CHAPTER 1

INTRODUCTION

Advertising is omnipresent in our lives. It has a persuasive, pervasive and powerful influence on society. Leiss et al (1986) believe advertising to be the most important social, economic and cultural institution in society- ‘a communication activity through which change is mediated.’ According to ASCI (Advertising Standards Council of India) advertising is ‘any paid form of communication addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed.’

The relationship between society and advertising has always come in for a lot of flak. All over the world, marketing system has been accused of adding evils in the society at large. Critics charge the marketing system on the grounds that it urges too much interest in the material possessions; critics do not view this interest in material things as a natural state of mind but rather a false want created by marketing. Advertising fosters favourable perceptions of cigarette smoking and contributes to cigarette smoking (Andrews and Frank, 1991). It has also been linked to demand for alcoholic beverages as well as preference and beliefs about unhealthy eating habits (Krugman, 1972; Donohu, 1975; Goldberg, 1978; Moschis, 1989; Pechmann, 1999). They accuse marketing of over selling private good at the cost of public good. In this criticism, we can know about the power of business to create needs. Through this criticism we also come to know about the persuasive power of advertising to create pseudo needs. Nevertheless, advertising has become an integral part of our lives. Advertisers are now able to dictate the food we eat, the dresses we wear, the soda and water we drink, the cigarettes we smoke, cars we drive and even the president we elect (Meyers, 1984).

A question was raised by Weihe (1952) that why can’t brotherhood be sold just as we sell soap. He meant that if advertising is successful in selling products it can also be used to promote socially viable ideas and beliefs. Taking cue from this, social marketing was born as a discipline in the 1970s when Philip Kotler realized that the same marketing principles that were being used to sell products to
consumers could be used to sell socially beneficial ideas, attitudes and behavior. Social Marketing is defined as ‘The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication and marketing research’ (Kotler, 1971). Andreasen (1995) defines social marketing as ‘The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.’

Thus, Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individual, groups, or society as a whole. The advertisers want to influence target markets to do one of these things (1) Accept a behaviour (2) Reject a potentially undesirable behaviour (e.g. starting drinking) (3) Modify a current behaviour (4) abandon an old, undesirable behaviour (Kotler, Roberto and Lee, 2002).

According to Kotler (1971), the best way to understand the concept of social marketing is by placing it in the context of related approaches designed to bring about social change i.e. legal, technological, economic and informational approaches.

Legal Approach is concerned with the passing of laws. It also entails the enforcement of concerning laws. But this approach has many setbacks since it involves the element of coercion and human mind is instinctively opposed to laws and the forces that restrain their behaviour. Another drawback of this approach is that it is not possible to pass laws for each and every thing. Also it takes time to frame laws, to pass them and then to enforce them effectively after duly informing the public about such laws.

Technological Approach involves technical innovation that introduces and produces new products designed to bring a change in behaviour. Anti-pregnancy pills, harmless cigarettes etc. are examples of the products engendered through technological approach. The drawback of this approach is that the introduction of
any new product through this approach involves heavy costs of such products designed towards changing habits and reducing their harmful effects. This approach is also countered by the fact that in spite of the introduction of products in the market, people might not take to them for various reasons.

**Economic Approach**, as the name suggests, is concerned with the economic factor i.e. the price of products. By raising the price of the products involved, these can be made inaccessible to a particular segment of the population. This approach is hampered by the fact that any government which tries to raise the prices of certain products garners an unfavourable response from the public and risks losing power.

**Information Approach** is one approach which has the least drawbacks since it involves just the creation of information and its dissemination among the public. It is in this approach that the roots of Social Advertising lie, for it is concerned only with the dissemination of information, aimed at a particular target audience, and is directed at bringing about a voluntary change in the attitudes and beliefs of the population of that segment. Since it is free from factors like coercion, cost of research and production, this approach has the potential of being the most popular approach for stimulating change for the better and making lives healthier and happier. This is also the most challenging aspect of social marketing as it relies on voluntary compliance rather than legal, economic or coercive forms of influence.

The rationale behind social advertising is that individual lives and society can be changed for the better by private and government actions (Kotler, 1971). A number of experts (Kotler, 1971; Kotler and Roberto 1989; Andreasen, 1995; Brankert, 2002) have gone through the subject of social advertising and have established the effectiveness of social advertising in the society. “They are convinced that if marketing has made McDonalds and Coca Cola successes, it can also eventually make Kellogs a success in Japan. As an extension of this idea it can be deduced that marketing can have a dramatic impact on the problem of high blood pressure, AIDS, drug addiction, child mortality in developing countries, smoking and heart disease in developed countries” (Andreasen, 1995).

Modern society faces a number of complex problems such as AIDS, overpopulation, drug abuse, mistreatment of women, female foeticide etc.
Advertising can work wonders in reducing the problem if not solving it (Brankert, 2002). Hence social advertising is advertising of good and healthy ideas like wearing seat belts, doing regular exercise, getting mammography done, monitoring blood pressure, discouraging alcoholism, avoiding drug abuse and environmental campaigns aimed at water or fuel conservation, creating awareness about family planning, immunization safeguards against AIDS etc. to name only a few. Social advertising is such a comprehensive concept that it has the potential to be successfully applied to a wide range of problems and issues. It is a particularly effective tool in cases where new information needs to be disseminated amongst people or when adoption of new practices becomes desirable. In a developing country like India where illiteracy is rife and level of awareness of people is not high, social marketing has to cater to even basic information pertaining to healthy eating and cooking habits, Family Planning, Immunization etc. that can improve the quality of life. Whereas in developed countries social advertising has to address different issues like high blood pressure, monitoring cholesterol, smoking and drunken driving. The type of advertisement which does not result in rupee profit but is done to bring awareness to improve the quality of life is called Social Advertising. All over the world social advertising is seen as a tool to bring planned, voluntary and nonviolent change.

**Social Advertising Vs Commercial Advertising**

Social advertising uses standard commercial advertising practices for influencing change. The basic steps remain the same for both types of advertising: Research is conducted, target population is segmented and feedback is taken to improve the programs. “Like commercial marketing, the primary focus is on the consumer, on learning what people want and need. Social advertising makes use of the commercial advertising principles and techniques to promote the adoption of a behaviour that will improve the health or well being of the target audience or society as a whole” (Weinreich, 1999). But in commercial advertising the emphasis is on selling the product and services but in social marketing major emphasis is on selling behaviour change. The aim of commercial advertising is purely financial but the aim of social marketing is purely societal. Kotler and Roberto (2002) define social advertiser as differing from other areas of marketing only with respect to the
objectives of the marketer and his or her organization. Social advertisers seek to influence social behaviours not to benefit the marketer, but to benefit the target audience and the general society.

The competition faced by social advertisers is very different from the competition faced by commercial advertisers. In commercial advertising, the emphasis is on competing with the products and services sold by the competitor, but in social advertising the stress is on changing the current or preferred behaviour of the target market. For e.g. smoking cessation, eating fruits and vegetables and having mammography done. The fact that advertising greatly influence social attitudes, values, outlooks, customs and traits cannot be neglected. It acts as a tool which helps the masses to become more conscious. Advertisements have been broadly successful in commercial settings. Motivated by this success, government and organizations realized that perhaps this can also be applied to resolve social problems. (Andreasen, 1995; Fox and Kotler, 1980; Rothchild, 1989).

Types of Changes
There are many causes which can be addressed by social advertisers. Some causes need dramatic action so that the cause in case can be removed effectively. Problems like drug abuse and improvement of environment are such problems that beset society. For their successful handling, reorganization at every level is necessary. There are other causes that are concerned with providing equal rights to all, focusing basically on the minority or weaker sections of society. There are still others which try to reform social organizations like education and labour. No matter what the cause, there is always an objective that has to be accomplished. These objectives can be achieved only through bringing about the desired change in the individual behaviour and attitude. Social advertising has now been used by different agencies for diverse topics ranging from mobilizing small savings to female foeticide. Kotler (1971) has described the four types of changes in their order of increasing difficulty to bring about by social advertising namely Cognitive change, Action change, Behavioural change and Value change.

Cognitive Change: All social causes have some objective or aim that needs to be accomplished. Some of these causes are concerned only with providing pertinent
information to the target audience. The purpose of the spread of such relevant information is heightened awareness among the public regarding the desired goal, thereby inducing people to evaluate their ideas and to bring about a cognitive change. Information about nutrition value of different foods, benefits of exercising, calorific value of products etc. is broadcast only to increase awareness and a positive tendency towards the information and its advantages as different from previously held beliefs. This type of change would seem to be fairly easy to market effectively because it does not seem to change any deep rooted attitude or behavior. The aim is primarily to create awareness or enhance knowledge.

**Action Change:** The next logical and consequent step after the spread of information among the public is to motivate the maximum number of people to take up the action advocated. Spread of information is not enough in itself if not followed by the desired action as propagated through the information. Campaigns persuading people to get immunized, sign up for insurance, donate blood or indulge in such activities that benefit not only themselves but also the society, fall under the purview of this type of change. Action causes are somewhat harder to market than cognitive change causes because first the target market has to comprehend something and then take a specific action based on it even if their attitude toward the action is favourable. Their carrying out may be impeded by such factors as distance, time and expense etc. For this marketers have to arrange factors that make it easy for target persons to carry out the action.

**Behavioural Change:** As the name suggests, this change is directed at bringing a change in people’s behaviour. This is a complex and difficult process and is harder to achieve than either Cognitive or Action change. In this process, people have to evaluate their existing behaviour, appreciate the advantages of the advertised behaviour and to start unlearning what they have learned over the years. This entails a relatively, if not absolutely new lifestyle, which then has to be assiduously maintained for the benefit of all concerned. Campaigns or advertisements discouraging smoking, drinking and exhorting good and healthy eating habits are all examples of ads which aim at bringing a behavioural change in the target audience.

**Value Change:** This is regarded as the most complex and difficult to achieve change in the audience than all the other stated changes. While in Behavioural
change, people just have to change their behaviour, in Value changes people have to analyse and rethink their deeply-held- and-seated values. People’s beliefs regarding their and others’ race, sense of identity etc. are their values which they have ingrained in character. Any effort to change people from one basic orientation to another requires a prolonged and intense program and this type of change is the most difficult to achieve.

The effectiveness of social advertising varies with the type of social change being sought. Cognitive change is the most responsive to social advertising. Social Marketing may also be effective in producing action change - that is, a particular act. Behavioural change, such as the modification of food, smoking, or drinking habits, is harder to achieve. So is value change, that is, efforts to modify the value orientation of a target market.

Public service advertisements are an important part of marketing. Each year billions of rupees are spent on them. From the time advertising with a social dimension were labeled ‘propaganda’, to the time where it is well-received among consumers, it has certainly come a long way. Earlier social advertisements were only a prerogative of the government but now days more and more private companies affiliate with causes such as AIDS, Breast cancer, domestic violence and wildlife preservation (Arnott, 1994; Carringer, 1994).

Although it cannot be denied that India has achieved a lot in the area of social advertising, there is a lot that still remains to be done. There are many pressing social needs that remain to be addressed through social advertisements. Specific social causes like problems of pollution control, female foeticide, energy conservation, family planning, drug abuse and AIDS awareness are in need of innovative solutions and approaches for getting public attention and support.

These are eminently desirable as such advertisements have many social benefits. Social advertising is sufficiently distinct from business advertising as it requires fresh thinking and new approaches. It has to deal with advertising core benefits and values whereas business marketing often deals with superficial preferences. A Social advertising approach does not guarantee that the social objectives will be achieved, or that the costs will be acceptable. Yet Social Marketing appears to
represent a bridging mechanism which links the behavioral scientist’s knowledge of human behavior with the socially useful implementation of what the knowledge allows. It offers a useful framework for effective social planning at a time when social issues have become more relevant and critical (Kotler, 1971).

Social Advertising from the Indian perspective

The first instance of Social Advertising in India can be traced back to 1976 when the issue of Family planning was taken up as it had become a matter for concern. Population was growing by leaps and bounds and had to be checked and monitored efficiently for a smoother development of the country. Social Advertising was seen as the best way to tackle this problem as it was the all pervading issue. Television was considered an important vehicle for the conveying of this message as it was one medium that had the largest reach. With television and Doordarshan, Social Advertising got a major boost as these were two allies that could really broadcast the message in a most effective manner as these combined the audio-visual mediums. Thus, television and Doordarshan were used for propagating Social Advertisements. Catchy slogans were coined to capture the imagination and sensibilities of men and women across the nation. ‘Hum Do Hamaare Do’, ‘Chhota Parivaar Sukhi Parivaar’ and others captured the essence of the message effectively. The shortcoming of these campaigns was that although they conveyed the essential message, they shied away from the wherewithal of the same. This was amended and ‘Nirodh’, the cheapest contraceptive was launched as the means to the desired end. The success of this movement awakened the government to the potential of Social Advertisements. It realized that Social Advertisements could be used effectively to touch varied aspects of life, highlighting many issues to spread awareness and improve the overall quality of life. The campaign of Family Planning was then made more comprehensive and recast as a campaign for Family Welfare, which touched issues like Oral Hygiene, Vaccination, Immunisation, Cleanliness, etc.

Messages like ‘Garbhvati mahilayon ko teeka zaroor lagvayen’, ‘Bachhe ko kala teeka to laga diya, kaali khansi se bachne ke liye DPT ka teeka lagvaya?’ etc. catered to these aspects of social life, oriented towards better health.
This concept got a major thrust when animation was added to it. In 1974, the idea of National Integration was put across to viewers across India via the animated film ‘Ek Anek Ekta’ popularized by its simple but meaningful lyric ‘Ek chidiya, anek chidiyan…’ the song, the video and the idea became a national hit and is remembered for its simplicity even today. Buoyed by the success and far-reaching influence of these campaigns, the government paid attention to many other relevant social issues that needed to be addressed. Since there was no better medium for this purpose, Social Advertisements catered to many diverse aspects of life. Ads related to the emancipation of the girl child vis a vis CARE FOR THE GIRL CHILD were released and dealt with serious issues like girl education (a girl, when she protests that like her brother she too has homework to do, is snubbed with a curt – ‘to ghar ka kaam kaun karega?’), girl equality and girl health (the girl in the ad is given a cold shoulder when she, like her brother, asks for a second helping of food while the son is served food lovingly), etc.

By this time, Social Advertising had carved a unique niche for itself and the government, sensitive now to its vast potential, paid special attention to Social Advertising. Important campaigns like National Literacy Mission and National Integration were cast in the garb of Social Advertisements, making them more effective and memorable. A special case in point is Mile Sur Mera Tumhara a song based National Integration Message. It is special because for the first time celebrities from different walks of life were roped in to convey this important message. Broadcast for the first time on 15th August, 1988 after the Prime Minister’s speech from the Red Fort, this ditty and the message became so popular that it achieved a cult status, akin to the National Anthem itself.

Another major trend in the wave of Social Advertising can be seen in the instance of Pulse Polio campaign. Launched in collaboration with World Health Organization in 1988, this campaign was introduced on a war footing. Celebrities, once again, were used to make the message more popular and attention-grabbing. Amitabh Bachhan and Aishwarya Rai were both used for this campaign. As always the results were astounding and Polio was eradicated from India and the credit for this outstanding achievement is given squarely to Social Advertising.
Since then, following the earlier stupendous success, Social Ads have been used widely to broadcast information pertaining to many social evils. Today, we see a number of ads dealing with serious social issues like Eye-donation, AIDS awareness, Energy conservation, Female foeticide, etc.

Since the inception of the idea of Social Marketing, the phenomenon has progressed by leaps and bounds. Whereas earlier it was considered the sole prerogative of Government companies/agencies, now one can see that even private companies are venturing into this field. Whether it is to project a socially conscious image or a sincere effort to improve things in society is debatable but in the long run it does not really matter, for the goal is noble and needs to be lauded. Unilever encouraging concern for neighbours in their ‘ghanti bajao’ campaign against domestic violence; Aamir Khan forwarding the cause of a clean, healthy country in the ‘Atithi Devo Bhava’ ads; Surf Excel promoting the idea of saving water in the ‘Do balti paani hai bacakana’, etc are all instances of Social Marketing and most of these ads and campaigns have been created by private companies.

The success of this process can make it easy for one to become complacent and rest on one’s laurels. But that will mean an end in itself. If the ads and the creative process is to remain thriving, it has to be kept under a comprehensive monitoring system. The broadcasting of an ad is not an end in itself; it is just the means. The real end lies in the effectiveness of the ad which can be gauged from the results of the same. Feedback is important and should be used in a just manner to improve the quality of the ad if so required. Much is yet to be done in the area of advertisements with a social agenda. Social advertising can have large social benefits. Study of advertising with a social dimension and its study can and should no longer be described as minor marketing phenomenon. It is becoming main stream in commercial advertising and it must now be studied in that context. (Kotler and Zaltman, 1971)

**Major Social Campaigns in India:**

**AIDS Awareness:** India is one of the largest and most populated countries in the world, with over one billion inhabitants. It is estimated that around 2.4 million (www.avert.org/aids-statistics) people are infected with HIV. Today the epidemic
affects all sectors of Indian society, not just the groups – such as sex workers and truck drivers – with which it was originally associated. In a country where poverty, illiteracy and poor health are rife, the spread of HIV presents a daunting challenge. As with every issue, there are misconceptions and ignorance about AIDS too. Since many in India are not literate, their awareness is also in proportion to it. Many do not know the nitty-gritty of this deadly disease but the fear of this epidemic is intense. This unfounded fear needs to be allayed so that people can grapple with this disease in a more effective manner. This can be achieved only through awareness campaigns directed at the misconceptions regarding AIDS. One such example was the ad featuring Shabana Azmi who informed that AIDS ‘chhoone se nahin phailti’.

**Pulse Polio Campaign:** Poliomyelitis is one of the few diseases that have been successfully eradicated from India. Following the Polio Eradication Initiative of WHO in 1988, India launched Pulse Polio Immunization program along with universal Immunization program which aimed at 100% coverage. This included mass awareness programs, door to door surveys and campaigns, free vaccination drops. Cases saw a dramatic drop in number even from year to consecutive year. The contribution of television and Social Marketing in this regard cannot be negated. Many celebrities like Amitabh Bachhan, Aishwarya Rai and Shah Rukh Khan have supported this cause and have made their own contribution to the eradication of this scourge. According to the Health Ministry, on the eve of World Polio Day in New Delhi, no case of type 3 Polio has come up for over a year. This has been possible only because of concentrated efforts directed towards this goal.

**Eye Donation Campaigns:** Blindness is often seen as a life-time affliction and many continue to suffer from this darkness throughout their lives. This pitiable condition prevails because not many know that corneal blindness can be successfully treated. Around 4.6 million (www.sankaranethralaya.org.) people in India suffer from corneal blindness, unaware that 90% of such cases are curable through surgery and eye donation. Again, awareness programs are necessary to spread knowledge and consciousness. Making people understand that eyes can be donated after death is a step in this direction and all it takes is a simple form to be filled. Once again celebrities have used their stature and influence to inspire people
to donate eyes so as to lighten up the lives of the sufferers. Much has been done, yet much remains to be done. India needs to launch many more campaigns for eye-donation so that the lives of many can be improved.

**Save Water/ Oil/ Electricity:** Our planet is our most important asset. When we talk about our earth we are also referring to its resources because of which life here is possible. Water is the most precious resource for life and oil and electricity for convenience. Since this a global issue, all countries in the world are focused on this and have made it their primary concern. India too is making efforts to clean the earth and to save our resources through prudent use. Banning of polythene bags in many states; using compact fluorescent lamp (CFL) instead of traditional bulbs; turning off taps and electrical appliances when not in use and campaigns regarding water/oil/electricity conservation are indicators of our efforts to save these valuable resources. But due to illiteracy and poverty the reach of such efforts is not as extensive as required or desired. Tools like Social Marketing need to be explored and used more so that everyone can understand and appreciate his own valuable role in this movement.

**Girl Child Education:** India has long been suffering from the malaise of inequality on the basis of gender. Girls have been regarded as inferior since ages and no aspect of their lives is given due importance be it education, health or marriage. This long-standing bias needs to be removed completely from our society so that girls can lead as providential a life as their male counterparts. Girls have been deprived of education as parents feel that spending on their education is a waste as they will marry and go to another family. But due to concerted efforts this mindset has begun to change and girls are now given their due. Many ads have enforced this thought and one can see them propagating the idea of girl-child education for their better lives.

**Against Drunken Driving:** The health and safety of citizens is the primary concern of any government. From time to time, government organizations focus on many health issues and hazards that afflict the generation. Alcohol if not taken in moderation in itself is regarded by many as a health hazard but many are reckless to combine drinking and driving. This can prove to be dangerous, if not fatal to the live of the person concerned but can also harm that of others. Due to the carefree
attitude of the youngsters and an awry lifestyle, accidents caused by drunken
driving are on the rise. A responsible attitude needs to be inculcated and slogans to
this effect can be seen on the fenders of trucks and buses. On a serious note, this
message is relayed through ads also when viewers are advised to drive responsibly
and to make tea/coffee ‘one for the road’ instead of a drink. Since it is seen as a
limited problem as compared to diseases which affect millions this is one area
where not much has been done. But making citizens responsible for themselves and
others is an important issue and should be given its due place in the scheme of
things.

**Family Planning:** Many experts are of the view that the third world countries are
labeled developing nations because of their escalating population. Population is
indeed responsible for the shortage of resources, for hunger, disease, malnutrition,
iliteracy and unemployment. If any country, like India for instance, is to
successfully combat these problems, stress has to be laid on Family Planning.
Countries like China have the policy of one child per family and the government
does not pay benefits to the second offspring. This policy has been strictly
enforced. Coercion is one of the means to tackle the population problem and was
reflected in the Sanjay Gandhi regime when he forced sterilization on many.
Another way of handling this personal yet national issue is through creating
awareness using ads, campaigns, etc. The government has been doing this and quite
successfully too but due to India’s vast population, illiteracy and poverty the reach
of such programs is limited and this issue needs to be dealt with at a more
comprehensive level.

**Breast Feeding:** India’s escalating population and high birth rate proves to be a
lucrative opportunity for many MNCs for establishing a sound market for Formula
milk for infants. But here again illiteracy proves to be a bane for many Indians as
they can not read the instructions on the boxes and fail to make the milk according
to the given instructions. Using dirty water to make the milk or using wrong
proportions of the powder and milk gives rise to many health related problems like
malnutrition and weak immunity. The government again had to step in with strict
injunctions regarding this. It was also necessary to emphasize the importance of
breast milk and its wonderful properties. Ads are now telecast which do just this and lay stress on breast feeding for the better healthy life of the infant.

**Female Foeticide:** Preference for the male child has been one of India’s most longstanding problems. It is an issue that is both personal and national. This preference for the male child can go to the extreme too, resulting in female foeticide. This practice is rampant in states like Punjab and Haryana where education and awareness is not as widespread as desired. This has led to a skewed sex ratio. In 1991, the figure was 947 girls to 1000 boys. Ten years later it had fallen to 927 for 1000 girls (census, 2011). The decline in the number of girls is more pronounced in richer and better educated households. Many agencies have come forward to diminish and ultimately remove this unbalanced view from the lives of all. Many slogan, ads and campaigns can be seen advocating a stop to this heinous practice.

India is beset with numerous problems which stem from many reasons. The country is grappling with a lot of social problems. Many social problems like Female Foeticide, AIDS, Drunken Driving, etc. are in need of people’s attention. Both its citizens and members of the government are involved in the task of eradicating or alleviating these problems. The solution lies in bringing desired social change through a change in attitudes and behaviour. The government needs to encourage such positive change. This can be brought about through conscious social advertising. But it should not be a shot in the dark. For social advertising to be effective, it needs to be focused and directed towards a particular issue and should be based in the real context. It is because of a want in this aspect that many social advertisements do not usher in the desired results, causing failure and disappointment for all concerned. No social advertising can be successful in a vacuum. Economic changes cannot be ushered if the population does not feel the need for any kind of elevation in their economic status. This problem is also coupled with the rather defeatist attitude towards things. People are usually content in their settled lives and lack the energy and focus to change things. They also believe that things are not going to change. The problems thus are many faceted. Therefore, the success of any social advertisement depends on the ability of the advertisement to rouse people out of their complacency, make them see the problem
and to motivate them into taking action by allowing the change that is forwarded to them in the advertisement to take place. It also needs to be appreciated that social advertisements per se are not enough. They are means to an end, not the end itself. In present society, it has become increasingly difficult for advertisers to command the attention of their audience and subsequently have an impact on their behaviour (Robinson, 1997). Advertising is regarded as an unwelcome intrusion and a source of irritation. This often results in conscious effort to avoid ads (Byrant and Zillman, 1994; Bishop, 1997) and refusal to respond to advertising messages (Cummins, 1996).

To overcome this drawback, ‘Awareness’ has been considered an important first step in achieving effective advertising (Wells 1964, Leevitt et al, 1970). Awareness measures are used extensively in research as a gauge for marketing effectiveness. It records the proportion of the marketing with long term memories of having noticed the advertising. This platform of prior exposure is typically used as a screen for asking more detailed questions about advertising effectiveness (Dubow, 1994). Another advertising strategy which is often suggested as a way of overcoming ad avoidance is likeability (Smit et al., 2006).

Advertisements which are liked are claimed to be superior at interrupting the ad scanning phase; ultimately enhancing processing and creating positive judgement of the advertising message (Biel and Bridgewater, 1990). “Liking measures add substantial value to the assessment and optimization of advertising effectiveness” (Walker and Dubitsky, 1994). It is clear that liking an ad has a positive influence on the penetrative ability of ads (Du Plessis, 1994). Frazen (2003) has indicated that advertising likeability transforms itself into brand likeability. Biel (1990) has related likeability closely to achievement of advertising effectiveness. According to Batra and Ray (1986), advertising likeability deals with how consumers process advertising information and their personal involvement with it.

After the first step of ‘awareness’ of social advertising is achieved, likeability is the second milestone to be crossed. Likeability is the extent to which people are ready to process the information disseminated by an ad on a social issue. Social ads should be such that they engage consumers’ minds and hearts. Consumers move through a cognitive and effective phase before endorsing a particular behaviour.
Preparation and broadcast of social advertisements is not enough. They are just motivators, which can prepare the ground for the consequent desired change as they represent new beliefs, the adoption of which can improve the quality of life.

The possibility of a better life through changes in social ideas and processes is not widely perceived in many parts of the world; rather, resignation to the existing order - a fatalistic attitude - prevails. For this reason, social change campaigns and social marketing are not simply a set of tools to accomplish social change. They represent a new ideology, or mindset, the assimilation of which can prepare ground for widespread and more effective social change. Social marketing must search harder for meaningful quid pro quos to gain acceptance or adoption of its products (Kotler, 2000).

NEED OF THE STUDY

“Advertising, in its non commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in public interest - it is too a powerful tool to use solely for commercial purposes” (Ogilvy, 1984). The thought behind social advertising is that if advertising is such an influential tool in marketing as proven through umpteen researches, then why such a potent tool can’t be used for the betterment of the society and to make this world a worthy place to live in.

Many researchers through their research have established the effectiveness of social advertisements in bringing desired changes in the society (Andreasen, 2002; Kotler 2000). Given the past record of Social Advertising in India and its positive impact on the target audience, and their life-styles, the success of social advertising and its importance for any society cannot be denied. In India, the government has been taking many initiatives 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, a deep understanding of a person’s awareness level, his likeabilities and his 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.

This study caters exclusively to the urban-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. The father of the nation, Gandhi ji once said that ‘If the villages prosper, country prospers, and if the villages ruin who can save the country?’ As there is a huge gap between the sensibilities and levels of awareness of the urban and rural population, social advertisements need to cater to them. But the same types of advertisements are being broadcast for both the urban and rural population. It is seen that there is no clear cut segmentation while delivering social messages through ads. Because of this lacuna, the rural people are sometimes not even aware of the issues and their seriousness. Thus they not only fail to see the relevance of the issue in their lives, but the social advertisements also fail to have the desired effect on the minds of the target audience.

Therefore, a humble 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 marketing how to use awareness and likeability to make advertisements more influential. The litmus test of any social advertising campaign is its ability to initiate people into something new i.e. to bring about an attitudinal change which
has been also studied in detail. There are very few studies regarding social advertisements in India. This research study will try to fill these gaps.

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 likeability and dislikeability 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 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.

ORGANISATION OF THE STUDY

This study has been divided into seven chapters. The present chapter, which is also the first one, is introductory in nature, familiarizing with the topic: Effectiveness of Social Advertising – A behavioural study. It specifies the meaning of social ads, how these are different from commercial ads and their relevance from the Indian prospective. It also explains the relevance, objectives and organization of the study.
The second chapter reviews the available literature on the subject. It includes research contributions directly and indirectly related with the topic. The studies have been reviewed in a chronological order.

The third chapter explains the research methodology employed in the present study. It describes the universe of the study, sampling design, data collection tools, methods of data analysis and limitations of the study.

Chapter fourth to sixth are devoted to data analysis, interpretation and findings of the study. Chapter four discusses awareness and likeability of respondents towards social advertising campaigns and reasons for liking and disliking those advertisements.

The fifth chapter analyses urban and rural-wise responses of respondents to a list of 23 statements related to their attitude towards social advertising. Factor analysis has been used to identify underlying factors for urban and rural respondents.

Chapter sixth analyses the various determinants of effectiveness of social advertising and also tries to see the behavioural changes brought by the social advertising. Factors contributing to the success of the advertisements have been identified and it has been determined whether the factors are the same for all social advertisements or are different for different advertisements.

The final chapter presents a summary of findings and conclusions. It concludes with suggestions for social marketers, policy makers and government.