has stated that, "Environment as a subject touches all, but gets attention only at strategic forums. The common man gets to contribute little towards the cause, due to lack of direction and ideas. In line with the focus of ad, Idea Cellular has taken up the responsibility of educating the 500 million mobile phone users in the country. Abhishek Bachchan, the celebrity brand ambassador, portrayed that role of an agonized tree in this advert. The tree urges people to use the mobile phone in lieu of paper, and help protect the Earth. In the ad, as more and more people switch to their mobile screens, tree felling is reduced, and the Earth looks visibly greener. The grieved tree starts sprouting again and leaves the audience with a simple message – 'use mobile, save paper'.



2. Nivea India 'Mom's Touch' (July 2015)

Skin care brand, Nivea India touched our hearts with its recent social initiative 'Moms Touch' that brought forth stories of extraordinary mothers. Nivea partnered with Aseema Charitable Trust, an organization dedicated to provide quality education to children from marginalized communities.

The social media driven campaign portrayed the story of some extraordinary mothers who want the best future for their child, despite having faced adversities all throughout their own lives. Viewers could join in the noble cause either by sharing the video on their social networks or by direct donations to the charitable trust. Each time one shared the film, Nivea contributed 100 grams of rice. Mom's Touch helped Nivea strike the right chord with its consumers and also provided them with an incentive for social sharing.



CONCLUSION:

From the above discussion we can say that, Corporate Social Responsibility initiative taken by many corporate and private organizations, wider the reach of social awareness advertising. Today, social advertising is used to achieve the target of 'planned social changes'. With privatisation, liberalisation and globalisation, governmental efforts alone are not sufficient to bring about a planned social change. The private sector corporations are compliment and supplement the governmental efforts in bringing about a planned social change. From above case study we can say that, many private sector industries and NGOs are already making the efforts in this direction. Most of the social advertising in India is the preserve of the government, Directorate of advertising and visual publicity (DAVP). However, in recent years advertising agencies are getting into social advertising. The earliest advertisement agencies involved are Lintas – doing anti dowry advertising campaign, clarion advertising services – promoted contraceptive sales, Ulka advertising – produced video films for village level health workers and React advertising services – Campaign for removal of misconceptions about leprosy. (Source :ADEX India (A division of TAM media research) 92)

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