

## THE IMPACT OF SOCIAL ADVERTISING CAMPAIGNS IN SHAPING THE BEHAVIOUR OF THE PEOPLE IN RAJASTHAN

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### Abstract

Advertising is the language of marketing. It has an influential, pervasive and powerful influence on society. According to ASCI (Advertising Standards Council of India) advertising is 'any paid form of communication focused to the society or a section of it, the imperative of which is to persuade the opinions or behaviour of those to whom it is focused.' The connection between society and advertising has always come in for a lot of flak. All over the place in the world, system of advertising has been arraigned of adding iniquities in the world critic that change the marketing system on the foundation that it supports too much interest in the material belongings. Critics do not view this interest in substance things as a natural state of mind but rather a false want formed by advertisements. It fosters approving perceptions of people about banned products and contributes in enhancing the evils in the society. The present research is such type to study the effectiveness of social advertising in shaping the behavior and attitude of the people. By adhering to the appropriate research mechanisms, the study collected and analyzed data from 500 respondents belong to all the strata of the population covering five major cities of Rajasthan i.e. Jaipur, Bharatpur, Udaipur, Kota. Ajmer. Primary data were used in the study and a descriptive research design was carried out with a structured questionnaire. Data analysis was carried out by using 'F-test' and independent sample 't-test'. The prime findings of the study showed that though some people remain ignorant towards these advertising but in the study it is found that there is significant impact of social advertising campaigns in shaping the behaviour of the People in Rajasthan. The study is of prominent importance as the investment done on these social advertising involved huge financial costs. Not only government but also the private sector companies are following the path of these advertising for promotion their products and organization. So the study got its relevance to analyses the effectiveness of social advertising.

**Keywords:** Social Advertising, Awareness, Behaviour of People

### Introduction

The role of advertising is not restricted to chalk out the promotional plan of the products or services but they also promote social issues and bringing about positive change in the mass population. Now days, we find a lot of advertisements which convey social message of creating awareness among societies. The social service advertising is not a new concept of marketing, but it gained its importance in present times.

Almost every business organization follows some methods as a customs of marketing communication. Commercial advertising is one of the favorite options of marketer for promoting product or services. Social advertising makes use of commercial advertising techniques to promote the acceptance of a behaviour that will inflate the well being of the target audience or society as a whole (Weinreich, 1999). In commercial advertising the stress is on selling the product or service on

the other hand in social advertising major stress is on the change in the behaviour of the people for the betterment. The endeavor of social advertising is entirely based on the welfare of the society by and large. It seeks to influence social behaviours not to benefit the manufacturer or marketer, but to benefit the target people and the general society.

Social service issues, ideas or advertising was promoted and launched by the government and other such not for profit organizations or society. But now in modern days, organizations choose the path of social advertising as a promotional method of marketing. It not only helps in establishing their brand, but also projecting their image of socially responsible company.

Social advertising is one of the most influential tools of mass promotional strategy. They are the indicators of the values that prevail in the society and functioning by way of direction to change. These advertisements raise the social issues which have a major significance from the point of view of the general people and act as a democratic right to the common man. Social Advertising is a means to change public attitude and behaviour in order to bring about positive social change. It is also referred as development advertising, public service advertising, social service advertising, non-product advertising, non-commercial advertising, public interest advertising, and public education campaigns.

### **Review of Literature**

Social advertising plays a very significant and vital role in educating and shaping the behaviour of the people. These advertisements can aid public involvement through supporting issue and transferring awareness, skills, knowledge and technologies to the mass population. Geetanjali Lal (1988) opined that advertising scene in India leads to conclusion that help of advertising is paramounting. Indian social problems are yet to take a start. It's not that advertising of social problems is not taking place, it has its very existence in society but effective use of the medium has not taken place. Kazmi and Batra (2010) suggested that advertising influences our lives in many unsuspecting ways because of its ability to affect our perception, impressions, feelings, attitudes, and behaviours. . El-Omari (1998) stated that many organizations relate their success with creative advertising campaign following the route of social advertising. Manisha Sharma (2006) captured the effects of advertising to our lives, and mentioned its influence on our purchase decisions. She argued that advertising affects our attitude and leaves an indelible mark on our minds. Sangeeta Sharma and Raghuvir Singh (2009) state that in recent years, the use of attitude upholding as a determining factor of advertising effectiveness has grown its importance. This has resulted from recent effort dealing with product positioning in which product benefits provide the basis for market segmentation. Dr. Sandeep Vij and Dr. Raghbir Singh (2011) in their study mentioned that attitude of consumers towards social advertising is one of the most important determinants of consumers' attitude towards a brand, which in turn affects the purchase decision of the consumers. Marketers should emphasize the informative power of advertisements to boost the positive image of advertising in general. Shalini, Yogita and Atul (2012) studied that social messages are often a central component of public education campaigns designed to raise money, generate awareness, change attitude, and modify behaviours on a variety of pressing social issues.

### **Objectives of Social Advertising**

Every advertisement should have objectives to provide a framework for action. Advertising is a part of

the promotion mix and thus, advertising objectives should be in line with the overall promotional or marketing objectives of a firm. On one hand, the objective of commercial advertising is to increase the sales, on the other hand, the primary objective of social advertising always being to influence the very specific behaviours of audience to accept, modify, abandon, or reject. The three main objectives of social advertising are depicted in figure 1.



**Figure 1 : Objectives of Social Advertising**

- i. **Behaviour Objectives (What marketer wants audience to do):** All social advertising campaigns are designed and planned with a specific behaviour objective in mind. Even if the promoter ascertains that the campaign needs to include supplementary knowledge and belief objectives, a behavioural objective will require to be identified that these supplementary elements will support. A behaviour objective should be notable different from numerous other planning components. It is not the same as a campaign slogan or message, although it is used to develop both.
- ii. **Knowledge Objective (What marketer wants audience to know):** Knowledge objectives are those relating to facts & figure, skills and other inputs which the target audience would find encouraging or essential. The facts and figures are related with the current behaviour to seek the benefits of projected behaviour.
- iii. **Belief Objective (What marketer wants audience to believe of feel):** Belief objectives are those relating to attitudes, opinions, feelings or values held by the target audience. The target audience may have present values and believe that the promoter may need to change consecutively for them to act, or target audience may locate that an essential belief is missing or the projected belief can make a big difference.

### **Research Objectives**

The present research has following objectives:

- i. To ascertain the impact of age on the effectiveness of social advertising in Rajasthan.
- ii. To ascertain the impact of locality on the effectiveness of social advertising in Rajasthan.

- iii. To ascertain the association and impact of religion on the effectiveness of social advertising in Rajasthan.
- iv. To ascertain the important factors involved in the liking of the social advertising.

**Research Methodology**

This study aims to measure the impact of social advertising in shaping the behaviour of the people. The research study is exploratory and conclusive in nature, as it tries to measure the awareness, preference and response of the people of Rajasthan region towards social advertising. Based on the studies and review of literature, the present study has been designed to abridge gaps in the existing literature. The study is based on the primary survey and data has been collected from 500 respondents with the help of a well designed, pre-tested structured questionnaire. The convenience method of non-probability sampling technique was used for collection of data from the stated population. People from all the strata of society were included in the survey to make the sample more representative. For data analysis the SPSS tool, version 15 has been used. Table 1 gives the demographic characteristics of the respondents.

**Table 1: Demographic Characteristics of the Respondents**

	Number of Respondents	Percentage
<b>Age</b>		
18-30	141	28.2
31-50	152	30.4
Above 51	207	41.4
Total	500	100.0
<b>Locality</b>		
Urban	367	73.4
Rural	133	26.6
Total	500	100.0
<b>Religion</b>		
Hindu	353	70.6
Muslim	90	18.0
Sikh	46	9.2
Christian	11	2.2
Total	500	100.0

**Factors Considered for Research Study**

To analyse the impact of social advertising campaign in shaping the behaviour of people in Rajasthan few questions were asked to people related to their attitude and behaviour. These questions were based on the aspect related to people's behaviour-framed in different five statements. These statements were examined against the three variables i.e. age, locality and religion. These statements are:

**Statement 1:** There is no difference between the social advertising and commercial advertising.

**Statement 2:** Social advertising are even more important in a developing country like India.

**Statement 3:** I am generally interested in watching social advertising.

**Statement 4:** Social advertising are very important in creating social awareness in the society.

**Statement 5:** I have overall good image about social advertising

## Hypothesis Formulation

The formulation of hypothesis or propositions is the practical answers to research questions. In other way it is an important step or a tentative assumption in the process of which a researcher wants to test for its logical or pragmatic consequences. In due course, a confirmed hypothesis may become part of the theory or sometimes grow to become a theory itself.

The Major hypothesis of the research is:

$H_0$ : There is no significant impact of social advertising campaigns in shaping the behaviour of the People in Rajasthan.

$H_1$ : There is significant impact of social advertising campaigns in shaping the behaviour of the People in Rajasthan.

As the research proceeds we developed following sets of null hypotheses:

$H_{01}$ : There is no significant difference in behaviour of people for social advertising in Rajasthan among the different age group towards five statements.

$H_{02}$ : There is no significant difference in behaviour of people for social advertising in Rajasthan between urban and rural locality towards five statements.

$H_{03}$ : There is no significant difference in behaviour of people for social advertising in Rajasthan between different religions towards five statements.

For the easy understanding of the research results, we developed five different hypotheses for each statement mentioned above. Each statement has been considered as a hypothesis against the three variables i.e. age, locality and religion. Therefore, total 15 (Five Statements x Three Variables) sub hypotheses have been formulated. Accordingly, the hypothesis numbers have been generated such as  $H_{01}(1)$  to  $H_{01}(5)$ ;  $H_{02}(1)$  to  $H_{02}(5)$ ,  $H_{03}(1)$  to  $H_{03}(5)$ .

## Analysis and Interpretation

**Interest of Respondent in Watching the Advertisements:** A question was asked from the respondents whether they were interested in watching the advertisements or not.

**Table 2: Descriptive Statistics of Respondent's Interest in watching Advertisements**

Response	Number of Respondent	Percentage
Yes	444	88.8
No	56	11.2
Total	500	100.0

It can be inferred from the Table 2 that most of the respondent (88.8%) were interested in watching the advertisements while only 11.2% of the respondent were not take any interest in the advertisements. So, the huge investment done by the government, corporate house or any other NGO's would not be a waste. It would intensify their goodwill and also facilitate in shaping the behaviour of the people in Rajasthan.

**Reason for Liking Social Advertising Campaign:** A question was asked from the respondents about the reasons they like social advertising. The respondents have marked their response on 5 scale matrix. The results were as follows:

**Table 3: Reason for Liking Social Advertising Campaign on 5-Point Scale**

S. No.	Statement	Strongly Disagree		Somewhat Disagree		Neither Agree nor Disagree		Somewhat Agree		Strongly Agree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Message/Theme is important	36	7.2	72	14.4	116	23.2	154	30.8	157	31.4
2	Celebrity is appealing	58	11.6	84	16.8	121	24.2	178	35.6	157	31.4
3	Music is good	58	11.6	71	14.2	100	20.0	170	34	157	31.4
4	The story is good	36	7.2	60	12.0	73	14.6	163	32.6	168	33.6
5	Timing is right	14	2.8	47	9.4	104	20.8	161	32.2	174	34.8
6	Cathy Slogan	38	7.6	82	16.4	98	19.6	132	26.4	150	30.0

Table 3 depicts that most of the people (157) 31.4% in Rajasthan like social advertising because of the important message/ theme promoted by it. About (174) 34.8% of respondents believe that the timing for promoting the social advertising was right so it clicks in the mind of the audience. Also, out of 500 respondents (157) 31.4% of the respondent believe that it is due the celebrities in the social advertising whose influence works to motivate the people and prefer social advertising. About (38) 7.6% of respondents were belongs to the category of strongly Disagree about the catchy slogan. About (73) 14.6% of the respondents belongs to the group of neither agree nor disagree about the story of the social advertising.

**Study of Age Dimension against the Five Statements of People's Attitude**

**Table 4: Analysis of Variance of Different Age Group Respondents in Rajasthan**

Statements	Source of Variation	Sum of Squares	D.F	Mean Sum of Squares	F-ratio	Hypothesis Accepted/ Rejected
Statement 1	Between Samples	17.342	2	8.671	4.753*	H <sub>0</sub> 1(1) Rejected
	Within the Samples	906.586	497	1.824		
Statement 2	Between Samples	10.710	2	4355	2.735*	H <sub>0</sub> 1(2) Accepted
	Within the Samples	973.122	497	1.958		
Statement 3	Between Samples	7.980	2	3.990	2.174*	H <sub>0</sub> 1(13) Accepted
	Within the Samples	912.220	497	1.835		
Statement 4	Between Samples	4235	2	2.118	1.178*	H <sub>0</sub> 1(4) Accepted
	Within the Samples	893.787	497	1.798		
Statement 5	Between Samples	.772	2	.386	.215*	H <sub>0</sub> 1(5) Accepted
	Within the Samples	890.428	497	1.792		

\*Significant at .05 level, 'F' value at .05, (2,497)= 3.01

## Study of Locality Dimension against the Five Statements of People's Attitude

**Table 5: Statistical Comparison of Five Statements among Urban and Rural Respondents in Rajasthan**

Statements	Group	N	Mean	Standard Deviation	Standard Error	t-test	Hypothesis Accepted/ Rejected
Statement 1	Urban	367	2.91	1.362	.071	2.059*	H <sub>0</sub> 2(1) Rejected
	Rural	133	3.20	1.340	.116		
Statement 2	Urban	367	3.19	1.378	.072	.991	H <sub>0</sub> 2(2) Accepted
	Rural	133	3.05	1.474	.128		
Statement 3	Urban	367	3.32	1.368	.071	1.536	H <sub>0</sub> 2(3) Accepted
	Rural	133	3.11	1.322	.115		
Statement 4	Urban	367	3.71	1.326	.069	2.068	H <sub>0</sub> 2(4) Rejected
	Rural	133	3.43	1.367	.119		
Statement 5	Urban	367	2.92	1.312	.068	3.420	H <sub>0</sub> 2(5) Rejected
	Rural	133	3.38	1.352	.117		

\*Significant at .05 level of significant 't' at .05(498)=1.97

## Study of Religion Dimension against the Five Statements of People's Attitude

**Table 6: Analysis of Variance of Different Age Group Respondents in Rajasthan**

Statements	Source of Variation	Sum of Squares	D.F	Mean Sum of Squares	F-ratio	Hypothesis Accepted/ Rejected
Statement 1	Between Samples	47.538	6	7.923	4.457*	H <sub>0</sub> 3(1) Rejected
	Within the Samples	876.390	493	1.778		
Statement 2	Between Samples	63.352	6	10.559	5.655*	H <sub>0</sub> 3(2) Rejected
	Within the Samples	920.480	493	1.867		
Statement 3	Between Samples	21.928	6	3.655	2.006*	H <sub>0</sub> 3(3) Accepted
	Within the Samples	898.272	493	1.822		
Statement 4	Between Samples	35.108	6	5.851	3.34*	H <sub>0</sub> 3(4) Rejected
	Within the Samples	862.914	493	1.750		
Statement 5	Between Samples	19.878	6	3.313	1.875*	H <sub>0</sub> 3(5) Accepted
	Within the Samples	871.322	493	1.767		

\*Significant at .05 level, 'F' value at .05, (2,497)= 3.01

**Table 7: Consolidated Table of Acceptance/ Rejection of Hypothesis based on Behaviour of people for social advertising in Rajasthan towards Five factors**

Statement	Hypothesis No.	Age	Hypothesis No.	Locality	Hypothesis No.	Religion
Statement 1	H <sub>0</sub> 1(1)	Rejected	H <sub>0</sub> 2(1)	Rejected	H <sub>0</sub> 3(1)	Rejected
Statement 2	H <sub>0</sub> 1(2)	Accepted	H <sub>0</sub> 2(2)	Accepted	H <sub>0</sub> 3(2)	Rejected
Statement 3	H <sub>0</sub> 1(3)	Accepted	H <sub>0</sub> 2(3)	Accepted	H <sub>0</sub> 3(3)	Accepted
Statement 4	H <sub>0</sub> 1(4)	Accepted	H <sub>0</sub> 2(4)	Rejected	H <sub>0</sub> 3(4)	Rejected
Statement 5	H <sub>0</sub> 1(5)	Accepted	H <sub>0</sub> 2(5)	Rejected	H <sub>0</sub> 3(5)	Accepted

**Study of Action taken by People after Coming across the Social Advertising:** To deeply analyse the impact of social advertising in Rajasthan a question were asked to people about the various actions taken by them after coming across the social advertising. The responses of the people were collected in the form of statements on a 5-point scale. These factors are then examined against the three variables i.e. age, locality and religion. These statements and result is provided in the consolidated tables given below:

**Table 8: Consolidated Analyses of Action taken by People after Coming across the Social Advertising**

Factors	Age	Locality	Religion
Followed instructions Given in the ads	.985	2.927*	2.759
Became more conscious and careful	1.024	2.211*	3.529*
Went out and educated other people	1.609	1.543	3.903*
Looked for more information	.213	.512	1.301
Did Nothing	1.842	2.616*	3.584*

\*Significance

**Interpretation:** From the above table it is clear that the significance of the factor is found for 'Does not follow the instructions' in the Family Type, Occupation and Locality Variable. Also there is significance in 'Did Nothing' and 'Became more conscious and careful' factor among most of the variables.

Thus the overall finding of the study is that there is no significant difference in the attitude of people for social advertising. Most of the respondents even did not react as per the message given in the social advertising. Respondents remain ignorant towards the social advertising. For some factors there exists the difference in the attitude of people but the magnitude of difference is less. Hence, we accept our alternative hypothesis and consequently we reject the null hypothesis of the research i.e. "There is significant impact of social advertising campaigns in shaping the behaviour of the People in Rajasthan."

### Conclusion

Advertising is only one of the constituent of the promotion mix, but it often takes exceptional prominence in the overall marketing mix program. Because of its high visibility and pervasiveness, it is an important medium to spread the awareness about the social issues in the society. Therefore, to change the attitude and behaviour of the people in a positive direction, social advertising holds an important position in the developing country like India.

In short, the value of social advertising can be viewed as a sack of tools or techniques tailored mainly from commercial advertising and applied to issues for the social cause and good. People's attitude is the core of social advertising, because all the efforts of advertisers are directed towards them. To make the advertisement popular or to influence the attitude of the people, understanding the behaviour of mass population and their perspective of people's behaviour in particular become critically important. Behaviour of mass population is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.

The study indicates that in Rajasthan most of the respondents (88.8%) were interested in watching



the advertisements. It was also analyzed that people believe that 'important message/ theme' (31.4%) promoted by social advertising and 'timing' (34.8%) are the major factor which tends the people for the positive liking of the social advertising. F ration for the statement 2 and 5 is (2.735) and (.215) respectively, which are significant for the age dimension on the people attitude. Similarly, t test for statement 2 and 3 is (0.991) and (1.536) respectively, which are significant for the locality dimension on the people attitude. For the religion statement 3 and 5 the F ratio is (2.006) and (1.875) respectively, which are proved significant the people attitude.

Thus the study indicates that there is no significant difference in the attitude of people for social advertising. The social advertising is doing well but there is a long way to go for creating the real impact in the society. Just like any other marketing or promotional campaign, a social advertising campaign works when it is based on good research, good planning, pertinent attitudinal and behavioural models of change, and structural environments facilitate target audience from responding to the campaign.

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