

Effectiveness of Social Advertising: A Behavioural Study

Mr.M.SureshKumar¹ and Ms.R.Punithavalli²

¹Assistant Professor, Department of Commerce CA, Dr. SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore, India.

²II.M.Com (CA), Dr. SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore, India.

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ABSTRACT

Advertising is omnipresent in our lives. It has a persuasive, pervasive and powerful influence on society. Leis et al (1986) believe advertising to be the most important social, economic and cultural institution in society- 'a communication activity through which change is mediated. The main objectives are, to study the exposure and awareness of the respondents regarding various social advertising campaigns. To study the like abilities and dislike abilities of respondents towards various social advertising campaigns.

Keywords: Advertising, Commerce, Behavioural, Social Study.

INTRODUCTION

Advertising is omnipresent in our lives. It has a persuasive, pervasive and powerful influence on society. Leis et al (1986) believe advertising to be the most important social, economic and cultural institution in society- 'a communication activity through which change is mediated.' According to ASCI (Advertising Standards Council of India) advertising is 'any paid form of communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed.'

REVIEW OF LITERATURE

1. Mehta and Purvis (2000) evaluated how consumer attitudes to advertising in general affect response to specific advertising. The study answers these questions: Do general attitudes towards advertising influence advertising reactions? If so, then in what ways? Findings of the study reveal that respondents with more favorable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them.
2. Potter and Adam (2004) examined the relation between philanthropic tendencies like donating to charities and attitudes towards Social Marketing. They found that significant positive correlations exist between the two and that respondents expressed more concern for local causes. They also demonstrated an inclination to follow the trends of popular social causes
3. Evans (2008) voiced that social marketing has been successful at changing a wide range of health behaviors especially in the domain of tobacco use, nutrition and physical activity HIV AIDS etc. But social marketing faces a major challenge and at disadvantage as compared with commercial marketing because social marketing lacks funds, It can succeed only if it develops more socially powerful and persuasive competing messages, multiple channels and focus on social and health policies that affect individual behaviour. Social marketing faces a daunting task in the light of rising media use by children. The policy makers can follow the same policies as followed in tobacco control, diet control and physical activity.

4. Kotler et al. (2000) states that social marketing is a profound change agent as well as a successful method of management. In future, students of social change may look at the final decade of the twentieth century as a line when the balance of social change started to shift in favor of planned, persuasive and nonviolent change as against change brought in by violence. They state that more conscious and ethical behaviour is required on the part of the people designing and executing Social Marketing initiatives. The authors correctly emphasize the need for analyzing the behaviour of target public and communicating as much as possible in a personal way.
5. Minkler et al. (2004) studied cigarette and alcohol advertising in magazines and the effects of such ads in relation to the editorial content that accompanies it. They contrasted the contents of four Magazines devoted to 'beauty of health' with those of regular issues. They found that the former issues had fewer ads related to cigarettes and alcohol as compared to the regular issues. It was also found that little editorial content was devoted to health risks associated with smoking and drinking. This showed the magazines' responsiveness to the interests of the readers vs. those of the advertisers.

RESEARCH METHODOLOGY

This study is an effort to understand the impact of social advertisements on people. For this purpose, level of awareness of respondents, their likeability and factors which contribute to likeability have been studied

AREA OF STUDY:

The universe of the study comprises adults from urban and rural areas of Punjab. The selected adults belong to diverse strata of society. The broad hypotheses tested were that there is no difference between urban and rural respondents regarding awareness, likeability and effectiveness of social ads.

SOURCES OF DATA:

The study uses only primary data. For the purpose of collection of data, questionnaire has been prepared and data was collected from the consumers who have purchased product through online. Adequate care has been exercised to collect unbiased data from the respondents.

SAMPLING DESIGN

For the purpose of this study, the data were collected from 450 consumers using convenience sampling technique

TOOLS USED

- Percentage analysis
- Unpaired t-test
- Anova
- Chi-square test

All the tools were applied using SPSS (Statistical Package for Social Science)

OBJECTIVES OF THE STUDY

- The asses the social advertising a Behavioural study

HYPOTHESIS OF THE STUDY

- The hypotheses to be tested were framed on the basis of prior research and intuition. The broad hypotheses tested were that there is no difference between urban and rural respondents regarding awareness, likeability and effectiveness of social ads.

ANALYSIS AND INTERPRETATION:

Gender-wise Distribution of Respondents

Sex	Urban		Rural		Total	
	Number	%	Number	%	Number	%
Male	102	40.80	53	35.33	155	38.75
Female	148	59.20	97	64.67	245	61.25

There are 61.25 per cent female respondents in the study while the remaining 38.75per cent are male respondents. Almost a similar pattern is observed in case of urban and rural respondents. Among urban respondents 35.37 and 64.67 per cent are61 female and male respondents respectively. In case of rural respondents, there are64.67 per cent females and 35.33 per cent males. Thus, female respondents dominate the study sample.

Age-wise Distribution of Respondents

Particular	Urban		Rural		Total	
	Number	% age	Number	% age	Number	% age
18-21	36	14.40	23	15.33	59	14.75
22-34	82	32.80	23	15.33	105	26.25
35-50	79	31.60	66	44.00	145	36.25
>50	53	21.20	38	25.33	91	22.25

It is clear from the Table that the highest proportion i.e. 36.25 per cent of total respondents belong to the age group of 35-50 years, followed by 26.25 per cent in the age group of 22-34 years and 22.25 per cent in the age group of above 50 years. The lowest proportion i.e. 14.75 per cent of total respondents belong to the age group of less than 21 years. There was a somewhat different pattern among rural and urban respondents in Comparison of age groups. Among urban respondents, the highest proportion i.e.32.80 per cent was found to be in the age group of 22-34-50 years. Among rural respondents, there is a different pattern as the highest proportion i.e. 44.00 per cent belong to

the age group of 35-50 years, followed by 25.33 per cent in the age group of above 50 years. Therefore, it may be said that the sample represents all the age groups in the study.

Income-wise Distribution of Respondents

Particular	Urban		Rural		Total	
	Number	%	Number	%	Number	%
Monthly Income (Rs.)						
<10000	72	28.80	66	44.00	138	34.50
10000-20000	93	37.20	40	26.67	133	33.25
>20000	85	34.00	44	29.33	129	32.25

It can be seen from the Table that almost an equal proportion of respondents are representing different income categories. Among total respondents, 34.50, 33.25 and 32.25 per cent were enjoying monthly income of less than Rs. 10,000, Rs.10,000 to Rs. 20,000 and more than Rs. 20,000 respectively. However, the pattern differed among urban and rural respondents. The highest proportion i.e. 37.20 percent of urban respondents have monthly income between Rs. 10,000 and 20,000 while it is highest of the order of 44.00 per cent among rural respondents who had a monthly income of less than Rs. 10000. This shows that income level is higher for urban as compared to rural respondents.

Qualification-wise Distribution of Respondents

Particular	Urban		Rural		Total	
	Number	%	Number	%	Number	%
Qualification						
Postgraduate	90	36.00	13	8.67	103	25.75
Graduate	115	46.00	49	32.67	164	41.00
<=Matriculation	25	10.00	60	40.00	85	21.25
Others	20	8.00	28	18.67	48	12.00

The highest proportions i.e. 41.00 per cent of total respondents are graduates, followed by 25.75 per cent with post-graduation. The remaining 33.25 per cent of them are either illiterate or below matric. The pattern of educational level among urban population is similar with overall sample as highest number of graduates is 46 per cent followed by 36 per cent postgraduates. On the other hand, the highest proportions of rural respondents are under matriculation. Only 8.67 per cent of them are post graduates. Thus, educational level is higher among urban as compared to that among rural respondents.

Occupation-wise Distribution of Respondents

Particular	Urban		Rural		Total	
	Number	%	Number	%	Number	%
Student	44	17.60	24	16.00	68	17.00
Business	44	17.60	1	0.67	45	11.25
Service	62	24.80	17	11.33	79	19.75
Professional	37	14.80	1	0.67	38	9.50
Housewife	24	9.60	51	34.00	75	18.75
Agriculture	2	.80	36	24.00	38	9.50
Retired	17	6.80	7	4.67	24	6.00
Others	20	8.00	13	8.67	33	8.25

The information contained in Table indicates that occupation ranges between 6.00 per cent retired persons to 19.75 per cent doing service among total respondents. In case of urban respondents, occupation ranges between .80 per cent doing farming to 24.80 per cent in services. Among rural respondents, as much as 34 per cent are housewives while 24.00 per cent are involved in agriculture. Professionals and businessmen are to the tune of 0.67 per cent each. The occupations are identified as studies, business, service, profession, agriculture. The unemployed (housewives) and retired persons are also taken to fill the gap. This shows that socio-economic characteristics, by and large, differ between urban and rural respondents, which may affect their awareness pattern regarding social advertisements.

Likeability to Watch Advertisements.

Like	Urban	Rural	Total
	Number	Number	Number
Yes	212(84.80)	128(85.33)	340(85.00)
No	38(15.50)	22(14.67)	60(15.00)
chi-square value	0.02		

The proportion regarding likeability came to be 84.80 per cent in case of urban respondents and 85.33 per cent in case of rural respondents. It indicates that the pattern of liking to watch advertisements is similar in urban as well as rural areas. The insignificant chi square value also shows that there is no significant difference in the advertisement watching pattern for urban and rural respondents.

Awareness of Respondents about Various Social Advertisements

Issues	Urban	Rural	Z-value	Total
AIDS Awareness Campaign	231(92.40)	101(67.33)	6.46***	332(83.00)

Eye Donation	218(87.20)	87(58.00)	6.64***	305(76.25)
Save /Water/Oil/Electricity	228(91.20)	101(67.33)	6.05***	329(82.25)
Pulse Polio	245(98.00)	146(97.33)	0.44	391(97.75)
Blood Donation	221(88.40)	127(84.67)	1.07	348(87.00)
Girl Child Education	232(92.80)	137(91.33)	0.53	369(92.25)
Against Drunken Driving	227(90.80)	103(68.67)	5.64***	330(82.50)
Family Planning	230(92.00)	137(91.33)	0.23	367(91.75)
Stop Female Foeticide	230(92.00)	130(86.67)	1.72*	360(90.00)
Breast Feeding	216(86.40)	89(59.33)	6.16***	305(76.25)

in parentheses represent percentage; *** significant at 1 per cent level Total is more than 100 because of multiple responses It can be observed from Table that the percentage of awareness of respondents is highest (97.75%) for the campaign of 'Pulse Polio', followed by that of 'Girl Child Education' (92.25%), 'Family Planning' (91.75%), 'Stop Female Foeticide' (90.00%), 'AIDS Awareness' (83.00%), 'Against Drunken Driving' (82.50%) and 'Save Water/Oil/Electricity' (82.25%). The lowest proportion of awareness amongst total respondents is (76.25%) for 'Breast Feeding' and 'Eye Donation' campaign each. This shows that amongst the total respondent's highest awareness is about 'Pulse Polio' and lowest is in case of 'Breast Feeding'. The rural Vs. urban pattern shows that the highest awareness of urban respondents is towards 'Pulse Polio' campaign (98%), followed by campaigns related to 'Girl Child Education' (92.80%), 'AIDS Awareness' (92.40%), 'Family Planning' and 'Stop Female Foeticide' (both at 92.00%), 'Save Water/Oil/Electricity' (91.20%), 'Blood Donation' (88.40%), 'Eye Donation' (87.20%) and lowest awareness is towards 'Breast Feeding' (86.40%). The rural respondents also showed quite a similar trend as highest awareness is for 'Pulse Polio' (97.33%) followed by 'Girl Child Education' and 'Family Planning' both at (91.33%), 'Stop Female Feticide' (86.67%), AIDS awareness' sand 'Save Water/Oil/Electricity' (both at 67.33%) and lowest awareness is for 'Breast Feeding' campaign (59.33%).

The pattern of awareness for different social advertisements is almost the same among urban and rural respondents as is observed in case of total respondents. The highest awareness is for 'Pulse Polio' campaign in both rural and urban respondents followed by 'Girl Child Education'. However, there are significant differences in awareness between urban and rural respondents as far as percentage of individual advertisement is concerned. The awareness about 'AIDS Awareness' campaign is significantly higher among urban (92.40%) as compared to rural respondents (67.33%). Similarly the awareness about 'Eye Donation', 'Save Water/Oil/Electricity', 'Against Drunken Driving', 'Stop Female Foeticide' and 'Breast Feeding' campaign came to be significantly higher among urban respondents as shown by significant Z-values at 1 per cent level. However, for other campaigns like 'Pulse Polio', 'Blood

Donation’, ‘Girl Child Education’ and ‘Family Planning’ statistically no significant differences exist between urban and rural respondents.

The analysis shows that except for ‘Pulse Polio’, ‘Blood Donation’, ‘Girl Child Education’ and ‘Family Planning’, awareness for various social advertising campaigns is significantly higher among urban respondents as compared to rural respondents. But even among urban respondent’s awareness is not hundred per cent. ‘Pulse Polio’ campaign emerged to be number one in terms of awareness both among urban and rural respondents. The lowest awareness among rural and urban respondents is for ‘Eye Donation’ and ‘Breast Feeding’.

Extent of Awareness among Respondents about Selected Social

Social Advertisement	Total		
	Mean	SD	%Mean
AIDS Awareness Campaign	3.83	1.22	76.62
Eye Donation	3.60	1.28	72.00
Save Water/ Oil/ Electricity	4.06	1.21	81.18
Pulse Polio	4.52	0.69	90.45
Blood Donation	4.26	1.00	85.28
Girl Child Education	4.36	1.00	87.20
Against Drunken Driving	3.97	1.21	79.30
Family Planning	4.14	0.98	82.80
Stop Female Foeticide	4.14	1.05	82.70
Breast Feeding	3.51	1.36	70.25
F-ratio	1.43		
C.D.	NS		

A perusal of Table 4.2.1 depicts that among respondents, the highest level of awareness of the order of 4.52 (90.45%) is secured by ‘Pulse Polio’, followed by ‘Girl Child Education’ 4.36 (87.20%) and ‘Blood Donation’ 4.26 (85.28%). For ‘Stop80Female Foeticide’ and ‘Family Planning’ campaign the respondents have shown equal level of awareness i.e. 4.14 (82.80%) each. The lowest level of awareness among total respondents is for ‘Breast Feeding’ campaign with WAS 3.51 (70.25%).

Extent of Awareness among Urban and Rural Respondents about These Social Advertisements. The extent of awareness among urban and rural respondents for the selected social campaigns is presented in Table

Table - Extent of Awareness among Urban and Rural Respondents about these Social Advertisements

Social Advertisement	Urban			Rural			t-value
	Mean	SD	%Mean	Mean	SD	%Mean	
AIDS Awareness Campaign	4.29	1.01	85.78	3.07	1.58	61.34	9.42***
Eye Donation	4.11	1.10	82.24	2.75	1.60	54.93	8.29***
Save Water/ Oil/ Electricity	4.51	0.98	90.28	3.30	1.57	66.00	7.37***
Pulse Polio	4.67	0.65	93.44	4.27	0.75	85.47	2.93***
Blood Donation	4.51	0.90	90.12	3.86	1.16	77.20	6.80***
Girl Child Education	4.56	0.93	91.28	4.01	1.11	80.13	4.67***
Against Drunken Driving	4.23	1.08	84.56	3.53	1.43	70.53	5.47***
Family Planning	4.35	0.88	87.07	3.79	1.14	75.87	5.50***
Stop Female Foeticide	4.38	0.98	87.52	3.74	1.16	74.80	5.90***
Breast Feeding	3.86	1.29	77.20	2.93	1.47	58.67	6.62***
F-ratio	1.31			4.01***			
C.D.	NS			0.3148			

Thus, the difference in level of awareness about different social advertisements is found to be significant between urban and rural respondents. The level of awareness is significantly higher among urban respondents for all the advertisements as tableware found to be significant for all the social advertisement campaigns.

Knowledge of Respondents about Media Campaigns Known as Social Advertising

Knowledge	Urban	Rural	Total
	Number	Number	Number
Yes	192(76.80)	57(38.00)	249(62.25)
No	58(23.20)	93(62.00)	151(37.75)
chi-square value	60.06***		

Further, the respondents were asked whether they are aware about the nature of these ads i.e. whether they know that these advertisement campaigns are social advertisements, the responses are elicited in the simple form of 'Yes' or 'No'. Table Knowledge of Respondents about these Media Campaigns being classified as Social Advertisement Number Significant at 1 percent level; figures in parentheses represent percentages. The data shows that (62.25%) of the total respondents are equipped with the knowledge that these advertisements belong to the category of social advertisements.

There is significantly different pattern of knowledge between urban and rural respondents. The proportion of respondents having knowledge about the category of these advertisements came to (76.80%) among urban respondents, which is significantly higher than the awareness among rural respondents (38.00%). The significant chi square value also shows that there is significant difference between rural and urban population about the knowledge that these media campaigns are known as social advertisements. They know about the social issues but do not know that these types of advertisements are called social advertisements.

Distribution of Respondents according to Their Awareness of these Issues before Media Campaigns

Awareness	Urban	Rural	Total
Fully Aware	91(36.40)	23(15.33)	114(28.50)
Somewhat Aware	130(52.00)	45(30.00)	175(43.75)
Not at all	29(11.60)	82(54.67)	111(27.75)
Mean Extent of Awareness	2.25	1.61	2.01
SD	0.65	0.74	0.69
t-value	9.05***		

Thus, it can be said that various media campaigns about social issues played an important role in bringing awareness among rural as well as urban respondents. Thus, it can be inferred that generally people like to watch advertisements. They are aware of the various social advertisements, but they do not know that these campaigns are called social advertisement campaigns.

FINDINGDS

- The important findings of the study relate to the investigation of the awareness of various social advertising campaigns amongst respondents, their like abilities and dislike abilities, factors contributing to the likeability and dislike ability.
- The findings are also related to the attitude of respondents towards social advertisements, effectiveness of social advertisements and the believability of these advertisements
- The final yet most important finding is related to and success of social advertisement campaigns. These findings are presented in summarized form in the forthcoming paragraphs.

SUGGESTIONS

1. The respondents felt that advertisers should keep in mind the Indian culture while designing advertisements especially TV ads as the whole family watches it together.
2. Both TV and Internet advertisers should see to it that the timing of their ads is opportune. More so in the case of Internet advertising (as TV advertisers have been paying attention to this fact), as the consumer may feel irritated and put off when he encounters unnecessary and irrelevant ads during important and/or official work.
3. The ads should also use the filtration technique in that they should be clear about the audience. This can also save a lot of money by doing away with clicks that are unlikely to convert to sales. As an example, a low-end product should not use words like “premium”, “luxury”, “exquisite” etc.
4. The endeavor should be to keep the ads as relevant as possible, for example by utilizing the customers’ most frequently used search query keywords in ad headlines and body

CONCLUSION

- Generally, people watch social advertisements with interest but most of them do Not know that these kinds of advertisements fall in the category of social advertisements.
- The awareness and level of awareness is more among urban respondents as compared to their rural counterparts. But even among urban respondent’s awareness is not hundred per cent. An effort should be made to increase the awareness for various social campaigns amongst them.
- The lowest level of awareness came to be for ‘Eye Donation’ and ‘Breast Feeding’ campaigns, both among urban and rural respondents. But in campaigns like ‘AIDS Awareness’ and ‘Eye donation’ a huge gap is found to be existing 192between urban and rural respondents. They not only differ in awareness but also in extent of awareness. So, the government should take note of this and efforts should be made to make the rural people more aware.
- Although awareness is more among urban respondents, since it is not hundred per cent, government should take measures to increase awareness among urban and rural population.

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