

***AWARENESS OF SOCIAL ADVERTISING –
A CASE STUDY OF YOUTH IN BADLAPUR CITY***

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Abstract

Social advertising is not given as much importance by the media as commercial advertising. For promotion of ideas, goods and services, advertising plays an important role. The present paper throws light on the level of awareness of social advertising on the youth of Badlapur city. It is an attempt to bring to light the factors responsible for likeability of social advertising among youth. It can be used by the authorities to make the social advertising more appealing and effective.

Keywords Social Advertising, Badlapur, youth

Introduction

Advertising contains both information and persuasion. So it is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through various channels. It is highly visible force and essential for the success of any type of business as well as the non-business organizations including the government, educational institutions and public service groups. Today advertising covers almost every area of the thought process and action of society. In other words we can say that it is a complete psychological treatment of the consumer and a very creative and glamorous area also. This tool is strongly used by the different social organizations to transmit social messages.

Social Advertising

The advertisements which contain publicity about social concerns of human being are called Social Advertisements. Social advertising refers to those advertisements which deal with social causes aimed at welfare and wellbeing of the people. In other words, such advertisements create awareness among the people, inform and educate them about socially relevant issues like conservation of Oil, Petrol, Water and Energy, Health, Family Welfare, Literacy, Natural Resources to mention a few. They aim at communicating social causes, social issues, ideas or message to the people. The tremendous success of commercial products can largely be attributed to advertising. The successful use of advertising for commercial products has paved the way for gradual increase in the use of advertising for noncommercial products, services and ideas as well i.e. for social causes or what is popularly known as "Social Advertising." This is evident from the fact that even a bureaucratic organization like the government has to fall back on advertisements for propagating social causes such as Health, Child Care, Family Welfare, Literacy etc. As compared to West, Social Ads are of recent origin in India. Way back in 1964 the government of India decided to tackle advertisements on family planning. In late sixties with the increasing socio-economic problems and popularization of TV, Social ads were given increasing attention. Since then they have become part and parcel of life and the government sanctions large amount of money for the telecast of various social ads such as the family planning and child care to mention only two. Besides from time to time ads are also shown on

communal harmony. Apart from the indigenous advertising which has a major role to play in communicating about social causes to the masses, various government department / ministries, National and international Agencies, Voluntary Organizations and Autonomous Bodies deal with different social causes.

Statement of the problem

To study the awareness and impact of social advertising among the youth in Badlapur City

Objectives of the study

The study was undertaken with the following objectives:

1. To study the exposure and awareness of the youth in Badlapur City regarding various social advertising campaigns.
2. To study the likeability and dislikeability of the youth in the Badlapur city towards various social advertising campaigns.
3. To find out the factors that contributes to the likeability and dislikeability towards various social campaigns.

Research Methodology

a) Sample Design

The study was conducted in Badlapur city with questionnaires distributed to 100 youngsters. The statistical analysis was done using percentiles.

b) Primary Data

The primary data pertaining to awareness of social advertising in study area was collected by distributing questionnaires to randomly selected 100 youngsters belonging to the age group of 18-22 years.

c) Secondary Data

The secondary data will be obtained from Internet, Books and Journals.

Profile of the respondents

For the study, the researcher approached two colleges in the vicinity selecting total 100 respondents out of which 64 were female students and 46 were male students. Also out of the total sample 20% respondents belonged to Commerce stream, 20% to Management Studies, 20% from Arts Stream, 20% from Information Technology and 20% from Computer Science stream.

Observations and Findings of the study

- 1) It was found from the research study that out of 100 youngsters studied, 68 respondents were aware of social advertising. This shows that 42 respondents were totally unaware of the concept itself.
- 2) Out of 68 respondents, 43 respondents liked the social advertisements as according to them these are necessary to create social awareness
- 3) Out of 68 respondents, 59 respondents agreed that if the celebrities are involved in social advertising, it will become more effective. Also 46 respondents favored that there should be repetition of such advertisements in different medias to increase its likeability. 41 respondents stated that the best media to be used for such advertisements must be television as it has audio-visual impact on the audience.

Suggestions

- 1) It is suggested that the social advertising must be made more forcefully to enable the youth to understand its importance
- 2) It should be made compulsory for the corporates as a part of Corporate Social Responsibility to undertake more and more social advertisements.
- 3) The youth in the selected area must be more exposed to the social advertisements using celebrities in television

Limitations of the study

The study was done in the city of Badlapur on 100 youth selected through random sampling. However it can be conducted in the other areas of Thane District. The different elements

necessary for the success of social advertising can be studied separately by the future researchers.

Conclusion

It can be concluded that at least thirty percent of the television advertisements must be devoted to social advertisements. The responsibility of social welfare can only be fulfilled if we give the equal weightage to the social advertising as we give to the commercial advertising.

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Bio

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