CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings from the Descriptive Analysis

Majority of the respondents participated in the survey are males which constitute 59% and the remaining 41% are females.

It is inferred from the table No. 4.2 majority of the respondents participated in the survey are from the age group between 35 to 39 years of age which forms about 26%, while 22% of the respondents are between the age group 25 to 29 years of age, 18% of the respondents age fall in between 15 to 19 years of age, 18% of the respondents fall in the age category between 20 to 24 years of age and 30 to 34 years respectively.

It is found from the table No. 4.3 majority of the respondents participated in the survey are married which comprises about 58% while 26% of the respondents are unmarried and others constitute about 16%.

It is inferred from the table No. 4.4 that majority of the respondents participated in the survey are involved in agriculture which constitutes 29%, while 23% of the respondents are homemakers, 17% of the respondents are involved in business/profession, 14% of the respondents are working in private/public sectors, 13% of the respondents are students and 4.5% of the respondents are seasonal laborers.

It is found from the table No. 4.5 the respondents participated in the survey are Diploma holders which constitute 26%, while another 26% of the respondents are
from other categories, 18% of the respondents are graduates, while another 18% of
the respondents are postgraduates and 13% of the respondents have done schooling.

Majority of the respondents participated in the survey are in the income
category of less than Rs 2,500 which constitutes 41%, while another 26% of the
respondents are in the income category of Rs 5,001 to Rs 10,000, 17% of the
respondents are in the income category of Rs 2,501 to Rs 5,000, 13% of the
respondents are in the income category which is less than Rs 10,001 to 20,000 and 5%
of respondents’ income do fall above Rs 20,000.

It can be seen from the table No. 4.7 29% of the respondents have not viewed
the public service advertisements, while 27% of the respondents have viewed for 2
times, while 22% of the respondents for 1 time, 13% of the respondents for 3 times
and 9% of the respondents viewed more than 3 times.

It is inferred from the table No. 4.8 30% of the respondents have viewed the
public service advertisements in Television, while 18% of the respondents have
viewed in Newspaper, 9% of the respondents through hand bills, 8% of respondents
through radio, magazines and billboards, while 4.7% of the respondents through
dramas/exhibitions, door to door and mobiles while 3.8% of respondents have viewed
through on-line.

It can be seen from the table No. 4.9 30% of the respondents have viewed the
family planning advertisements, 18% of respondents have viewed advertisements
related to consequences of consuming alcohol, 17% of the respondents have seen
related to anti smoking campaign, 14% of respondents have viewed related to cancer,
8% of the respondents have seen advertisements related to AIDS awareness, while 5%
of the respondents have viewed related to polio and other health related issues and 4%
of respondents have viewed the public service advertisement related to pregnancy.
It is inferred from the table No. 4.10 38% of the respondents have told that the public service advertisement has been sponsored or promoted by NGO’s, while 22% of respondents have told it as sponsored by the central government and state government respectively, 9% of the respondents have told it by other agencies and 8% of the respondents have told that it has been promoted by corporate houses.

It can be seen from the table No. 4.11 30% of the respondents have viewed the public service advertisement in between movies, 17% of respondents have viewed in between songs and News, while 14% of the respondents have viewed in between sports event, 13% of the respondents in the serials and 8% of the respondents have viewed in the cooking programmes.

It is inferred from the table No. 4.12 26% of the respondents have viewed health related public service advertisement in magazines, while 21% of respondents have not viewed in any of the magazines, 18% of the respondents have viewed in political related in magazines, 13% of the respondents about the business related in magazines, 13% of the respondents have viewed in cinema related magazines and 9% of the respondents have seen the advertisement in kids related magazines.

It can be seen that from the table No. 4.13 45% of the respondents could remember the health related public service advertisements somewhat well, while 30% of the respondents could remember very well and 25% of the respondents could not remember at all.

It is inferred from the table No.4.14 42% of the respondents have rated as good on the public service advertisement made by NGO, while 22% of the respondents have made a response as indifference, 14% of the respondents have rated it as worst, 13% of the respondents rated it as excellent and 9% of the respondents have rated as bad.
It is inferred from the table No. 4.15 majority of the respondents have rated as good which has been made by the Central Government, while 22% of the respondents have rated as bad, 14% of the respondents have rated as indifference, 9% of the respondents have rated as excellent and 7% of the respondents rated it as worst though it has been made by the central government.

It can be seen from the table No. 4.16 38% of the respondents have rated excellent though the public service advertisements have been promoted by the State Government, while 22% of the respondents have rated as good, 21% of the respondents have rated as indifferent, 14% of the respondents rated it as bad and 5% of the respondents rated it as worst.

It is inferred from the table No. 4.17 29% of the respondents have rated as good, while the 27% of the respondents have rated it as worst, 17% of the respondents have rated as excellent and 14% of the respondents have rated as indifference and also bad.

It can be seen from the table No. 4.18 40% of the respondents have rated as indifferent to say, while 26% of the respondents have rated as excellent, 18% of the respondents have rated as good and 9% of the respondents have rated as bad and also worst by others.

It can be seen from the table No. 4.19 40% of the respondents are somewhat interested on public service advertisements, while 35% of the respondents are not at all interested and 25% of the respondents are highly interested towards public service advertisements.

Majority of the respondents are somewhat interested to view the public service advertisements, while 35% of the respondents show high interest and the remaining
14% of the respondents say that they are not interested towards public service advertisements.

It is inferred from the table No. 4.21 38% of the respondents feel that there would be a change in the attitude of the society, while 26% of the respondents say that it could create awareness, 22% of the respondents have told that it would create a better society, 9% of respondents could not say anything about it and 5% of respondents believe that it could eradicate social evils.

It is inferred from the table No. 4.22 78% of the respondents have not seen any celebrities in public service advertisements and 22% of the respondents have told that they have seen celebrities.

Majority of the respondents have seen only the social workers, while 22% of the respondents have seen from sports field, 9% of the respondents have seen Television artists, 8% of the respondents from cinema field and 5% of the respondents have seen the politicians in the public service advertisements.

It is inferred from the table No. 4.24 44% of the respondents have told there is indifferent towards the impression over the public service advertisement for the slice of the title, while 18% of the respondents have told it is bad, 16% of the respondents have told it is excellent, 13% of the respondents feel that it is good and 9% of the respondents feel that it is worst for the impression over the public service advertisement.

It can be seen from the table No. 4.25 26% of the respondents have told there is indifferent towards the impression over the public service advertisement for the lifestyle, another 26% of the respondents feel that it is good, while 18% of the respondents have told it is bad, 17% of the respondents have told it is excellent, 13%
of the respondents feel that it is good and 14% of the respondents feel that it is worst for the impression over the public service advertisement.

It is inferred from the table No. 4.26 30% of the respondents feel that it is bad towards the impression over the public service advertisement for the Mood/Image/Music, while 22% of the respondents feel that there is no difference, 18% of the respondents have told it is worst, 17% of the respondents have told it is good and 13% of the respondents feel that it is excellent for the impression over the public service advertisement.

It can be seen from the table No. 4.27 60% of the respondents have told there is indifferent towards the impression over the public service advertisement for the personality trait, while 17% of the respondents have told it is good, 14% of the respondents have told it is bad, 5% of the respondents feel that it is excellent and another 5% of the respondents feel that it is worst for the impression over the public service advertisement.

It is inferred from the table No. 4.28 30% of the respondents have told there is indifferent towards the impression over the public service advertisement for the scientific evidence, while 22% of the respondents have told it is bad, 21% of the respondents have told it is worst, 18% of the respondents feel that it is excellent and 9% of the respondents feel that it is good for the impression over the public service advertisement.

It can be seen from the table No. 4.29 29% of the respondents have told there is indifferent towards the impression over the public service advertisement for the testimonial evidence, while 26% of the respondents have told it is good, 17% of the respondents have told it is bad, 14% of the respondents feel that it is excellent and
another 14% of the respondents feel that it is worst for the impression over the public service advertisement.

It is inferred from the table No. 4.30 39% of the respondents have told there is indifferent towards the impression over the public service advertisement for the words, while 18% of the respondents have told it is bad, 17% of the respondents have told it is good, 13% of the respondents feel that it is excellent and another 13% of the respondents feel that it is worst for the impression over the public service advertisement.

It can be seen from the table No. 4.31 31% of the respondents have told it is excellent towards the impression over the public service advertisement for presentation, while 27% of the respondents have told it is good, 25% of the respondents have told there is no difference, 9% of the respondents feel that it is worst and another 9% of the respondents feel that it is bad for the impression over the public service advertisement.

It is inferred from the table No. 4.32 26% of the respondents have told it is sincere, while 18% of the respondents for informative, 12% of the respondents for emotional, 9% of the respondents for funny and boring, 8% of the respondents for creative and 5% of the respondents for pleasant and unique.

Majority (66%) of the respondents have said there is appeal in the public service advertisement and remaining 34% of the respondents have told there is no appeal.

Majority (61%) of the respondents have said they will talk to someone about the public service advertisement and remaining 39% of the respondents have agreed that they will not talk to anyone about the advertisement.
Majority (68%) of the respondents are having positive reactions towards public service advertisements and remaining 32% of the respondents are not having any positive reactions.

Majority (52%) of the respondents are not willing to see the public service advertisements in future and remaining 48% of the respondents are willing to see the advertisements.

It is inferred from the table No. 4.28 44% of the respondents have said there is no unpleasantness in the public service advertisement, while 36% of the respondents have said it is not all times and 20% of the respondents have said yes.

It is inferred that 38% of the respondents have shown ramifications in smoking, while 22% of the respondents for family planning another 22% of the respondents for alcohol and 18% of the respondents for other health related issues.

30% of the respondents have low response on the after effects public service advertisement, while 27% of the respondents they are not having either high nor low effects, 26% of the respondents have high response on effects, 12% of the respondents have very high response and 5% of the respondents are having very low effects.

It is inferred from the table No.4.30 58% of the respondents have told there is no change in behaviour towards the change in behaviour towards alcohol related advertisements, while 18% of the respondents have told they modified the current behaviour, 12% of the respondents have told there accept new behaviour, 8% of the respondents told reject the potential behaviour and 5% of the respondents for abandon the old behaviour.

It can be seen from the table No. 4.30 45% of the respondents have told there is no change in behaviour towards the change in behaviour towards smoking related advertisements, while 25% of the respondents have told they might accept new
behaviour, 13% of the respondents have told they modified the current behaviour, 8% of the respondents told reject the potential behaviour and 9% of the respondents for abandon the old behaviour.

It is inferred from the table No. 4.30 62% of the respondents have told there is no change in behaviour towards the change in behaviour towards AIDS related advertisements, while 26% of the respondents have told reject the potential behaviour, 8% of the respondents have told they might accept new behaviour and 5% of the respondents told they modified the current behaviour.

It is inferred from the table No. 4.30 60% of the respondents have told there is no change in behaviour towards the change in behaviour over cancer related advertisements, while 13% of the respondents has told reject the potential behaviour, another 13% of the respondents has told they modified the current behaviour, 8% of the respondents has told they might accept new behaviour and 5% of the respondents has told that they had abandon the old behaviour.

It can be seen from the table 4.30 28% of the respondents has told they modified the current behaviour towards the change in behaviour over other health related advertisements, while 29% of the respondents has told they might accept new behaviour, 17% of the respondents has told there is no change in behaviour and another 17% of the respondents has told reject the potential behaviour, and 9% of the respondents has told that they had abandon the old behaviour.

It can be inferred from the table 4.30 48% of the respondents has told reject the potential behaviour towards the change in behaviour over family planning advertisements, while 18% of the respondents has told they modified the current behaviour, 14% of the respondents has told there is no change in behaviour 13% of
the respondents has told they might accept new behaviour, and 8% of the respondents has told that they had abandon the old behaviour.

Majority (63)% of the respondents have told there is no change in behaviour towards the change in behaviour over pregnancy related advertisements, while 14% of the respondents has told they modified the current behaviour, 9% of the respondents has told they might accept new behaviour, another 9% of the respondents has told that they had abandon the old behaviour and 5% of the respondents has told reject the potential behaviour.

It can be seen from the table No. 4.30 35% of the respondents has told they might accept new behaviour towards the change in behaviour over polio related advertisements, 25% of the respondents have told there is no change in behaviour while, 21% of the respondents has told reject the potential behaviour, 14% of the respondents has told they modified the current behaviour and 5% of the respondents has told that they had abandon the old behaviour.

It is inferred from the table No. 4.31 30% of the respondents are having high extent over the endorsement of celebrities in the public service advertisements, while 23% of the respondents for some extent, 17% of the respondents for high extent another 17% of the respondents have told that it is not creating any opinion and 14% of the respondents for no comments.

It is inferred from the table No. 4.28 26% of the respondents feels that to some extent they follow the public service advertisement, while 23% of the respondents for high extent, 22% of the respondent for no comments, 16% of respondent for they never followed and 14% of respondent have told that they follow for very high extent.

It can be seen from the table No.4.33 37% of the respondents strongly agree for advocating to others related to effects of public service ad advertisements, while
23% of the respondents has told no comments, 22% of the respondents somewhat agree and 18% of the respondents disagree over the effects of public service advertisements.

It is inferred from the table No. 4.33 48% of the respondents somewhat agree for practice related to effects of public service advertisements, while 22% of the respondents strongly agree, 14% of the respondents disagree 9% of the respondents has told no comments and another 9% of the respondents for strongly disagree over the effects of public service advertisements.

It is inferred from the table No. 4.33 30% of the respondents somewhat agree for knowledge savvy related to effects of public service advertisements, while 25% of the respondents strongly agree, 22% of the respondents disagree 14% of the respondents has told no comments and 9% of the respondents for strongly disagree over the effects of public service advertisements.

It can be seen from the table No. 4.33 30% of the respondents strongly agree for entertainment related to effects of public service advertisements, another 30% of the respondents strongly agree, 21% of the respondents has told no comments, 14% of the respondents for disagree and 5% of the respondents disagree over the effects of public service advertisements.

It is inferred from the table No. 4.34 30% of the respondents has told that neither high nor low related to NGO for the response on impact of public service advertisement created by different agencies, while another 30% of the respondents has told it is high, 22% of the respondents it is very high, 14% of the respondents have told it is low and 5% of the respondents it is very low by the NGO.

It can be seen from the table No. 4.34 37% of the respondents has told very high related to central government for the response on impact of public service advertisements.
advertisement created by different agencies, while 32% of the respondents has told it is high, 22% of the respondents it is very high, 14% of the respondents have told it is low another 14 % of the respondents has told it is neither high nor low and 5% of the respondents it is very low by the central government.

It is inferred from the table No. 4.34 40% of the respondents has told very high related to state government for the response on impact of public service advertisement created by different agencies, while 29% of the respondents has told it is high, 14% of the respondents have told it is low 9% of the respondents for neither high nor low and another 9% of the respondents it is very low by the state government.

It can be seen from the table No. 4.34 38% of the respondents has told high related to corporate for the response on impact of public service advertisement created by different agencies, while 27% of the respondents has told it is very high, 18% of the respondents has told neither high nor low, 14% of the respondents has told low and 5% of the respondents it is very low by the corporate.

It is inferred from the table No.4.34 42% of the respondents has told very high related to others for the response on impact of public service advertisement created by different agencies, while 27% of the respondents has told it is high, 14% of the respondents has told neither high nor low 9% of the respondents has told it is low and 5% of the respondents has said it is very low by others.

Majority (50%) of the respondents feel that there is no impact over the alcohol related advertisements, while 32% of the respondents feel that there is very high extent and 18% of the respondents feel for some extent
Majority (74%) of the respondents feel that there is no impact over the smoking related advertisements, while 17% of the respondents have felt for some extent and 9% of the respondents for very high extent.

Majority (58%) of the respondents feel that there is no impact over the AIDS related advertisements, while 21% of the respondents said it for very high extent and another 21% of the respondents for some extent.

Majority (51%) of the respondents feel that there is no impact over the cancer related advertisements, while 30% of the respondents said it for some extent and another 20% of the respondents for very high extent.

Majority (57%) of the respondents feel that there is no impact over other health related advertisements, while 26% of the respondents said it for very high extent and 18% of the respondents for very some extent.

Majority (57%) of the respondents feel that there is no impact over family planning related advertisements, while 26% of the respondents said it for very high extent and 18% of the respondents for very some extent.

It is inferred from the table No.4.36 34% of the respondents feel that there is very high extent for the impact over pregnancy related advertisements, while 30% of the respondents said for some extent and 37% of the respondents feel that there is no impact.

It is inferred from the table No. 4.36 34% of the respondents feel good over the rating of public service advertisement related to alcohol, while 22% said it is neutral another 22% of the respondents told it is poor, 17% of the respondents has told it is excellent and 5% of the respondents have told it is very poor.

It is inferred from the table No. 4.36 30% of the respondents feel bad over the rating of public service advertisement related to smoking, while 26% of the
respondents feel good, 18% of the respondents said it is Neutral and 5% of the respondents have told it is very poor.

It can be seen from the table No. 4.36 30% of the respondents feel good over the rating of public service advertisement related to AIDS, while 27% of the respondents said it is neutral, 18% of the respondents has told it is poor, 17% of the respondents has told it is excellent and 9% of the respondents have told it is very poor.

It is inferred from the table No. 4.36 34% of the respondents feel it is excellent over the rating of public service advertisement related to other issues, while 25% of the respondents said it is good, 23% of the respondents has told it is poor, 14% of the respondents has told it is neutral and 5% of the respondents have told it is very poor.

It is inferred from the table No. 4.36 30% of the respondents feel it is good over the rating of public service advertisement related to family planning, another 30% of the respondents has told it is poor, while 18% of the respondents said it is excellent, 14% of the respondents has told it is neutral and 9% of the respondents have told it is very poor.

It can be seen from the table No. 4.36 30% of the respondents feel it is good over the rating of public service advertisement related to pregnancy, while 25% of the respondents has told it is excellent, 18% of the respondents has told it is neutral 14% of the respondents said it is very poor and another 14% of the respondents have told it is poor.

It is inferred from the table No. 4.36 31% of the respondents feel it is excellent over the rating of public service advertisement related to polio, while 26% of the respondents said it is neutral, 22% of the respondents has told it is poor, 17% of the respondents has told it is good and 5% of the respondents have told it is very poor.
Majority of the respondents i.e 52% of the respondents have enabled behaviour or their life style has changed, while 21% of the respondents have got awareness, 14% of the respondents told it is to attract the people towards the advertisements and 13% of the respondents have told it is just for advertisement.

It is inferred from the table No. 4.38 21% of the respondents have told that Television is the best media, while 16% of the respondents for hand bills, 14% of the respondents for Newspaper another 14% of the respondents for magazines, 9% of the respondents for online another 9% of the respondents for radio, 5% of the respondents for billboard another 5% of the respondents for drams/exhibitions/public speech and 4% of the respondents have told door to door is the best media for public service advertisements.

5.2 Findings for inferential analysis

From the table No. 3.9 the researcher has found that there is significant difference between gender and response towards the public service advertisements during television programmes. There is a drastic difference between the viewing of the programme as the males are interested towards diverse programmes when compared to females.

From the table No. 4.40 the researcher has found that there is significant difference between age group and viewing nature of the respondents regard to the public service advertisements. The researcher has analysed from the analysis that the age and the respondents of viewing nature are having difference. To suit for all ages the public service advertisements could be telecasted in different programmes

From the table No.4.41 the researcher has found that there is significant difference between occupation and viewing nature of the respondents regard to the public service advertisements. The examiner has analysed from the analysis that the
occupation and viewing the nature of the respondents are totally different. From this study we conclude that the government and the non-government organization should target the specific audience of different working professionals.

From the table No. 4.42 the researcher has found out there is significant difference between gender and response regarding the public service advertisements while reading the magazines. The researcher has examined that there are few magazines to accumulate the information about the public service advertisement from the respondents.

From the table No. 4.43 the researcher has analysed and found out there is significant difference between age group and viewing nature of the respondents regard to the public service advertisements. The researcher has observed that according to the age the viewership for the programme differs.

From the table No. 4.44 the researcher has found out that there is significant difference between occupation and the reading habits of the respondents regard to the public service advertisements. As the reading habits vary according to the occupation of the respondents so the concerned authorities may target the magazines which are suitable according to their livelihood.

From the table No. 4.45 the researcher has analysed and found that there is significant difference between gender and the extent of change in the behaviour the respondents regard to the public service advertisements. Public service advertisements play imperative role according to the genders.

From the table No. 4.46 the researcher has found that there is significant difference between age group and extent of change in behaviour of the respondents regard to the public service advertisements. Age is one of the main factors where we
could find many behavioural changes so the researcher has done this study and has given suggestions for the research.

From the table No. 4.47 the researcher has analysed and found that there is significant difference between marital status and the extent of change in the behaviour of the respondents regard to the public service advertisements. According to the marital status also the extent of change in behaviour also varies. In this analysis the researcher has analysed and found there is drastic behavioural change according to the marital status.

From the table No. 4.48 the researcher has found there is significant difference between occupation and the extent of change in the behaviour of the respondents regard to the public service advertisements. From this analysis the researcher found that the occupation of the respondents will also create a great impact in the extension of the behaviour.

From the table No.4.49 the researcher has found that there is significant difference between the age and the extent of following the public service advertisement after viewing. Hence the researcher could draw the inference and tell at the gender is having major influence over the extent of following the advertisement.

From the table No. 4.50 the researcher has analysed and found that there is significant difference between the age and the extent of following the public service advertisement after viewing. The researcher has given due weightage in this analysis and has given various suggestions.

From the table No. 4.51 the researcher has found that there is significant difference between occupation and the extent of following the public service advertisement after viewing. According to the occupation the viewership for the
programmes also varies hence the researcher has taken this analysis and given various suggestions.

From the table No. 4.52 the researcher has found out that there is significant difference between marital status and the extent of following the public service advertisement after viewing.

From the table No. 4.53 the researcher could say the existence of considerable correlation between the two variables it is also said that there exist 6% positive relationship between the occupation and frequency of viewing the public service advertisements.

From the table No. 4.54 researcher has found out that the correlation between marital status and remembrance of the public service advertisements the calculated correlation co-efficient value is .411% at 5% significance level, hence the researcher could say the existence of considerable correlation between the two variables it is also said that there exist 41% positive relationship between the marital status and the remembrance of public service advertisements.

From the table No. 4.55 the researcher has found that the cross correlation between gender and the impact created due to celebrity for the public service advertisements and their correlation is co-efficient is .129, which indicates 12.0 % positive relationship between the gender and the impact created due to celebrity for the public service advertisements.

It is inferred from the table No. 4.56 the researcher has found that the cross correlation between age and the impact created due to celebrity for the public service advertisements and their correlation is co-efficient is .158, which indicates 15.8 % positive relationship between age and the impact created due to celebrity for the public service advertisements.
5.3 SUGGESTIONS

The government of India may make it compulsory that all the electronic media (television and radio) and print media be made to televise and broadcast public service advertisement daily at least for 5 minutes and one fourth of a prominent page in case of print media, so the public could get idea about public service advertisement and be conversant with the benefits given by the government and non-governmental organisations.

As of now some of the websites do show advertisements which might be useful to some segment of the people but as a sense of responsibility to the society companies may concentrate on enhancing public service advertisements in their websites. Moreover the government may make it mandatory that all websites do contain at least one public service advertisement focusing on health issues.

The citizens of the Indian sub-continent are much fascinated towards the celebrities such as people from the industries like cinema, sports and popular personalities. Many of the advertisements have become popular because of the endorsement made by popular personalities. With this in mind if all the companies do adopt endorsement of advertisement through celebrities it could be made much better than ever. Even now some of the celebrities would endorse advertisements which has its own ripple effect and has been realized by the parties concerned.

Government may target the school students or pupil about the necessity of health and the consequences of ill health, so that they would have an urge to have awareness of health which would be created through Public Service Advertisements.
The frequency of the advertisement may be increased mostly in prime times, the dailies, and magazines which are having higher Television Rated Programmes and readership so the effectiveness of public service advertisements would reach the general public with its specific objective or goal.

Government may encourage the media through offering and awarding lucrative amount and certification by international agencies, hence the existing media would vehemently do voracious advertisements which would impact the life style and behaviour of the public similarly the medias do get encouraged.

Apart from the television and newspaper the people from the rural are not having awareness about the public service advertisements so government may take measures in other modes to reach the public. The Government and non-government organisations may adopt different strategies such as dramas, exhibitions and public speech as it will create a major impact for public service advertisements.

The central and state governments may involve the corporate in the public service advertisement mostly in rural areas so they would be upcoming with new strategies where it will become also a corporate social responsibility for corporate.

Except few public service advertisement most of them are not very much interesting so that the concerned authorities can ask the agencies to make the advertisement more effective and simple which should be in an understandable manner for the rural people.

Agencies should create good compatibility to the public related for the public service advertisement so they can get the major benefits.
The rural people are more interested on dramas/exhibitions/public speech so the agency concerned may device a strategy in these areas to promote the public service advertisement as it will also create a major impact for the advertisements.

The advertising agencies may select few channels in television media and few in print media so the public service advertisement can be made effective instead of giving in all the journals or televisions. It will be creating one of the best media mix and might create a good effectiveness for the public service advertisements among the rural people.

Impressions over the public service advertisements can be concentrated more in the areas like testimonial evidence, scientific evidence and slice of the title, so the general public might show interest in watching the public service advertisements.

5.4 CONCLUSION OF THE STUDY

Public Service Advertisement is attracting many youth. The present young generations are expecting changes in advertisements without compromising the India’s value system. The internet (email, videos, research articles, Television, Print meadies and Social media) is a big platform to do this thought provoking exercise. Public service advertising tries to bring change in the perception of individuals, which at large would bring change in the society. Generally, individuals want them to be the cause of a good cause. It is highly welcomed by all ages in India than action, humor and sexual appeal in commercial. India is a country which is bounded by cultural and traditional values. Unless the government, Non-government sectors, social reformers take necessary steps to uplift the people who suffer from the ignorance of social illegal causes and, cannot stabilize the standard of our culture and tradition. Number of research has been made in the advertisement but only a few studies have been
found by the researcher regarding public service advertising and social marketing. So in these perspectives the researcher has proceeded the study in the public interest of view and has drawn suggestions and conclusions for the betterment of society through public service advertisements.

The researcher herewith wraps up those necessary steps likely to be taken to reap the effects of public service advertisements unless it becomes expenditure rather than an investment.

5.5 SCOPE OF FUTURE RESEARCH

The study area may be also expanded to other states and also to the urban areas so the benefits can give benefits to all sectors of people.

An attempt may be made to study the recent trends in public service advertisement in order to create the awareness of the benefits among the rural youths in India.

Comparative study of public service advertising versus advertising may be attempted to find out the effectiveness among the general public.

This study is not free from limitations like the non-sampling error; study exclusively conducted among rural youths in Kancheepuram district, Tamilnadu and hence the limitations of this study however will form the basis for future studies on the topic.

The research may be extended to other than health related issues may be attempted through the help of public service advertisement. Future efforts may continue to advance the understanding of the mindset of the rural people to improve the concept and the means in the public service advertisement.