

A Study on Influence of Social Advertisement on the Youth

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Abstract— Advertisement has long been used as a mode of promotion of products and services. The channels of advertisement have changed from papyrus used by Egyptians to online, used by the entire world. As advertisement has seen a change in the channels, it has also evolved into not just promoting product or service but, ideas also. We learn about different types of ads, and one among them is Social Advertisement. This objective of the paper is about social ads by government and private companies and the influence of these campaigns on the youth. The main objective to consider this topic is the amount spent, which runs in Rs.1000 crores for these ads has influence on the people or not. The primary data is collected by survey through administering a structured questionnaire. For the analysis part we have used Pearson's correlation to understand the degree of relation between dependent and independent variable. The results show the relation between variables to be positive.

Keywords – Social Advertisement; Behavior; Learning; Media; Opinion.

I. INTRODUCTION

India and Indian civilization is very old, complex and also rich in experience of different cultures being a part of such huge land. This with a history of more than 5000 years has really come its way around many summers. The inclusive nature of this great land has always been of accepting and hence we see many cultures co-exist and makes it a land of diversities. Therefore, Indian particular social order will be an intricate blend about different cultures, people and ideas; well the good weigh more in count compared to the complexity that we see in India today.

As it goes, different cultures have seen their birth in India and at the same time, many other cultures have seen their rise on this land. Well each culture has their own philosophy towards life and in due course has their own beliefs towards each and every aspect of life. Some of them so good that it is and can be followed by any sane person irrespective of any culture. However certain superstitious ideal and myths are followed even today camouflaged as cultural beliefs and as we have become more industrious and moved towards more modern practices, we seem to have picked on couple of bad habits on the way. The so called beliefs as old as dowry system to no education for girls, from superstitious belief to the most recent Selfie craze(accidents related to mobile and selfie).

II. OBJECTIVE

A. *To understand the reach of the social advertisement.*

Companies and government spend large sum of money on social advertisements, hence the study to understand the reach of these ads.

B. *To learn the awareness level with regards to the different component of ads.*

Most of the times we do react to stimulus, in this case the ads play a role and hopefully there is a reaction. However this is possible only if you are aware of the ads.

C. *To ascertain the influence of social advertisements.*

As a promoter of any product (idea in this case), the ROI on the investment (ads in this case) has to be calculated. The study is to understand the influence of these ads on the teen.

D. *To determine the objective of the social advertisement.*

The overall objective of study, is to understand notion of the teens about the opinion they carry about the social ads they have an opinion of the ads are doing their job

III. SCOPE OF STUDY

Now talking about the change in behavior, what better than a message, to which you are repeatedly exposed. I am talking about the advertisement and in particular the SOCIAL ADVERTISEMENT. Well it works, or otherwise companies or governments would not have spent large chunk of their profits on this marketing gimmick. So the government with its own reason and private companies as a part of CSR has come up with well designed message and advertisements. The area of social advertising is complex, because of the diverse culture. The tool to measure the impact would be rather kept at bay as the whole segment would be more focused on the how rather the reach of the message and what change it has brought on a larger prospective. [1] Measuring effectiveness can be difficult or even counter-productive because it forces an emphasis on a few criteria rather than looking at the broader implications of change

IV. RESEARCH METHODOLOGY

The study is conducted to know about the reach and influence of the social advertisement. The data collected was from Hubli & Dharwad with a sample size of 171. For data collection a structured questionnaire was used. A non-probability purposive sampling technique was used as the students who had gathered for an event were only considered. The analysis was done using Microsoft excel and SPSS package.

V LITERATURE REVIEW

So as a nation, sorry a young nation with a median age of 27.6 years [2] has a lot to learn and lot to unlearn. When we talk about learning, I would like to take help of Richard E Mayer who defines learning as "Learning is the relatively permanent change in a person's knowledge or behavior due to experience. This definition has three components: 1) the duration of the change is long-term rather than short-term; 2) the locus of the change is the content and structure of knowledge in memory or the behavior of the learner; 3) the cause of the change is the learner's experience in the environment rather than fatigue, motivation, drugs, physical condition or physiologic intervention [3] and my intention is more towards the change in behavior.

Meaning & Definition of Advertisement According to Philip Kotler "Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor." In simple words, "Advertising is a means of informing and communicating essential information.

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.

According to Weibe (1952) if products could be sold via advertisement, than so can be social ideas and beliefs [4]. In 1970 the marketing guru Philip Kotler thought on the same lines that if marketing principles can sell products the same principles also would hold good for ideas and beliefs good for society [5].

Andreasen (1995) defines social marketing as 'The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.' [6]

According to Hannah Koenker (2014) Strategic use of behavior change communication (BCC) applies targeted messages and tailored approaches to promote healthy behaviors and reduced risk taking. [7]

Behavior change communication interventions can be effective in improving knowledge of and perceptions about abortion in settings in which lack of accurate knowledge hinders women's access to safe abortion services. [8]

The FBM asserts that when people are persuaded to perform a behavior, then three factors have come together at once: motivation, ability, and trigger. As one studies successful persuasive technology systems, the FBM gives insight into the user experience. [9]

According to G. H. G. McDougall J. N. Fry (1975) it says that the concerning credibility for any audience will depend upon the situation, source and the objective. [10]

From 2008 to 2013 the ad industry added Rs.32, 106 crores from Rs21, 520 crores; however it just took two years to reach Rs 43,991 crores. [11]

According to Pitch Madision AD report 2017 the ad industry is expected to grow by 13.5% in 2017. Ad industry size was Rs.43, 991 crores in 2015, Rs.49, 480 crores in 2016 and projected to be Rs.56, 152crores in 2017. Television, the projected growth is Rs 21,269 crores, the print media is projected to grow to Rs.19, 869 crores. Digital advertising growth projected to Rs.9, 144 crore mark as video, social and mobile grow fast. Radio is projected to grow to Rs 2,008 crore market, Cinema advertising is projected to grow to Rs 601 crore. The sub-segment of Digital OOH & Malls has seen rapid growth even as the overall OOH market projected to grow to Rs. 3,234 crore. [12]

According to Enis Yakut (2016) when pre-existing attitudes on celebrity and firm are both positive, consumers perceive the advertisements more favorably. Also, there is a synergy effect when both attitudes are positive and there is a contamination effect when either or both of the attitudes are negative.[13]

A Social advertisement to reach its goals, it has to be designed in a way where the intended target is becomes aware, understand and act or change the behavior desirable to society.

The crucial goal is it to the next stage - motivate group and show them the positive changes that they can bring or be a part. It is been found that the people are involved, provided they are shown how to make the change and also supported when they are putting the change in action. Social ads or promotions are used to prompt a change and also to maintain the new behavior in the target audience.

The government spends a lot of money and other resources. It stands among the top when it comes to advertisement in terms of number according to Broadcast Audience Research Council of India (BARC) [14]. The below table clearly shows that the government stands second in the top 10 category. A percentage of 12.05% of the collective no of insertions is by Government towards social awareness.

TOP 10 ADVERTISERS

Advertiser	Insertions (Nos)
Hindustan Unilever	3,424,754
Reckitt Benckiser (India)	716,504
Procter & Gamble	606,750
Patanjali Ayurved	425,994
Cadburys India	399,334
ITC	245,989
GlaxoSmithkline	228,443
Colgate Palmolive	225,913
Vini Product	206,582
Coca Cola India	204,052

^a Image Courtesy – Social Advertising: It’s Impact on Society and Businesses[15]

TOP 10 CATEGORIES

Category	Insertions (Nos)
Toilet soaps	822,860
Social advertisements-govt	663,179
B2C & online shopping	605,852
Washing powders/liquids	582,490
Perfumes/deodorant	564,633
Toothpastes	532,448
Shampoos	496,612
Auto-cars/jeeps	420,882
Fairness creams	410,734
Chocolates	403,597

^b Image Courtesy – Social Advertising: It’s Impact on Society and Businesses[15]

VI. ANALYSIS AND RESULT

1. Descriptive Statistics of reach of social advertisements

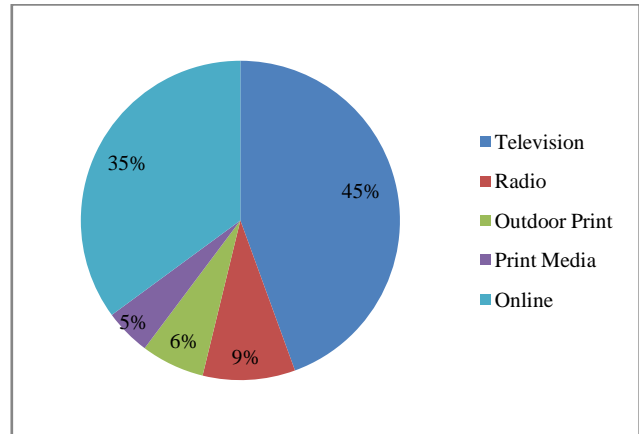
A. To understand the reach of the social advertisement.

Table 1. Age of the Respondents

Age	Respondents	Percentage
18	4	2
19	9	5
20	9	5
21	54	32
22	34	20
23	13	8
24	12	7
25	16	9
26	15	9
27	5	3

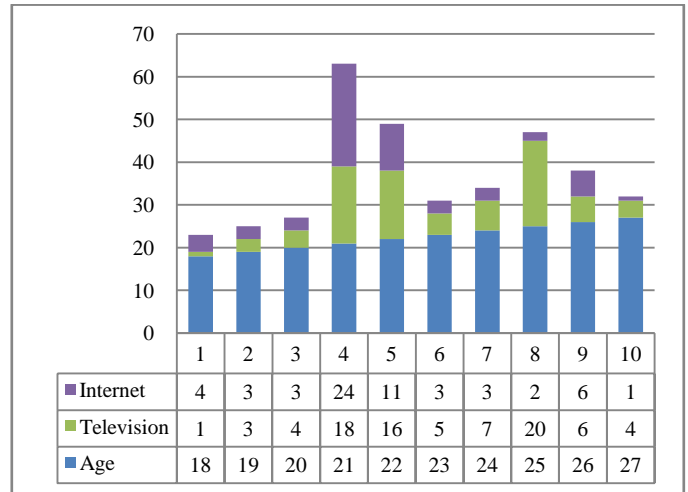
According to Table 1. We can determine that majority of respondents fall between the age group of 21 to 22 years.

Diagram 1. Social advertising are more noticed on medium



Respondents were asked Social advertising are noticed more in the given options, to which maximum 45%(76) ticked on television, followed by online 35%(60), 9%(16) chose radio, 6%(11) ticked on outdoor print, lowest was print media 5%(8) . We can interpret that the medium like television and online would be a better tool for reaching out to respondents of this age group, rather than other mediums.

Diagram 2. TV & Internet as medium used for ads across age



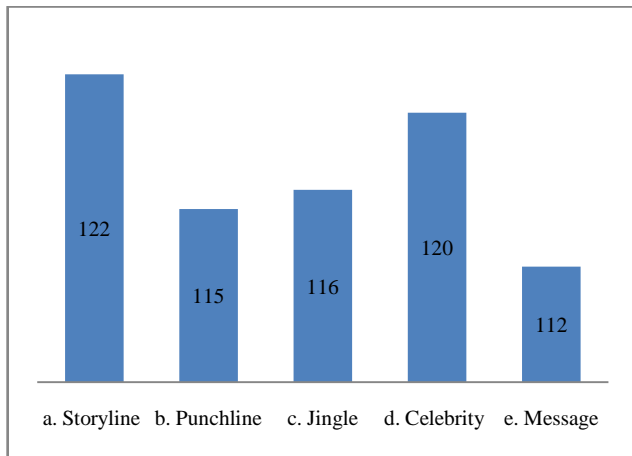
From Table 1 and Diagram 1 and Diagram 2 we can determine that majority of the respondents of age group 21 and 22 follow the social advertisement from television (18, 16) and/or internet (24, 11). With this we can say that advertisement on television and internet has the highest reach among the youngsters.

B. To learn the awareness level with regards to the different component of ads.

Table 2. Awareness of Social advertisement campaign among respondents

Advertisement campaign	Awareness
Beti Bachao Beti Padhao	136
Swachh Bharath	135
Save Water	132
Make in India	131
Donate Blood	131
Pulse Polio	129
No Smoking	125
The Jaago re campaign	123
Consumer Forum	122
Digital India	119
Nirmal Bharath	117
Save Tigers	116
Sarva Shiksha Abhiyaan	108
AIDS	103

Diagram 3. Awareness of advertisement



According to Table 2 and Diagram 3, we can deduce that the top 5 advertisements the respondents are aware are 1) Beti Bachao Beti Padhao(136), Swachh Bharath(135), Save Water(132), Make in India(131), Blood Donation(131) and the factors affecting the awareness of these ads are not very widely spaced, where we can say that one factor is very influential compared to other factors. By this we can say that each factor mentioned in Diagram 3. are equally important.

C. To ascertain the influence of social advertisements.

Diagram 4. Frequency of going through the whole advertisement

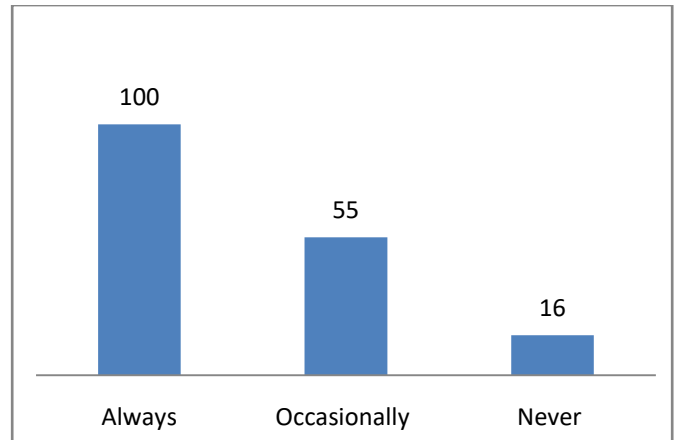


Diagram 5. Effectiveness of Social Advertisement

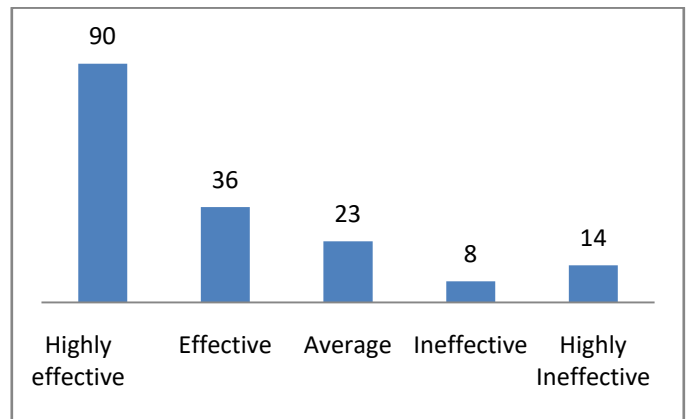
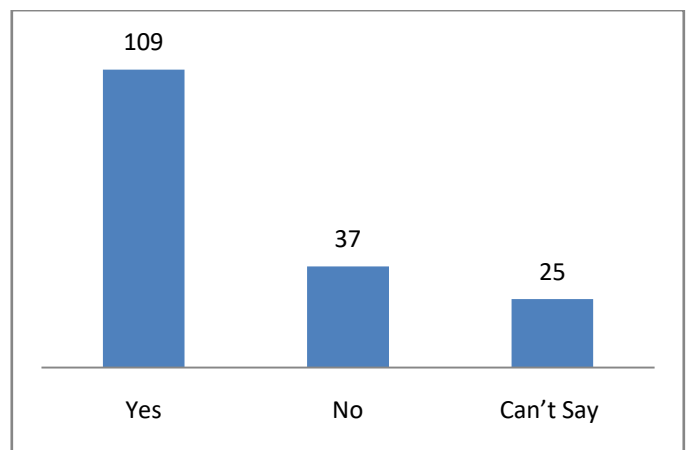


Diagram 6. Usefulness of Social Advertisement



According to Diagram 4 , Diagram 5 and Diagram 6, we come to know that majority of the respondents go through the advertisement always as they are influenced by one or more factors as per the data in Diagram 3. The respondents also think that the social ads are highly effective and are also useful in creating awareness and influencing the public at large.

D. To determine the objective of the social advertisement.

The overall objective of study, is to understand notion of the teens about the opinion they carry about the social ads they have an opinion of the ads are doing their job

Table 3. Correlation between awareness created and opinion change in public

Pearson's Correlations for N=171 with	Advertisement create awareness in the community	Social Advertising change public opinion
Advertisement create awareness in the community Sig. (2-tailed)	1	.682** .000
Social Advertising change public opinion Sig. (2-tailed)	.682** .000	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 4. Correlation between motivation and opinion change in public

Pearson's Correlations for N=171 with	Social Advertisements motivates you to initiate some actions.	Social Advertising change public opinion
Social Advertisements motivates you to initiate some actions. Sig. (2-tailed)	1	.727** .000
Social Advertising change public opinion Sig. (2-tailed)	.727** .000	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 5. Correlation between right message and opinion change in public

Pearson's Correlations for N=171 with	Depicts the right image about the problem faced	Social Advertising change public opinion
Depicts the right image about the problem faced Sig. (2-tailed)	1	.714** .000
Social Advertising change public opinion Sig. (2-tailed)	.714** .000	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 6. Correlation between awareness about problems and opinion change in public

Pearson's Correlations for N=171 with	Awareness about problems faced by community	Social Advertising change public opinion
Awareness about problems faced by community Sig. (2-tailed)	1	.752** .000
Social Advertising change public opinion Sig. (2-tailed)	.752** .000	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 7. Correlation between demonstrating leadership quality and opinion change in public

Pearson's Correlations for N=171 with	Influences to show leadership quality in people	Social Advertising change public opinion
Influences to show leadership quality in people Sig. (2-tailed)	1	.752** .000
Social Advertising change public opinion Sig. (2-tailed)	.752** .000	1

** Correlation is significant at the 0.01 level (2-tailed).

From the Tables 3,4,5,6 & 7 the correlation of each of the variable namely creating awareness of problems in the community, motivating to initiate action, represent right picture of the problem, and demonstrate leadership qualities with the primary goal of social advertisement to influence the public turns to be positively correlated. With such strong positive correlation with each variable, we can say that the advertisements fall in line with the overall objective of the ads influencing the society at large.

VII CONCLUSION

We know that the advertisements have a great impact on everyone life's. The mediums through which these ads are displayed also play an important part in reaching the society. Some are more effective and some are not. The reason for this may be many factors, right from the timing of the ads to the

mental state of the person who is seeing these ads, from positioning of ads to the way it is perceived by the person. Well from the above study we can find that the social ads in India still are very relevant and play an important role of influencing the youth of the country. The study also indicates the involvement of the youth and their view about the social advertisements. This is possible because the ads happen to relate to the youth on account of many factors if not all. As a matter of fact the ROI on advertisements would be increase in sales mostly; in this case social ads would influence and in turn change in the right way people tend to act. One day we can really hope that the social advertisement really plays a part of game changer.

ACKNOWLEDGMENT

We would like to thank all the participants in the survey, who were kind enough to spare their valuable time and fill the questionnaire. We would also like to acknowledge the experts, researcher, information providers who's studies and reports have acted as a base for this study.

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