Social Advertising & Consumer Awareness In Context To Swachh Bharat Abhiyan

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Abstract: The term media is not just restricted to news dissemination whereas it has a broader spectrum with the help of various platform and audience are always presume to be passive and strongly get effected and influence by the media message so there are chances that the social advertising campaign work as a strong media message and influence the behavior of the receptive audience. The idea of social marketing as an applied concept is commonly used worldwide as an approach to attempt to guide people to follow socially responsible practices and enhance public welfare As part of social marketing, social advertising must be referred to as social awareness advertising, which focuses mainly on social problems such as national integration, pollution, family advertising. The primary purpose of this type of public service advertising is to educate the masses through hard hitting educational messages Face-to-face interviews were conducted with 250 individuals using a framework questionnaire to understand the efficacy of these social movements to examine their effects on society as a whole.

Key Words: Advertising, Clean India Campaign, Social Media, Consumer Awareness, Public Service Advertising.

1. INTRODUCTION

Public awareness campaigns or announcements are advertising materials that discuss topics that are believed to be of general public concern. Usually social campaigns aim to raise public knowledge about certain issues and their potential solutions, and in many cases they also try to change public perceptions, values, attitudes and actions towards them. Many social organizations emanate from non-profit or government organizations. Social movements have expanded their horizons from TV and radio to many other networking channels such as social media, Vlogs, and even in the form of short films in today's scenario. Although the campaign's issues that revolve around liquor, cigarette and road safety have now expanded to different topics such as health and wellness, incredible India campaign, environmental conservation, use of contraception, awareness of AIDS, right to vote, blood donation, female feticide, importance of going to school, saving energy and cleanliness that have an effect on the right to vote.

The crafted jingle and the plot of that film have a high recall value that some of them have an effect on a person and on society in consolidation. It is crucial to keep the target audience in mind when designing a social message when it comes to efficient public service ads. The effect of the message being transmitted is further strengthened by a detailed understanding of

the target audience. There are several different targets of public service initiatives. In certain cases, groups attempt to raise money, attract volunteers, encourage a particular event, or draw attention to the work of the community on a topic. More modest airtime allocations can suffice in these instances. In other cases, programmes, such as eliminating smoking, avoiding drug or alcohol addiction or encouraging physical health, are intended to raise awareness, improve perceptions, or even change entrenched habits. Getting a considerable amount of airtime in these situations to get the messages of the campaign in front of the target audience. Technically, PSAs are by definition, advertisements that support a public interest topic that are aired by a media outlet for free. We are concentrating on televised PSAs in this study. Decades ago, at a time primarily based on broadcast television, the Federal Communications Commission (FCC) described a PSA as one for which no fee is charged and which promotes federal, state or local government programmes, activities, or services, or programmes, activities, or services of non-profit organizations or any other announcement deemed to serve community needs." The primary objective of this research was to assess the proportion of students who had seen the PSA and then evaluate the capacity of the PSA to increase the knowledge and positive attitudes of students about the social awareness campaign about epilepsy. A secondary goal was to determine whether the PSA affected the effects on the exposed audience of awareness and positive attitudes towards campaigning.

2. REVIEW OF LITERATURE

In a paper entitled, "Young Consumers: Insight and Ideas for Responsible Marketers", the researcher did an exploration identified with corpulence among youngsters and part of social promotion in Germany. In his exploration, he clarifies that reasons for stoutness are multidimensional, some of which are higher admission of calories, hereditary variables, stationary way of life, and influential commercial for children's food items. Showcasing furthermore, publicizing has been the objective of wellbeing experts. They are of the supposition that prohibiting youngsters' items will help in tackling this issue. However, the creator fights that promotions, anyway powerful, are not the sole explanation behind stoutness among youngsters. He legitimizes this announcement by sending that if kids see a promotion for a specific item, they may be slanted to purchase the equivalent. Be that as it may, this tendency for one item adjusts the craving for another result of a contender organization. Kids really don't have to see a promotion for a specific item so as to get it. On the off chance that they need to purchase an item, and it isn't upheld by promotion for kids, they will get one that is implied for grown-ups. He thought that it was fascinating that albeit the two children and their moms know about what is sound and what isn't and even how to lessen weight. Yet this mindfulness is to some degree refuted by the hole between balanced information and the real conduct of children. Along these lines, in this situation, the function of social publicizing isn't coordinated towards making mindfulness. The point of social publicizing, to diminish stoutness among youngsters, should convey a passionate interest for the children in order to make it more compelling.[1]

In a research paper entitled on "Social marketing at a critical turning point,"an online study among 600 social promoting experts who came to go to the second world non-benefit and social promoting meeting. The examination test included social advertisers from various foundations, expertly, and all around the world. It is intriguing to note here that a sum of 280 finished the review. The motivation behind the overview was to pick up experiences into future patterns, issues, and openings rising inside social showcasing internationally. The study comprised 28 questions identifying with different issues like social advertising practices, reach and use; effect of social advertising on social issues; exercises learned by

social and business advertisers, and powerful social showcasing devices. The discoveries of the study recommend that social promoting has been broadly perceived and applied the world over in accomplishing socially alluring changes. Most of the respondents concurred that social promoting is at a basic phase of its advancement due to developing and differing social issues and difficulties. They agreed that social advertising can be powerful in handling issues confronted by both creating and created countries. These social difficulties incorporate not just wellbeing related issues like stoutness, and so forth yet additionally those looked by creating nations as neediness, lack of education, and so on. They likewise were in an arrangement that in the disdain of the way that social advertising is a decent and successful device for getting alluring changes in the public eye, social advertisers over the world need to do a superior work for the objectives to be accomplished.[2]

In a study held in 2012 on the topic, "Social marketing at the right place and right time with new media", the researcher inspected the part of spot in social advertising and how its suggestions have changed in the quickly contracting world. In the advertising blend, one of the most significant Ps is the spot. Its significance lies in being at the ideal spot at the correct time. This is trailed by the activity at the ideal time. Bernhardt fights that with the innovative unrest social showcasing has discovered an incredible ground to engender its causes and points. Customary methods of the broadcast were stumbled with variables of cost, helpless time allotments, and terrible creation esteem. All these restrictions have been taken out to an enormous degree with the guide of online locales furthermore, showcasing. Online transmission likewise effectively battles the issue of time. It is presently not restricted to a scheduled opening set that can be gotten to whenever by anyone at relaxation. The conventional idea of the spot also has transformed. Prior it was consigned to one's home however now it is accessible wherever where the office of the web is accessible. Also, that is all over – on mobiles, in a hurry. The expense of delivering such promotions also has gone down. The broadcast of such commercials used to be an expensive issue. In any case, on the net, one simply needs to deliver a commercial and transfer it on the net. It is then open to all at basically no expense by any means. Subsequently, with the appearance of innovation in the pretense of web and mobiles, social promoting has a place that is virtual but inside everybody's methodology. He proposes that it is in the enthusiasm of everybody to utilize this device viably for better and improved outcomes. He advocates that social advertisers should devise creative thoughts on the best way to make the most utilization of mechanical instruments for better outcomes.[3]

A study entitled, "Adolescent and young adult response to fear appeals in anti-smoking messages," and in this study the researcher directed an examination concerning the dread factor as instated by anti-smoking campaigns. Their example comprised of youthful teenagers furthermore, youngsters. They arranged a poll managing various types of fears identified with smoking as introduced in the commercials against smoking. The outcomes demonstrated that dread existed in the brains of the respondents and they were delicate to the impacts of smoking appeared in promotions. What the creators found from the results was that youthful teenagers were more touchy to the feelings of trepidation than youngsters who were more fixed in their propensities and mentality towards smoking. They recommended that anti-smoking campaigns ought to be more coordinated towards the teenagers as they indicated a more sure reaction towards Anti-smoking campaigns. The previous audit shows that a ton of exploration has been done on social promoting in western nations however the created nations are drastically unique from the creating nations like India. The developed nations have as of now discovered answers for the issues and proceeded onward to different issues while the creating nations are as yet wrestling

with the essential social evils like poverty, illiteracy etc. The meaning and scope of social marketing in developed countries are markedly different from those in developing nations.[4]

In a research conducted on women and media the researcher conducted the study through content analysis methodology. The study was focused on television journalism and based on the data analysis it was found in the study that there is good representation of women journalist in Indian Television. [5]

3. OBJECTIVES OF THE STUDY

- To assess the impact of social advertising with special reference to Swachh Bharat Abhiyan among 250 respondents

- To analyze the impact of social advertising on the attitude of people in reference to Swachh Bharat Abhiyan
- To explore the highest recall value of the leading social advertisement among audience

4. RESEARCH METHODOLOGY

The present study is based on the primary source of data. For the preparation of this research paper, Journals, Research articles, newspapers and relevant health care organization websites have been accessed to make this study and effective one. The research design is descriptive

Research Design: Descriptive

Knowledge is interpreted as it is in descriptive research design without influencing multiple variables. This is the form of data where it is not possible to adjust various variables. Descriptive research design has therefore been chosen.

Sample Design: Sampling of non-probability

Data Analysis/Survey Findings

1. For this study, a 250 mixed audience was taken into account and asked to know the efficacy of the social awareness campaign and out of 250 responses we determined that 87 percent of the audience believes that social awareness campaigns are highly impactful and successful in creating a difference in society, which means that the campaign is like bullet theory entering the auditorium

Different social campaigns have been run with different themes such as anti-drugs, anti-smoking, health and well being, encouraging tourism ethics, and much more, which means paying attention to these campaigns and impacting their preference for the same somewhere in the back of the mind.

Chart no: 1

Q1. Do you think public service ads or social awareness campaigns are effective and helps to make a change in society?
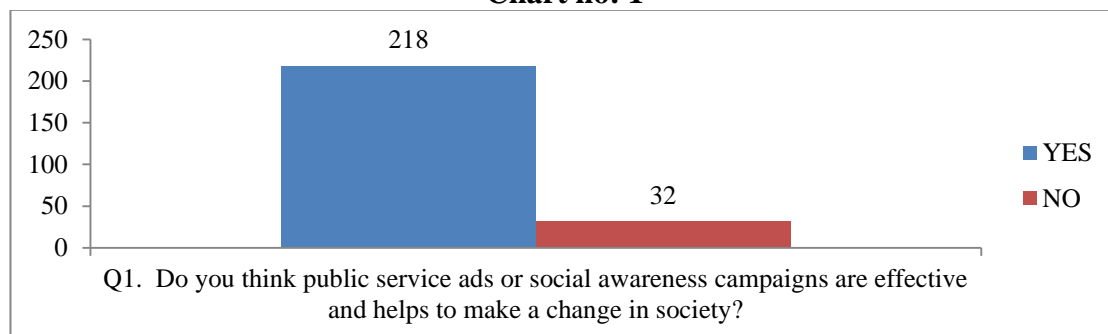
2. Now the question should be more deeply analysed with the aid of likert scale to know the efficacy of the social awareness campaign so that more credible analysis can be derived from it. Again, 5 different kinds of questions were asked about the efficacy of the social awareness campaign with the help likert scale parameters and the results were obtained from 250 responses collected from homogeneous audiences. We concluded that 169 people agree that the social awareness campaign affects people's views, while 34 strongly agree that the full public service campaign helps to change the mind There are however, 25 individuals who have not agreed or disagreed with the statements given, while 19 disagreed and 3 strongly agreed that social awareness initiatives are not successful in any scenarios that take the score below 1 percent of individuals who do not believe in campai public awareness

Chart no 2

Q2. Rate it on the likert scale-
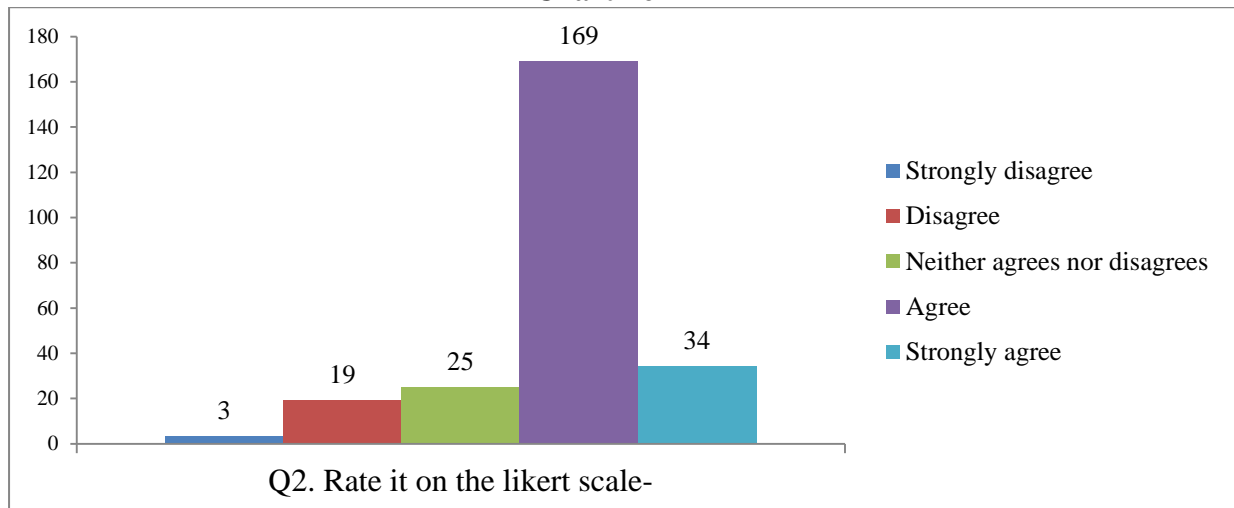
3. Several public campaigns have been initiated over the past decade, covering various social issues such as the Swachh Bharat Initiative, AIDS awareness, Pulse polio, Sarv Shiksha Abhiyan and athithi deva bhava bhava (To promote tourist ethics). So research wanted to determine the social campaign has the highest recall value in the last decade, so 250 responses were again obtained from a mixed audience set and the results were evaluated as follows:

161 responses were for the Swachh bharat campaign claiming the highest recall value for the audience, while 31 responses were for the AIDS awareness campaigns and 25 for pulse polio and 14 for Sarv Shiksha Abhiyan, while athiti deva bhava, the popular campaign, received only 19 responses, leading to the statistics that 64% of people remember Swachh bharat campaign, 12% of people are aware of AIDS

Q3. Which of the social campaign your remember the most?
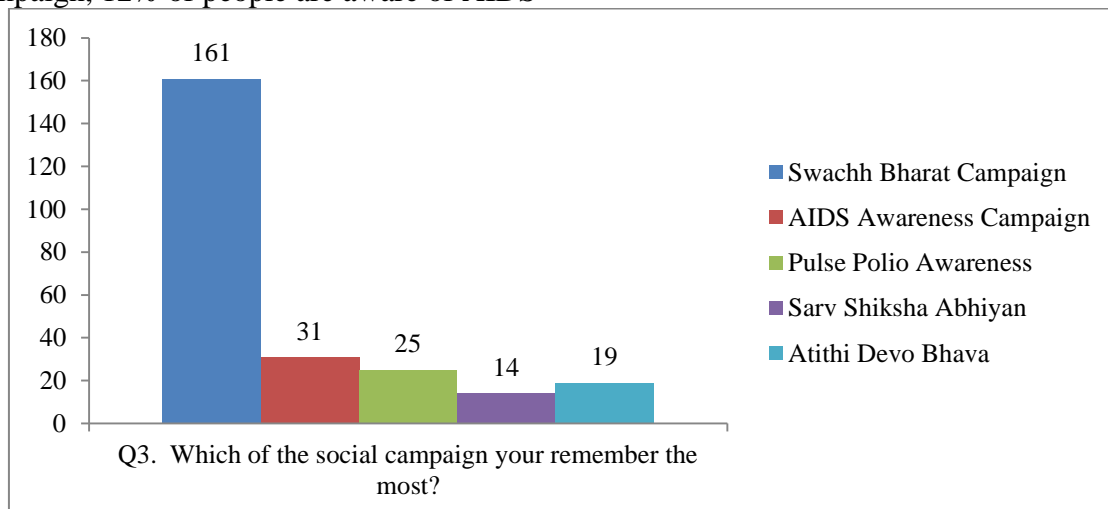
4. The same survey was gain put it in the another experiment to check its credibility out of Swachh Bharat Campaign, AIDS awareness, Pulse polio, Sarv Shiksha Abhiyan and athithi deva bhava (To promote tourist ethics) people voted for Swachh Bharat Campaign with the most recall value and further in this analysis we wanted to clarify how much effected the chosen campaign was so, again it was tested with the help of likert scale and it was analyzed that our of 250 responses 159 agreed and 30 strongly agree that their chosen campaign was very effective in making a change in the society whereas 36 neither agrees or disagrees from the same statement and 20 disagreed and 5 strongly disagreed that their chosen campaign in the above question has not worked in making any change which leads to the score 75% people believes that their chosen campaign was powerful and effectual whereas 1% disagreed with the same statement.
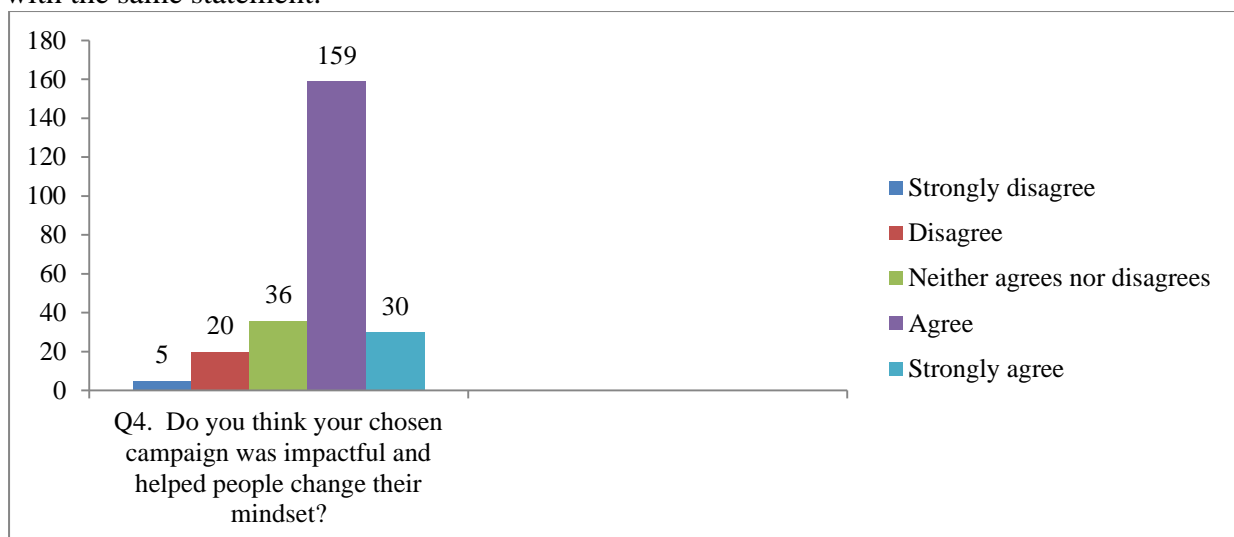

5. Medium or the platform is the most important source through which audience gets expose to various social awareness campaigns this platform help audience to introduce to the campaign but to know the source which helps to create highest footfall is matter of analysis so they are 4 major source or platforms i.e. Social media, television, radio, print media etc out 250 responses 137 people chosen social media over the most important source of medium i.e. television getting 97 responses whereas radio and print media got less than 11 votes which takes to the figures i.e. 54% of the people get expose to these social awareness campaigns through social media whereas 38%. Social media is recently getting trending and it is an important tool for publishing and getting disseminating information at higher pace.
At the end it concluded that social media has a better reach than television.
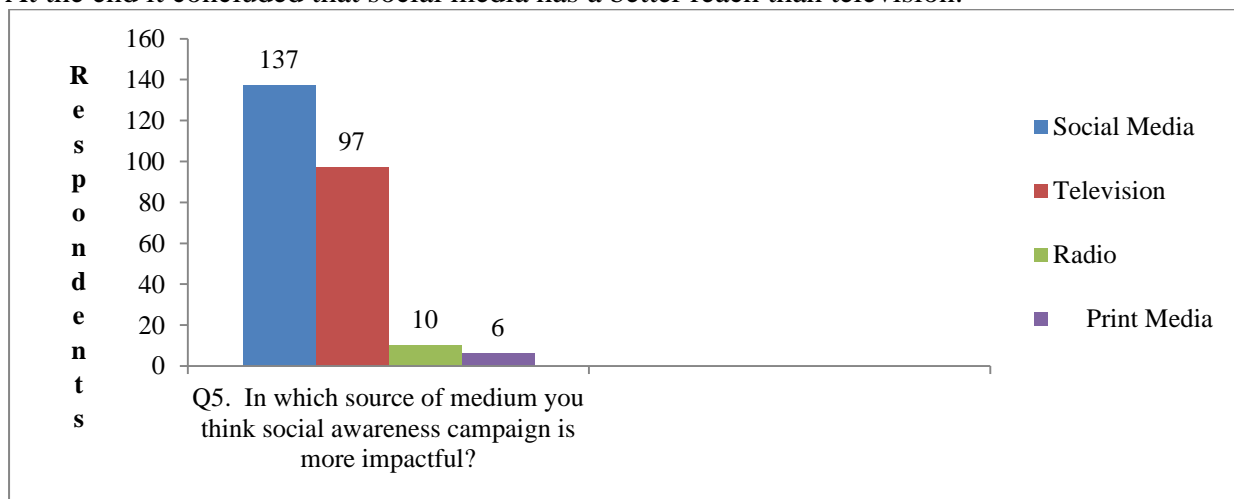
6. Just after 2014 election Prime Minister Narendra Modi launched a campaign which immediately got attention with the same "Swachh Bharat Campaign" which was launched with the mission to motivate citizens of India to keep their surrounding neat and clean and contributing for the success of the campaign. Through this question the research wanted to enquire about the awareness towards this campaign and recall value attached with it. 250 responses were taken out of which 242 people know about the Swachh bharat campaign wheareas 8% people are not yet expose to this which leads the figures to 96% people knows about the Swachh bharat abhiyan.

These figures somewhere support these statements that Swachh bharat was the most successful campaign of the government and it has the highest reach in the next figures the figures has been discussed about the amount the effectiveness does this campaign hold and how much it has an impact in changing the beliefs system of the citizens of the country.
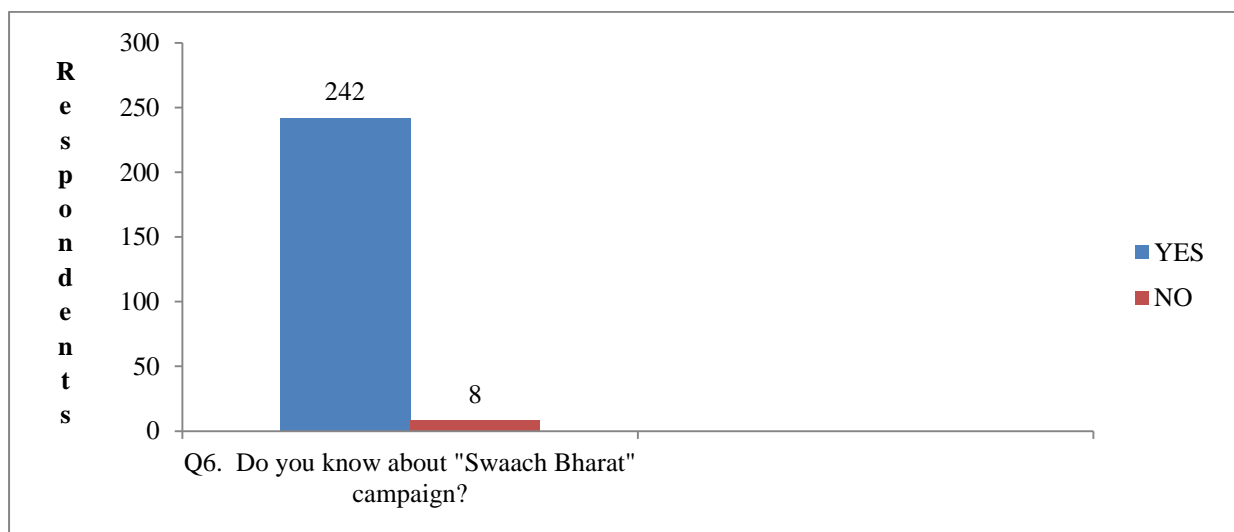
7. As it was discussed previously that "Swachh Bharat Campaign" which was a most successful campaign launched by the government has the reach of about 96% surveyed on one chunk of audience, now to test the effectiveness of this campaign 250 responses were taken to analyze how much effective this campaign was and it was evaluated that 195 people agree and strongly agree on this statement that "Swachh Bharat Campaign" was effective and was able to make a positive difference in the society which means 78% people believe that Swachh bharat campaign had promoted and change people mindset towards cleaning the environment.

Whereas 22 people out of 250 stills disagree with the given statements.
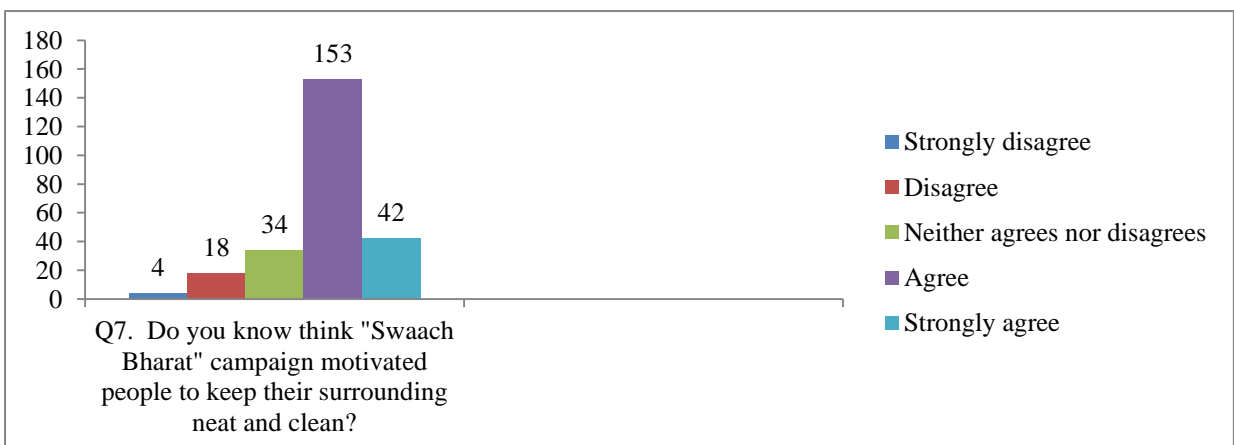
5. CONCLUSION

Survey methodologies were used to examine the efficacy and impact of social awareness campaigns that eventually left with these assessments that are totally in support of the social awareness campaign here through the results of the study showcase that students get in touch with stress and keep in mind that their actions will bring a change.

Their contribution plays a major role in considering the fact that these movements have left an impression on their minds that can show long-lasting after-effects. The findings of this survey are entirely in favour of the effect of these campaigns on educating the country's population and engaging the masses to make a meaningful contribution to the country's sustainable development and growth.

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