



IMPACT AND EFFECTIVENESS OF SOCIAL ADVERTISEMENT - A STUDY WITH SPECIAL REFERENCE TO KANYA KUMARI DISTRICT

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ABSTRACT :

In all spheres of life the world today is characterized by fast changes. People are exposed to a large number of advertisements throughout the day beginning from early morning to late night. One of the challenging tasks today is communicating about social causes to the masses. Absence of proper communication about social problems leads to unawareness, ignorance and misunderstanding about the concept. Social advertisements create awareness among people, inform and educate them about socially relevant issues. The study is based on both primary and secondary data. Primary data is collected from 140 sample respondents by applying convenient random sampling technique. The study reveals the level of awareness created by social advertisements, ways of giving social advertisements, the opinion of respondents and the effectiveness of social advertisements in bringing behavioural change.

KEYWORDS : Social advertisement, Social problems, Attitude, Awareness.

INTRODUCTION

Advertising is an attempt to popularize a specific product or service. Social advertising does not promote any product or service. Its main goal is to evolve a sense of responsibility or to make people to change their behaviour and attitudes. It is not about offering an immediate solution but to draw someone's attention to the matter. The goal of social advertising is to convey the message so that the recipient realizes his responsibility. Social advertising is engaged in an endless number of topics starting with health, environmental problems, human rights and ending with social engagement. Social advertisement tries to inform the public about the problems occurring around us. Another goal of social advertisement is to highlight terrible consequences of certain situations or phenomena, sometimes with the use of shocking and very realistic way, other times with the use of irony and humour thereby altering social behaviour, beliefs and attitudes. The success and effectiveness of social advertisement depends on understanding the target group to whom the message is presented for. Information and emotional appeals are most frequently used in social advertisements.

OBJECTIVES

The main objectives of the study are as follows

- To study the level of awareness created by social advertisements.
- To analyse the effectiveness of social advertisement in bringing behavioural change.
- To study the ways of giving social advertisement.
- To analyse the respondents opinion towards social advertisement.

METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected from 140 sample respondents through a well-structured interview schedule. Secondary data were collected from various books, journals and website.

SAMPLING DESIGN

Convenience random sampling method was used for collecting the data. The data was collected from 140 sample respondents.

ANALYSIS AND INTERPRETATION

The analysis and interpretation of data was made with the help of statistical tools like Garrett Ranking Technique, ‘t’ test and opinion survey.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

It is based upon the characteristics such as age, gender, marital status and occupation. The demographic profiles of sample respondents are presented in Table 1.

Table 1
Demographic Profile of Sample Respondents

Particulars	Categories	No of Respondents	Percentage
Age	Below 25 years	53	37.86
	25-35 years	55	39.28
	35-45 years	18	12.86
	Above 45 years	14	10.00
Gender	Male	81	57.85
	Female	59	42.15
Marital status	Married	47	33.57
	Unmarried	93	66.43
Educational Qualification	Higher Secondary	26	12.14
	Graduate	91	65.00
	Post Graduate	32	22.86
Occupation	Government employees	63	45.00
	Private employees	45	32.14
	Business	21	15.00
	Unemployed	11	7.86

Source: Primary Data

LEVEL OF AWARENESS TOWARDS SOCIAL ADVERTISEMENT

There are a number of issues which are known to the public. The ‘t’ Statistics have been completed to find out the significant difference between the male and female respondents which is presented in Table 2.

Table 2
Level of Awareness towards Social Advertisement

Sl.No	Factors	Mean Score		t-test
		Male	Female	
1	AIDS awareness	4.5352	3.2449	-1.285

2	Eye donation	2.3803	1.4490	-3.373*
3	Save water/ electricity	2.3099	4.5510	-2.748*
4	Blood donation	4.4648	2.3265	2.744*
5	Gender equality	2.2113	3.6735	-2.699*
6	Human rights	4.3803	3.4286	-2.662*
7	Road safety	3.4507	2.1224	1.516
8	Girl child education	2.3944	4.4369	1.533
9	Family planning	3.4648	4.4490	-5.686*
10	Pollution	3.5714	2.4648	4.319*

Source: Primary Data
Significant at 5% level

Among the male respondents the higher level was identified in "AIDS awareness" "Blood donation" and "Human rights". Among the female respondents the higher level was identifies in "Save Water/Electricity", "Family planning" and "Girl child Education". Regarding the level of awareness the impact among the male and female respondents is identified in Eye donation, Save water/electricity, Blood donation, Gender equality, Human rights, Family planning and Pollution since the respective 't' statistics are significant at 5 per cent level.

EFFECTIVENESS OF SOCIAL ADVERTISEMENT IN BRINGING BEHAVIOURAL CHANGE

The impact of social advertisements leads to behavioural change. The extent may differ from respondent to respondent which is presented in Table 3.

Table 3
Effectiveness of Social Advertisement

Sl.No	Factors	No of Respondents	Percentage
1	Time being	25	17.86
2	Seasonal	39	27.86
3	Temporary change	48	34.28
4	Permanent change	28	20
Total		140	100

Source: Primary Data

From the above table it is concluded that a majority 48(34.28%) respondents respond temporary behavioural change.

WAYS OF GIVING SOCIAL ADVERTISEMENT

Social advertisement is given to the public in many ways which is presented in Table 4.

Table 4
Ways of giving Social Advertisement

Sl.No	Ways of Giving	No of Respondents	Percentage
1	Use of shocking information	28	20
2	Highlighting terrible consequences	38	27.14
3	Show in a realistic way	48	34.28
4	Use of irony and humour	26	18.58
Total		140	100

Source: Primary Data

From the above table it is inferred that giving social advertisement in a realistic way has more impact.

OPINION TOWARDS SOCIAL ADVERTISEMENT

Social advertisements are made through various sources such as direct online, digital signage and smart phones. The opinion of the respondents towards social advertisement is shown in Table 5.

Table 5
Opinion towards social advertisement

Sl.No	Factors	Total Score	Mean Score	Rank
1	Education about social problems	584	4.17	I
2	Motivate to take action	548	3.91	II
3	Identify social problems	546	3.9	III
4	Informing social problems	517	3.7	IV
5	Draw attention to social problems	494	3.53	V

Source: Primary Data

It is clear from the above table that the opinion towards social advertisement is to educate about social problems which is ranked first.

SUGGESTIONS

No book rules can be suggested to make social advertisement effective. However certain suggestions are given to put social advertising on sound footing.

- In order to generate effective social advertisements people could be encouraged to participate in the creation of social advertisement.
- To create awareness among the targeted audience special fund may be allocated in the budget by the government to spend effectively through the Social Welfare Department.
- Celebrities may be endorsed to make the social advertisements more relevant, effective and useful.
- Awareness campaigns may be conducted at frequent intervals so that people are made aware of the consequences of social problems to bring about a behavioural change in them.
- Efforts may be taken to involve all type of media in social advertisement as media only has the capacity to reach many people.
- Social advertisement should be in such a way that people follow them, become more conscious and careful and also to educate other people.
- To create awareness social problems may be included in the curriculum of school and college students.

CONCLUSION

In a poor country like ours the social problems can be effectively tackled by social advertisements. Certainly the repeated floating of such advertisements can bring about attitudinal and behavioural changes among people. Therefore in years to come social advertisements will go a long way in solving the social problems.

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