CHAPTER – VII
SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

1. Majority (60.2 per cent) of the respondents are males.
2. Out of 663 respondents, greater part (58.2 per cent) of the respondents belongs to the category of 26 - 45 years old.
3. A vast majority (80.7%) of the respondents got married.
4. In the educational qualification of the respondents, majority (54.2 percent) of them have done their higher secondary education.
5. Majority (56.7 per cent) of the respondents are farmers and daily wagers.
6. Majority (52.6 percent) of the respondents’ family income is between Rs.50001-300000.
7. Majority (64.6) of the respondents belong to the Hindu religion.
8. Out of 663 respondents about 467 respondents’ have 3-5 members in their family.
9. Through the ANOVA test, it is found that both gender of all the respondents did not have awareness on health related social marketing practices except three practices namely family planning, use of contraceptive protects from AIDS and anti alcohol campaign.
10. Through the ANOVA test, it results that different age group of the respondents did not have awareness about the society related social marketing practices except awareness about rainwater harvesting schemes, helmet wearing and non use of plastic social practices
11. It was found from the Friedman test that there is a significant difference among the mean ranks assigned by the respondents towards the source of knowledge about social marketing. According to the mean rank given by the respondents, the first rank was given to wall posters and pamphlets, theatres and flex banners are placed in second and third rank respectively. Likewise the remaining variables are ranked based on the responses of the respondents.

12. Through Kendall’s ‘W’ test, it is concluded that the responses of the respondents to health related practices of social marketing are concordant with one another,

13. From the Chi-square test, it is concluded that the null hypothesis has been rejected and thus proved that there is an association between the family income of the respondents and the rainwater harvesting practices.

14. Through the Chi-square test, it is concluded that there is an association between the age and road safety and traffic rules related social marketing practices.

15. Chi-square test results the relationship between religion and influencing level of anti violence against women. It is known from the results that there is a significant relationship between the religion of the respondents and influencing level of anti – violence against women.

16. Chi – square test proved that there is a significant relationship between the respondents’ size of the family and influencing level of family planning programme.

17. Through the Chi-square analysis, the outcome is that there is a significant association between the occupational status and influencing level of anti – plastic usage.
18. From the Chi-square test, the outcome is that there is a significant association between the educational qualification of the respondents and influencing level of anti – child labour abuse.

19. Majority (63.2) of the respondents are not availing themselves of the social marketing services in Sivaganga district.

20. Through the Friedman test, it is found that respondents have given first rank to free toilet to every home, second rank is given to free nutrition food for children through anganwadies followed by distribution of free sanitary napkin and vitamin tablets, family planning benefits, free contraceptive pills and free counseling through government agencies ranked as third, fourth, fifth and sixth respectively.

21. Factor analysis has been used to group the variables based on the interconnections within the variables and to identify the significance of different measures based on the opinion given by the respondents. This analysis has brought out three factors entitled as “Alcoholic consumption oriented diseases, Chewing tobacco related disease and Smoking tobacco related disease”.

22. From the mean value analysis, violence against women related problems is being in the first rank among the overall problems.

23. Through the Likert scaling technique, based on the average mean rank assigned by the respondents, it is found that AIDS is in the first place with the mean value of 3.94, followed by unwanted pregnancies is in second place with the average value of 3.54 and sexually transmitted disease placed in third rank with the average value of 3.46. It is noted that AIDS related problems have affected the people in the study area.
24. Through the Likert scaling technique, it was found that the environmental damage is placed in first rank, cancer in the second rank and other variables are placed in order based on the mean rank assigned. Hence, it can be concluded that environmental damage has the highest impact on the respondents and the other variables have moderate impact on them.

25. From the Mann Whitney ‘U’ test, it was found that all the respondents have not been satisfied with anti tobacco related social marketing and contraceptive reduces unwanted pregnancies, protect from sexually transmitted disease oriented information spread out by the implementing agencies.

26. Through the Cluster analysis, three clusters have been identified. In the first cluster, there were 206 respondents who were dissatisfied with 4 factors and satisfied with ten factors. 222 respondents were dissatisfied with ten factors and satisfied with four factors in the second cluster. In the same manner in the third cluster 235 opined that they were dissatisfied with three factors and satisfied with the remaining 11 factors. Thus out of 663 respondents majority (441) of the respondents are satisfied with the various social marketing activities.

27. The SEM model has been constructed to assess the impact of social marketing practices on the respondents. The outcome is that awareness about social marketing and various causes of anti social practices are influencing the public and they have got satisfaction towards social marketing practices. Hence, social marketing have great impact on the society.
SUGGESTIONS TO THE IMPLEMENTING AGENCIES AND GOVERNMENT AUTHORITIES

1. Implementing agencies, who are working in the study area, have to make the best use of the various local media like T.V local channels and radio advertisements, with a view to promote the social marketing related information.

2. Generally people hesitate to buy contraceptive pills in the medical shops. To avoid the uneasy situations, condoms can be made available through automatic boxes fixed in ATM centres where people can easily get the product for use, with awareness through proper information about its availability and usage.

3. Contraceptive protects from the problems of STD, AIDS, and unwanted pregnancies. So the government should take steps to motivate the public in getting sufficient awareness on the benefits of using contraceptive pills through various advertising mode.

4. It is a known fact that the price hike on cigarette, tobacco related products and alcohol do not reduce public consumption. Therefore, the government of India may introduce herbal cigarette to rehabilitate the addicted people. Flex banners depicting the harmness and evil health effects due to smoking and drinking may be placed in every public places with visibility.

5. The government authorities and implementing agencies should take appropriate efforts to encourage the public, who have received and used social marketing services properly, to inform the rest of the public and create awareness about social marketing services in Sivaganga district.

6. Few people in the study area use the open place for their toilet purpose, even today. This practice has to be curbed totally. So the municipal authorities have to take initiatives to
educate the public to build toilets in their houses, under the free toilet scheme, and to ensure safe and healthy sanitation facilities. In order to maintain the toilets in hygienic condition, the health officers may conduct classes and explain them the necessity of keeping the toilet clean. They may also visit and inspect the villages in regular intervals.

7. In the study area, the public were not aware of the child labour evils. With a view to avoid the child labour abuse, policy makers should impose penalty or file case against the employers who employ children and, also on parents/guardians. They should create awareness on importance of giving education to the children.

8. The government insists the public to use the helmets as a safety measure. The traffic police may levy spot fine for not wearing helmet during riding & mark it in their license document. On subsequent occurrence, the penalty may be increased substantially, which would make the riders to wear helmets regularly.

9. Availability and accessibility of wine / liquor shops in nook and corner of this district could be a strong reason for the rising alcohol consumption. Hence, the state government must reduce the number of wine shops and may consider opening the liquor shops only for few hours.

10. In addition to the village nurses, the nodal teachers can create awareness and explain the benefits of using vitamin tablets and sanitary napkins to the teen age girls for living a hygienic and health life.

11. NGOs and Government should educate the teen age girls and women to use pepper spray and mini blades for self defense.

12. Protecting and maintaining a good and healthy environment is an asset to be given to the next generation. It is the responsibility of each and every person to protect the
environment from all kinds of pollution and make it as eco friendly for human beings and animals. The government has to conduct awareness rally and raise slogans at public places for environmental protection. More stringent measures should be taken to find those shopkeepers selling plastic bags.

13. Rehabilitation centre can be established in each and every panchayat to save people from drugs and alcohol addiction.

14. The Non Government Organizations and family welfare departments may provide counseling and guidance to eradicate the illegal sex to avoid the consequences of health hazards and other social welfare activities.

15. The government takes many steps to promote the family planning activities, but it has not popularized enough to reach the remote areas in rural. In order to have control over population expansion, the family welfare department authorities should take essential steps to implement their schemes in all rural areas.

16. Yoga centre should be established in every panchayat to offer the meditation to the children and younger generation, for behavioural change. It will save the future generation.

GENERAL SUGGESTIONS

1. The findings of the study reveal that the awareness about the social marketing practices and schemes offered by the government is very low. Therefore the government can promote every family member to volunteer themselves to join the SHG groups. Joining the SHG group might help the public to know the social marketing practices and avail the schemes offered by the government.
2. Unemployment is a major reason behind the addiction of alcohol, tobacco and other violence in society. In order to avoid these causes, the SHG plays a vital role in creating employment opportunity in rural areas with the financial assistance such as loan; incentives offered by the government and also become a platform for giving employment to others. Hence the government can take initiatives to promote and manage more SHG groups in the study area.

3. Moreover the SHGs can be engaged in social activities to protect children and women against domestic violence.

4. Children are the future leaders of our country. It is the duty of each parent to educate their children and guard their basic rights of learning since childhood. Educating the children will give a better society in future and alleviate the problems arising out of anti social activities.

5. Public can engage themselves in Social Marketing awareness campaign through the SHG group in Sivaganga district and it reduces the evils arising out of anti social practices.

6. Young people can form a group and can create awareness about the social activities among the public by using the social networks such as Whatsapp, Facebook, Twitter, Youtube, etc.,

7. NGOs can train the women to learn self defense activities which are most important in the society to protect themselves from the domestic violence.

8. Every panchayat should ensure that its people resolve themselves against the anti social practices.

9. Government may provide pepper spray, blades and self defense coaching to the teen age girls and women through the village nurses and nodal teachers in every village.
10. Authorities from Local bodies should join hands with the Panchayats to create awareness and expedite the utilization of social welfare schemes implemented by the government for the public in the rural.

CONCLUSION

India is a country of a large number of villages and a great part of population resides in the rural areas. Though the world has become modernized one, in the villages a lot of health and social related issues prevail still. In order to eradicate those issues, the Ministry of Health and Family Welfare has introduced and implement several schemes. All those schemes have been popularized among the public by means of a new marketing concept called social marketing. The aim of social marketing is to uphold and safeguard the public from the health and society related issues. In a manner, the researcher made a study in Sivaganga district to assess the impact of social marketing practices. Through the study, it is found that the public are aware of social marketing practices at the average level. But still the social marketing practices have not reached and influenced the public up to the mark. It results in the level of satisfaction of the public a meager on social marketing practices and the public also revealed that they are facing a lot of problems to avail themselves of the benefits from social marketing. Therefore, the authorities concerned and implementing agencies should take appropriate steps to create awareness and motivate the public policy in the study area. The significance of the schemes should reach the vast section of the society with the view to satisfy the public in changing their behaviour and make them healthy and happy citizens of future.
SCOPE FOR FURTHER RESEARCH

- A study on effectiveness of Non government organizations role in social marketing in any suitable area.
- Impact of blood donation and social marketing practices through the government or private hospitals in any state.
- Effective implementation of social marketing for women safety in any district of Tamilnadu or any state in India.
- Impact of social marketing on contraceptive methods in any city/district/state.
- Impact on general public and the usage of anti social marketing practices in any state.
- Role of family planning through social marketing in rural areas of any district.