CHAPTER 7

SUMMARY

The last few decades have seen a drastic change in habits, attitudes and lifestyle of people. Social problems related to these have increased manifold. Social problems existent in any society or group are not desirable and efforts are made by all at a comprehensive level to combat and resolve these issues. But ushering in changes which involves a change in habits, attitudes and beliefs of people is not an easy task by any means. Change in this context entails modification of prevalent or existing habits and attitudes. It also involves changing harmful practices into productive ones. Concerned authorities across the world are brainstorming simultaneously and creating thought-pools in order to reach some potential solution which will be acceptable to the masses and easy to use or imbibe. While it is true that all countries across the world are beset with problems, it is also equally true that the issues and problems that plague any country or society vary from nation to nation.

A developing country like India grapples with problems that are different from the ones faced by developed countries. Serious social issues like illiteracy, female foeticide, dowry etc. are particular to developing countries and are almost unheard of in developed nations. This difference in issues and causes calls for solutions that are also particular to a country and its needs. The solutions to tackle such problems need to be devised keeping in mind the above said factors. Most of the times, social campaigns are designed to curb such evil practices.

The type of advertisement which does not result in rupee profit but is done to bring awareness in the society is called Social Marketing. In India, the government has been taking a lot of initiative to explore the potential of social advertising. Many campaigns are being run on television. Government and other organizations are trying to tackle serious social issues like ‘Pulse Polio’, ‘Save Water/Oil/Electricity’, ‘Save the Girl Child’ etc. through social advertising. However, many a time it is seen that in spite of best efforts, social advertisements remain ineffective. They fail to bring the desired change they are expected to. Social advertising ultimately seeks to change the target audience’s behaviour. To change one’s behaviour, understanding of
a person’s awareness level, his likeabilities and attitude must be understood. This change may occur at the end of a series of intermediate stages such as change in population’s information, knowledge and attitudes. But it has been seen that most of these well-intentioned campaigns have had little effect in combating these problems. For social advertising to be successful it should be focused on people’s needs, wants and likings. An advertisement can be said to be successful if it reaches the target audience at the right time and delivers the message in an effective and appealing manner. The starting point in social advertising is getting to know thoroughly the target audience: its social and demographic makeup, its psychological features and its needs.

This study caters exclusively to the urban and rural divide that exists prominently in India. Nearly seventy five per cent of the population lives in villages and this population is characterized by low literacy levels, fatalistic attitude, less means and less exposure to mass media. Rural population not only differs in these characteristics but in ideology also. But it is surprising to note that there are very few studies that focus on these factors pertaining and particular to the rural populace. Therefore, an effort has been made through this research to find out the awareness, likeability and effectiveness of social advertisements in the rural-urban context. Awareness throws light on the knowledge about social ads, likeability talks about social issues favoured by people and reasons for those issues to get preference. Effectiveness will guide the ad makers and other agencies involved in social advertising how to use awareness and likeability to make advertisements more influential.

**OBJECTIVES**

The specific objectives of the study are as under:

1. To study the exposure and awareness of the respondents regarding various social advertising campaigns.
2. To study the likeabilities and dislikeabilities of respondents towards various social advertising campaigns.

   - To study the extent of likeability and dislikeability towards various social ad campaigns.
To find out the factors which contribute to the likeability and dislikeability towards various social ad campaigns.

3. To find out the attitude towards social ads in general and its underlying dimensions.

4. To study and analyse the effectiveness of Social Advertising in bringing behavioural/attitudinal change and to identify the factors which make social advertisements effective.

5. To identify the various dimensions of advertising copy which make social advertising campaigns successful.

RESEARCH METHODOLOGY

In order to achieve the objectives of the study, a sample of 400 adults was selected from Amritsar, Jalandhar and Ludhiana and its allied villages. An effort was made to select the sample from rural and urban population. The data was collected through convenience sampling by conducting personal interviews in case of rural respondents and through survey method in case of urban respondents by instituting a structured, non–disguised and pre-tested questionnaire (refer appendix). The variable taken to examine the effectiveness of social ads on respondents is ‘urban’ and ‘rural’. The data was analysed using ANOVA, Factor Analysis, Regression and some other measures such as t-test, Test of Concordance, Weighted Average Score (WAS) and Chi-square test.

SALIENT FINDINGS OF THE STUDY

The important findings of the study relate to the investigation of the awareness of various social advertising campaigns amongst respondents, their likeabilities and dislikeabilities, factors contributing to the likeability and dislikeability. The findings are also related to the attitude of respondents towards social advertisements, effectiveness of social advertisements and the believability of these advertisements. The final yet most important finding is related to and success of social advertisement campaigns. These findings are presented in summarized form in the forthcoming paragraphs.
Awareness and Degree of Awareness of Respondents about Various Social Advertisements Campaigns

It is seen that 85 per cent respondents like to watch advertisements. This pattern of liking to watch advertisements is same for rural and urban respondents (85%). Only 15 percent of the total respondents said that they do not like to watch advertisements.

The highest proportion of awareness is for ‘Pulse Polio’ campaign i.e. 97.75 per cent. It is followed by the ‘Girl Child Education’ campaign (92.25%), ‘Family Planning’ campaign (91.75%), ‘Female Foeticide’ campaign (90%), and ‘AIDS Awareness’ campaign (83%). The lowest proportion of awareness is for ‘Eye Donation’ campaign and ‘Breast Feeding’ campaign both at 76.25 per cent.

The pattern of awareness for different social advertising campaigns came to be the same for rural and urban population as the highest awareness of both the population segments is for ‘Pulse Polio’ and the lowest for ‘Breast Feeding’ campaigns. But significant differences are found between urban and rural respondents as far as percentage of awareness is concerned. The analysis shows that awareness for ‘Pulse Polio’, ‘Blood Donation’, ‘Girl Child Education’ and ‘Family Planning’ campaigns is the same. The awareness for the rest of the campaigns is significantly higher among urban population. In some specific cases, there is a huge gap between the awareness for social advertising campaigns, which are ‘AIDS Awareness’ campaign and ‘Eye Donation’ campaign where the percentage is significantly higher among urban respondents (92.40% & 87.20% respectively) as compared to rural respondents (67.33% & 58% respectively).

Generally, it is seen that respondents have heard of the various social advertising campaigns but they lack complete knowledge about them (for example, a person may know that smoking is bad for health but he might lack the information about how to control the urge of smoking). So an effort has been made to know the level and extent of awareness of respondents. The overall extent of awareness is maximum for ‘Pulse Polio’ campaign (WAS= 4.52), followed by ‘Family Planning’ campaign and ‘Stop Female Foeticide’ campaign, both with WAS 4.14. The level of awareness is least for ‘Breast Feeding’ and ‘Eye Donation’ campaigns, where the WAS came out to be 3.51 and 3.60 respectively.
Urban respondents also showed a similar trend as ‘Pulse Polio’ emerged to be the number one social campaign as far as extent of awareness is concerned which is 4.67 (93.44%), followed by 4.56 (91.28%) for ‘Girl Child Education’. The lowest level of awareness, to the tune of 3.86 (77.20%), came to be in case of ‘Breast Feeding’ campaign. The analysis shows that there is not much variation in awareness level for different social advertisements among urban respondents. The non-significant value of F-ratio also conveyed the same.

Among rural respondents, the highest degree of awareness came to be 4.27 (85.47%) for ‘Pulse Polio’ campaign, followed by 4.01 (80.13%) for ‘Girl Child Education’ campaign. The lowest extent of awareness is 2.75 (54.93%) for ‘Eye Donation’ campaign. It is seen that variation in the level of awareness about different social advertisements is there among rural respondents but not in case of urban respondents. This is also supported by the significant F-ratio (4.01) at 1 per cent level of significance.

The difference in level of awareness about different social advertisements is found to be significant between urban and rural respondents. The level and extent of awareness is significantly higher among urban respondents for all the advertisements as t-values are found to be significant for all social advertising campaigns.

In a nutshell, it can be said that there is a huge gap in awareness of urban and rural respondents regarding social advertising campaigns. They not only differ in awareness but also in level and extent of awareness. The awareness level is found to be more in case of urban respondents for all the advertising campaigns. But the gap in awareness differs from advertisement to advertisement. The lowest gap is in the case of ‘Pulse Polio’ campaign and highest is in the case of ‘Eye Donation’ campaign. But even among urban respondents, awareness is not 100 per cent for any advertising campaign. There is not much difference between the awareness of urban respondents regarding different advertising campaigns under study. They are more or less equally aware about the different advertisements but rural respondents differ significantly in awareness about the different campaigns under study.

When the respondents were asked whether they are aware that these campaigns fall under the purview of social advertisements, only 62.25 per cent of total respondents
responded in the affirmative. Of the total respondents, urban respondents (72.80%) are more aware of this category than their rural counterparts (38.00%). Respondents are aware of the various social advertising campaigns but they do not know that these are called social advertisements.

About 11.60 per cent of the urban respondents and 55 per cent of the rural respondents were not aware of the various social issues before their exposure to media campaigns. Only 36.40 per cent urban and 15.33 per cent rural respondents said that they are somewhat aware of the various issues. Here again the urban respondents appeared to be more aware than their rural counterparts. It can be inferred that social advertisements play an important role in bringing awareness among respondents as their awareness increased after their exposure to social advertisements.

**Likeability of Social Advertising and Factors Contributing towards Likeability of Social Advertisements**

Respondents were asked to rank 1, 2, and 3 for their favorite advertisements. The most liked social advertisement among respondents is ‘Pulse Polio’ (WAS=2), followed by ‘AIDS Awareness’ (WAS=1.55), while the 3rd preference is for ‘Girl Child Education’ (WAS=1.30). The most liked social advertisement among urban population is ‘AIDS Awareness’ campaign (WAS=1.14), followed by ‘Pulse Polio’ (WAS=1.07) and then ‘Save Water/Oil/ Electricity’ (WAS=0.83). Amongst rural population, the pattern of liking the advertisements is different as the most preferred advertisement emerged to be ‘Pulse Polio’ (WAS=1.55), followed by ‘Girl Child Education’ (WAS=1.11) and ‘Stop Female Foeticide’ (WAS=0.80); whereas there is not much difference in the likeability for ‘Breast Feeding’, ‘Family Planning’ and ‘Blood Donation’ campaigns. There is a different pattern of likeability among urban and rural respondents. A comparison of weighted mean score of liking between urban and rural respondents shows that the score of campaigns like ‘AIDS Awareness’ and ‘Eye Donation’ is significantly higher among urban as compared to rural respondents. On the contrary, the scores of liking ‘Girl Child Education’ campaign is significantly higher among rural as compared to urban respondents. So it can be concluded that urban respondents and rural respondents have shown different likeabilities towards different social advertisements. From this it may be inferred that respondents have
shown more likability for advertisements which deal with issues with which they can identify.

Respondents were asked to think about their favourite social advertising campaign and select reasons for liking that particular advertisement. They were asked to express their level of agreement/disagreement with respect to various reasons of likeability on a Likert Scale, ranging from ‘strongly agree’ to ‘strongly disagree’. Overall, the respondents feel that liking for particular Social Advertisement depends upon ‘Message/Theme’ conveyed by the advertisement (WAS=4.63), followed by ‘Catchy Slogan’ (WAS=3.73), ‘Right Time’ of presentation (WAS=3.63), ‘Good Story’ (WAS=3.60), ‘Appealing Celebrity’ (WAS=3.57), ‘Good Photography’ (WAS=3.51), ‘Message in a Subtle Manner’ (WAS=3.46) and ‘Good Music’. Urban respondents-wise analysis shows that the highest agreement of the order of 4.67 (93.44%) is in favour of ‘Message/Theme’ conveyed by the social advertisements, followed by 3.90 (77.90%) for ‘Good Slogan’ in these ads, 3.66 (73.20%) in favour of ‘Right Time’ of telecast of these social advertisements. On the other hand, the lowest level of agreement to the tune of 3.18 (63.52%) is assigned to ‘Message Seasoned with Humour’. This lowest score was followed by 3.29 (65.76%) regarding ‘Good Story’ in the ads to convey the theme and 3.53 (70.68%) regarding ‘Appealing Celebrity’ who delivers the theme of these ads in an effective manner. These differences between agreements on various reasons were significant as conveyed by the calculated F-ratio (4.23). The top preference of the rural respondents is same as urban respondents as the most important reason for liking social advertisements emerged to be theme of the social advertisement with a mean score of 4.56. This is followed by ‘Appealing Celebrity’ (WAS=3.63), ‘Right Time’ of broadcast (WAS=3.58), ‘Good Story’ (WAS=3.51), ‘Good Slogan’ (WAS=3.45), ‘Good Photography’ (WAS=3.43), ‘Good Music’ (WAS=3.30) and ‘Message in Subtle Manner’ (WAS=3.21) and ‘Message Seasoned with Humour’. It may be determined that the most important reason among rural and urban respondents for liking an advertisement emerged to be the message or theme of the advertisement. But they differ in the subsequent reasons.
Reasons for Dislikeability

Respondents were asked to think of the social advertising campaign they dislike and then tick reasons from the list provided for disliking that particular advertisement. The reasons for disliking the social advertisements were identified as ‘Ineffective Message/Theme’, ‘Non-Appealing Celebrity’, ‘Boring Music’, ‘Story not Interesting’, ‘Unattractive Photography’ and ‘Inappropriate Time’ of showing the ads. The respondents were asked to express their level of agreement for different reasons on a 5 point Likert scale i.e. ‘Strongly Agree’, ‘Agree’, ‘Neither Agree nor Disagree’, ‘Disagree’ and ‘Strongly Disagree’. The weighted average scores of agreement are worked out for comparison between reasons for dislikeability of social advertisements; as well as between urban and rural respondents.

Overall, the agreement on reasons for disliking the social ads ranged from as high as 3.63 (72.68%) in case of ‘Non-Appealing Celebrity’, to as low as 2.79 (55.83) in case of ‘Message/Theme Unimportant’ of the social advertising campaign.

Among urban respondents, the agreement on reasons for disliking the social ads ranged from as high as 3.48 (69.60%) in case of ‘Non-Appealing Celebrity’ to as low as 2.14 (42.80%) in case of ‘Inappropriate Time’ of showing ads on TV. The second major agreement came to be 3.38 (67.56%) for ‘Unattractive Photography’ while second lowest agreement was 2.48 (49.60%) for ‘Ineffective Message/Theme’ of the ads.

Among rural respondents, the highest level of agreement is for ‘Non-Appealing Celebrity’ i.e. 3.89 (77.80%), followed by 3.34 (66.73%) for ‘Unappealing Photography’. The lowest level of agreement is 2.67 (53.40%) for ‘Inappropriate Time’ of showing ads on TV, followed by an equal level of agreement i.e. 3.31 (66.20%) for all the remaining reasons, such as ‘Ineffective Message\Theme’, ‘Boring Music’ and ‘Story not Interesting’. Among total respondents, the agreement ranged from 3.63 (72.68%) in case of ‘Non-Appealing Celebrity’, to 2.34 (46.78%) in case of ‘Inappropriate Time’ of showing ads on TV.

The extent of agreement on ‘Ineffective Message/Theme’, ‘Non-Appealing Celebrity’ and ‘Inappropriate Time’ is significantly higher among rural respondents as compared to urban respondents.
Overall, the top two reasons for likeability came to be ‘Message/Theme’ of the advertisements and ‘Catchy Slogan’. Urban respondents also conveyed the same citing ‘Message/Theme’ and ‘Catchy Slogan’ to be the most important reasons for likability of any given social advertisement. For the rural respondents also, ‘Message/Theme’ came to be the most important reason for likability of any advertisement but they differ from the urban respondents as they attach more importance to the factor of ‘Appealing Celebrity’. It may be inferred that ‘Appealing Celebrity’ emerged to be an important factor for rural respondents but not for urban respondents. It is seen that people like or dislike social ads for different reasons. It is very interesting to note that in rating the reasons for likeability of social advertisements, respondents have not given much importance to ‘Appealing Celebrity’ but it has emerged as an important reason for disliking the particular advertisement.

Overall, it can be said that in order to make the social advertisements popular among masses, the ‘Message/Theme’ in the advertisements should be effective so that it leaves a deep impression on the thought building process of people. The celebrity presenting the advertisement must be appealing/acceptable to the people and the music in the advertisement should be melodious. The story through which ads are presented should generate interest of the people. Though content is the central point of an ad, if its form of presentation is not attractive, the purpose of the ad will be defeated. Thus, the photography of the ad must be attractive. The ads should be shown at an appropriate time, keeping in view the nature of the ads. For example, social ads on family planning should be relegated to late hours as these ads are meant for adults and have little meaning or appeal for children.

**Respondents’ Attitude towards Social Advertisements**

The respondents’ attitude on various aspects of social advertising is observed on a 5-point agreement Likert scale, ranging from strongly agree to strongly disagree. There are 23 statements representing different aspects of their attitude towards social advertising. Preliminary analysis has been carried out to see the differences in attitude of rural and urban respondents for different statements by using students’ t-test to find out the level of agreement/disagreement with different statements. Weighted Average Scores (WAS) have been calculated. Weights 5,4,3,2 and 1 have
have been allocated to the responses ‘Strongly Agree’, ‘Agree’, ‘Neither Agree nor Disagree’, ‘Disagree’ and ‘Strongly Disagree’. A higher weighted average score indicates greater agreement with the statement than a lower WAS. Among total respondents, the extent of agreement ranged between 3.21 on S17 (Social advertising is not taken seriously) to 4.45 on S4 (Social advertisements are very important as they help in bringing awareness in the society). The extent of agreement on various statements regarding different aspects of social advertising though quite high has scope to increase the same. The analysis shows that respondents have not shown any clear cut disagreement for any of the statements. The overall weighted average score (WAS) reveals that majority of the respondents agree with 11 statements. These are the statements with high WAS (more than 4). These statements deal with effectiveness of social advertising. The statements are S4 (Social advertisements are very important as they help in bringing awareness in the society), S5 (Social advertising is the easiest way to bring awareness in the society), S6 (Social advertising is the most interesting way to talk about social issues), S2 (Social advertisement campaigns are even more important in a developing country like India), S3 (I am generally interested in watching social advertisements), S12 (I have overall good image about social advertisements), S10 (Social advertisements help in bringing socially desirable changes in the society) and S9 (Social messages given through these campaigns are watched with interest).

It is observed that a reasonable number of respondents agree with the 12 statements dealing with other dimensions of social advertising ranging from 3.92 to 3.21. These statements are S23 (It should be mandatory for companies to be involved in some kind of social advertisement), S22 (Commercial advertisement has a profit motive whereas social ads have a welfare motive), S18 (Every type of media should be involved in social advertisement), S1 (There is no difference between social ads and commercial ads), S16 (Social advertisement is a total waste of time and other resources), S21 (There should be proper timing of broadcast/telecast of various social advertisements), S15 (Social advertising is only a propaganda), S11 (Sometimes it is embarrassing to watch these advertisements with kids. (For example, ads on family planning, ads on condoms), S20 (I prefer to buy products of the companies actively involved in social advertisements), S19 (Social advertisement
done only by govt. agencies.), S13 (There is sometimes lots of objectionable content in the social advertisement which leads to sexual awareness at a young age.) and S17 (Social advertisement is not taken seriously.).

Overall, respondents have tried to convey that social advertisements are very important in bringing socially desirable changes. They know the difference between social advertisements and commercial advertisements. They want both government and private sector to be involved in social advertising. But to some extent they feel that social advertisements are not taken seriously and sometimes there is objectionable content in the social advertisements which is embarrassing to watch with kids.

Different WAS were calculated for urban and rural respondents. The total weighted average score (WAS) of agreement among urban respondents ranges from as high as 4.51 on the statement S4, ‘Social advertisements are very helpful as they help in bringing awareness in the society’ to as low as 3.21 on the statement S17, ‘Social advertisement is not taken seriously’. Out of 23 statements, majority of the urban respondents agree on 11 statements to quite an extent (WAS range from 4.40 to 4.03). These statements deal with overall positive attitude of respondents towards Social Advertisements. These are very helpful in bringing awareness in the society. They have termed social advertisements as the most interesting and easy way to reach people. They have also attributed the success of ‘Pulse Polio’ campaign to social advertisements. For the remaining statements, WAS ranged from 3.99 to 3.21. These statements relate to Social Advertising being not taken seriously and undertaken only by government agencies. There are some statements relating to negative attitude towards social advertisements such as ‘There is no difference between social advertisements and commercial advertisements’, ‘It is embarrassing to watch these social ads with kids, as there is sometimes lots of objectionable content in the social ads’ and ‘Social ads are only a propaganda’. Overall, urban respondents have also shown a positive attitude towards social ads and consider them an important tool to bring socially desirable changes.

Rural respondents’ agreement on different statements ranges from 4.34 on the statement S4, ‘Social advertisements are very important in bringing awareness in the society’ to the lowest figure of 3.20 on S17, ‘Social advertisement is not taken
seriously’. Majority of the rural respondents agree on the ten statements to quite an extent. These statements are regarding the importance of social advertisements in the society. This is in tune with the same statements as observed in case of urban respondents. The statements that have shown the lowest agreement pattern are similar for rural and urban respondents.

In general, the overall extent of agreement on all the statements is higher among urban respondents as compared to rural respondents. However, the extent of agreement is found to be significantly higher among urban respondents on specific statements like S1, ‘There is no difference between social advertisements and commercial ads’, S2, ‘Social advertising campaigns are even more important in a developing country like India’, S4, ‘Social advertisements are very important as they help in bringing awareness in the society’, S5, ‘Social advertising is the easiest way to bring awareness in the society’, S7, ‘Social advertising has the capacity to reach many people in one go’, S8, ‘Polio has been eradicated and the credit goes to nationwide social advertising campaign on pulse polio’, S14, ‘Social advertising is an effective way to bring social change’ and S18, ‘Every type of media should be involved in social advertisement’.

Further, these 23 statements have been Factor analysed. In all, five factors emerged in the attempt to know the attitude of respondents towards Social advertising. The total variance explained has been 57.24 per cent. These factors are ‘Effectiveness of Social advertising’, ‘Emphasis on need of Social advertising’, ‘Favourable attitude but demand presentation changes’, ‘Pragmatic Attitude towards Social Advertisements’ and ‘Indifferent Attitude of Society towards Social Advertising’. All these factors more or less present a positive attitude towards social advertisements. Respondents have very strongly advocated that social advertisements are very effective in bringing positive changes and making society a better place to live in. Social advertisements are the easiest, most interesting and most important means of raising awareness amongst people about serious issues as they can reach many people in one go and are watched with interest. Taken as a whole, respondents have also shown a practical attitude towards social advertisements as they have contested the negative statements. They also feel that social advertisements are not taken seriously by society.
Urban respondents-wise, the first factor is also ‘Effectiveness of Social Advertisements’ which is similar to the total respondents. Other two positive factors came to be ‘Social Advertisements Need Serious Attention’ and ‘Inevitable Need of Social Advertisements’. This emphasizes the need of social advertisements in society. The variance explained by these three factors is 44.32 per cent. The remaining two factors i.e. ‘Negative Attitude towards Social Advertising’ and ‘Inappropriate Social Ads’ show 11.77 per cent variance. Like total respondents, urban respondents also have shown a positive attitude towards social advertising. They believe that social advertisements can be very helpful in removing problems from the society. But they are also concerned about the social advertisements which feature adult content.

Rural respondents-wise analysis again shows five factors. The first factor is identified as ‘Important Platform for Social change’, followed by ‘Emphasis on the Need of Social Ads’, ‘Favourable attitude but demand presentation changes’, ‘Negative Attitude towards Social Advertisements’ and ‘Inappropriate Social Ads’. A comparison of two sub-samples illustrates that the factors emerging from both urban and rural respondents are not much different in the importance attributed to each factor. Application of factor analysis on the urban and rural respondents reveals five dimensions. The total variance explained by 5 factors in case of urban respondents is 56.14 per cent and 64.27 per cent in case of rural respondents. This reveals that the expression of urban respondents has been poorer than that of rural respondents. The first factor in case of urban respondents is ‘Effectiveness of Social Advertisements’ while in case of rural respondents it is ‘Important Platform for Social Change’. There are eleven statements loaded in the first factor in case of urban respondents and eight statements in case of rural respondents. Seven statements (S3, S4, S5, S6, S7, S8 and S10) are common to both the factors. In the first factor of urban respondents, they have laid stress on social advertising being the most interesting and easiest way to bring awareness in the society. Respondents have also conveyed that social advertisements are watched with interest and these have the capacity to reach many people in one go; whereas rural respondents in their first factor besides these issues have also insisted on social advertising being made mandatory for companies.

The second most important dimension of social advertising in case of urban respondents came to be ‘Social Ads Need Serious Attention’ which conveys the idea
that although social ads are very important, there should be proper timing for social ads and only government agencies are involved in it. Urban respondents are of the view that social advertising is not taken seriously. On the other hand, the second factor for rural respondents came to be ‘Emphasis on the Need of Social Ads’ which features overall good image of social ads. Rural respondents feel that social advertisements are very important in bringing social change. They want every type of media to be involved in social advertising. The third factor for urban respondents came to be ‘Inevitable Need of Social Advertising’ explaining 7.37 variance. In the third factor, urban respondents have laid stress on making social ads mandatory for companies. They also want that every type of media should be used for social advertising.

Whereas for rural respondents the third factor is ‘Favourable Attitude but Demand Presentation changes’ explaining 8.93 variance with 4 statements (S17, S19, S20 and S21) loaded on it. In this factor, rural respondents have tried to convey that there is a laid back attitude of society towards social ads and only government agencies are involved in it. Moreover, they have also said that timing of the social ads is not proper and it needs serious attention.

The fourth and fifth factors, namely ‘Negative Attitude Towards Social Ads’ and ‘Inappropriate Social Ads’ have featured at the same level of importance, and the statements loaded on both the factors are also similar. The rural population has a more pronounced feeling for the need of social advertising for the good of society as they have rated this factor at second level of preference and it explains 43.57 per cent variance. In a nutshell, both urban and rural have showed a very favourable attitude towards social advertisements. They have also shown the same kinds of reservations as both think that sometimes there is objectionable content in the ads which leads to sexual awareness at a young age. Both the respondents have also shown concern over the timing of ads concerning adult issues.

**Level of Importance of Various Factors in Social Advertising**

The respondents’ opinion on the importance of various factors in Social Advertising was recorded on a 5-point Likert scale from Most important (5) to Not important at all (1). The result reveals that among urban respondents, ‘Theme of the
advertisement’ came to be the most important factor (WAS= 4.51), followed by ‘Narration of the message’ (WAS=4.46), ‘Type of Appeal Used in Social Advertisement’ (WAS=4.42), ‘Timing of Broadcast’ (WAS=4.04), ‘Slogan/Jingle used in the advertisement’ (WAS=3.78) and ‘Music/Photography used in the Advertisements’ (WAS=3.51). The pattern of importance of different factors among rural respondents was, by and large, similar as observed in the case of urban respondents. For example, the highest importance is given to ‘Theme of the Advertisement’ (WAS=4.25), ‘Narration of the Message’ (WAS=4.12), ‘Type of Appeal used in Message’ (WAS=4.11), ‘Timing of the Broadcast’ (WAS=3.81), ‘Celebrity used in the Ad’ (WAS=3.67), ‘Slogan/Jingle is Interesting’ (WAS=3.59) and last is ‘Music/Photography in the Ad’ (WAS=3.44). But, the level of importance of different factors in social advertisements differs significantly between urban and rural respondents. The significant calculated t-values of all the factors, except ‘Music/Photography’ used in the advertisement, indicate that the level of importance given to different factors in social advertising is significantly higher among urban respondents as compared to that among rural respondents. The factor to factor variation is also significant among urban and total respondents. The overall variation is found to range from 3.48 for ‘Music/Photography Used in Advertisement’ to 4.41 for theme conveyed in the social advertisement. Therefore, factors like ‘Theme’ of the advertisement, ‘Narration’ of the message and ‘Type of Appeal’ used in the message emerge as the most important factors in social advertising.

Level of Success of Selected Campaigns

The respondents were asked to rate the level of success of different social advertisement campaigns identified for study on a 5-point Likert scale. Overall, the campaign on ‘Pulse Polio’ emerged to be the most successful campaign among the ten campaigns with a WAS of 4.24 (84.80%), followed by ‘Blood Donation’ WAS 3.67 (73.40%), ‘AIDS Awareness’ WAS 3.60 (72.00%), ‘Girl Child Education’ WAS 3.50 (70.05%), ‘Family Planning’ WAS 3.41 (68.20%), ‘Eye Donation’ WAS 3.18 (63.65%) ‘Against Drunken Driving’ WAS 2.90 (57.95%), ‘Save Water/Oil/Electricity’ WAS 2.83 (56.50%) and the least successful campaign came to be ‘Stop Female Foeticide’ WAS 2.79 (55.75%).
The urban respondents declared the Social Advertising Campaign on ‘Pulse Polio’ as very successful (88.16%), while ‘AIDS Awareness’ campaign (73.68%), ‘Eye Donation’ campaign (63.52%), ‘Blood Donation’ campaign (72.96%), ‘Girl Child Education’ (67.84%) ‘Family Planning’ (66.40%) and ‘Breast Feeding’ (60.80%) are the other successful campaigns. The success rate of ‘Save Water/Oil/Electricity’, (55.04%), ‘Against Drunken Driving’ (55.20%) and ‘Stop Female Foeticide’ (53.12%) campaigns came out to be quite low among urban respondents.

The rural and urban respondents, by and large, showed similar trend as ‘Pulse Polio’ with WAS 3.96 (79.20%) emerged to be the most successful campaign followed by that for ‘Blood Donation’ WAS 3.71 (74.13%), ‘Girl Child Education’ WAS 3.69 (67.84%), ‘Family Planning’ WAS 3.56 (71.20%), ‘AIDS Awareness’ campaign WAS 3.46 (69.20%), ‘Eye Donation’ and ‘Breast Feeding’ both with WAS 3.19 (63.87%), ‘Against Drunken Driving’ WAS 3.13 (62.53%). The least successful campaign according to rural respondents is ‘Stop Female Foeticide’ with WAS 3.01 (60.13%).

The level of success of social advertising campaigns like ‘AIDS Awareness’ and ‘Pulse Polio’ is significantly higher among urban respondents as compared to that reported by rural respondents as indicated by the significant t-values. On the other hand, the level of success of social campaigns like ‘Save Water/Oil/Electricity’, ‘Against Drunken Driving’, ‘Family Planning’ and ‘Stop Female Foeticide’ is significantly higher as reported by rural respondents in comparison with their urban counterparts. This shows the popularity of the respective social advertising campaigns in different areas of Punjab.

The opinion of total respondents about success of different social advertising campaigns ranges from very successful (84.80%) in favour of ‘Pulse Polio’ to neutral position (55.75%) in favour of ‘Stop Female Foeticide’. However, the variation in the success rate of various social campaigns is also significant among both rural and urban respondents as conveyed by F-ratios.

It is important to note that ‘Pulse Polio’ campaign emerged to be the most successful campaign among rural and urban respondents. This can be attributed to the fact that ‘Pulse polio’ is the most advertised campaign. Both urban and rural respondents have
vouched that the success rate of ‘Female Foeticide Campaign’ is low. The failure of this campaign can be ascribed to the reason that in Punjab there is a fixation for the male child and it involves a value change, which is quite difficult to achieve.

**Relationship between Various Factors of Importance in Social Advertising and Success of Selected Social Ads**

An effort has been made to study effects of various factors of importance which play a vital role in the success of each social advertising campaign selected for study. For this, multiple regression analysis has been used. Regression analysis has been applied to explain the variation in one variable (dependent variable), based on variation in one or more variables (independent variables). The factors of importance identified are ‘Timing of Broadcast’, ‘Appeal in the Message’, ‘Narration of the Message’, ‘Theme of the Social Advertisement’, ‘Celebrity in the Advertisement’, ‘Music/Photography in the Advertisement’ and ‘Slogan/Jingle is interesting’. These have been taken as independent variables and the identified campaigns success have been taken as dependent variable individually. The purpose of this analysis was to identify the important factors for the success of various campaigns.

It is interesting to note that the important factors of success came out to be different for different advertising campaigns. For ‘AIDS Awareness’ campaign, ‘Timing of Broadcast’ and ‘Slogan/Jingle’ came to be the most important factor for rural respondents while for the urban respondents only ‘Slogan/Jingle’ in the advertisement is important. In the case of ‘Eye Donation’ campaign, ‘Slogan/Jingle’ in the advertisement is the most important variable for both rural and urban respondents. For the same campaign, ‘Timing’ is also an important factor for rural respondents. For the campaign of ‘Save Water/Oil/Electricity’, urban respondents have attached importance to ‘Appeal’, ‘Music/Photography’ and ‘Celebrity’ in the advertisement whereas rural respondents have given more importance to the ‘Timing’ and ‘Celebrity’ endorsing the advertisement. For the ‘Pulse Polio’ campaign, theme has emerged to be the common factor for both urban and rural respondents. ‘Appeal’ is an important factor for the urbanites and ‘Celebrity’ and ‘Slogan/ Jingle’ in the advertisement are factors of importance for the rural respondents. For ‘Blood Donation’ campaign, the urban population has stressed upon ‘Music/Photography’ and the rural population has given importance to ‘Celebrity’ in the advertisement. For
the campaign promoting ‘Girl Child Education’, urban respondents have not cited any factor while ‘Theme’, ‘Slogan/Jingle’ and ‘Timing’ are all factors of importance for rural respondents. For the campaign ‘Against Drunken Driving’, ‘Appeal in the Message’ is a factor of importance for urban respondents and for the rural people ‘Theme’ and ‘Slogan/Jingle’ in the advertisement are important factors. The urbanites have not cited any important factor for the ‘Family Planning’ campaign while the rural respondents have cited timing and theme as important factors. For the campaign advocating ‘Stop Female Foeticide’, for the urban respondents, ‘Time of Broadcast’, ‘Appeal in the Message’ are important factors whereas for the rural people ‘Timing’ and ‘Appeal’ are important factors. For the campaigns promoting ‘Breast Feeding’ only the ‘Celebrity’ endorsing the campaign is important for the urban population but for the rural respondents only timing of broadcast is important.

At the same time in case of rural respondents ‘Timing of Social Ads’ emerged to be a matter of great concern and importance for most of the advertising campaigns.

**Truthfulness of Social Advertisements**

Believability of an advertisement is directly related with truthfulness. The respondents were asked how truthful various social advertisements were. The analysis shows that the highest rate of truthfulness came to be (81.28 %) for ‘Girl Child Education’ among urban respondents, followed by (80.56 %) in case of ‘Pulse Polio’ campaign. The third most trusted campaign came to be ‘Blood Donation’ with 78.48 percent. ‘AIDS Awareness’ campaign and ‘Save Water/Oil/Electricity’ campaign are at par with 78.40 and 78.08 percent. In general, the truthfulness rate of all the social advertisement campaigns is found to be more than 75 percent.

Among rural respondents, the highest rate of truthfulness in social advertisements was 75.17 per cent in case of ‘Pulse Polio’ Campaign. The truthfulness of all other social advertisements came to be above 70 per cent. The rate of truthfulness in social advertisements is significantly higher in the case of urban respondents than their rural counterparts. This is indicated by the significant t-values. The truthfulness rate is above 75 per cent for urban respondents while it is above 70 per cent for rural respondents. In case of pooled analysis, the truthfulness rate ranges between 78.54
per cent in case of ‘Pulse polio’ and 73.19 per cent in case of ‘Breast Feeding’. This shows that the respondents generally believe social advertisements to be true.

**Relationship between Truthfulness in Social Ads and Their Extent of Success**

To find out the relationship between truthfulness in social advertisements and success of social advertisements, first weighted average score (WAS) has been calculated for both truthfulness and success rate. The WAS of success rate among urban respondents ranged between 4.41 for ‘Pulse Polio’ and 2.66 for ‘Stop Female Foeticide’. The WAS of truthfulness in social advertisements among urban respondents ranged between 4.06 and 3.73 while WAS among rural respondents for success of social advertisements ranged between 3.96 and 3.01. The WAS of truthfulness among urban respondents ranged between 3.76 and 3.61. Among rural respondents WAS for truthfulness ranged between 3.76 and 3.53. As shown by significant r-values, the co-relation between truthfulness in advertisements and success of social advertising campaigns is highly co-related.

**Various Actions Taken by Respondents after Coming across Social Ads:**

The main objective of this question is to analyse the behavioural changes brought by the selected social advertising campaigns. Respondents were asked about the various actions taken by them after coming across the social advertisements. The actions taken by them are helpful in assessing the changes brought by these selected advertising campaigns. This question was in the form of multiple responses. The options given to them were: ‘Followed instructions given in the ads’, ‘Became more conscious and careful’, ‘Went out and educated more people’, ‘Looked for more information’ and ‘Did nothing’ regarding all the selected advertisements campaigns.

In a nutshell, it can be said that although these campaigns have been helpful in bringing behavioural changes among masses, there is still scope to increase the same. The campaigns for ‘Pulse Polio’, ‘Girl Child Education’ and ‘Family Planning’ were the most effective ads for both rural and urban respondents as these motivated them to ‘follow instructions in the ad’. After watching the ads for ‘AIDS Awareness’ and ‘Save Water/Oil/Electricity’ the respondents became more aware and conscious regarding these issues. The percentage of respondents, both urban and rural, who ‘Went Out and Educated More People’ and those who ‘Looked for More Information’
is very less. In campaigns like ‘Against Drunken Driving’, ‘Eye Donation’, ‘Blood Donation’ and ‘Female Foeticide’ there is a sizable number of respondents who remained passive and chose not to take any initiative even after watching the campaigns. This can be attributed to the reason that they did not find these causes important enough for some positive action. The limited success of ‘Female Foeticide’ campaign can be linked to the fact that this change involves value change which is quite difficult to bring. Thus, while designing campaigns for such social causes, the marketer should keep in mind the basic attitudes and ideologies of the target audience. This will result in the creation of more realistic and convincing ads which can go a long way in bringing the desired changes in society.

In the case of ‘Save Water/Oil/Electricity’ campaign, rural respondents have shown quite surprising results. After watching these ads, they not only followed instructions shown in the ads but also took positive steps to curtail the wastage of these valuable resources by adopting the measures delineated in the said ads. Although these resources are scarce and highly valuable for everyone, rural population concern can be attributed to the demon of scarcity they face every day in their lives.

CONCLUSIONS AND RECOMMENDATIONS

The foregoing findings and discussion reveal that this study has theoretical and practical implications for social marketers, governments, various companies and NGOs both associated and not associated with the social marketing. On the basis of the findings, the following implications have been concluded:

1. Generally people watch social advertisements with interest but most of them do not know that these kinds of advertisements fall in the category of social advertisements.

2. The awareness and level of awareness is more among urban respondents as compared to their rural counterparts. But even among urban respondents awareness is not hundred per cent. An effort should be made to increase the awareness for various social campaigns amongst them.

3. The lowest level of awareness came to be for ‘Eye Donation’ and ‘Breast Feeding’ campaigns, both among urban and rural respondents. But in campaigns like ‘AIDS Awareness’ and ‘Eye donation’ a huge gap is found to be existing
between urban and rural respondents. They not only differ in awareness but also in extent of awareness. So the government should take note of this and efforts should be made to make the rural people more aware.

4. Although awareness is more among urban respondents, since it is not hundred per cent, government should take measures to increase awareness among urban and rural population.

5. ‘Pulse Polio’ campaign emerged as the number one campaign in terms of awareness and likeability among both urban and rural respondents. It can be inferred that the most advertised campaign is also the most liked campaign as people know more about the issue and they can also relate more with the issue.

6. ‘Message/Theme’ emerged to be the top most reason for likeability, followed by ‘Catchy Slogan’ in case of urban respondents and by ‘Celebrity in the Ad’ in the case of rural respondents. Thus, while designing ads for urban respondents specifically more attention should be paid to the theme and the slogan and for the rural respondents more celebrities should be roped in to promote awareness. These factors should be borne in mind by the marketers while designing the advertisements as this will add to the effectiveness of the advertisement.

7. It is desirable, before designing any social advertisement, to do some ground work. Ads dealing with sensitive social issues should be designed after some thought and work has been put into gauging the psychology of the target audience. This will make the advertisement more effective as the target audience will relate to it in a more sympathetic manner.

8. As is clear from the analysis, there are marked differences between the mental set-ups of the urban and rural population. This also makes for the difference between the expectations the rural and urban populace have from any particular social advertisement. It is, thus, desirable that an ad for a single social issue should be made in a two-fold manner so as to cater to the sensitivities of both the urban and rural population.

9. Respondents have strongly conveyed that social advertisements are very important in bringing desired changes in the society. They think of social advertising as the easiest and most effective way to bring social changes. But at the same time they are concerned about the adult content shown by these ads which make them inappropriate for children to see. They also feel that
sometimes timing of some ads is not proper. In all, five factors emerged through ‘Factor Analysis’ in an attempt to know the attitude and its dimensions towards social ads. In overall sample, all the five factors which emerged show a positive attitude of respondents towards social ads. Urban respondents-wise the three factors: ‘Effectiveness of Social Advertising’, ‘Social Ads Need Serious Attention’ and ‘Inevitable Need of Social Advertisement’ indicate a positive attitude of the urban respondents. These three factors together explain 44.31 per cent variance. The remaining two factors ‘Negative Attitude towards Social Advertising’ and ‘Inappropriate Social Ads’ highlight the negative attitude of respondents towards social ads. So the governments and social advertisers should take into account the reservations raised by urban respondents. Rural respondents-wise also five factors emerged from the data, out of which again there are three positive factors namely ‘Important Platform for Social Change’, ‘Emphasis on the Need of Social Ads’ and ‘Favourable Attitude but Demand Presentation Changes’. In this factor, rural respondents have conveyed that there should be changes in the time slot during which these ads are presented and since only government agencies are involved in social ads, participation in social programmes should be made mandatory for all companies. The two negative factors are common with urban respondents. Thus, while framing social ads, the marketers should heed the negative factors and try to address these so that the ads become better and more effective for the target audience.

10. It is usually seen that the slot assigned to social advertisements is not that of the prime time. This shows that there is a lot to be desired as far as the importance of social advertisements is concerned. Assigning prime time to social advertisements, coupling them with popular television programmes will go a long way in making such ads more effective, as they will be seen by more people. Continuous exposure, exercised with discretion, to such advertisements will have a lasting impression on the people. Thus, the time of telecast of the ads and their frequency play an important role in determining the success of any social advertisement.

11. In countries like India, where social problems are widespread, the role of social advertisements cannot be ignored or negated. It is very important to make these ads more effective to tackle the social issues. But it has been observed that the
approach to social advertisements has been indifferent. Sporadic attention is paid to social ads and more often than not they are brought into play only in the face or wake of a problem. As soon as the problem is resolved, the attention is removed from that particular issue. This attitude results in erratic exposure and the message conveyed can be easily forgotten by the audience once the ads are removed or are relegated to the background. Thus, a consistent approach for a lasting impression and effective resolution to a social issue is desired.

12. In spite of the fact that social problems exist in both rural and urban areas and need to be addressed in this light, it is another indicator of the government’s casual approach that social advertisements are usually telecast on central channels. They are almost nonexistent at the state level. It is therefore imperative to organize a tie-up between the Centre and the state so that such ads are telecast on both the main channels and the regional channels. This will ensure a more even influence and a rounded-up awareness regarding these problems and these advertisements.

13. India is a conservative country and, in spite of the modern times, there are still many issues an open discussion of which in the family is taboo. Therefore, broadcast of ads dealing with sensitive and rather adult issues like family planning and the use of condoms should be at such a time that the message reaches the target adult audience without causing any embarrassment. The telecast of ads dealing with literacy and child-care etc. should be on prime time so that the message reaches even the younger generation and they too, irrespective of their age, become aware of what is due to them as their right.

14. An important finding in the analysis of the available data is the revelation of factors which determine the success or failure of the social advertisement. These factors vary for rural and urban respondents and for different campaigns. Attention to these factors by the social marketers while designing the ads will certainly contribute to the success and effectiveness of the advertisements.

15. In ads like ‘Against Drunken Driving’, ‘Eye Donation’, ‘Blood Donation’ and ‘Female Foeticide’ there is a sizeable number of respondents who did not take any action after watching the campaigns. Government and policy makers should take note of these and try to make these ads more popular among masses.
Directions for Future Research

1. The scope of this study is limited to the geographical boundaries of Punjab. An interstate study can provide a better glimpse of the Indian Perspective.

2. The present study is time specific and brings out aspects relating to present era. However longitudinal studies may also be conducted.

3. Apart from the campaigns selected in the study there are many other issues which can be highlighted.

4. This study has been conducted by taking the urban and rural variable. Studies can also be conducted by taking some other variables.