

A Study On Perception Of Public Towards Social Advertisements In Chengalpattu District, Tamilnadu

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ABSTRACT

Social advertisements are advertisements which support and aids wellbeing and prosperity of a community, namely programs that teach individuals about implications of harmful use of drugs, various diseases and other social issues. Social commercials have the ability to impact social orders. Over the most recent couple of decades Indians have seen a great deal of social advertising efforts. Some were able to create a positive influence and others, not so much. The study is mainly to understand the perception of public towards the social advertisements especially in Chengalpattu district of Tamil Nadu. As social advertisements operate as Corporate Social Responsibility (CSR) activity for corporate entities, the results of the survey can be used to understand impression of public towards these advertisements and make improvements on the existing commercials as well as for the future. From the government's perspective, more efficient and impactful social advertisements can be made to create a clear awareness about the current social problems faced by the society. This paper also attempts to understand the awareness, strength and problems of the current state of social advertisements, which helps to take necessary steps to solve the hurdles.

INTRODUCTION

Advertisements play a crucial part in making the item to penetrate the targeted market segment. Advertisements are fundamental in helping to advance the product, service, brand or company in its entirety. Most recent pattern in the field of advertising is social advertisements. In spite of the fact that social advertisements are not new to India, there is a recent resurgence as more and more companies are blending the brand with a social message. Ads with social message are named as Social Advertisements. Prior to this, governments were the main user, using it to present social awareness. But now, private companies promote their image linked with social a message.

There is wide range of social issues in society, ranging from malnutrition, poverty,

Domestic abuse, human rights, animal brutality, impacts of smoking cigarettes and tobacco, sexually transmitted infections and disease, liquor consumption, drug abuse, road safety and so forth. The last referenced social issue will be vital one for the study. The legislation, organs of state and also social campaigns try to solve the specific social problems. Social publicizing campaigns make up one of the most significant part of social advertising. The principle aim of social promoting is to build familiarity with the social issues and to inspire individuals to embrace socially desirable activities and behavior using media. Mainly, it should have an impact on both critical and emotional thinking. Individuals should feel an urge to change their conduct. Social advertising has nothing to do with a product sale or with a service sale, as it is the case of commercial advertising that forces customers to buy something although they do not really need it. That is one of the main reasons why we have decided to choose just the topic of social advertising, as it is based on a totally different principle.

Social advertising is related to ethics. In this way, social advertising efforts can't surpass the limits of moral standards. These benchmarks emerge from the Code of Ethics, which is the central column on which social advertising stands. The importance of decency, truth and social duty is constantly required. The success of social promoting is firmly connected with the field of psychology and sociology. Psychology influences individuals' conduct and feelings. Emotions impact the human personalities which bring about a difference in individuals' conduct. There are numerous emotional appeals which should be fused into the commercials. Sociology covers social life of individuals, groups or societies, and it is just social advertising that serves as means to get the message to a target group. The theme of social advertising is by all accounts a wide term, as it covers tremendous quantities of social issues. It would be practically difficult to process and break down every one of them.

REVIEW OF LITERATURE

Atkin Charles (2001) in his study "Impact of Public Service Advertising: Research Evidence and Effective Strategies" has reviewed the research measuring effects of media-based health communication campaigns, to determine the degree of impact of campaigns on health behaviours, and identify promising strategies for increasing campaign effectiveness.

(Minakshi Chauhan Asopa- 2010). Social advertising is defined as the use of media based messages that are intended to educate or stimulate people in the society to engage themselves in voluntary social activity such as health service, environment conservation, national unity, etc.

Social advertising is used to change the perception, attitude and behaviour of public at large and intends to bring about a positive social change.

(Sivanath Shanmugavel- 2011).Now social advertising has become a fashion and the leading brands are trying to build images of their brand using these kinds of advertisements. The top brands are concentrating more on these forms of advertisements since it is associated with huge human values. Humans in all cultures at all times form complex social networks; the term social network here means ongoing relations among people that matter to those engaged in the group, either for specific reasons (like fantasy football, cancer support groups, task forces at work) or for more general expressions of mutual solidarity (like families, clans, friends, social clubs). Membership in these networks can be relatively permanent (extended families, which endure for lifetimes) or flexible (pregnancy support groups, in which members rotate out after a few months)

NarangYogita, NarangAtul, and Nigam Shalini (2012) in their research on “Effect of Service Advertising and the Effectiveness of Media- an Exploratory Study of Four Campaigns” have discussed the effects of media-based communication campaigns, to determine the degree of impact of campaigns effectiveness. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. Same advertising techniques can be used to promote commercial goods and services and also to inform, educate and motivate the public about non-commercial issues, such as save paper, protection of environment, political ideology, and deforestation.

OBJECTIVES OF STUDY

1. To measure the awareness of people towards social advertisements
2. To identify the role of celebrities in social advertisements.
3. To analyse the influence of social advertisements among people

STATEMENT OF PROBLEM

One of the latest trends in the field of advertisement is social advertising. Advertisements with social message are termed as social advertisement. Social advertisement is related to ethics. The study is to understand the perception of public towards the social advertisements especially in Chengalpattu district of Tamil Nadu.

The study is to get the perspective of people towards social advertisements and understand the features and shortcomings of the current state of social advertising. The study also checks how misplaced the current advertising is in relation to social issues and whether the advertisements are able to create an impact among the people in various sections.

RESEARCH METHEDOLOGY

Population The population for the study consists of people of Chengalpattu district **Sample size** For the purpose of study, sample study has been conducted and data collected randomly from 75 respondents of Chengalpattu district. **Sampling method** Self-administered questionnaire was used to collect data through convenience sampling method due to the time constraints and vastness of the sample population. **Data source** Primary data are collected with the help of questionnaire. Secondary data are collected from various books, journals, internet etc. **Data processing, analysis and interpretation** After collection of data using questionnaire, the data was edited, sorted and tabulated to maintain standards and ensure accuracy, as well as ease of use. **Research design** Descriptive study: Descriptive study usually involves surveys and studies that aim to identify facts. The purpose of descriptive research is to illustrate in detail situations or events, such as the characteristics of a population, a social condition or a particular topic accurately. In the process of descriptive research, data are collected and summarised, but relationship between sets of data and predictions are not usually defined. The information collected from individuals are analyzed with the help of statistical tools to reach conclusions

Research

tools

Percentage analysis, Analysis of variance (ANOVA) used in analysis using SPSS 17.0 software package. Graphical tools are also used to present findings

DATA ANALYSIS AND INTERPRETATION

Hypothesis

H0: There is no relation between Age and favourable traits in advertising. H1: Significant association between Age and favorable traits in advertising (Quality, Content, Informative, Creativity, Memorable features)

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Category	No: of Respondents	Percentages
GENDER		
Male	32	42.7
Female	43	57.3
AGE		
Below 20	8	10.7
20-40	37	49.3
40-60	24	32
Above 60	6	8
PROFESSION		
Student	29	38.7
Business/ profession	6	8
Employed	15	20
Others	25	33.3

ANALYSIS OF VARIANCE (ANOVA)

Age and favored favorable in advertisement

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Quality	Between Groups	149.612	4	37.403	1.617	.175
	Within Groups	2637.026	70	23.132		
	Total	492.824	74			
Content	Between Groups	2.303	4	.576	.133	.970
	Within Groups	493.663	70	4.330		
	Total	495.966	74			
Informative	Between Groups	22.720	4	5.680	1.171	.327
	Within Groups	552.742	70	4.849		
	Total	575.462	74			
Creative	Between Groups	20.848	4	5.212	1.073	.373
	Within Groups	553.589	70	4.856		
	Total	574.437	74			
Memorable	Between Groups	30.246	4	7.562	2.052	.092
	Within Groups	420.040	70	3.685		
	Total	450.286	74			

Table 1 defines the age through factors such as Quality, Content, Informative, Creativity, Memorable features and this has been divided on total between two variables, i.e. between groups and within groups and it is the method of one way ANOVA that represents the degree of significance is dependent on every some variable. In this table, the efficiency of the p- value is low in comparing to another variable

Association with Gender and favorable traits in advertisement

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	12.758	1	12.758	3.109	.080
	Within Groups	480.065	73	4.103		
	Total	492.824	74			
Content	Between Groups	.164	1	.164	.039	.844
	Within Groups	495.802	73	4.238		
	Total	495.966	74			
Informative	Between Groups	7.089	1	7.089	1.459	.229
	Within Groups	568.373	73	4.858		
	Total	575.462	74			
Creative	Between Groups	.004	1	.004	.001	.976
	Within Groups	574.433	73	4.910		
	Total	574.437	74			
Memorable	Between Groups	12.524	1	12.524	3.347	.070
	Within Groups	437.761	73	3.742		
	Total	450.286	74			

Table 2 defines the gender through Quality, Content, Informative, Creativity, Memorable features and this has been divided on total between two variable, i.e., between groups and within groups and it is the method of one way ANOVA that represents the degree of significance is dependent on every some variable. In this table, the tangibility of p-value is low compared to another variable

FINDINGS

This study is made among 75 respondents. Questionnaire method has been used for collection of data. After analyzing the awareness of social advertisements among public by applying percentage analysis, composite indices, this chapter presents the observations and findings of the study and drawn up certain conclusions:

- Majority of the respondents (57.3%) are females.
- Out of the 75 respondents, majority belongs to the age group 20-40.
- Educational wise classification shows that majorities (64%) of the respondents are graduate and minority (2.6%) are technical or professionals.
- Majority of the respondents (36%) moderately agrees that the presence of celebrities influence public.
- Age on Quality, Content, Informative, Creativity, Memorable features – ANOVA is high on content and quantity.

- Gender on Quality, Content, Informative, Creativity, Memorable features – ANOVA is high on women based on Quality, Content and Creativity

SUGGESTIONS

Based on the survey and analysis the following suggestions are made:

- Based on the study it is found that, social ads are not competitive with other commercial ads. Hence the advertisers can make them more attractive as commercial ads.
- The celebrity endorsement in advertising is an essential element to make an effective communication between advertisers and consumers. Hence celebrities can be used for presenting ads which contains social message.

All of the respondents are aware but majority of them are not getting influenced by social ads. So the attractiveness of social ads can be enhanced by making them more emotionally appealing and improving the effects of visual appearance

CONCLUSION

From the study it can be concluded that all of them are aware about the social advertisements. Out of the responses collected most of them are not influenced by social advertisements. Majority of them are not getting influenced as to apply the message conveyed by social ads in a practical situation.

Celebrity plays the role of a source in advertising. It is usually believed that if the source is credible in a communication process then the acceptance of message is high. Public attempts to watch social advertisement presented by celebrities. Public are in a view that, celebrities are used in social advertisements to make ads more attractive and easy identification of ads.

REFERENCES

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